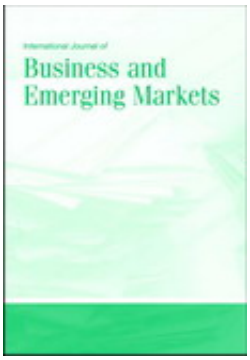

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The moderating role of demographic factors on OTT platform selection by consumers: an application of the revised UTAUT2

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The moderating role of demographic factors on OTT platform selection by consumers: an application of the revised UTAUT2

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Abstract: Digitisation has changed and revolutionised the way we consume and access content. The audiences' consumption patterns significantly shifted due to the increased use of the internet. This shift led the key persons to develop inventive plans and a platform on which content can be distributed. One such addition was over-the-top (OTT) video streaming services that have led to the availability of the content directly from the content provider to the consumer. Using two prevalent technology theories UTAUT2 and the unified theory of acceptance paradigm, the current research intends to uncover the determinants that influence consumers' adoption and usage of video OTT service platforms in the Indian scenario. The study collects data from 300 users of OTT platforms in India. The study's findings will assist managers in grasping and developing various approaches for the users of different OTT platforms for video streaming.

Keywords: OTT platforms; video streaming; adoption; consumers; UTAUT2; behavioural intention; BI.

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1 Introduction

Digitisation has changed and revolutionised the way we consume and access content. The audiences' consumption patterns significantly got shifted due to the increased use of the internet. This shift has influenced the key persons to develop inventive plans and a platform on which content can be distributed. This has resulted in the development of over-the-top (OTT) video streaming services that made the direct-to-consumer (D2C) distribution chain possible. According to Tata Consultancy Services' article, OTT is a platform that offers television and cinema content directly from creators to viewers, circumventing traditional distribution channels such as satellite TV and cable. KPMG, in their report, stated that in order to increase their market share, these platforms are collaborating with popular cinema producers and directors.

The media and entertainment industry has seen unparalleled progress during recent years with the rise of OTT services. Without much ado, worldwide content is available at the fingertips. Netflix, Eros Now, Amazon Prime Video, Hotstar, Zee5, You tube, Voot, and other services have shrunk the world into a small hamlet. These global platforms also allow the audience to consume the content as per their choices. OTT platforms brought the world together and fostered cultural exchange and acceptance among the mass audience. Moreover, during COVID-19 pandemic, OTT platforms saw a significant surge in their viewership. Due to the lockdown and social distancing norms implied across the globe, people have registered a higher presence on these video-on-demand platforms. According to IBEF, the OTT sector has seen a 30% surge in paying subscribers in India. Between the time period of March, 2020 and July, 2020, the users of OTT platform have increased significantly from 22.2 million to 29.0 million due to the COVID-19-led lockdown. In July 2020, the five biggest cities of India have contributed around 46% of entire video OTT service platform users, while the share of Tier I cities is 35%. Also, according to the Boston Consulting Group (BCG) and CII report, India's digital video consumption has seen 2X growth over the last two years.

In this era of digitisation, the usage of OTT platform has increased manifolds specially among consumers and now it has emerged as the new standalone digital multimedia platform. The 21st century is known as the century of disruption. The world

has seen many changes that were never witnessed in human history in the last two decades. These changes made the life of people easy (Farooq and Raju, 2019). Binge-watching is the new era that is gaining popularity nowadays on OTT platforms. There are many key factors for the inclination towards OTT platforms. These are the use of laptops, tablets, smartphones, and affordable data packs. Over the five-year period 2019–2024, the OTT streaming services has accounted for 46% of the total progress in the entertainment and media industries in Indian context (PwC India, 2019).

A study titled 'Entertainment Goes Online,' published by According to the BCG, the Indian OTT market will become a $5 billion market by 2023. India is establishing itself as a significant market for leading OTT players. Additionally, this increase in consumers will not be restricted to metropolitan areas but would extend to India's rural areas. Due to the popularity of OTT among consumer and increased in the viewership rate of video OTT service platform, Using the two theories, namely, UTAUT and UTAUT2, the current study intends to explore the elements that significantly impact consumer's adoption and usage of video OTT service platforms in Indian content. The study also checks the moderation effect of gender, age, educational qualification, marital status, and experience in UTAUT2 model constructs with special reference to these OTT platforms available in India. This research paper has been categorised into the following segments: Segment 1 talks about the introduction of OTT platform in Indian context, the next segment discusses the literature review on the subject; third segment presents the research methodology; Segment 4 provides analysis and discussion. Section 5 presents suggestions and recommendations; conclusion and implications are provided in Section 6.

