

FACTORS INFLUENCING THE ACCEPTANCE OF OTT PLATFORM AND ITS EFFECT ON INTENTION TO USE AMONG CONSUMERS IN HYDERABAD

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ABSTRACT

This study investigated the effect on acceptance of OTT platforms and interfere to use of OTT platforms among the consumers in Hyderabad City. Thus descriptive cross sectional research design have been applied. Based on the literature review the research variable has been identified. Perception of usefulness, perceived ease of use, quality of service, price benefit and trust have been taken as independent variable. Intention to use has been taken as dependent variable. On the basis of variable questionnaire has been constructed to collect the primary data in the consumers. Using convenience sampling method 180 consumers respondents has been recorded. Further, the data was analyzed with descriptive statistics, one-way analysis of variance. Independent sample t-test, Pearson correlation and regression applied. The result of study showed that consumers have been adopted the OTT platforms. There believed that OTT platform ease usefulness, easy to use, value for money and also trust worthy.

Keywords : Technology acceptance, Intention to use, OTT platform, perceived usefulness and trust.

Introduction

Now-a-days the usage of online platforms an essential part of people lives. The time spent on digital media has doubled in just over the years. Content is king for the consumers to accept the online platforms to use video consumption. The growth of online video consumption has been increased. Many content providers such as YouTube, Netflix, Hulu, Amazon, etc. have come up with the video on demand services. These lean and nimble over-the-top (OTT) applications, enabled by technological advances such as smartphones, super-fast IP networks, open source platforms, innovative services, cutting edge functionalities and shift in consumer preferences towards increasing adoption rate of OTT. OTT service segment stands its enormous success worldwide. This growth in OTT on-demand video consumption is accompanied by a global decline in offline consumption in terms of TV viewership and data operators' subscriptions.

Global consumption dynamic seems to lose its track in India where despite the considerable growth and potential in digital media consumption and entry of global and local OTT applications such as Netflix, Amazon Prime, Hotstar etc., TV viewership rate has not only registered a steady

growth rate over the past years but has revamped itself. The major drivers cited for such exceptional growth of TV are family viewing habits, rural consumers, preference of local and regional content, etc. Nevertheless, in a diverse, country like India which is the second largest online market in the world (Vetrivel, 2015,2019). Simultaneous digital consumption is on the rise and is bound to grow in the coming future. This growth is backed up by the rise in the accessibility and affordability of high speed and high-quality digital infrastructure over recent years in the country that has transitioned the media consumption from traditional platforms (TV, Radio, and Print) to online platforms (YouTube, Facebook, etc.).

A sharp increase in video traffic consumption has been witnessed revealing users' preferences for on-demand multimedia content. Much of this video traffic is composed of YouTube, OTT video-on-demand services such as Hotstar and Netflix and Mobile TV services such Ditto, TataSky. Thus, the proposition of highly personalized video content either aggregated or created for the tech-savvy internet users of India holds promising future for OTT service providers.

In India, traditional media is still dominating the media consumption market with a strong foothold in the rural and regional corners of the country, participants' demographics may not be the only explanation to strong foothold of television media. Also, over the years of entry into the Indian media market by large OTT video service providers such as Hotstar, Netflix, etc., Hence, there is a need for the study what are the factors influencing the consumers to accept the OTT platforms and intention to use it.

Review of Literature

Samala Nagaraj, et. al., (2021) identified the reasons for subscribing and not subscribing to OTT services. The main objective is to test the factors affecting consumers' OTT subscription decisions. 168 responses were collected through snowball sampling technique and three hundred responses through Mturk. Consumers are categorized into three groups having only cable/DTH services, only OTT, and having both cable and OTT. The study adopted a cross-sectional descriptive approach. Fourteen reasons for subscribing and eleven reasons for not subscribing were identified and reported. Five factors, i.e., content, convenience, features, price and quality were extracted using e. The effect of these five factors along with demographics of age, education, occupation is tested on subscription decisions using a logistic regression analysis. All the five factors affected consumer's decisions along with price inversely. Household structure was the major influencer along with age, occupation, and education.

