CONSUMER PURCHASE INTENTION AND CONSUMPTION ENHANCEMENT OF VIDEO ON DEMAND (VOD) SERVICES

Thesis Submitted For the Award of the Degree of

DOCTOR OF PHILOSOPHY

in

MANAGEMENT

By

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LOVELY PROFESSIONAL UNIVERSITY
PUNJAB
2022

DECLARATION

I hereby declare that the research work presented herein is genuine work done originally by me and has neither been published nor submitted elsewhere for the requirement of a degree program. Any literature, data, or research work done by the other researchers cited in this dissertation has been given due acknowledgment and is listed in the reference section.

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CERTIFICATE

This is to certify that the dissertation titled "**CONSUMER PURCHASE INTENTION AND CONSUMPTION ENHANCEMENT OF VIDEO ON DEMAND (VOD) SERVICES**" carried out by Mr. Amit Kakkar, s/o Mr. Pardeep Kakkar has been accomplished as a registered Ph.D. research scholar of Lovely Professional University (Phagwara), under my guidance and supervision. He is submitting this dissertation in partial fulfillment of the requirements for the award of the Doctor of Philosophy in management from Lovely Professional University. His dissertation represents his original work and is worthy of consideration for the award of the degree of Doctor of Philosophy.

Dr. Rahul Sharma

ACKNOWLEDGMENT

ABSTRACT

The word 'Entertainment' has many connotations; for some, it is enjoyment; for others, it is amusement or spending leisure time or a stress buster. As 'Entertainment' has different meanings, the individuals too have different ways to entertain themselves as some resort to playing outdoor games or online games. In contrast, others like to visit fun parks, mingle with their friends/relatives, visit beautiful locales, watch movies in theatres or on TV, and watch content on online platforms. The way people watch content has changed a lot in the last few decades. It all started with watching content on TV. The freedom to watch the content was limited to the number of broadcasters and their content. There was no freedom about what to watch when to watch, or how much to watch. The freedom to watch anywhere, anytime, anything among the people was missing. This need of the viewers led to the advent of VCR that revolutionized content viewing for the very first time. The viewers became more demanding about what to watch, when to watch and where to watch, and to keep pace with the ever-changing demands of viewers, the technology also kept on changing. For the first time, in the early 2000s, the Video on Demand service was introduced, which empowered an individual with the flexibility to watch a variety of content. The VoD services gained traction worldwide and led to the introduction of new concepts like cord-cutting and binge-watching. As the VoD industry gained traction worldwide, the same also made its maiden entry in India in 2013 when Sony entertainment limited launched its first channel called SonyLIV in January of 2013. But, the VoD service that actually gained the attention of Indian viewers was Hotstar which streamed the Cricket World Cup 2015 matches. Since 2015, the landscape of the Indian VoD industry has changed a lot both in terms of viewers (free/subscribed) and service providers (national and international). As the industry grows, everything related to the industry is also growing- advertisers, content hours, viewing hours, viewing device sales, data consumption, investments, genres, and many more. The industry is growing, and with the same, the competition is also growing. The international players like Disney, Amazon Prime, Netflix, etc., and many home-grown players like ALT Balaji, ZEE5, VOOT Select (Viacom 18),

etc., are pumping in huge amounts to remain competitive in this industry. The industry has provided growth opportunities to many allied industries like content development, telecommunication, smartphones n other viewing devices, and many others. The present study is conceptualized to get an insight into the VoD industry from customers' perspectives to benefit the industry from such insights. The study intended to identify the factors motivating individuals to purchase/use VoD services and the reasons that led to the enhancement in consumption of VoD services. Based on the amalgamation of the goal-directed behaviour and technology acceptance models, the conceptual model was developed to study the factors motivating individuals to purchase/use VoD services. Some independent variables like content and lifestyles were also incorporated in the conceptual model to study the predictors of purchase/usage intention of VoD services. The factors like ATT, SBNM, PBC, PAE, NAE n their influence on desire (DES) and PU, PEOU, PE, CNT, LFSTY 'n' desire (DES) and their influence on purchase intention (PI) VoD services were studied. The conceptual model also had the relationships between the independent factors like SAT, ENG, RET_EQ, TRST, n PER_VAL, and CONS_ENH of the VoD services. The consumption enhancement of the VoD services was studied considering two existing theories, i.e., consumption value theory and flow experience theory. The inner relationships between the factors were also studied. The data for the present research work was collected from the state of Punjab as it has the highest penetration of the internet and smartphones. The purposive sampling technique was used to collect the data with a sample size of 1162 (50 respondents from every district of Punjab). The present research has also studied the moderation effect of demographic variables of gender, age, occupation, and marital status on the relationships between the purchase of VoD services and the consumption enhancement of VoD services. A structured questionnaire was developed to collect the data, and the face validity of the questionnaire was established, seeking recommendations from academicians and industry experts. After undergoing internal reliability of the questionnaire, the data was collected from 1162 users of the VoD services. The data were analyzed in SPSS to find the usage patterns of VoD services, and a clear correlation between the awareness levels of the VoD services and the choice of VoD services for watching the content was observed. A large number of respondents considered price and

content as important factors for selecting a VoD service. The other factors like streaming quality, ad-free content, or ease of access were also considered important for selecting the VoD services. Among the content that the viewers liked, the crime genre had taken the numero uno position, followed by comedy, romance, and animation. Most viewers watch VoD services ranging from 1 hr. to 4 hrs., whereas few of the viewers used to watch content for more than 5 hrs. daily. More than half of the viewers preferred a subscription-based model for watching the content, highlighting the changing preferences of the viewers towards content watching. As the VoD services offer viewers the freedom to watch the content on the move, most respondents used smartphones to watch content. The other startling fact about the usage patterns of the VoD services was the access of two or more than two VoD services among the viewers. More than half of the respondents had access to two or more VoD services highlighting the hopping behaviour of the respondents. A majority of the respondents portrayed the behaviour of binge watch. Further on, the analysis about the causal relationships between the independent variables (ATT, SBNM, PBC, PAE, NAE, PU, PEOU, PE, CNT, LFSTY n DES) and the dependent variable (purchase intention of VoD services) depicted that all the variables were influencing the intention to purchase VoD services. The consumption enhancement of the VoD services was influenced by the factors like satisfaction, trust, perceived value, engagement, and retention equity. The underline influence of flow experience on satisfaction and engagement on retention equity was also observed. Hence, it is established that consumption enhancement of VoD services shall thrive if the viewers are satisfied. If the VoD service providers keep their viewers engaged, retain their viewers, and instill trust among their viewers, the same will result in the consumption enhancement of VoD services. The moderation effect of gender, age, marital status, and occupation was also studied using MGA (multi-group analysis). Before administering the MGA, the test for measurement invariance (MICOM) was conducted to validate whether there was any variance in the data or not. It was observed that there was a wide variance in the propensity of moderation effect of demographic variables among the relationships of the conceptual model. On one side, the gender variable was moderating only one relationship of the conceptual model. On the other side, the subgroups of the occupation variable were moderating nine

relationships of the conceptual model. The present work shall help the VoD service providers devise their positioning, content, and brand-building strategies. The service providers shall have unique positioning strategies to vow the different sets of customers. The VoD service may position itself as a one-stop platform for sporting events, a platform for streaming adult content, or a platform for streaming only regional content or positioning itself as an AVOD (advertising video on demand). The present work also highlights the importance of awareness, association (engagement), trust, and repeat purchase intention in building the brand equity of the VoD service providers. It is pertinent from the analysis that the more the awareness of the service, the more the service is being used to view the content. Hence, the first and foremost step in building brand equity is making the individuals aware of the services. The OTT platform shall instill trust in the viewers to enhance the consumption of VoD services. The service providers shall consider segmentation based on occupation, as the services are perceived differently by individuals from different occupations like professionals, private employees, and students. The personality traits of the individuals also play an important role in determining the influence of independent variables like (CNT, LFSTY, PU, PEOU, SAT) on intention to purchase/use VoD services and on the consumption enhancement of VoD services. Hence, the service providers shall devise their marketing campaigns based on the personality traits of the different subsets of the demographic variables. The service providers shall adopt psychographic segmentation to help the companies divide the viewer base into homogenous segments and target them based on their requirements.

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ABBREVIATIONS

Abbreviations	Full form
ABB	Actual Buying Behaviour
ATT	Attitude
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CNT	Content
CONS_ENH	Consumption Enhancement
DES	Desire
ENG	Engagement
FLEXP	Flow Experience
LFSTY	Lifestyles
MGDB	Goal Directed Behaviour Model
NAE	Negative Anticipated Emotion
PAE	Positive Anticipated Emotion
PBC	Perceived Behavioural Control
PE	Perceived Enjoyment
PEOU	Perceived Ease of Use
PER_VAL	Perceived Value
PI	Purchase Intention
PU	Perceived Usefulness
PLS SEM	Partial Least Square - Structural Equation Modelling
RET_EQ	Retention Equity
SAT	Satisfaction
SBNM	Subjective Norm
TAM	Technology Acceptance Model
TPB	Theory of Panned Behaviour
TRST	Trust

Chapter – 1

INTRODUCTION

The action of providing or being provided with amusement or enjoyment is termed entertainment. In other words, entertainment is a form of activity that makes the audience attentive and inculcates an interest among the audience, gives pleasure and delight, makes them happy, or generates a feel-good feeling.

As per Gaspar C. (2021), "The most precious commodity possessed by a wise man is free time." The same was penned by the German playwright Paul Ernst, and the same also appeared in his "Diary of a Poet." For human beings to entertain themselves, there is a fantastic range of options available. One can play sports, watch movies, go to parks, visit museums, watch television, listen to the radio, read magazines, visit bars, eateries, or nightclubs, visit theatres, and do many more to entertain themselves. Thus, the pertinent question for the industries indulged in providing entertainment to human beings is; what do people do with their free time? Thanks to the wonders of digitization, the entertainment industry now offers more possibilities than ever before to fill the leisure/free time. The array of entertainment options is available anytime, anywhere, and everywhere for the people. With digitization, entertainment has become the sought-out thing in the lives of ordinary people. The advent of technology in the late 70s in entertainment had brought many options for the people who wanted to be entertained either through outdoor or indoor mediums. The changes in technology have evolved the entertainment industry like never before in the last 50 years. People's interests also keep changing, and they want themselves to be entertained in different ways through different mediums. The audience was first entertained through televisions, and the broadcasters were broadcasting pre-recorded programs as per the viewers. In the later years, the frequent advancements in the technological front in the entertainment industry brought more significant changes in the sector. More avenues were developed for the audience to be entertained. The technology brought the outdoor events and recorded programs into the living rooms of a typical audience. The technology helped the viewers to watch live events related

to sports, music concerts, etc. while sitting in their living rooms. Later on, the advent of VCRs brought a fundamental change in the viewers' viewing habits as they had the power to choose 'what to watch when to watch and how much to watch, and that was the first step towards the video of demand (VoD).

1.1 THE EVOLVING ENTERTAINMENT

Since the invention of TV in 1927, it is the medium through which, on the one hand, people across the world became aware of the latest happenings through news, and on the other hand, it became the source of entertainment for the viewers. It helped the viewers connect them globally (virtually) and grabbed their attention for the last 90 years. Even though the device may have changed during the due course of time from CRT (cathode ray tube) to flat-screen to LCD to LED and OLED—the fascination with the medium and the content it delivers remains the same. In the beginning, when the penetration of TV sets was not very high, the neighbors got to assemble around one screen to either watch the daily program or a match or a movie or a new sitcom making 'watching TV' a community activity and watching TV was an exercise of involvement as a lot of efforts were involved. More so, since the viewing options (broadcasters) were limited, the content was limited (what to watch), and timings were fixed (when to watch), watching TV was an activity all were waiting for. With the advent of DVRs, Netflix, and OTT services like Hulu, Amazon Prime, and countless other service providers worldwide, the customers' viewing habits are changing. One can watch anything, anywhere, as per their preferences and conveniences.

Till 1960, the evolution was taking place in the models of TVs and the reach of TVs. In the '60s, the first VCR was invented, leading to the trend of watching recorded television programs and movies. Later, the companies and the broadcasters launched satellites like Telstar and Relay, which helped share the satellite images worldwide and in their broadcasts. As a result, the subscriber base increased, and the same had reached 850,000 subscribers, with more than 800 cable systems serving them. In 1970, the first video cassette format called U-Matic was created by Sony to help the customers have the recordings of 90 minutes; the first step towards making the

viewers capable of recording their footage and watching the same later as per their wish. Home Box Office (HBO), the first payment and watch TV network, was launched in 1972 by Charles Dolan and Gerald Levin. Slowly and gradually, the companies offering cable services kept on increasing. By 1995, 139 cable programming services were available at the national level besides many regional networks providing such services. In 1997, Reed Hastings and Marc Randolph introduced offering movies 'Online' on rent and co-founded Netflix. More than 65 million viewers in the US had subscribed to cable networks for viewing by 1999. In the same year, Netflix became the first company to offer limitless rentals of movies at a low monthly subscription fee.

The breakthrough came in 2000-2001 when the cable companies started the pilot test of the video services that could influence people to watch and interact with television differently. It included the introduction of the services like video on demand (VoD), subscription video on demand (SVoD), and interactive TV and PlayStation 2 console was released by Sony in Japan, that could play DVD movies along with video games (Hartwig, 2015).

In the subsequent years, more and more viewers got a subscription to high-speed Internet services, and simultaneously, the customer base of the digital cable also grew to 27.6 million. The subscribers of Netflix rose to 4.2 million and provided the services of viewing the television shows and movies on the personal computers of the viewers; Netflix introduced the service called streaming. Later, Netflix became available on several internet-connected devices like Apple iPad, iPhone and iPod Touch, and many others. With this, the entertainment became mobile for the first time, bringing the freedom to watch the content on the move. In 2011, a drop was reported in the American homes that owed television sets for the first time. In the years 2013 and 2014, Netflix became the first Internet TV network nominated for an Emmy.

As per the 2013 Nielsen study, the TV unit numbers in American houses have dropped since 2011. On the other hand, the number of Zero-TV households in the U.S. increased from 2 million in 2007 to five million in 2013. The increase in the

Zero-TV homes is because people are either using mobile phones to watch videos online or are using streaming services such as Amazon Prime, Netflix, Hulu, etc., to watch the content. The same is bringing a new trend called "cord-cutting," i.e., the viewers are switching from traditional cable companies to online platforms to watch the content. The report published in the year 2014 by Experian Marketing Services reported that there was the growth of 44% in the phenomenon of "cord-cutting" in the last four years, where 7.6 million households had switched to high-speed Internet for either watching the content or downloading videos (Hartwig, 2015).

1.2   ENTERTAINMENT: AN INDIAN PERSPECTIVE

India has reached the number two position in the television market (subscription) in the Asia Pacific Region on subscribers (Silver & Bothun, 2017). In addition, the impact of growing digitization has increased the number of television channels to 800, an astonishing growth in the last decade. The penetration of television in India is presently at 61%, which implies that there is scope for tremendous growth and expansion is enormous.

Broadcasters, different channel owners, content developers, aggregators & distributors, and media companies (national and international) worldwide have shown great interest in the Indian entertainment industry and, more specifically, in the Indian television industry. However, the limited FDI (foreign direct investment) in some media industry segments restricted the global players from making huge investments in India. But, as the government has relaxed the 100% limits, FDI has been allowed in all the divisions of the television industry except in the field of up linking of current affairs and news channels; the number of international players is showing interest to invest in the Indian Entertainment Industry and more specifically, in the television industry. And the news which confirmed the above sentiment of global players was the acquisition of 21st Century Fox Inc. by Walt Disney for $52.4 billion, and the primary reason behind this buyout was the Murdoch-owned Star India's Indian network of 49 entertainment channels, ten sports channels, and the most successful digital streaming platform Hotstar which Disney absorbed (Choudhary, 2017).

On the one hand, the report highlights the growth in the Indian television industry; on the other hand, India is also providing a big opening for online video/content providers. As media consumption worldwide moves towards digital media & entertainment (M & E), companies are looking for markets that can adopt the digital ways of consuming the entertainment data; movies, music, sports, drama, and other means of entertainment. Shim et al. (2006) defined mobile TV as the content that can be accessed on wired and wireless devices like tablets, smartphones, and television sets. Since airwaves are being used to transmit the mobile TV signals, subscribers either require a TV application to be downloaded on their mobile device or connect a dedicated TV set-top box with the display unit. Jung et al. (2009) opined that as mobile TV service combined the convenience of handheld devices with mobility and diverse television viewing options being offered to the individuals, the same was considered the next big thing in the global entertainment industry as well as in the telecommunication industry.

OTT (over the top) is the term that refers to the sale and transmission of video content on the Internet. The other synonyms with OTT are video on demand (VoD) or entertainment streaming apps (ESAs). The users have access to different devices like laptops, smartphones, smart TVs, tablets, desktops, and other portable devices that have internet access. The companies' revenues indulged in providing VoD services across are world have increased in the last few years, and the same is expected to grow exponentially in the years to come.

As India has a large millennial population with the characteristics of youth, tech-savvies, rising earnings potential, and more disposable income, the companies with substantial investment purses are ready to invest in India. As a result, India's M & E industry has witnessed growth in the last few years in the online video industry. Along with the traditional Over-the-Top (OTT) players in the market, all the country's broadcasters have invested in this segment by launching their own OTT platforms. The broadcasters combine their existing TV packages with an SVoD or TVoD service to attract the cord-cutters, thus sharing a common industry framework with OTT providers. A similar trend is also observed in the telecom industry. The operators are positioning OTT as a value-added service by packaging the same with

existing services to make the same more appealing and engaging to the consumers. The leading telecom operators of India have also jumped into the fray of online video services with the launch of apps like JioTV, Airtel TV, and Idea TV. As the major broadcasters, content developers, aggregators, and even telecom operators are riding on digital consumption, India is becoming ripe for digital media investments.

Digital companies providing digital platforms and digital services are gaining importance and prominence in the overall entertainment spectrum. They have the power to deliver a moving and engaging multi-channel customer experience. As already reiterated, media consumption worldwide has been in digital formats for the last few years. Moreover, the advent of different devices viz. affordable smartphones, tablets, feature phones, high-resolution phones supporting the digital media and the content, along with an increase in the internet speed, has pushed the consumers towards consuming and accessing the content of his choice on these devices; be it entertainment, information or social activity and the main reasons for the same is the freedom of anywhere, anytime and anything. Online media consumption has witnessed an upward trend because mobile devices have become the preferred medium of consuming online media. Among mobile devices, the most preferred device is a smartphone. The CAGR of smartphone devices was 17% across the globe compared to the growth of 9.5% in all mobile devices. The penetration of smartphones crossed over 2 billion marks in 2014 and reached the landmark of 4.6 billion in 2019. Because of the availability of media on different platforms and the preferred one, i.e., smartphone, online media consumption in the US has witnessed an incredible increase and has also observed a shift to new (digital) media from conventional media. The consumption pattern in India is also moving the same way as witnessed in the US. The upsurge of media players in the digital framework like Netflix, Amazon, Hulu, Roku, Apple TV, Boxee, etc., poses a severe challenge to the traditional supremacy of the television industry as the primary source of entertainment.

Many new terminologies about entertainment and viewing habits have been coined because of the advent of OTT players and Video on Demand service providers in the last decade and more recently in the Asian continent. Cord Cutting & cord shaving

(Banerjee et al., 2014), binge-watching (Spangler, 2013), streaming, etc., are some of the terms that have been coined in the last few years based on the changing watching habits of the viewers. These terminologies, along with the changing viewing habits, have opened new avenues for aggregators, content developers, original developers, and broadcasters to make investments in the field of entertainment. As a result, billions of dollars are invested in entertainment and, more specifically, in the area of OTT and VoD. OTT services provide an ad-free video consumption experience in most markets where the viewers are ready to pay for the content. With more and more advertisers considering OTT platforms to advertise, the viewers also shift their preferences from ad-based content to ad-free content by opting for subscription-based VoD services. People are ready to spend/pay some amount for experiencing an ad-free delivery of content, thus opening a new way of monetizing the content either by the developers or by the aggregators or broadcasters.

As the choice available to the customers increases, the business revolving around the content is also changing. The earlier scenario revolved around the reach of the broadcaster and how it was monetizing its overall spread. The companies developing the content were smart enough to create the content, keeping in mind the broadcaster's reach and the type of audience that the broadcaster was catering to. But today's scenario is different. On one side, the companies are becoming more thoughtful and particular about what content to produce and stream. On the other side, the customers also demand what they want to watch and what amount they are ready to pay to watch the content. As the customers are becoming choosier, the OTT players are becoming more intelligent. They develop the content, keeping their targeted audience's viewing habits, profiles, and content choice. The broadcasters, content developers, and OTT platforms have decades of experience developing the content based on the viewers' insights and the changing viewing habits of the viewers. They also undergo research to understand the contemporary issues that the viewers like to watch, what price they are ready to pay for the subscription, which subscription model they are happy with (monthly, quarterly, annual), and other issues related to the viewers. Thus, there is a shift from developing content for the masses to creating content for the niche/small segment of the viewers by keeping their profile

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and likings in mind. Consultants across the globe are contemplating mobile/ smartphones and innovation as the two major forces behind the success of OTT players/VOD service providers. Since mobile penetration is increasing at a faster pace and the same is located nearest to the individual and is also at the heart of everyone's social network, everyone is considering it to be the primary force behind the success of any player in this field. More so, innovation is reckoned as the second force behind the success of the VoD services as the viewers liking are changing regularly and side by side; the companies are also working on providing a more personalized experience to the viewers for more prolonged success and higher revenues from either advertising or subscription or transactions.

As the viewing habits of the viewers change, the writing on the wall is apparent. With the entry and aggression of OTT players like Netflix, Amazon Prime & Disney + Hotstar, SonyLIV, and many others in the last four to five years, there has been a considerable slowdown in the growth of direct-to-home (DTH) TV active subscribers. The decrease in the DTH subscriber growth rate has also been coupled with the availability of the data at lesser prices to the consumers that motivate them to watch the content on OTT platforms. Reliance JIO was instrumental in bringing the data prices to the lowest levels in September 2016, which led to the growth of video OTT platforms compared to DTH service providers. As a result, the data released by the Telecom Regulatory Authority of India (TRAI) for the first quarter of 2017 revealed growth of only 7.9% for the DTH active subscriber base. One year prior, during the same period, the subscriber base of DTH users grew by 52%.

In contrast, the 16 OTT players having 63 million active users in August 2016 had their active user base grew to 164 million in August 2017, witnessing more than 160% (Bhattacharyya, 2017). As a result, the estimated total revenues of VoD services in India will be around 4510 million US $, including PPV (pay per view), SVoD, and AVoD. On similar grounds, the user base of VoD services is also increasing in the last few years, and the number of active viewers is expected to be 428.7 million by 2024. As a result, it is also likely that the average revenue per user (ARPU) will grow to 17.47 US $ in 2024.

1.3   VOD: AN EVOLVING INDUSTRY

Since the dawn of 2016, the Indian entertainment landscape has been looking for a total upside-down change. Significant players of the world entertainment industry were eager to make the digital landscape of India the most competitive one. Keeping the growth prospects in mind, many players have already entered the competitive fray, and many more are waiting to join this already competitive and ever-growing market. The industry has the presence of global giants like Netflix and Amazon Prime Videos, as well as home grew platforms like Disney+Hostar (earlier Star India's Hotstar), Voot from Viacom 18, ZEE5 from Zee network, ALT Balaji from Balaji Telefilms' and SonyLIV from Sony entertainment network, and other platforms like MX player, Hoichoi (regional), Spuul, VIU, PTC play (Punjabi regional) among several others. Amazon prime video and Disney + Hotstar are the leading players in the VoD sphere with a market share of 20% each, followed by Netflix with 15%. But, lately, other players like SonyLIV, Alt Balaji, ZEE5, Voot Select, and many others are also gaining market shares in VoD services as they offer content in different genres and regional languages.

1.3.1   Disney + Hotstar (formerly Hotstar)

The first entrant who saw the potential in this industry is 'Hotstar,' the online digital and mobile entertainment platform of Star India, now owned by Disney. Hotstar was launched in February 2015, and its official launch coincided with the 2015 cricket world cup that gave many downloads and viewership to Hotstar. The viewers thronged to watch the world cup 2015 on Hotstar that was being streamed free, and slowly 'n' gradually, Hotstar became a one-stop solution for entertainment ranging from sports to daily soaps to music to regional entertainment and many more. The potential of VoD services can be estimated from the money involved during the bidding process of IPL rights for five years (2018-2022). Major VoD service providers, social networking sites, and major telecom players like Hotstar (Rs. 1443 cr.), (Airtel (Rs3280 cr.), Times Internet (Rs 1787.50 cr.), Facebook (Rs 3900 cr.), and Jio (Rs 3075.72 cr.) bid aggressively for the digital rights of the IPL (2018-2022) but since Star Sports network combined offer was the highest, it got the TV rights as well as the digital rights for IPL ("Indian Premier League media rights 2018-2022:

Statistical Highlights", 2018). The main point to look upon was the amount involved in the bidding process and how different entertainment industry players were ready to invest for the digital rights of IPL. The amount involved in the bidding process showcased the real power of the digital platform in the coming years. Hotstar has become the household name in VoD services with entertainment ranging from Live Sports to Daily soaps to regional programs to original series and many more. With more than 100 million downloads, this is one of the fastest-growing digital platforms and VoD service providers in the Indian digital landscape. In March 2020, Hotstar was re-launched as Disney + Hotstar since Rupert Murdoch's 21st Century Fox Inc. was bought the Walt Disney Inc. in June 2018, and after the inking of this deal, Star India, Fox Star Studios, and Hotstar became the part of Walt Disney. Disney launched its digital platform called Disney+ across the world in November 2018 with the bouquet of series ranging from Pixar animations to Marvel movies to "Star Wars and Indiana Jones" and many more. With the acquisition of Fox 21 by Disney Inc and the re-launching of Hotstar as Disney + Hotstar, all the content available with Disney are also available to the Indian viewers under different plans offered by Disney + Hotstar. Disney + Hotstar is offering free content to the viewers and premium content under various subscription plans. The interface also can choose the streaming quality (high, medium, low) by the viewer.

1.3.2 Netflix

Netflix, the pioneer in digital content delivery, made its maiden entry in the Indian digital framework in 2016 to launch a range of originals from its stable. At the start, it offered its originals (series) in English to target premium customers with varied subscription plans. But after the initial spurt in the subscription numbers, it started losing ground to other major streaming players like Hotstar and Amazon prime as both were aggressive in pricing and development of local and regional content. In contrast, Netflix was still relying on a subscription model. Its content was primarily in English, keeping most Indians away from Netflix, and the same was also reflected in the data provided by Counterpoint research. Disney + Hotstar had an active user base of 400 million subscribers and was considered the most important video streaming service in India, followed by Amazon Prime Video. SonyLIV was at the number 3 position, followed by Netflix and Voot at the number 5 position. MX

player was following the advertising-based model, and as per MX player, it had the most extensive active user base. But, to gain a foothold in the Indian VoD industry, Netlfix launched a mobile-only subscription plan of Rs. 199/- per month that helped the company to witness a considerable jump in its subscription numbers. Netflix is also testing a new cheaper plan at Rs. 349/- called 'Mobile + 'will make Netflix streamed on laptops, tablets, Mac, and mobile in HD. The primary reason behind the launch of this plan is to increase its subscription base by supporting HD streaming on different platforms. Netflix has also set aside $420 million to produce original series and films in Hindi and other regional languages. But despite offering its content at Rs. 199/- (only mobile) per month and the new Rs. 349/- per month plan is still far behind the leaders like Disney + Hotstar, Amazon Prime, and other players. The viewers in India are still price-conscious, and despite the lowering of subscription charges by Netflix, its subscription numbers have not increased as anticipated. The content streaming on Netflix dominates the English language, hence restricting the reach and viewership. But, later on, it understood its limitation. Thus, to touch the heartland of Indian viewers, it inked exclusive deals with Red Chillies Entertainment of Shah Rukh Khan and Aamir Khan's production house for an undisclosed amount to stream their movies on its platform (Kashyap, 2017). In the last two years, it has produced and streamed Hindi originals and films of different genres. In the last few years, Netflix has created content in Hindi to increase its reach from urban to semi-urban viewers, and this strategy has worked for Netflix as lately, the viewer base of Netflix has increased. The other unique proposition of Netflix is the availability of a wide range of content libraries that it has produced in the last many years. Some productions are world-renowned, like Sacred Games, Delhi Crime won the International Emmy Award, Daredevil, Bombay Begums, Bard of Blood, Stranger Things, Narcos, House of Cards, and the list is never-ending.

1.3.3 Amazon Prime

As the year 2016 saw the advent of Netflix in India, another US biggie Amazon Prime also made its entry into the Indian digital landscape. For the first year and a half, the service followed a penetrative pricing strategy by charging Rs. 499/- for a one-year subscription, and once the subscription base reached a respectable level, it increased the yearly subscription fees to Rs. 999/- per year (15.6$), which is still

significantly less than its US operations (99$ per year), showcasing that Amazon understood the Indian customers' psychology of price consciousness. Amazon has also invested a lot in developing and acquiring regional content, movie titles, and originals. Amazon Prime is so confident about the future of Indian VoD services that it has entered into an association with Indian movie production houses to stream its exclusive content. Amazon will collaborate with Disney. The same will allow Amazon to stream the new upcoming international titles from Marvel and ABC for the Indian viewers after being released in the US (Jha, 2018). It is also committed to investing Rs 2000 crore in India to have a content-based war with major OTT platforms. It has also entered into long term association with significant film production houses of India like Excel Entertainment of Farhan Akhtar and Ritesh Sidhwani, Yash Raj Films of Aditya Chopra, Dharma Productions of Karan Johar, Vishesh Films of Mahesh and Mukesh Bhatt, T-Series of Bhushan Kumar for showcasing their movies and content on Amazon Prime. It also entered into an agreement with Salman Khan for all his films. (Kashyap, 2017). The interface of the amazon prime video is unique as it not only provides the subtitles but also provides the character guide.

1.3.4   VOOT

VOOT, the video on demand platform for web and mobile of Viacom18, was launched in 2016, and since then, it has been garnering downloads and viewership from the broad Indian audience. Since its launch, the prime focus of VOOT has been to build its legacy on four content pillars — comedy, reality, drama, and kids. As VOOT is the digital arm of Viacom18 Digital Ventures, it has the privilege of leveraging the content base of its parent, i.e., Viacom18. VOOT is also developing originals for its viewers. For the future, the micro-market focus strategy is to position the platform as the one that is streaming regional content keeping, in mind the region-specific requirements and sensitivities. The VOOT regional originals concentrate on developing the content in regional languages, like Kannada, Tamil, Bangla, and Marathi, and it is not only segmenting its viewers on language but, also on age. It produces over 30+ shows for the children only in different languages (English, Hindi, Tamil, Kannada, Marathi, and Bangla) and streamed on VOOT kids (W, 2017). In the year 2020, VOOT launched its premium video on services called

VOOT Select. VOOT is a video streaming entertainment channel owned by Viacom 18; it has access to an extensive library of content owned by Viacom 18 that is streamed free for viewers. For the paid subscribers, the content is streamed one day in advance. The uncensored content of different reality programs like Big Boss, MTV Splitsvilla, and many more also stream on VOOT Select.

1.3.5 SonyLIV

SonyLIV is the general entertainment Video-on-demand platform owned by Sony Pictures Network India Pvt. Ltd. SonyLIV was the first to offer the content under the video of demand services; the service was launched in 2013. SonyLIV is owned by Sony Pictures with a bouquet of channels, namely Sony TV, Sab TV, Sony Ten, Sony Max, and many more. The network airs content in different languages with a bouquet of regional channels. SonyLIV has access to 18 years of content from the Sony Network's various channels. SonyLIV also streams live sports events as the rights owned by Sony pictures of different sports events worldwide get streamed live on SonyLIV, eventually helping the OTT platform increase its subscriber base. The content being aired on various channels of the Sony Network is streamed free, wherein the originals are available under different subscription plans. The subscribers are entitled to watch original web series, original movies, live sports events, and many more. The platform offers genres like crime, thriller, comedy, horror, drama, action, etc. The platform provides content in some regional languages like Tamil, Telugu. The platform also offers a wide range of content in the English language. The platform offers three subscription plans from a monthly plan (₹ 299/-) to a half-yearly plan (₹ 699/-) to a yearly plan (₹ 999/).

1.3.6 ZEE5

ZEE5 is the video on demand platform of Essel group through its subsidiary Zee entertainment services. The OTT platform streams the originals (movies as well as web series) as well as the daily soaps that are being aired on different channels of ZEE entertainment services like ZEE TV. The platform offers content in 12 other languages. The platform provides the original content under the premium category, whereas the content aired on different ZEE network channels is streamed free. The

viewers have to subscribe to the services of ZEE5 for watching the premium content. ZEE5 is one of the first streaming platforms that has started streaming content in the local languages. The platform also offers premium content and daily soaps in regional languages. The platform also streams the content being aired on the different channels of the ZEE network. The content is streamed free. In the year 2019, the platform has inked a strategic alliance with ALTBalaji for content development and sharing, wherein the subscribers of ZEE5 shall have seamless access to the content of ALTBalaji. Both the partners will create content based on the viewer's insights (Jha, 2019).

ZEE5 offers content in the 12 most speaking languages of India, and by offering the content in most speaking languages, it tries to vow the customers of different regions. In addition, it has access to 1.25 lac hours of content in 12 other languages, making it a complete video/content destination for OTT viewers (ZEE5, n.d.).

1.3.7 MX Player

MX Player is a video on a platform owned by MX Media and Entertainment. Presently, the platform follows an advertising-based model where the streaming of the content is free, and advertisements support the revenue. In addition, the platform offers content in different languages, thus widening its reach among the viewers of other parts of India. The platform has a large and exciting slate of content ranging from MX Originals/MX Exclusives to international content to movies, news, music streaming, gaming, and so on. Times Internet, the internet arm of Times group, acquired the music app MX Player in 2018 and converted the music app into an OTT platform that streamed content free for their viewers. The platform's strategy to offer the Everytainment proposition has paid as it gives its users not just long-form video but music, short video, and gaming. And all are being provided free.

1.3.8 Other Players

The above mentioned are not the only players providing video-on-demand services to millions of viewers. Other OTT players are offering video-on-demand services. Some of the players, like Hoichoi, are offering content exclusively in the Bengali

language. Eros International, the largest distributor and exhibitor of Indian movies globally, has also entered into the fray of VoD services by launching its streaming service 'Eros Now.' 'Eros Now' has access to the content library ranging from 12,000 films to 100,000 music albums & tracks, 100 TV shows, and many more. Eros Now is also producing originals for varied genres and is a subscription-based OTT platform with subscription options varying from monthly to quarterly to yearly. Eros Now offers content in different categories and languages is genuinely a multilingual platform. Olly Plus', another regional platform, was launched in 2020 by Sk Line Production. The same is catering to the needs of the viewers who speak, understand, or watch content in the Odia language. The platform has a comprehensive collection of web series, movies, short films, videos, albums, audio stories, and romantic videos in the Odia language. It is pretty evident that the trend is changing, and the overall OTT industry is expanding with the regional language-based niche OTT platforms also entering the fray. The same develop the content, keeping in mind the regional requirements and sensitivities of the viewers.

1.4   DRIVERS FUELLING THE GROWTH

In today's times, the customer is the king, and more so, the customers are becoming more demanding, and their aspirations, needs, and requirements are changing at a faster pace keeping the companies on their always. The same turbulence is being witnessed in the entertainment industry with the introduction of OTT/VoD services. The companies offering VoD services are changing the viewing patterns of the consumers, and the consumers are embracing the change with open hands. The drivers responsible for such revolutionary changes in the viewing patterns are many. Still, the major ones are:

1)   Freedom to watch anything, anywhere, anytime, uninterrupted.

2)   Cultures change from joint families to nuclear families to singles (group/family viewing to individual viewing).

3)   High Disposable Income.

4)   The advent of smart devices and slash in data prices.

5) Changing customer viewing habits: daily soaps to shorter formats.

6) Personalized viewing.

7) Developer to the customer (direct to customer).

8) Entry barriers not so high in bringing the OTT platform.

9) Genre-specific viewing.

10) Bundling of service with handsets.

11) Broadcasters entering to OTT industry.

12) Demographics attributes of the viewers.