2 OTT platforms in India

The Indian video OTT service platform can be regarded as a 'luxury that has become a need.' The number of people using OTT platforms is rapidly increasing as stated by Annual Report TRAI (2019). By September 2019, India alone is the home of approximately 687.62 million internet users, marking it as the second largest in the world. According to PwC Report (2019), the market of entertainment and media in India is growing tremendously on global platforms and would not be dropping anytime soon. Various companies and channels have launched their apps looking at the recent demand of video OTT service platforms. Following the launch of YouTube in India in 2008, many big platforms were launched in India in 2015 and 2016. Hotstar debuted in 2015, followed by Netflix and Jio TV in 2016, as well as Voot and Amazon Prime in 2017 (Fitzgerald, 2019). Many big firms in the entertainment and media industries see India as a very promising market, according to a report issued by the MICA School of Ideas on the OTT Platform (2021), there are around 265 mn active YouTube viewers every month. Hotstar has been ranked 2nd with 69.4% of the Indian OTT market. To cater the Indian market in effective manner Netflix providing customisation services by providing content in regional languages as well as giving the subscription at lowest price. For prime video, India accounted for the biggest set of originals outside the US market as per the Amazon studio head Ms. Jennfier Salke.

In India, apart from the acceptance of the OTT platforms, the users using the OTT platforms have grown significantly because of the following reasons. Firstly, the Indian users' smartphone devices are compatible with online video streaming because many

people watch videos on their smartphones (Gevers, 2019). There has been a significant shift in the habits of consumers from television and desktop to mobile phones.

Secondly, another reason for pushing up the usage frequency is the availability of personalised content in the regional languages (Begum, 2018). Thirdly, OTT platforms use an ad-based revenue model to enable them to provide free services (Jirakasem and Mitomo, 2019). Furthermore, the Indian market is seeing an increase in OTT platform subscribers (Sundaravel and Elangovan, 2020). However, in light of this growth, it's critical to assess how comfortable consumers of OTT platforms are with technological innovation as compared to traditional television.

3 Theoretical background of the study

Both the theories, namely, unified theory of acceptance and use of technology (UTAUT) model were proposed by Venkatesh et al. (2003) which identified four dimensions as primary bases of behavioural intention (BI) and use of behaviour: social influence, enabling conditions, effort expectancy, and performance expectancy. Further, few modification were made in the existing theory, Venkatesh et al. (2012) has added three more dimensions to the UTAUT model in 2012: hedonic motivation, habit, and price value. The UTAUT2 model was created by combining these with the four structures previously existing in the model. The UTAUT2 model has additionally considered gender, age, and experience as a moderator for determining acceptance of technology. The combination eight prominent theories and their models were taken in to consideration while developing the UTAUT2 model, which makes it more robust and acceptable as compare to other technology acceptance model. As the model is more robust its acceptability and use is also wide and many previous studies utilise for identifying the connect between intention and use of technological products or services (Kwateng et al., 2019; Duarte and Pinho, 2019; Voorhees et al., 2019; Alalwan, 2020). Finally, the model incorporates all of the crucial aspects that will best characterise BI for actual technology utilisation (AU) and acceptance.

4 Literature review on use of UTAUT2 model

The UTAUT2 model has previously been verified and modified using multiple factors for determining acceptance of technology among users in various study studies. Alalwan (2020) researched mobile food ordering apps in Jordan and explained the significant contribution of determinants, namely, performance expectancy, Habit, Hedonic motivation in the UTAUT2 model. The model was extended with online rating, online tracking, and online review found to be significant. Another study by Duarte and Pinho (2019) explains the elements that effect mobile health acceptance in Portugal and the significant constructs found to be facilitating conditions, performance expectancy, and habit. Voorhees et al. (2019) conducted a study on online games in mobile devices in Spain. The study validated the model, and the significant constructs were found to be social influence, hedonic motivation, and habit. Yet another study in the year 2019 by Shaw and Sergueeva conducted a study in Canada on mobile commerce. The significant constructs came out to be performance expectancy and hedonic motivation. The model was extended with perceived value and perceived significant privacy concerns.

Kwateng et al. (2019) has undertaken a study in Ghana on mobile banking and discovered that price value and habit to be significant constructs. The UTAUT2 model was extended with the Trust variable, which was found to be significant. Another study by Praveena and Thomas (2018) explored social networking sites in India. The significant constructs were effort expectancy, habit, and performance expectancy. Also, the model was extended with visibility, trust, and social connections, which were significant. Farooq et al. (2019) undertook a study in Malaysia on lecture capture systems. The significant constructs were social influence, performance expectancy, price saving, effort expectancy, habit, facilitating conditions, and hedonic motivation. The model was extended with personal innovativeness, which was found to be significant. Tak and Panwar (2017) found performance expectancy, price savings, social influence, effort expectancy, habit, hedonic motivation, and facilitating conditions to be relevant constructs in a study on mobile app-based purchasing in India. The model was extended with deal proneness, which was significant.

