

Understanding the intentions of Students to use OTT Platforms

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Abstract - This research paper explores the relationship between Over the Top (OTT), Social gratification, and customer engagement towards OTT platform, and Subscription intention. To examine whether different factors such as gender, Education, Age affects Intention to use the OTT platform. The data was collected through primary source. It was found that the high-price-segment hotels often use customization, whereas various industries usually implement value on the intention to use OTT platform with clients. This study helps to understand whether customer engagement in Intention to use OTT platform in the industry in match to the international experience. The authors focused on the OTT, customer engagement, Knowledge, and chronic use. The findings contributed have practical implications for research into OTT. The findings suggested the consumers are more involved with OTT platforms that defines who they are. Therefore, marketers seeking to engage consumers with OTT campaigns are suggested to foster a culture of Intention to use the OTT platform reinforced through dialogue and continual consumer participation in value chain activities.

Index Terms - Search Engine OTT, Social gratification, Habitual use, subscription intention, TAM, UGT.

I. INTRODUCTION

Over the top (OTT) services media are provided directly through the Internet to all video and streaming media, giving users access to films or TV shows on their fingertips. Most OTT providers have a specific application, website, or page where a user can sign up for subscription to access the particular benefits. All medium content is transmitted via the Internet during the broadcast through OTT, without the operator's involvement. India has seen a massive increase in video content consumption on various platforms in recent years. This article examines the perception of

consumers and the factors affecting people's preferences to use OTT platforms. It presumes that a person strives for autonomy, learning, and emotional instrumental satisfaction through OTT services. Our paper, therefore, covers the technology acceptance model (TAM) and uses Gratification Theory (Katz, Blumler, and Gurevitch, 1973) to investigate the ease of use and social satisfaction of consumers and their ritualized, instrumental, and social happiness, which influences the purpose in using this technology. The paper begins with Introduction, and followed by Literature review, Methodology, Data Analysis and interpretation with a conclusion.

II. LITERATURE REVIEW

This research focuses on the OTT (Over the Top) or in other words streaming service providing content online. The development of IT has disturbed a traditional media ecosystem, and new media has brought changes to the market, such as Netflix [3]. The increase in media consumption in the world has become the catalyst for increasing OTT media subscriptions and consumer accessibility to media contents around the world [6]. Similarly, the smartphone penetration in India is expected to grow by 520 million dollars by 2020, and broadband penetration from 14% to 40% in 2020[7]. OTT affordable mobile phones and Internet plans, such as Reliance Jio, launched in 2016 with low pricing plans, also boost the growth of OTT platforms. Recently, the Coronavirus Outbreak (COVID-19) pandemic and its social preventive distancing measures have increased pay streaming subscriptions [2]. Due to all of these mainstream Indian channels, Alt Balaji, ZEE5, Hotstar, Voot, and others could enter the OTT market easily. The number of Indian consumers inclined to an

OTT platform [6] and various intentions is motivated by OTT technology, quality, convenience, that consists of 70 million video viewers in India and \$1.3 million OTT subscriber payments. India has a solid chance of expanding its market and improving brand equity to attract new consumers. Yet, the past study found does not include many variables, and there is not much research on OTT in India to the best knowledge of the authors. Therefore, only TAM and UGT are used for analysis as TAM and UGT provide a better understanding of intent [2].

The TAM model was among the major models of the acceptance of new technology, with two primary factors that affect an individual's Intention to use new technologies: perceived ease of use and social pleasure. This model was one of the essential models in acceptance of new technology. An older adult who sees digital games as too hard to play or a waste of time will not want to adopt this technology. In contrast, an older adult who sees digital games as a way for mental stimulation and easy learning will find interest to use digital games on the basis of if it's easy to use, gives satisfaction, and fulfils the purpose of its usage [4]. TAM assumes that attitudes on perceived ease of use and that social gratification determines the Intention to use that leads to satisfaction as it improves their job performance using a specific method [13]. The TAM represents a link between external variables and both perceived social satisfaction and perceived usability, both of which influences the attitude to use the particular technology [8]. Relevant research on the subject of this study has shown that the perceived benefits of online streaming media are also influenced by the perceived ease of use [1,5]. TAM, identifying and theorizing the general determinants of the perceived social satisfaction including subjective standards, picture, job relevance, output quality, demonstrability, and easy-to-use perceptions and two moderators, experience and volunteering were proposed by [13]. Combining TAM [13] and the perceived user-friendly determinant model [14], [12] develops an integrated technology acceptability model, TAM that presents comprehensive homological network of IT adoption and use determinants.