The combo of affordable devices with the slashing of data prices in 2016 brought changes in the entertainment industry. The viewers glued to the TV sets were looking for different entertainment avenues, and the advent of VoD service provided that avenue to these viewers. Since the data became a new commodity as data prices slashed, India's consumption increased like anything. The usage patterns of the mobile data suddenly changed. Earlier, the users were using mobiles to surf, buy and now started using the same to watch content. As already reiterated, enhanced network connectivity, deeper network penetration, affordable data packs, and the adoption of newer technologies like 4G and multimedia service capable devices fueled the video-on-demand industry's growth in India. The Covid-19 became the latest driver that fueled this growth.

Covid-19 had acted as the catalyst to boost the growth of the different streaming platforms. Since most people stayed inside because of lockdown, TV or other OTT platforms were the only entertainment source. Since the access to new programs was also limited to the TV industry, the only source of entertainment left with the people staying at home was the OTT platforms. These platforms acted as a new lifeline to the people who were devoid of entertainment. The OTT market has revolutionized the way content was created, distributed, and streamed. There was a constant demand from the viewers to watch varied and different genres. OTT platforms were catering to this demand of mixed content by spending unheard amounts on developing the content. The production values of such content had soared like anything, and the

platforms were spending massive amounts to bring the unexplained experience to their viewers.

There was a gradual rise in OTT consumption in duration across demographics and devices. The availability of an extensive content library not viewed by the new viewers also acted as a boon for the OTT platforms as the TV industry was devoid of new content. Since most OTT platforms follow the monetization model of subscription (SVOD), to make people habitual of watching the content on the different platforms (habit formation), the various platforms offered to extend free viewing periods. One more trend evident during this pandemic was the immediate release of new movies on these platforms. Since the cinema industry was staring at unprecedented losses because of the closure of multiplexes and single-screen cinemas, many medium and small-budget movies were released directly on these platforms, bringing one more reason to switch to the streaming apps. Since the producers didn't want to lose more money, these platforms bought the rights of many Hindi and regional movies, bringing a new competitive rivalry. Disney+Hotstar, Netflix, and Amazon Prime were buying these movies to make their libraries full of content. As the pandemic is far from over, the OTT platforms have reached the levels from where they can build their competitive advantages either in developing regional content or in the field of subscriber base or the area of paid subscriber base. This pandemic has acted as a boon for this industry, but the growth avenues are far moreover, and this industry is bound to grow leaps and bounds in the future.

As the VoD services have gained popularity in the last 5-6 years and the industry is still growing, the viewers have many options to choose for viewing. As more and more platforms are entering the Indian OTT industry, the OTT players, on the one hand, are looking to explore the factors that influence the viewers to purchase VoD services. On the other hand, they are also looking to explore the factors that lead to the consumption enhancement of VoD services. Hence, the viewers showcase the hopping behaviour as they shift from one platform to another to watch the content.

The OTT industry is growing with leaps and bounds because of the many drivers that are fuelling the growth, but even then, the industry is in losses and many factors are

impending its growth. The industry is growing as there are viewers who are content hungry, and they look for something different, but the penetration of the industry is skewed towards the urban population. To address the issue, the service providers are now redevising their content strategy to target a wider range of audiences. The service providers are getting their content streamed in regional languages to reach a multilingual audience. The service providers are still looking for the right product mix for the Indian audience as most of them are either tinkering with the price points or with the content mix. They are making the platforms friendly so that the individual shall easily manoeuvre the same. Hence, several factors may influence the individuals to either purchase (subscription) or adopt (ad based) VoD services. The present study intends to explore the factors that influence the intention of individuals to purchase VoD services. There is another factor that is hurting the VoD service providers, and that factor is the hopping behavior of the viewers and non-stickiness of the individuals to one platform. The individuals are not sticking to one platform to watch the content as they are switching the platforms. Hence, the service providers are not getting loyal viewers and thus, the revenue streams of the service providers get affected. The service providers are looking to get the consumption enhancement on their platforms so that the viewers remain loyal to their platforms and that in turn, will boost the revenues of the service providers. The present study also intends to explore the factors that influence the consumption enhancement of VoD services. There will be many stakeholders who will be benefitted from the present study. First and foremost will be the VoD service providers whose subscriber as well as viewer base will increase as the study will explore the factors that influence the individuals to purchase the VoD services. The service providers will also be benefitted from the consumption enhancement of the VoD services as the same will increase the stickiness of the viewers towards the different VoD services. The other major stakeholder will be the telecom companies as with the enhanced consumption of content, the data consumption will also increase, thus, boosting the revenues of the companies. The viewers will also be benefitted as the companies will try to retain the customers by offering them types of monetary and non-monetary differences.

Chapter – 2

REVIEW OF LITERATURE

2.1   REVIEW OF LITERATURE

A literature review is the literature study to figure out the research gap about the area on which the researcher intends to work. The literature review helps the researcher understand the theories and the other work done earlier in the intended research work. The literature review allows the researcher to overview what has already been done in the intended research area, what questions have been asked, what techniques have been administered to analyze the data, and other details related to the intended research area. It also helps the researcher find the research gaps from the researcher's intended research area. As the present research was intended to find the factors that lead to purchase intention and consumption of VoD services, a thorough literature review was done to find the factors that could lead to purchase intention and consumption of VoD services.

2.1.1   Goal Directed Behavior Model (MGDB)

The theory of planned behavior (TPB) is considered the most sought-out framework to study purchase intention. Many researchers have studied purchase intention using TPB. The variables of ATT, SBNM, and PBC are considered as the antecedents of purchase intention. Perugini and Bagozzi (2001) criticized TPB for not including affective, motivational, and habitual processes of human behavior while studying purchase intention. As TPB was criticized, some new factors were studied along with the ATT, PBC, and SBNM of TPB to check the purchase intention, and the new model proposed was called Goal Directed Behaviour (MGDB) model. MDGB was proposed by Perugini and Bagozzi (2001), wherein motivational factor was represented by desire; emotions described affective factors, and the habitual process was presented by past behavior. Researchers have opined that motivational, emotional, and habitual factor influence the behavior of an individual. In the present study, the purchase intention of VoD service was studied using the framework of MGDB wherein the effect of factors like ATT, PBC, SBNM, PAE, and NAE on

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desire and the effect of desire on purchase intention of VoD services was studied. Various research within the MGDB framework considers past behavior a critical factor in developing desire and behavioral intention among individuals. However, consistent results are not found in every study that uses the MGDB framework. Lee et al. (2012) and Song et al. (2014) found the inconsistent effect of past behavior on desire and behavioral intention. Hence, the effect of past behavior on desire was not studied in the present study. Instead, the other factors like ATT, PBC, SBNM, PAE, NAE, DES, and purchase intention were studied.

As per Ajzen (1985), attitude towards behavior is the degree to which an individual perceives a favorable/unfavorable outcome from its performance. Attitude is a construct built from the beliefs, emotions, and thoughts towards a particular product (Dossey & Keegan, 2009). Attitude is considered an important antecedent to measure purchase/usage intention. If an individual has a positive attitude towards a product or a service, they will like to purchase that product or use that service. As per Teo and Noyes (2011), an attitude towards technology is either a positive feeling or negative feeling towards that technology, and the behavior to either use that technology or buy an object related to that technology. An attitude positively influences building the desire among an individual, either positive desire or negative desire based on the favorable attitude or unfavorable attitude. Some studies negate the direct effect of attitude on purchase intention (Lee et al., 2012; Song et al., 2014) and, in place, propose the influence of attitude on purchase intention through desire. The effect of attitude on desire is also proposed in MGDB, and the same is also established in different studies (Perugini & Bagozzi, 2001; Shin et al., 2017). Han et al. (2016) study the intention to use the environmentally responsible cruise adopting the MGDB. They found that the positive attitude towards environmentally responsible cruises influenced the intention to use them through desire. Shin et al. (2017) also found that the intention to visit local restaurants was influenced through desire, and the desire was affected by a positive attitude towards the local restaurant. Chiu et al. (2018) studied the intention to buy sports goods online using MGDB, wherein the attitude affected the intent to purchase sports goods through desire. Similar results related to the effect of attitude on the purchase intention through desire are posited in different studies (Chiu & Choi, 2018; Kim & Preis, 2015).

TPB also studied the effect of subjective norms on intention, wherein subjective norms are denoted as the perception of an individual about whether or not his/her family members and friends think he/she should indulge in a particular behavior (Fishbein & Ajzen, 1981). Cheng et al. (2006) posited that when undertaking a specific behavior, it is pretty likely that an individual considers and complies with the opinions of others like family members and friends. As per O'Neal (2007), subjective norms are somewhat related to the social pressure to indulge or not indulge in a specific behavior that an individual feels they showcase. The criticism of TPB by Perugini and Bagozzi (2001) posited that subjective norms affect intention to purchase/use a specific product/service through desire. Many researchers like Chiu et al. (2018) studied the influence of subjective norms on intention to buy sports goods online through desire. They found the said relationships to be positive and significant. Chiu and Choi (2018) studied the effect of subjective norms on intention to buy sportswear using the MGDB and explained the importance of desire. Shin et al. (2017) examined the role of subjective norms and desire in building the intention to visit local restaurants. MGDB was used to study the factors that encourage college students to consume fruits and vegetables. The researchers found that subjective norms through desire had positively affected the fruit' and vegetables' consumption intention (Jung et al., 2018).

Extending the framework of MGDB, the effect of PBC was studied on the intention to purchase/use any product or service through desire. As per Ajzen (1991), perceived behavioral control is an individual's self-belief towards a particular behavior. It is the judgment of an individual's capabilities to indulge in a specific behavior. Perceived behavioral control highlights the importance of the individual's own ability to behave in a certain way. For example, Jung et al. (2018) found that the students consider themselves capable of eating fruits and vegetables, highlighting the importance of PBC in influencing the intention to purchase fruits and vegetables through desire. The intent to buy sports goods online was also affected by perceived behavioral control through desire (Chiu et al., 2018). Chiu and Choi (2018) found that intention to buy sportswear was affected by desire, and the same, in turn, was influenced by perceived behavioral control. Song et al. (2012) posited that the more

an individual is indulged in a specific behavior, the more desire they engage in that behavior. Kim and Preis (2015) studied the intention to use mobile devices among the senior people using MGDB, and they found the effect of PBC on the intention to use mobile devices through desire. The seniors have the self-belief that they will be able to use mobile devices, and because of this self-belief, the desire to use the mobile device is built, and the desire later affects the intention to buy the mobile device. Shin et al. (2017) found the significant influence of PBC on the intention to use local restaurants through desire. Shin et al. (2017) found that an individual's self-belief to use a local restaurant built the desire to use the local restaurant. The desire eventually affects the intention to use that local restaurant positively.

Perugini and Bagozzi (2001) introduced affective constructs like PAE and NAE to cover TPB criticism, and hence, the MGDB was introduced. Positive anticipated emotions are supposed to influence purchase/usage intention through desire. It is imperative that if you have positive emotions about any product/service, the desire to use that product/service is built, which eventually positively affects the intention to use the product/service. Positive emotions are made if an individual has a high level of expected benefits when indulged in a particular behavior. The negative emotions are built when individuals expect to have a high level of damage when not involved in a specific behavior (Bagozzi & Pieters, 1998). Many researchers have posited that anticipated emotions positively and significantly affect an individual's decision-making process, thus influencing an individual's purchase/usage intention (Bagozzi & Pieters, 1998; Phillips & Baumgartner, 2002). As per Shin et al. (2017), PAE and NAE influence purchase/usage intention through desire. The anticipation of positive outcome /negative outcome based on the individual's particular behavior is supposed to influence the intention to use any product/service. Gleicher et al. (1995) opined those affective emotions affect preferences as well as behaviors. Many researchers have opined that affective reactions to the performance or non-performance of the behavior may be an important antecedent of intention (Pligt & De Vries, 1998; Song et al., 2012).

Anticipated emotions motivate individuals to perform acts in a particular way. Positive anticipated emotions tend to motivate the individual to perform actions that

result in positive outcomes, and negative anticipated emotions encourage the individuals to ignore the acts with adverse outcomes (Perugini & Bagozzi, 2004). Han and Hwang (2016) found the significant effect of PAE and NAE on the desire and intention to use an environmentally friendly cruise. Chiu et al. (2018) studied the effect of anticipated emotions (positive and negative) on intention to buy sporting goods online through desire. They found the relationship between the anticipated emotions and desire to be significant. It established that individuals expect positive outcomes when purchasing sporting goods online and expect adverse consequences if they don't buy them online. Lee et al. (2012) opined that emotional outcome determines the motivation to perform a particular behavior. Individuals who expect positive emotion (happiness, satisfaction, pride) by following specific behavior will indulge in that behavior. Many researchers have studied the effect of anticipated emotions on desire using the framework of MGDB. Few of them (Chiu & Choi, 2018; Kim & Preis, 2015) have posited that NAE does not influence desire, whereas Chiu et al. (2018) have found that NAE has a significant influence on desire. Hence, it is pertinent from the previous research that results while applying MGDB are not universal, and deviations are found in MGDB. But, for the present study, expect an individual's past behavior, all the factors of MGDB are used to study the purchase intention of VoD services.

As per Perugini and Bagozzi (2001), desire the new variable in the TPB model directly influences the intention to purchase/use a product or a service, and it also acts as a mediator between the independent variables like PAE, NAE, ATT, SBNM n PBC, and the dependent variable-purchase intention. Chiu and Choi (2018) studied the intention to buy sportswear online using MGDB. They found that all the antecedents, i.e., ATT, PBC, SBNM, PAE, and NAE, significantly influenced the desire except negative anticipated emotion. Chiu et al. (2018) used MGDB to study the intention to purchase sports goods online and found all the variables like ATT, PAE, NAE, and SBNM to influence desire except PBC. Several other studies are conducted where MGDB is used to study the purchase/usage intention. In most research, any of the antecedents of desire are insignificant (Jung et al., 2018; Kim & Preis, 2015; Shin et al., 2017). However, in some research, all the antecedents of

desire are found to be significantly influencing desire (Han et al., 2016; Perugini & Bagozzi, 2001).

Perugini and Bagozzi (2001) also posited that intention to purchase/use is influenced by desire. Different studies support this relationship where desire influences intention to buy/use any product/service. For example, Chiu and Choi (2018) found that intention to purchase sportswear is influenced by desire. Chiu et al. (2018) also studied the factors influencing the buyers to buy sports goods online, and they found DES as an essential factor that influenced the intention to purchase sports good/s online. The intention of college students to consume fruits and vegetables was also influenced by desire (Jung et al., 2018). Similarly, Kim and Preis (2015) found that DES affected the usage intention of the mobile devices by the seniors for tourism-related purposes. Shin et al. (2017) studied the intention to visit locally sourced restaurants using MGDB and found the intention to be significantly influenced by the desire.

TAM is the most widely applied research model that helps understand the adoption of new technologies and explains the IT adoption behavior of users. The concept of watching the content through streaming apps on wired and wireless devices is a new technology from the Indian perspective. Technology Acceptance Model (TAM) and MGDB are used to study the intention to use VoD services. Different researchers applied TAM earlier to check the intention to use various newer technologies like m-wallets, e-commerce, internet banking, and many other evolving n emerging technologies. Davis (1989) proposed TAM, and the same was adapted from the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980). In the model proposed by Davis (1989), the attitude was also one of the essential antecedents that influence intention to use new technology, and in turn, PEOU was influencing the attitude. But, in the later studies done by the various researchers, TAM was simplified by removing attitude (Cheng & Huang, 2013; Park et al., 2014; Venkaesh & Davis, 2000). The researchers adopted the extended TAM with newer dimensions to understand the adoption behavior of newer technologies in general. The basic dimensions of TAM, i.e., PU and PEOU, are considered the most critical variables in understanding the intention of using or adopting new technology. The perception of

the person that adopting the new system will boost their job performance is termed PU, whereas the belief that the system will be easy to adopt is termed PEOU. The TAM researchers revealed that the intention to adopt newer technologies had been positively and significantly affected by PU and PEOU. Venkatesh and Davis (2000) extended the initial model of TAM to TAM2 and later to UTAUT (Venkatesh et al., 2003). TAM2 and UTUAT models incorporated newer variables to study the acceptance of newer technologies from different perspectives. But in the present research work, the effect of basic dimensions, i.e., PEOU and PE of TAM, is studied on the intention to purchase/use VoDs services. Kamal et al. (2020) has criticized using only basic variables, i.e., PEOU and PE, to predict the intention to use new technologies like telemedicine. As per them, the usage of any new technology like telemedicine cannot be determined by only two variables of TAM, and there have to be other variables that will determine the use of any technology. Hence, in the present research work, the effects of other variables like PE (perceived enjoyment) (Lu et al., 2010; Pillai, 2012), CNT (Kakkar and Kakkar, 2018), and LFSTY are also studied on the intention to purchase/use VoD services.

2.1.2 Perceived Ease of Use (PEOU)

Many studies conducted in the past decade by researchers like Venkatesh (2000) and many more have found the direct 'n' significant effect of PEOU on purchase/usage of new technology. Davis (1989) defined PEOU as the assessment of the user's that the new technology will be easy to use and will require fewer efforts to understand the same. PEOU is considered the most critical factor in adopting any new technology as the success or failure of new technology depends upon its acceptance or rejection. An individual will accept a new technology if they find the newer technology easy to use. Hence, if any new technology is easy to use, the new users will adopt the same. Many researchers have posited that PEOU has positively and significantly influenced the intent to buy/use new technology like m-commerce (Dwivedi et al., 2014), B2B mobile commerce (Khalifa & Shen, 2008), and mobile payments (Kim et al., 2010). Lee et al. (2007) studied the effect of PEOU on intention to use the service of multimedia messaging (MMS), and they found the influence of PEOU on intention to use MMS. Kamal et al. (2020) used the extended TAM to study the acceptance of

telemedicine. They found PEOU affecting the intention to use telemedicine. The extended TAM was administered by Wang et al. (2020) to study the usage intention of ride-sharing services. They found the usage intention of ride-sharing services to be significantly influenced by PEOU, wherein the users considered the ride-sharing services easy to use. The intention to use e-learning services was studied using an extended technology acceptance model, and the same was found to be affected by PEOU (Chang et al., 2017). Al-Gahtani (2016) studied the intention to use e-learning services in the context of Arabian culture, and the same was found to be affected by PEOU. Wu and Wang (2005) posited that the PEOU in the extended TAM influenced intention to use mobile commerce, where the dimensions of perceived risk and perceived cost were studied. Camilleri and Falzon (2020) found that PEOU positively and significantly influenced the intention to use online streaming services.

2.1.3 Perceived Usefulness (PU)

Davis (1989) opined that PU is the second most crucial factor that plays an important part to influence the intention to use or adopt new technology. PU is the user's perception that adopting a certain technology will improve/increase their job performance in an organizational workspace. Davis (1989) stated that PU of the new system/technology positively influences the behavioral intention of the user to use newer technology(s). Au and Kauffman (2008) also found that the user's intent to embrace mobile technology was affected by PU. It has been proved time and again in different studies that the intention to use new technologies like m-commerce (Dwivedi et al., 2014), B2B mobile commerce (Khalifa & Shen, 2008), mobile payments (Kim et al., 2010), mobile messaging services (Lee et al., 2007) and wireless technologies (Yen et al., 2010) have been positively affected by perceived usefulness. Wang et al. (2020) studied the extended TAM in the context of ride-sharing services, and they found the usage intention of ride-sharing services to be significantly influenced by PU. In the context of ride-sharing services, perceived usefulness refers to how a consumer considers the ride-sharing service to reduce traffic congestion, carbon gas emissions, and energy consumption and provides a unique travel experience. The perceived usefulness of any new technology will positively affect the intention to use it if the user finds the technology to be of any

use to them or the technology is providing some value. Chang et al. (2017) studied the intention to use E-learning services among the youth using the extended TAM and found the intention among the youth to use e-learning services to be positively affected by PU. The intention to use e-procurement services of the govt and private agencies has been positively affected by the perceived usefulness of these services (Brandon-Jones & Kauppi, 2018). The effect of PU on intention to use an online learning environment incorporating virtual classes, virtual laboratories, educational videos were studied, and the relation was effective and positive (Estriegana et al., 2019). Kamal et al. (2020) found that the intention to use telemedicine services was positively and significantly affected by PU. In telemedicine services, the PU of the services intends to reduce medication costs, leading to faster delivery of health care services and lesser documentation. Pikkarainen et al. (2004) studied the intention to use online banking services using the extended TAM and found the said intention to be positively and significantly affected by PU. PU is one factor that influences the user to adopt online streaming services (Camilleri & Falzon, 2020).

2.1.4 Perceived Enjoyment (PE)

Davis et al. (1992) orate that PE is the user's perception towards the activity of using a particular device to be enjoyable, apart from any performance enhancements that the user may anticipate. Therefore, PE is the factor that plays an integral part in adopting new technology. PU and PEOU act as external motivators, whereas PE acts as an internal motivator that affects the intention of the users to adopt new services (Lee et al., 2007). The concept of intrinsic motivation correlates to behavior like enjoyment, happiness, joy, and excitement. The same influences an individual to indulge in an activity that makes them happy, excited, etc. (Agarwal & Karahanna, 2000; Van der Heijden, 2004). The feeling of enjoyment is considered as the sudden and explicit experience of amusement and joy that is being relished 'n' loved by the customer while using new services like m-commerce, internet banking, and in the process, it positively influences the intention to adopt that service for usage (Lee et al., 2007; Lu et al., 2010). Song et al. (2008) studied the effect of PE on the intention to adopt m-commerce and found the relationship significant and positive, establishing the fact that PE influenced the intention to use new technology that was considered enjoyable by the users.

Dwivedi et al. (2014) studied the effect of PE on the intent of the Indian consumers to use M-commerce. They found PE to be the most critical factor among all other factors that influence Indian consumers to adopt m-commerce. Pikkarainen et al. (2004) studied the intention to use online banking services using the TAM and found the intention to use online banking services to be positively and significantly affected by PE. Joo et al. (2017) studied the effect of PE on the intention to use digital textbooks and found the relationship significant, establishing that the students found the technology of digital books enjoyable and exciting. Zhou and Feng (2017) found that the usage of mobile video calling services was significantly affected by PE and PU as both variables were the main predictors in predicting the users' intentions to use such services. Shuhaiber (2018) studied the intention to use smart meters among Jordan residents using factors like trust, perceived control, perceived enjoyment, and sustainability. He posited that intention to use smart meters was positively affected by trust, perceived control, entertainment, and sustainability. Hence, it establishes that PE is one of the essential factors that affect the intention to use new technology by instilling happiness, excitement, and joy in the user's life. Singh et al. (2021) studied the factors that played an essential part in influencing individuals to use live streaming services and they found that PE acted as one of the factors that affected the continued intention to use the live streaming services to watch the content.

2.1.5   Content

Video-on-demand (VoD) services like Netflix, Disney + Hotstar, Amazon Prime, MX Player, and many others offer hours of freely available content. The viewers either have to subscribe to these services, or they are available for free. The availability of content from different genres and languages provides them a unique proposition to watch the content of their own choice. In today's times, most VoD services offer hours of originals/exclusive content that can be binge-watched as the content is exclusive and available to watch in one go. The same acts as one of the factors to adopt the VoD services. Morrison and Krugman (2001) found television to be a factor that allowed the viewers to talk about it with others. It was also found that the children were living in fear of isolation from their peers. They were not watching and discussing the correct program, highlighting the impact of social pressures on

what the individuals should watch from the perspective of discussion among their peers. Xu and Yan (2011) opined that individuals feel connected to others when they watch and discuss the programs with others since the bonding between them can be strengthened or in their social circles if their choices of television programs are common. Levy (1987) posited that viewers use television to view and consume television programming to fulfill social utility. Most of the viewers discuss the program's content in their conversations with others, and with that, they get social acceptance. The advent of VoD services has brought the concept of binge-watching into social discussions as more and more individuals want to discuss the end of any series on social media platforms or in their groups at the earliest (Flayelle et al., 2017). (Flayelle et al., 2017) opined that the viewers cited sociability as one of the significant factors for watching television programs. The TV programs gave them one common point to discuss among their social groups. Steiner and Xu (2020) orated that for binge-watching, one of the main motivations was cultural inclusion. As per the study, shows discussed among colleagues and friends were supposed to be culturally important; hence, viewers loved to binge those shows that could make them able to join the conversation among their colleagues and friends about any show. Kakkar and Kakkar (2018) also found that the adoption of VoD services has been positively and significantly influenced by content. Dasgupta and Grover (2019) undertook the qualitative approach to study the factors influencing the adoption of OTT platforms. They opined that the wide availability of content was one of the significant factors that led to the adoption of OTT platforms. Malewar and Bajaj (2020) studied the acceptance of OTT platforms using the UTAUT2 model with content availability and found the effect of content on accepting the OTT platforms.

2.1.6 Lifestyles

Lifestyles are the ways to express themselves (Li, 2013). The individuals are using different types of lifestyles to express their conceptions of themselves. The individuals usually correlate their lifestyles with their own identities. Hence, lifestyles generally influence the individual's intentions to buy a particular set of products or services as the products/services are usually associated with a specific lifestyle. Much work has been done on highlighting the importance of lifestyles when

studying technological innovations (Li, 2013; Yu, 2011). Previous studies have revealed that media selection and use are affected by lifestyles (Becker & Connor, 1981). Leung and Wei (1998) found a positive relationship between innovativeness and the intention to adopt newer technology like iTV. Lifestyles give more understanding of the platforms being used by the users to view media as the same is predicted as one of the most important predictors to adopt technology (Rogers, 2004). Palomba (2020) studied the influence of demographics, lifestyles, and personalities on movie consumption and the platforms to consume the same. The researcher found that the lifestyles and personalities of the viewers were influencing the frequency of watching movies. The lifestyles of the viewers also affect the genre of the films being watched by them. Lifestyles also influence the platform being used by the viewers to view the movies (Palomba, 2020). Hence, lifestyles play a part in what, where, and how much the viewer is watching. Swinyard and Smith (2003) posited a positive relationship between lifestyles and intention to use, acquire and adopt new technologies. The same was also supported in the study on adopting internet-related technologies in Taiwan by Li (2013). Lee et al. (2009) studied the relationship between consumer lifestyles and the intention to use High technology products in Korea. The relationship between lifestyles like fashion consciousness, internet involvement, leisure orientation, and e-shopping preference influenced intention to adopt high technology products.

The intention to purchase/use a product or service is affected by desire (DES), as posited by Perugini and Bagozzi (2001). The intention is the readiness of an individual to purchase/use any product or service. The marketers are very interested in studying the factors that influence an individual to purchase/use any product or service. Many researchers have studied the intention to buy products/services using the goal directed behavior model wherein the intention is affected positively by desire (Chiu & Choi, 2018; Han et al., 2016; Kim & Preis, 2015; Shin et al., 2017). Since VoD services are technology-based, the dimensions of the technology acceptance model (TAM) and other variables and their effect on the intention to use VoD services are also studied. Many researchers have studied the effect of PEOU (Al-Gahtani, 2016; Chang et al., 2017), PU (Estriegana et al., 2019; Kamal et al.,

2020), PE (Shuhaiber, 2018; Zhou & Feng, 2017), CNT (Dasgupta & Grover, 2019; Kakkar & Kakkar, 2018; Steiner & Xu, 2020) and LFSTY (Palomba, 2020; Swinyard & Smith, 2003) an intention to use new technologies. They have posited that intent to use new technologies is significantly affected by DES, PEOU, PU, PE, CNT, and LFSTY.

2.1.7 Actual Buying Behavior

Actual buying behavior (ABB) is defined as the consumer behavior that has been affected by an individual's act and is influenced by an individual's attitude (Liu et al., 2017). Ajzen (1991) posited that actual buying behavior towards any product or service is positively and significantly influenced by intentions or willingness to purchase/use that particular product or service. Many researchers have studied the influence of purchase intention on actual buying behavior, and they found purchase intention to be significant. Agmeka et al. (2019) studied the effect of discounting on brand reputation and brand image and the effect of brand reputation 'n' brand image on purchase intention. They found the relationship between discount and brand reputation to be positive and significant, but the relationship between discount and brand image was insignificant. They found the effect of purchase intention on actual buying behavior on e-commerce platforms positive and significant. Singh and Verma (2017) found that health consciousness, perceived price, subjective norms, knowledge, and availability influenced the actual buying behavior of Indian consumers of organic food products, and the factors like attitude and purchase intention acted as mediators between the relationships. Wee et al. (2014) found that the ABB of organic food products was positively and significantly influenced by the purchase intention of such products. Esposito et al. (2016) studied the intention to do physical activities using the goal-directed behavior model and found that the intention to do physical activities influenced the individuals' actual behavior to do physical activities. Perugini and Bagozzi (2001) revealed that intentions influenced behavior, and desire influenced intentions. It has been validated in research that intent to purchase green products affects the actual purchase behavior of green products (Jaiswal & Singh, 2018; Yadav & Pathak, 2016). Bashir et al. (2019) found

that the buying behavior towards halal food products had been significantly affected by the purchasing intention of halal food products.

2.1.8 Satisfaction

Satisfaction is considered the essential concept to be studied in the marketing domain. Marketers love to explore the factors that make an individual satisfied. Oliver (2014) opined that satisfaction is the consumer's response to the discrepancy between what the customer expects from the product/service and what the customer gets in the product/service after the purchase is made. Hence, an individual is satisfied after the actual purchase is made and the actual performance of the product/service is more than the expected performance. Childs et al. (2019) studied the relationship between actual buying behavior and satisfaction in apparel used in leisure activities. They found the relationship significant and positive, highlighting the importance of actual behavior in satisfying the customers. The study also revealed that satisfaction leads to repurchase intention of apparel meant for leisure activities. Zhang (2017) unearthed the factors responsible for improving customer satisfaction. He found that buying behavior played an important role in enhancing customer satisfaction. ECT (expectation confirmation theory) works on the principles of expectations and confirmations; when the expectations are met and with the assurance of meeting the expectations comes satisfaction, and from satisfaction comes continuous intention (Bhattacherjee, 2001). The variables expectation and confirmation suggested in the ECT studied the individual's perspective from the difference between expected and actual outcomes. If the actual outcome is better than the desired outcome, the expectation confirmation leads to satisfaction and continuance intention. The difference between the real and expected outcome will arise once an individual is indulged in buying behavior. Hence, buying behavior plays a vital role in determining the level of satisfaction.

The word satisfaction is so different for the individuals that there is no proper definition of satisfaction even in various research works being done by the researchers. There is a lot of debate about whether satisfaction is considered a process (Fornell, 1992) or an outcome (Tse & Wiltion, 1988; Howard & Seth, 2001).

There is a lot of inconsistency in the views of the researchers when they consider the same as an outcome of an evaluation process (Giese & Cote, 2000). As per Giese and Cote (2000), there is even a debate on considering satisfaction as an outcome of the evaluation process where some believe the same to be either a fulfillment response (Oliver, 2014) or an effective response (Halstead et al., 1994) or overall evaluation (Fornell, 1992) or psychological state (Howard & Sheth, 2001) or many more. The concept of satisfaction is still considered to be debatable even after so many deliberations. The satisfaction is deemed to be subjective with either the same to be considered a process or an outcome. As already reiterated, it is considered to be an outcome. Satisfaction can be regarded as an outcome of post-purchase behavior where the post-purchase behavior can either lead to post-purchase satisfaction or post-purchase dissatisfaction/dissonance (Oliver, 1995). As per Kim (2012), satisfaction is an attitude built from the mental comparison of the quality of the product or the service between the expectations and the actual reception. If the expectations are met, there is satisfaction and dissatisfaction if the same is not met.

Satisfaction is a response when an individual's expectations from the product or the service are met or not met with the actual product or the service (Tse & Wilton, 1988). Before buying the product or getting the service, an individual has some expectations from either. Once the intention to buy a particular product or service is translated into actual purchase, either satisfaction or dissatisfaction originates in an individual's mind. Satisfaction is a higher-order factor (McCole et al., 2019). Hence, satisfaction acts as an essential building block for further actions of an individual. Therefore, satisfaction plays a vital role in engaging an individual with a product or a service.

Similarly, with satisfaction comes trust, and satisfaction also plays a vital role in motivating the customers to either buy a product or use the service again. Hence, satisfaction is an essential antecedent of repurchase intention/consumption enhancement of any product or service. As per Fang et al. (2014), an individual looks for experience about the vendor/service provider and the product features and benefits before making the repurchase decisions related to the vendors/service providers or the products/services. Hence, it is established from the previous research

that satisfaction positively affects building repurchase intention towards any product/service. As per An et al. (2010), the intention to revisit a particular destination is positively affected by satisfaction, with satisfaction acting as an independent variable and intention to visit a tourist destination as a dependent variable. Wilkins et al. (2009) stated that customer satisfaction serves as a determinant of the revisit intention of the guests in first-class and luxury hotels. It is also evident that satisfaction acts as a critical aspect in building repurchase intention. The same reduces the switching cost and forms loyalty (Szymanski & Hise, 2000; Anderson & Srinivasan, 2003). As per Jones and Suh (2000), repurchase intention is found to be positively affected by satisfaction. Han et al. (2018) studied the relationship between satisfaction and repurchase intention at airports' duty-free shops and found satisfaction's conclusive and positive influence on repurchase intention. Many studies establish the positive relationship between satisfaction and repurchase intention that eventually leads to consumption enhancement (Bolton, 1998; Taylor & Baker, 1994; Woodside et al., 1989). The satisfaction towards the effectiveness of mobile applications has a positive effect on repatronage intention (repeat usage intention) (Iyer et al., 2018). Chen and Lin (2019) studied the mediation effect of satisfaction, perceived value, and social identification between social media activities and repurchase 'continuance intention. They found that satisfaction has a positive and significant effect on purchase intention as well as continuance intention. Thus, it can be opined that satisfaction has a positive and significant effect on the intention to repurchase a particular product/to use a specific service.

2.1.9 Engagement

Customer engagement has received attention from academicians in the recent past as it has become one of the most critical aspects of repurchase intentions (Brodie et al., 2011; Hollebeek, Glynn & Brodie, 2014). Customer engagement involves the customer's interaction with the brand at different touchpoints from the company's perspective. The researchers have stated that with improved customer engagement comes repeat purchase intention. But, before talking about customer engagement, we have to discuss one of the critical antecedents of customer engagement, and the same is satisfaction. Satisfaction has a positive effect on engagement building.

Engagement involves a state that can either have a customer's active interaction or a customer's co-creation with an agent of the company or with any of the touchpoints being provided by the company (Brodie et al., 2011). The same also demonstrates the high degree of customer involvement with the company's agent or any other medium. The same is also termed as flow experience, wherein the customer is fully immersed in the activity being provided by the company for engagement (Csikszentmihalyi, 1993). As per Calder, Malthouse, and Schaedel (2009), engagement comes when the customer is experiencing some connection with the content they are watching or listening to on a digital medium, and the customer is fully immersed in that experience. Hence, digital platforms tend to engage the customers who are more inclined towards searching the content online for newer experiences (Jung et al., 2009). Vivek et al. (2012) has opined that customer engagement is a connection with the organization's activities and the customer's participation with the organization's activities or the offerings. The same increases bonding among the two. As per See-To et al. (2012), effective evaluation of digital media is associated with satisfaction and the same acts as one of the main variables for user engagement. The findings of Calvo-Porral, Faina-Medin, and Nieto-Mengotti (2017) also supported that satisfaction among the customers towards the digital outlets had a positive and significant effect on engagement. Pansari and Kumar (2017) found that satisfaction was one of the antecedents of engagement.

Companies today are more interested in retaining their customers (Khan & Rahman, 2017). Hence, many studies have been done to study the factors responsible for building repurchase intention. Jung et al. (2014) opined that repeat purchase behavior curtails the marketing costs and builds a long-term relationship between the buyer and the seller. Evidence is there in the literature that customer-based brand reviews (a type of engagement) affect others' repurchase intention and, thus, eventually reduce the perceived risks involved with that purchase (Zhu & Zang, 2010). Islam et al. (2018) unveiled that the customer's purchase and repurchase intention are affected by other customers' views and social interactions. Khan and Rahman (2017) found that the entertaining and engaging activities (a part of customer engagement) provided by the hotels are crucial in ensuring the customer's revisit intention. Customer

engagement has a positive effect on loyalty towards different tourist destinations and attractions (Rather et al., 2019). Zeithaml et al. (1996) opined that behavioral intention of loyalty measures the will to say good things about the product/service, recommend the product/service to near 'n' dear ones, and intend to purchase/use the product/service again in the future. Based on Zeithaml et al. (1996), Harrigan et al. (2017) studied the effect of customer engagement on boosting the loyalty of social media brands of tourism. They found the positive effect of customer engagement on loyalty towards tourism social media brands. Dwivedi (2015) also found that customer engagement had a positive effect on behavioral loyalty intentions. van Asperen et al. (2018) studied the effect of social media engagement on loyalty in the travel industry. They studied the relationship by considering engagement from passive and active engagement perspectives and found that both significantly affect the customers' loyalty to travel destinations.