Gupta et al. (2017) undertook a research to understand the behaviour of users towards preferring travel apps in India and found performance expectancy, habit, social influence, and price saving were important constructs. The model was extended with perceived trust and perceived risk, which was found to be substantial. Oliveira and Sargento (2019) conducted research in Portugal on mobile payment using social influence and other variable as performance both were found to be significant constructs. Also, the model was extended with perceived technology, compatibility, securities, and innovativeness, which were significant. Yuan et al. (2015) undertook a research on health and fitness apps in the USA. The significant elements of the research were performance expectancy, price value social influence and hedonic motivation. Yet another study by Yang et al. (2005) conducted in China on M-Learning found performance expectancy, price value, hedonic motivation, and social influence significant constructs. The model was extended with self-management of learning, which was significant.

4.1 Behavioural intention

BI refers to the readiness of an individual to adopt a specific technology (Ain et al., 2015). Davis (1986) has suggested that BI quantifies the level up to which a consumer is committed to doing a particular behaviour and indicates the extent to which a user intends to follow a particular behaviour. According to Fishbein and Ajzen (1975), BI can be considered as an indicator of actual behaviour which is in turn followed by actual usage (AU) (Chang, 2016). This factor was extensively utilised as a predictor of consumers' acceptability in various technology adoption and acceptance models. Numerous researches on m-learning (Garcia et al., 2017), virtual reality in education, e-learning, and social networking sites have utilised business intelligence to assess technology adoption. Many studies on information technology acceptance demonstrate a strong effect of BI on AU (e.g., Venkatesh et al., 2003, 2012; Tarhini et al., 2017). As a result of assumptions, BI is regarded as the primary factor in this study.

H1 BI positively influence the AU of video OTT service platforms

H1a Gender moderates the relationship of BI and AU.

H1b Age moderates the relationship of BI and AU.

H1c EQ moderates the relationship of BI towards AU.

4.2 Performance expectancy

The extent to which advantages are delivered to the individuals for completing their tasks by adopting a particular technology is termed as performance expectancy (Arenas-Gaitan et al., 2015). There lies a connect between performance expectations and BI, modified by age, gender, educational qualification, marital status, and experience, which indicates that younger individuals and males are typically more conscious of the utility of new technology. Based on these assumptions, the following can be hypothesised:

H2 PE positively influence BI for the adoption of video OTT service platforms.

H2a Gender moderates the relationship of PE and BI.

H2b Age moderates the relationship of PE and BI.

H2c EQ moderates the relationship of PE and BI.

4.3 Effort expectancy

The level to which an individual's efforts are reduced due to utilising updated and latest technology is termed as effort expectancy (Plouffe et al., 2001). Age, gender, educational qualification, marital status, and experience all affect the relationship between EE and BI. Moreover, users with higher educational level are much more inclined to embrace and employ latest technology as compared with those who are less educated. Based on these assumptions, the following can be hypothesised:

H3 EE positively influence BI for the adoption of video OTT service platforms.

H3a Gender moderates the relationship of EE and BI.

H3b Age moderates the relationship of EE and BI.

H3c EQ moderates the relationship of EE and BI.

4.4 Social influence

The degree to which an individual understand that important others, such as classmates, professors, and family members, believe they should adopt mobile learning systems is referred as social influence. This component is thought to be particularly important during the initial stages of adoption of technology (Jackman, 2014). Sabah (2016) both claimed that SI was associated with a considerable increase in BI. Thus, the study's hypothesis is as follows:

H4 SI positively influence BI for the adoption of video OTT service platforms.

H4a Gender moderates the relationship of SI and BI.

H4b Age moderates the relationship of SI and BI.

H4c EQ moderates the relationship of SI and BI.

4.5 Facilitating conditions

Consumers' confidence in the accessibility of services and support structures essential to use innovation is defined as facilitating conditions (Venkatesh et al., 2003). It was found out that aged customers suffer more difficulties digesting new or complex information, inhibiting their ability to acquire new technology. Men are more willing than women to exert effort to overcome various obstacles and difficulties to achieve their goals (Venkatesh, 2000). Increase in usage of technology can make the user familiar with technology and improved his knowledge thereafter which will further be helpful in learning new technology (Alba and Hutchinson, 1987). As a result, the following can be hypothesised:

H5 FC positively influence BI for the adoption of video OTT service platforms.

H5a Gender moderates the relationship of FC and BI.

H5b Age moderates the relationship of FC and BI.

H5c EQ moderates the relationship of FC and BI.

4.6 Task technology fit

The level to which a system is able to fulfil the requirements of its users is consistent with their interests and is appropriate for the task is defined as task-technology fit (Lin and Wang, 2012). Additionally, Lu and Yang (2014) defined it as the degree to which the system assists in accomplishing all activities and is appropriate for the task needs (Lu and Yang, 2014). The task-technology fit is critical for organisations' technology usage (D'Ambra et al., 2013). Numerous studies examined the beneficial effect of task-technology fit on usage behaviour. Norzaidi and Salwani (2009) examined internet technology in their study and discovered that task-technology fit is able to predict actual technology use. Other research found similar results, stating that the more closely the system matches the user's interests, the higher the system's utilisation (Norzaidi et al., 2007; D'Ambra et al., 2013). According to certain research (Tarhini et al., 2016, 2017), technology utilised in developed countries is unlikely to be adapted in emerging systems unless the system is critical and meets their job requirements. As a result, the following hypothesis was developed:

H7 Task-technology fit positively influence AU of video OTT service platforms.