Rahmat (2019) analysed the factors affecting the academic registration system used by students in STIE Panca Bhakti Palu based on the Theory of Technology Acceptance Model (TAM). Research data were collected through the survey. Out of 294 questionnaires distributed to the respondents, 269 questionnaires were returned back. The obtained data underwent the Structural Equation Model analysis. The results of showed that the ease of use and usefulness had a positive and significant influence on users' attitude in using the system. Meanwhile, the ease of use positively and significantly influenced the usefulness of the system.

Tsuen Wong (2020) identified the factors affecting the Hong Kong customers to decide to use OTT. Technology acceptance model is adopted in this study. Besides, additional factors including perceived value, trust and perceived risk are added to the model for further exploration. Both quantitative and qualitative studies were conducted. The result shows that perceived ease of use has the largest degree of influence in affecting Hong Kong customers' purchase intention in using OTT. This study support the usual relationship among perceived ease of use, which drives the consumer intention to use OTT. It is found that perceived ease of use positively affects intention to use, perceived ease of use positively affects perceived usefulness, perceived value positively affects perceived usefulness, trust positively affects perceived usefulness and trust negatively affects perceived risk. It is also showed that perceived usefulness does not significantly influence the intention to use and the relationship between perceived risk and intention to use is not significant.

Research Problem

Since, consumers' reasons for resistance and adoption can co-exist during the life of innovation, the present study aims to analyse the reasons for adopting and resisting the OTT service. In particular, the study seeks to address two main questions: (i) What are the underlying factors influencing the willingness to subscribe to an OTT service? (ii) What are the demographic profiles of users based on the reasons they provide for their adoption of OTT services? Along with providing insights to the practitioners, the study contributes to the growing research on content aggregation and sharing ecosystem by identifying the antecedents to OTT subscription.

Objectives

- To analyse the consumers perception towards factors considering for OTT platform based on their demographic profile.
- To examine the influence of OTT factors on consumers intention to use.
- To access the relationship between OTT platform factors and customers intention to use.

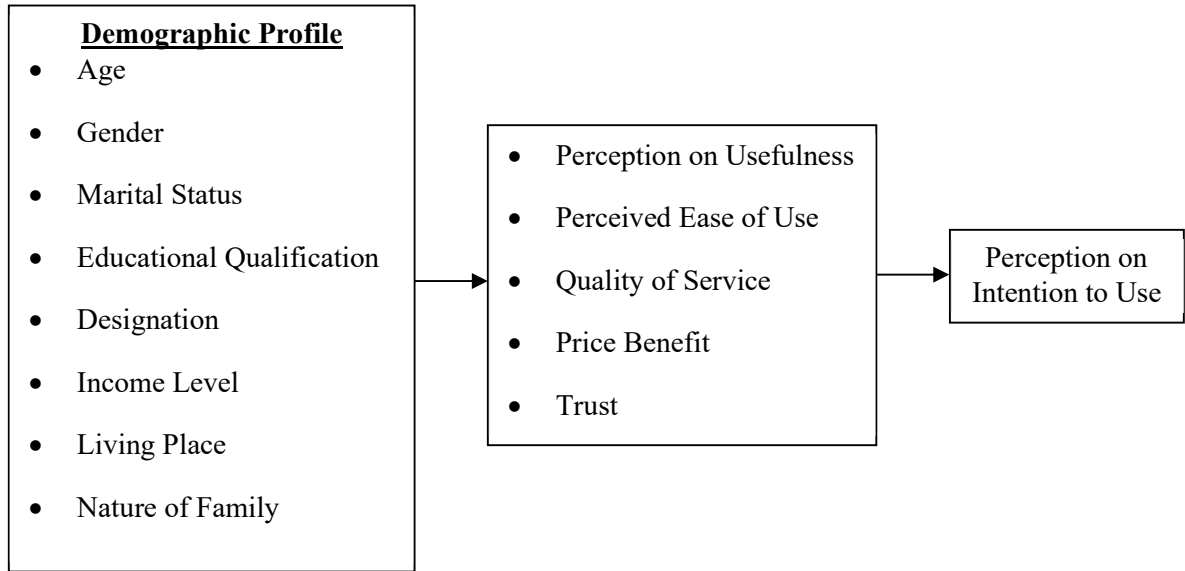
Hypothesis

H₁ : Consumers perception towards OTT factors have been significantly varied based on their demographic profile.

