



Exploring factors influencing Indian Consumer's Inclination to adopt OTT services: an Exploratory Analysis

Dr. Ramesh Kumar,
(Associate Professor), Department of Commerce & Management, Govt. College for Women, Karnal

Ms. Bhawana Sharma
Research Scholar, Department of Management Studies
Bhagat Phool Singh Mahila Vishwavidyalaya, Sonapat, Haryana
(E-mail: bhawanasharma1110@gmail.com)

Abstract

The internet's broad accessibility and advances in technology have affected many facets of our daily lives, rendering it a vital part of our activities. OTT platforms are continually growing in India solely due to the way they appeal to the Indian population, who actively use social media. Industry 4.0 as well as Artificial Intelligence allows OTT providers to customize and personalize products and services according to consumer preferences, including their preferences and dislikes, as well as time spent on the platform. This study explores the variables that impact consumer acceptance of OTT platforms in India. The author performed exploratory factor analysis (EFA) to identify variables that impact OTT platform adoption. A self-designed questionnaire was employed to collect data from 250 targeted individuals, with 200 responding. After obtaining data, Cronbach's Alpha test is applied to validate that it is accurate and reliable. The author's conclusion contained suggestions and recommendations.

Keywords: OTT streaming services, Exploratory Factor Analysis, Technology Adoption, consumer decision, Content.

Introduction

Media is an aspect of daily life and has an important effect on society. Media has grown more vital due to global belonging. Media provides an original viewpoint on incidents, along with relaying them. Technology promises to alter the planet. Recent developments make living easier and more enjoyable. Rapid technological developments have resulted in an alteration in the attitudes of individuals toward innovation. The emergence of new those taking part in the broadcasting sector due to the web, streaming, and smartphone technology has changed viewers' viewing patterns in unforeseen manners. The internet has led to a change in multimedia consumption habits.



Over-the-top (OTT) services are gaining prominence in today's technology-enabled community. The emergence and mushrooming of Over-The-Top (OTT) platforms have had an enormous influence on the media's ecosystem in the past few years. These digital platforms have altered how we experience entertainment, offering an abundance of content at our fingertips at all moments regardless of location. The COVID-19 epidemic has created an extraordinary chance for OTT platforms. As more and more individuals stay at home, there's an increasing demand for fresh content. OTT services have experienced an enormous spike in prolonged viewers, new customers, and modern viewers demanding on-the-go content, encompassing music, videos, and audiobooks.

With an outbreak, OTT structure is becoming more prevalent. Web series are famous on over-the-top platforms as an avenue of amusement and enlightenment. Web series could prove enjoyable and informative. It could give individuals the possibility of traveling all through the world. Web shows could present viewers with fresh perspectives on societies. Web series involving beneficial aspects may drastically affect the way individuals act. Indians rely largely on television and film for enjoyment. People are profoundly affected by the media on television. Television and movies influence our opinions, beliefs, behaviors, and ideals. Recognizing words, melodies, and sequences from films and TV dramas could contribute to retention over time. The way individuals access virtual information has changed over time, from restricted access to easily searchable libraries of episodes. Until determining the hidden negative characteristics of digital media, this change was seen positively.

Literature Review

Menon, G. (2020) stated that the COVID-19 restrictions had an extensive impact on leisure and entertainment habits. Lockdowns prohibited individuals from leaving their residences for pleasure or work, increasing public activities on online platforms. Web-based community building promotes communication with family members and friends. The government's commitment to restrict outside channels for entertainment has led to the expansion and progress of domestic culture.

Srivastava, M. K. (2020) Despite conventional options, there are greater over-the-top platforms for entertainment available nowadays. The world of entertainment has launched web series as an innovative way to satisfy consumers. The online series has been appreciated by the 'content greedy' and 'time limited' Indian clients. Reducing the price of internet services for data has boosted the attraction of video series.

Singh, K. K., Makhania et. al. (2024) revealed that whenever Over-The-Top (OTT) platforms initially existed and frequently presented fresh material, they needed favorable public feedback to sustain their subscriber base.



Shao, C. C. (2022) discovered that priorities have been examined concerning consumers' streaming behavior. The research additionally showed that, in the present era of video streaming, habits of behavior remained significant in shaping spectators' emerging decisions, retention time, and in general watching duration.

Rao, K. V. M. S., et al. (2022) stated that the modern generation's use of electronic media has become securely integrated into their daily routines. It's developing a growing platform for studying, networking with friends, and accumulating marketing and other information. It will be thrilling to watch the expected new client acquisition strategies that internet media businesses implement.