5 Methodology

The study has used a structured questionnaire in order to take the responses based on the construct statement used by Venkastesh et al. (2013) for the UTAUT2 model. Seven points scale was used for assessing the consumer's response on the construct, wherein 7 refers to strongly agree and 1 means strongly disagree. There are total three sections in the questionnaire. In which the Section – 1 contains demographic details about the respondents, such as their age, sex, and educational qualification. Section – 2 of the questionnaire contains questions that seek the people's perspective on their views and beliefs concerning the subject being studied. The questionnaire's final section focuses on

the respondents' intent to use and AU, including current, upcoming, and historical usage records.

The study's target group was consumers, active users of OTT video streaming platforms. The respondents to the survey came from a variety of economic, social, and cultural backgrounds. For the study, respondents were chosen using a non-probabilistic, purposive selection technique. Purposive non-probability sampling method facilitated the researchers to select respondents from consumers who were active users of OTT media platforms, resulting in more precise and consistent results. (Kwateng et al., 2019). The data was collected by sending questionnaire on the email-id of the respondent, few filled in hard copy form also. Smart-PLS software has been applied for the purpose of analysing the data.

6 Analysis of data and interpretation

The demographic analysis of the respondent is presented in Table 1. This can be observed from the table that the data is not biased as it is almost evenly distributed among all the categories.

Table 1 Demographic analysis of respondents

Demographic variable	*Category*	*No. of respondents*	*Percentage (%)*
Age (in Years)	Below 20	81	28.3
	20–30	92	32.2
	31–40	74	25.9
	41 above	39	13.6
Gender	Female	126	44.1
	Male	160	55.9
Educational qualification	School certificate/Diploma	54	18.9
	Bachelor's/Masters' degree	232	81.1
Experience in watching OTT platform (Years)	1–3	113	39.5
	3–5	98	34.3
	5 above	75	26.2
Marital status	M	183	64.0
	UM	103	36.0
Total		286	100

Source: Author's own

7 Assessment of the measurement model

SmartPLS 3.3.2 was used to perform a two-stage systematic process to test the measurement and structural models (Anderson and Gerbing, 1988). Initially, the factors and the complete model's reliability and validity were determined. Through factor loading of individual items, Cronbach's alpha, rho A, composite reliability, and average

variance extraction, composite reliability and convergent validity of the measurement model were calculated.

From Table 2, the value of Cronbach's alpha, CR, and rho A for all the constructs is above than the threshold value of 0.7, indicating reliability of the data. Also, the value of AVE for all the constructs is greater than 0.5, which approves the convergent validity of the model (Hair et al., 2020). Also, Figure 1 shows the path and corresponding loading of the measurement model.

Table 2 Assessment of measurement model results

Factors	*Loading*	*Cronbach's alpha*	*rho_A*	*Composite reliability*	*Average variance extracted (AVE)*
AU	0.713	0.908	0.911	0.924	0.575
	0.723				
	0.724				
	0.786				
	0.781				
	0.797				
	0.774				
	0.776				
BI	0.758	0.813	0.818	0.865	0.517
	0.744				
	0.684				
	0.741				
	0.736				
	0.644				
EE	0.848	0.913	0.914	0.935	0.742
	0.861				
	0.878				
	0.868				
	0.852				
FC	0.844	0.833	0.848	0.888	0.664
	0.82				
	0.828				
	0.767				
TTF	0.812	0.874	0.875	0.908	0.665
	0.83				
	0.823				
	0.827				
	0.784				
	0.812				
	0.83				