Engagement plays an essential part in retaining the customer. Islam et al. (2020) used SRO theory to study the effect of attributes of banking websites on increasing customer engagement and the effect of customer engagement on customer retention. They studied the effect of website attributes like interactivity, aesthetics, ease of use, and telepresence positively on customer engagement and found that the website attributes significantly influenced customer engagement. As a result, there was a positive effect of customer engagement positively on customer retention. Chahal and Bala (2017) opined that customer equity has different dimensions: social equity, relational equity, value equity, brand equity, and retention equity. Youssef et al. (2018) studied the effect of customer engagement on customer equity in the context of B2B. They found the relationship significant and positive, thus establishing customer equity as a consequence of customer engagement. Gul et al. (2018) studied the effect of brand resonance on customer retention in microfinance banks of Pakistan. As per Keller (2009), brand resonance has four dimensions: customer loyalty, customer attachment, customer engagement, and sense of community. These four dimensions have positive and significant on customer retention (Gul et al., 2018). Khademi Ashkzar et al. (2018) posited that student engagement plays a vital role in increased retention. The student's strong feeling of happiness, enthusiasm,

delight, pride, joy, and elation (affective engagement) led to establishing a strong institutional reputation as indicated by positive referrals, positive WOM (word of mouth), and retention (Klem & Connell, 2004; Bowden et al., 2021).

2.1.10 Retention Equity

Retention is something that everybody loves; companies love to retain their customers n' their employees. The customers love to be retained by the companies by offering them offers to listen to them or giving unique treatments. Hence, retention is most important to be studied in context to the companies and the customers. Customer retention equity is an indicator that talks about the customers using the products and services of the company. It is one of the most reasonable measures to retain customers and increase revenues 'n' profitability (Lemon et al., 2001). One of the critical drivers of maintaining strong relationships with users over a long period is customer retention equity, as identified by previous scholars like Rust et al. (2004) and Lemon et al. (2001). The sustainability of an organization can be ensured by boosting customer retention. Customer retention holds many advantages: more usage, repeat purchase, and a positive outlook towards product/service by the consumer (Rauyruen & Miller, 2007; Reichheld & Sasser, 1990). It was found that with a one percent increase in customer retention equity, a firm's value could be positively affected by almost five times (Gupta et al., 2006). In this era of cut-throat competition, companies are looking to cut costs, and one way to cut costs is to retain customers as new customers cost more to an organization.

Chahal and Bala (2017) have developed a scale to measure customer equity scale, and they also studied the effect of customer equity on customer loyalty which involves repurchase intention. Chahal and Bala (2017) opined that customer equity has different dimensions: social equity, relational equity, value equity, brand equity, and retention equity. In the present research work, retention equity and its effect on consumption enhancement have been researched. As per Chahal and Bala (2017), retention equity is a measure of the efforts being put by the company to retain the customers. The retention equity is built by adopting the customer retention measures like knowledge building programs, loyalty programs, feedback systems, and offering special treatments (Rust et al., 2004).

Lemon et al. (2001) state that emotional attachment with the customer can be built with affinity schemes. (Rust et al., 2004) opined that affinity programs like giving celebrity treatment, treating a customer with a smile, creating an emotional bond with customers, talking pleasantly and adequately, interacting with a smile, playing with their kids, and many more play an important role in attracting customers and the same help in building emotional and psychological values. Marzouk (2014) revealed that affinity schemes offered to the customers create substantial retention equity. Discounts, annual gifts, card gifts, significant benefits, and extraordinary services reimburse the customers (Shugan, 2005). Crosby et al. (1990) explained special or preferential treatment bestowed on the customers like the great conduct that included recognition, high social status, and improved services beyond the standard value proposition offered to the regular customers. Chahal and Kumari (2011) studied the effect of personalized attention on building customer loyalty in the health care field. They found that customer loyalty could be enhanced if personalized attention was bestowed on the customers. Gibson (2011) opined that customer feedback is a way to learn about the company's performance as per customer expectations. Customers usually feel hurt and disgusted when their queries are not appropriately answered by customer care representatives or fail to resolve their issues (Colgate & Lang, 2001). Customer-generated feedback is used by the customer feedback services to measure customer experience and to improve customer satisfaction accurately in comparison to the human collected data (Meyer & Schwager, 2007). Knowledge building program refers to the process of creating new cognitive information, and the same can be built using group discussions, having the familiarity of common goals and synthesis of ideas (Scardamalia & Bereiter, 1994). Customers are likely to be retained or satisfied if they are informed about their investment on how well it is being performed (Chahal & Bala, 2017).

Retention equity is one of the crucial measures of repurchase intention (Rust et al. 2004). Leenheer et al. (2007) studied the effect of loyalty programs on building behavioral loyalty, and they found a strong relationship between loyalty programs and behavioral loyalty. Lemon et al. (2001) found a strong relationship between retention equity and customer equity n loyalty. As per Dawkins and Reichheld

(1990), focusing on retention equity by an organization may yield many economic benefits. As per Chahal and Bala (2017), brand value, consisting of brand awareness, brand loyalty, and brand association is being affected positively and significantly by retention equity.

2.1.11 Trust

Satisfaction acts as an antecedent to trust when discussed concerning e-commerce platforms, which positively affects trust (Gefen, 2000). Building trust among the customers is essential for the companies as it plays a critical role in building repurchase intention. But, before building the repurchase intention, trust must be built, and satisfaction is integral in building the same. If the customer is satisfied from the company/vendor side, trust will be built within the customers towards the company/vendor. Building trust towards online platforms involving digital transactions is more critical and challenging than physical interactions as the digital transactions are virtual (Qureshi et al., 2009; Lin, 2011). Chiu et al. (2018) has studied trust in perspective to an online environment. The risk perspectives in the online purchase environment are different from offline purchases as the online purchase environment involves sharing financial information, personal information, etc. Thus, instilling trust among online buyers is very crucial for the success of online purchases (Fang et al., 2014; Wen et al., 2011). Kim et al. (2009) studied the role of satisfaction and trust in building repurchase intention.

As per Sullivan and Kim (2018), trust plays an essential role in building the repurchase intention of the product/service. Trust is always built when the obligations set by an organization are met, and the relationship between two entities is initiated and maintained (Harris & Goode, 2004). As per Geyskens et al. (1998), trust is the willingness of the customer to indulge in a future transaction with a particular retailer reflecting confidence in the retailer. As per Dinev and Hart (2006), trust is viewed as confidence that motivates an individual to initiate an online transaction in an online environment. As per Gefen et al. (2003), there exists a strong positive relationship between trust and the intention to buy/transact online. Dinev and Hart (2003) found that higher levels of trust instill confidence among the consumers

to share their details on online platforms. Hence, the online platforms shall build trust among the prospective customers so that they neither hesitate to share their details on online platforms nor hesitate to transact online.

Similarly, the customers have a high-level satisfaction with the sellers when they trust them (Zhang et al., 2011). As per Stathopoulou and Balabanis (2016), trust in the program/product/service affects the repurchase intention of the consumers in a positive way. If the consumer has trust in the product or the company's service, the repurchase behavior of the consumer towards the product or the service of the company will be positively affected. Lombart and Louis (2014) also studied the effect of trust on repurchase intention in the retail segment and found that repurchase intention is a positive function of trust. If the customer finds the company or the service provider trustworthy, they will continue their relationship (Palmer, 2008). Saleem et al. (2017) found that the relationship between trust and repurchase intention in the Pakistan airline industry (service industry) was positive and significant. Han et al. (2018) studied the relationship between trust and repurchase intention on airports' duty-free shops and found the said relationship to be significant and positive. Trust between the buyer and the seller is built when the perception about the risk involved in a long-term relationship with a particular seller is mitigated (Ganesan, 1994). Awad and Ragowsky (2008) found that trust reduces the fear of being exploited, and with repetitive purchase behavior, the level of trust is also heightened.

2.1.12 Flow Experience (Flow Theory)

Flow is a state of mind when an individual enjoys every moment of the activity they are indulged in and nothing else to an individual (Csikszentmihalyi, 1990). Flow experience has been studied extensively in different situations like mountaineering activities, leisure activities, outdoor activities, gaming activities, games having augmented reality, and any other action that can provide an immersive experience to an individual. Wu and Liang (2011) suggested that activity requires goal setting, challenge, recreation, and total immersion to give an experience of flow to an individual. Flow experience is derived when the activities focus on building high

levels of positive emotions and satisfaction among the individual participating in that activity. The researchers also opined that flow experience was associated with utilitarian and hedonic values (Senecal et al., 2002). Wu and Liang (2011) studied the interrelationship between flow experience and satisfaction and found that satisfaction, loyalty, and positive emotions are consequences of flow experience. Flow experience is considered an intrinsic activity more or less related to self, indulging in such activities for our own sake so that pleasure can be derived from such activities (Teo et al., 1999).

Skadberg and Kimmel (2014) considered flow experience to be enjoyment and time distortion. Gao and Bai (2014) opined that flow experience is a state of mind wherein an individual is wholly involved in a specific activity. They have no control over their environment. There have been different dimensions being used by various researchers to measure flow experience. Koufaris (2002) measured flow experience using three dimensions, whereas Hoffman and Novak (1996) measured the same using four dimensions, and Guo and Poole (2009) used six dimensions to measure flow experience. Still, in most cases, the critical dimensions were enjoyment, attention, concentration, and control. Satisfaction was considered one of the consequences of the flow experience, highlighting the importance of happiness, concentration, control, and attention in causing satisfaction. Kim and Thapa (2018) found the effect of flow experience on satisfaction related to nature-based tourism to be positive and significant. They also studied the effect of flow experience on destination loyalty and found the influence of flow experience on destination loyalty to be positive and significant. Ali et al. (2016) studied the influence of tourist experience on satisfaction and found the effect significant and positive. Chang and Zhu (2012) opined that the flow experience has a positive effect on the satisfaction of the individuals in the case of social networking sites. Various researchers have also found the positive effect of flow experience on satisfaction, clearly highlighting the importance of flow experience in increasing satisfaction levels (Shin, 2006; Xin Ding et al., 2010). Kim and Ko (2019) investigated the role of VR devices on flow experience and satisfaction. In the case of VRS (virtual reality spectatorship), the flow experience substantially enhanced user satisfaction.

2.1.13 Perceived Value

Customer's perceived value can be determined from different dimensions like social, economic, convenience, functional, quality, and other related values. Perceived values entail what the customer perceives about the product/service from different associated values. As per Bishop (1984), the difference between the customer's benefits and the amount they have paid for that product/service is perceived value. Zeithmal (1988) opined that perceived value is the customer's overall evaluation of the benefits they are getting and the money they have spent for the same. Many researchers have revealed that on one side, the positive perceived value helps make the customer satisfied, and on the other side, the positive perceived value also helps in building the customers' repurchase intention (Kuo et al., 2009; Kuo (2003). Jamal and Sharifuddin (2015) have studied perceived value by examining its effect on the future use of any product/service and repurchase decisions. Kim and Thapa (2018) also studied the effect of perceived value on the repurchase intention of nature-based tourist destinations, and they found the relationship to be positive and significant. Some researchers like (Sanchez-Fernandez & Iniesta-Bonillo, 2007) consider perceived value from the utilitarian perspective only. Other researchers believe the functional perspective to be too narrow and like to incorporate a hedonic perspective concept of perceived value (Koller et al., 2011; Lee et al., 2011). Moliner et al. (2007) orated that perceived value is one of the antecedents of repurchase intention.

In organic food consumption, the traits like one's health and family members' health play an essential role in building repurchase intention of organic food. The positive perception towards organic food plays a vital role in building the high probability of buying organic food (Chen, 2013). De toni et al. (2018) found the positive and significant influence of perceived value on intention to repurchase green products. Cronin et al. (2000) opined that perceived value was a predictor of satisfaction and behavioral intentions. They also found perceived value to be a better predictor of repurchase intention than satisfaction. A multi-item scale was developed by Sweeney and Soutar (2001) to measure perceived value, and they found that perceived value had a positive effect on behavioral intentions. Che-Hui et al. (2011) studied the effect of perceived value on repurchase intention in online shopping and found the

relationship positive and significant. Pham et al. (2018) also found that perceived value played an important role in building repurchase intention in online shopping. Oyedele and Simpson (2018) studied different types of values: convenience, monetary, emotional, and social, and how these values affect the usage patterns of the individuals towards the streaming apps. They found that all these values positively affect the usage patterns of the individuals towards the streaming apps. Petrick (2004) studied the effect of satisfaction, perceived value, and quality on predicting the behavioral intentions of cruise passengers. He found that perceived value had a direct relationship in predicting the repurchase intention of cruise passengers. Kaur et al. (2018) had used consumption valuation theory (CVT) to study the continuation intention of the Indians to use social media brand communities. They found the positive and significant effect of social enhancement, playfulness, and emotional value on the continuation intention to use social media brand communities. Thaler (1985) proposed the transaction utility theory highlighted the importance of perceived value in developing repurchase intention among individuals.

Several researchers have examined the relationship between satisfaction and perceived value, wherein some researchers argue that satisfaction leads to perceived value (Chang & Wildt, 1994). Some suggest that perceived value positively and significantly affects satisfaction (Cronin et al., 2000). In the present work, the relationship between satisfaction and perceived value is taken from consumer satisfaction literature which considers perceived value an antecedent of satisfaction (Tarn, 1999). Kim and Park (2017) studied the relationship between perceived value and satisfaction, and they found the relationship to be positive and significant. The result was in line with the works of Lee et al. (2007) and Peña et al. (2012). Various tourism studies also highlighted that perceived value had a positive and significant effect on fostering satisfaction (Prebensen et al., 2016; Williams & Soutar, 2009). Williams and Soutar (2009) studied the relationship between perceived value, satisfaction, and behavioral intentions. They found the emotional and novelty values to affect satisfaction in a significant way. They also highlighted the greater significance of perceived value in influencing behavioral intention than that of satisfaction.

Zhang et al. (2019) studied the effect of perceived value on flow experience among the tourists for tourist destinations. They found the effect of perceived value as significant and positive, highlighting the importance of perceived value in making individuals engulfed in the tourist destinations. Martins et al. (2018) underwent research to study the effect of smartphone advertising on purchase intention. For the same, the researchers combined Ducoffe's web advertising model and flow experience theory. They found the effect of advertising value on flow experience to be significant and positive. As per Trauer & Ryan (2005), the emotional state of the tourist is affected by the evaluation of the particular tourist destination and the value they are getting from that tourist destination. Thus, Trauer & Ryan (2005) found a positive and significant relationship between different values: emotional, quality, social n price, and flow experience. Zielke (2014) studied the relationship between perceived value and emotional responses, and he found perceived value to be an essential component to understand emotional responses. Wu and Liang (2009) also noted that the individuals' feelings, emotions, and experiences are built on the values they either get or perceived from the products/services they use. Kim and Thapa (2018) found that individuals consider the values they get from nature-based tourism sites as antecedents in bringing the flow experience in them. Schiepe-Tiska et al. (2021) studied the relationship between affective n cognitive preferences and flow experience. It was revealed that affective and cognitive intentions were responsible for building flow experience among the users that worked on an online platform. Wu et al. (2021) highlighted the importance of navigation design and the visual appearance of the tablet in influencing the user's experience, enjoyment, and concentration and how these two features of the tablets made the users engrossed.

2.2   NEED OF THE STUDY

The entertainment industry has seen lots of changes in the last two to three decades, either from the perspective of the companies who develop or distribute the content or how the viewers view the content, or the technologies are used to make the content available to the viewers or the devices are used to view the content or how the viewing patterns of the viewers have changed. The advent of VoD services is the latest change in the Media & Entertainment (M & E) industry. The VoD services

primarily give the power of watching the content in the hands of the viewers. The viewers have the flexibility and convenience to watch any content anytime, anywhere. SonyLIV in India did the advent of VoD services. Still, the big impression in the VoD services industry was made by Hotstar in 2015, when for the first time, the Cricket World Cup 2015 matches were streamed live on the streaming platform, and very soon, Hotstar became synonym with VoD services. Seeing the success of Hotstar in India, many Indian and International OTT platforms started their streaming operations in India. Within no time, the VoD services industry hopped from the introduction to the growth phase, which is still growing. Since the penetration of the VoD services had not been done to its full potential, the present research was conceptualized to study the factors that influence the viewers to purchase/use VoD services for watching the content. The current research study also intended to examine the factors that would lead to the consumption enhancement of VoD services. Once the broader aspect of the study was arrived at, the next step was to undergo a review of the literature to unearth or study the factors that may influence the intention to purchase/use VoD services and the factor that may lead to the consumption enhancement of VoD services. While undergoing a literature review, it was found that very little work had been done on the intended work area. Significantly less work has been done in the field of the factors influencing the intention to purchase/use VoD services. The work that has been in this area is also exploratory (Kakkar & Kakkar, 2018). Negligible work has been done around the consumption enhancement of VoD services. Hence, the present research work intends to study the factors that led to the purchase/usage intention of VoD service and that led to consumption enhancement of VoD service.

Chapter – 3

RESEARCH METHODOLOGY

The present chapter has information related to the research methodology adopted for the research work. The research methodology is a framework that guides the researcher about the population, the sample size, the sampling technique to be adapted, the research design to be used, the methods to analyze the data, and other issues related to the fair conduct of research.

3.1   OBJECTIVES

The proposed study tried to explore the following objectives in context to VoD services provider paradigm:

1)   To study the usage pattern of VoD services among the consumers.
2)   To explore the predictors that lead to intention to purchase VoD services.
3)   To study the effect of consumer satisfaction, perceived value, engagement, and retention equity on consumption enhancement of VoD services.
4)   To study the moderation effect of demographics variables of age, gender, marital status, and occupation on intention to consume and consumption enhancement of VoD services.

3.2   PROPOSED CONCEPTUAL MODEL

The conceptual model/framework is the diagrammatic/visual representation of relationships among the construct/variables related to the research study/work. The unearthing of the constructs/variables related to the research work and development of the conceptual model is done through literature review. It also provides the basis of the relationships among the constructs/variables. For the present research work, a thorough literature review was done to find the constructs/variables, and the subsequent relationships among them helped develop the conceptual model. As a result, the proposed conceptual model (Fig. 3.1) was an amalgamation of different theories, models, and variables that helped achieve the objectives of the present research work.

The conceptual model had the amalgamation of the following theories, models, and variables (exogenous 'n' endogenous variables):

3.2.1 Goal Directed Behaviour Model

MGDB is an extension of the Theory of Planned Behaviour with the introduction of emotional aspects, i.e., PAE and NAE, to the widely adopted TPB to cover the criticism of TPB (Perugini & Bagozzi, 2001).

3.2.2 Technology Acceptance Model

The technology acceptance model (Davis, 1998) is the most widely adopted model to study the factors influencing the intention to purchase/use any new technology. Since VoD service is primarily a new technology in India, it becomes imperative to study the influence of PEOU, PU, and PE on the intention to purchase/use VoD services. The other factors like content and lifestyles are also considered essential that influence the intent to buy/use VoD services.

3.2.3 Flow Theory

Flow theory works on the principle of immersive experience any technology gives to an individual. It is imperative that if any product/service/technology provides an immersive experience for an individual or makes an individual flow in the product/service/technology, the satisfaction level of an individual is enhanced. The same leads to the increased consumption/repeat purchase of the said product/service/technology.

3.2.4 Consumption Value Theory

Consumption value theory posits that if any product/service/technology's perceived value is positive, an individual will look for the increased consumption/repeat purchase of the said product/service/technology.

The other exogenous variables like satisfaction, engagement, retention equity 'n' trust, and inter-relationship also influence the consumption enhancement of VoD services.

The above theories and the other exogenous variables became the building blocks of the conceptual model.
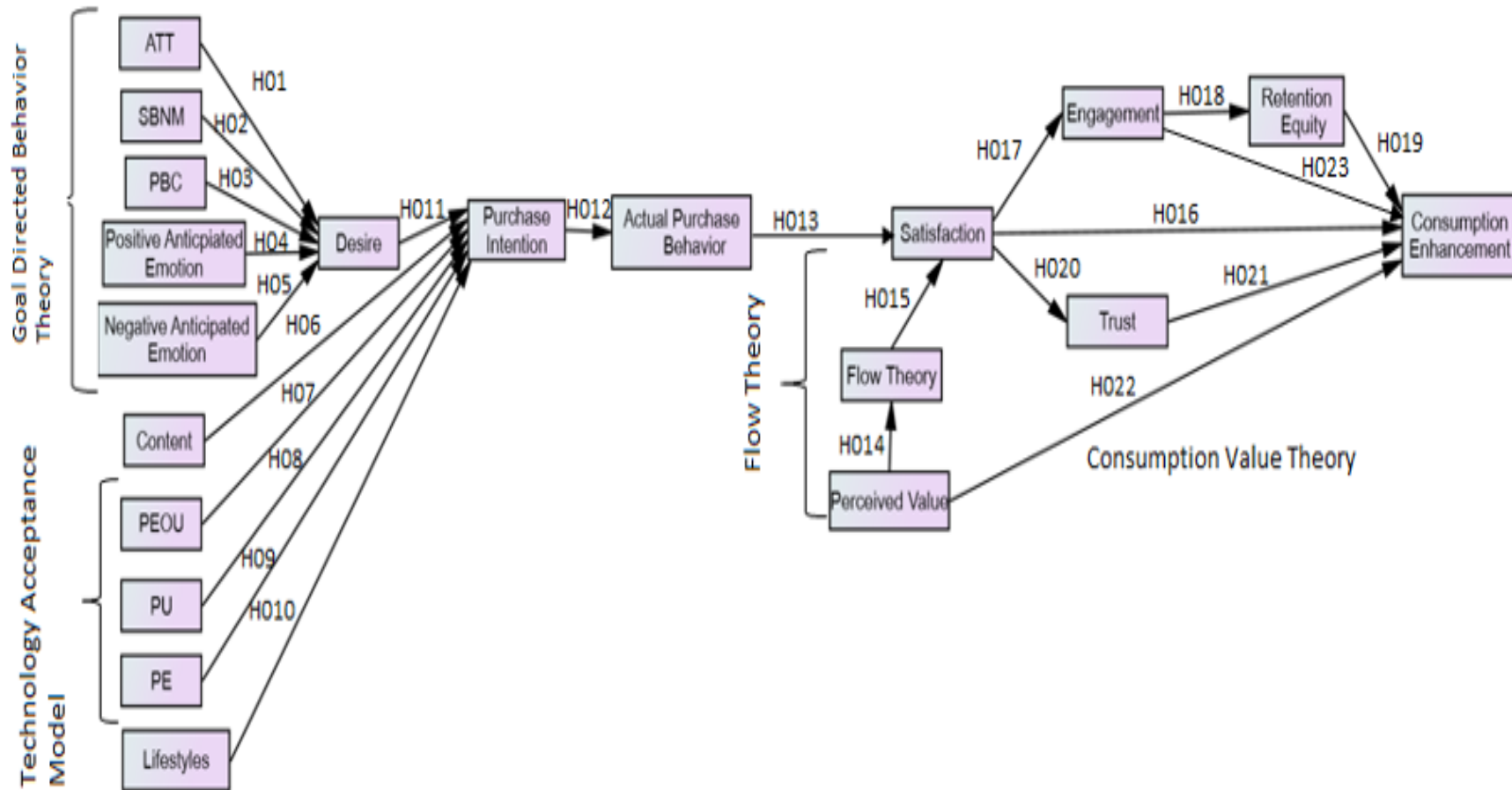
Fig. 3.1: Proposed Conceptual Model

3.3   HYPOTHESES

The hypothesis is a specific, evident and predictive statement about a possible outcome of scientific research being done on a stated population or a sample taken from a stated population (Kalaian & Kasim, 2008). Framing the hypothesis is one of the most critical steps in research methodology. The overall research is being conducted either to disapprove the null hypothesis or to approve the alternate hypothesis. The framing of the hypothesis development is also done after the literature review, as the relationships between the exogenous/endogenous variables form the basis for framing the hypothesis. As already reiterated, the relationships between the exogenous and endogenous variables were studied in detail in the review of literature (chapter 2) section of the thesis. The extensive literature was reviewed to formulate the hypotheses. For the present research work, the following hypotheses (Null) were formulated based on the relationships studied:

$H_0 1$:   There is no relationship between attitude and desire.

$H_0 2$:   There is no relationship between subjective norms and desire.

$H_0 3$:   There is no relationship between perceived behavioral control and desire.

$H_0 4$:   There is no relationship between positive anticipated emotion and desire.

$H_0 5$:   There is no relationship between negative anticipated emotion and desire.

$H_0 6$:   There is no relationship between content and intention to purchase VoD services.

$H_0 7$:   There is no relationship between PEOU and intention to purchase VoD services.

$H_0 8$:   There is no relationship between PU and intention to purchase VoD services.

$H_0 9$:   There is no relationship between PE and intention to purchase VoD services.

$H_0 10$: There is no relationship between lifestyles and intention to purchase VoD services.

$H_0 11$: There is no relationship between desire and intention to purchase VoD services.

$H_0$12: There is no relationship between the intention to use VoD services and the actual purchase behavior of VoD services.

$H_0$13: There is no relationship between actual purchase behavior and satisfaction towards VoD services.

$H_0$14: There is no relationship between the perceived value of VoD services and flow experience towards VoD services.

$H_0$15: There is no relationship between flow experience towards VoD services and satisfaction towards VoD services.

$H_0$16: There is no relationship between satisfaction towards VoD services and consumption enhancement of VoD services.

$H_0$17: There is no relationship between satisfaction towards VoD services and engagement with VoD services.

$H_0$18: There is no relationship between engagement with VoD services and retention equity towards VoD services.

$H_0$19: There is no relationship between retention equity towards VoD services and consumption enhancement of VoD services.

$H_0$20: There is no relationship between satisfaction towards VoD services and trust towards VoD services.

$H_0$21: There is no relationship between trust towards VoD services and consumption enhancement of VoD services.

$H_0$22: There is no relationship between the perceived value of VoD services and consumption enhancement of VoD services.

$H_0$23: There is no relationship between engagement with VoD services and consumption enhancement of VoD services.

$H_0$24: There is no effect of gender on the relationships between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.

$H_0 25$: There is no effect of marital status on the relationships between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.

$H_0 26$: There is no effect of occupation on the relationships between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.

$H_0 27$: There is no effect of age on the relationships between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.

$H_0 28$: There is no effect of gender on the relationships between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.

$H_0 29$: There is no effect of marital status on the relationships between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.

$H_0 30$: There is no effect of occupation on the relationships between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.

$H_0 31$: There is no effect of age on the relationships between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.

3.4   INSTRUMENT DESIGN

Instrument/scale/questionnaire is one of the essential components of the research. If a suitable questionnaire is not developed, the researcher will not be able to get the responses meant necessary for the study. If the correct data is not collected, the results will also not be accurate. Hence, developing the questionnaire with the right

set of questions is one of the building blocks of proper research. The current scale was designed with utmost caution keeping in mind the study's objectives, as the scale would help collect the data from attaining the study's objectives and touching every perspective of the study.

In the present study, the instrument for recording the respondents' responses was primarily split into three sections: section I had questions that helped the researcher understand the general usage behavior of the viewers, wherein the scales of the questions were multiple-choice. Section II had the statements measuring the factors/constructs/variables, and the 5 points Likert scale was utilized to get the responses of the respondents with 'strongly agree' being symbolized by 5, 'agree' being symbolized by 4, 'neutral' being symbolized by 3, 'disagree' being symbolized by 2 and 'strongly disagree' being symbolized by 1. Finally, section III had questions about demographic variables like gender, age, profession, marital status, income levels, and education levels. The scale for the questions in this section was either dichotomous or multiple choice. The statements to measure the factors/constructs/variables were adapted from the literature, and the details of the said literature are illustrated in table 3.1:

Table 3.1: Variables and sources of the statements/items

Exogenous/ Endogenous Variables	Items adapted from	Items used in different studies
Attitude (ATT)	(Chiu et al., 2018)	Chiu et al. (2018) researched the intention to purchase sports goods online using MGDB.
	(Tariq et al., 2017)	Tariq et al. (2017) researched the intention of the Pakistan youth to use Facebook using the extended framework of TPB.
Subjective Norm (SBNM)	(Jung et al., 2018)	Jung et al. (2018) researched the intention to consume vegetables and fruits among college students using MGDB.
	(Chiu et al., 2018)	Chiu et al. (2018) researched the intention to purchase sports goods online using MGDB.
Perceived Behavioural Control (PBC)	(Chiu et al., 2018)	Chiu et al. (2018) researched the intention to purchase sports goods online using MGDB.
	(Leung & Chen, 2017)	Leung & Chen (2017) researched the intention of using mobile TV by extending the TPB by incorporating new factors.
	(Tariq et al., 2017)	Tariq et al. (2017) researched the intention of the Pakistan youth to use Facebook using the extended framework of TPB.

Exogenous/ Endogenous Variables	Items adapted from	Items used in different studies
Positive Anticipated Emotion (PAE)	(Shin et al., 2017)	Shin et al. (2018) researched why people consume food by visiting locally sourced restaurants.
	(Chiu et al., 2018)	Chiu et al. (2018) researched why individuals purchase sports goods online and the same was studied using MGDB.
Negative Anticipated Emotion (NAE)	(Jung et al., 2018)	Jung et al. (2018) researched the intention to consume vegetables and fruits among college students using MGDB.
	(Shin et al., 2017)	Shin et al. (2018) researched why people consume food by visiting locally sourced restaurants.
	(Chiu et al., 2018)	Chiu et al. (2018) researched the intention to purchase sports goods online using MGDB.
Desire (DES)	(Kim & Preis, 2015)	Kim and Preis (2015) researched the intention of the seniors to use mobile devices using MGDB.
	(Shin et al., 2017)	Shin et al. (2018) researched why people consume food by visiting locally sourced restaurants.
	(Esposito et al., 2016)	Esposito et al. (2018) researched the intention to do physical activity intentions using MGDB.

Exogenous/ Endogenous Variables	Items adapted from	Items used in different studies
Content (CNT)	(Kakkar & Kakkar, 2018)	Kakkar & Kakkar (2018) researched that content influenced an individual's intention to adopt VOD services.
Perceived Ease of Use (PEOU)	(Kim et al., 2010)	Kim et al. (2010) researched the factors that influence an individual to use mobile payment.
	(Dwivedi et al., 2014)	Dwivedi et al. (2014) researched the factors influencing the intention and behaviour of the Indians to use M-commerce
	(Wu & Wang, 2005)	Wu and Wang (2005) researched the intention to use mobile commerce using the revised technology acceptance model.
Perceived Usefulness (PU)	(Lee et al., 2007)	Lee et al. (2007) underwent an empirical study to understand the user acceptance of Multimedia services (MMS) and they found the influence of PU and PE to be significant on intention to use MMS.
	(Wu & Wang, 2005)	Wu and Wang (2005) adopted the revised TAM to study the intention of an individual to use mobile commerce.
Perceived Enjoyment (PE)	(Lee et al., 2007	Lee et al. (2007) underwent an empirical study to understand the user acceptance of Multimedia services (MMS) and they found the influence of PU and PE to be significant on intention to use MMS.
	(Dwivedi et al., 2014)	Dwivedi et al. (2014) researched the factors influencing the intention and behaviour of the Indians to use M-commerce

Exogenous/ Endogenous Variables	Items adapted from	Items used in different studies
Lifestyles (LFSTY)	(Chouk & Mani, 2019),	Chouk and Mani (2019) researched the influence of factors like lifestyles and ecosystem-related variables that work in favor of accepting smart services.
	(Leung & Chen, 2017)	Leung & Chen (2017) researched the intention of using mobile TV by extending the TPB by incorporating new factors.
	(Li, 2013)	Li (2013) researched the different lifestyle orientations and their influence on the adoption of technologies that are based on the internet.
Purchase Intention (PI)	(Chiu et al., 2018)	Chiu et al. (2018) researched the intention to purchase sports goods online using MGDB.
	(Leung & Chen, 2017)	Leung & Chen (2017) researched the intention of using mobile TV by extending the TPB by incorporating new factors.
	(Jung et al., 2018)	Jung et al. (2018) researched the intention to consume vegetables and fruits among college students using MGDB.
Actual Buying Behaviour (ABB)	(Singh & Verma, 2017)	Singh & Verma (2017) researched the factors that influence the actual buying behavior of organic products.
	(Agmeka et al., 2019)	Agmeka et al. (2019) researched the influence of intention on the actual buying behaviour of the brands and the influence of discounts on brand reputation and brand image.

Exogenous/ Endogenous Variables	Items adapted from	Items used in different studies
Flow Experience (FLEXP)	(Lee et al., 2018)	Lee et al. (2018) researched the influence of flow and satisfaction towards increasing the stickiness of location-based AR games.
	(Kim & Ko, 2019)	Kim and Ko (2019) researched the influence of VR technology on the flow experience and satisfaction of sports spectators.
Satisfaction (SAT)	(San Martin et al., 2018)	San Martin (2018) researched the influence of tourist satisfaction on improving loyalty towards a particular tourist destination.
Engagement (ENG)	(Harrigan et al., 2017)	Harrigan et al. (2017) researched the influence of engagement on boosting loyalty and trust among social media tourist brands.
Trust (TRST)	(Liang et al., 2018)	Liang et al. (2018) researched the influence of trust, satisfaction on the intention to reuse AirBnB services.
	(Taherdoost, 2018)	Taherdoost (2018) researched an E-service technology acceptance model wherein trust was one of the dimensions of the model
	(Han et al., 2018)	Han et al. (2018) researched the influence of trust as one of the factors triggering the intention of post purchases at airports.

Exogenous/ Endogenous Variables	Items adapted from	Items used in different studies
Retention Equity (RET_EQ)	(Chahal & Bala, 2017)	Chahal and Bala (2017) researched the influence of retention equity on building and developing brand value.
Perceived Value (PER_VAL)	(Oyedele & Simpson, 2018)	Oyedele and Simpson (2018) researched the influence of different types of values that the viewers value while watching Streaming Apps.
	(Kim & Park, 2017)	Kim and Park (2017) researched the influence of perceived value and trust in building brand value of the community-based eco-tourism.
	(Petrick, 2004)	Petrick (2004) researched the influence of perceived value, quality, and satisfaction on predicting the intention to use cruise.
Consumption Enhancement (CONS_ENH)	(Idemudia et al., 2016)	Idemudia et al. (2016) researched the factors that influence the continuance usage of social media.
	(Khang et al., 2013)	Khang et al. (2013) researched the factors that influence the addiction to the internet, mobile games, and video games.
	(Hasan et al., 2018)	Hasan et al. (2018) researched the influence of different factors on the extreme use of online streaming services.

The statements used in the earlier research works were adapted as per the present research work. The statements were modified as per the present study, about VoD services adoption and consumption enhancement. The modifications were reqd. as the statements in the previous research, works were developed in different contexts. After making the necessary modifications in the statements, the rough draft of the questionnaire was face validated by academicians and industry experts. Table 3.2 reveals the number of questions/statements had in every section of the first draft of the questionnaire.

Table 3.2 : Description of the Questionnaire (before Face Validity)

Section of the questionnaire	Number of Questions / Statements
Section I (General Questions)	17
Section II (Statements related to factors/ constructs/ variables)	96
Section III (Questions related to demographic variables)	6

Once the rough draft of the questionnaire was finalized, the next step towards developing the questionnaire was to get the face validity of the same from the academicians and the industry experts. The suggestions given by the academicians and the industry experts were incorporated in the rough draft of the questionnaire. The modification in the questionnaire was done by either deleting some of the statements or modifying the statements. After including the suggestions, the questionnaire structure was changed, and the number of the questions got reduced in sections I and II. The details of the same are given in table 3.3.

Table 3.3 : Description of the Questionnaire (after Face Validity)

Section of the questionnaire	Number of Questions/ Statements
Section I (General Questions)	16
Section II (Statements related to factors/constructs/variables)	94
Section III (Questions related to demographic variables)	6

3.5   POPULATION AND SAMPLE

A population is a group of living or non-living objects that is a part of your research. For the present study, the respondents were those individuals who had access to the internet, who had heard about the VoD services, and who had/were using VoD services on any devices like smartphones, tablets, smart TVs, laptops, and other devices. The prospective respondents were above 15 years from any gender with varied professions, marital statuses, educational levels, and income levels. It meant that any individual who had access to the internet with knowledge of VoD services and had experienced VoD service was considered a respondent for the present research work. Since the population of Punjab is more than 30 million and the internet users are 5.5% of the total population, the population primarily became infinite for the present study ("Population of Punjab - Sex Ratio Literacy Rate data 2011 – 2021", 2020). Therefore, collecting data from the entire population was not possible. Hence, to carry the current research work forward, the group of individuals that are the true representative of the population is considered the respondents. The group of such individuals is called a sample. The study is done on the sample itself. The results revealed on the sample will be true to the population if the sample is adequately drawn without any biases and has an accurate representation of the population. The process of selecting the sample is called sampling. It is a process of collecting the individuals that act as respondents or objects or events representing the population in a true sense. The whole research process is being administered on the selected sample to get the results that will apply to the population from which the sample has been selected.