H₂ : OTT platform factors have been related with consumer intention to use.

H₃ : OTT platform factors has significantly influence on customer intention to use.

Framework of this study



Methodology

Research Design

This study followed a descriptive cross-sectional design for answer this research objective.

Variable Considered for this Study

Consumers demographic profile such as age, gender, marital status, educational qualification, designation, income level, living place and nature of family has been considered. Further, perception on usefulness of OTT, perceived ease of use on OTT, service quality of OTT, price benefit of OTT and trust with OTT platforms are considered as independent variables, which are the influencing variables for acceptance of consumers on OTT. Consumers perception on intention to use the OTT platforms as taken as dependent variable.

Research Tool

Questionnaire has been considered as a research tool for collecting primary data for this study.

Sampling Procedure

OTT subscribers in Hyderabad has been taken as the population of the study. From the population limited member of OTT subscriber has been considered as a sample unit. A sample of 180 OTT viewers has been taken as sample size. From the 180 sample consumers perception has been analysed with regard to technology adoption and intention to use is the OTT.

Statistical Tools Used

In order to answer the objective and hypothesis descriptive statistics, one-way analysis of variance, independent sample t-test, Pearson correlation and regression analysis have been applied.

Results and Discussion

Table -1 :Consumers opinion towards their intention to use based on gender

Gender	N	Mean	Standard deviation	t-value	p-value
Male	117	3.991	0.892	15.216	0.001
Female	63	4.067	0.939		
Total	180	4.018	0.907		

Table - 1 explains the consumers opinion towards intention to use based on their gender. It is hypothesized that the consumers opinion towards intention to use has been varied based on their gender. Independent sample t-test is applied to test the above stated hypothesis. The result shows that the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the female consumers have high level of intention to use whereas the male consumers have low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their gender.

Table -2 :Consumers opinion towards their intention to use based on marital status.

Marital status	N	mean	Standard deviation	t-value	p-value
Married	117	3.974	0.903	15.216	0.001
Unmarried	63	4.099	0.917		
Total	180	4.018	0.907		

Table 2 explains the consumers opinion towards intention to use based on their marital status. It is hypothesized that the consumers opinion towards intention to use has been varied based on their marital status. Independent sample t-test is applied to test the above stated hypothesis. The result shows that the F-value is 15.216 and the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the unmarried consumers have high level of intention to use whereas the married consumers have low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their marital status.

Table -3 :Consumers opinion towards their intention to use based on marital status

Educational qualification	N	Mean	Standard deviation	f-value	p-value
up to intermediates	36	3.751	1.109	18.115	0.001
under graduate level	90	3.982	0.932		
post graduate level	54	4.113	0.703		
Total	180	4.011	0.907		

Table 3 explains the consumers opinion towards intention to use based on their educational qualification. It is hypothesized that the consumers opinion towards intention to use has been varied based on their educational qualification. One way ANOVA is applied to test the above stated hypothesis. The result shows that the F-value is 18.115 and the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the consumers who are post graduated have high level of intention to use whereas the consumers who have finished up to intermediates have low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their educational qualification.

Table -4 : Consumers opinion towards intention to use based on their designation

Designation	N	mean	Standard deviation	f-value	p-value
Students	45	4.205	0.723	19.345	0.001
Government employees	18	3.583	1.144		
Private employees	81	3.990	0.937		
Business holders	36	4.062	0.875		
Total	180	4.018	0.907		

Table 4 explains the consumers opinion towards intention to use based on their designation. It is hypothesized that the consumers opinion towards intention to use has been varied based on their designation. One way ANOVA is applied to test the above stated hypothesis. The result shows that the f-value is 19.345 the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the students and business holders are having high level of intention to use where as the government employees and private employees are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their designation.

