

A Study on User Acceptance of OTT Platform: An Extended UTAUT2 Model

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Abstract

The study is aiming to scrutinize the factors that lead customers to use and adopt OTT platforms in India using the UTAUT2 model. The study also intended to check the moderation effects of gender, education, and experience, and data was collected through primary as well as secondary data. In this study, education level was introduced as an additional moderate into the UTAUT2 model to understand the adoption forecasters suggested by Venkatesh et al., 2012. The primary data was collected by the structured questionnaire through google form, and the sample size was 135 OTT platform users and analyzed by SmartPLS 4 software. To test the model, the structural equation model was used. The study found that Effort expectancy, Hedonic motivation, and Habit are the main key drivers that affect the customer adopting and using the OTT platform in India.

Keywords: OTT platform, UTAUT2 model, Adoption, Expectancy, User behaviour.

Introduction

India is one of the world's emerging markets in terms of online video. In addition, India will be the second largest online video subscriber after the China market and will reach around 500 million online video users by 2023. Moreover, Consumer viewers' appetite promoted content adoption, and over-the-top (OTT) came into existence. Technological advancements have changed people's preferences, shifting from conventional mode to OTT platform. With the OTT Platform's emergence, a drastic change can be seen in the viewer's Experience (Nair, 2021). Simply put, entertainment refers to having fun and entertaining ourselves with close ones (Jain, 2021). Moreover, censorship on TV and media has changed the way consumers consume entertainment, and penetration of the internet empowers viewers to choose the content they want to see (Nijhawan, 2020). Therefore, a have shifted from the conventional mode to the OTT platform due to technological flexibility, customer-centric, and user behaviour. With the arrival of Covid 19, people have been restricted to the four walls. Moreover, various steps were taken to stop the spread of COVID-19, including working from home, postponing important events, and restricting or banning entry to bars, restaurants, and theatres, among other things (Patnaik et al., 2022).

Undoubtedly, the market of the OTT platform has been growing continuously, and consumers' appetite for fresher or original content choices fuelled the demand (MICA, 2021). The personalized and original content in their regional languages helps to increase the use of the OTT Platform in India (Begum, 2018). The entertainment industry has emerged as one of the most dominant industries due to the growth of Online video consumers (Kumari, 2020). The OTT market is expected to increase to USD 4.2 billion by

2025 and USD 12.5 billion by 2030. Due to increasing consumption of the internet, penetration of smartphones, and affordable data availability Although the economic growth rate was slow during the epidemic, but the OTT platform has been increasing continuously, and the boom of broadcasting and the internet have changed the way of thinking of media consumers.

The increasing popularity of smartphones and clear-quality content has changed the audience's consumption pattern surprisingly but surely shifted. Therefore, audiences are readily embracing the OTT Platform, which offers ease of access, choice of content, choice of device, and low-cost data (RBSA, 2021). The study aims to understand factors that lead the customer to adopt the OTT platform by the UTAUT2 model in India.

Clearly, understanding factors affecting users' adoption and use of OTT platforms in India has not received much attention. Moreover, little research has been done on using the UTAUT2 model to study viewers' adoption and use of the OTT platform in India. In this study, education level was introduced as an additional moderate into the UTAUT2 model. He argued that further research must be derived from previous research to test the model in various countries, demographics, differences, cultures, etc. He argues that future research should rely on earlier studies to examine the model in other contexts, including foreign countries, demographics, cultures, etc., to identify additional critical influencing factors that could encourage users to adopt and use technology (Kwateng et al., 2018). This study is based on the assumption and considers the applicability of the UTAUT2 model thoroughly to look at the aspects that encourage the customer to adopt and use the OTT platform in India. The study will help the managers develop strategies to help grow OTT platforms in India.