Gianchandani, D. H., Shah, D. S. M., & Sharma, D. M. (2020), mentioned (OTT) services are appealing to youngsters because of their capacity to gain access to content at any time they choose. Online broadcasters make up 71.26 percent of responses, while 28.74 percent originate from television broadcasts. Furthermore, 22.16 percent of online streamers employ OTT to view films. Conversely, web series are utilized by 60.48 percent of users and viewed by 91.02 percent, according to the research. Web series including 'Nudity' along with 'Profanity' don't constitute the best reason for viewing, even though the absence of governing authority enables artists to interact with viewers individually.

Dhiman, D. B. (2023) found that it came to light that over-the-top services consist of mature content as well as abusive language that may be inappropriate for all viewers. After being notified about this kind of content, consumers can choose to limit their accessibility to certain programs or content using parental control options or other techniques.

Dhiman, B., & Malik, P. S. (2021) show the significant influence that television series and streaming services have on Indian adolescents. A child gets drawn in by stuff provided through a digital program that can be seen on multiple platforms. The abrasive abusive, and physically graphic content can be found on OTT platforms. If it fails to be managed, it may give rise to major emotional and mental problems for young people.

Ahuja R. (2020), mentioned that Indian viewers consume online videos for a duration of 8 hours and 29 minutes, over the global mean of 6 hours and 45 minutes. This emphasizes the growing popularity of online multimedia material, such as web series, seasons, short movies, and videos with humor.

Research Methodology

The research design used in this research is exploratory in nature. This research is conducted in the NCR region. The sample size used in this research is 200 respondents. The primary data is collected from the respondents with the use of a questionnaire method (Google Forms) by using a purposive sampling technique. This research includes both primary as well as secondary data.