3.6   SAMPLING TECHNIQUE

The process of selecting the respondents from the population is termed a sampling technique. In this research, the researcher had adopted purposive sampling to collect the data from the respondents. As per Robinson (2014), purposive sampling is a deliberate selection of respondents, and the same is based on their capability to clarify a specific subject matter, concept, or phenomenon. Purposive sampling is adopted by the researchers when they look for respondents with knowledge about

the topic in discussion or are have more clarity about the subject. Since the present study was based on the adoption and consumption enhancement of VoD services, the respondents were supposed to be using VoD services. Hence, purposive sampling was used to collect the data from the respondents using VoD services to watch the content. In simple terms, the researcher was aware of what was supposed to be known and the people who were willing to provide the information regarding the research topic in the study. The sample was collected from the state of Punjab, and since the sample size for the research work was 1162, the purposive sampling was administered to collect the data from the 22 districts of Punjab as per the following plan (table 3.4):

Table 3.4: Segmentation of the Sample (based on Districts)

Sr. No.	Districts of Punjab	No of Respondents	Sr. No.	Districts of Punjab	No of Respondents
1	Amritsar	50	12	Ludhiana	50
2	Barnala	50	13	Mansa	50
3	Bathinda	50	14	Moga	50
4	Faridkot	50	15	Sri Muktsar Sahib	50
5	Fatehgarh Sahib	50	16	Pathankot	50
6	Firozpur	50	17	Patiala	50
7	Fazilka	50	18	Rupnagar	50
8	Gurdaspur	50	19	Sahibzada Ajit Singh Nagar	50
9	Hoshiarpur	50	20	Sangrur	50
10	Jalandhar	50	21	Shahid Bhagat Singh Nagar	50
11	Kapurthala	50	22	Taran Taran	50

The data was collected through online platforms (Facebook, google forms, email), and data collection continued until the information was collected from every district. The link to collect the data was posted on the Facebook page as well as the same was also mailed to the respondents. The data was collected using purposive sampling as

the researcher was aware of the profile of the respondents. The response rate for the present study was nearly 75%. The questionnaire link was mailed to 1000 prospective respondents, and out of those, 750 people filled the data. The rest of the data was collected using the Facebook page. The data was not collected from a particular age group as the emails were sent to individuals of varying ages. As already reiterated, the data was collected from all the districts of Punjab.

The URL for the questionnaire mailed to the respondents was https://bit.ly/30WIsdz. The questionnaire was prepared in the google form.

3.7 SAMPLE SIZE

A sample survey was conducted to collect the data from the intended respondents for the present research work. The population for the current research work was the internet users who used OTT players' services (VoD services) to watch content. Since collecting the data from the whole population was next to impossible considering the constraints of money, time, approachability, and other relevant resources, data was collected from the sample, which was a true representative of the population under consideration. The sample size for the said study was calculated keeping in mind the size of the population under study, i.e., 16,52,475 internet users (5.5% of the total population of 30 million) of Punjab, at a 97% confidence interval and 95% confidence level. The proposed sample size for the present study was near 1100 that was analyzed to undergo confirmatory factor analysis (CFA), hypotheses testing, and path analysis.

3.8 FACE VALIDITY

The literal meaning of Validity is 'accurate,' and in terms of research, the purpose of validity is how accurately the instrument measures the information it anticipates measuring. The validity signifies the extent to which an instrument appears to measure what it is supposed to measure (Johnson, 2013). The face validity of the measuring instrument is established by seeking feedback from industry experts and academicians. The primary rationale behind doing the face validity of the instrument is to verify the instrument's relevance from the perspective of the industry and

academics. Once the experts and the academicians find the instrument to measure what it proposes to measure, it is considered that the instrument is face validated. In the present work, the face validity of the measuring instrument was done by industry experts and academics. The industry experts were from the VoD services industry, whereas the academicians were from different academic institutes. The suggestions made by the industry experts and the academicians were incorporated into the instrument, and the revised instrument was developed. The details of the industry experts and the academicians are as follow (Table 3.5):

Table 3.5 : Expert Details (Face Validity)

Sr. No.	Name	Company/Institute	Designation	Area
1	Mr. Amit Pandey	Independent	Industry Expert	Industry
2	Mr. Vivek Shah	Disney Hotstar	AVP, Disney Hotstar	Industry
3	Mr. Rahul Mishra	Shemaroo	Head, Marketing and Communications, Shemaroo	Industry
4	Ms. Aprana Acharekar	ZEE5	Programming Head at Zee5	Industry
5	Ms. Subhomita Gupta	ZEE5 Global	Programmatic Head	Industry
6	Ms. Gunjan Arya	OML (Only Much Louder)	CEO	Industry
7	Dr. Nityesh Bhatt	Nirma University	Professor	Academician
8	Dr. Sanjay Jain	Nirma University	Asso. Professor	Academician
9	Dr. Dhrupad Mathur	S.P. Jain Institute	Asso. Professor	Academician
10	Dr. Dheeraj Nim	Oriental University, Indore	Professor and Head, Oriental School of Business Management and Commerce	Academician

Sr. No.	Name	Company/Institute	Designation	Area
11	Dr. Veer P. Gangwar	Lovely Professional University	Professor	Academician
12	Dr. Preeti Mehra	Lovely Professional University	Asso. Professor	Academician
13	Dr. Radha Sharan Arora	Punjabi University	Professor	Academician

The rough draft of the questionnaire was mailed to all the experts. Once the responses were received from them as 'kept,' 'modified,' or 'deleted'' for different statements/items, the appropriate action was taken as per the suggestions provided by the experts. As per the suggestions, some of the statements were either modified or deleted, keeping most of the statements as originals. Once the recommendations were incorporated in the revised questionnaire, the next step involved in questionnaire development was pilot testing. The responses were collected from the respondents to test the internal validity of the questionnaire.

3.9   PILOT STUDY

The term 'Pilot' has different meanings in the literature of social sciences and experimental designing. 'Pilot study' is also termed 'feasibility study' or 'pilot trials' (Thabane et al., 2010). As per van Teijlingen and Hundley (2002), the process of pretesting a research instrument such as an interview schedule or a questionnaire was also referred to as a 'pilot study'. The targeted respondents filled out the revised questionnaire to pre-test the questionnaire before collecting the final data in the pilot study. The pilot study was administered to establish the internal consistency of the measuring instrument. It is also known as 'Internal reliability,' wherein the internal reliability of the instrument is checked to confirm whether the data collected by the instrument is reliable or not. The measurement of Cronbach alpha is done to check the internal reliability of the instrument. The value of Cronbach's alpha varies from 0 to 1, and if the value of Cronbach's alpha is less than 0.7, the same is considered unsatisfactory (Cortina, 1993). Cronbach alpha is to be calculated for every construct/factor/exogenous/endogenous variable. In the present study, Cronbach's

alpha was calculated for every construct. The value of Cronbach alpha for the same was more than 0.7 (table 3.6), thus establishing the internal reliability of the instrument. The data for internal reliability was collected from 100 respondents, wherein the respondents, by and large, represented the overall sampling frame from where the data for the present study was supposed to be collected.

Table 3.6 : Internal Consistency (Cronbach alpha) (Reliability Analysis)

Sr. No.	Exogenous/Endogenous Variables	No. of Items	Cronbach Alpha	Range of Cronbach alpha
1	Attitude (ATT)	4	0.832	Acceptable
2	Subjective Norm (SBNM)	4	0.823	Acceptable
3	Perceived Behavioural Control (PBC)	4	0.795	Acceptable
4	Positive Anticipation Emotion (PAE)	4	0.883	Acceptable
5	Negative Anticipated Emotion (NAE)	4	0.936	Acceptable
6	Desire (DES)	4	0.851	Acceptable
7	Content (CNT)	5	0.906	Acceptable
8	Perceived Ease of Use (PEOU)	5	0.905	Acceptable
9	Perceived Usefulness (PU)	4	0.772	Acceptable
10	Perceived Enjoyment (PE)	4	0.875	Acceptable
11	Lifestyle (LFSTY)	7	0.852	Acceptable
12	Purchase Intention (PI)	4	0.819	Acceptable
13	Actual Buying Behaviour (ABB)	4	0.9	Acceptable
14	Flow Experience (FLEXP)	5	0.822	Acceptable

Sr. No.	Exogenous/Endogenous Variables	No. of Items	Cronbach Alpha	Range of Cronbach alpha
15	Satisfaction (SAT)	5	0.844	Acceptable
16	Engagement (ENG)	5	0.886	Acceptable
17	Trust (TRST)	5	0.855	Acceptable
18	Retention Equity (RET_RQ)	5	0.83	Acceptable
19	Perceived Value (PER_VAL)	6	0.83	Acceptable
20	Consumption Enhancement (CONS_ENH)	6	0.882	Acceptable

Since the internal reliability of the instrument was established as Cronbach alpha's value of every construct was more than 0.7, the next step was to collect the data from the respondents. The respondents (the sample) are supposed to be selected from the sampling framework. The sampling frame represents the population and possesses information about the subjects (the respondents). It is the list of everyone that the researcher wants to study.

3.10 STATISTICAL TOOLS

The statistical tools used to analyze the data give life to data or meaning to the meaningless data. The results and inferences will be of any help only when proper statistical tools and methods are adopted (Ali & Bhaskar, 2016). In the present study, structural equation modeling (SEM) has been used. SEM is one of the powerful tools to analyze the linkages between two or more latent variables in the conceptual model (Akter et al., 2017). Structural equation modeling (SEM) has two approaches, namely structural equation modeling based on covariance (CBSEM) and structural equation modeling based on variance (VBSEM). CBSEM is useful to confirm the theoretically confirmed relationships, but Hair et al. (2011) have distributional constraints while estimating long relationships. PLS-SEM works on

the principle of VBSEM, whereas AMOS works on the principle of CBSEM. As composites and factors can be modeled with inbuilt flexibility in PLS-SEM, the same is identified as a platform that can undergo multivariate analysis platform with a high level of sophistication and finesse (McDonald, 1996), whereas Hair et al. (2011) label it as a silver bullet. On similar grounds, scholars from different disciplines (Chin et al., 2008; Fornell & Bookstein 1982; Hulland 1999; Sarstedt et al. 2016) put forward PLS-SEM as a tool that can capture complexity in models with ease.

One of the salient features of PLS-SEM is that it can work with a sizeable number of latent variables and indicators in a conceptual model even when the sample size is relatively small (Chin et al., 2008). Hair et al. (2019) has given the following reasons to select PLS-SEM as the statistical technique to analyze data or to test the theoretical framework; 1) if the structural model is complex and the same includes many constructs/variables and many relationships between them; 2) when the data has financial ratios to work on and many more. Since the present research intends to test the theoretical framework suggested as the conceptual model and the conceptual model are more complex with many relationships between the constructs/variables, PLS-SEM ver. 2.0 and PLS-SEM ver. 3.2.9 were used to analyze the relationships between independent and dependent variables simultaneously. Furthermore, the descriptive statistics of the data were done using SPSS 20.00. Finally, the graphical representation of the data was done in Tableau Public 2018.2. The present research used structural equation modeling to examine the proposed conceptual model using PLS-SEM (partial least square-structural equation modeling). In the beginning, confirmatory factor analysis (CFA) was done to establish whether the indicator variables of the respective constructs measured their constructs to confirm the convergent validity and secondly, whether there was any multicollinearity among the constructs to confirm the discriminant validity. Once the instrument's convergent validity and discriminant validity were ascertained, the next step was to do path analysis to test the predicted causal relationships among the latent constructs (structural model). Once the internal validity was established, the next step was to collect and analyze the data.

3.11 DEMOGRAPHIC DATA

Demographic data pertains to the data of the population related to demographic variables like gender, age, employment, marital status, education, etc. The following graphical representations provided the demographical data of the respondents who had participated in the present research work.
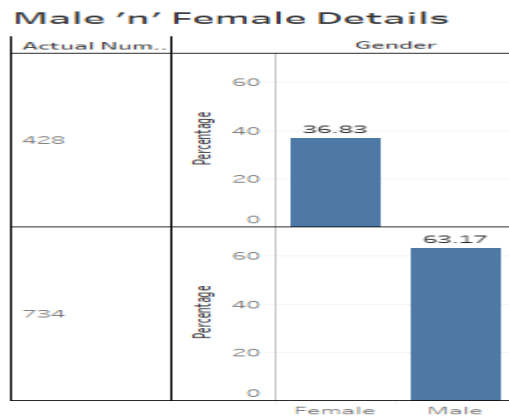
Fig. 3.2 : Respondents' gender details

Fig. 3.2 highlighted the number of males and females who participated in the survey (Gender demographic data). From Fig. 3.2, it was evident that out of the total respondents of 1162, the male respondents accounted for 63.17% (n=734), whereas 36.83 % (428) females became a part of the survey highlighting males' interests in VoD services in comparison to the females.
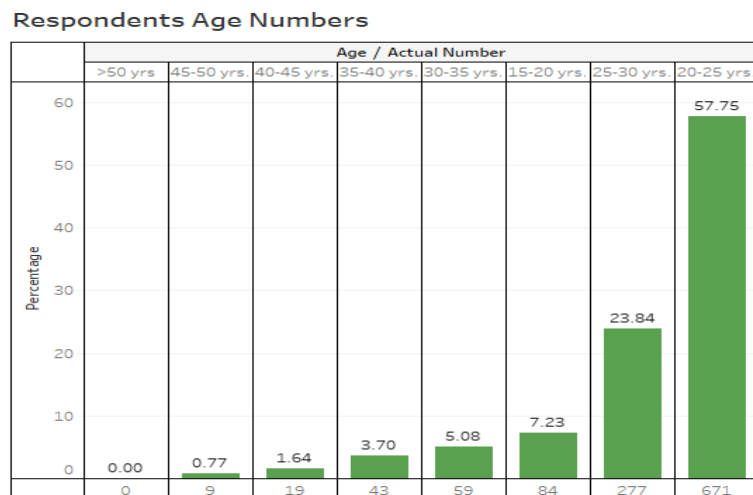
Fig. 3.3 : Respondents' age group details

Fig. 3.3 highlighted the details about the age groups of the respondents that participated in the survey. From Fig. 3.3, it was evident that the maximum respondents were represented by the age group of 20-25 yrs. (n=671, 57.75%), followed by 25-30 yrs. age group (n=277, 23.84%. The other age groups like 15-20 yrs. (5.08%), 35-40 yrs. (3.70%) and 40-45 yrs. (1.64%) had negligible participation in the survey. This representation signified the liking of youngsters towards VoD services in comparison to older age groups. It was evident that most of the respondents were from the age groups of 20-25 yrs. and 25-30 yrs., i.e. (948 out of 1162). This demographic representation of the viewers from the perspective of age groups is the replica of the demographic picture highlighted in different reports. For example, in one of the reports titled Ormax OTT audience report:2019, it was mentioned that there were nine types of OTT audiences in India based on the type of content being watched. Out of nine kinds of OTT audiences, except for two types, the median age of seven kinds of OTT audiences was less than 30 yrs. The same established that most viewers belong to the age group of 20-30 years ("Ormax media", n.d.).

Fig. 3.4 : Respondents' education details

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Fig. 3.4 presented the details about the educational levels of the respondents. The data analysis revealed that maximum respondents (n=889, 76.51%) had been bestowed with a master's degree, followed by 210 (18.07%) respondents that had a bachelor's degree. The rest of the respondents had educational qualifications ranging from Ph.D. (n=26. 2.24%) to higher secondary (n=24, 2.07%) to secondary (n=9, 0.77%). Thus, the data highlighted that the respondents were well educated, and the educated people had mostly adopted VoD services.

Respondents Income Details

	Monthly Income / Actual Number1					
	45K-55K	15K-25K	>55K (Greather tha..)	35K-45K	25K-35K	<15K (Less than)
Percentage	6.54	10.84	11.88	12.13	19.36	39.24
	76	126	138	141	225	456
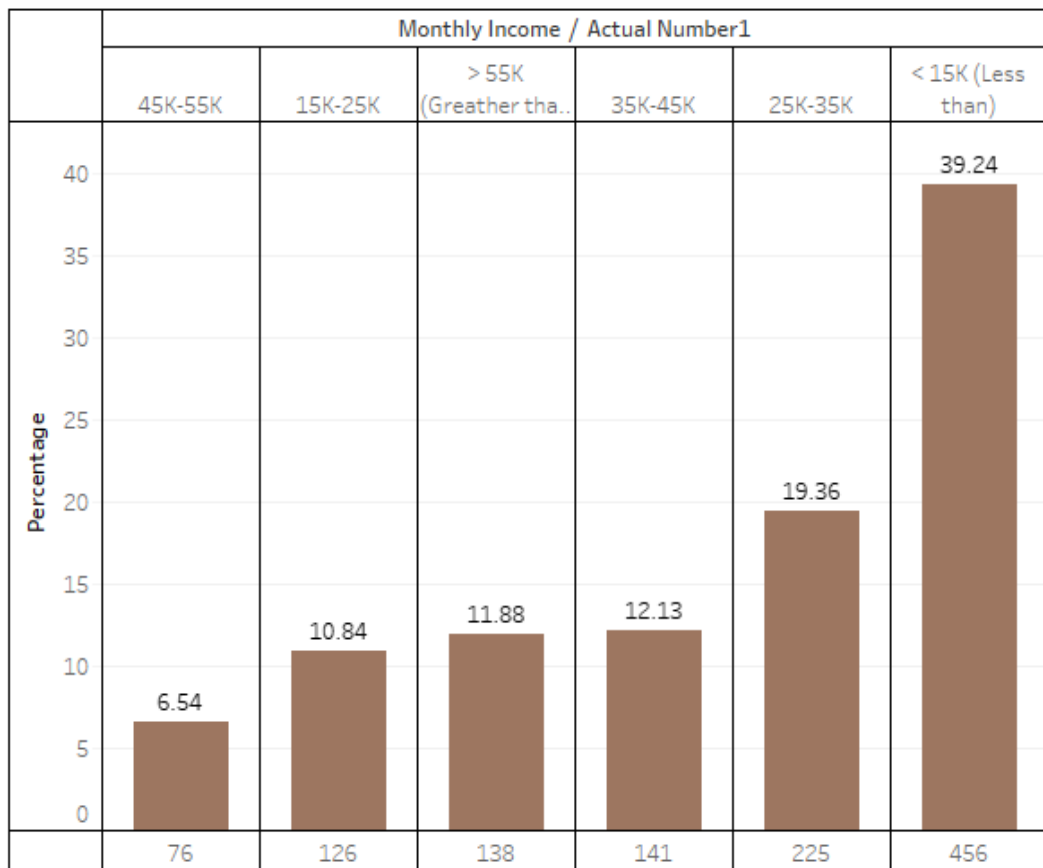
Fig. 3.5 : Respondents' income details

Fig. 3.5 displays the income details of the respondents. As per the data, the maximum respondents had income less than 15K (n=456, 39.24%), followed the income levels of 25K-35K (n=225, 19.36%) and 35K-45K (n=141, 12.13%). The analysis revealed that the viewers were using VoD services from the income levels, less than 15K to levels of 45K-55K and above 55K.
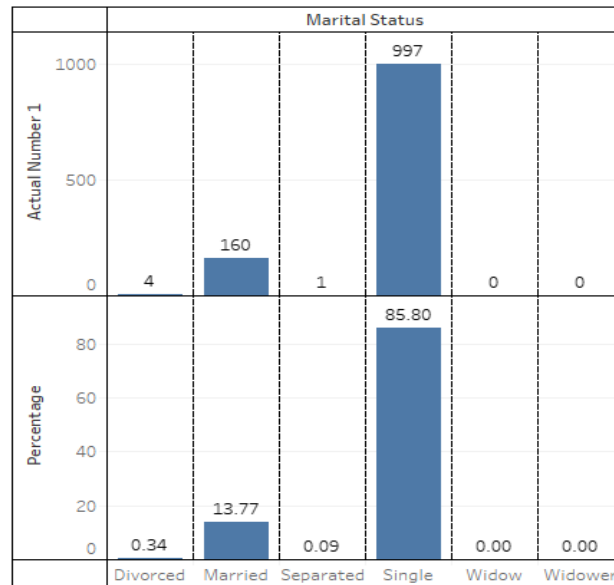
Fig. 3.6 : Respondents' marital status

Fig. 3.6 displays the data related to the marital status of the respondents. As per the data, it was evident that the maximum number of respondents were single (n=997, 85.80%), followed by married (n=160, 13.77%). The respondents belonging to other categories like divorced, separated, widow and widower were negligible.
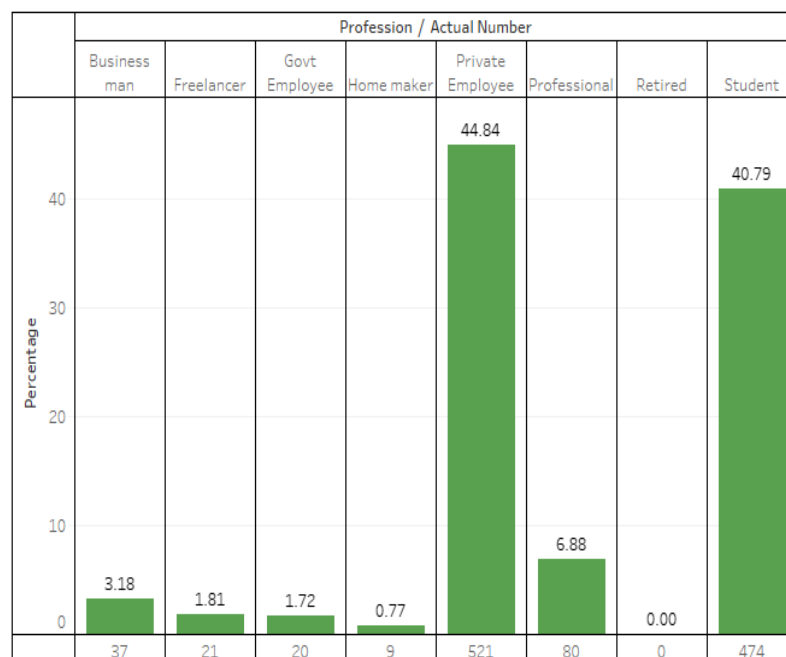
Fig. 3.7 : Respondents' occupation details

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Fig. 3.7 displayed the data related to the profession of the respondents. As per the data, it was evident that the maximum respondents who used VoD services to watch the content were the private employees (n=521, 44.84%), followed by the students (n=474, 40.79%). On the other hand, the respondents belong to the rest of the professional categories like businessmen (n=37, 3.18%), freelancers (n=21, 1.81%), and government employees (n=20, 1.72%) were very negligible in number. This skewness towards the students and the private employees highlighted the importance of entertainment in these segments. The private employees watched the content to make themselves stress-free, and the students watched the content to entertain themselves.

Chapter – 4

USAGE PATTERNS OF VOD SERVICES

4.1 USAGE PATTERNS

The present chapter provides information about the usage patterns of VoD services among consumers. The current chapter also includes information about the sources the users come to know about the VoD services. In addition, the chapter also provides information about the factors that are considered necessary by the users to choose VoD services. Overall, the present chapter provides information about the general viewing habits of the consumers.

Table 4.1: Sources of Information

Sources	Actual Number	Percentage
Friends/Relatives	796	68.50
Print advertisements	169	14.54
TV advertisements	640	55.08
Email promotion	167	14.37
Digital Ads	712	61.27
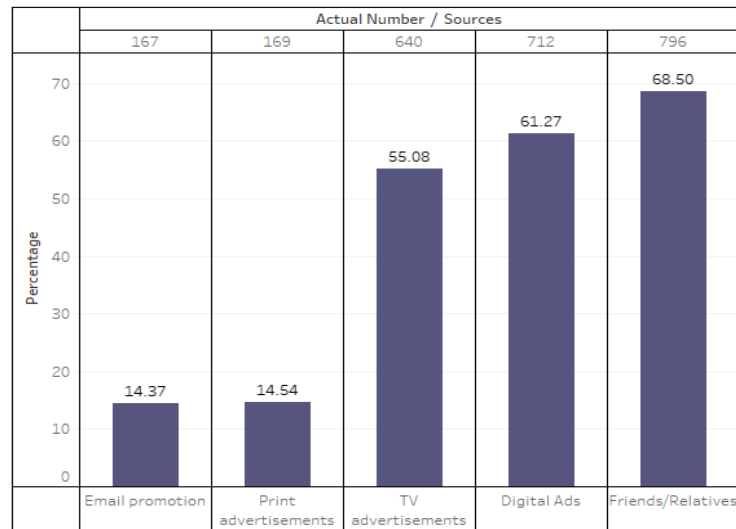
Fig. 4.1: Sources of Information

The responses related to 'How the respondents come to know about the ESAs?' were corroborated in Fig. 4.1. Since the respondents had the option to select multiple options, most of them learned about the VoD services from their friends/relatives (68.50%, n=796), followed by the digital ads (61.27%, n=712). The respondents also become aware of the OTT platforms from TV advertisements (55.08%, n=640). The other options, like print advertisements or email promotions, were not increasing the awareness of OTT platforms among the respondents. The above responses highlighted the importance of mass media in raising awareness of new phenomena like VoD services. Since the concept of VoD services was unknown in India, the companies resorted to using different communication mediums to make people aware of the same. Thus, the digital media, as well as the mass media like TV, were used to increase the awareness about the VoD services, and the different platforms succeeded in doing the same as these two mediums were the top mediums from which the respondents came to know about the VoD services/ESAs.

Table 4.2: ESAs Awareness

ESAs	Actual Number	Percentage
Disney + Hotstar	1065	91.65
Prime Video	1004	86.40
VOOT Select	844	72.63
Zee5	770	66.27
Sony Liv	772	66.44
MX Player	772	66.44
Netflix	1056	90.88
Alt Balaji	617	53.10
Shemaroo	251	21.60

ESAs Awareness

Actual Number / ESAs								
251	617	770	772		844	1004	1056	1065
Shemaroo	Alt Balaji	Zee5	MX Player	Sony Liv	VOOT Select	Prime Video	Netflix	Disney + Hotstar
21.60	53.10	66.27	66.44	66.44	72.63	86.40	90.88	91.65
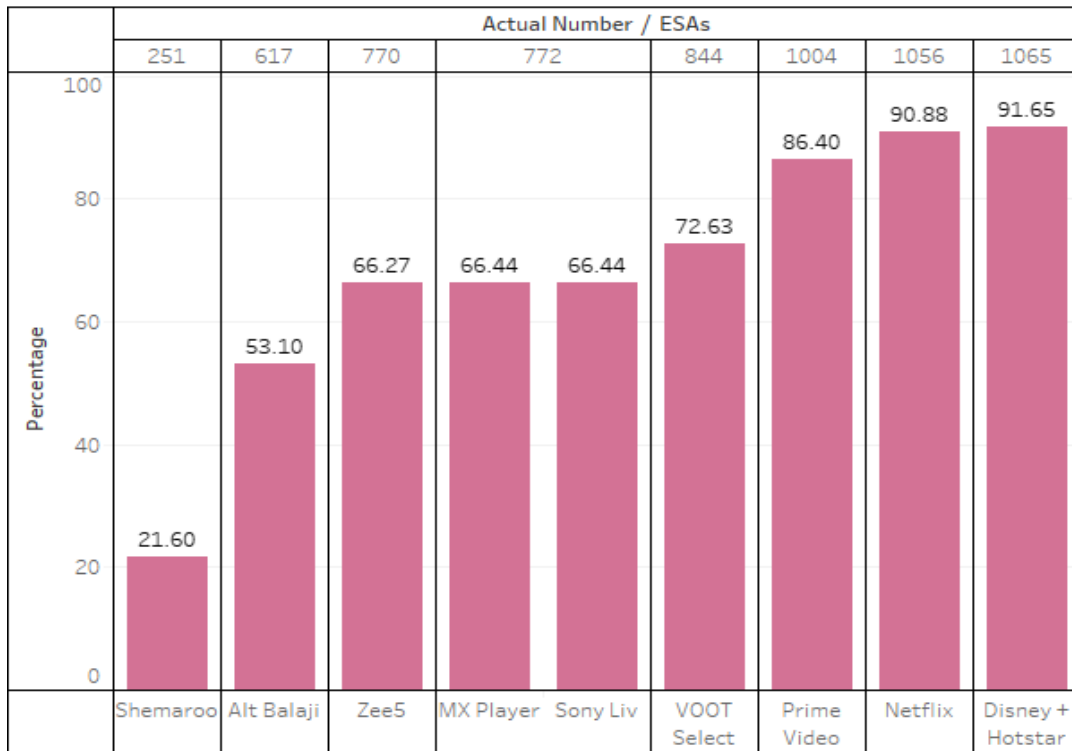
Fig. 4.2: ESAs Awareness

The responses related to 'Please select which ESAs you have heard about?'' were reported in Fig. 4.2. The respondents were asked to confirm the different VoD services they were aware of. Most of the respondents (91.65%, n=1065) were aware of Disney + Hotstar, followed by Netflix, wherein 90.88% (n=1056) respondents had heard about it. Amazon Prime took the third spot wherein 86.40% (n=1004) respondents were aware. 72.63% (n=884) of the respondents were aware of VOOT Select, and for Sony LIV and MX Player, the awareness levels were equal (66.44%, n=772). 66.27% (n=770) respondents had also heard about ZEE5, whereas the other players like Alt Balaji and Shemaroo had less awareness. Most of the respondents were aware of Disney + Hotstar as it was one of the early entrants in the Indian VoD industry, and hence, it enjoyed the early mover advantage. Another reason for its maximum awareness level was the live streaming of different sports events like IPL (Indian premier league, ISL (Indian super league), PKL (Pro Kabaddi League), etc.

Table 4.3: ESAs being used

ESAs	Actual Number	Percentage
Disney + Hotstar	904	77.80
Prime Video	805	69.28
VOOT Select	444	38.21
Zee5	340	29.26
Sony Liv	392	33.73
MX Player	465	40.02
Netflix	920	79.17
Alt Balaji	227	19.54
Shemaroo	41	3.53
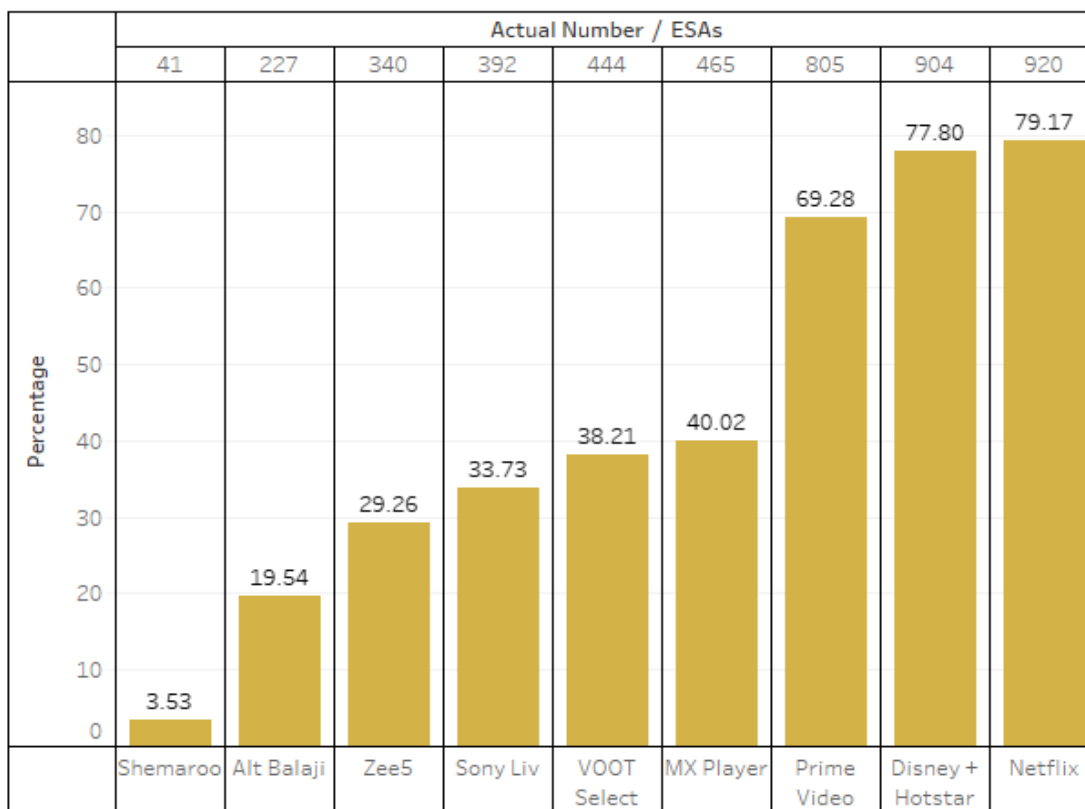
Fig. 4.3 : ESAs being used

Fig. 4.3 had the responses related to the question about the ESAs, the respondents were using in the present or had used in the past for viewing the content. From the data analysis, it was evident that maximum respondents (79/17%, n=902) had used or watched content on 'Netflix' closely followed by Disney + Hotstar, wherein 77.80% (n=904) respondents had used it for watching the content. Amazon Prime Video was not far behind as 69.28% (n=805) of respondents used to watch content. MX player was at fourth position with 40% (n=465) respondents using the same to watch the content. It was evident from Fig. 4.2 and Fig. 4.3 that the OTT platforms the respondents had heard about were used to watch the content. But in the case of platforms like VOOT Select and Sony Liv, the respondents had heard about the same, but they were not being preferred to watch the content as only 38.21% (n=444, VOOT Select) and 33.73% (n=392, Sony LIV) respondents were watching content on these platforms. It signified the importance of content available on the top 3 platforms either in the form of genre or in terms of volume or terms of languages.

Table 4.4: Feature important for selecting ESAs

Features	Actual Number	Percentage
Price	822	70.740
Ad free content	597	51.377
Content type	768	66.093
Ease of Access	517	44.492
Portability to multiple devices	496	42.685
Ability to download content	363	31.239
Streaming Quality	695	59.811
Multiple streaming options based on Internet connectivity	361	31.067

Features important for ESAs

Features / Actual Number							
Multiple streaming options base..	Ability to download content	Portability to multiple devices	Ease of Access	Ad free content	Streaming Quality	Content type	Price
31.07	31.24	42.69	44.49	51.38	59.81	66.09	70.74
361	363	496	517	597	695	768	822

Fig. 4.4: Feature important for selecting ESAs

Fig. 4.4 had responses to the question that asked about the features being considered by the respondents to choose ESAs. It was evident that most of the respondents (70.74%, n=822) emphasized price while choosing VoD services for watching the content. The content type was not far behind, with 66% (n=768) giving importance to this feature. The feature of streaming quality was also the critical feature (59.81%, n=695) while choosing the ESAs. The respondents were also considering ad-free content (Subscription model) as one of the features for selecting the ESAs (51.38%). Other features like ease of access and stream on multiple devices were equally important (40%) for choosing the ESAs. Thus, it was evident that the respondents emphasized price and content in almost equal proximity. The same was also apparent from Fig. 4.3 wherein the top 3 positions were of those ESAs that were providing lots of content options to the viewers, wherein position no. 4 (MX Player) was held by an ESA that was following an AVOD model of monetization (content was offered free, and the reach was monetized through advertisements). The features like downloading content and streaming quality based on internet connectivity were also considered somewhat important (30%) for choosing the ESA.