The Use and Gratification approach examines fundamental questions about why we choose the media we use and why we choose (to learn or to spend time) the medium or specific media content. Initially,

however, theoretical clarifications later lead to a distinction of media motivation into two associated constructs: the desired gratification and the received gratification (OTT platforms, for example). The U&G framework generally focuses on the psychological roots of needs, which generate expectations that lead to satisfaction needs and other things that can be accidental. The framework for use and gratification was modified to fit the Internet context [11].

Based on the past documented work, the authors have included many factors and then assessed the main factors affecting people using the OTT platforms. [10] Mention of binge watching being a form of pleasure that gives the audience a positive reward, gives a sense of fun, and creates a more positive personality towards a person's life are found.

III. RESEARCH METHOD

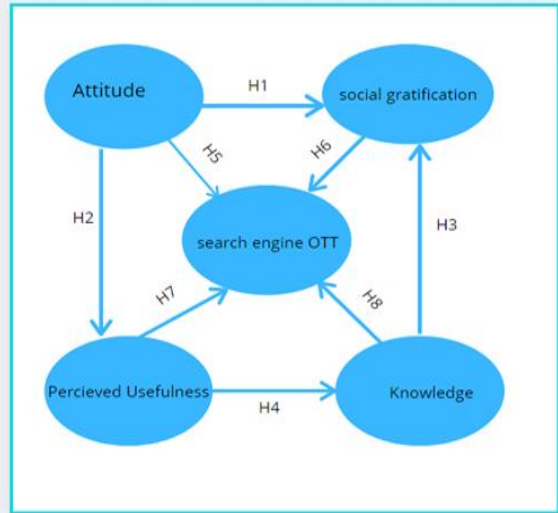
This research was performed using an online survey administered by Google form. All the measurements for constructs were taken from previous experiments and tailored to the actual circumstances of this study; then, the original questionnaire was finalized by an expert using the suggested translator-reverse translation program. We performed a pilot study using a convenience survey of 330 students to help ensure the effectiveness and reliability of the questionnaire. Since the research purpose does not require longitudinal design and is also time-constrained, it is more suitable for cross-sectional survey. It involves a collection of data from the given population only once. This research is focused on the data collected and carried out during the study period. The additional features result in a deduction of the facts that indicate the regularity of the actions of consumers and can be statistically extended for the so-called population. It gives a broader overview of the research topic. It has shown that 40 quantitative test results are more reliable than the qualitative one, as it contains a more significant sample size response.

A preliminary survey performed OTT treatment, and a reduced group of 330 people from the same population study group was chosen who are based in India. Besides correcting some misleading, the pilot study observed that the respondents were unsure of the term OTT even then also they answered the question by themselves. Therefore, the opinions of the respondent's group were solicited and taken up and

later OTT was explained to them in the questionnaire with an example.

The study for the research went for around three months from January to the mid of April, 2021.

Research Model:



H1: Attitude toward using OTT is positively related to Intention to use the OTT platform.

H2: Perceived Usefulness is positively related to attitude toward using OTT platforms.

H3: Knowledge is positively related to the Perceived Usefulness of the OTT platform.

H4: The individual motivation to use Online streaming technologies for ritual purposes will positively and significantly affect their Intention to use the mentioned technologies.

H5: The individual motivation to use Online streaming technologies for social gratification will positively and significantly affect the Intention to use mentioned technologies.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic profile

		Number	Percentage (%)
Gender	Male	176	53.2
	Female	152	45.9
	I prefer not to say	3	0.9
Age	Below 18	9	2.7
	18-25	192	58
	26-33	107	32.3
	Above 33	23	6.9
Location	North India	79	23.8
	South India	119	36.2
	West India	73	22.3
	East India	58	17.7

Education	Undergraduate	38	11.5
	Postgraduate	89	26.9
	Ph. Ed	11	3.1
	MBA	193	58.3

Source: Primary

A pilot test was conducted on 100 samples and the reliability test came back as 0.868 which is above 0.7 (test output can be shared on a request). The demographic variables which are available in the questionnaire were run and tested on the overall sample of 330 respondents. Table 1 shows that majority of the respondents are male with ages 18-25 and are from South India and they are MBA graduates.