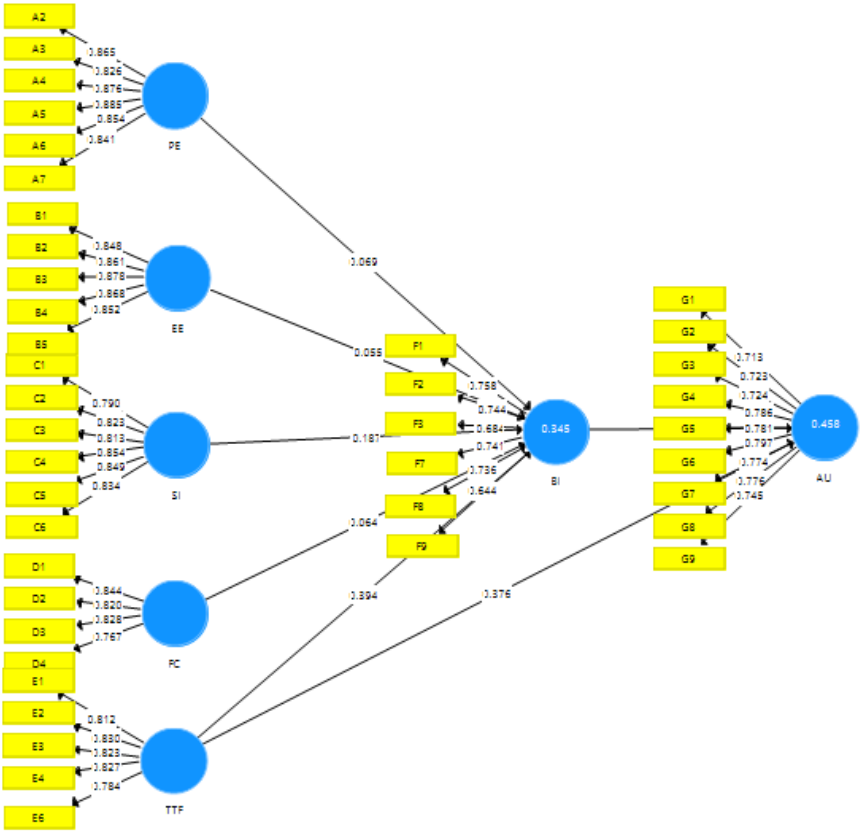
Source: Author's calculation

Table 2 Assessment of measurement model results

Factors	*Loading*	*Cronbach's alpha*	*rho_A*	*Composite reliability*	*Average variance extracted (AVE)*
PE	0.865	0.929	0.934	0.944	0.737
	0.826				
	0.876				
	0.885				
	0.854				
	0.841				
SI	0.79	0.908	0.914	0.929	0.685
	0.823				
	0.813				
	0.854				
	0.849				
	0.834				

Source: Author's calculation

Figure 1 Research model path loading (see online version for colours)



The discriminant validity will be assessed once the model's reliability and convergent validity have been established. The Fornell-Larcker (F-L) criterion and the Heterotrait – Monotrait (HTMT) ratio of correlations were applied to test discriminant validity. Table 3, assesses and validates the Discriminant Validity of the model as per F-L criterion (Fornell and Larcker, 1981).

Table 3 Discriminant validity assessment (F-L criterion)

	AU	*BI*	*EE*	*FC*	*TTF*	*PE*	*SI*
AU	0.758						
BI	0.599	0.719					
EE	0.277	0.237	0.862				
FC	0.194	0.181	0.181	0.815			
TTF	0.59	0.543	0.242	0.158	0.815		
PE	0.345	0.309	0.378	0.179	0.343	0.858	
SI	0.47	0.454	0.26	0.175	0.545	0.388	0.828

Source: Author's calculation

Table 4 Discriminant validity assessment (HTMT criterion)

	AU	*BI*	*EE*	*FC*	*TTF*	*PE*	*SI*
AU							
BI	0.686						
EE	0.303	0.275					
FC	0.219	0.219	0.21				
TTF	0.658	0.642	0.271	0.185			
PE	0.374	0.351	0.411	0.198	0.378		
SI	0.514	0.517	0.289	0.199	0.607	0.42	

Source: Author's calculation

Table 5 Outer VIF values

AU	*BI*	*EE*	*FC*	*TTF*	*PE*	*SI*
2.262	1.681	2.413	1.766	1.96	2.681	2.277
2.292	1.725	2.646	2.04	2.198	2.374	2.576
2.031	1.443	2.854	1.99	2.205	3.024	2.338
2.17	1.604	2.644	1.546	2.088	3.103	2.571
2.212	1.528	2.423		1.838	2.806	2.725
2.407	1.332				2.616	2.524
2.155						
2.094						
1.889						

Note: VIF = variance inflated factor.

In addition to this, HTMT approach suggested by Henseler et al., (2015) for assessing discriminant validity was followed (Rasoolimanesh et al., 2019). The outcomes given in

Table 4 verify the existence of validity as all the values of variables are less than 0.9 (Voorhees et al., 2019).

Further, multicollinearity among the factors was assessed through variance inflation factor (VIF). This can be observed from Table 5 that all the values of VIF are in the range of 1.350-3.069. This validates the absence of issue of multicollinearity between the variables (Diamantopoulos and Siguaw, 2006).

8 Structural model assessment

The goodness and badness of the model's fit have been assessed through two indicators, namely, SRMR and NFI. Table 6 depicts the value of SRMR, which is below 0.8, and the value of NFI, which is more than 0.8. This indicated the fit of the model as both the values of fitness are as per the prescribed threshold (Hair et al., 2019).

Table 6 Model fit

	Saturated model	*Estimated model*
SOME	0.043	0.05
NFI	0.864	0.863

After establishing the reliability, validity and fitness of the measurement model, the next task is to test the hypothesis of the study. Bootstrapping analysis was conducted with a sample size of 7000 for this.

