

Drivers Influencing Consumers' Adoption of Over-the-top Video Streaming Platforms : An Exploratory Sequential Analysis

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Abstract

Purpose : The present study focused on evaluating the drivers influencing the consumer's selection of over-the-top (OTT) video platforms in India. The popularity of streaming services has been increasing worldwide and has changed the media industry's traditional practices in terms of patterns, means, and quality because of technological innovation. Streaming platforms are now widely seen as the entertainment industry's future. OTT platforms are becoming more and more popular because they connect people through different streaming platforms and provide high-quality content.

Methodology : The drivers influencing the consumer's selection of OTT video platforms in India were evaluated using an exploratory sequential approach (ESA). Under ESA, the study was conducted in three phases. Phase I identified and finalized the drivers through an extensive literature review and experts' opinions. In Phase II, a fuzzy analytical hierarchy process was utilized to determine the priority weightage of the OTT drivers, while Phase III checked the robustness of the results by conducting sensitivity analysis.

Findings : This study found that consumers' adoption of OTT video platforms is primarily determined by two drivers: "perceived enjoyment" and "social influence." The driver "perceived enjoyment" was found to be substantially influential. In addition, binge-watching, convenience, and relaxation were found to be predictors of users' selection of OTT platforms. It was found that several online streaming platforms were well-liked and provided excellent content with a lot of options, few commercials, availability, and accessibility through laptops, tablets, and smartphones with a ton of features at an affordable price.

Practical Implications : This study's findings will provide indispensable insights to market analysts and decision-makers to formulate strategies for future market opportunities.

Originality : Unlike prior research on consumer adoption of OTT video streaming platforms, the current work intended to research the most effective factors influencing the criteria for consumers' selection of OTT video platforms in India using an ESA.

Keywords : streaming services, technology acceptance model, social influence, perceived enjoyment, fuzzy AHP, sensitivity analysis

Paper Submission Date : October 15, 2023 ; **Paper sent back for Revision :** June 20, 2024 ; **Paper Acceptance Date :** September 25, 2024 ; **Paper Published Online :** February 15, 2025

The consumption of over-the-top (OTT) streaming media services is increasing and has changed the media industry's usual practices in terms of patterns, means, and quality because of technological innovation (Ojer & Capapé, 2013). Streaming platforms offer numerous content such as TV shows, movies, music, games, and documentaries directly to viewers through the Internet. Streaming services provide flexibility to their

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users by accessing content anytime, anywhere, and on any device like a smartphone, personal computer, laptop, or smart TV (Shin et al., 2016). The television industry has undergone significant changes since the first transatlantic television signal in 1928 by Baird Television Development Company (Snyman & Gilliard, 2019). New avenues in the entertainment industry have always been a threat to existing entertainment, like cinema, theatre, and satellite channels (Chawla et al., 2022). There was doom for cinema and theatre earlier also with the advent of cable television and satellite channels like Zee, Sony, and Star Plus. Video streaming platforms are getting popular day by day, especially with the rise of internet infrastructure and increasingly getting acceptance from consumers all over the world. It is challenging television culture and theatre by allowing people to get entertainment content anywhere, anytime, with low-cost subscription-based OTT platforms (Spilker & Colbjørnsen, 2020). The stagnation of conventional television has led to growth in the global OTT market, which is projected to reach 86.80 billion by 2026 (Gupta & Singharia, 2021; Shon et al., 2021). The reason for the sudden increase in video streaming platforms in India can be attributed to affordable internet access and the availability of low-cost smartphones (Fudurić et al., 2018; Nagaraj et al., 2021).

The rapid expansion of low-cost smartphones, coupled with affordable high-speed internet access, has paved the way for the emergence of OTTs in the Indian market, making it the largest market for OTT platforms in the world. The Indian OTT audience presently stands at 424 million people, of whom 119 million are on-demand subscribers (Magan, 2022). According to the MICA report on OTT 2019, “With over 450 dialects and 22 languages, India holds a unique position.” Currently, 45% of users engage with content in regional languages, and this figure is expected to increase as internet users grow. Global OTT players like Amazon Prime, Netflix, and Disney-Hotstar have expanded in India with curated local content and attracting millions of viewers, especially youngsters.