Literature Review

Even though "OTT" has gained popularity, it is hard to believe that India has had OTT platforms for more than ten years. In 2008, it was seen that Reliance entertainment launched BigFlix as its first OTT platform to capture the viewers in the market. Currently, there are 40 OTT service providers in India, including domestic and international players such as Netflix, Amazon Prime Video, Disney+Hotstar, Zee5, and Voot, which are anticipated to rise to 100 by 2023 (Gowda, & Mandge, 2021). Notably, some local players, namely Jio cinema and Hotstar, have gained popularity in the domestic market, and Netflix and Amazon prime video boomed in the international market. According to Omidia consumer research, Disney+Hotstar got 41% of the market share, Eros, now 24%, Netflix with 7%, and ALTBalaji have a 4% market share in India. During Covid-19, shooting for TV and movies was stopped, which caused viewers to turn to the OTT platform. Hence, it is simple to use, and an available lot of content without breaks leads to adopting OTT (Jain, 2021). At the same time, other factors contributing to rising OTT platforms include high-speed internet, good quality of content, penetration of smartphones, affordable price of data plans, availability of foreign and regional languages, and break-free shows (Saha, 2021). Therefore, India has seen an upsurge in online streaming video services because people were packed in their homes during the pandemic. OTT platforms have slowly become a part of our lives, and OTT platforms have immense potential to grow in the future (Patnaik et al., 2022). India is a booming market, overtaking Australia, Germany, and South Korea, and rank as the sixth-largest market in 2024 with a CAGR of 28.6%, as per the PricewaterhouseCoopers report (PwC). Youtube is one of the priorities of OTT users after Netflix. It is an open platform that provides video content and a media library for broadcasters (Fitzgerald, 2019). Millennial viewers prefer to watch OTT platforms due to the easy availability of original and foreign content (Gomathi & Vijaiatha Christy, 2021). According to the IAMAI report, 692 million are active users in India and 341 belong to the urban area, and 351 are from the rural area. By 2025, it is anticipated that India will have 900 million internet users. Notably, the rise of the OTT platform has badly affected cable TV in India (Sundaravel & Elangovan, 2020). OTT platforms are becoming a significant entertainment industry that is continuously increasing daily. Furthermore, the PLS-smart forecasts a series of hypothesized relationships to deepen understanding of differences in dependent variables, making this method useful for this study (Haire et al., 2014).

Objectives of Study

1. To study the user's acceptance of OTT platforms through the UTAUT2 model, and
2. To examine the factors that affect users to adopt OTT platforms.

A Theoretical Model – Unified Theory of Acceptance and Use of Technology (UTAUT2)

For the adoption and use of technology, several models have been proposed by the researcher, namely the theory of reasoned action, the Technology Acceptance model, the motivational model, the theory of planned behavior, combined TAM and TPB, model of PC Utilisation (MPCU), Innovation Diffusion Theory and Social Cognitive Theory (Chang, 2012). The UTAUT model is an integrated model of all eight models discussed above. The Unified theory of acceptance and use of technology model (UTAUT) was proposed by Venkatesh. It has four aspects that influence the usage and adoption of information technology: social influence, performance expectancy, effort expectancy, and facilitating conditions, which affect user behaviour and behavioural intention to use and adopt new technology (Venkatesh et al., 2003). Moreover, he expanded the UTAUT model with three additional factors, including price, hedonic motivation, and habit, in his model named UTAUT2. Also, he assessed the moderating impacts of gender, age, and experience voluntariness (Venkatesh et al., 2013).

Performance Expectancy

It is the extent to which someone believes that activities will assist in to use of technology (Venkatesh et al., 2003). Performance expectancy in OTT media platforms can be understood as the practicality of the time and place they offer consumers. The relationship between behavioural intentions and performance expectancy has been moderated by age, gender, and experience. Previous studies have reported that young customers and males are more conscious of tech-savvy. The hypothesis is framed on the basis of the following assumption.

H1: Performance expectancy impacts the BI (behavioural intention) for adopting the OTT Platform.

H1a: Gender moderates on performance expectancy toward BI

H1b: Experience moderates on performance expectancy towards BI

Effort Expectancy

It is the extent to which users perceive that others believe they should use a particular technology (Venkatesh et al., 2012). Hence, the following are the hypothesis:

H2: Effort expectancy impacts the BI for adoption of OTT Platform.

H2a: Gender moderates on effort expectancy towards BI

H2b: Experience moderates on effort expectancy towards BI.

Social Influence

It is related to individual attachment with the close one, which affects their perception of adopting new technology (Venkatesh et al., 2003). Moreover, OTT users are influenced by their family, friends, and social circle. Hence, following are the hypothesis:

H3: Social influence influences the BI to adopt OTT platform

H3a: Gender moderates on social influence on BI.