This can be observed from Table 7 that, PE ($\beta = 0.113$, $t = 2.302$), TTF ($\beta = 0.394$, $t = 5.287$) and SI ($\beta = 0.187$, $t = 2.905$) have a noteworthy impact on BI of the respondents in regards with usage of OTT platform. EE ($= 0.055$, $t = 1.155$) and FC ($= 0.064$, $t = 1.947$) have no influence on the BI of the respondents to use OTT. In addition to this, TTF ($\beta = 0.376$, $t = 4.19$) and BI ($\beta = 0.394$, $t = 4.702$) is significantly influencing AU of OTT video streaming platforms.

Table 7 Hypothesis testing results

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
BI -> AU	0.394	0.398	0.084	4.702	0
EE -> BI	0.055	0.057	0.047	1.155	0.248
FC -> BI	0.064	0.067	0.033	1.947	0.052
TTF-> AU	0.376	0.368	0.09	4.19	0
TTF -> BI	0.394	0.393	0.075	5.287	0
PE -> BI	0.113	0.122	0.049	2.302	0.022
SI -> BI	0.187	0.187	0.064	2.905	0.004

Table 8 Coefficients of determination (R^2) and Adjusted R^2

	R square	*R square adjusted*
BI	0.345	0.339
AU	0.458	0.456

Table 9 Moderating effect of gender

	Path coefficients original (Female)	*Path coefficient s original (Male)*	*Path coefficients mean (Female)*	*Path coefficients mean (Male)*	*STDEV (Female)*	*STDEV (Male)*	*t- value (Female)*	*t- value (Male)*	*p- value (Female)*	*p- value (male)*
BI-> AU	0.48	0.306	0.48	0.317	0.113	0.113	4.256	2.977	0	0.003
EE-> BI	0.091	0.059	0.091	0.057	0.075	60.04	1.225	1.286	0.221	0.199
FC-> BI	0.095	0.019	0.098	0.033	0.045	0.08	2.129	0.232	0.034	0.817
TTF -> AU	0.274	0.501	0.27	0.485	0.104	0.126	2.632	3.969	0.009	0
TTF -> BI	0.437	0.292	0.433	0.287	0.1	0.081	4.372	3.582	0	0
PE-> BI	0.105	0.032	0.105	0.041	0.102	0.068	1.032	0.472	0.302	0.637
SI-> BI	0.185	0.184	0.183	0.199	0.093	0.083	1.978	2.221	0.048	0.027

Source: Author's calculation

Table 10 Moderating effect of educational qualification

	Path Coefficients original (Bachelor's/ Masters' degree)	*Path coefficients original (School certificate/ Diploma)*	*Path coefficients mean (Bachelor's/ Masters' degree)*	*Path coefficients mean (School certificate/ Diploma)*	*STDEV (Bachelor's/ Masters' degree)*	*STDEV (School certificate/ Diploma)*	*t- Value (Bachelor's/ Masters' degree)*	*t- Value (School certificate/ Diploma)*	*P- value (Bachelor's/ Masters' degree*	*P-value (School certificate/ Diploma)*
BI -> AU	0.426	0.292	0.426	0.359	0.089	0.169	4.771	1.73	0	0.084
EE -> BI	0.083	0.027	0.077	–0.025	0.052	0.157	1.601	0.171	0.11	0.864
FC -> BI	0.086	0.004	0.091	–0.016	0.039	0.115	2.188	0.032	0.029	0.975
TTF -> AU	0.353	0.432	0.347	0.362	0.091	0.258	3.869	2.224	0	0.026
TTF -> BI	0.416	0.23	0.406	0.258	0.075	0.15	5.561	2.534	0	0.025
PE -> BI	0.107	–0.108	0.11	–0.071	0.067	0.17	1.586	0.635	0.113	0.526
SI -> BI	0.17	0.324	0.166	0.321	0.065	0.168	2.624	1.931	0.009	0.044

Once all the causal relationships are verified, the next step is to calculate the coefficient of determination (R^2) value. The estimated value of R^2 is 0.345 for BI and 0.458 for AU of video OTT services platforms. Both the calculated values of the coefficient of determination are above the threshold of 0.26 (Cohen, 1988). In addition to this, the adjusted value of R square for BI is 0.339, and for AU, the value is 0.456.

9 Moderating effect

Moderating effect of gender, age, educational qualification, marital status, and experience was analysed between the hypothesis relationships impacting usage of OTT platform. For this purpose, PLS–MGA, a multi-group analysis method was used. The study proposes that gender, age and Educational Qualification have a moderating effect between the relationship of EE, FC, TTF, PE, SI and users' motivation to adopt OTT platforms.

10 Gender

Previous studies have asserted that gender does influence the intention of users to adopt and choose from various OTT platforms (Yang et al., 2005). Moreover, males and females tend to have dissimilar perceptions towards usage of technology (Venkatesh and Morris, 2000). It was found out that males are more inclined towards using m-banking services as compared to females. Female are not comfortable in adopting m-banking services as they consider it to be a risky option (Yuan et al., 2015). The result of all these studies concludes that gender does have a moderating effect on acceptance and usage of OTT platforms (Venkatesh et al., 2012).keeping the importance of gender in view, the extant study therefore analyse the moderating relationship between the EE, FC, TTF, PE, SI and users' motivation to adopt OTT platforms.