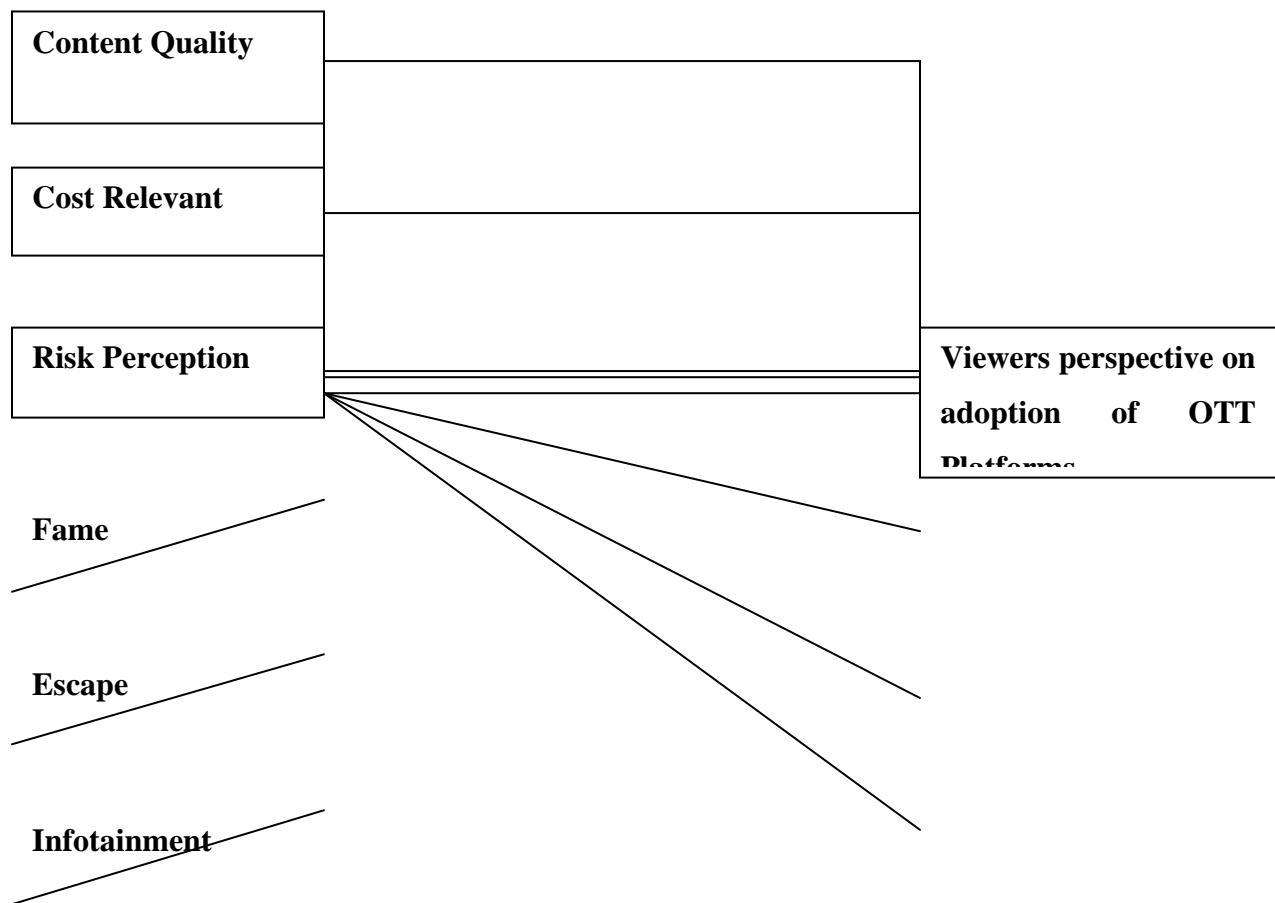


Previous research, a review of the literature, and viewer surveys on OTT customers were all used in the creation of the survey. The questionnaire development includes a five-point Likert-type scale. (1 = Strongly Disagree and 5 = Strongly Agree). The target population for this research was 18 years of age or older who are consuming OTT streaming services. The statistical technique used in this research is EFA (Exploratory Factor Analysis) via the SPSS 21 version.

I) Proposed Model

Independent variables

Dependent Variable



(Sources: Authors compilation)

II) Variables

- **Content Quality:**

This construct is designed to measure the quality of content. OTT platforms provide a diverse collection of content like movies, documentaries, web shows, games, etc. The content provided by these streaming services must be interactive,



new, and fun to engage with. There must be graphics, and innovative technological visual effects must be incorporated so that old customers can be retained and attract new potential customers.

- **Cost Relevant**

This construct is intended to measure the cost efficiency of these streaming platforms. OTT apps are low-cost and generally more pocket-friendly than Over-the-air packages.

- **Risk Perception**

This construct is used to measure the perceptions of the viewers and explore the risk associated with the use of OTT platforms while making payments through online mode, inbuilt mechanisms, and personal information privacy.

- **Fame**

Due to an increase in technological advancement, viewers adopt OTT streaming services more. This construct helps to measure the reputation, and status symbol due to the use of these OTT streaming services.

- **Escape**

Consumers use these platforms to release their stress, and anxiety, escape from practical life realities, etc. This construct is designed to measure the escape mechanism of viewers from their real-life worries, family members, etc

- **Infotainment**

In this modern era, viewers prefer to try out new ideas, and adventures, have curiosity for new learning, gain new knowledge, learn new shortcuts, etc.

Data Analysis and Interpretation

After an extensive evaluation, the data collected is analyzed and interpreted under various headings.

Table no.01: Reliability Statistics

Cronbach's Alpha	N of Items
.873	19

(Sources: Authors compilation)



From the above table, it is found that the value of Cronbach's alpha is .873, so, the results showed that the questionnaire is reliable as the value is more than 0.7.

Table no. 02 : Cronbach Alpha values

Factor	No. of statements in the factor	Cronbach's Alpha Value
Content Quality	4	.780
Cost Relevant	3	.831
Risk Perception	3	.895
Fame	3	.901
Escape	3	.816
Infotainment	3	.939

(Sources: Authors compilation)

The above table shows that the reliability of each factor is more than 0.7, it is inferred that each variable is reliable.

Table no. 03 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.800
Bartlett's Test of Sphericity	2350.377
Approx. Chi-Square	171
df	.000
Sig.	

(Sources: Authors compilation)

The above table shows the result of the KMO and Bartlett test. The value of the KMO test must be above 0.6 and in this table, the value is .800 which seems to sample adequacy up to 80%. Also, in the Bartlett test the significance value must be less than 0.05, the table shows p value is 0.000 which means an appropriate result and normality of data is achieved.



Table no. 04 : Communalities

	Initial	Extraction
CQ1.	1.000	.548
CQ2.	1.000	.754
CQ3.	1.000	.740
CQ4.	1.000	.697
CR1.	1.000	.761
CR2.	1.000	.790
CR3.	1.000	.698
RP 1.	1.000	.817
RP 2.	1.000	.813
RP 3.	1.000	.849
F 1.	1.000	.777
F 2.	1.000	.871
F 3.	1.000	.854
E 1.	1.000	.796
E 2.	1.000	.730
E 3.	1.000	.731
I 1.	1.000	.857
I 2.	1.000	.916
I 3.	1.000	.879

Extraction Method: Principal Component Analysis.