H3b: Experience moderates on social influence toward BI

Facilitating Expectancy

It is associated with consumers' acceptance and use of the technology. It makes it easy to learn and interact with the OTT platform. It is defined as individuals believing they have available resources and support to system users. It is incorporated by three models such as (TPB, MPCU, and IDT) (Venkatesh et al., 2003). Facilitating conditions and readily available technical infrastructure for adopting the OTT platform Hence, the following are the hypothesis:

H4: Facilitating conditions influence the BI to adopt OTT platform

H4a: Facilitating conditions influence the user behaviour to adopt OTT platform

H4b: Experience moderates on Facilitating conditions towards BI

Hedonic Motivation

It shows that the enjoyment or pleasure one derives from using technology is a crucial factor in influencing technology acceptance and use (Brown & Venkatesh, 2005). Hence, following are the hypothesis:

H5: Hedonic motivation influences the BI to adopt the OTT platform

H5a: Gender moderates on Hedonic motivation toward BI

H5b: Experience moderates on Hedonic motivation toward BI

Price Value

The price value and cost have a crucial influence on the adoption of the latest technology by consumers. The price value is positive when the benefits of using technology are considered to be greater than the monetary cost, and such a price value significantly affects intention (Venkatesh et al., 2013). Hence, following are the hypothesis:

H6: Price value influences the BI to adopt OTT platform

H6a: Gender moderates on price value toward BI

H6b: Experience moderates on price value toward BI

Habit

Habit is the level to which individuals commonly perform activities automatically due to learning (Limayem et al., 2007; Kim & Malhotra, 2005) Once an OTT platform user develops a habit, their intention to use the technology will increase. Hence, following are the hypothesis:

H7: Habit influences the BI to adopt OTT platform

H7a: Habit influences use behaviour to adopt OTT platform

H7b: Gender moderates on habit on BI

H7c: Experience moderates on habit toward BI

Behavioural Intention

Users' projected likelihood to use something in a specific context is what is meant by BI (behavioural intention). Users' intentions to adopt or not to accept the new system and use it are significantly influenced by their knowledge of the new system's operations, benefits, features, and how other people perceive this new system (Wang et al., 2006).

H8: BI impacts the user behavior of OTT platform

H8a: Gender moderates the impact of BI towards UB

H8b: Experience moderates the impact of BI towards UB

Research Methodology

The structured questionnaire was framed to collect data. The scale and items used in the study were the same items used by Venkatesh for the UTAUT2 model. The item was measured using the Five-point Likert scale, with 5 representing strongly agree and 1 representing strongly disagree. The primary data was gathered using a questionnaire survey and circulated to users of the OTT platform. The questionnaire includes demographic information, namely education, gender, age, expenses, occupation, and others related to OTT adoption by the users. The structural equation model was used for testing the model. The target population were the users of the OTT platform for the study. The non-probability sampling was used to select users of the OTT platform, and purposive sampling was adopted for the study. Furthermore, the target population was users of the OTT platform, and a total of 135 questionnaires were used for the study. Moreover, the population includes students, businessmen, housemaker, and other sectors. The Data was collected from July 2022 to October 2022. The non-probability sampling to select users of OTT and purposive sampling has been used for the study. In this study, education level was introduced as an additional moderate into the UTAUT2 model to understand the adoption forecasters suggested by Venkatesh et al., 2012.