The study hypothesised that all the relationships mentioned above are moderated by gender. The results shown in the table show that gender successfully moderates the association between TTF and BI and AU of OTT platforms. Similarly, it can be observed that the relationship of SI and intention is successfully moderated by gender. However, Gender does not have any moderating effect on the association between FC and BI. It is noteworthy that Effort Expectancy plays a vital role in establishing males' intentions of using OTT, while female users are not swayed by the same. However, Performance expectancy is more important for females than males when using OTT video streaming platforms.

11 Educational qualification

There are very few studies that have analysed the role of educational qualification as a moderator about the adoption and preference of OTT platforms. Moreover, educational qualification has not been part of UTAUT and UTAUT2 theory (Li, 2017).

Hence, it is important to know more about the moderating role of educational qualification on the relationship between the EE, FC, TTF, PE, SI, and users' motivation to adopt OTT platforms.

Table 11 Moderating effect of age

	Path coefficients original (Below 20)	*Path coefficients original (20–30)*	*Path coefficients original (31–40)*	*Path coefficients original (41 above)*	*Path coefficients mean (Below 20)*	*Path coefficients mean (20–30)*	*Path coefficients mean (31–40)*	*Path coefficients mean (41 above*	*STDEV (Below 20)*	*STDEV (20–30*	*STDEV (31–40)*	*STDEV (41 above)*	*t value (Below 20)*	*t value (20–30)*	*t value (31–40)*	*t value (41 above)*	*p value (Below 20)*	*p value (20–30)*	*p value (31–40)*	*p value (41 above)*
BI-> A U	0.555	0.223	0.374	0.382	0.556	0.239	0.396	0.398	0.139	0.128	0.084	0.116	4. 008	1.748	4.429	3.29	0	0.081	0	0.001
EE-> BI	0.046	0.068	0.078	0.027	0.046	0.057	0.098	0.07	0.086	0.12	0.075	0.107	0.528	0.566	1.042	0.255	0.598	0.572	0.298	0.799
FC-> BI	0.067	0.101	–0.041	0.107	0.08	0.088	–0.031	0.088	0.057	0.105	0.107	0.185	1.169	0.961	0.388	0.58	0.243	0.337	0.698	0.562
TT F -> AU	0.373	0.413	0.259	0.213	0.363	0.395	0.269	0.255	0.142	0.165	0.07	0.119	2.625	2.509	3.68	1.785	0.009	0.012	0	0.075
TT F -> BI	0.544	0.27	0.438	0.165	0.526	0.257	0.423	0.221	0.154	0.093	0.074	0.11	3.543	2.907	5.929	1.509	0	0.004	0	0.132
PE-> BI	0.138	–0.003	–0.005	0.312	0.14	0.006	0.14	0.243	0.136	0.107	0.089	0.148	1.016	0.025	0.059	2.104	0.31	0.98	0.953	0.036
SI-> BI	0.048	0.197	0.191	0.379	0.054	0.221	0.220	0.391	0.138	0.104	0.083	0.17	0.35	1.891	2.297	2.227	0.727	0.07	0.022	0.026

The study hypothesised that educational qualification moderates all the relationships mentioned above. The results shown in the table show that EQ moderates the relationship between TTF and BI and AU of OTT platforms. Similarly, it can be observed that educational qualification successfully moderates the relationship of SI and intention. However, EQ does not have any moderating effect on the relationship between EE and BI and also PE and BI. It is noteworthy to see that facilitating conditions available to the users plays an important role in forming the intention of the respondents who have bachelors' and masters' degree. In contrast, respondents with school certificates and diplomas are not influenced by the same.

12 Age

UTAUT2 model has analysed the impact of age as a moderator in the adoption of technology by the users. This model has been widely acclaimed and accepted by researchers worldwide. Considering the importance of moderating the role of age as a moderator in adopting the OTT platform, the current study has examined the role of age as a moderator between the hypothesised relationships.

The study hypothesised that all the relationships mentioned above are moderated by age. The results shown in the table shows that Age moderates between TTF and BI and AU of OTT platforms for all the age groups except for the respondents who are above 41 years of age. Similarly, it can be observed that the relationship of SI and intention is successfully moderated by all the sections of the age group except for the respondents that are below 20 years of age. It is noteworthy to observe that age influences the relationship between PI and BI as a moderator for the age groups except age group, which is above 41 years. However, age does not moderate between EE and BI and FC and BI.

13 Mediation effect

In addition to the moderation analysis, the study has attempted to understand and explore the role of BI as a mediator between TTF and AU of OTT platforms. The role of BI in explaining technology acceptance has been acknowledged in prior literature (Venkatesh et al., 2012).

Table 12 BI as a mediator between TTF and AU

Specific indirect effect					
	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*
TTF -> BI -> AU	0.155	0.158	0.052	3.017	0.003

The results of mediation analysis confirm that BI significantly mediates the relationship of task technology fit (TTF) towards AU in explaining technology acceptance. This result is very important since it highlights the vital contribution of BI leading to AU in context with TTF.