Table 4.5 : Content Type

Content Type	Actual Number	Percentage
A Broad Mix of content	604	51.98
OLD TV content (Throwback)	208	17.90
Movies	892	76.76
Original Series	937	80.64
Sports	342	29.43
Specific Genre	232	19.97
Children's Programmes	123	10.59
LIVE events	281	24.18
Music	292	25.13

Content Type
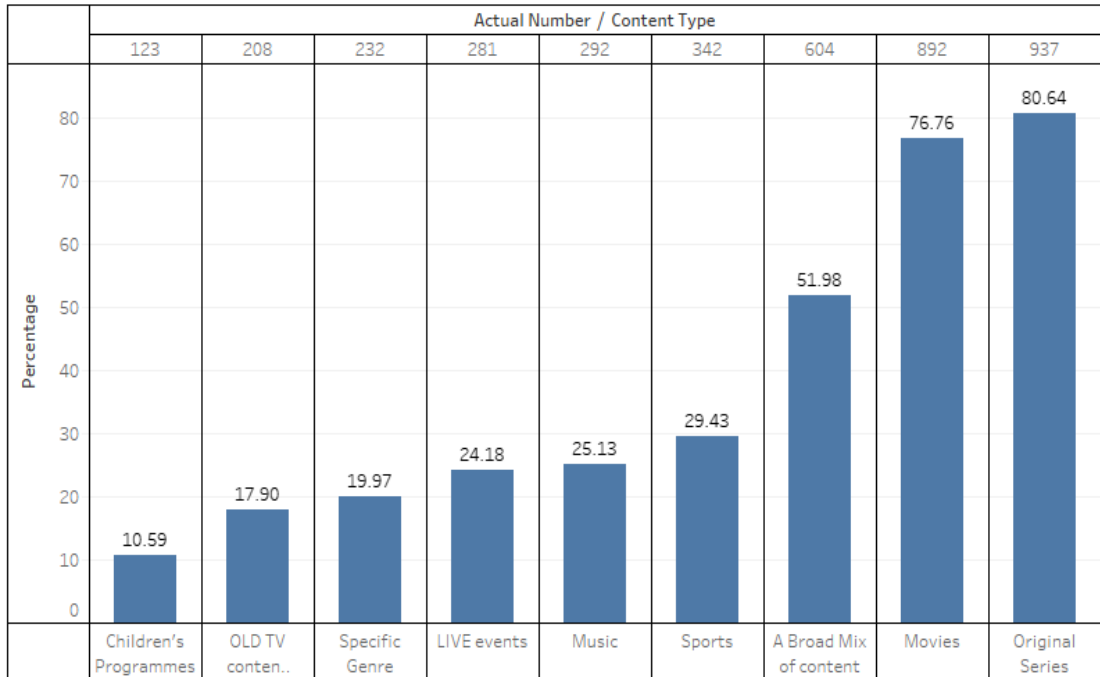
Fig. 4.5: Content Type

Fig. 4.5 stated the responses related to the question that asked about the content type being considered by the respondents while preferring ESAs. It was evident that the maximum number of respondents considered 'original series' (80.64%, n=937) while selecting the ESAs to watch content. The next most crucial content type was movies (76.76%, n=892), followed by a 'broad mix of content' wherein a mix of 'TV content' and the 'Original content' (51.98%, n=604) were offered to the viewers. Other content types like 'sports' (29.43%), 'music' (25.13%), 'live events' (24.18%) were also considered necessary while choosing the ESAs. Surprisingly, children's programs were not regarded as essential as the ESAs developed the content keeping in mind the viewers' watching habits. The children prefer to watch the content of their liking on big screens, and the parents also do not desire to give portable devices to the children as these devices may harm their eyes. Again, the responses were in line with the responses stated in Fig 2 wherein the respondent preferred to watch content on 'Netflix,' 'Disney + Hotstar' and 'Prime Video' as these platforms were offering original series, movies, and the broad mix of content to the viewers.

Tale 4.6: Genres of Content

Genre	Actual Number	Percentage
Horror	584	50.26
Adventure	653	56.20
Crime	878	75.56
Animated	684	58.86
Comedy	870	74.87
Romance	786	67.64
Drama	439	37.78
Thriller	571	49.14

Genres of ESAs

	Actual Number / Genre							
	878	870	786	684	653	584	571	439
	Crime	Comedy	Romance	Animated	Adventure	Horror	Thriller	Drama
Percentage	75.56	74.87	67.64	58.86	56.20	50.26	49.14	37.78
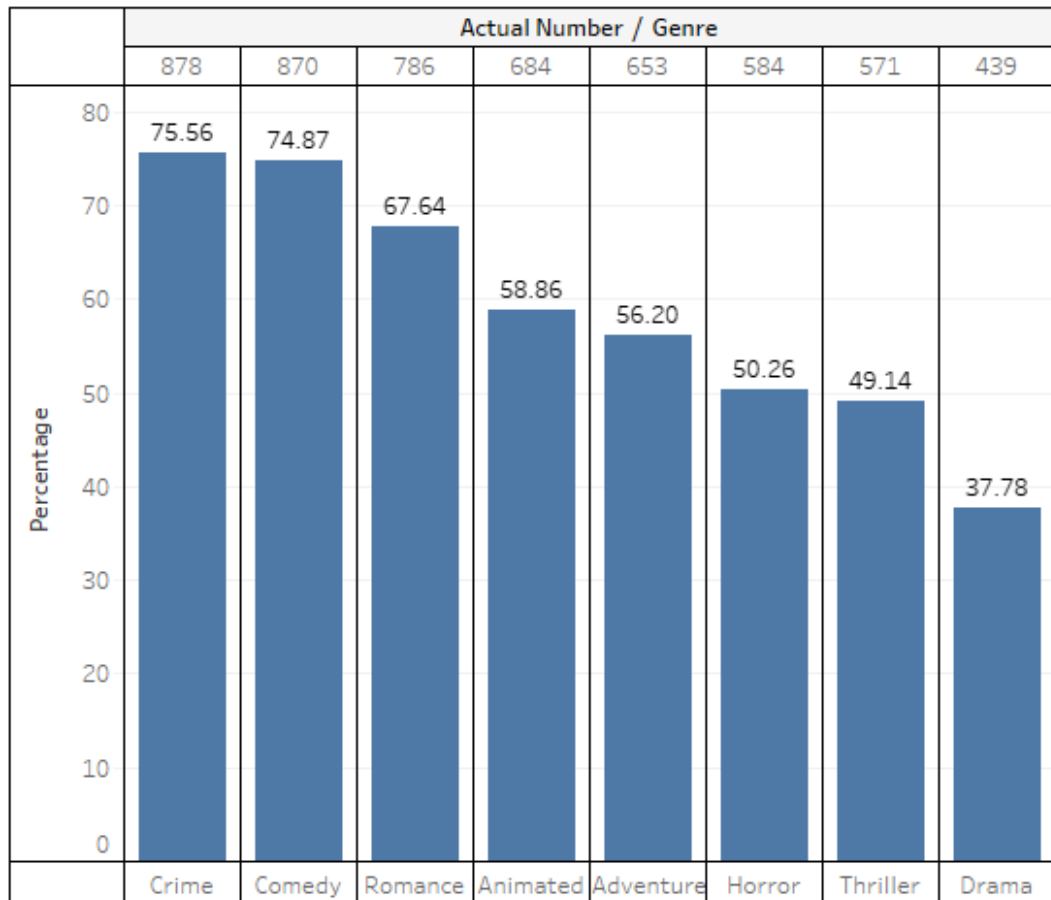
Fig. 4.6 : Genres of Content

In Fig. 4.6, the responses related to the question that asked about the genres of the content being preferred by the respondents to watch on ESAs were shown. It was pretty evident from the responses that the most crucial genre people loved to watch on ESAs was 'Crime'' (75.65%, n=878), closely followed by comedy, where 74.87% (n=870) respondents preferred to watch content belonging to the comedy genre. The other genres that the viewers loved to watch were 'romance' (67.74%), 'animated' (58.86%), 'adventure' (56.20%), 'horror' (50.26%), and 'thriller' (49.14%). As evident, the respondents were giving equal importance to every genre, thus negating the importance to any specific genre, and on the same lines, the ESAs were also offering the content based on all these genres. Therefore, the platforms like Netflix, Disney + Hotstar, Prime Video, and other leading ESAs were developing content as per the viewers' preferences.

Table 4.7: Important Features of Content Mix

Options	Actual Number	Percentage
A broad range of content	429	36.92
Traditional Programming (music, movies etc.)	128	11.02
High Profile premium content	244	21.00
A constant supply of new content	361	31.07
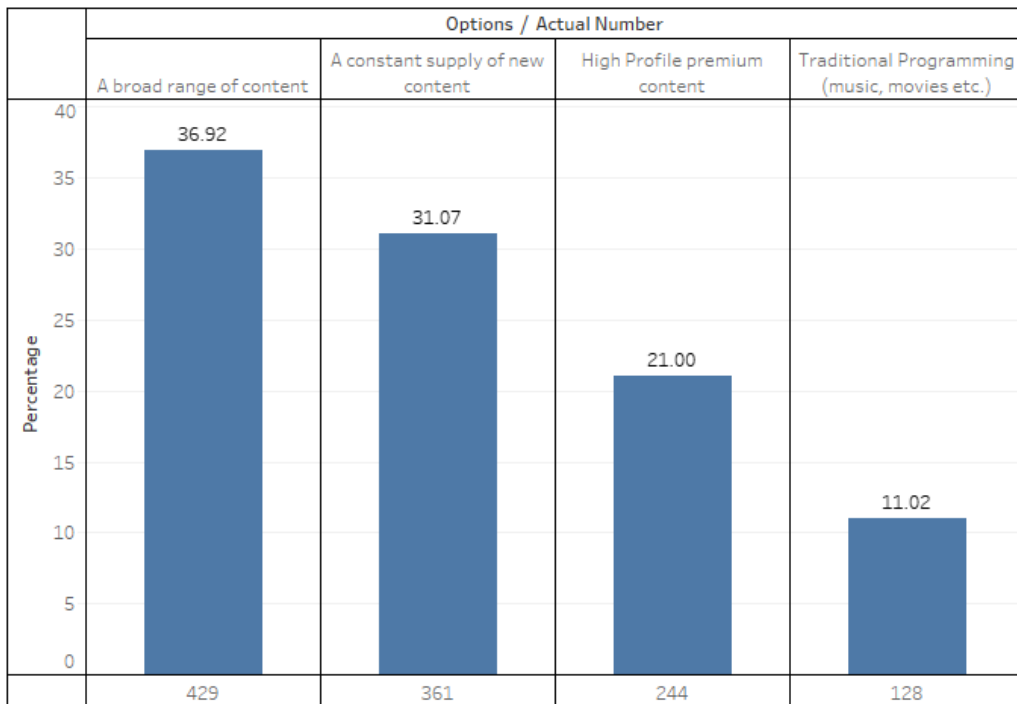
Fig. 4.7: Important Features of Content Mix

Fig. 4.7 stated the responses related to the question that asked about the maximum importance being tendered to the content mix provided by ESAs. The respondents had to choose one option from the available options. From the responses, it was evident that most of the respondents were interested in the 'broad range of content' (36.92%, n=429) followed by the 'constant supply of new content with 31% (n=360). 21% (n=244) were also interested in the 'premium content,' and only 11% of the respondents were interested in the 'traditional programs.'

The success of the ESAs like 'Netflix, Prime Video' laid in the regular supply of new content, wherein the success of Disney + Hotstar laid in the stable streaming of a broad mix of content (streaming of new n old content).

Table 4.8: Daily Viewing Frequency

Hours	Actual Number	Percentage
less than an hour	199	17.13
1-2 hours	517	44.49
2-4 hours	368	31.67
4-6 hours	69	5.94
more than 6 hours	9	0.77
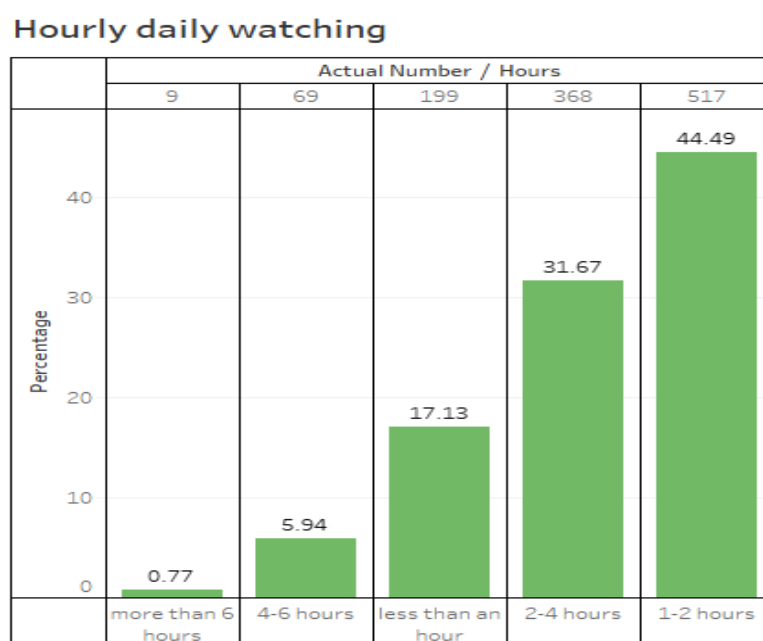
Fig. 4.8: Daily Viewing Frequency

Fig. 4.8 stated the responses related to the question that asked about the time being spent in hrs. on the ESAs to watch the content. It was pretty evident from the responses that the maximum number of respondents were watching content on ESAs for 1-2 hrs (44.49%, n=517) daily, followed by 31.67% (n=368) who used to watch ESAs for 2-4 hrs. daily. 17.13% of respondents (n=199) used to watch ESAs for less than an hour, and there were very few respondents who were on ESAs for more than

4 hrs daily. The success of the VoD services industry is based on the time spent by the respondents on different platforms. The more time viewers spend on these platforms, the more the growth of this industry and other platforms will be.

Table 4.9: Time since on ESAs

Duration	Actual Number	Percentage
last one month	59	5.08
last 3 months	102	8.78
last 6 months	130	11.19
last one year	205	17.64
more than a year	666	57.31
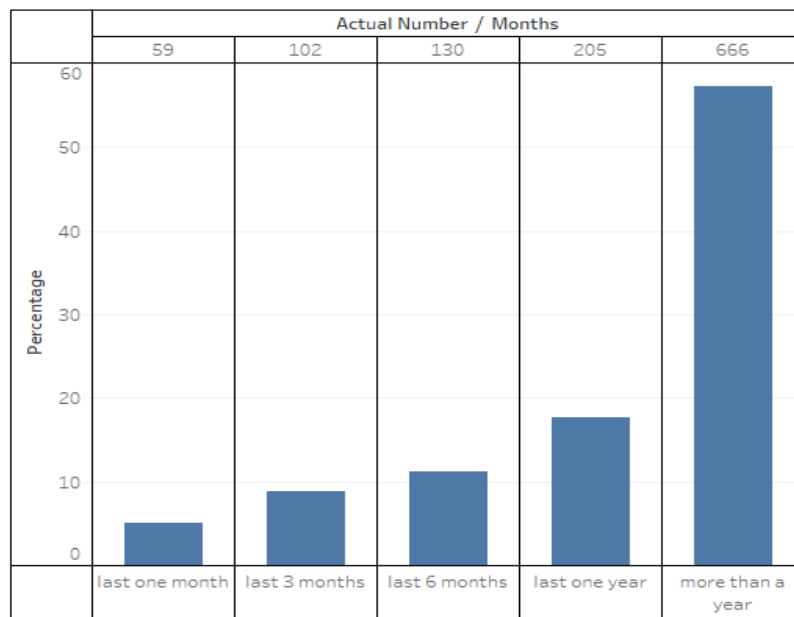
Fig. 4.9: Time since on ESAs

Fig. 4.9 showed the responses to the question that asked for how long, the respondents were using the ESAs to watch the content. It was evident that more than half of the respondents were using ESAs to watch the content for more than a year (57.31%, n=666). On the other hand, 17.64% of respondents (n=205) watched the content on ESAs for less than a year. The rest of the respondents (n=291) were active on ESAs for less than six months. The same can be attributed to Covid-19 as there

was a complete lockdown in the country and no new content was available on TV. Therefore, some respondents might have shifted to ESAs to watch the content as there was no shortage of new content on these platforms. The media reports also reiterated that subscriber bases of leading ESAs had increased during the lockdown period, and the duration of the viewers on these platforms had also increased.

Table 4.10: Preferable Payment Model

Payment Model	Actual Number	Percentage
Advertising VOD (AVOD)/Free VOD	139	11.96
Subscription VOD (SVOD)	716	61.62
Transaction VOD (TVOD) (Pay per view)	52	4.48
Freemium (some content free, rest paid)	255	21.94
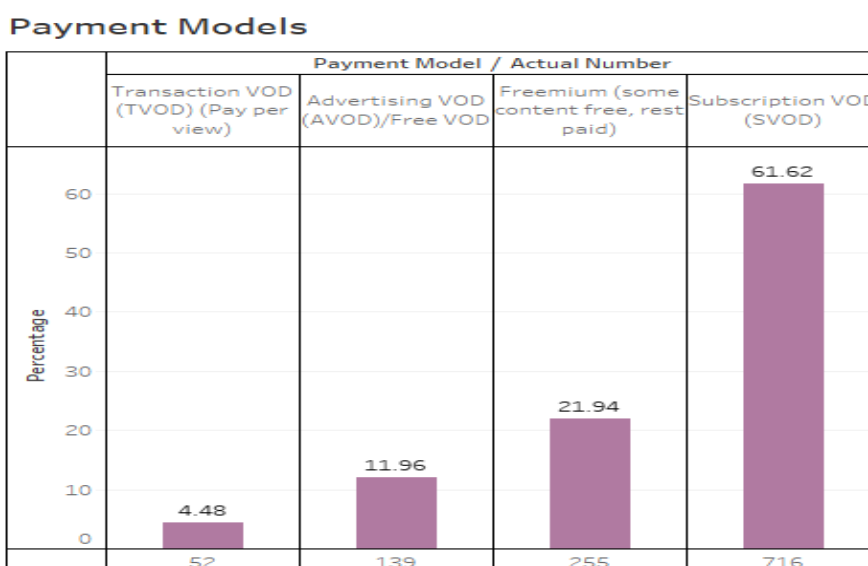
Fig. 4.10: Preferable Payment Model

Fig. 4.10 stated the responses related to the question that asked about the payment models, the respondents would prefer for using the ESAs. As per the responses, 61.62% (n=716) respondents preferred the subscription-based model (SVOD) for watching the content on ESAs, highlighting the preference of the viewers to pay for the content. On the other hand, 21.94% of the respondents preferred the freemium model for watching the content, highlighting the viewers' liking to watch some of the content free, and if they had liked the content, they would be ready to pay for the rest

of the content. Only 11.96% of the respondents preferred the advertising-based model (AVOD) wherein the content was free, but the advertisements monetized the comprehensive viewer-based. Pay per view was a new concept in ESAs, and hence, the preference for the same was also on the lower side. Only 4.48% of respondents preferred the PPV model. The responses were in line with the earlier responses wherein most of the responses liked Netflix and Prime video to watch the content following a subscription-based model. Disney + Hotstar was also preferred as it followed freemium as well as a subscription-based model. MX Player, on the other hand, was following an advertising-based model.

Table 4.11: Devices used for Streaming

Device	Actual Number	Percentage
Smartphone	1036	89.16
Tablet	169	14.54
Laptop	708	60.93
Smart TV	402	34.60
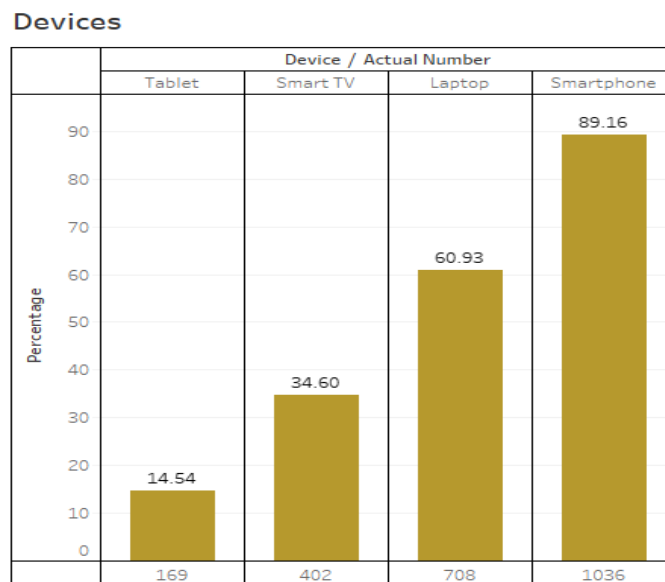
Fig. 4.11: Devices used for streaming

In Fig. 4.11, the responses related to the question 'Which of the following smart devices you use to watch online content?' were stated. From the responses, it was evident that most of the respondents were using smartphones (89.16%, n=1036) to

watch the contents of ESAs establishing the benefits of ESAs of watching anywhere/anytime. Since the screen size of smartphones had increased, the viewers didn't bother to watch the content on these devices. Another important reason for watching the content on these devices was mobility. The viewers had the option of watching the content even when they were on the move. Smartphones also provide privacy to the viewers. 60.93% (n=708) of the respondents were also using laptops to watch the content. With the advent of smart TVs, the viewers were also using the same for watching the content on ESAs (34.60%, n=402). Most of the smart TVs had the in-built provisions of leading streaming apps, and the same kept on updating whenever the OS of the smart TVs got an update. The other device used to watch content was tablets, wherein 14.54% of the respondents were using the same to watch the content of ESAs.

Table 4.12: Binge-Watching Status

Option	Actual Number	Percentage
Yes	617	53.098
No	545	46.902
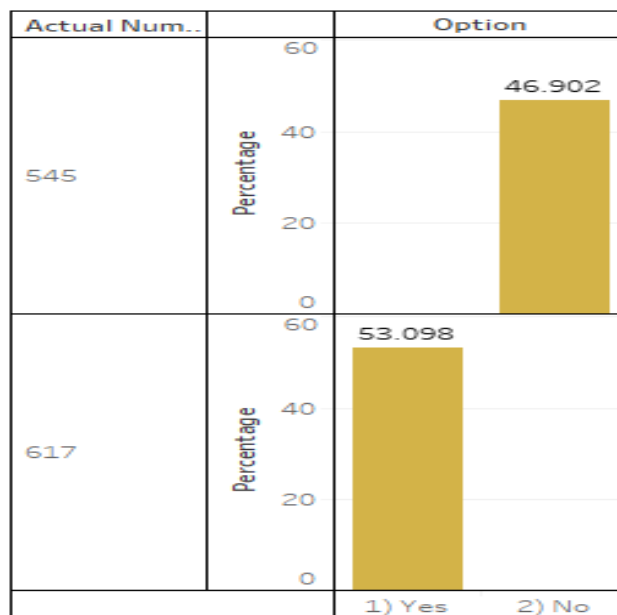
Fig. 4.12: Binge-Watching Status

Fig. 4.12 stated the responses related to the question' Do you Binge-Watch?'. As per the responses, 617 respondents responded in the affirmative that they did binge-watch (53%), wherein 545 respondents answered negatively, confirming that they did not binge-watch. Binge-watch is the practice of watching multiple episodes of a single serial/web series in quick succession; 2-4 episodes or more in a single sitting. Much research had undergone to understand binge-watching and the factors that motivate the viewers to go for binge-watching.

Table 4.13: Access to ESAs

Hours	Actual Number	Percentage
1	175	15.06
02-03	691	59.47
03-05	214	18.42
more than 5	82	7.06
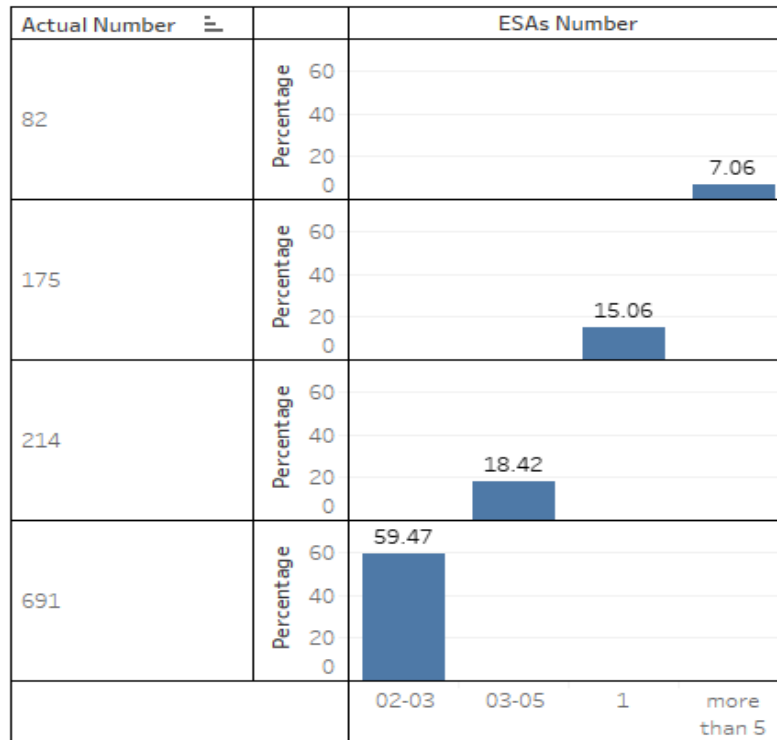
Fig. 4.13 : Access to ESAs

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Fig. 4.13 stated the responses to the question 'How many ESAs you have access to.' As per the responses, it was evident that 59.47% (n=691) respondents had access to 2-3 ESAs establishing that the respondents were watching content on more ESAs rather than sticking to one ESA only. It also confirmed that the viewers were more interested in content than becoming loyal to one ESA. 18.42% of the respondents had access to 4-5 ESAs, highlighting the importance of content. Only 175 respondents (15.06%) had access to one ESA, wherein 82 respondents had more than 5 ESAs. The viewers were moving from one ESA to another ESA for watching the content. The ESAs shall work on different strategies so that the viewers shall stick to one ESA rather than hop within the different ESAs. The younger generation was more prone to hopping as most young respondents had access to more than one ESA.

Table 4.14: ESAs Subscribed

Subscribed ESAs	Actual Number	Percentage
1	381	32.79
02-03	621	53.44
03-05	119	10.24
more than 5	41	3.53
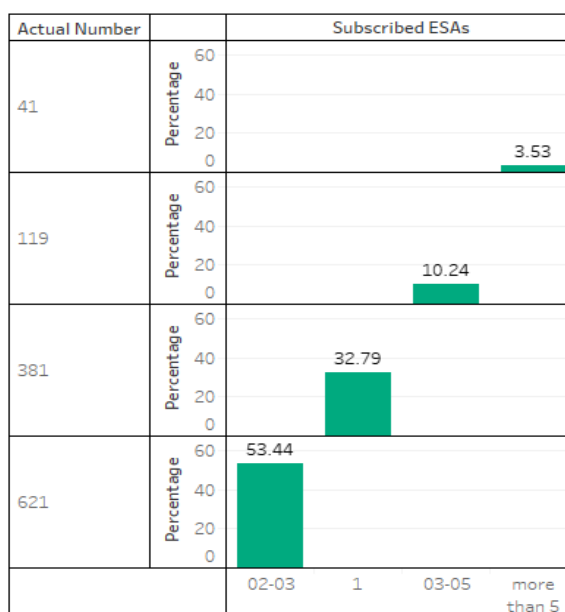
Fig. 4.14: ESAs Subscribed

Fig. 4.14 stated the responses related to the question 'How many ESAs you currently subscribe to?' It was pretty evident from the responses that 53.44% (n=621) of the respondents had subscribed to 2-3 ESAs. The result was in line with the earlier answers wherein 59.47% of the respondents had access to 2-3 ESAs. The result established the fact that the viewers were ready to pay to watch the content. On the other hand, 32.79% (n=381) of the respondents were subscribed to only one ESA, wherein 10.24% (n=119) respondents had subscribed to 4-5 ESAs. The responses established the fact the viewers were paying for the content. The young respondents had subscriptions to more than one ESA as they were more interested in the content, and they were not sticking to one ESA for watching the content. ESAs should have to develop the content as per the likings of the viewers so that they should not hop between different ESAs and should remain loyal to one ESA.

Table 4.15: Reasons to watch ESAs

Reason	Actual Number	Percentage
Free	794	68.33
Feel bored	561	48.28
Stressed	271	23.32
Want to relax	623	53.61
Any new series/movie is streaming	606	52.15
Want to entertain yourself	545	46.90
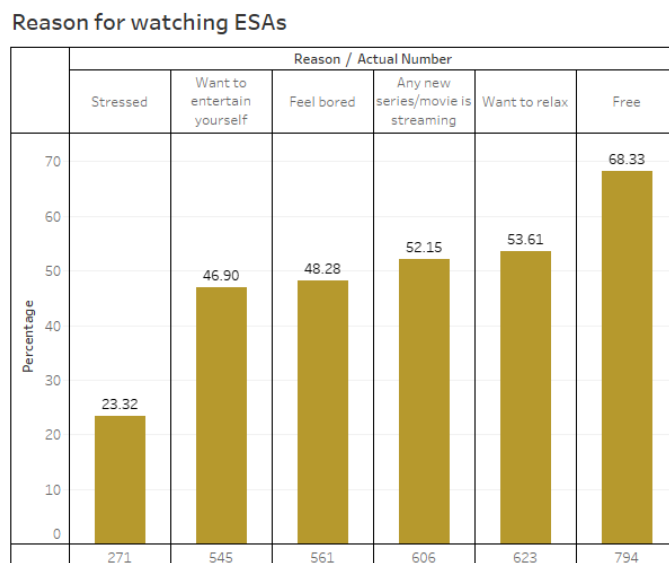
Fig. 4.15: Reasons to watch ESAs

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Fig. 4.15 revealed the responses related to the question "You watch content on ESAs when you are _____." It is evident from the responses that 68.33% (n=794) watch content on ESAs when they are free, followed by 53.61% of respondents (n=623) who watch the content on ESAs to relax. Not far behind, 52.15% (n=606) of the respondents watch content on the ESAs when any new series/movie is streaming, followed by 48.28% (n=561) respondents who watch content on ESAs feeling bored. Finally, 46.90% (n=545) of the respondents want to entertain themselves by watching the content on ESA. From the responses, it is clear that the maximum number of viewers tend to watch VoD services in their leisure time. The next most important factor responsible for viewing the content of OTT platforms is to relax, followed by streaming new series/movies/ new content. The same is also evident from the sharp rise in the viewership on Disney + Hostar when "Dil Bechara" of late Mr. Sushant Singh Rajput and "Laxmi Bomb" of Akshay Kumar were streamed. Similarly, the viewers binge-watch series like "Mirzapur" or "The Family Man."

The results about the general viewing habits of the viewers have been exhibited in the present chapter. The analysis of the data about the viewing habits reveals that the viewers come to know about the ESAs from their relatives/friends followed by advertisements both digital and TV. Further on, the viewers were watching the ESAs that they were aware of. For selecting the streaming apps to watch the content, the viewers consider the price the most important factor followed by content and streaming quality. Some of the important genres that are watched by the viewers are crime, comedy, romance, horror, etc. It is established without any doubt that the viewers have a hunger for quality content of varying categories. The viewers are also paying to watch quality content as most of the viewers are subscribed to two to three ESAs. It is also evident from the data that most of the respondents are watching the content on ESAs for more than a year highlighting the stickiness of the respondents with these platforms. As mobility and convenience are the factors that influence the viewers to watch the content on these platforms and most of the respondents are using smartphones and laptops to view the content, the same establish the factor of mobility in choosing the ESAs to view the content. The present chapter highlights the usage patterns of the viewers that will help the VoD service providers to understand the viewing behavior of the viewers in a better way.

Chapter – 5

FACTORS INFLUENCING INTENTION TO PURCHASE VOD SERVICES

The present chapter illustrates the data analysis to find the predictors that lead to the intention to purchase VoD services. The details of the steps followed to analyze the data are detailed below.

Once the face validity and internal reliability (Cronbach alpha) of the individual constructs were established during the pilot study of the instrument, the next step was to establish the validities (convergent and discriminant); a step involved in scale/instrument validation through confirmatory factor analysis. CFA is a method from the family of structural equation modeling (SEM). It studies the relationship between the manifest/exogenous variables (observed) and the latent/endogenous variables (unobserved). The relationships among latent variables are observed in structural equation modeling (SEM) and the same are studied as covariances/ correlations in SEM and not as structural relationships, i.e., regression (Gallagher & Brown, 2013). A few of the standard applications of CFA include scale validation and construct validation (Gallagher & Brown, 2013). Therefore, while doing CFA, it is mandatory to ascertain the convergent and discriminant validity of the constructs and the composite reliability of individual constructs.

5.1   OUTER LOADINGS

Outer loadings in the measurement model are the estimated relationships in the reflective measurements. The measurement model includes the unidirectional predictive relationship between the latent construct and its observed predictive indicators. The strength of the relationship between the two is represented by 'r" or 'beta.' The outer (indicator) loadings of each relationship between the latent construct and its observed indicators are given in table 5.1. These measurements are also used to calculate the AVE of each construct. The 'r'/'beta' of each relationship in the measurement model will affect the value AVE and, indirectly, the convergent

validity of the construct. The indicator loadings shall be greater than 0.7 (Hair et al., 2011). Since the outer loading of the relationship between observed item ATT3 and its latent construct attitude (ATT) was less than 0.7, the same was deleted and not considered in further calculations. As the AVE of the individual construct is computed as the average of all the squared outer loadings of the individual construct, it is proposed to delete those relationships whose outer loadings reduce the AVE of the respective construct (Hair et al., 2016). As the outer loading of the relationship between DES4 and DES reduced the AVE of DES, the same was deleted. After removing the items 'ATT3' and 'DES4' from the conceptual model, the PLS algorithm was again run, and the revised outer loadings of the relationships between different items and their respective constructs were depicted in Table 5.2

Table 5.1: Outer Loadings (Initial)

Exogenous/ Endogenous Variables	Items	Loadings
Attitude	ATT1	0.8111
	ATT2	0.7337
	ATT3	0.6822
	ATT4	0.6932
Content	CNT1	0.7929
	CNT2	0.7749
	CNT3	0.8198
	CNT4	0.8054
	CNT5	0.7806
Desire	DES1	0.8016
	DES2	0.8534
	DES3	0.8026
	DES4	0.7459

Exogenous/ Endogenous Variables	Items	Loadings
Lifestyle	LFSTY1	0.7021
	LFSTY2	0.749
	LFSTY3	0.7389
	LFSTY4	0.7313
	LFSTY5	0.7846
	LFSTY6	0.7155
	LFSTY7	0.7625
Negative Anticipated Emotion	NAE1	0.9015
	NAE2	0.9219
	NAE3	0.9441
	NAE4	0.9292
Positive Anticipated Emotion	PAE1	0.8316
	PAE2	0.857
	PAE3	0.8459
	PAE4	0.84
Perceived Behavioural Control	PBC1	0.7222
	PBC2	0.8459
	PBC3	0.8463
	PBC4	0.7817
Perceived Enjoyment	PE1	0.814
	PE2	0.8537
	PE3	0.8694
	PE4	0.7628

Exogenous/ Endogenous Variables	Items	Loadings
Perceived Ease of Use	PEOU1	0.7944
	PEOU2	0.8248
	PEOU3	0.8764
	PEOU4	0.8274
	PEOU5	0.8301
Purchase Intention	PI1	0.7066
	PI2	0.7638
	PI3	0.8399
	PI4	0.8057
Perceived Usefulness	PU1	0.7453
	PU2	0.8087
	PU3	0.7083
	PU4	0.6854
Subjective Norms	SBNM1	0.712
	SBNM2	0.8394
	SBNM3	0.7968
	SBNM4	0.8051

5.2   COMPOSITE RELIABILITY

Internal consistency refers to the state wherein the respondent responds to the same instrument in similar or almost similar circumstances. The establishment of the measuring instrument to be consistent is of utmost importance before collecting the data from the respondents. There are many methods by which the internal consistency of the measuring instrument can be established. Cronbach alpha is one of the measures to establish internal consistency. Composite reliability (CR) is another

way to test the internal consistency in scale items of each construct/variable studied in the research work. CR is considered more robust than Cronbach alpha, a measurement to establish internal consistency. When partial least squares (PLS) as the analysis method is employed, the reliability of the constructs/variables involved in the model will be examined (Aguirre-Urreta, Marakas & Ellis, 2013). In the present research work, the internal consistency of the measuring instrument was established through composite reliability. If the CR of each construct/factor/variable is more than 0.7, the CR of that construct/factor/variable correspondingly of the whole measuring instrument is established (Hair et al., 2016). Composite reliability of all the exogenous/endogenous variables was established as the CR value of each variable was more than 0.7 (table 5.2). With the establishment of CR of the exogenous/endogenous variables of the present research work, the instrument's internal consistency was also established. The same made the road for validating the measuring instrument.