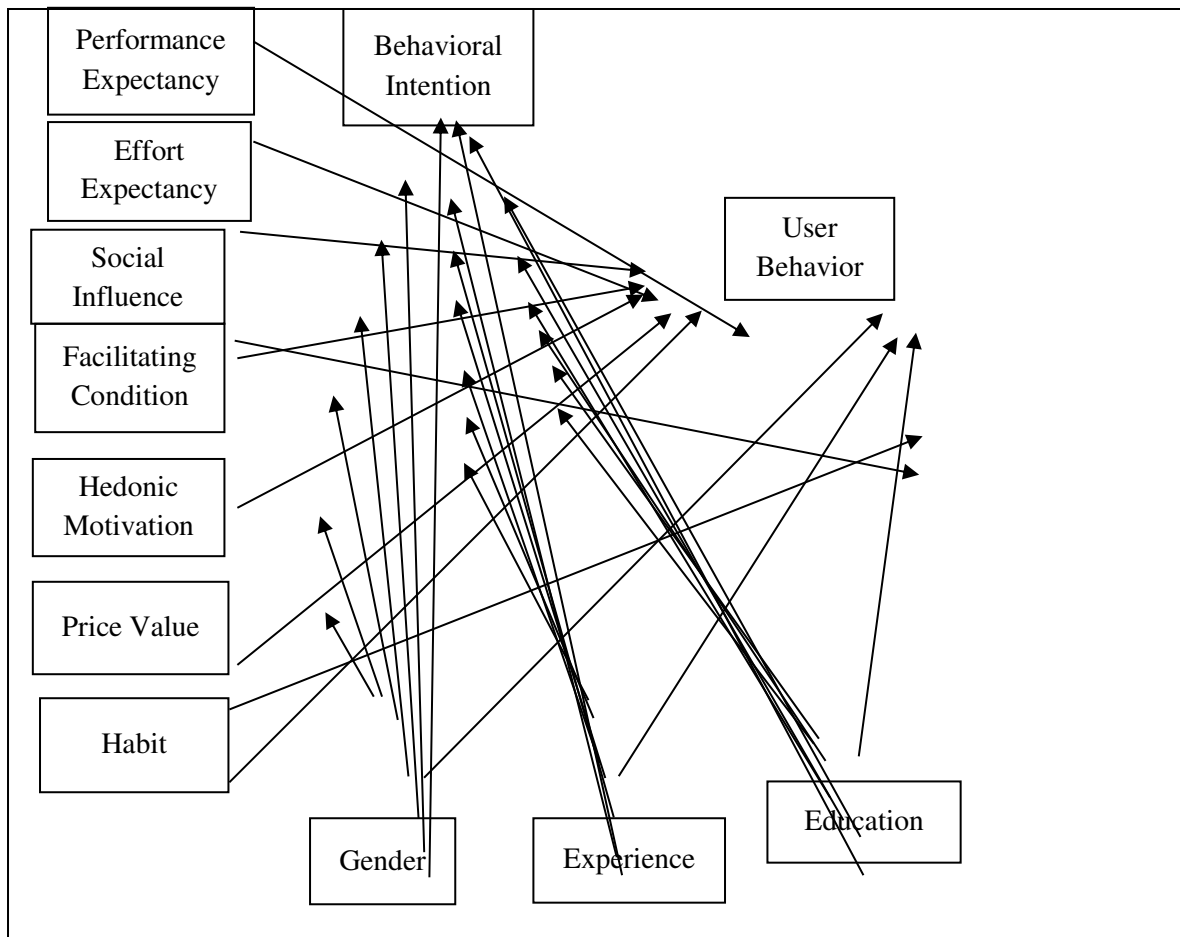


Fig. 1: UTAUT2 Model

Data Analysis and Interpretation

Table 1 depicts the respondent's demographic profile, including age, education, gender, and experience of the OTT users. PLM-SEM is a statistical tool used to assess the cause-effect relationship among the independent and dependent constructs (Haire et al., 2014). The researcher must distinguish between formative and reflective constructs. Both have different approaches and methods (Ringle et al., 2011). Therefore, the reflective construct is best suited for this study. It includes composite reliability that evaluates the internal consistency reliability, and AVE is considered to measure convergent validity. Moreover, the Fornell-Larcker criterion and cross-loading were used to evaluate discriminant variables (Kwateng, 2018). According to Anderson and Gerbing (1988), two steps procedure for evaluating the measurement and structural model (Ringle et al., 2015).

Table 1: Demographic profile

Variable	Category	Respondent	Percentage
Gender	Male	65	48.1
	female	70	51.9
Age	Below 18 years	2	1.5
	18-25	62	45.9
	26-33	46	34.1
	34-40	14	10.4
	Above 40	11	8.10
Education	Graduation & below	71	52.59
	PG & above	64	47.41
Experience	More than 3	77	57.9
	Less than 3	56	42.1
Total		135	100

Sources: Compiled by the researchers

Measurement Model

The measurement model evaluated the reliability and validity of the construct. Moreover, it evaluates composite reliability and convergent validity by using factor loadings, Dillion-Goldsteins, rho(rho_A), Composite reliability, and AVE. The factor loadings of items should be greater than 0.50, which is the minimum acceptable value (Hair et al., 2010), while 0.7 is the desirable value of the item (Vinzi et al., 2010). Additionally, the Composite reliability values range from 0.70 and 0.90 is more acceptable (Nunnally & Bernstein, 1994). Reliability scrutinized with Cronbach's alpha, CR, and rho_a value should be greater than 0.70, and AVE values should be more than 0.5 desirable (Hair et al., 2019) to assess convergent validity. Table no. 2 depicts the AVE values of all the constructs. As evident from the results, convergent validity has been achieved.