Table-5: Consumers opinion towards intention to use based on their monthly income

Monthly income	N	mean	Standard deviation	f-value	p-value
less than Rs 20000	46	4.163	0.723	16.254	0.001
Rs 20000 to Rs 40000	82	3.893	0.998		
Above Rs 40000	52	4.086	0.893		
Total	180	4.018	0.907		

Table 5 explains the consumers opinion towards intention to use based on their monthly income. It is hypothesized that the consumers opinion towards intention to use has been varied based on their monthly income. One way ANOVA is applied to test the above stated hypothesis. The result shows that the f-value is 16.254 and the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the consumers receiving income of less than Rs 20000 and above Rs 40000 are having high level of

intention to use and the consumers holding salary of Rs 20000 to Rs40000 are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their monthly income.

Table-6: Consumers opinion towards intention to use based on their living place.

Living place	N	mean	Standard deviation	f-value	p-value
rural	54	4.037	0.994	14.263	0.001
semi-urban	73	3.989	0.829		
urban	53	4.037	0.934		
Total	180	4.017	0.907		

Table 6 portrays the consumers opinion towards intention to use based on their living place. It is hypothesized that the consumers opinion towards intention to use has been varied based on their living place. One way ANOVA is applied to test the above stated hypothesis. The result shows that the f-value is 14.263 and the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the consumers living in urban and semi urban areas are having high level of intention to use and the consumers living in rural areas are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their living place.

Table-7: Consumers opinion towards intention to use based on their family type

Family type	N	mean	Standard deviation	f-value	p-value
Nuclear	99	4.050	0.985	13.465	0.001
Joint	81	3.978	0.806		
Total	180	4.018	0.907		

Table 7 displays the consumers opinion towards intention to use based on their family type. It is hypothesized that the consumers opinion towards intention to use has been varied based on their type of family. Independent sample t test is applied. The t-value is found to be 13.465 and the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the consumers living in nuclear family are having high level of intention to use and the consumers living in joint family are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their type of family.

Table-8: Consumers opinion towards intention to use based on their family size

Family size	N	mean	Standard deviation	f-value	p-value
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2 members	54	4.115	1.007	17.125	0.001
3 to 4 members	45	3.950	0.883		
more than 4 members	81	3.990	0.855		
Total	180	4.018	0.907		

Table 8 displays the consumers opinion towards intention to use based on their family size. It is hypothesized that the consumers opinion towards intention to use has been varied based on their family size. One way analysis of variance has been applied. The t-value is found to be 17.125 and the p-values are significant at one percent level and therefore the above stated hypothesis gets accepted. From the mean values it is inferred that the consumers having 2 members in their family are having high level of intention to use and the consumers having 3 to 4 members and more than 4 members in their family are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their family size.

Table-9: Consumers opinion towards technology acceptance factors

Technology acceptance factors	Mean	Standard deviation
Usefulness	4.048	0.944
Ease of use	4.038	0.944
Quality of service	4.042	0.835
Price benefit	3.986	0.779
Trust	3.703	0.940
Intention to use	4.018	0.907

Table 9 portrays the consumers opinion towards technology acceptance factors. The frequency analysis has been carried out with mean and standard deviation values calculation. From the result values it is inferred that the consumers have highly opined about the usefulness of OTT platform (4.048) followed by quality of service(4.042), ease of use in OTT platform (4.038), intention to use(4.018), price benefits of OTT(3.986) and trust with OTT(3.703). Hence it is inferred that majority of the consumers felt that the usefulness and quality of service of POTT platform are at high level but it is found that the trust in OTT platform is at low level among the consumers.