OTT platforms are steadily rising in popularity and acceptance. However, research on the expansion of OTT platforms in India is still limited compared to their growth. Besides, few studies have discussed the criteria for consumer selection of OTT platforms but the predictors for their usage are not understood clearly. An evaluation of the motivations that lead individuals to engage in specific activities enables a broader understanding of their participation levels (Smock et al., 2011). Hence, the current research intends to explore and prioritize the most effective factors influencing the consumers' adoption of OTT video platforms in India. Also, unlike previous studies in this area, we utilized an exploratory sequential approach (ESA) involving deciding the drivers through an extensive literature review and experts' opinions, determining the priority weightage of the OTT drivers using a fuzzy analytical hierarchy process, and checking the robustness of the results by conducting sensitivity analysis. Video streaming platforms have great potential in the Indian market and this study can make recommendations to companies about criteria for selection of streaming platforms. So, the research questions for this paper remain as follows:

➤ **RQ1 :** What are the drivers behind the adoption of OTT video streaming platforms?

➤ **RQ2 :** On what criteria can we prioritize and select the video streaming platform?

Literature Review

Over-the-Top Streaming Platforms

OTT platforms are streaming platforms that give access to users with a variety of content through various devices, including smartphones, tablets, laptops, and smart televisions, all connected via the internet (Bender et al., 2021; Hracs & Webster, 2021; Meng & Leung, 2021; Sahu et al., 2021). OTT streaming platforms create value by producing a variety of content designed according to the user's liking, have no sequential constraints in viewing

options, and provide services on a global scale based on a subscription system (da Silva & de Andrade Lima, 2022; Garbes et al., 2022; Menon, 2022; Mulla, 2022; Ramasoota & Kitikamdhorn, 2021; Shon et al., 2021). OTT serves as a singular entity responsible for controlling and distributing its content, circumventing the conventional methods of cable and satellite broadcasting. In its consultation document regarding the regulatory framework for OTT services, the Telecom Regulatory Authority of India (TRAI) defined OTT providers as service providers that deliver Information Communication Technology (ICT) over the global internet, with access network speeds ranging from 256 kilobits for messaging to speeds between 0.5 and 3 megabits for video streaming, reaching users by going “over-the-top” of telecommunication service providers' networks. TRAI went on to categorize OTT applications into three groups based on their services offered: voice and messaging services; application ecosystems (typically non-real-time), linking to social media and e-commerce; and providers of audio and video content. In India, OTT platforms, which refer to OTT video streaming services, include Netflix, Amazon Prime, and other comparable services. The major market share of video streaming in India is dominated by OTT commercial video services like Netflix, Amazon Prime, Disney Hot Star, Sony Liv, etc. (Nagaraj et al., 2021). Considering the global restrictions imposed due to the COVID-19 pandemic, there has been a significant surge in the popularity of video streaming platforms. These platforms are rapidly transforming into an alternative lifestyle for individuals, serving as a viable substitute for traditional television broadcasting (Alashhab et al., 2021; Rahman & Arif, 2021). With their personalized recommendations and dynamic catalogs, these streaming platforms are leading the way in developing new business models. Additionally, they provide the option for offline viewing of downloaded content, further enhancing the user experience (Mulla, 2022). As integral components of current technological and digital advancements, broadcast streaming platforms have become the focus of numerous studies, exploring their diverse features and functionalities.

Recent studies by Camilleri and Falzon (2021) and Spilker and Colbjørnsen (2020) have suggested that new media technologies have significantly transformed the reasons people watch television. Today's OTT platforms, in contrast to traditional appointment-based television, provide original, high-quality content that is accessible via smartphones and tablets at any time and from any location. Because of the enhanced viewing experience and “fluidity,” people are less satisfied with traditional television and are more inclined to use OTT platforms. One distinctive aspect of streaming television is the ability to watch multiple episodes of a program in one sitting, commonly known as binge-watching (Pittman & Sheehan, 2015). A recent study conducted by Steiner and Xu (2020) utilized qualitative methods to uncover the reasons behind binge-watching, such as the desire to catch up, relax, achieve a sense of completion, feel culturally connected, and enhance the overall viewing experience. The existing literature has highlighted several factors that affect the use of streaming platforms. Tefertiller and Sheehan (2019) identified five primary motivations for consuming streaming television: managing stress, enjoying relaxing entertainment, habitual viewing, seeking information, and engaging in social interaction. Sahu et al. (2021) considered seven drivers for using OTT services in India: financial benefit, social interaction, information, relaxation, ease of use, convenience, and entertainment. These drivers have the potential to motivate viewers to transform from traditional television to OTT video platforms.

Drivers of Adoption of Video OTT Platforms

In this paper, five drivers for the adoption of OTT video platforms have been discussed, which are convenience, perceived enjoyment, binge-watching, relaxation, and social influence. A brief description of these drivers is given below.