Table 2: Measurement Model

	Items	Factor Loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability	AVE
BI	BI1	0.852	0.717	0.726	0.842	0.641
	BI2	0.726				
	BI3	0.818				
EE	EE1	0.841	0.845	0.852	0.896	0.683
	EE2	0.850				
	EE3	0.764				
	EE4	0.764				
FC	FC1	0.835	0.840	0.844	0.893	0.677
	FC2	0.846				
	FC3	0.861				
	FC4	0.856				
HM	HM1	0.907	0.874	0.879	0.922	0.798
	HM2	0.900				
	HM3	0.873				

HT	HT1	0.859	0.870	0.880	0.910	0.718
	HT2	0.808				
	HT3	0.868				
	HT4	0.852				
PE	PE1	0.768	0.807	0.813	0.874	0.634
	PE2	0.763				
	PE3	0.763				
	PE4	0.856				
PV	PV1	0.887	0.797	0.809	0.881	0.712
	PV2	0.863				
	PV3	0.777				
SI	SI1	0.773	0.692	0.698	0.829	0.618
	SI2	0.812				
	SI3	0.772				
UB	UB1	0.720	0.790	0.807	0.863	0.613
	UB2	0.795				
	UB3	0.764				
	UB4	0.847				

Sources: Compiled by the researchers

UB; User behaviour; BI; Behavioural Intention; PE: Performance Expectancy; EE: Effort Expectancy; SI: Social Influence; FC: Facilitating Expectancy; HM: Hedonic Motivation; PV: Price Value; HT: Habit

After assessing the model's convergent validity and reliability, the discriminant validity of the model and its components have been assessed. The Fornell-Larcker criterion and HTMT indicator aim to assess discriminant validity. As per the Fornell and Larcker (1981) said that AVE values square root more than the correlation coefficient with other components. Table 3 meets the criteria for discriminant validity, indicating that discriminant validity has been accomplished.

Table 3: Discriminant Validity (Fornell-Larcker criterion)

	BI	EE	FC	HM	HT	PE	PV	SI	UB
BI	0.800								
EE	0.566	0.827							
FC	0.640	0.623	0.823						
HM	0.656	0.519	0.668	0.893					
HT	0.678	0.328	0.478	0.437	0.847				
PE	0.491	0.473	0.507	0.542	0.515	0.796			
PV	0.494	0.445	0.496	0.454	0.496	0.497	0.844		
SI	0.635	0.636	0.673	0.620	0.533	0.588	0.543	0.786	
UB	0.136	0.229	0.159	0.105	-0.170	-0.006	0.027	0.052	0.783

Sources: Compiled by the researchers

Table 4: Discriminant Validity (HTMT Criterion)

	BI	EE	FC	HM	HT	PE	PV	SI	UB
BI									
EE	0.716								
FC	0.818	0.737							
HM	0.819	0.599	0.779						
HT	0.850	0.370	0.546	0.491					
PE	0.637	0.564	0.611	0.641	0.606				
PV	0.656	0.543	0.610	0.541	0.588	0.614			
SI	0.895	0.820	0.878	0.791	0.688	0.789	0.737		
UB	0.238	0.281	0.215	0.133	0.216	0.114	0.116	0.201	

Sources: Compiled by the researchers

Table 5: Outer path loading

	BI	EE	FC	HM	HT	PE	PV	SI	UB
BI1	0.852								
BI2	0.726								
BI3	0.818								
EE1		0.841							
EE2		0.850							
EE3		0.764							
EE4		0.848							
FC1			0.835						
FC2			0.846						
FC3			0.861						
FC4			0.744						
HM1				0.907					
HM2				0.900					
HM3				0.873					
HT1					0.859				
HT2					0.808				
HT3					0.868				
HT4					0.852				
PE1						0.768			
PE2						0.763			
PE3						0.794			
PE4						0.856			
PV1							0.887		
PV2							0.863		
PV3							0.777		
SI1								0.773	
SI2								0.812	
SI3								0.772	
UB1									0.720
UB2									0.795
UB3									0.764
UB4									0.847

Sources: Compiled by the researchers

Structural Model

After assessing the reliability and validity of the construct, the next step is to evaluate the structural model and to understand the relationship between latent variables. Bootstrapping analysis was used to test the study's hypothesis and assess the path coefficient. The VIF values should be less than 3.33, according to Diamantopoulos and Siguaw (2006), and must be less than 5, and it is desirable to assess the collinearity (Haier et al., 2017). Table 6 depicts the construct's VIF lie between 1.660-2.671. Therefore, there are no multicollinearity issues prevalent in the model.