Table 2: Age and the factors

		F	Sig.
INTOTAL	Between Groups	6.918	.000
	Within Groups		
	Total		
UTotal	Between Groups	6.533	.000
	Within Groups		
	Total		
SETotal	Between Groups	6.998	.000
	Within Groups		
	Total		
HTotal	Between Groups	7.826	.000
	Within Groups		
	Total		
SGTotal	Between Groups	1.516	.210
	Within Groups		
	Total		

Table 2 shows that per the Age group on the Intention to use, social usefulness, search engine, and habitual use of the OTT platform are found having no significant difference with significant p-values.

Table 3: Education and the factors

		F	Sig.
INTOTAL	Between Groups	.934	.424
	Within Groups		
	Total		
UTotal	Between Groups	1.700	.167
	Within Groups		
	Total		
SETotal	Between Groups	2.022	.111
	Within Groups		
	Total		
HTotal	Between Groups	1.222	.302
	Within Groups		
	Total		
SGTotal	Between Groups	1.397	.244
	Within Groups		
	Total		

Source: Primary

Table 3 provides an insight into the relations between the respondents' education and its influence (intention to use, search engine, habitual use, social gratification)

on the purpose of using the OTT platform. It can be found that there were no statistically significant differences between group means as determined by the one-way ANOVA as all the p-values are more than 5 percent level of significance.

Table 4: Gender and the factors

	INTotal	UTotal	SETotal	HTotal	SGTotal
Chi-Square	121.545	92.715	126.364	182.000	195.273
df	14	13	14	11	8
Asymp. Sig.	.000	.000	.000	.000	.000

Source: Primary

The Table above shows that the respondent between the age of 18-28 spent more time on the OTT application as the chi-square test resulted with the significance value less than 0.05. Furthermore, it is also found that the Male spent more time on the OTT application, which is 3-6 hours and that location wise does not give significant value in using the OTT platform.

Table 5: Regression analysis

Model	Coef.	Sig.
(Constant)	-1.710	.150
INTotal	.245	.000
UTotal	.407	.000
HTotal	.215	.001
SGTotal	.253	.001

Source: Primary

It is found from Table 5 that the respondents' intentions to use the OTT platforms are being influenced positively by the interaction, social gratification, and, ultimately, Intention to use. This section discovers that social gratification acts as a moderating variable in OTT and consumer interaction. According to the report's findings, the OTT platform has a profound impact on consumer interaction and intention subscription through the mediation effect based on disadvantage of not owning products which gives access to the OTT platform. It has been discovered that if the customer is well educated and has been using smart devices with advanced application will check the pros and cons of purchasing sites which gives access to the OTT. Such information may influence the purchase decision with the effect of custodianship. Therefore, it is found that the relationship between OTT and consumer interaction is moderated by the social gratification.

V. CONCLUSION

It can be concluded from this current study that the OTT platform has a significant effect on Intention to use and therefore has high reliability with subscribing Intention. All of this has been done with the Intention that the online user experience will improve over time, having a minor effect on consumer engagement. To summarise, the current report highlights the moderating effect of consumer engagement and Intention to use in the study, revealing the higher importance of Intention to operate having an impact on subscribing Intention. The study chooses to classify the factors that significantly impact purchasing intent, which may substantially affect market development. It has been discovered that the OTT platform affects consumer loyalty and Intention to use.

Customer interest does not directly demonstrate the development factor and businesses can take leverage, nor does it significantly affect subscribing Intention. Yet, it is evident that the OTT platform has both power over consumer experience and Intention to use with the appropriate propensity to buy Intention. The Intension to use platform offers a platform that strengthens the development factor through proper Knowledge of the benefits, drawbacks, measurements, and feedback of the brand that the consumer may purchase. Moreover, it is found that to use the OTT platform, the buyer should have interactive technologies in their smart devices, and they must be literate.