Table 5.2: Outer Loadings and Reliability Analysis Measurement

(After deletion of few items)

Exogenous/Endogenous Variables	Items	Loadings	Composite Reliability	Cronbachs Alpha
Attitude	ATT1	0.8193	0.8131	0.6531
	ATT2	0.7876		
	ATT4	0.698		
Content	CNT1	0.7929	0.8956	0.8543
	CNT2	0.7749		
	CNT3	0.8198		
	CNT4	0.8054		
	CNT5	0.7806		
Desire	DES1	0.8421	0.8834	0.8019
	DES2	0.8796		
	DES3	0.8167		

Exogenous/Endogenous Variables	Items	Loadings	Composite Reliability	Cronbachs Alpha
Lifestyle	LFSTY1	0.7021	0.8949	0.8636
	LFSTY2	0.749		
	LFSTY3	0.739		
	LFSTY4	0.7313		
	LFSTY5	0.7845		
	LFSTY6	0.7154		
	LFSTY7	0.7625		
Negative Anticipated Emotion	NAE1	0.9011	0.9591	0.9431
	NAE2	0.9214		
	NAE3	0.9439		
	NAE4	0.9301		
Positive Anticipated Emotion	PAE1	0.8325	0.9081	0.8651
	PAE2	0.8601		
	PAE3	0.8444		
	PAE4	0.8374		
Perceived Behavioural Control	PBC1	0.7221	0.8767	0.8119
	PBC2	0.8415		
	PBC3	0.8514		
	PBC4	0.7807		
Perceived Enjoyment	PE1	0.814	0.8955	0.8439
	PE2	0.8537		
	PE3	0.8694		
	PE4	0.7628		

Exogenous/Endogenous Variables	Items	Loadings	Composite Reliability	Cronbachs Alpha
Perceived Ease of Use	PEOU1	0.7944	0.9177	0.8877
	PEOU2	0.8248		
	PEOU3	0.8765		
	PEOU4	0.8274		
	PEOU5	0.8301		
Purchase Intention	PI1	0.707	0.8614	0.7843
	PI2	0.7635		
	PI3	0.8398		
	PI4	0.8058		
Perceived Usefulness	PU1	0.7454	0.8269	0.7201
	PU2	0.8087		
	PU3	0.7083		
	PU4	0.6854		
Subjective Norms	SBNM1	0.7015	0.8686	0.797
	SBNM2	0.8428		
	SBNM3	0.7926		
	SBNM4	0.816		

5.3 CONVERGENT VALIDITY

Convergent validity is evidence of construct validity, and the same is an essential aspect in scale validation. The literal meaning of valid is "to be acceptable." The validity measures the extent to which a scale/instrument measures what it is supposed

to measure (Krabbe, 2016). Thus, the data is supposed to be collected through the questionnaire whose validity is proved. The first step in establishing the scale validation is to ascertain the convergent validity of the constructs/ factors/ exogenous/ endogenous variables. The establishment of convergent validity of an individual construct/factor also confirms that an individual construct/factor items are highly correlated (Chin & Yao, 2014). The convergent validity ensures that the items used to measure the construct/ factor/ exogenous/ endogenous variable can measure the respective one. The convergent validity of any construct is established; if the AVE of the particular construct is more than 0.5 (Fornell & Lacker, 1981). Hence, the measurement of AVE of every construct shall be considered a measurement of convergent validity of that particular construct. Each construct's convergent validity was ascertained with the AVE of each exogenous/endogenous variable to be more than 0.5 (table 5.3), proving the scale's validity.

Table 5.3 : Convergent Validity Analysis

Variables	ATT	CNT	DES	LFTSTY	NAE	PAE
AVE	0.593	0.6319	0.7166	0.5491	0.8543	0.7118
Variables	PBC	PE	PEOU	PI	PU	SBNM
AVE	0.641	0.6823	0.6906	0.6093	0.5453	0.6242

5.4 DISCRIMINANT VALIDITY

After establishing the convergent validity of the constructs, the next step involved in scale validation was to ascertain the discriminant validity of the scale. Campbell and Fiske (1959) had given the concept of discriminant validity. It is supposed to be established when the constructs that by definition are different should not correlate highly or are not associated with one another with a high degree (Hubley, 2014). If the discriminant validity is not proved, it is established that some of the constructs are highly correlated, and this is against the basic principle of discriminant validity. If

the same is not proved, the scale validation cannot be established, and the scale under consideration cannot be used to collect the data. If the sq. root of the AVE of each construct in the diagonal is more than the correlation coefficients (off-diagonal) for each construct in the relevant rows and columns, the discriminant validity is supposed to be proved (Fornell & Lacker, 1981). But, if the sq. root of AVE of any of the constructs in the diagonal is less than the correlation coefficients (off-diagonal) for any of the constructs in the relevant rows and columns, discriminant validity is not proved. If such a situation occurs, one of the standard methods used by the researchers is to remove one of the items (with the most negligible beta value) of the construct for which discriminant validity is not proved. By removing the item with the most insignificant beta value, the corresponding construct's AVE will improve, which will help in confirming the discriminant validity. Even if discriminant validity is not ascertained after removing the item, remove the following item from the same construct to improve the AVE further. The same will help establish the discriminant validity. The discriminant validity has to be confirmed for every construct. Since the sq. root of AVE (in bold) of each construct in the diagonal was more than the correlation coefficients (off-diagonal) for each construct in the relevant rows and columns (table 5.4), the discriminant validity was proved (Fornell & Lacker, 1981).

Table 5.4: Discriminant Validity

	ATT	CNT	DES	LFTSTY	NAE	PAE	PBC	PE	PEOU	PI	PU	SBNM
ATT	**0.7701**											
CNT	0.4945	**0.7949**										
DES	0.4437	0.5304	**0.8465**									
LFTSTY	0.4634	0.4907	0.5862	**0.7410**								
NAE	0.2074	0.1004	0.4609	0.4974	**0.9243**							
PAE	0.5693	0.4959	0.5708	0.5820	0.3174	**0.8437**						
PBC	0.4660	0.5336	0.3345	0.2771	-0.0797	0.4528	**0.8006**					
PE	0.5514	0.6439	0.5585	0.5846	0.1894	0.6296	0.5194	**0.8260**				
PEOU	0.4985	0.7115	0.4391	0.3907	-0.0007	0.4642	0.6288	0.6723	**0.8310**			
PI	0.5159	0.5674	0.5464	0.6885	0.3037	0.5484	0.4301	0.6581	0.5393	**0.7806**		
PU	0.5255	0.6504	0.4673	0.4559	0.1318	0.4644	0.5410	0.6615	0.7223	0.5667	**0.7384**	
SBNM	0.5187	0.3686	0.5033	0.5440	0.4059	0.5075	0.3097	0.4109	0.3148	0.5018	0.3724	**0.7901**

5.5   HTMT (HETEROTRAIT-MONOTRAIT RATIO)

In the last section, the discriminant validity among the constructs was ascertained based on criteria recommended by Fornell and Lacker (1981). But some researchers criticized the criteria of Fornell and Lacker (1981), and Henseler et al. (2015) criticized the criteria suggested by Fornell and Lacker (1981) in their works. Henseler et al. (2015) propositioned the new method of heterotrait-monotrait (HTMT) ratio of the correlations to establish the discriminant validity of the constructs. Kline (2015) proposed the threshold value of 0.85 of the HTMT ratio to establish discriminant validity, and (Gold et al., 2001; Hair et al., 2019) proposed the more liberal value of 0.90 to confirm the discriminant validity. As the HTMT ratio between different constructs was less than the threshold limit of 0.9 (Gold et al., 2001) (table 5.5), the discriminant validity among the constructs was ascertained. The values highlighted in yellow were more than the threshold value of 0.85 (Kline, 2015). Thus, the discriminant validity was not established based on the criterion value suggested by Kline (2015), but since these values were less than 0.90 (Gold, 2001), the discriminant validity was established among the constructs and as the HTMT ratios among other constructs were even less than 0.85, the discriminant validity based on a more conservative threshold value, i.e., 0.85 was also established (table 5.5)

Table 5.5: HTMT (Heterotrait-Monotrait Ratio)

	ATT	CNT	DES	LFSTY	NAE	PAE	PBC	PE	PEOU	PI	PU	SBNM
ATT												
CNT	0.66											
DES	0.613	0.643										
LFSTY	0.66	0.666	0.706									
NAE	0.263	0.11	0.526	0.476								
PAE	0.757	0.576	0.683	0.733	0.349							
PBC	0.64	0.638	0.414	0.413	0.096	0.542						
PE	0.742	0.759	0.68	0.791	0.209	0.735	0.627					
PEOU	0.654	0.817	0.523	0.557	0.038	0.531	0.74	0.777				
PI	0.717	0.686	0.689	0.874	0.359	0.664	0.53	0.803	0.638			
PU	0.725	0.79	0.54	0.591	0.158	0.55	0.708	0.788	0.893	0.681		
SBNM	0.721	0.447	0.63	0.618	0.468	0.612	0.389	0.504	0.377	0.64	0.463	

Once the discriminant validity among the constructs was established, the next step was to undergo collinearity diagnostics, wherein the multicollinearity among the exogenous variables of the inner models was checked. Finally, after confirming the discriminant validity based on the Fornell and Lacker criteria and the HTMT criteria proposed by Henseler et al. (2015), the collinearity analysis of the different inner models in the conceptual model was done.

5.6   COLLINEARITY DIAGNOSIS

Diagnosis of collinearity/multicollinearity is an essential aspect of scale validation. The situation where the predictor/independent variables have high correlation values is termed multicollinearity (Belsley et al., 1980). Under this situation, the validation of the measurement instrument is not possible (Allen, 1997). Therefore, to validate the scale, there has to be no collinearity between predictor variables of the internal measurement models. Different diagnostic tools measure multicollinearity among the predictor/independent/exogenous variables, and variation inflation factor (VIF) is one of the critical tools to measure the state of multicollinearity (Kim, 2019). As per Kim (2019), the VIF value between 5 and 10 infers an issue of multicollinearity in the scale. Based on the same, it can also be concluded that if the value of VIF is less than 5, the case of multicollinearity among the predictor variables shall be ruled out, which is vital for scale validation (Hair et al., 2011; Kock & Lynn, 2012). The other tool to diagnose multicollinearity is tolerance value. As per Hair et al. (2011), if the tolerance value is greater than 0.2, there is no issue of multicollinearity.

For inner model 1, where 'DES' acted as a dependent variable and 'ATT, NAE, PAE, PBC n SBNM' acted as independent variables, multicollinearity was diagnosed based on values VIF and Tolerance. The non-existence of multicollinearity was established among the predictor variables as the value of VIF was less than 5. Similarly, since the tolerance value was greater than 0.2, it was ascertained that there was no multicollinearity among the predictor/independent variables (Table 5.6a).

Table 5.6a: Collinearity Diagnosis (Desire as endogenous Variable)

Dependent Variable	Independent Variables	Unstandardized Coefficients b Value (Beta)	T Stats	p-value	Tolerance	Variance Inflation Factor (VIF)
DES: Desire	(Constant)	-6.045E-06	.000	1.000		
	ATT	.067	2.320	.021	.562	1.780
	NAE	.305	12.163	.000	.739	1.353
	PAE	.292	10.020	.000	.547	1.830
	PBC	.149	5.620	.000	.663	1.508
	SBNM	.150	5.382	.000	.595	1.680
PI: Purchase Intention						

For inner model 2, where 'PI' was a dependent variable and 'CNT, DES, LFSTY, PE, PEOU n PU' were independent variables, the multicollinearity diagnosis was checked based on values of VIF and Tolerance. The non-existence of multicollinearity was established among the predictor variables as the value of VIF was less than 5. Similarly, since the value of tolerance was greater than 0.2, the non-existence of multicollinearity among the predictor/independent variables was again established (Table 5.6b).

Table 5.6b: Collinearity Diagnosis (Purchase Intention as endogenous Variable)

Dependent Variable	Independent Variables	Unstandardized Coefficients b Value (Beta)	T Stats	p-value	Tolerance	Variance Inflation Factor (VIF)
PI	(Constant)	-2.665E-06	.000	1.000		
	CNT	.062	2.034	.042	.395	2.530
	DES	.116	4.691	.000	.590	1.695
	LFSTY	.384	14.290	.000	.500	1.999
	PE	.210	6.701	.000	.369	2.707
	PEOU	.070	2.179	.030	.347	2.882
	PU	.080	2.841	.005	.455	2.199
PI: Purchase Intention						

5.7   STRUCTURAL/ PATH MODEL

The path model epitomizes the relationship between the predictive (independent) and latent (dependent) variables. The relationship between the variables is portrayed in the conceptual model that is developed based on the extensive review of the literature and the underlying theoretical frameworks. The structural model works on the significance and relevance of the path coefficients and the models' predictive (Q^2) and explanatory power (R^2). As per (Ali et al. 2018; Ringle et al., 2020), model evaluation relies on the metrics that assess the path model's explanatory power. Many researchers consider the coefficient of determination (R^2) as one of the important metrics to propose the importance and significance of the relationships between the predictive and latent variables. Before measuring and discussing the model's explanatory power, the significance and relevance of the relationships between the variables are to be measured and established. In PLS-SEM, the same is administered using bootstrapping. As per Wong (2013), if the path coefficient has a *t* statistic of more than 1.96 with a two-tailed *t*-test at a 95% confidence level, the relationship's relevance and significance are supposed to be established. Since the *t* statistics of all the relationships was more than 1.96 (Table 5.7), the relationships between the latent and predictive variables were significant. It also established the relationship between the variables of the inner models as well as the outer model. *t* statistics of more than 1.96 also confirmed the rejection of null hypotheses and the acceptance of alternative hypotheses.

Table 5.7: Hypotheses Testing

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation	Standard Error	*t* Statistics	Alternative Hypothesis Status
ATT -> DES	0.0667	0.0681	0.0308	0.0308	2.1632	Accepted
CNT -> PI	0.0654	0.0659	0.0325	0.0325	2.0122	Accepted
DES -> PI	0.0649	0.0633	0.0324	0.0324	2.0022	Accepted
LFTSTY -> PI	0.414	0.4152	0.0307	0.0307	13.4659	Accepted

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation	Standard Error	*t* Statistics	Alternative Hypothesis Status
NAE-> DES	0.3052	0.3041	0.0244	0.0244	12.4895	Accepted
PAE -> DES	0.2923	0.2897	0.0367	0.0367	7.961	Accepted
PBC -> DES	0.1488	0.1502	0.0262	0.0262	5.6789	Accepted
PE -> PI	0.2121	0.2105	0.0317	0.0317	6.6831	Accepted
PEOU -> PI	0.0856	0.0855	0.0308	0.0308	2.7815	Accepted
PU -> PI	0.103	0.1047	0.0297	0.0297	3.471	Accepted
SBNM -> DES	0.1504	0.1517	0.0329	0.0329	4.576	Accepted

As the *t* statistics for the relationships were more than 1.96, the alternative hypothesis and the corresponding relationships were also confirmed. The relationship between ATT→DES had *t* statistics of 2.1632. It corroborated the significant influence of attitude (ATT) on developing the desire (DES). Similarly, the content (CNT) significantly influenced creating the intention (PI) to use VoD services as this relationship had *t* stats of 2.0122. Desire (DES) also played a part in developing purchase intention as the relationship had *t* statistics of 2.002. Finally, lifestyle (LFSTY) played a significant role in building the purchase intention of VoD services as the association had a high value of *t* statistics (13.4659).

Similarly, *t* stats for the relationship between negative anticipation emotion (NAE) and desire (DES) was 12.4895, which established the relationship to be significant. The relationship between positive anticipated emotion (PAE) and desire (DES) was significant as *t* stats were 7.961. The relationship between PBC →DES was significant as *t* stats had the value of 5.6789 that established the influence of perceived behavioral control on developing desire. Perceived enjoyment (PE) also had a considerable influence in developing purchase intention to use VoD services as *t* stats of the relationship had the value of 6.6831. The perceived ease of use (PEOU) significantly influenced the intention to use VoD services as the *t* stats of the relationship was 2.7815. Perceived usefulness (PU) had a significant influence on developing the intention to use VoD services (PI) as the *t* stats of the relationship was

3.471. Finally, the relationship between subjective norm (SBNM) and the desire (DES) was significant as the *t* stats of the relationship was 4.576, and SBNM was having an influence on developing the DES to use VoD services. As all the relationships were significant because the *t* stats for every relationship were more than 1.96, it was imperative to state that the researcher had succeeded in rejecting the Null hypothesis. Hence, the alternative hypothesis has been accepted. Therefore, the following 'Null hypotheses' had been rejected, and the alternative hypothesis had been accepted.

Null Hypothesis	Status
$H_0 1$: There is no relationship between attitude and desire.	Rejected
$H_0 2$: There is no relationship between subjective norms and desire.	Rejected
$H_0 3$: There is no relationship between perceived behavioral control and desire.	Rejected
$H_0 4$: There is no relationship between positive anticipated emotion and desire.	Rejected
$H_0 5$: There is no relationship between negative anticipated emotion and desire.	Rejected
$H_0 6$: There is no relationship between content and intention to purchase VoD services.	Rejected
$H_0 7$: There is no relationship between PEOU and intention to purchase VoD services.	Rejected
$H_0 8$: There is no relationship between PU and intention to purchase VoD services.	Rejected
$H_0 9$: There is no relationship between PE and intention to purchase VoD services.	Rejected
$H_0 10$: There is no relationship between lifestyles and intention to purchase VoD services.	Rejected
$H_0 11$: There is no relationship between desire and intention to purchase VoD services.	Rejected

5.8   COEFFICIENT OF DETERMINATION (R^2)

The variability in the dependent variable brought by the independent variables is generally determined by the coefficient of determination, and the same also determine the predictive accuracy of the conceptual model. R^2 denotes the coefficient of determination' and the same is represented in '%.' The R^2 assesses the variance explained for each endogenous variable. As per Shmueli and Koppius (2011), the model's explanatory power is also measured by R^2. The higher the value of R^2, the higher is the variability being explained by the independent variable/s in the dependent variable. The values of R^2 that are used to describe the model's explanatory power are 0.25, 0.5, and 0.75, and the explanatory power of the model is considered weak, moderate, and substantial (Hair et al., 2011; Henseler et al., 2009). The range indicated by Hair et al. (2011) and Henseler et al. (2009) was considered for the present research work. The coefficient of determination for the different models (inner and outer) was provided in table 5.8, wherein the independent variables 'ATT, PBC, SBNM, PAE, NAE' were able to predict 46.25% of the variability in the dependent variable 'DES' (desire). The independent variables 'DES, CNT, PEOU, PE, PU, LFSTY' were able to predict 58.23% of the variation in the dependent variable 'PI' (intention to use VoD services).

5.9   CROSS VALIDATED REDUNDANCY MEASURE (Q^2) (PREDICTIVE RELEVANCE)

The coefficient of determination (R^2) is not the only way to assess the model's explanatory power. Another way to evaluate the predictive accuracy of the PLS path model is to calculate the Q^2 value (Geisser, 1974). The value of Q^2 is calculated by administering the procedure of blindfolding in PLS-SEM. Blindfolding is a re-use technique that deletes the data points. The process of blindfolding requires an omission distance denoted by D. As per Hair et al. (2016), D (omission distance) may have a value ranging from 5 to 12. The default value of D is seven, but D's value shall be such that if the value of 'D' is divided by the sample size 'n,' the quotient

shall not be a whole number. The quotient of 'D' and sample size shall be in fractions only. Hence, it was suggested to check the quotient before undergoing the blindfolding procedure. As per Sarstedt et al. (2017), an exogenous construct's small, medium, or large predictive relevance, for a specific endogenous construct is denoted by the Q^2 values of 0.02, 0.15, and 0.35, respectively. As the Q^2 for the endogenous variable 'DES' was 0.3267 and for 'PI,' the same was 0.3451 (Table 5.8), the predictive relevance for both the variables was considered medium (Bin-Nashwan et al. 2019; Sarstedt et al., 2017). It established the predictive relevance of factors (ATT, PBC, SBNM. PAE, NAE) on DES to use VoD services. Similarly, the predictive relevance of factors (DES, CNT, PEOU, PE, PU, LFSTY) on intention to use VoD services was also established.

Table 5.8: Coefficient of Determination n Cross validated redundancy measure

Endogenous Variable	R^2	Explanation	SSO	SSE	$Q^2 =$ 1-SSE/SSO	Predictive Relevance
DES	.4625	Weak to Medium	3486	2347.15	0.3267	Medium
PI	.5823	Medium	4648	3044.04	0.3451	Medium

5.10 EFFECT SIZE OF EXOGENOUS VARIABLES OF ENDOGENOUS VARIABLE (F^2)

Effect size represents the significance of the relationship between the independent and dependent variables. The same is different from interpreting the significance of the relationships based on p-values or t-stats. There is profound criticism of interpreting the significance of the relationships based on p-values or t-stats. Hence, the interpretation of the significance based on effect size (f^2) is administered (Nakagawa & Cuthill, 2007). The researchers are reporting both t-stats and f^2 to

determine the significance of the relationships (Huberty, 2002; Fidler et al., 2005). Whether the predictive/independent variables are bringing any significant change in the latent/dependent variable or not is determined by the effect size (f^2). *t*-stats highlight the significance/non-significance of the relationship, whereas f^2, determines the effect of the independent variable on the dependent variable. As per Cohen (1988), the effect size can be determined with three effect sizes, i.e., weak, medium, and high, and the same are represented with the f^2 values ranging from less than 0.02 (negligible effect) to 0.02 to 0.15 (weak effect), to 0.15-0.35 (medium) and greater than 0.35 (strong). The effect size of every independent variable (ATT, SBNM, PBC, PAE, NAE) on the dependent variable (DES) had been given in table 5.9, wherein it was evident all the independent variables (SBNM, PBC, PAE, NAE) had a weak effect on DES except one, i.e., ATT which had a negligible effect on the independent variable (DES).

Table 5.9: Effect Size (f^2) (Exogenous Variables 'n' Endogenous Variable 'DES')

Predictor	Endogenous Variable	R^2 incl.	R^2 excl.	R^2 incl.-R^2 excl.	$1-R^2$ incl.	Effect Size (f^2)	Remarks
ATT		0.4625	0.46	0.0025	0.5375	0.00465	Negligible
SBNM		0.4625	0.449	0.0135	0.5375	0.02512	Weak
PBC	DES	0.4625	0.448	0.0145	0.5375	0.02698	Weak
PAE		0.4625	0.416	0.0465	0.5375	0.08651	Weak
NAE		0.4625	0.393	0.0695	0.5375	0.1293	Weak

Similarly, the effect sizes of the independent variables of the other inner model on the dependent variable (PI) were given in table 5.10. It was evident that the effect size of the independent variables (CNT, PEOU, PU) was negligible on the intention to purchase VoD services, whereas the effect size of LFSTY was medium on the intention to purchase VoD services for DES and PE had the weak effect size on the intention to purchase VoD service

Table 5.10: Effect Size (f^2) (Exogenous Variables 'n' Endogenous Variable 'PI')

Predictor	Endogenous Variable	R^2 incl.	R^2 excl.	R^2 incl.-R^2 excl.	1-R^2 incl.	Effect Size (f^2)	Remarks
DES		0.5824	0.575	0.0074	0.4176	0.01772	Weak
CNT		0.5824	0.58	0.0024	0.4176	0.00575	Negligible
PEOU	Purchase Intention	0.5824	0.58	0.0024	0.4176	0.00575	Negligible
PU		0.5824	0.58	0.0024	0.4176	0.00575	Negligible
PE		0.5824	0.566	0.0164	0.4176	0.03927	Weak
LFSTY		0.5824	0.515	0.0674	0.4176	0.1614	Medium

It was established that the relationships between independent variables like DES, CNT, PEOU, PU, PE, LFSTY, and the dependent variable were significant. In addition, the relationships between the antecedents (ATT, SBNM, PBC, PAE, NAE) of DES and DES were substantial. The coefficient of determination (R^2) of both the inner models was also found to be medium, and the predictive relevance of the models was also found to be substantial. The effect size of some of the relationships was found to be either negligible or weak, or medium, but since the relationships were found to be significant with predictive relevance to be substantial, the less than expected value of f^2 was acceptable.

The results about the factors influencing the intention to purchase VoD services are exhibited in the present chapter. The analysis started with establishing the convergent and discriminant validity of the scale followed by ascertaining the significance of the relationships of the conceptual model. The coefficient of determination and the predictive relevance of the model were also computed and found to be within the acceptable limits of acceptance. The analysis of the data revealed that the predictors: DES, CNT, PEOU, PU, PE, and LFSTY were influencing the intention to purchase VoD services. Among the predictors, lifestyles were the most important factor followed by perceived enjoyment (PE), perceived usefulness (PU), perceived ease of

use (PEOU), content, and desire. The relationships between the predictor variables and the predicted variable were found to be significant. Hence, the VoD service providers shall work on factors like lifestyles, PE, PU, PEOU to entice the individuals to purchase VoD services to watch the content. As the present research is intended to study the factors that influence the intention to use VOD services, the stakeholders like VoD service providers, telecom companies, and viewers are supposed to be benefitted/be affected by the present research work. With more adoption of the VoD services, the viewer, as well as the subscriber base of the service providers, will increase. The telecom companies will also be benefitted as with the increase in the viewer base, the data consumption will also increase that, in turn, will lead the revenue to increase and lastly, the customers will also be benefitted as they will view the new content with a lot of freedom and convenience.

Chapter – 6

FACTORS INFLUENCING CONSUMPTION ENHANCEMENT OF VOD SERVICES

The present chapter illustrates the data analysis related to studying the effect of factors like consumer satisfaction, perceived value, engagement, and retention equity on consumption enhancement of VoD services. Furthermore, the chapter explains the steps involved in analyzing the data to understand the importance of the different understudy factors in enhancing the consumption of VoD services.

After establishing the internal reliability (Cronbach alpha) of the individual constructs during the pilot study of the instrument, the next step was to establish the validities (convergent and discriminant) through confirmatory factor analysis, and the same was necessary for scale validation. Confirmatory factor analysis (CFA) is an analysis method that belongs to the family of structural equation modeling (SEM). It focuses on the relationship between the manifest/exogenous variables (observed) and the latent/endogenous variables (unobserved). Some of the most common applications of CFA include scale validation and construct validation (Gallagher & Brown, 2013). The convergent and discriminant validity and composite reliability were supposed to be established during CFA.

6.1 OUTER LOADINGS

The outer loadings reported in table 6.1 represented the strength between the individual item and its construct. The strength of the relationship is also called 'r' or 'beta.' The unidirectional relationships between the predictor items and their latent constructs constitute the measurement model. The values of beta (outer loadings) also play a part in determining the convergent validity of the individual constructs, represented by AVE. As per Hair et al. (2011), the value of outer loading shall be greater than 0.7; else, the relationships with loadings having lower values will reduce the AVE of that construct. As the loadings between ATT3→ ATT (r=0.6822), CONS_ENH6→CONS_ENH (r=0.582), PER_VAL1 → PER_VAL (r=0.672),

PER_VAL*4* $\rightarrow$ PER_VAL (*r*=0.6037), PU4$\rightarrow$PU (*r*=0.6855), RET_EQ1$\rightarrow$ RET_EQ (*r*=0.6498) were less than 0.7, all the relationships with lower loadings were removed. As the AVE was estimated by calculating the average of squared outer loadings of every construct, it was proposed to delete those whose outer loadings reduced the AVE of the respective construct (Hair et al., 2016).

Table 6.1: Outer Loadings (Initial)

Exogenous/ Endogenous Variables	Items	Loadings
Actual Buying Behavior	ABB1	0.8164
	ABB2	0.8646
	ABB3	0.8489
	ABB4	0.8446
Attitude	ATT1	0.8112
	ATT2	0.7337
	ATT3	0.6822
	ATT4	0.6932
Content	CNT1	0.7927
	CNT2	0.7749
	CNT3	0.82
	CNT4	0.8054
	CNT5	0.7807
Consumption Enhancement	CONS_ENH1	0.8237
	CONS_ENH2	0.8282
	CONS_ENH3	0.7764
	CONS_ENH4	0.7992
	CONS_ENH5	0.8103
	CONS_ENH6	0.582
Desire	DES1	0.8015
	DES2	0.8534
	DES3	0.8027
	DES4	0.7459

Exogenous/ Endogenous Variables	Items	Loadings
Engagement	ENG1	0.8694
	ENG2	0.864
	ENG3	0.8123
	ENG4	0.8075
	ENG5	0.7223
Flow Experience	FLEXP1	0.8141
	FLEXP2	0.8393
	FLEXP3	0.7442
	FLEXP4	0.6435
	FLEXP5	0.8186
Lifestyle	LFSTY1	0.703
	LFSTY2	0.7497
	LFSTY3	0.7398
	LFSTY4	0.7304
	LFSTY5	0.7838
	LFSTY6	0.7149
	LFSTY7	0.7618
Negative Anticipation Emotion	NAE1	0.9015
	NAE2	0.9219
	NAE3	0.9441
	NAE4	0.9292
Positive Anticipated Emotion	PAE1	0.8316
	PAE2	0.857
	PAE3	0.8459
	PAE4	0.84
Perceived Behavioral Control	PBC1	0.7222
	PBC2	0.8459
	PBC3	0.8463
	PBC4	0.7817

Exogenous/ Endogenous Variables	Items	Loadings
Perceived Enjoyment	PE1	0.8143
	PE2	0.8535
	PE3	0.8695
	PE4	0.7625
Perceived Ease of Use	PEOU1	0.7943
	PEOU2	0.8248
	PEOU3	0.8766
	PEOU4	0.8273
	PEOU5	0.83
Perceived Value	PER_VAL1	0.672
	PER_VAL2	0.6971
	PER_VAL3	0.8079
	PER_VAL4	0.6037
	PER_VAL5	0.7395
	PER_VAL6	0.7234
Purchase Intention	PI1	0.7116
	PI2	0.754
	PI3	0.8391
	PI4	0.81
Perceived Usefulness	PU1	0.7464
	PU2	0.8088
	PU3	0.7072
	PU4	0.6855
Retention Equity	RET_EQ1	0.6498
	RET_EQ2	0.8182
	RET_EQ3	0.8385
	RET_EQ4	0.7326
	RET_EQ5	0.7719

Exogenous/ Endogenous Variables	Items	Loadings
Satisfaction	SAT1	0.8062
	SAT2	0.7704
	SAT3	0.8225
	SAT4	0.8221
	SAT5	0.833
Subjective Norms	SBNM1	0.712
	SBNM2	0.8394
	SBNM3	0.7968
	SBNM4	0.8051
Trust	TRST1	0.7933
	TRST2	0.8439
	TRST3	0.826
	TRST4	0.7522
	TRST5	0.7109

The initial AVE of every construct was illustrated in table 6.2.

Table 6.2: Convergent Validity (AVEs of constructs 'Initial')

Construct	ABB	ATT	CNT	CONS_ENH	DES	ENG	FLEXP	LFTSTY	NAE	PAE
AVE	0.71	0.592	0.632	0.6666	0.643	0.667	0.601	0.549	0.854	0.712

Construct	PBC	PE	PEOU	PER_VAL	PI	PU	RET_EQ	SAT	SBNM	TRST
AVE	0.64	0.682	0.691	0.5788	0.609	0.637	0.6549	0.6579	0.624	0.619

As the outer loadings of some of the constructs were less than 0.7, it was proposed to remove those outer loading while calculating the AVE of the respective construct. As the AVE of DES (0.643) and LFTSTY (0.549) were on the lower side, it was proposed to delete the relationships with the most negligible loading value among all the other outer loadings for that construct. Hence, the relationships DES4→DES, LFSTY4→LFSTY, LFSTY5→LFSTY and LFSTY6→LFSTY were deleted so that

the AVE of the constructs DES and LFSTY shall improve. The AVEs of all the constructs after deleting the relationships were reported in table 6.4. After removing the relationships with outer loadings having a value less than 0.7, the next step was to calculate the AVE of the individual constructs that would help in establishing the convergent validity of the constructs.

6.2 RELIABILITY MEASUREMENT

Internal consistency is when the respondent's same response is furnished when the same instrument collects the responses in similar or almost similar circumstances. Therefore, establishing the measuring instrument to be consistent is of utmost importance before collecting the data from the respondents. There are many methods by which the measuring instrument's internal consistency can be established. Cronbach alpha is one of the measures to establish internal consistency. Composite reliability (CR) is another way to test the internal consistency in scale items of each construct/variable studied in the research work. CR is considered more robust in place of Cronbach alpha, a measurement to establish internal consistency. The composite and internal reliability measurements were done, and the results for the same were illustrated in table 6.3. As the value of composite reliability and internal reliability measured using Cronbach alpha was more than 0.6 for every construct, the composite reliability and internal reliability of every construct were established.

Table 6.3: Outer Loadings and Reliability measurement

Exogenous/ Endogenous Variables	Items	Loadings	Composite Reliability	Cronbachs Alpha
Actual Buying Behaviour	ABB1	0.8164	0.9081	0.8651
	ABB2	0.8646		
	ABB3	0.8489		
	ABB4	0.8446		
Attitude	ATT1	0.8193	0.8131	0.6531
	ATT2	0.7877		
	ATT4	0.698		

Exogenous/ Endogenous Variables	Items	Loadings	Composite Reliability	Cronbachs Alpha
Content	CNT1	0.7926	0.8956	0.8543
	CNT2	0.775		
	CNT3	0.8201		
	CNT4	0.8053		
	CNT5	0.7807		
Consumption Enhancement	CONS_ENH1	0.8362	0.909	0.875
	CONS_ENH2	0.8273		
	CONS_ENH3	0.7751		
	CONS_ENH4	0.8213		
	CONS_ENH5	0.8209		
Desire	DES1	0.8419	0.8834	0.8019
	DES2	0.8795		
	DES3	0.817		
Engagement	ENG1	0.8696	0.9089	0.8741
	ENG2	0.8636		
	ENG3	0.813		
	ENG4	0.8055		
	ENG5	0.7241		
Elow Experience	FLEXP1	0.815	0.8818	0.8315
	FLEXP2	0.8402		
	FLEXP3	0.7454		
	FLEXP4	0.6396		
	FLEXP5	0.8183		
Lifestyle	LFSTY1	0.8037	0.8698	0.7992
	LFSTY2	0.8276		
	LFSTY3	0.8224		
	LFSTY7	0.7061		

Exogenous/ Endogenous Variables	Items	Loadings	Composite Reliability	Cronbachs Alpha
Negative Anticipation Emotion	NAE1	0.9011	0.9591	0.9431
	NAE2	0.9214		
	NAE3	0.9439		
	NAE4	0.9301		
Positive Anticipated Emotion	PAE1	0.8325	0.9081	0.8651
	PAE2	0.8601		
	PAE3	0.8444		
	PAE4	0.8374		
Perceived Behavour Control	PBC1	0.7221	0.8767	0.8119
	PBC2	0.8415		
	PBC3	0.8515		
	PBC4	0.7807		
Perceived Enjoyment	PE1	0.8145	0.8955	0.8439
	PE2	0.8534		
	PE3	0.8695		
	PE4	0.7624		
Perceived Ease of Use	PEOU1	0.7944	0.9177	0.8877
	PEOU2	0.8248		
	PEOU3	0.8767		
	PEOU4	0.8272		
	PEOU5	0.8299		
Perceived Value	PER_VAL2	0.6872	0.8455	0.7551
	PER_VAL3	0.8297		
	PER_VAL5	0.7721		
	PER_VAL6	0.7471		

Exogenous/ Endogenous Variables	Items	Loadings	Composite Reliability	Cronbachs Alpha
Purchase Intention	PI1	0.7164	0.861	0.7843
	PI2	0.7496		
	PI3	0.8377		
	PI4	0.8102		
Perceived Usefulness	PU1	0.7905	0.8403	0.7144
	PU2	0.845		
	PU3	0.757		
Retention Equity	RET_EQ2	0.8456	0.883	0.8215
	RET_EQ3	0.8701		
	RET_EQ4	0.7025		
	RET_EQ5	0.8088		
Satisfaction	SAT1	0.8059	0.9057	0.8698
	SAT2	0.7707		
	SAT3	0.8226		
	SAT4	0.822		
	SAT5	0.833		
Subjective Norm	SBNM1	0.7015	0.8686	0.797
	SBNM2	0.8428		
	SBNM3	0.7926		
	SBNM4	0.816		
Trust	TRST1	0.7943	0.89	0.8451
	TRST2	0.8445		
	TRST3	0.8265		
	TRST4	0.7508		
	TRST5	0.7098		

6.3 CONVERGENT VALIDITY

Convergent validity is one of the ways to establish construct validity, and the same is also an essential aspect in scale validation. The literal meaning of valid is "to be acceptable." The validity is the extent to which a scale/instrument measures what it is supposed to measure (Krabbe, 2016). Thus, before collecting the data through the questionnaire, the validity of the instrument/questionnaire is considered to be established, and the first step in establishing the scale validation is to confirm the convergent validity of the constructs/factors/exogenous/endogenous variables that are the part of the conceptual model. The high correlation of an individual construct/factor/variable items is proved if the convergent validity of the same construct/factor/variable is established (Chin & Yao, 2014). The convergent validity confirms that the items used to measure the construct/factor/exogenous/endogenous variable can measure the same one. As per Fornell & Lacker (1981), the convergent validity of any construct is established if the average variance extracted (AVE) of that particular construct is more than 0.5. Hence, AVE is the measurement of convergent validity. As the AVE of each exogenous/endogenous variable was more than 0.5 (table 6.4), the convergent validity of every construct was established. The establishment of convergent validity also proved the validity of the scale.