With the help of bootstrapping analysis, hypothesis testing has been done. Thus, results depict that Effort Expectancy (B=0.075, T=2.628), Habit (B=0.070, T=6.215), and hedonic motivation (B=0.086, T=3.349) have a significant influence on BI of the OTT respondent. Moreover, performance expectancy (B=0.059, T=1.425), price value (B=0.076, T=0.124), facilitating conditions (B=0.090, T=1.169), social influence (B=0.087, T=0.807) no significant influence on BI of using OTT platform. Actual usage of the OTT platform, behavioural intention (B=0.129, T=2.899), and Habit (B=0.101, T=4.948) have an effect on user behaviour.

The coefficient of determination R^2 value was assessed following the hypothesis testing. The R^2 is evaluated for forecast accuracy and also reveals the exogenous variables combined effect on the exogenous variable. According to hair et al., 2011, the value of R^2 , 0.75 is considered acceptable, 0.50 means moderate, and 0.25 is a weak predictive accuracy (PLS). The R^2 value of BI is 0.674, and user behavior is 0.161. The R^2 value should be above 0.26 (Cohen,1998). Additionally, the adjusted R^2 of BI is 0.656, and the user behavior value is 0.142. It can be seen that the R^2 adjusted value is weak in accuracy toward user behaviour.

Table 6: Inner VIF Model Values

	BI	EE	FC	HM	HT	PE	PV	SI	UB
BI									2.434
EE	1.970								
FC	2.525								1.703
HM	2.113								
HT	1.669								1.862
PE	1.851								
PV	1.660								
SI	2.671								
UB									

Sources: Compiled by the researchers

Table 7: Hypothesis Testing

	Original sample (O)	Sample mean (M)	(STDEV)	T statistics	P values	Hypotheses	
BI -> UB	0.373	0.382	0.129	2.899	0.004	Yes	
EE -> BI	0.198	0.197	0.075	2.628	0.009	Yes	
FC -> BI	0.105	0.110	0.090	1.169	0.243	No	
FC -> UB	0.159	0.169	0.114	1.400	0.162	No	
HM -> BI	0.289	0.287	0.086	3.349	0.001	Yes	
HT -> BI	0.437	0.435	0.070	6.215	0.000	Yes	
HT-> UB	-0.499	-0.507	0.101	4.948	0.000	Yes	

PE -> BI	-0.084	-0.085	0.059	1.425	0.154	No	
PV -> BI	0.009	0.019	0.076	0.124	0.902	No	
SI -> BI	0.070	0.065	0.087	0.807	0.420	No	