Table 10 : Relationship between OTT technology factors and intention to use

OTT technology factors	Intention to use	
	r-value	p-value
Usefulness	0.798	0.001

Ease of use	0.788	0.001
Quality of service	0.556	0.001
Price benefit	0.639	0.001
Trust	0.684	0.001

Table 10 exhibits the relationship between the OTT technology factors and intention to use. It is hypothesized that the customers perception on OTT technology factors have been related with their intention to use. To find the relationship between the OTT technology factors and their intention to use Pearson correlation test is applied. The P-values obtained for all the factors of OTT technology are found to be 0.001 and thus the above stated hypothesis gets accepted. Moreover the correlation value lies between 0.556 and 0.798. The r-value interprets that the consumers have highly opined towards the technology factor of usefulness ($r = 0.798$), followed by ease of use ($r=0.788$), trust with the OTT platform ($r=0.684$), price benefits of OTT services ($r=0.639$) and quality of service ($r=0.556$). From the result it is inferred that usefulness and ease of use of OTT platform have strong relationship with their intention to use. But it is observed that the quality of services provided by the OTT have weak relationship with the consumers' intention to use.

Table 11 : Effect of OTT technology factors on the consumers intention to use

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.619	.56059
2	.835 ^b	.697	.693	.50288
3	.840 ^c	.705	.700	.49700

Model	Sum of Squares	df	Mean Square	F-value	Sig.
1 Regression	91.565	1	91.565	291.368	.000 ^b
Residual	55.938	178	.314		
Total	147.504	179			
2 Regression	102.742	2	51.371	203.134	.000 ^c
Residual	44.762	177	.253		
Total	147.504	179			
3 Regression	104.030	3	34.677	140.386	.000 ^d
Residual	43.474	176	.247		
Total	147.504	179			

OTT technology factors	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
(Constant)	.960	.184		5.219	.000
usefulness	.757	.044	.788	17.070	.000
(Constant)	.516	.178		2.901	.004
usefulness	.567	.049	.590	11.554	.000
trust	.328	.049	.339	6.648	.000
(Constant)	.710	.195		3.636	.000
usefulness	.666	.065	.693	10.218	.000
trust	.338	.049	.350	6.913	.000
quality of service T	-.157	.069	-.145	-2.284	.024

Table 11 displays the effect of OTT technology factors on consumers intention to use. It is hypothesized that the consumers perception on OTT technology factors influence their intention to use. In order to check the influence level of OTT technology factors on the intention to use of the consumers, multiple linear regression is applied. For this the technology factors are considered as independent variables and consumers intention to use is considered as dependent variable.

The ANOVA model summary result infers that the t-value is 291.38 and the P-value for the usefulness of OTT is found to be 0.001 which is significant and hence the above stated hypothesis gets accepted. The adjusted R² value is found to be 0.619 which indicates that the usefulness of OTT influenced the consumers intention to use at 61.9 percent level. Further the regression coefficient value indicates the strength of association between the usefulness of OTT platform and their intention to use. It is expressed by the following regression equation

$$\text{Intention to use} = 0.960 + 0.757 (\text{usefulness})$$

The regression equation interprets that the usefulness of OTT with their intention to use is significantly and positively influencing the consumers intention to use. For one unit increase in the intention to use the usefulness of OTT have influenced at 0.757 level. This interprets that the usefulness of OTT have positive effect on the consumers intention to use.

The ANOVA model summary result infers that the f-value is 203.134 and the P-value for the combined effect of usefulness of OTT and trust with OTT is found to be 0.001 which is significant and hence the above stated hypothesis gets accepted. The adjusted R² value is found to be 0.693 which indicates that the combined effect of usefulness of OTT and trust with OTT influenced the consumers intention to use at 69.3 percent level. Further the regression coefficient value indicates the strength of association between the combined effect of usefulness of OTT platform and trust with OTT on the consumers intention to use. It is expressed by the following regression equation

$$\text{Intention to use} = 2.901 + 11.554 (\text{usefulness}) + 6.648(\text{trust})$$

The regression equation interprets that the combined effect of usefulness of OTT with their intention to use is significantly and positively influencing the consumers intention to use. For one unit increase in the intention to use the usefulness of OTT have influenced at 11.554 level and trust with OTT have influenced at 6.648. This interprets that the usefulness of OTT and trust with OTT when put together have positive effect on the consumers intention to use.