Table 6.4: Convergent Validity (Average Variance Expected 'AVE')

Variable	ABB	ATT	CNT	CONS_ENH	DES	ENG	FLEXP	LFSTY	NAE	PAE
AVE	0.7120	0.5930	0.6319	0.6666	0.7166	0.6672	0.6010	0.6264	0.8543	0.7118

Variable	PBC	PE	PEOU	PER_VAL	PI	PU	RET_EQ	SAT	SBNM	TRST
AVE	0.6410	0.6823	0.6906	0.5788	0.6085	0.6373	0.6549	0.6579	0.6242	0.6189

6.4 DISCRIMINANT VALIDITY

After establishing the convergent validity, the next step involved in scale validation was to confirm the discriminant validity of the scale. Campbell and Fiske (1959) had given the concept of discriminant validity. Discriminant validity is supposed to be

established when the constructs that, by definition and as per literature review, should not correlate highly, are not associated with one another with a high degree (Hubley, 2014). If the discriminant validity is not proved, some of the constructs are highly correlated, which is against the basic principle of the same. Hence, the discriminant validity is to be established to validate the scale. If the sq. root of the AVE of each construct in the diagonal is more than the correlation coefficients (off-diagonal) for each construct in the relevant rows and columns, the discriminant validity is supposed to be proved (Fornell & Lacker, 1981). But, if the sq. root of AVE of any of the constructs in the diagonal is less than the correlation coefficients (off-diagonal) for any of the constructs in the relevant rows and columns, discriminant validity is not proved. If such a situation occurs, one of the standard methods used by the researchers is removing one of the items (with the most negligible beta value) of the construct for which discriminant validity is not proved. By removing the item with the most insignificant beta value, the corresponding construct's AVE will improve heling to confirm the discriminant validity. If discriminant validity is not established even after removing the item, the next item with the most insignificant beta value was to be removed from the same construct to improve the AVE and further confirm the discriminant validity. Since the sq. root of AVE (in bold) of each construct was higher than the correlation coefficients (table 6.5), the discriminant validity of the constructs was proved and hence, the scale validation was also done (Fornell & Lacker, 1981).

Table 6.5: Discriminant Validity

	ABB	ATT	CNT	CONS ENH	DES	ENG	FLEXP	LFSTY	NAE	PAE	PBC	PE	PEOU	PER VAL	PI	PU	RET EQ	SAT	SBNM	TRST
ABB	**0.8438**																			
ATT	0.5024	**0.7701**																		
CNT	0.6034	0.4945	**0.7949**																	
CONS `ENH	0.5771	0.4227	0.4430	**0.8165**																
DES	0.5360	0.4438	0.5304	0.5717	**0.8465**															
ENG	0.6009	0.5061	0.4909	0.7337	0.5557	**0.8168**														
FLEXP	0.6488	0.4784	0.5111	0.6281	0.5500	0.6861	**0.7752**													
LFSTY	0.6428	0.4786	0.5462	0.6694	0.5812	0.7038	0.6880	**0.7915**												
NAE	0.1985	0.2074	0.1004	0.4544	0.4609	0.4392	0.3744	0.4430	**0.9243**											
PAE	0.5220	0.5693	0.4959	0.5507	0.5708	0.6001	0.5967	0.6097	0.3174	**0.8437**										
PBC	0.4745	0.4660	0.5336	0.2633	0.3345	0.2756	0.3841	0.3241	-0.0797	0.4528	**0.8006**									
PE	0.6843	0.5514	0.6439	0.5268	0.5585	0.5857	0.6377	0.6378	0.1892	0.6295	0.5195	**0.8260**								
PEOU	0.5932	0.4985	0.7115	0.3679	0.4391	0.4202	0.4673	0.4501	-0.0007	0.4642	0.6288	0.6724	**0.8310**							
PER VAL	0.5575	0.4638	0.5462	0.7218	0.5778	0.7142	0.6151	0.6563	0.3718	0.5594	0.3104	0.5833	0.4836	**0.7608**						
PI	0.7392	0.5178	0.5714	0.5648	0.5466	0.6478	0.6541	0.7049	0.2988	0.5498	0.4350	0.6609	0.5449	0.6075	**0.7801**					
PU	0.5840	0.5255	0.6506	0.4370	0.4671	0.4847	0.5158	0.4936	0.1312	0.4643	0.5414	0.6618	0.7228	0.4956	0.5696	**0.7983**				
RET EQ	0.5422	0.4453	0.4534	0.7535	0.5287	0.7595	0.6451	0.6700	0.4702	0.5499	0.2193	0.5308	0.3453	0.7515	0.6300	0.4222	**0.8093**			
SAT	0.7024	0.5414	0.6267	0.5590	0.5224	0.6457	0.6533	0.5777	0.1579	0.5612	0.4864	0.6811	0.6257	0.6357	0.6653	0.6311	0.5757	**0.8111**		
SBNM	0.3790	0.5187	0.3686	0.4852	0.5033	0.5159	0.4427	0.5211	0.4059	0.5075	0.3097	0.4108	0.3148	0.4926	0.5004	0.3722	0.4972	0.4442	**0.7901**	
TRST	0.6132	0.4832	0.6062	0.5826	0.4906	0.6879	0.6327	0.5836	0.2531	0.5241	0.3954	0.6004	0.5407	0.7078	0.6301	0.5670	0.6863	0.7205	0.4025	**0.7867**

6.5 HTMT (HETEROTRAIT-MONOTRAIT RATIO)

Earlier, divergent validity (discriminant validity) had been established based on criteria suggested by Fornell and Lacker (1981). But, some researchers had criticized the criteria proposed by Fornell and Lacker (1981) to establish discriminant validity. One of the works in which this criterion was criticized was by Hanseler et al. (2015). Henseler et al. (2015) proposed the method of heterotrait-monotrait (HTMT) ratio of the correlations to prove the divergent validity of the constructs. The more conservative threshold value of 0.85 of HTMT ratio was proposed by Kline (2015) to establish discriminant validity, and the more liberal value of 0.90 to confirm the same was proposed by (Gold et al., 2001; Hair et al., 2019). Since the HTMT ratio between different constructs was less than the threshold limit of 0.9 (Gold et al., 2001), the divergent validity among the constructs was established (Table 6.6). As the values highlighted in the yellow were more than the threshold value of 0.85 (Kline, 2015), the discriminant validity of the constructs was not established. Still, since these values were less than 0.90 (Gold, 2001), divergent validity was established among the constructs. As the HTMT ratios among other constructs were less than 0.85, the divergent validity was established based on a more conservative threshold value, i.e., 0.85 (table 6.6).

Table 6.6: Discriminant Validity based on HTMT ratio

	ABB	ATT	CNT	CONS_ENH	DES	ENG	FLEXP	LFSTY	NAE	PAE	PBC	PE	PEOU	PER_VAL	PI	PU	RET_EQ	SAT	SBNM	TRST
ABB																				
ATT	0.667																			
CNT	0.699	0.660																		
CONS_ENH	0.661	0.557	0.508																	
DES	0.645	0.613	0.643	0.681																
ENG	0.686	0.666	0.563	0.838	0.662															
FLEXP	0.751	0.643	0.590	0.746	0.671	0.813														
LFSTY	0.775	0.660	0.666	0.781	0.706	0.820	0.838													
NAE	0.221	0.263	0.110	0.500	0.526	0.486	0.440	0.476												
PAE	0.602	0.757	0.576	0.631	0.683	0.688	0.702	0.733	0.349											
PBC	0.565	0.640	0.638	0.308	0.414	0.322	0.453	0.413	0.096	0.542										
PE	0.800	0.742	0.759	0.612	0.680	0.677	0.748	0.791	0.209	0.735	0.627									
PEOU	0.675	0.654	0.817	0.416	0.523	0.472	0.527	0.557	0.038	0.531	0.740	0.777								
PER_VAL	0.690	0.658	0.679	0.886	0.742	0.875	0.777	0.834	0.440	0.691	0.403	0.732	0.594							
PI	0.889	0.717	0.686	0.686	0.689	0.781	0.808	0.874	0.359	0.664	0.530	0.803	0.638	0.791						
PU	0.671	0.725	0.790	0.489	0.540	0.554	0.567	0.591	0.158	0.550	0.708	0.788	0.893	0.627	0.681					
RET_EQ	0.580	0.566	0.461	0.867	0.609	0.871	0.748	0.781	0.568	0.619	0.208	0.570	0.334	0.873	0.758	0.444				
SAT	0.807	0.719	0.726	0.638	0.626	0.734	0.757	0.708	0.172	0.647	0.579	0.796	0.713	0.784	0.797	0.763	0.597			
SBNM	0.459	0.721	0.447	0.584	0.630	0.620	0.550	0.618	0.468	0.612	0.389	0.504	0.377	0.637	0.640	0.463	0.612	0.535		
TRST	0.714	0.647	0.711	0.672	0.594	0.794	0.749	0.706	0.282	0.610	0.475	0.710	0.626	0.884	0.766	0.691	0.729	0.840	0.489	

Once the discriminant validity among the constructs was established based on both Fornell and Lacker criteria and the HTMT criteria suggested by Henseler et al. (2015), the next step in the analysis was to establish the collinearity analysis among the different inner models in the conceptual model.

6.6   COLLINEARITY DIAGNOSIS

Diagnosis of collinearity/multicollinearity is an essential aspect of scale validation. Multicollinearity is when the predictor/independent variables are highly correlated (Belsley, Kuh, and Welsch, 1980). Under this situation, the confirmation of the measurement instrument is not possible (Allen, 1997). Different diagnostic tools measure multicollinearity among the predictor/independent/exogenous variables, and variation inflation factor (VIF) is one of the essential tools to measure the state of multicollinearity (Kim, 2019). As per Kim (2019), if the value of VIF is higher than 5 to 10, there is an issue of multicollinearity in the scale.

Thus, it can also be concluded that if the value of VIF is less than 5, there is no issue of multicollinearity among the predictor variables (Hair et al., 2011; Kock & Lynn, 2012). The other tool to diagnose multicollinearity is tolerance value. As per Hair et al. (2011), if the tolerance value is greater than 0.2, there is no issue of multicollinearity.

In inner model 1, 'DES' acted as a dependent variable, and 'ATT, NAE, PAE, PBC n SBNM' acted as independent variables. The issue of multicollinearity was diagnosed by analyzing the values of 'VIF' and 'tolerance.' As the value of VIF was less than 5, the predictor variables had no collinearity among themselves (Kim, 2019). Similarly, the tolerance value was greater than 0.2, establishing a non-occurrence of multicollinearity among the predictor/independent variables (Hair et al., 2011) (Table 6.7a).

Table 6.7a: Collinearity Diagnosis (Desire as Endogenous Variable)

| Dependent Variable | Independent Variables | Unstandardized Coefficients | | | Statistics of Collinearity | |
		b value (Beta)	*t* Stats	*p*-value	Tolerance	Variance Inflation Factor (VIF)
DES	(Constant)	2.94264E-06	.000	1.000		
	ATT	.067	2.320	.021	.562	1.780
	PAE	.292	10.019	.000	.547	1.830
	NAE	.305	12.163	.000	.739	1.353
	SBNM	.150	5.382	.000	.595	1.680
	PBC	.149	5.620	.000	.663	1.508
DES: Desire						

In model 2, 'PI' was an independent variable wherein 'CNT, DES, LFTSY, PE, PEOU, and PU' were independent variables. The values of VIF and tolerance were calculated using the collinearity diagnosis in SPSS, and since VIF had a value less than five and the tolerance had a value greater than 0.2, the issue of multicollinearity among the predictor variables was non-existent (Hair et al., 2011) (Table 6.7b)

Table 6.7b: Collinearity Diagnosis (Purchase Intention as Endogenous Variable)

| Dependent Variable | Independent Variables | Unstandardized Coefficients | | | Statistics of Collinearity | |
		b value (Beta)	*t* Stats	*p*-value	Tolerance	Variance Inflation Factor (VIF)
PI	(Constant)	1.259E-07	.000	1.000		
	CNT	.062	2.049	.041	.395	2.531
	DES	.115	4.665	.000	.590	1.695
	LFSTY	.383	14.233	.000	.500	2.000
	PE	.211	6.730	.000	.369	2.707
	PEOU	.073	2.256	.024	.347	2.883
	PU	.079	2.787	.005	.455	2.200
PI: Purchase Intention						

The inner model 3 had 'SAT' as a dependent variable and variables 'ABB, FLEXP' as independent variables. The issue of collinearity was studied by calculating the values of VIF and tolerance. The values of VIF and tolerance were reported in table 6.7c, and since the value of VIF was less than five and the value of tolerance was greater than 0.2, there was no issue of multicollinearity among the independent variables in inner model 3 (Hair et al., 2011; Kim, 2019).

Table 6.7c: Collinearity Diagnosis (Satisfaction as Endogenous Variable)

Dependent Variable	Independent Variables	Unstandardized Coefficients b value (Beta)	*t* Stats	*p*-value	Statistics of Collinearity Tolerance	Variance Inflation Factor (VIF)
SAT	(Constant)	4.191E-06	.000	1.000		
	ABB	.481	18.803	.000	.579	1.727
	FLEXP	.341	13.335	.000	.579	1.727
SAT: Satisfaction						

Inner model 4 had 'CONS_ENH' as the dependent variable and RET_EQT, TRST, PER_VAL, SAT, ENG' as independent variables. The issue of multicollinearity among the independent variables was diagnosed by analyzing the values of VIF and tolerance. As per Hair et al. (2011), if the value of VIF was less than five and the value of tolerance was greater than 0.2, it can be established that there was no issue of multicollinearity among the predictor variables. Therefore, for the inner model 4, the values of VIF and tolerance were reported in table 6.7d. As the value of VIF was less than five and the value of tolerance was greater than 0.2, there was no issue of multicollinearity among the independent variables of the inner model 4.

Table 6.7d: Collinearity Diagnosis

(Consumption Enhancement as Endogenous Variable)

Dependent Variable	Independent Variable	Unstandardized Coefficients			Statistics of Collinearity	
		b value (Beta)	*t* Stats	*p*-value	Tolerance	Variance Inflation Factor (VIF)
CONS_ENH	(Constant)	1.957E-06	.000	1.000		
	RET_EQT	.329	11.858	.000	.381	2.626
	TRST	.075	2.591	.010	.352	2.842
	PER_VAL	.282	9.648	.000	.343	2.919
	SAT	.081	3.085	.002	.423	2.365
	ENG	.289	9.624	.000	.326	3.065
CONS_ENH: Consumption Enhancement						

Since there was no issue of multicollinearity among the internal models, the next step was structural modeling/path analysis, wherein hypotheses testing, model's predictive relevance, and explanatory power of the internal and external models were also ascertained.

6.7 STRUCTURAL/ PATH MODEL

The relationships between the predictive (independent) and latent (dependent) variables are represented by the structural/path model. The relationship between the predictive and latent variables is illustrated in the conceptual model developed based on the extensive review of the literature and the underlying theoretical frameworks. Furthermore, the relationships between the variables had the support of past research. Hence, the structural model focuses on the significance and relevance of the path coefficients and the models' predictive (Q^2) and explanatory power (R^2).

As per (Ali et al. 2018; Ringle et al., 2020), the model evaluation relies on the metrics that assess the path model's explanatory power. Most of the researchers use the coefficient of determination (R^2) to predict the explanatory nature/power of the model. But, before measuring and discussing the model's explanatory power, the

strength and significance 'n' relevance of the relationships between the variables were to be measured and established. In PLS-SEM, the same is administered using bootstrapping. As per Wong (2013), if the path coefficient has a t statistic of more than 1.96 with a two-tailed t-test at a 95% confidence level, the relationship's relevance and significance are established. Since the t statistics of all the relationships was more than 1.96 (Table 6.8), the relationship between the variables (independent and dependent) was significant. It also established the relationship between the variables of the inner models as well as the outer model. t statistics of more than 1.96 also confirmed that the null hypotheses were rejected, and the alternative hypotheses were accepted.

Table 6.8: Hypothesis Testing

	Original Sample	Sample Mean	Standard Deviation	Standard Error	t Statistics	Alternative Hypotheses
ABB -> SAT	0.481	0.4784	0.0301	0.0301	15.9634	Accepted
ATT -> DES	0.0667	0.0702	0.0308	0.0308	2.17	Accepted
CNT -> PI	0.062	0.0621	0.0342	0.0342	1.8105*	Accepted
DES -> PI	0.1155	0.1144	0.0323	0.0323	3.5714	Accepted
ENG -> CONS_ENH	0.2887	0.288	0.0338	0.0338	8.5443	Accepted
ENG -> RET_EQ	0.7367	0.737	0.0192	0.0192	38.2736	Accepted
FLEXP -> SAT	0.3412	0.3442	0.0294	0.0294	11.6225	Accepted
LFSTY -> PI	0.3828	0.3835	0.0325	0.0325	11.7874	Accepted
NAE -> DES	0.3051	0.3041	0.0253	0.0253	12.048	Accepted
PAE -> DES	0.2922	0.29	0.0359	0.0359	8.1488	Accepted
PBC -> DES	0.1488	0.1482	0.0252	0.0252	5.8992	Accepted
PE -> PI	0.2105	0.2106	0.0339	0.0339	6.2023	Accepted
PEOU -> PI	0.0729	0.0722	0.0291	0.0291	2.5037	Accepted
PER_VAL -> CONS_ENH	0.2825	0.2815	0.0379	0.0379	7.4464	Accepted

	Original Sample	Sample Mean	Standard Deviation	Standard Error	*t* Statistics	Alternative Hypotheses
PER_VAL -> FLEXP	0.6151	0.616	0.0235	0.0235	26.2021	Accepted
PI -> ABB	0.7397	0.7394	0.0171	0.0171	43.1478	Accepted
PU -> PI	0.0786	0.0795	0.0287	0.0287	2.7347	Accepted
RET_EQ -> CONS_ENH	0.3293	0.3313	0.035	0.035	9.4158	Accepted
SAT -> CONS_ENH	0.0813	0.083	0.0332	0.0332	2.4474	Accepted
SAT -> ENG	0.6454	0.645	0.0218	0.0218	29.5981	Accepted
SAT -> TRST	0.7205	0.7209	0.022	0.022	32.6804	Accepted
SBNM -> DES	0.1504	0.1519	0.0332	0.0332	4.537	Accepted
TRST -> CONS_ENH	0.0748	0.0771	0.0368	0.0368	2.0316	Accepted

* Significant at 90%

The relationship between actual buying behavior and satisfaction (ABB→SAT) was significant as the relationship's *t* stats were 15.9634. Further on, the relationship between attitude and desire (ATT→DES) was also significant as the *t* stats of the relationship were 2.17, more than the threshold limit of 1.96, establishing the fact that attitude influenced developing the desire to use VoD services. The relationship between content and intention to use VoD services (CNT→PI) was also significant at a 90% significant level as the *t* stats of the said relationship was 1.81015. Desire was also influencing the intention to use VoD services (DES→PI) as the *t* stats of the relationship was 3.5714. The independent variable engagement (ENG) was also influencing consumption enhancement of VoD services (ENG→CONS_ENH) as the *t* stats of the relationship was 8.5443. The relationship between engagement and retention equity was also significant, with a *t* stats value of 38.2736. It established that the engagement influenced the retention equity towards the VoD services (RET_EQ→ENG). The relationship between flow experience and satisfaction was significant, like the *t* stats of the relationship was 11.6225 (FLWEXP→SAT). The

relationship between lifestyle and intention to use VoD services was also significant as the *t* stats of the LFSTY→PI was 11.7874. NAE had a considerable effect on the desire to use VoD services (NAE→DES) as the *t* stats of the relationship was 12.048. The relationship between PAE and the desire to use VoD services was also significant. The *t* stats of PAE→DES was 8.1488 and the same established that positive anticipated emotion influenced the desire to use VoD services. The relationship between perceived behavioral control and desire to use VoD services was significant as the relationship's *t* stats were 5.8992 (PBC→DES). The *t* stats of the relationship between PE and intention to use VoD services was 6.2023 which establishes the influence of PE in building the intention to use VoD services (PE→PI). The relationship between PEOU and intention to use VoD services was significant, with *t* stats of the relationship to be 2.5037 (PEOU→PI). The variable perceived value influenced consumption enhancement of VoD services as the *t* stats of the relationship was 7.4464 (PER_VAL→CONS_ENH). The relationship between perceived value and flow experience was also significant as the *t* stats of PER_VAL→FLWEXP was 26.2021, establishing the influence of the perceived value of flow experience. The relationship between intention to use VoD services and the actual buying behavior of the users was found to be significant as the *t* stats of the relationship was 43.1478(PI→ABB). It was established that PU influenced intention to use VoD services as the *t* stats of the relationship was 2.7347 (PU→PI). The relationship between retention equity and consumption enhancement of VoD services was significant as the *t* stats were 9.4158 (RET_EQ→CONS_ENH). The *t* stats of the relationship between satisfaction and consumption enhancement of VoD services was 2.4474 establishing the influence of satisfaction on enhancing the consumption of VoD services (SAT→CONS_ENH). The satisfaction influenced engagement as the relationship's *t* stats was 29.5981 (SAT→ENG). The relationship between satisfaction and trust was found to be significant as the *t* stats of the SAT→TRST was 32.6804 that established the influence of satisfaction on building trust among the viewers of VoD services. The variable subjective norm influenced the desire to use VoD services as the *t* stats of the relationship was 4.5737 (SBNM→DES). The relationship between trust and consumption enhancement was significant as the relationship's *t* stats were 2.0316 (TRST→CONS_ENH).

Null Hypothesis	Status
$H_0 1$: There is no relationship between attitude and desire.	Rejected
$H_0 2$: There is no relationship between subjective norms and desire.	Rejected
$H_0 3$: There is no relationship between perceived behavioral control and desire.	Rejected
$H_0 4$: There is no relationship between positive anticipated emotion and desire.	Rejected
$H_0 5$: There is no relationship between negative anticipated emotion and desire.	Rejected
$H_0 6$: There is no relationship between content and intention to purchase VoD services.	Rejected
$H_0 7$: There is no relationship between PEOU and intention to purchase VoD services.	Rejected
$H_0 8$: There is no relationship between PU and intention to purchase VoD services.	Rejected
$H_0 9$: There is no relationship between PE and intention to purchase VoD services.	Rejected
$H_0 10$: There is no relationship between lifestyles and intention to purchase VoD services.	Rejected
$H_0 11$: There is no relationship between desire and intention to purchase VoD services.	Rejected
$H_0 12$: There is no relationship between the intention to use VoD services and the actual purchase behavior of VoD services.	Rejected
$H_0 13$: There is no relationship between actual purchase behavior and satisfaction towards VoD services.	Rejected
$H_0 14$: There is no relationship between the perceived value of VoD services and flow experience towards VoD services.	Rejected
$H_0 15$: There is no relationship between flow experience towards VoD services and satisfaction towards VoD services.	Rejected
$H_0 16$: There is no relationship between satisfaction towards VoD services and consumption enhancement of VoD services.	Rejected
$H_0 17$: There is no relationship between satisfaction towards VoD services and engagement with VoD services.	Rejected

H$_0$18: There is no relationship between engagement with VoD services and retention equity towards VoD services.	Rejected
H$_0$19: There is no relationship between retention equity towards VoD services and consumption enhancement of VoD services.	Rejected
H$_0$20: There is no relationship between satisfaction towards VoD services and trust towards VoD services.	Rejected
H$_0$21: There is no relationship between trust towards VoD services and consumption enhancement of VoD services.	Rejected
H$_0$22: There is no relationship between the perceived value of VoD services and consumption enhancement of VoD services.	Rejected
H$_0$23: There is no relationship between engagement with VoD services and consumption enhancement of VoD services.	Rejected

6.8 COEFFICIENT OF DETERMINATION (R^2)

The coefficient of determination generally determines how the independent variables explain variability in the dependent variable and determines the model's predictive accuracy. The coefficient of determination is denoted by R^2, and the same is represented in '%.' The variance in each endogenous variable is measured by. As per Shmueli and Koppius (2011), the model's explanatory power is also measured by R^2. More the value of R^2, more variability in the dependent variable is explained by the independent variable/s. The R^2 may have '1' as the maximum value that suggests the whole of the variability in the dependent variable is explained by the independent variables. But such a situation is scarce where the independent variables under study explain the variability in the dependent variable. The rough thumb rule to define the acceptable value of R^2 is 0.25, 0.5, and 0.75, and the same are considered weak, moderate, and substantial (Hair et al., 2019; Henseler et al., 2009). The range suggested by (Hair et al., 2011; Henseler et al., 2009) was considered for the present research work. The coefficient of determination for the different models (inner and outer) was provided in table 6.9, wherein the independent variables 'ATT, PBC, SBNM, PAE, NAE' could predict 46.25% of the variability in the dependent variable 'DES' (desire). The independent variables 'DES, CNT, PEOU, PE, PU, LFSTY' were able to predict 58.24% of the variability in the dependent variable 'PI'

(intention to use VoD services). The independent variables 'ABB, FLEXP' were able to predict 56.07% variability in the dependent variable 'SAT' and the variability in the dependent variable 'CONS_ENH' was explained to 66.06% by the independent variables 'ENG, RET_EQ, SAT, TRST, PER_VAL' (Table 6.9).

6.9 CROSS VALIDATED REDUNDANCY MEASURE (Q^2) (PREDICTIVE RELEVANCE)

The coefficient of determination (R^2) is not the only way to evaluate the model's explanatory power. There is another way to assess the PLS path model's accuracy predictive, and the same is done by calculating the Q^2 value (Geisser, 1974). The value of Q^2 is calculated by administering the procedure of blindfolding in PLS-SEM. Blindfolding is a reuse technique that deletes the data points. For this purpose, the process requires an omission distance D. A value for the omission distance D between 5 and 12 is recommended in the literature (Hair et al., 2016). The default value of D is seven, but the value of D shall be such that if the value of 'D' is divided by the sample size 'n,' the quotient shall not be a whole number. The quotient of 'D' and sample size shall be in fractions only. Hence, it was suggested to check the quotient before undergoing the blindfolding procedure. As per Sarstedt et al. (2017), an exogenous construct's small, medium, or large predictive relevance, for a specific endogenous construct is denoted by the Q^2 values of 0.02, 0.15, and 0.35, respectively. As the Q^2 for the endogenous variable 'DES' was 0.3267 and for 'PI,' the same was 0.3443 (Table 6.9), the predictive relevance for both the variables was considered medium (Bin-Nashwan et al. 2019; Sarstedt et al., 2017). Similarly, the Q^2 for the endogenous variable 'CONS_ENH' was 0.4358, and for 'SAT,' the same was 0.36653 (Table 6.9). The predictive relevance for both the variables was considered large/substantial (Bin-Nashwan et al., 2019; Sarstedt et al., 2017). It also established the predictive relevance of factors (ATT, PBC, SBNM. PAE, NAE) on DES to use VoD services. Similarly, the predictive relevance of factors (DES, CNT, PEOU, PE, PU, LFSTY) on intention to use VoD services was also established. It also established the predictive relevance of factors (ABB, FLEXP) on satisfaction, and similarly, the predictive relevance of factors (ENG, RET_EQ, SAT, TRST, PER_VAL) on CONS_ENH was also established.

Table 6.9: Coefficient of Determination (R^2) and Cross Validated Redundancy Measure (Q^2)

Total	R^2	Explanation	SSO	SSE	1-SSE/SSO	Predictive Relevance (Q^2)
CONS_ENH	.6606	Medium	5810	3278.0712	0.4358	Large/ Substantial
DES	.4625	Medium	3486	2347.1782	0.3267	Medium
PI	.5824	Medium	4648	3047.6622	0.3443	Medium
SAT	.5607	Medium	5810	3680.6852	0.3665	Large/ Substantial

6.10 EFFECT SIZE (F^2) (EXOGENOUS VARIABLES AND ENDOGENOUS VARIABLE)

Effect size (f^2) represents the significance of the relationship between the independent and dependent variables. The same is administered in the analysis as many researchers have criticized the interpretation of the significance of the relationships based on p-values or t-stats. Nakagawa and Cuthill (2007) emphasized the importance of effect size in determining the significance of the relationships between the independent and dependent variables. The researchers are reporting both t-stats and f^2 to assess the significance of the relationships (Huberty, 2002; Fidler et al., 2005). The effect size (f^2 value) determines whether the independent variables are bringing any significant change in the dependent variable or not. t-stats highlight the significance/non-significance of the relationship, whereas f^2, determines the effect of the independent variable on the dependent variable. As per Cohen (1988), the effect size can be determined with three effect sizes, i.e., weak, medium, and strong, and the same are represented with the f^2 values ranging from less than 0.02 (negligible effect) to 0.02 to 0.15 (weak effect), to 0.15-0.35 (medium) and greater than 0.35 (strong). The effect size of every independent variable (ATT, SBNM, PBC, PAE, NAE) on the dependent variable (DES) had been given in table 6.10, wherein it was evident that all the independent variables (SBNM, PBC, PAE, NAE) had a weak effect on DES except one, i.e., ATT which had a negligible effect on the independent variable (DES).

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Table 6.10: Effect Size (f^2) (Exogenous Variables 'n' Endogenous Variable 'DES')

Predictor	Endogenous Variable	R^2 incl.	R^2 excl.	R^2 incl.- R^2 excl.	$1-R^2$ incl.	Effect Size (f^2)	Explanation
ATT		0.4625	0.46	0.0025	0.5375	0.0047	Negligible
SBNM		0.4625	0.449	0.0135	0.5375	0.0251	Weak
PBC	Desire (DES)	0.4625	0.448	0.0145	0.5375	0.0270	Weak
PAE		0.4625	0.416	0.0465	0.5375	0.0865	Weak
NAE		0.4625	0.393	0.0695	0.5375	0.1293	Weak

Similarly, the effect size of the independent variables (DES, ST, PEOU, PU, PE, LFSTY) on the dependent variable was postulated in table 6.11. It was evident that CNT, PEOU, and PU had a negligible effect on the intention to use VoD services. In contrast, DES and PE had a weak effect on the intention to use VoD services, and the variable LFSTY had a medium effect on the intention to use VoD services. Thus, it established that the variable LFSTY had more effect on the intention to use VoD services than other variables. The relationships of other independent variables on intention to use VoD services were significant. Still, the effect size of the relationships was either weak or negligible, highlighting the less importance of these variables in building the intention to use VoD services.

Table 6.11: Effect Size (f^2) (Exogenous Variables 'n' Endogenous Variable 'PI')

Predictor	Endogenous Variable	R^2 incl.	R^2 excl.	R^2 incl.- R^2 excl.	$1-R^2$ incl.	Effect Size (f^2)	Explanation
DES		0.5824	0.575	0.0074	0.4176	0.0177	Weak
CNT		0.5824	0.581	0.0014	0.4176	0.0034	Negligible
PEOU	Purchase Intention (PI)	0.5824	0.58	0.0024	0.4176	0.0057	Negligible
PU		0.5824	0.58	0.0024	0.4176	0.0057	Negligible
PE		0.5824	0.566	0.0164	0.4176	0.0393	Weak
LFSTY		0.5824	0.515	0.0674	0.4176	0.1614	Medium

Similarly, the effect size of the relationship between ABB and FLEXP (independent variables) and SAT (dependent variable) was presented in table 6.12, wherein it was established that the effect size of the ABB and FLEXP on SAT was medium, highlighting the importance of these two variables on the developing satisfaction (SAT) among the viewers who were using the VoD services to view the content.

Table 6.12: Effect Size (f^2) (Exogenous Variables 'n' Endogenous Variable 'SAT')

Predictor	Endogenous Variable	R^2 incl.	R^2 excl.	R^2 incl.- R^2 excl.	$1-R^2$ incl.	Effect Size (f^2)	Explanation
ABB	Satisfaction (SAT)	0.5607	0.427	0.1337	0.4393	0.30435	Medium
FLEXP		0.5607	0.493	0.0677	0.4393	0.15411	Medium

The effect size of the relationships between independent variables (ENG, RET_EQ, SAT, TRST, PER_VAL) and the dependent variable (CONS_ENH) had been mentioned in table 6.13. From the effect size values, it was established that the variables (ENG, RET_EQ, and PER_VAL) had a weak effect on the consumption enhancement of VoD services wherein SAT, and TRST had a negligible effect on the consumption enhancement of VoD services. All the relationships were significant based on T-stats but based on effect size (f^2), either the independent variables had a weak effect on the dependent variable or negligible effect on the dependent variable.

Table 6.13: Effect Size (f^2) (Exogenous Variables 'n' Endogenous Variable 'CONS_ENH)

Predictor	Endogenous Variable	R^2 incl.	R^2 excl.	R^2 incl.- R^2 excl.	$1-R^2$ incl.	Effect Size (f^2)	Explanation
ENG	Consumption Enhancement (CONS_ENH)	0.6606	0.634	0.0266	0.3394	0.07837	Weak
RET_EQ		0.6606	0.619	0.0416	0.3394	0.12257	Weak
SAT		0.6606	0.658	0.0026	0.3394	0.00766	Negligible
TRST		0.6606	0.659	0.0016	0.3394	0.00471	Negligible
PER_VAL		0.6606	0.634	0.0266	0.3394	0.07837	Weak

The results about the factors influencing the consumption enhancement of VoD services are exhibited in the present chapter. The analysis of the data was done using PLS-SEM ver. 2.0 and ver. 3.2.9. The analysis started with establishing the convergent and divergent validity of the scale (Fornell & Lacker, 1981; Henseler et al., 2015), and then, the importance of the relationships of the conceptual model was also ascertained. The coefficient of determination and the predictive relevance of the model were also computed and found to be within the acceptable limits of acceptance. The analysis of the data revealed that the factors: satisfaction (SAT), engagement (ENG), retention equity (RET_EQ), trust (TRST), and perceived values (PER_VAL) were influencing the consumption enhancement (CONS_ENH) of VoD services. Among the predictors, retention equity was the most important factor followed by engagement, perceived values, satisfaction, and trust that lead to the consumption enhancement of VoD services. The relationships between the predictor variables and the predicted variable were found to be relevant and significant. As retention equity is the most important factor that enhances the consumption of VoD services, the VoD service providers shall develop policies to retain the customers as the retained customers will bring more revenues for the companies by restricting themselves to showcase the hopping behavior. The companies shall develop policies to increase the engagement levels of the viewers with their respective platforms and the same will also enhance the consumption of VoD services as engagement is the second most important factor among all the factors under study.

Chapter – 7

MODERATION EFFECT OF DEMOGRAPHIC VARIABLES

The present chapter illustrates the analysis of the data to study the moderation effect of demographics variables of age, gender, marital status, and occupation on intention to consume and consumption enhancement of VoD services. Furthermore, the chapter explains the steps involved in studying whether the demographic variables of age, gender, marital status, and occupation moderate the relationships that lead to the intention to consumer VoD services and the relationships that lead to the consumption enhancement of VoD services or not.

7.1 MULTIGROUP ANALYSIS (MGA)

In today's times, most researchers are skeptical about the assumption of homogeneity in the sample from which the data was collected. Hence, many researchers have started talking about heterogeneity, where perceptions and evaluations with heterogeneity among the products and services form market segmentation. Chin and Dibbern (2010) deliberated on ignoring heterogeneity and stressed that the ignorance of the same often leads to questionable conclusions. In the last few years, it has been established by many researchers that the data that is taken from the population is considered homogeneous, most of the time failing to assess whether subgroups in the data have significant differences among themselves. Hence, this concern can be addressed with the Multigroup analysis (MGA) approach recommended by many researchers of the present times (Hair et al., 2017).

MGA enables researchers to check for variations between different groups in two identical models when the groups are known. MGA analysis in SmartPLS 3 is one of the sought methods to assess moderation among the multiple subgroups among the data. For MGA analysis, the data shall be divided into subgroups based on various demographic variables like gender, age groups, education, occupation, or income groups, the categorical variables.