Note: Yes-accept, No-reject

Sources: Compiled by the researchers

Table 8: Coefficients of determination R² and R² adjusted

	R-square	R-square adjusted
BI	0.674	0.656
UB	0.161	0.142

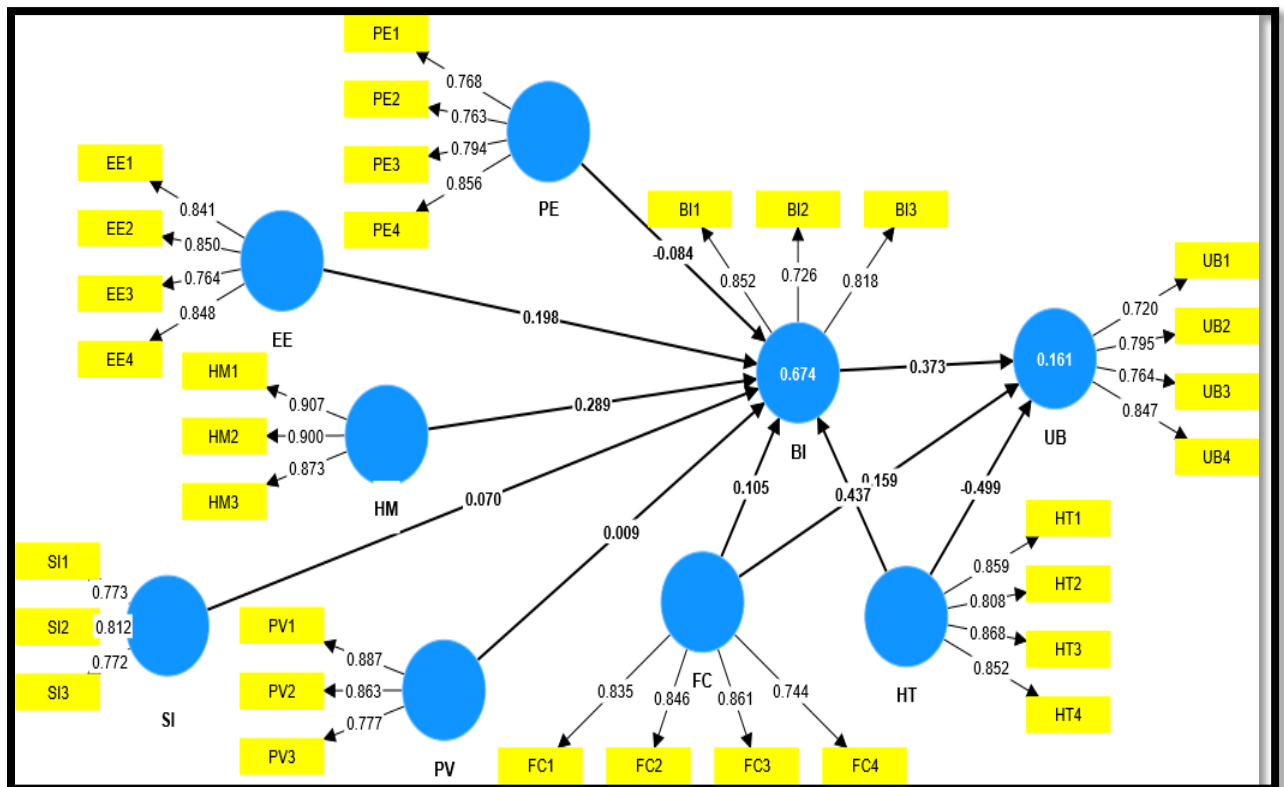


Fig. 2: Path Analysis of Structural model

The outcome of the path analysis shows that Effort expectancy, Hedonic motivation, and Habit have a noticeable influence on the BI of OTT platform users.

Moderating effects

A PLS-MGA multi-group analysis is used to ascertain the moderating influences on the latent variables: gender, experience, and education. The study hypothesises that these three variables have moderating effects on Performance expectancy, Social influence, Effort expectancy, Habit, Facilitating conditions, Hedonic motivation, and Price value on users to adopt and use the OTT platform.

Moderation of Gender (MGA)

Using MGA analysis, it found that 48.1% are male respondents, while 51.9% are female respondents using the OTT platform. Table no. 9 demonstrates the significance and T values of males and females, and as a moderator, gender has a relationship between behavioral intention with effort expectancy and habit with

user behavior. Moreover, effort expectancy plays a significant role for women with user behavior. Men are much influenced by hedonic motivation while operating the OTT platform.

Moderation of Experience (MGA)

Next moderating effects of experience were assessed. Table no. 1 reveals that 57.9% of OTT users have more than three years of experience operating OTT platforms, while 42.1% have less than three years of experience in operating OTT platforms. A table also exhibits that habit plays a significant role in users' intention to adopt and use OTT media. However, the actual user of the OTT platform is not relying on their habit and using it for less than three years. As evidence, table no. 10 shows that the users of the OTT platform for more than three years of experience rely much on hedonic motivation.

Moderation of Education (MGA)

The table reveals the education of the OTT respondents, 58.59% of OTT users was graduates or below, while 47.41% were PG or more. Behavioral intention with user behaviour is significant for Postgraduates and more. Moreover, habit and effort expectancy is significant and plays an important role in OTT users who are educated more than PG. As evidence, the table no. 11 depicts that the users of OTT platforms for graduates or below rely on the habit and the facilitating conditions.

Table 9: Moderation of Gender (MGA)

	Original 1 (Male)	Original (female)	Mean (Male)	Mean (female)	STDEV (Male)	STDEV (female)	T value (Male)	T value (female)	P value (Male)	P value (female)
BI->UB	0.501	0.22	0.521	0.222	0.156	0.232	3.208	0.949	0.001	0.343
EE->BI	0.092	0.35	0.104	0.356	0.109	0.103	0.843	3.402	0.399	0.001
FC->BI	0.222	-0.043	0.218	-0.041	0.112	0.106	1.984	0.403	0.047	0.687
FC->UB	0.182	0.207	0.192	0.223	0.13	0.242	1.403	0.854	0.161	0.393
HM->BI	0.369	0.242	0.355	0.25	0.11	0.12	3.346	2.013	0.001	0.044
HT->BI	0.454	0.438	0.442	0.443	0.114	0.092	3.996	4.78	0	0
HT->UB	-0.536	-0.507	-0.556	-0.517	0.134	0.157	4.014	3.218	0	0.001
PE->BI	-0.063	-0.159	-0.055	-0.172	0.097	0.082	0.644	1.938	0.52	0.053
PV->BI	-0.167	0.224	-0.143	0.227	0.107	0.098	1.56	2.284	0.119	0.022
SI->BI	0.085	0.03	0.086	0.026	0.152	0.101	0.556	0.296	0.578	0.767