(Sources: Authors compilation)

The core rule about communality is that it must be more than 0.5, and the above table satisfies this requirement that all the values are higher than 0.5.



Table no. 05 : Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.019	31.681	31.681	6.019	31.681	31.681	2.636	13.874	13.874
2	2.365	12.445	44.126	2.365	12.445	44.126	2.578	13.569	27.443
3	1.947	10.246	54.372	1.947	10.246	54.372	2.563	13.491	40.934
4	1.781	9.375	63.746	1.781	9.375	63.746	2.508	13.200	54.133
5	1.496	7.876	71.623	1.496	7.876	71.623	2.352	12.379	66.512
6	1.268	6.674	78.296	1.268	6.674	78.296	2.239	11.784	78.296
7	.695	3.657	81.954						
8	.557	2.933	84.887						
9	.439	2.312	87.199						
10	.428	2.252	89.451						
11	.363	1.909	91.360						
12	.332	1.746	93.106						
13	.262	1.378	94.484						
14	.251	1.323	95.806						
15	.212	1.116	96.923						
16	.181	.953	97.876						
17	.164	.861	98.737						
18	.138	.725	99.462						
19	.102	.538	100.000						

Extraction Method: Principal Component Analysis.

(Sources: Authors compilation)

The total variance explained by the variable is 78.297 which is good. This indicates that the six variables given in the model represent 78.297% of the variation.

Table no. 06 : Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
CQ1.				.623		
CQ2.				.836		
CQ3.				.787		
CQ4.				.793		
CR1.					.847	
CR2.					.845	
CR3.					.815	
RP 1.			.870			
RP 2.			.850			
RP 3.			.868			
F 1.		.857				
F 2.		.911				
F 3.		.896				
E 1.						.834
E 2.						.770
E 3.						.819
I 1.	.872					
I 2.	.887					
I 3.	.862					

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

(Sources: Authors compilation)



The statements that fall under the various variables are indicated in the rotation component matrix above. Each statement's KMO value falls close to or greater than 0.5, fulfilling the fundamental concept. It showed that all 19 items have retained and converged into six factors named content quality, cost relevant, risk perception, fame, escape, and infotainment.

Findings and Conclusion

The consumer market for over-the-top (OTT) platforms is growing quickly and is sometimes considered to be an altered variant of conventional television. Expanding adoption of smartphones, increasing disposable incomes, and higher levels of digitization are expected to boost the \$5 billion Indian over-the-top (OTT) industry by 2026. The explosion in popularity of OTT services such as Netflix, Amazon Prime, Disney+ Hotstar, and many more has resulted in a change in the way individuals watch TV. Since OTT platforms aren't restricted by the confines of traditional TV channels, they deliver an enormous variety of content, including shows, films, sporting events, and web series. As an outcome, there have been plenty more web series and distinctive content produced, which has provided Indian content producers with greater possibilities. The proliferation of OTT platforms has additionally assisted the Indian media and entertainment sector, providing movie and television production companies with an additional stream of income and boosting requests for actors, artists, and other specialists in the field. By adding fresh capabilities and offerings and expanding the selection of content companies offer, OTT platforms in India have the potential to keep expanding and becoming more diverse in the future. OTT service providers must consider the components listed above while formulating their plans. Considering all of the variables listed here when designing customer-driven tactics. Exploratory factor analysis (EFA) identified six important factors that account for over 80% of the study's variability.

Implications

This research adds to the field of marketing both theoretically as well as empirically. In a nutshell, this research makes two valuable contributions. Firstly, this research introduces the theoretical idea of OTT streaming services as a factor impacting consumer behavior which is the primary contribution. Secondly, a contribution of research by checking a theoretical link between two constructs i.e. (OTT streaming services and consumer behavior) by the evaluation of the features of the researcher created scale this contribution empirically to an area of research.

Limitations and Scope for further research

Since 200 respondents came from the NCR, the study's sample is of interest. Audiences may have various viewpoints. As such, further study can be done across a variety of geographic areas and extrapolate the findings. There can be some bias concerns considering this study is based on primary information.



This is to certify, that the research paper submitted by the authors is an outcome of independent and original work.