Convenience

Convenience pertains to the straightforward and accessible nature of viewing OTT streaming content whenever

and wherever using mobile devices like smartphones and tablets (Sahu et al., 2021). OTT platforms enable users to browse the service, choose their preferred content with minimal effort, download, store, and enjoy it at their convenience at any location and time (Camilleri & Falzon, 2021). According to Sahu et al. (2021), users' primary motivation for binge-watching streaming television is convenience. Recent research on OTT platforms (Gupta & Singharia, 2021; Nagaraj et al., 2021) has shown that convenience is a positive predictor of adoption for OTT platforms.

Perceived Enjoyment

Perceived enjoyment represents the degree to which people believe that using streaming services is enjoyable (Smock et al., 2011). Perceived enjoyment influences consumers' adoption of video streaming services (Hicks et al., 2012; Kaur et al., 2020). Prior studies have indicated that if people experience fun using new technology, then they find it useful and associate themselves with adopting it (Lim, 2021; Tefertiller & Sheehan, 2019; Yousaf et al., 2021).

Binge-Watching

The practice of watching television for extended periods, often in one sitting, is referred to as binge-watching (Shim & Kim, 2018). OTT platforms allow users to view multiple episodes of a series, known as “Web Series,” consecutively. Previous research has indicated that the binge-watching habit frequently drives users to embrace OTT platforms (Gupta & Singharia, 2021; Lim, 2021; Pittman & Sheehan, 2015; Tefertiller & Sheehan, 2019).

Relaxation

Relaxation means a feeling of peacefulness by forgetting tension and anxiety. Studies have revealed that the OTT video platform acts as a companion to viewers by occupying their time when nobody else is available to talk (Tefertiller & Sheehan, 2019). Recent studies have shown that OTT platforms help people to alleviate boredom and stress and provide them with a feeling of relaxation, which further motivates people to adopt video streaming (Anghelcev et al., 2021; Panda & Pandey, 2017; Sahu et al., 2021; Steiner & Xu, 2020).

Social Influence

Social influence is defined as the framework in which customers adopt a new product/service based on the recommendation by others who regularly use it and have a positive perception of it (Chiu et al., 2013; Kit et al., 2014; Naqvi et al., 2020). Past studies have identified that social groups like friends, relatives, colleagues, and neighbors inspire people to adopt OTT video streaming platforms (Khatri & Kale, 2022; Mishra et al., 2018; Riquelme & Rios, 2010). Prior research suggested that users' behavior is influenced by the opinion of people who are important to them as they discuss among themselves the web series, movies, and latest content on OTT platforms, which creates curiosity and motivates them to adopt it (Pinochet et al., 2019; Zhou, 2011).

Materials and Methods

This study aims to determine the drivers influencing the consumer's selection of OTT video platforms in India. To attain this, an exploratory sequential analysis has been conducted in three stages. In the first stage, a qualitative study was carried out through an extensive literature review and focus group interviews with experts for the

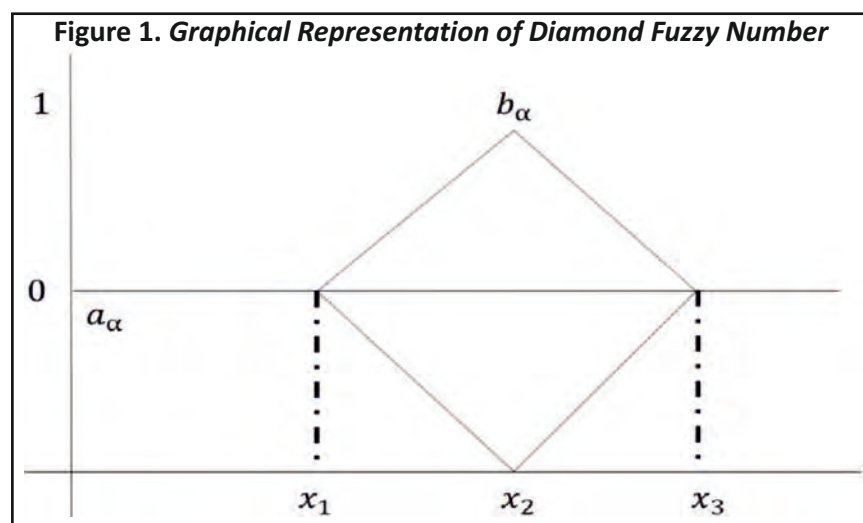
identification and finalization of drivers influencing OTT platform selection decision-making. Stage second adopted the diamond fuzzy analytical hierarchal process (DF-AHP) to rank the drivers. AHP is a multi-criteria decision-making technique in which a fuzzy number has been incorporated to deal with the uncertainty involved in human decisions (Guru et al., 2021; Majeed & Sriram, 2019; Rashid & Rokade, 2019; Rashid & Rokade, 2021). Using the fuzzy linguistic scale, decision-makers can express their preferences toward the importance of every driver. The hierarchical structure has been evaluated by using a pairwise questionnaire. Finally, sensitivity analysis was carried out in this stage to check the robustness of the results.