The ANOVA model summary result infers that the f-value is 140.386 and the P-value for the combined effect of usefulness of OTT, trust with OTT and quality of services in OTT is found to be 0.001 which is significant and hence the above stated hypothesis gets accepted. The adjusted R² value is found to be 0.700 which indicates that the combined effect of usefulness of OTT and trust with OTT influenced the consumers intention to use at 70 percent level. Further the regression coefficient value indicates the strength of association between the combined effect of usefulness of OTT platform, trust with OTT and quality of services in OTT on the consumers intention to use. It is expressed by the following regression equation

$$\text{Intention to use} = 3.636 + 10.218 (\text{usefulness}) + 6.913(\text{trust}) - 2.284(\text{quality of service}).$$

The regression equation interprets that the combined effect of usefulness of OTT with their intention to use shows that the usefulness and trust with OTT significantly and positively influencing the consumers intention to use whereas the quality of service is negatively influencing the consumers intention to use. For one unit increase in the intention to use the usefulness of OTT have influenced at 10.218 level , trust with OTT have influenced at 6.913 level and quality of service has influenced at -2.284 level. This combined effect shows that the usefulness and trust have positive effect and quality of service have negative effect on intention to use.

Findings and recommendations:

It is inferred that the female consumers have high level of intention to use whereas the male consumers have low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their gender.

It is inferred that the unmarried consumers have high level of intention to use whereas the married consumers have low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their marital status

It is observed that the consumers who are post graduated have high level of intention to use where as the consumers who have finished up to intermediates have low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their educational qualification.

It is found that the students and business holders are having high level of intention to use whereas the government employees and private employees are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their designation.

It is found that the consumers receiving income of less than Rs 20000 and above Rs 40000 are having high level of intention to use and the consumers holding salary of Rs 20000 to Rs40000 are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their monthly income.

It is inferred that the consumers living in urban and semi urban areas are having high level of intention to use and the consumers living in rural areas are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their living place.

It is inferred that the consumers living in nuclear family are having high level of intention to use and the consumers living in joint family are having low level of intention to use. Thus it is depicted that the consumers opinion towards intention to use has been varied based on their type of family.

It is depicted that the consumers opinion towards intention to use has been varied based on their family size. It is inferred that the consumers having 2 members in their family are having high level of intention to use and the consumers having 3 to 4 members and more than 4 members in their family are having low level of intention to use and so the OTT services could be improved by attracting even the consumers who are in both work and family stress.

It is inferred that majority of the consumers felt that the usefulness and quality of service of OTT platform are at high level but it is found that the trust in OTT platform is at low level among the consumers and so the quality of services could be increased by enhancing the audio and video quality.

It is inferred that usefulness and ease of use of OTT platform have strong relationship with their intention to use. But it is observed that the quality of services provided by the OTT have weak relationship with the consumers' intention to use and so the quality of services could be increased by the availability of playlist of programs and the uninterrupted flow of content.

It is observed that the usefulness of OTT have positive effect on the consumers intention to use. Further it is found that the usefulness of OTT and trust with OTT when put together have positive effect on the consumers intention to use. The combined effect of usefulness, trust and quality of service on consumers intention to use shows that the usefulness and trust have positive effect and quality of service have negative effect on intention to use and so the accessibility of services on different devices could be increased to satisfy the consumers.

Conclusion

This study is aimed to analysis consumers acceptance of OTT platform and their intention to use in Hyderabad City. For this technology adoption model theory has been utilized to develop the questionnaire for this study. The study result shows that the consumers are highly influenced by usefulness of OTT and ease of use of OTT and also price benefit of the OTT. This shows that OTT viewers are having intention to use the OTT. The result from the study can be very much relevant

to the OTT streaming brands in order to formulate the strategy. OTT streaming platform as means of enjoyment and entertainment. Hence, OTT brands must enrich experience of the consumers to deliver maximum enjoyment value and thus further increase rate of adoption. The high ease of use value the adoption will further increase as low convenience may act as inhibitor for adoption in OTT streaming platform.

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