Conflicts of Interest

This research doesn't get any funding or competing interests.

References

Ahuja R. A STUDY OF EFFECTS OF WEB SERIES & STREAMING CONTENT ON INDIAN YOUTH, *International Journal of Creative Research Thoughts (IJCRT)*, ISSN:2320-2882, Vol.8, Issue 9, pp.1042-1055, September 2020, URL : <http://www.ijcrt.org/IJCRT2009142>

Arora, A. K., & Srinivasan, R. (2020). Impact of pandemic COVID-19 on the teaching-learning process: A study of higher education teachers. *Prabandhan: Indian Journal of Management*, 13(4), 43–56. <https://doi.org/10.17010/pijom/2020/v13i4/151825>

Behare, N., Shitole, V. C., Behare, S. N., Waghulkar, S. G., Mulla, T., & Sonawane, S. A. (2024). Streaming Revolution: Tracing the Evolution of OTT Media From Its Origins to the Present. In *The Rise of Over-the-Top (OTT) Media and Implications for Media Consumption and Production* (pp. 8-31). IGI Global.

Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2022). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652-682.

BHETWAL, D., & SCARIA, F. STUDY ON CONSUMER BEHAVIOUR AND FACTORS AFFECTING ADOPTION OF OTT STREAMING PLATFORMS.

Bisoyi, B., Mishra, V., Das, B., & Satpathy, I. (2024). Role of E-Business driven OTT platforms in influencing consumer's intention to cut the cable cord. *Management and Labour Studies*, 49(1), 82-96.

Bulsara, H. P., & Vaghela, P. S. (2022). Millennials' online purchase intention towards consumer electronics: Empirical evidence from India. *Indian Journal of Marketing*, 52(2), 53–70. <https://doi.org/10.17010/ijom/2022/v52/i2/168154>



Chawla, U., Shaw, J., & Choudhary, S. (2022). Streaming apps-A study on consumer satisfaction toward the usage of these platforms during COVID-19 in Kolkata, West Bengal. *Indian Journal of Marketing*, 52(10), 33-49.

Dasgupta, D. S., & Grover, D. P. (2019). Understanding adoption factors of over-the-top video services among millennial consumers. *International Journal of Computer Engineering and Technology*, 10(1).

Dhiman, D. B. (2023). A critical analysis of vulgar language on OTT platforms: A systematic review. Available at SSRN 4404547.

Dhiman, D. B. (2023). Diversity of Indian Regional Content on OTT Platforms: A Critical Review. Available at SSRN 4417599.

Dwivedi, S., Gupta, D., Agrawal, R., Mishra, A., Gaikwad, S. V., Kushwaha, V., ... & Hasan, A. (2024). Profiling of OTT Viewers and their Perception Mapping using Advanced Technological Models. *International Journal of Religion*, 5(1), 567-579.

Friederich, F., Palau-Saumell, R., Matute, J., & Meyer, J. H. (2024). Digital natives and streaming TV platforms: an integrated perspective to explain continuance usage of over-the-top services. *Online Information Review*, 48(1), 1-21.

Gadhiya, P., & Panchal, N. (2021). Young women's continuance intentions to use communication and social media apps. *Indian Journal of Marketing*, 51(3), 41-55. <https://doi.org/10.17010/ijom/2021/v51/i3/158063>

GIANCHANDANI, D. H., SHAH, D. S. M., & SHARMA, D. M. S. (2020) An Empirical Study to Measure Fascination of Young Adults towards Web series.

Gupta, G., & Singharia, K. (2021). Consumption of OTT media streaming in COVID-19 lockdown: Insights from PLS analysis. *Vision*, 25(1), 36-46.

Jain, M., Behare, N., & Mahajan, R. (2021). Factors Affecting Buyers' Choice of OTT Platform in Pune Region. *IUP Journal of Marketing Management*, 20(4), 16-28.

Jasmine, V. M., Sruthiya, V. N., & Jose, N. (2023). Factors Affecting the Binge-Watching Behavior of Young Consumers. *IUP Journal of Marketing Management*, 22(3).

John, S. F., Senith, S., & Ramson, S. J. (2014). Psychographic segmentation of Facebook users: A cluster analysis. *Indian Journal of Marketing*, 44 (10), 24 - 33. DOI: 10.17010/ijom/2014/v44/i10/80115



Kim, J., Kim, S., & Nam, C. (2016). Competitive dynamics in the Korean video platform market: Traditional pay TV platforms vs. OTT platforms. *Telematics and Informatics*, 33(2), 711-721.