Experts Selection and Data Collection Procedure

There is an interesting statistic from Counterpoint Research's India OTT Video Content Market Consumer Survey. According to the survey, Indians under 35 years of age make up a significant portion of the user base for OTT video content platforms in India. Specifically, they accounted for 89% of the users. This finding highlights the popularity and preference for OTT platforms among the younger demographic in India. Therefore, in this study, for a focus group, a set of 100 consumers of 20 to 35 years from Delhi was selected using a purposive sampling technique. The selected 100 consumers were approached through social media platforms like WhatsApp, Instagram, and Facebook in groups of 10–10 consumers. Each group was interviewed separately to get their responses on a linguistics scale. To analyze the collected data (from November 2022 to February 2023), a diamond fuzzy analytic hierarchy process (FAHP) technique was adopted. A detailed algorithm of the technique is discussed in the following section.

Diamond Fuzzy Analytical Hierarchal Process

Zadeh (1965) introduced the concept of fuzzy set theory, which suggests a departure from the conventional structure of crisp sets to a more generalized structure. This idea is particularly useful in the fields of pattern recognition and data processing. Saaty (1977) established the standard analytic hierarchy process (AHP) in 1980, which is used to generate preference weights for criteria and alternatives. However, in real-world problems, human judgment often involves ambiguity and vagueness, which the standard AHP cannot handle. To address this issue and incorporate decision-maker uncertainty, this paper extends the basic AHP to the fuzzy environment using diamond fuzzy numbers (DFN), which are defined as a fuzzy set X and shown in Figure 1.



$$\tilde{X}_D = (x_1, x_2, x_3, (a_\alpha, b_\alpha)); x_1 < x_2 < x_3 \quad (1)$$

The membership function of X is given by,

$$\delta \tilde{X}_D(p) = \begin{cases} 0, & \text{for } p < x_1 \\ \frac{(p - x_1)}{(x_2 - x_1)}, & \text{for } x_1 \leq p \leq x_2 \\ \frac{(x_3 - p)}{(x_3 - x_2)}, & \text{for } x_2 \leq p \leq x_3 \\ a_\alpha - \text{Base} \\ \frac{(x_1 - p)}{(x_1 - x_2)}, & \text{for } x_1 \leq p \leq x_2 \\ \frac{(p - x_3)}{(x_3 - x_2)}, & \text{for } x_2 \leq p \leq x_3 \\ 1, & \text{for } p = b_\alpha \\ 0, & \text{otherwise} \end{cases} \quad (2)$$

where, a_α is the base of the triangle x_1, b_α, x_2 and for the inverted reflection of the above triangle, i.e., $x_1 x_2 x_3$.

The conditions required for a DFN $\tilde{X}_D$:

- ↪ $\delta \tilde{X}_D(p)$ is a continuous function in the interval $[0, 1]$.
- ↪ $\delta \tilde{X}_D(p)$ is strictly increasing and continuous function on $[x_1, x_2]$.
- ↪ $\delta \tilde{X}_D(p)$ are strictly decreasing and continuous functions on $[x_2, x_3]$.

Addition and subtraction of two DFNs: If $\tilde{X}_D = (a, b, c)$ and $\tilde{Y}_D = (d, e, f)$ are two DFNs, then,