Sources: Compiled by the researchers

Table 10: Moderation of Experience (MGA)

	Original (Less than 3 year)	Original (More than 3 year)	Mean (Less than 3 year)	Mean (More than 3 year)	STD EV (Less than 3 year)	STDEV (More than 3 year)	T value (Less than 3 year)	T value (More than 3 year)	P value (Less than 3 year)	P value (More than 3 year)
BI-> UB	0.411	0.356	0.416	0.365	0.259	0.148	1.589	2.406	0.112	0.016
EE -> BI	0.202	0.176	0.192	0.195	0.109	0.116	1.849	1.512	0.065	0.131
FC -> BI	-0.052	0.237	-0.039	0.230	0.125	0.125	0.417	1.895	0.677	0.058
FC -> UB	0.183	0.125	0.205	0.134	0.232	0.122	0.790	1.025	0.430	0.305
HM -> BI	0.323	0.341	0.325	0.329	0.126	0.128	2.558	2.667	0.011	0.008
HT -> BI	0.518	0.367	0.503	0.362	0.090	0.119	5.731	3.092	0.000	0.002

HT -> UB	-0.369	-0.540	-0.375	-0.557	0.232	0.122	1.590	4.428	0.112	0.000
PE-> BI	-0.046	-0.093	-0.046	-0.088	0.097	0.100	0.475	0.923	0.635	0.356
PV -> BI	-0.057	0.070	-0.043	0.087	0.109	0.115	0.523	0.610	0.601	0.542
SI -> BI	0.161	-0.070	0.159	-0.070	0.103	0.146	1.564	0.478	0.118	0.633

Sources: Compiled by the researchers

Table 11: Moderation of Education (MGA)

	Original (PG & Above)	Original (Graduation & below)	Mean (PG & Above)	Mean (Graduation & below)	STDEV (PG & Above)	STDEV (Graduation & below)	T value (PG & Above)	T value (Graduation & Less)	P value (PG & Above)	p value (Graduation & below)
BI1 -> UB1	0.699	0.25	0.643	0.247	0.231	0.189	3.026	1.319	0.002	0.187
EE1 -> BI1	0.293	0.098	0.295	0.108	0.087	0.129	3.374	0.755	0.001	0.45
FC1 -> BI1	0.11	0.346	0.111	0.333	0.081	0.126	1.353	2.737	0.176	0.006
FC1 -> UB1	-0.01	0.228	0.036	0.246	0.197	0.157	0.052	1.451	0.958	0.147
HT1 -> BI1	0.509	0.365	0.492	0.357	0.082	0.106	6.191	3.451	0	0.001
HT1 -> UB1	-0.659	-0.359	-0.626	-0.36	0.203	0.206	3.242	1.745	0.001	0.081
PE1 -> BI1	-0.11	0.034	-0.111	0.044	0.079	0.117	1.388	0.29	0.165	0.772
PV1 -> BI1	0.12	-0.027	0.145	-0.006	0.119	0.127	1.004	0.214	0.315	0.83
SI1 -> BI1	0.158	0.063	0.151	0.07	0.1	0.139	1.578	0.456	0.115	0.649

Sources: Compiled by the researchers

Limitations and Future Scope

The study is done by considering only three moderation effects which are gender education and experience. Future researchers can consider other moderating effects on behavioral Intention and user behavior, such as age and income. Secondly, 135 data have been taken for further study, and the researchers may consider a large sample size for good results. They can also be extended UTAUT2 model with factors such as data pack and availability of the internet.

Conclusion

The study reveals that significant factors that affect consumers' adopting and using OTT platforms in India are effort expectancy, hedonic motivation, and habit. Additionally, moderate variables, namely experience, education, and gender, responded differently to the UTAUT2 model. In the study context, the relevance of the UTAUT2 model was confirmed. The study findings, users between the ages of 18-25 and graduates are more likely to accept OTT platforms. Notably, Females are more likely to adopt and use OTT platforms in comparison to males. To increase service usage, managers need to target some categories, such as experience and education.

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