Mento, C., Silvestri, M. C., Bruno, A., Muscatello, M. R. A., Cedro, C., Pandolfo, G., & Zoccali, R. A. (2020). Workplace violence against healthcare professionals: A systematic review. *Aggression and violent behavior*, 51, 101381.

Mulla, T. (2022). Assessing the factors influencing the adoption of over-the-top streaming platforms: A literature review from 2007 to 2021. *Telematics and Informatics*, 69, 101797.

Narayan, G., & Singh, A. N. (2023). Mediating Role of Brand Awareness in the Relationship Between Buzz Marketing and Purchase Intention. *IUP Journal of Marketing Management*, 22(3).

Periayya, S., & Nandukrishna, A. T. (2023). What drives user stickiness and satisfaction in OTT video streaming platforms? A mixed-method exploration. *International Journal of Human-Computer Interaction*, 1-17.

Phulara, S., Kumar, A., Narang, M., & Bisht, K. (2024). A novel hybrid grey-BCM approach in multi-criteria decision making: An application in OTT platform. *Journal of Decision Analytics and Intelligent Computing*, 4(1), 1-15.

Polisetty, A., Sowmya, G., & Pahari, S. (2023). Streaming towards innovation: Understanding consumer adoption of OTT services through IRT and TAM. *Cogent Business & Management*, 10(3), 2283917.

Sadana, M., & Sharma, D. (2021). How over-the-top (OTT) platforms engage young consumers over traditional pay television service? An analysis of changing consumer preferences and gamification. *Young Consumers*, 22(3), 348-367.

Saha, D. R., & Nath, C. D. (2024). Exploring the Prospect of Over-the-Top (OTT) Platforms in Bangladesh: A Study on the Users of Khulna District. *South Asian Journal of Social Sciences and Humanities*, 5(1), 43-57.

Sen, S. (2022). A short communication: Monograph on impulse buying during the COVID-19 Pandemic. *Indian Journal of Marketing*, 52(4), 63-69. <https://doi.org/10.17010/ijom/2022/v52/i4/169110>

Singh, K. K., Makhania, J., & Mahapatra, M. (2024). Impact of ratings of content on OTT platforms and prediction of its success rate. *Multimedia Tools and Applications*, 83(2), 4791-4808.



Soni, A., & Puthawala, H. (2020). Factors Affecting Millennials' Preference for Online Video Streaming Apps in Ahmedabad. *IUP Journal of Marketing Management*, 19(1).

Soren, A. A., & Chakraborty, S. (2024). Beliefs, flow and habit in continuance of over-the-top (OTT) platforms. *International Journal of Retail & Distribution Management*, 52(2), 183-200.

Sridhar, G., & Narasimha Murthy, G. (2017). Influence of perceived risk and value consciousness on attitude towards music piracy. *Indian Journal of Marketing*, 47(10), 19–25. <https://doi.org/10.17010/ijom/2017/v47/i10/118694>

Srivastava, M. K. (2020). Growth of web series: a descriptive study. *IRE J*, 4(5), 17-20.

TS, S., & Sumathy, M. (2021). User Perception Towards OTT Video Streaming Platforms in Kerala (With Special Reference to Thrissur). *Analytical Commerce and Economics*, 2(4), 27-32.

Uthaman, V. S., & Faizal, M. (2021). An Empirical Study of Change in Usage Level of Various OTT Platforms by Users in Kerala during COVID-19. *International Journal of Marketing & Business Communication*, 10(2).

Yoon, J. H., & Kim, H. K. (2023). Why do consumers continue to use OTT services?. *Electronic Commerce Research and Applications*, 60, 101285.

Yoon, S. Y., & Kim, J. B. (2022, August). A study on user satisfaction and intention to continue use of OTT platform digital content provision service. In *2022 IEEE/ACIS 7th International Conference on Big Data, Cloud Computing, and Data Science (BCD)* (pp. 290-296). IEEE.

Yousaf, A., Mishra, A., Taheri, B., & Kesgin, M. (2021). A cross-country analysis of the determinants of customer recommendation intentions for over-the-top (OTT) platforms. *Information & Management*, 58(8), 103543.

Zhu, X., Joo, Y., & Nam, Y. (2024). Bibliometric Analysis on the Research Trend of Over the Top Platforms—Focusing on Social Science Research on Netflix From 2001 to 2020. *International Journal of Communication*, 18, 20.