$$\tilde{X}_D + \tilde{Y}_D = (a + d, b + e, c + f) \quad (3)$$

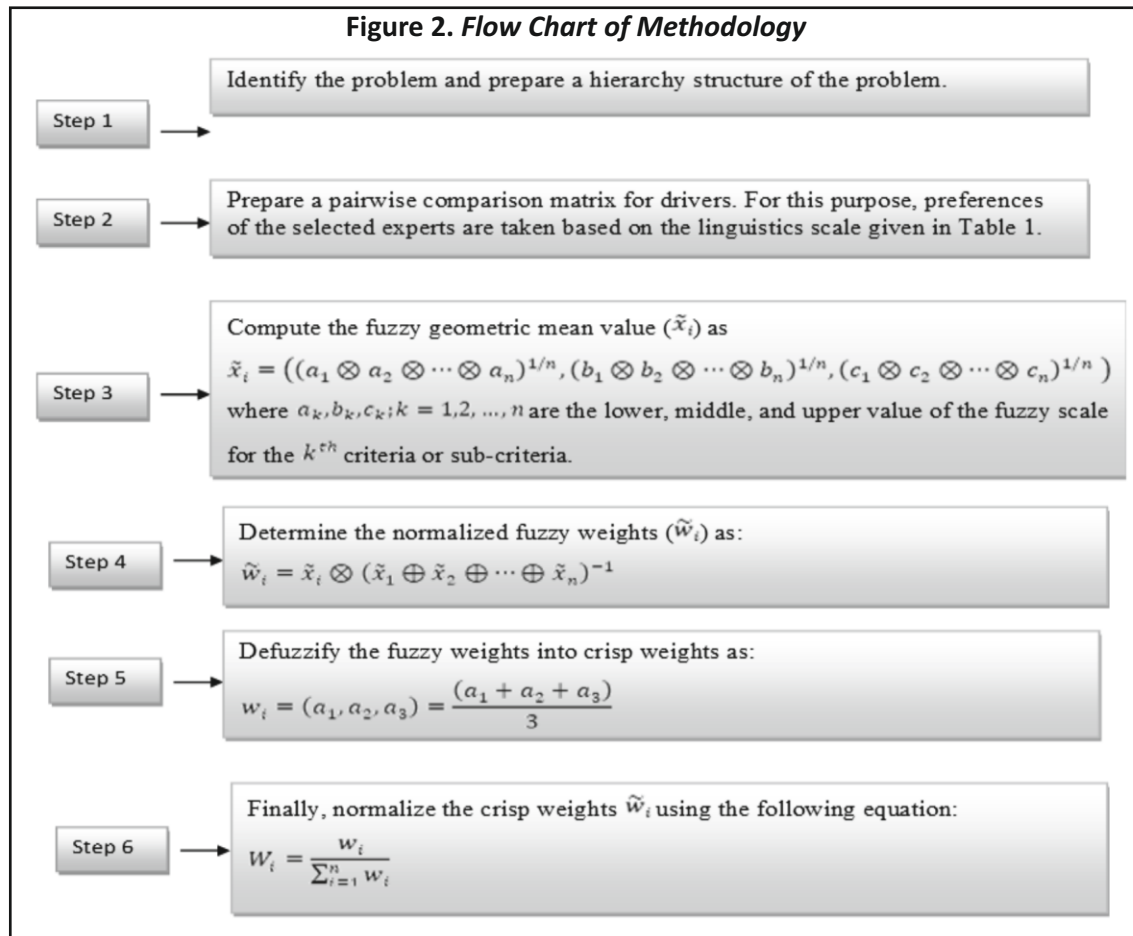
$$\tilde{X}_D - \tilde{Y}_D = (a - d, b - e, c - f) \quad (4)$$

Kabir and Sumi (2014) stated that crisp values could not effectively represent decision-makers' unclear or vague preferences. Therefore, to address this limitation of the AHP technique, this paper proposes the use of the FAHP. Linguistic variables are employed in FAHP for the pairwise comparisons of criteria and sub-criteria, which DFNs represent. Utilizing the diamond fuzzy AHP technique is preferred over the traditional AHP technique due to the robustness of the approach. In various studies, the approach is used for robust analysis such as Gupta and Sharma (2022), Joshi et al. (2017), and many more. Table 1 demonstrates this representation.

Table 1. Linguistic Preference Scale Used in FAHP

Crisp Saaty Scale	Fuzzy Diamond Scale	Inverse Fuzzy Diamond Scale	Linguistic Scale Explanation
1	(1, 1, 1)	(1, 1, 1)	Equal preference of both i and j criteria
2	(1, 2, 3)	(1/3, 1/2, 1/1)	Intermediate value between 1 and 3
3	(2, 3, 4)	(1/4, 1/3, 1/2)	Criteria i is slightly more preferred over criteria j
4	(3, 4, 5)	(1/5, 1/4, 1/3)	An intermediate value between 3 and 5

5	(4, 5, 6)	(1/6, 1/5, 1/4)	Criteria i is important over criteria j
6	(5, 6, 7)	(1/7, 1/6, 1/5)	An intermediate value between 5 and 7
7	(6, 7, 8)	(1/8, 1/7, 1/6)	Criteria i is strongly important over criteria j
8	(7, 8, 9)	(1/9, 1/8, 1/7)	Intermediate value between 7 and 9
9	(9, 9, 9)	(1/9, 1/9, 1/9)	Criteria i is extremely important over criteria j



The computational procedure of the FAHP model can be explained as given in Figure 2 (Gupta et al., 2023). Execute the above six steps to determine the normalized weights of the drivers.

