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FINDINGS

This study aimed to investigate the influence of EE,PE,FC,PV,HM,HB,CON,AESTH on the users intention regarding the adoption of video OTT services. This study was set in the Indian context and a model was developed regarding the same. The model consisted of the antecedent, moderating, and dependent variables. This study also aimed to extend the UTAUT2 by integrating content and aesthetics concepts for examining the factors that affected the users' usage intent towards the adoption of OTT services. The developed empirical model has been presented earlier. The results of the study also indicate that all the factors were found to be significantly associated with the use of streaming services. The results from the SEM analysis indicated that consumers and adoption of the OTT services were seen to be remarkably influenced by Content , Habit and social influence ,the most robust determinant in the model followed by price , performance, effort expectancy whereas Facilitating Conditions and Aesthetics did not play a noticeable role in persuading consumers. The moderating role of gender, age, and income towards intention suggests that customers with different gender, age, and income behave differently and have their own priorities while adopting technology as they moderate on UTAUT2 model constructs.

The empirical outcome of the study revealed that the determinants (EE,PE,FC,HB,HM,PV,SI,AESTH,CON) have a significant influence on BI intention to use video streaming services. Previous studies(Bhattacharya 2021;Kumari ,2021;Nagraj,2021;Priya et al. 2021;Dasgupta,2020;Venakatesh 2003;Venkatesh 2012;Lee et al. 2017 ; Zhou et al., 2010; Eneizan et al. ,2019; Sundaravel, E. and Elangovan, N. 2020. ; Bhullar & Chaudhary,2020 ; Alalwan et al., 2016, 2015;Neeraj et al. 2018) support the outcome in the same direction.A highly significant positive relationship was found between Content ,Social Influence ,Habit influencing behavioral intention to use video streaming.This is in line with previous studies (Alec Tefertiller & Kim Sheehan ,2019; Jose, R. J. ,2020; Cha, J. ,2013; Van der Heijen ,2004;Oliveria et al. 2016 ;, Venakatesh 2003;Venkatesh 2012;Malewar & Bajaj,2020;Sujata,2015; Sungwook et al.,2019 ; Bhullar & Chaudhary,2020 ; Gupta G., & Singharia K. ,2021;Hsu,2015)

The findings suggested content as a highly significant determinant that adds to the existing body of literature which is supported by both current and past researchers(Sujata,2015;kumari,2020;Dasgupta & grover,2019; Sharma & Kakkar,2022;Malewar & Bajaj,2020;Indrawati,2014;2015).The uniqueness/exclusivity ,diversity and variety of content(web shows/series, movies,documentaries) attract more consumers to use video streaming . Therefore, video streaming companies shall invest in content production and development of premium content/stories /narratives or outsource from other media houses. This open up avenues for small media houses to produce content and tap underutilized talent in the media & entertainment industry.

The results are parallel with the numerous previous literature studying the impact of social influence on behavioral intention of an individual (Farah et al., 2018; Zhou et al., 2010; Madan & Yadav, 2016; Dhingra & Gupta, 2020). Thus, the marketers should emphasize on creating a positive word of mouth by providing pleasant experiences to the existing users and motivate them to recommend it to their social groups.

The findings align with the Habit construct that supports the arguments of past studies promulgating consumers are unlikely to switch to other alternatives once it becomes a routine to consume a certain service. (Limayem M., & Hirt S. G., 2003; Lee et al. 2018; Yen & Wu, 2016; Kim & Malhotra, 2005; Bhattacharya, 2021). PE, EE, HM, PV have been found to moderately influence BI to use. This is an agreement with earlier research that employed the UTAUT in similar context. Kim et al. (2017) Lee et al. (2018); Eneizan, 2019; Indrawati, 2012, 2014; Merhi, 2019; Chen, 2021; Wong, 2019; Wong; Cha, J. (2013); Banerjee, A., Rappoport, P.N., & Alleman, J. (2014); Kim, Y. J. (2015). (Baptista & Oliveira, 2015). Past studies have confirmed a significant relationship between effort expectancy and behavioural intentions (Sung et al. 2016; Tan and Leby Lau, 2016; Teo et al., 2015). This signifies that consumers' intentions to use video streaming apps are more if the technology is easy to understand in the adoption. Additionally, both HM and Price have dwindled between being significant and not being significant factor as per previous findings related to the study. In contrast, the current study confirms a significant relationship of price value and hedonic motivation with users' intentions to use streaming service (Helkkula, 2016; Indrawati Haryoto, K.S. 2015a; Alalwan et al., 2017; Gupta et al., 2018; Mahfuz et al., 2016; Trojanowski & Kutak, 2017). Therefore, it is suggested that app developers and practitioners should focus on providing easy and user friendly systems with attractive interfaces to enhance user experience and satisfaction. The lesser the efforts required to understand and use the apps, the more will be the adoption intentions. This study found FC & Aesthetics have the least significance on BI to use. (Widyanto et al., 2020). This is not in line with previous studies this can be due to the fact that consumers now days consumers consider FC as a basic utility and not a luxury (like in case of Herzberg – maintenance factors & motivational factors. The outcome of the empirical analysis is the success of the predictory power of the UTAUT2 model in terms of a relatively new technological service i.e video streaming. Many previous and current researchers have the similar findings Khurana & jai, 2019; Indrawati, 2015; Cheng, 2020; Iskandar, 2020; Merhi, 2019; Bhattacharya 2021; Malewar, S., & Bajaj, S. 2020; Katoch. In light of the theory, various technological services other than video streaming have also successfully developed their model by extension of UTAUT. This provides insights to academicians, managerial, policymakers. E-payment services (LAI PC, 2016) (video streaming services, Nagpal P, Ruane S, Lim HS, 2018); (Gao T, Deng Y., 2012, e-books), (Cheng Y, Sharma S, Sharma P, Kulathunga, 2020); QR CODE (Dawi NM, 2019); Mobile apps (Fadzil F., 2018), Mobile services (Widyanto et al. 2020), Mobile payment systems (Raman P, Aashish K., 2021), Online shopping adoption (Piarna R, et al., 2020), 3G communications (Wu YL, Tao YH, Yang PC., 2007), (Merhi M, Hone K, Tarhini A. 2019) (Iskandar et al. 2020) Islamic banking (Haider et al., 2018), Mobile banking (Dhingra S, Gupta S. (2020), (Saji TG, Paul D., 2018) Mobile banking in Kerala, (Raihan et al., 2019) Mobile wallets, (Indrawati, 2014) for website, (Indrawati, Haryoto KS., 2015), Medical education application (Azizi, 2020), EDMS (Ayaz & Yanartas, 2020). The findings provide evidence that the applicability of the extended UTAUT2 by managers will lead to a significant increase in users and viewers. The insights of this study can help the regulatory authorities as well as OTT media players in promotion and strategy formulation.