Customers using mobile technology have various options for searching for products and being acquainted with how to use them to gain real-life experience in the virtual world. The moderating influence of meaning OTT has a more significant impact on subscribing Intention than the direct impact of consumer interaction. It is well known that all consumers cannot monitor the volume of stored information, including product feedback and input. In the availability of Intension to use, the consumer gains access to a forum where they can assist in the growth of the market and offer solutions to the product. Intension to use has no control over the external aspects of the business preview, but it does have control over the changes that are taking place.

VI. MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS

With the present situation and the growing modern Age, we can see that there have been many developments over the years such including social technology progressed over time, affecting the purchasing choice of customers. Furthermore, we can see that product alignment across the OTT platform has evolved in a larger space.

Customers who are addicted to the Internet would see a more significant effect in the future by purchasing services online. The provided research has shown that money can be vitally used on those who strategically place the Knowledge through brand repositioning using improved technologies when facing low revenues over time. However, with the advancement in technologies and the fierce competition in the industry, further, development has occurred. This approach not only works as a means of advertising, but it can also serve to spread the positive by word of mouth. Previous studies have revealed a substantial positivity created within the subscribing Intention for their relationship; thus, the firms should rely more on new technology advances and inventions, as the buyer is likely to surf online and purchase the product.

Marketing managers must devise and implement a plan that places their services at the top of the customer's search results, resulting in maximum revenue and a good market share. These managers must be involved on social media to communicate with consumers and offer a forum for them to interact with customers, provide solutions, and participate in new product creation. It goes without saying that once a customer's questions are answered, they will invest and ensure that they buy the product eventually. They will also suggest and indirectly create sales for the firm, generate benefits, and introduce business services to the general public through social media. The Intention to use impact can be seen online wherein we find the post written on the social media platforms, which brings confidence to the new customers while they consume the product. These strategies work for a long time in the future.

VII.LIMITATION AND DIRECTION FOR FUTURE RESEARCH

In this analysis, the system was used to conduct the self-administered questionnaire. Some biased respondents were registered, and some did not understand integrated OTT platform technology. To

get a decent answer, an additional survey can be undertaken. The sampling analysis was conducted in India with 330 respondents which can be more to get a comprehensive understanding on the experience of a larger sample. The study has been extended to online retail and can be expanded to other fields to explain the definition better. Probability sampling would bring more reliability to the study. Consumer engagement has been used as a direct impact from the OTT platform and getting the purchase intention. Other factors such as interactivity, familiarity can be used as a moderator in future studies. Several other factors can be used between the OTT platform and Intention to use, which lead to purchasing Intention. In this case, all the hypotheses were accepted, but few whose values were a little less, but even they were accepted as being positive.

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Annexure

Questionnaire on "Understanding the intentions of students to use OTT platforms."

1. Gender:
2. Age:
3. Location:
4. Education: i. UG () ii. PG () iii. Others (Specify)____

I. Perception on Intention to use

S.No	Items	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
1.	I intend to use digital and mobile devices, including smartphones and tablets, to watch OTT.					
2.	I shall spend more money on digital and mobile services to access information and entertainment programs through OTT.					
3.	I will continue to spend more time on digital and mobile devices to access the OTT platform.					
4.	I plan to use the OTT platform in the future.					

II. Perception on Usefulness

S.No	Items	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
1.	The OTT allows me to view what I want in a faster way than traditional TV subscriber services.					
2.	The OTT enhance my experience of watching informative or entertainment programs.					
3.	I can watch OTT in any place I like if there is a good Wi-Fi or network connection.					
4.	OTT provides applicable and sufficient content for me to watch.					

III. Perception on OTT search engine

S. No	Items	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
1.	The Knowledge about OTT allows me to view what I want faster than traditional TV subscriber service.					
2.	The Knowledge about OTT services enhances my experience of watching informative or entertainment programs.					

3.	The content and no-commercial Knowledge about OTT helps me to understand and benefit from it.					
4.	The recommendation provided by the OTT search engine enhance my watching experience.					

IV. Perception on habitual use

S.No.	Items	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
1.	I watch OTT break the routine.					
2.	I watch OTT in my free time.					
3.	Watching OTT is a form of entertainment.					

V. Perception on social gratification

S.No.	Items	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
1.	How many hours do you spend on social media?					
2.	How frequently do you post content on social media?					
3.	How many pop-ups and social media advertisements of OTT content persuade you're watching behavior?					
4.	Social media keeps me updated about new TV shows and movie releases and reviews about them.					