Analysis and Results

The FAHP technique was implemented to evaluate the drivers influencing the OTT platform's selection decision. After taking the responses of the 100 experts from Delhi NCR, the total fuzzy pairwise comparison matrix of drivers (Convenience - D1, Perceived Enjoyment-D2, Binge-Watching-D3, Relaxation-D4, Social Influence-D5) is prepared by taking the arithmetic mean of the responses, as shown in Table 2.

Following steps 3 to 6 of the FAHP algorithm, the fuzzy weights of drivers of OTT platforms are determined and converted into crisp weights (see Table 3).

The results obtained by applying FAHP are aligned with the existing literature, which indicates that perceived enjoyment is the important driver that influences the consumer's selection decision of OTT platforms, while

Table 2. Fuzzy Total Pair-Wise Comparison Matrix for Criteria

Drivers	D1			D2			D3			D4			D5		
D1	1.0000	1.0000	1.0000	0.2000	0.2500	0.3333	2.0000	3.0000	4.0000	3.0000	4.0000	5.0000	0.1667	0.2000	0.2500
D2	3.0000	4.0000	5.0000	1.0000	1.0000	1.0000	3.0000	4.0000	5.0000	1.0000	1.0000	1.0000	2.0000	3.0000	4.0000
D3	0.2500	0.3333	0.5000	0.2000	0.2500	0.3333	1.0000	1.0000	1.0000	2.0000	3.0000	4.0000	0.2500	0.3333	0.5000
D4	0.2000	0.2500	0.3333	1.0000	1.0000	1.0000	0.2500	0.3333	0.5000	1.0000	1.0000	1.0000	0.2000	0.2500	0.3333
D5	4.0000	5.0000	6.0000	0.2500	0.3333	0.5000	2.0000	3.0000	4.0000	3.0000	4.0000	5.0000	1.0000	1.0000	1.0000
Sum	8.4500	10.5833	12.8333	2.6500	2.8333	3.1667	8.2500	11.3333	14.5000	10.0000	13.0000	16.0000	3.6167	4.7833	6.0833

Table 3. Fuzzy Weights and Ranks of Drivers

Drivers	Fuzzy Geometric Mean Value			Fuzzy Weights			Crisp Weights	Normalized Crisp Weights	Ranks
D1	0.7248	0.9029	1.1076	0.1000	0.1514	0.2300	0.1605	0.1519	3
D2	1.7826	2.1689	2.5119	0.2458	0.3638	0.5217	0.3771	0.3569	1
D3	0.4782	0.6084	0.8027	0.0659	0.1020	0.1667	0.1116	0.1056	4
D4	0.3981	0.4611	0.5610	0.0549	0.0773	0.1165	0.0829	0.0785	5
D5	1.4310	1.8206	2.2679	0.1973	0.3054	0.4710	0.3246	0.3072	2
Sum	4.8146	5.9618	7.2511				1.0567	1.0000	
Reciprocal	0.1379	0.1677	0.2077						

relaxation is the least important. As per the weights for the drivers of the OTT platform selection decision, “Perceived Enjoyment (D2)” is ranked as highest with a weight of 0.3569, followed by “Social Influence (D5),” “Convenience (D1),” “Binge Watching (D3),” and “Relaxation (D4).”

Sensitivity Analysis

The sensitivity analysis conducted in the study by Mangla et al. (2015) demonstrated that the weights assigned to sub-criteria are influenced by the weights assigned to the main criteria. This analysis reveals the interconnectedness of the various criteria and sub-criteria within the proposed approach. By assessing the sensitivity of the weights, we gained insights into how changes in the main criteria affect the relative importance of the sub-criteria.