14 Theoretical implications

The prime motive behind conducting the present is to understand the factor influencing the selection of OTT platforms by consumers. To explore the determinants leading to the adoption of video OTT service platforms; the UTAUT2 model was used with few modifications. In the present model of UTAUT2, a new factor, TTF, was added and its impact on BI and AU of OTT platforms was analysed. The researchers' explained task-technology fit as the degree to which a structure fulfils the requirements of its consumers, is consistent with their interests and is appropriate for the tasks (Lin and Wang, 2012). Moreover, the role of Education Qualification as a moderator was also explored. Furthermore, the mediation effect of BI between the relationship of TTF and AU of OTT video streaming platforms was also studied, which brought novelty to this research. Moreover, it was confirmed that BI successfully mediates between the relationship of TTF and AU in explaining technology acceptance

The outcome of the path analyses reveal that TTF, performance expectancy, and social influence have a noteworthy impact on BI and AU of OTT platforms among consumers. Similar relationship has also been established in various previous researches (Malewar and Bajaj; 2020, Duarte and Pinho, 2019; Alalwan, 2020; Venkatesh et al., 2012). However, the latest study results confirm that EE and FC do not influence users' BI towards the selection of OTT platforms. These results are similar to the outcomes shown in previous research (Malewar and Bajaj, 2020). The result of this present research has enriched the present literature pertaining to the preference of video OTT services platforms in India. Researchers widely use the UTAUT and UTAUT2 models to understand users' perspectives about technology acceptance (Tarhini et al., 2017). However, the relevance of the UTAUT2 model to understand the behaviour of users in context with the preference and usage of OTT platforms has not been focussed and researched much. Therefore there is a need to study the behaviour of users for OTT platform in the context of UTAUT2 model. This research aims to understand the factor influencing the buying intention and usage of OTT platforms among consumer by using the extended UTAUT2 model given by Venkateshet al. (2012).

15 Managerial implication

The study explores the impact of performance expectancy, effort expectancy, social influence, facilitating condition, and TTF on buying intention and usage of OTT platform among consumers in the Indian context. It was found that all except effort expectancy and facilitating condition impact the buyers' intention usage of OTT platforms positively. It is noteworthy that TTF is the most important factor among all the other determinants.TTF is the extended factor adopted for the present study in the existing UTAUT2 model.

The results showed that PE positively predicted a person's intention to choose OTT platforms. The manager should keep these results in view while planning content streaming via OTT platforms. This will increase the user base of a particular platform and, hence, result in more profitability. In addition to this, social influence has shown a affirmative impact on adoption of OTT platforms. The manager should prepare strategies so that it highlights the people who are using OTT platform who have social influence on others.

Effort expectancy is defined as the level to which an person's efforts are reduced due to utilising new technology (Plouffe et al., 2001; Venkatesh et al., 2003). Our results indicate that EE did not play a significant role in forming users' intention towards using video OTT service platforms. This can be the advancement and easy-to-use interface of smartphones and other devices, reducing the number of users' effort to use these platforms. Moreover, facilitating conditions also have not shown any noteworthy influence on the intention to use video OTT service platforms due to similar reasons.

Gender, age, and educational qualification impact the hypothesised relationship in different ways. Moreover, it was observed that BI plays a significant role between the TA and AU of video OTT service platforms. The managers should devise different strategies for different age groups, education background and gender. This will be helpful for the managers to have effective segmentation, targeting, and positioning strategies.

16 Limitations and future scope

Though utmost care has been taken to conduct this study, there are still a few limitations to it. Keeping in view the limitations, the scope of the study has been defined. This study has modified the UTAUT2 model with TTF. Future studies may takes into account internet penetration, content validity, and net neutrality for their research. Moreover, future studies can consider parental mediation as a mediator. In addition to this, experience and marital status can be considered moderator. Lastly, opinions of users from various countries' culture can also be taken to get a holistic view of the behaviour of users of OTT video streaming platforms.

17 Conclusions

The objective of this research was to explore the elements influencing the behaviour of users towards various OTT platforms in the Indian context. In the study, both direct and indirect effect of factor was analysed to get a holistic understanding of the users' behaviour. In the present study, direct influence of performance expectancy, effort expectancy, social influence, facilitating condition and TTF on buying intention and usage of OTT platform among consumers in Indian context was analysed. For the research outcome, it was found out that all except effort expectancy and facilitating condition are impacting positively the buyers' intention usage of OTT platforms. Moreover, TTF is the most important factor among all the other determinants. Further, the moderating role of gender, age, educational qualification, marital status, and the experience was analysed concerning OTT video streaming platforms. The mediation analysis results confirm that BI significantly mediates the relationship between TTF and AU in explaining technology acceptance. The result of this present research has contributed and enriched the present literature pertaining to preference of OTT video streaming platforms in India among consumers.

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