Furthermore, the research conducted by Kumar et al. (2020) confirmed the robustness of the preference ranks obtained from the proposed approach. Robustness, in this context, refers to the consistency and reliability of the preference ranks despite variations in criteria and sub-criteria weights. By verifying the stability of the obtained results through different weight combinations, the researchers established the reliability and dependability of the decision-making process. In this study, five drivers are considered, and among them, Perceived Enjoyment (D2) has the highest priority weight. Therefore, a small change in the weight of D2 can significantly impact the weights of the other drivers. To conduct the sensitivity analysis, the weights of the drivers are proportionally changed. Therefore, the weight of D2 varies from 0.3569 to 0.3569×0.9 , 0.3569×0.8 , 0.3569×0.7 , 0.3569×0.6 , 0.3569×0.5 , 0.3569×0.4 , 0.3569×0.3 , 0.3569×0.2 , and 0.3569×0.1 . The maximum change is observed in D5 (the second most influential driver) due to the change in values of D2 (see Table 4).

Table 4. Change in Weightage of Drivers with Change in D2

Drivers	Weights	D2*0.9	D2*0.8	D2*0.7	D2*0.6	D2*0.5	D2*0.4	D2*0.3	D2*0.2	D2*0.1
D1	0.1519	0.1619	0.1719	0.1819	0.1919	0.2019	0.2119	0.2219	0.2319	0.2419
D2	0.3569	0.3212	0.2855	0.2498	0.2141	0.1785	0.1428	0.1071	0.0714	0.0357
D3	0.1056	0.1156	0.1256	0.1356	0.1456	0.1556	0.1656	0.1756	0.1856	0.1956
D4	0.0785	0.0885	0.0985	0.1085	0.1185	0.1285	0.1385	0.1485	0.1585	0.1685
D5	0.3072	0.3172	0.3272	0.3372	0.3472	0.3572	0.3672	0.3772	0.3872	0.3972
Sum	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000

Discussion and Conclusion

The study envisions dissecting the relevance of the ESA for predicting the drivers influencing the consumer's selection of OTT video platforms in India. This study concludes that perceived enjoyment is the important driver that influences the consumer's selection decision of OTT platforms as it provides entertainment by playing movies, web series, and music (Ho & Yang, 2015; Helkkula, 2016; Verkasalo, 2015; Yang & Lee, 2018). The influence of perceived enjoyment in consumer selection decision to use streaming services proposes that the service providers should attempt to enhance the pleasure delivered to consumers by generating quality content with more entertainment value as well as different compared to competitors. Social influence is the second strongest determinant for consumer selection decision to use streaming services (Hou et al., 2020; Lee et al., 2018; Youn & Lee, 2019). This finding establishes that the users' decision to adopt any innovative technology is influenced by the social circle using the same application. New users consider people's opinions important to them, such as family, friends, and co-workers, for using the service. This study shows binge-watching as a predictor for the selection of OTT services. Prior literature (Panda & Pandey, 2017; Schweidel & Moe, 2016) backs this finding.

In contrast to conventional cable and satellite TV, audiences are able to access OTT content from any location and at any time. While binge-watching has existed since the era of video box sets, it has been revitalized and made mainstream through streaming services (Anghelcev et al., 2021). Furthermore, traditional television is heavily influenced by commercial advertising. The unexpected appearance of a commercial can interrupt the viewing experience at any time. The uninterrupted viewing experience is influencing users' decision to adopt OTT services (Bautista et al., 2016; Cebeci et al., 2019; Ho & Yang, 2015). Further, this research finds convenience as one of the predictors for OTT selection (Camilleri & Falzon, 2021; Chen et al., 2018). Users can easily adopt streaming services because OTT platforms are readily available and accessible through laptops, tablets, and smartphones. Users will also be able to navigate, filter, and choose what content to view. OTT platforms turn watching television into a portable activity, allowing viewers to watch their favorite show whenever it's convenient for them. Hence, the development of OTT platforms into “apps” and the introduction of small, compatible smartphones led to the creation of a “pocket edition” of television. Allow viewers to enjoy their favorite shows at their own pace by transforming television watching into a portable activity. This conclusion aligns with previous research indicating that individuals are motivated to utilize OTT platforms for their convenience. Lastly, one of the benefits of watching OTT content is relaxation (Anghelcev et al., 2021; Tefertiller & Sheehan, 2019). A few participants mentioned that they watch OTT platforms primarily to decompress or relieve stress. Additionally, they claim that they can de-stress and “relax for a while” thanks to the uninterrupted viewing experience offered by OTT platforms like Netflix, Amazon Prime, etc.

Streaming services companies should recognize important factors that impact consumers' decisions toward the selection of streaming services, which will help them in their marketing endeavors to attract and maintain current

and potential new users. Streaming service providers should develop new methods to differentiate from other applications, consequently achieving a competitive advantage and keeping the survival of the organization for the long term. This study's outcomes provide indispensable insights to market analysts and decision-makers to formulate strategies for future market opportunities.

Implications

Theoretical Implications

The current study holds several theoretical significances. First, existing literature has not previously explored the factors influencing consumers' acceptance of video streaming platforms through exploratory sequential analysis. Under ESA, the study was conducted in three phases. Phase I identified and finalized the drivers through an extensive literature review and experts' opinions. In Phase II, a fuzzy analytical hierarchy process was utilized to determine the priority weightage of the OTT drivers, while Phase III checked the robustness of the results by conducting sensitivity analysis. Consequently, this study is the first empirical investigation into the predictors of consumers' adoption of OTT video streaming services using exploratory sequential analysis. Prior studies have used traditional AHP to determine the priority of the consumer adoption factors for video streaming OTT platforms, but this study has used a diamond FAHP, which is more robust. Besides confirming that most studies on the adoption of video streaming OTT platforms give similar results, however, the current study identifies three new factors, i.e., convenience, binge-watching, and relaxation, as predictors of consumers' adoption of video streaming platforms.

Managerial Implications

The OTT streaming sector in India is among the fastest-growing markets globally. Total domestic consumption increased from 181 to 204 billion minutes following the COVID-19 pandemic outbreak and the lockdowns that followed (Consultancy.in, 2021). Big international OTT providers like Disney-Hotstar, Netflix, and Amazon Prime have noticeably increased their online presence in India by drawing in millions of Indian viewers, particularly youngsters. Because viewers have more options and are more promiscuous, this has made the market more level and challenging for OTT content providers. Our findings recommend that consumers' adoption of OTT video platforms is most strongly predicted by perceived enjoyment.

Furthermore, in light of recent research (Raikar, 2017; Wayne, 2018), we propose that to meet the rapidly changing demands of the market, the content must be locally produced and relevant to the interests of the local populace. According to Nokia (2020), Indians spend an average of 70 minutes a day on OTT platforms, with 40 minutes being the average length of a single session. This indicates that the frequency and duration of consumption on OTT platforms are truly going massively. These results are further supported by our research, which finds that “binge-watching” is the most reliable indicator of OTT adoption. Movies and web series are the most favored content on OTT platforms (MICA, The School of Ideas, 2019). Therefore, we advise the OTT players to use localized content in regional languages to micro-target their audience (Lall, 2019). More original content featuring compelling narratives, real-life characters, and suspenseful elements will entice viewers to binge-watch and keep up their subscriptions. This study shows that OTT platforms are accessible and available for users anytime and anywhere via internet-connected devices like laptops, tablets, and smartphones. Additionally, users will choose, navigate, and filter the content. OTT platforms turn watching television into a portable activity, allowing viewers to watch their favorite show whenever it's convenient for them.

Nokia stated in its yearly Mobile Broadband India Traffic Index, Nokia MBit Report (Nokia, 2020), that due to

their extensive freedom of access, mobile phones have taken over as India's primary medium for OTT consumption. Therefore, in light of the findings of the current study, we advise OTT companies to significantly grow their user base by implementing new distribution strategies, such as teaming up with cellular carriers to launch novel services like mobile-only packs and sachet pricing.

Limitations of the Study and Scope for Future Research

First, the respondents for this study are limited to Indian users, not including the foreign users' perceptions, so the generalization of the findings is a constraint. We propose that future studies should be done for other countries also. Second, the study has considered only a few drivers. There are some other variables, like perceived cost, variety, innovativeness, and quality, which can influence consumers' decision to use streaming services. It is suggested to augment more variables in the study in the future. Third, streaming services have various platforms, such as gaming, music, and web series. Hence, it is proposed that the experimenters should analyze an explicit platform in the future to make this study area more complete.

Authors' Contribution

Dr. Pratibha Garg conceptualized the idea and developed the quantitative design for conducting the empirical study. Dr. Neha Gupta identified high-quality research papers, refined them using keyword-based filtering, and derived concepts and codes relevant to the study's framework. She also validated the analytical methods, while Dr. Pratibha Garg provided overall supervision of the study. Both Dr. Garg and Dr. Gupta conducted the interviews in English, with numerical computations carried out by Dr. Gupta using Excel. Dr. Garg authored the manuscript in collaboration with the second author.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgment

The authors received no financial support for the research, authorship, and/or for the publication of this article.

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