In the present research work, the subgroups had been created for demographic variables like gender, age group, occupation, and marital status. As per Hair et al. (2017), the subgroups are supposed to be in equal size. Hence, the data was divided into different subgroups for different variables. The details of the subgroups for other variables are illustrated in table 7.1

Table 7.1: Subsets of Demographic Variables

Sr. No	Demographic Variable	Subgroups generated	Subgroup Name
1	Gender	2	Male
			Female
2	Marital Status	2	Married
			Single
3	Occupation	3	Student
			Private
			Professional
4	Age group	3	15-20 yrs.
			20-25 yrs.
			25-30 yrs.

7.2   TEST FOR MEASUREMENT INVARIANCE

Hult et al. (2008) suggested that the failure to establish measurement invariance may lead to the low power of statistical tests, the inadequate precision of estimators, and misleading results. Hence, before administering MGA on the difference sub-groups of demographic variables, the test of measurement invariance had to be done. Henseler et al. (2016) proposed the procedure to measure invariance in the model, and the same was called the measurement invariance of composite models (MICOM). MICOM procedure has three steps; step I involves assessing configural

invariance, step II involves assessing compositional invariance, and step III involves assessing the equality of a composite's mean value and variance across groups. The partial measurement invariance is confirmed when both configural invariance (Step I) and compositional invariance (Step II) is established. Once both the variances are found, the researchers can compare the path coefficients with the MGA. On the other hand, full measurement invariance is established if, in addition to fulfilling the partial measurement invariance (Step I and Step II), composites exhibit equal means and variances across the groups (Step III). Hence, with either partial measurement invariance or full measurement invariance, the researchers can perform the MGA to study the moderation effect of the categorical variables on all the relationships of the conceptual model.

Before undergoing MGA with different demographic variables, the process of MICOM was followed with the demographic variables like gender (2 subgroups), age (3 subgroups), marital status (2 groups), and occupation (3 subgroups), respectively. Firstly, MICOM was administered on gender variable, and the partial measurement invariance was confirmed, but full measurement invariance was not achieved as some of the relationships were not exhibiting either equal means or variance across the groups. Similarly, MICOM was done on the 'age' variable having three subgroups. However, even in the 'age' variable, the partial measurement invariance was established. Once the measurement invariance was established, either partial or full, the researchers can assess group differences using MGA in PLS-SEM. In the present research work, after undergoing 'MICOM' on gender and age variables, 'MICOM' was also administered on 'occupation and 'marital status, and it was found that there was full measurement invariance in the case of the 'occupation' variable and in case of 'marital status,' there was partial measurement invariance. As partial or full measurement invariance was established for all the four categorical variables, the next step in administering moderation was to run MGA on the data using different subgroups of the categorical variables (gender, age, occupation, and marital status).

7.3 MODERATION EFFECT OF GENDER

As per Hair et al. (2017), the total data of 1162 respondents were divided into male and female groups with relatively equal sizes of subgroups. The moderation effect of variable 'Gender' was administered on the different relationships of the conceptual model to study whether the gender difference affected the intention to use VoD services and consumption enhancement of VoD services. The moderation effect of 'Gender' on the relationships was analyzed using SmartPLS 3.2.9. Initially, in SmartPLS, new subgroups of gender variables were created, and the subgroups were named 'Male' and 'Female' groups as there were only two unique values in the gender variable. Once the groups were created, multi-group analysis was done using the 'Male' and 'Female' groups. During the MGA, the complete bootstrapping option was selected so that the parametric analysis of the MGA shall be done. Once the MGA was done using both the groups, table 7.2 was generated, which established that the gender variable was not moderating any of the relationships depicted in the conceptual model except for one relationship. The gender variable moderated the relationship between PER_VAL and FLEXP, i.e., the path coefficient difference of male and female subgroups was on the higher side and was also significant as the T value of the difference between the path coefficients of both the groups was more than 1.96 (t-Value=2.126 'highlighted'). Similarly, the p-value was also less than 0.05 (p-Value=0.034, 'highlighted'). Hence, it was proved that the 'Male' and 'Female' subgroups affected the relationship between PER_VAL and FLEXP. In contrast, the rest of the relationships were not affected by the gender variable having two subgroups. This established the fact that the gender variable was not moderating any of the relationships except one. The non-moderating effect of the 'gender' variable on different relationships of the conceptual model established no difference among the subgroups of gender variables.

Table 7.2: Multi Group Analysis of Gender on different relationships of the conceptual model (study the moderation effect of 'Male' and 'Female' groups)

Relationships	Path Coefficients-diff (Male - Female)	t-value (|Male vs Female|)	p-Value (Male vs Female)	Status
ABB -> SAT	-0.077	1.245	0.213	Insignificant
ATT -> DES	-0.01	0.157	0.875	Insignificant
CNT -> PI	0.043	0.645	0.519	Insignificant
DES -> PI	0.011	0.172	0.864	Insignificant
ENG -> CONS_ENH	0.019	0.279	0.781	Insignificant
ENG -> RET_EQ	-0.007	0.196	0.845	Insignificant
FLEXP -> SAT	0.094	1.538	0.124	Insignificant
LFSTY -> PI	-0.033	0.5	0.617	Insignificant
NAE -> DES	0.017	0.334	0.738	Insignificant
PAE -> DES	0.073	0.988	0.324	Insignificant
PBC -> DES	-0.045	0.817	0.414	Insignificant
PE -> PI	0.029	0.421	0.674	Insignificant
PEOU -> PI	0.007	0.099	0.921	Insignificant
PER_VAL->CONS_ENH	-0.029	0.36	0.719	Insignificant
PER_VAL -> FLEXP	0.099	2.126	0.034	Significant
PI -> ABB	0.045	1.299	0.194	Insignificant
PU -> PI	-0.079	1.322	0.186	Insignificant
RET_EQ -> CONS_ENH	0.058	0.809	0.419	Insignificant
SAT -> CONS_ENH	0.002	0.024	0.981	Insignificant
SAT -> ENG	0.027	0.608	0.543	Insignificant
SAT -> TRST	0.037	0.87	0.384	Insignificant
SBNM -> DES	0	0.002	0.998	Insignificant
TRST -> CONS_ENH	-0.103	1.399	0.162	Insignificant

As no relationship is being moderated by the gender except one (PER_VAL→FLEXP), the following null hypotheses have been accepted. It establishes that there exists no difference when the factors influencing the purchase intention of VoD Services and the factors influencing the consumption enhancement of VoD services are considered by the males and females.

Null hypothesis	Status
$H_0 24$: There is no effect of gender on the relationship between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.	Accepted
$H_0 28$: There is no effect of gender on the relationship between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.	Accepted

7.4 MODERATION EFFECT OF MARITAL STATUS

As per Hair et al. (2017), the total data of 1162 respondents were divided into married groups and single groups with relatively equal sizes of subgroups. The moderation effect of the variable 'marital status' was administered on the different relationships to study whether the differences among marital status affect the intention to purchase VoD services and consumption enhancement of VoD services. The new subgroups of marital status variables were created, and the subgroups were named 'married' and 'single' groups. There were other options in the marital status variable also but since the group's size for those options was very small, those subgroups were ignored, and only, the subgroups of 'married' and 'single' were considered to study the moderation effect on all the relationships of the conceptual model. Once the groups were created, multi-group analysis was done using the 'married' and 'single' groups. During the MGA, the complete bootstrapping option was selected so that the parametric analysis of the MGA shall be done. Once the MGA was done using both the sub-groups, table 7.3 was generated, which established that except for three relationships, the marital status variable was not

moderating any of the relationships depicted in the conceptual model. The relationships between CNT n PI, LFTSY n PI and NAE n DES were moderated by the marital status variable, i.e., the path coefficient difference of married and single subgroups was on the higher side and was also significant. The T value of the difference between the path coefficients of both the groups was more than 1.96 (t-Value=2.244 for CNT→PI), (t-Value=2.096 for LFSTY→PI) n (t-Value=2.393 for NAE-->DES) and similarly, the p-value was also less than 0.05 (p-Value=0.025 for CNT→PI), (p-Value=0.036 for LFSTY→PI) n (p-Value=0.017 for NAE→DES). The mentioned T-value and p-values proved that the subgroups of 'married' and 'single' affected the relationships of CNT n PI, LFTSY n PI, and NAE n DES. In contrast, the rest of the relationships were not affected by the marital status variable having two subgroups. This established that the marital status variable was not moderating any of the relationships except three relationships. The variables 'CNT' and 'LFSTY' affected the purchase intention to use VoD services separately for the married and single respondents. Hence, the heterogeneity within the responses was proved as three relations were moderated by the subgroups within the 'marital status.'

Table 7.3: Multi-Group Analysis of Marital Status on different relationships of the conceptual model (study the moderation effect of 'married' and 'single' groups)

Relationships	Path Coefficients-diff (Married - Single)	t-Value (|Married vs. Single|)	p-Value (Married vs. Single)	Status
ABB -> SAT	0.126	1.351	0.177	Insignificant
ATT -> DES	0.045	0.458	0.647	Insignificant
CNT -> PI	-0.237	2.244	0.025	Significant
DES -> PI	0.135	1.379	0.168	Insignificant
ENG -> CONS_ENH	-0.097	0.881	0.379	Insignificant
ENG -> RET_EQ	0.067	1.139	0.255	Insignificant

Relationships	Path Coefficients-diff (Married - Single)	t-Value (|Married vs. Single|)	p-Value (Married vs. Single)	Status
FLEXP -> SAT	-0.059	0.628	0.53	Insignificant
LFSTY -> PI	0.217	2.096	0.036	Significant
NAE -> DES	-0.179	2.393	0.017	Significant
PAE -> DES	0.083	0.781	0.435	Insignificant
PBC -> DES	0.077	0.935	0.35	Insignificant
PE -> PI	-0.073	0.669	0.504	Insignificant
PEOU -> PI	-0.03	0.298	0.766	Insignificant
PER_VAL -> CONS_ENH	0.162	1.316	0.188	Insignificant
PER_VAL -> FLEXP	0.093	1.27	0.204	Insignificant
PI -> ABB	0.063	1.143	0.253	Insignificant
PU -> PI	-0.004	0.046	0.963	Insignificant
RET_EQ -> CONS_ENH	-0.013	0.116	0.908	Insignificant
SAT -> CONS_ENH	0.106	1.006	0.315	Insignificant
SAT -> ENG	0.085	1.288	0.198	Insignificant
SAT -> TRST	0.048	0.748	0.455	Insignificant
SBNM -> DES	-0.091	0.896	0.37	Insignificant
TRST -> CONS_ENH	-0.159	1.516	0.13	Insignificant

As three relationships are moderated by the marital status and out of the three relationships being moderated, two relationships have purchase intention as the dependent variable, it is established that the intention to purchase VoD services have been moderated by the pair of married and single subgroups, one of the following null hypothesis has been rejected and the other null hypothesis has been accepted as no subgroup is moderating the relationships having consumption enhancement of

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VoD services as the dependent variable. The analysis shows that CNT (content) and LFSTY (lifestyles) are considered as different when moderated by marital status.

Null hypothesis	Status
$H_0$25: There is no effect of marital status on the relationship between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.	Rejected
$H_0$29: There is no effect of marital status on the relationship between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.	Accepted

7.5   MODERATION EFFECT OF OCCUPATION

As per Hair et al. (2017), the total data of 1162 respondents were divided into three groups, namely student group, private group, and professional group. The moderation effect of the variable 'occupation' was administered on the different relationships to study whether the various subsets of the occupation affected the intention to purchase VoD services and consumption enhancement of VoD services. The new groups of occupation variables were created, and the subgroups were named 'student,' 'private,' and 'professional' groups. There were other options in the occupation variable also. Since the group sizes for those options were petite, those subgroups were ignored, and only three subgroups were considered to study the moderation effect on all the relationships of the conceptual model. As there were three subgroups, MGA cannot be administered together with all the three groups. Hence, MGA was administered thrice by grouping subgroups as 'private n student,' 'private n professional,' and 'student n professional.' After creating the subgroups, multi-group analysis using the 'private' and 'student' groups was done. The t-values and p-values of all the relationships were calculated for the groups under consideration. The values respective to all the relationships are illustrated in table 7.4. After analyzing the values, it was established that only two relationships had been moderated out of all the relationships. The occupation variable moderated the relationships between

PU n PI and SBNM n DES, i.e., the path coefficient difference of private and student subgroups was on the higher side and was also significant. The T value of the difference between the path coefficients of both the groups was more than 1.96 (t-Value=2.033 for PU→PI), n (t-Value=2.099 for SBNM→DES) and similarly, the p-value was also less than 0.05 (p-Value=0.042 for PU→PI), n (p-Value=0.036 for SBNM→DES). Hence, it was proved that the subgroups of 'private' and 'student' affected the relationships of PU n PI and SBNM n DES. In contrast, the rest of the relationships were not affected by the professional variable having two subgroups. This established the fact that the occupation variable was not moderating any of the relationships except two relationships. The variable 'PU' affected the purchase intention to use VoD services separately for the respondents doing private jobs and the students.' Hence, the heterogeneity within the responses was proved as two relations were moderated by the subgroups within the 'occupation' variable.

Table 7.4 : Multi-Group Analysis of Occupation on different relationships of the conceptual model (study the moderation effect of 'private' and 'student' groups)

	Path Coefficients-diff GROUP_Private-GROUP_Student)	t-Value (GROUP_Private vs GROUP_Student|	p-Value (GROUP_Private vs GROUP_Student)	Status
ABB -> SAT	0.046	0.724	0.469	Insignificant
ATT -> DES	-0.009	0.139	0.89	Insignificant
CNT -> PI	-0.065	0.882	0.378	Insignificant
DES -> PI	0.029	0.427	0.669	Insignificant
ENG -> CONS_ENH	-0.055	0.793	0.428	Insignificant
ENG -> RET_EQ	-0.013	0.292	0.77	Insignificant
FLEXP -> SAT	-0.013	0.211	0.833	Insignificant
LFSTY -> PI	0.026	0.354	0.724	Insignificant

	Path Coefficients-diff GROUP_Private-GROUP_Student)	t-Value (GROUP_Private vs GROUP_Student|	p-Value (GROUP_Private vs GROUP_Student)	Status
NAE -> DES	0.066	1.17	0.242	Insignificant
PAE -> DES	-0.089	1.171	0.242	Insignificant
PBC -> DES	0.067	1.125	0.261	Insignificant
PE -> PI	-0.122	1.663	0.097	Insignificant
PEOU -> PI	0.019	0.29	0.772	Insignificant
PER_VAL -> CONS_ENH	0.022	0.269	0.788	Insignificant
PER_VAL -> FLEXP	0.024	0.509	0.611	Insignificant
PI -> ABB	0.011	0.309	0.757	Insignificant
PU -> PI	0.123	2.033	0.042	Significant
RET_EQ -> CONS_ENH	0.015	0.206	0.837	Insignificant
SAT -> CONS_ENH	0.059	0.795	0.427	Insignificant
SAT -> ENG	0.039	0.801	0.424	Insignificant
SAT -> TRST	0.01	0.204	0.839	Insignificant
SBNM -> DES	-0.146	2.099	0.036	Significant
TRST -> CONS_ENH	-0.038	0.489	0.625	Insignificant

As three subgroups were created for the variable 'occupation' based on the options available, the next set of subgroups considered to study the moderation effect on all the relationships of the conceptual model was of 'private' and 'professional'

subgroups. Multi-group analysis was administered on the 'private' group and 'professional' group. The t-values and p-values of all the relationships were calculated after MGA based on both groups. The values respective to all the relationships are illustrated in table 7.5. After analyzing the values, it was established that seven relationships had been moderated. The relationships between ABB n SAT, ATT n DES, ENG n CONS_ENH, FLEXP n SAT, PEOU n PI, PER_VAL n FLEXP and SAT n CONS_ENH were moderated by the occupation variable i.e. the path coefficient difference of private and professional subgroups were on the higher side and were also significant as the T value of the difference between the path coefficients of both the groups was more than 1.96 (t-Value=2.418 for ABB→SAT), (t-Value=2.138 for ATT→DES), (t-Value=4.503 for ENG→CONS_ENH), (t-Value=2.028 for FLEXP→SAT), (t-Value=3.542 for PEOU→PI), (t-Value=2.606 for PER_VAL→FLEXP) n (t-Value=2.526 for SAT→CONS_ENH) and similarly, p-value was also less than 0.05 (p-Value=0.016 for ABB→SAT), (p-Value=0.033 for ATT→DES), (p-Value=0000 for ENG→CONS_ENH), (p-Value=0.043 for FLEXP→SAT), (p-Value=0000 for PEOU→PI), (p-Value=0.009 for PER_VAL→FLEXP) n (p-Value=0.012 for SAT→CONS_ENH). Hence, the subgroups of 'private' and 'professional' affected seven relationships of the conceptual model.

In contrast, the rest of the relationships were not affected by the occupation variable having two subgroups. The variable 'PEOU' affected the purchase intention to use VoD services separately for the respondents doing private jobs and the respondents who were professionals in nature. In contrast, the variable 'CONS_ENH' was affected differently for the variables 'ENG' and 'SAT' for the respondents who were doing private jobs and were professionals in nature. Hence, the heterogeneity within the responses was proved as seven relations were moderated by the subgroups within the 'occupation' variable.

Table 7.5: Multi-Group Analysis of Occupation on different relationships of the conceptual model (study the moderation effect of 'Private' and 'Professional' groups)

	Path Coefficients-diff (GROUP_Private - GROUP_Prof)	t-Value (GROUP_Private vs GROUP_Prof)	p-Value (GROUP_Private vs GROUP_Prof)	Status
ABB -> SAT	-0.264	2.418	0.016	Significant
ATT -> DES	0.297	2.138	0.033	Significant
CNT -> PI	-0.202	1.575	0.116	Insignificant
DES -> PI	-0.088	0.711	0.477	Insignificant
ENG -> CONS_ENH	0.729	4.503	0	Significant
ENG -> RET_EQ	-0.04	0.506	0.613	Insignificant
FLEXP -> SAT	0.244	2.028	0.043	Significant
LFSTY -> PI	-0.138	1.056	0.291	Insignificant
NAE -> DES	0.021	0.182	0.856	Insignificant
PAE -> DES	-0.147	0.957	0.339	Insignificant
PBC -> DES	-0.193	1.658	0.098	Insignificant
PE -> PI	0.103	0.69	0.49	Insignificant
PEOU -> PI	0.489	3.542	0	Significant
PER_VAL -> CONS_ENH	0.198	1.219	0.224	Insignificant
PER_VAL -> FLEXP	0.274	2.606	0.009	Significant
PI -> ABB	0.06	0.842	0.4	Insignificant
PU -> PI	-0.191	1.559	0.12	Insignificant
RET_EQ -> CONS_ENH	-0.215	1.452	0.147	Insignificant
SAT -> CONS_ENH	-0.4	2.526	0.012	Significant
SAT -> ENG	-0.084	0.95	0.342	Insignificant
SAT -> TRST	-0.05	0.54	0.59	Insignificant
SBNM -> DES	-0.155	1.039	0.299	Insignificant
TRST -> CONS_ENH	-0.234	1.464	0.144	Insignificant

Continuing with the MGA of the 'occupation' variable, the next set of subgroups considered to study the moderation effect on all the relationships of the conceptual model was of 'student' and 'professional' subgroups. The t-values and p-values of all the relationships were calculated after MGA based on both groups. The t-values and p-values respective to all the relationships are illustrated in table 7.6. After analyzing the values, it was established that out of all the relationships, nine relationships had been moderated. The relationships between ABB n SAT, ATT n DES, ENG n CONS_ENH, FLEXP n SAT, PBC n DES, PEOU n PI, PER_VAL n FLEXP, PU n PI and SAT n CONS_ENH were moderated by the occupation variable i.e. the path coefficient difference of private and professional subgroups were on the higher side and were also significant as the T value of the difference between the path coefficients of both the groups was more than 1.96 (t-Value=2.49 for ABB→SAT), (t-Value=2.499 for ATT→DES), (t-Value=5.64 for ENG→CONS_ENH), (t-Value=2.276 for FLEXP→SAT), (t-Value=2.551 for PBC→DES), (t-Value=3.259 for PEOU→PI), (t-Value=2.695 for PER_VAL→FLEXP), (t-Value=2.803 for PU→PI) n (t-Value=3.548 for SAT→CONS_ENH) and similarly, p-value was also less than 0.05 (p-Value=0.013 for ABB→SAT), (p-Value=0.013 for ATT→DES), (p-Value=0000 for ENG→CONS_ENH), (p-Value=0.023 for FLEXP→SAT), (p-Value=0.011 for PBC→DES), (p-Value=0.001 for PEOU→PI), (p-Value=0.007 for PER_VAL→FLEXP), (p-Value=0.005 for PU→PI) n (p-Value=0000 for SAT→CONS_ENH). Hence, it was proved that the subgroups of 'student' and 'professional' affected nine relationships of the conceptual model.

In contrast, the rest of the relationships were not affected by the occupation variable having two subgroups. The variables 'PEOU' and 'PU' affected the purchase intention to use VoD services separately for the respondents who were students and the respondents who were professionals in nature. In contrast, the variable 'CONS_ENH' was affected differently for the variables 'ENG' and 'SAT' for the respondents who were students and professionals in nature. Hence, the heterogeneity within the responses was proved as nine relations were moderated by the subgroups within the 'occupation' variable.

Table 7.6: Multi-Group Analysis of Occupation on different relationships of the conceptual model (study the moderation effect of 'student' and 'professional' groups)

	Path Coefficients-diff (GROUP_Student - GROUP_Prof)	t-Value (|GROUP_Student vs GROUP_Prof|)	p-Value (GROUP_Student vs GROUP_Prof)	Status
ABB -> SAT	-0.31	2.49	0.013	Significant
ATT -> DES	0.306	2.499	0.013	Significant
CNT -> PI	-0.137	0.936	0.35	Insignificant
DES -> PI	-0.117	0.827	0.409	Insignificant
ENG -> CONS_ENH	0.784	5.64	0	Significant
ENG -> RET_EQ	-0.027	0.324	0.746	Insignificant
FLEXP -> SAT	0.257	2.276	0.023	Significant
LFSTY -> PI	-0.163	1.276	0.203	Insignificant
NAE -> DES	-0.044	0.476	0.634	Insignificant
PAE -> DES	-0.058	0.444	0.657	Insignificant
PBC -> DES	-0.26	2.551	0.011	Significant
PE -> PI	0.226	1.551	0.121	Insignificant
PEOU -> PI	0.47	3.259	0.001	Significant
PER_VAL -> CONS_ENH	0.176	1.061	0.289	Insignificant
PER_VAL -> FLEXP	0.25	2.695	0.007	Significant
PI -> ABB	0.049	0.643	0.52	Insignificant
PU -> PI	-0.314	2.803	0.005	Significant
RET_EQ -> CONS_ENH	-0.23	1.549	0.122	Insignificant
SAT -> CONS_ENH	-0.459	3.548	0	Significant
SAT -> ENG	-0.123	1.317	0.189	Insignificant
SAT -> TRST	-0.06	0.699	0.485	Insignificant
SBNM -> DES	-0.009	0.079	0.937	Insignificant
TRST -> CONS_ENH	-0.195	1.422	0.156	Insignificant

In the case of occupation as a moderating variable, three subgroups were made to study the moderation effect of occupation. After undergoing MGA using three subgroups, it was found that the occupation variable was moderating the relationships in both the cases i.e. when the intention to purchase VoD services was considered as dependent variables and when the consumption enhancement of VoD services was considered as the dependent variable. Hence, it was found that in the case of occupation, both the null hypotheses were rejected as the occupation variable was moderating the relationships in some capacity.

Null hypothesis	Status
$H_0 26$: There is no effect of occupation on the relationship between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.	Rejected
$H_0 30$: There is no effect of occupation on the relationship between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.	Rejected

7.6 MODERATION EFFECT OF VARIABLE 'AGE'

As per Hair et al. (2017), the total data of 1162 respondents were divided into three groups, namely 15_20 age group, 20_25 age group, and 25_30 age groups. The moderation effect of the variable 'age' was administered on the different relationships to study whether the age difference affected the intention to use VoD services and consumption enhancement of VoD services. The new sub-groups of age variable were created, and the subgroups were named '15_20 age', '20_25 age', and '25_30 age' groups. There were other options in the age variable, but since the group's size for those options was small/very small (less than 50), those subgroups were ignored. Only three subgroups were considered to study the moderation effect on all the relationships of the conceptual model. As there were three subgroups, MGA cannot be administered together with all the three groups. Hence, MGA was administered thrice by grouping subgroups as '15_20 n 20_25', '20_25 n 25_30', and

'15_20 n 25_30'. After creating the subgroups, multi-group analysis using the '15_20' and '20_25' groups was done. The t-values and p-values of all the relationships were calculated using both the sub-groups. The values respective to all the relationships are illustrated in table 7.7. After analyzing the values, it was established that only one relationship had been moderated out of all the relationships. The age variable moderated the relationships between TRST n CONS_ENH. The path coefficient difference of 15_20 and 20_25 subgroups was on the higher side. It was also significant as the T value of the difference between the path coefficients of both the groups was more than 1.96 (t-Value=2.257 for TRST→CONS_ENH), and similarly, the p-value was also less than 0.05 (p-Value=0.024 for TRST→CONS_ENH). Hence, it was proved that the subgroups of '15_20' and '20_25' affected the TRST n CONS_ENH relationship, whereas the rest of the relationships were not affected by the age variable having two subgroups. The variable 'TRST' affected the consumption enhancement of VoD services separately for the respondents in 15 to 20 years and the age group of 20 to 25 years. Hence, the heterogeneity within the responses was proved as one relation was moderated by the subgroups within the 'age' variable.

Table 7.7: Multi-Group Analysis of Age on different relationships of the conceptual model (study the moderation effect of 15-20 age group and 20-25 age group)

	Path Coefficients-diff (15_20 - 20_25)	t-Value (15_20 vs 20_25)	p-Value (15_20 vs 20_25)	Status
ABB -> SAT	-0.084	0.658	0.511	Insignificant
ATT -> DES	0.023	0.191	0.849	Insignificant
CNT -> PI	-0.096	0.703	0.483	Insignificant
DES -> PI	-0.115	0.886	0.376	Insignificant
ENG -> CONS_ENH	-0.165	1.281	0.201	Insignificant
ENG -> RET_EQ	0.066	0.73	0.466	Insignificant
FLEXP -> SAT	0.018	0.146	0.884	Insignificant
LFSTY -> PI	0.163	1.239	0.216	Insignificant
NAE -> DES	-0.054	0.552	0.581	Insignificant

	Path Coefficients-diff (15_20 - 20_25)	t-Value (15_20 vs 20_25)	p-Value (15_20 vs 20_25)	Status
PAE -> DES	0.208	1.446	0.149	Insignificant
PBC -> DES	-0.049	0.438	0.662	Insignificant
PE -> PI	0.12	0.859	0.391	Insignificant
PEOU -> PI	-0.116	0.857	0.391	Insignificant
PER_VAL -> CONS_ENH	0.033	0.213	0.831	Insignificant
PER_VAL -> FLEXP	0.025	0.248	0.804	Insignificant
PI -> ABB	0.018	0.245	0.806	Insignificant
PU -> PI	0.104	0.823	0.411	Insignificant
RET_EQ -> CONS_ENH	-0.117	0.889	0.374	Insignificant
SAT -> CONS_ENH	-0.066	0.497	0.62	Insignificant
SAT -> ENG	-0.015	0.177	0.86	Insignificant
SAT -> TRST	-0.158	1.815	0.07	Insignificant
SBNM -> DES	-0.096	0.684	0.494	Insignificant
TRST -> CONS_ENH	0.308	2.257	0.024	Significant

As three subgroups were created for the variable 'age' based on the options available, the next set of sub-groups considered to study the moderation effect on all the relationships of the conceptual model was that of '20_25 age' '25_30 age' subgroups. With the '20_25' group and '25_30' group, multi-group analysis was done. The t-values and p-values of all the relationships were calculated based on both groups. The values respective to all the relationships are illustrated in table 7.8. After analyzing the values, it was established that one relationship had been moderated out of all the relationships. The age variable moderated the relationships between PU n PI. The path coefficient difference of 20_25 and 25_30 subgroups was on the higher side. It was also significant as the T value of the difference between the path coefficients of both the groups was more than 1.96 (t-Value=2.038 for PU➔PI), and similarly, the p-value was also less than 0.05 (p-Value=0.042 for PU➔PI). Hence, it was proved that the subgroups of '20_25' and '25_30' affected one relationship of the conceptual model.

In contrast, the rest of the relationships were not affected by the age variable having two subgroups. The variable 'PU' affected the purchase intention to use VoD services separately for the respondents aged 20 to 25 years and 25 to 30 years old. Hence, the heterogeneity within the responses was proved as one relation was moderated by the subgroups within the 'age' variable.

Table 7.8 : Multi-Group Analysis of Age on different relationships of the conceptual model (study the moderation effect of 20-25 age group and 25-30 age group)

	Path Coefficients-diff (20_25 - 25-30)	t-Value (20_25 vs Age25-30)	p-Value (20_25 vs 25-30)	Status
ABB -> SAT	-0.109	1.494	0.135	Insignificant
ATT -> DES	0.06	0.797	0.426	Insignificant
CNT -> PI	0.149	1.881	0.06	Insignificant
DES -> PI	-0.077	0.992	0.321	Insignificant
ENG -> CONS_ENH	0.087	1.056	0.291	Insignificant
ENG -> RET_EQ	-0.06	1.189	0.235	Insignificant
FLEXP -> SAT	0.024	0.351	0.726	Insignificant
LFSTY -> PI	-0.033	0.409	0.683	Insignificant
NAE -> DES	0.091	1.462	0.144	Insignificant
PAE -> DES	-0.042	0.49	0.624	Insignificant
PBC -> DES	-0.017	0.274	0.784	Insignificant
PE -> PI	0.124	1.361	0.174	Insignificant
PEOU -> PI	-0.002	0.027	0.978	Insignificant
PER_VAL -> CONS_ENH	-0.101	1.123	0.262	Insignificant
PER_VAL -> FLEXP	-0.013	0.22	0.826	Insignificant
PI -> ABB	-0.018	0.436	0.663	Insignificant

	Path Coefficients-diff (20_25 - 25-30)	t-Value (20_25 vs Age25-30)	p-Value (20_25 vs 25-30)	Status
PU -> PI	-0.148	2.038	0.042	Significant
RET_EQ -> CONS_ENH	-0.101	1.193	0.233	Insignificant
SAT -> CONS_ENH	-0.006	0.072	0.943	Insignificant
SAT -> ENG	0.002	0.035	0.972	Insignificant
SAT -> TRST	0.007	0.147	0.883	Insignificant
SBNM -> DES	-0.076	0.918	0.359	Insignificant
TRST -> CONS_ENH	0.131	1.672	0.095	Insignificant

Continuing with the MGA of the 'age' variable, the next set of subgroups that were considered to study the moderation effect on all the relationships of the conceptual model was that of '15_20 age' and '25_30 age' subgroups. The t-values and p-values of all the relationships were calculated based on both groups. The t-values and p-values respective to all the relationships were illustrated in table 7.9. After analyzing the values, it was established that only one relationship was moderated out of all the relationships. The age variable moderated the relationship between TRST n CONS_ENH as the path coefficient difference of 15_20 and 25_30 subgroups was on the higher side and was also significant. The T value of the difference between the path coefficients of both groups was more than 1.96 (t-Value=3.096 for TRST→CONS_ENH), and similarly, the p-value was also less than 0.05 (p-Value=0.002 for TRST→CONS_ENH). Hence, it was proved that the subgroups of '15_20' and '25_30' affected one relationship of the conceptual model.

In contrast, the rest of the relationships were not affected by the age variable having two subgroups. The variable 'TRST' affected the consumption enhancement of VoD services separately for the respondents in 15 to 20 years and the age group of 25 to 30 years. Hence, the heterogeneity within the responses was proved as one relation was moderated by the subgroups within the 'age' variable.

Table 7.9: Multi-Group Analysis of Age on different relationships of the conceptual model (study the moderation effect of 15-20 age group and 25-30 age group)

	Path Coefficients-diff (15_20 - 25-30)	t-Value (15_20 vs 25-30)	p-Value (15_20 vs 25-30)	Status
ABB -> SAT	-0.193	1.674	0.095	Insignificant
ATT -> DES	0.083	0.571	0.568	Insignificant
CNT -> PI	0.057	0.387	0.699	Insignificant
DES -> PI	-0.192	1.404	0.161	Insignificant
ENG -> CONS_ENH	-0.083	0.475	0.635	Insignificant
ENG -> RET_EQ	0.006	0.102	0.919	Insignificant
FLEXP -> SAT	0.042	0.404	0.686	Insignificant
LFSTY -> PI	0.133	0.928	0.354	Insignificant
NAE -> DES	0.038	0.345	0.73	Insignificant
PAE -> DES	0.167	1.219	0.224	Insignificant
PBC -> DES	-0.068	0.658	0.511	Insignificant
PE -> PI	0.242	1.566	0.118	Insignificant
PEOU -> PI	-0.123	0.884	0.377	Insignificant
PER_VAL -> CONS_ENH	-0.069	0.458	0.647	Insignificant
PER_VAL -> FLEXP	0.012	0.147	0.884	Insignificant
PI -> ABB	-0.001	0.016	0.987	Insignificant
PU -> PI	-0.049	0.433	0.665	Insignificant
RET_EQ -> CONS_ENH	-0.214	1.323	0.187	Insignificant
SAT -> CONS_ENH	-0.073	0.527	0.599	Insignificant
SAT -> ENG	-0.013	0.146	0.884	Insignificant
SAT -> TRST	-0.151	1.565	0.118	Insignificant
SBNM -> DES	-0.172	1.314	0.19	Insignificant
TRST -> CONS_ENH	0.44	3.096	0.002	Significant

In the case of age as a moderating variable, three subgroups were made to study the moderation effect of occupation. After undergoing MGA using three subgroups, it was found that the age variable was moderating the relationships in both the cases i.e. when the intention to purchase VoD services was considered as dependent variables and when the consumption enhancement of VoD services was considered as the dependent variable. Hence, it was found that both the null hypotheses were rejected as the age variable was moderating the relationships in some capacity.

Null hypothesis	Status
$H_0 27$: There is no effect of age on the relationship between the variables influencing the intention to purchase VoD services and the intention to purchase VoD services.	Rejected
$H_0 31$: There is no effect of age on the relationship between the variables influencing the consumption enhancement of VoD services and the consumption enhancement of VoD services.	Rejected

Once MGA was administered to study the heterogeneity among the data using four categorical variables, it was established that out of the four variables, namely gender, age, occupation, and marital status, maximum variation among the subgroups of the categorical variables was found in the occupation variable wherein in two subsets of the same, seven relationships were moderated followed by the marital status variable wherein three relationships were moderated and for the rest of the variables, i.e., age and gender, only one relationship was moderated.

The present chapter exhibits the results about the moderation effect of the demographic variables of age, gender, marital status, and occupation on the relationships that lead to the intention to purchase VoD services and lead to the consumption enhancement of VoDs services. The analysis of the data started with undergoing multigroup analysis (MGA). But, before undergoing MGA, the test for measurement invariance using MICOM was done using MICOM. Once the measurement invariance was established, the moderation effect of the demographic variables of age, gender, marital status, and occupation on the relationships was

studied. The demographic variables were divided into the number of equal-sized subgroups and the moderation effects of the subgroups were studied in a pair of subgroups. For gender and marital status demographic variables, MGA was done using a single pair only whereas for occupation and age demographic variables, three equal-sized subgroups were generated, and MGA was done thrice using pairs of occupation and age variables separately. Hence, in total, MGA was done eight times as eight paired subgroups were generated. Occupation variable had moderated the maximum number of relationships of the conceptual model i.e., 9 relationships (subgroups of student and professional) followed for marital status where three relationships were moderated, and for the age variable and the gender variable, only one relationship was moderated.

Chapter – 8

FINDINGS, SUGGESTIONS, LIMITATIONS AND FUTURE WORK

The findings of the objectives understudy, suggestions based on the results, limitations of the present research work, and future research work are detailed in the current chapter.

8.1 FINDINGS

Objective 1 of the present research was related to find the usage of patterns of the VoD services. Based on the sample of 1162, descriptive analysis was performed to find out that most respondents came to know about the VoD services either through friends/relatives or digital or TV advertisements. Most respondents were aware of the service providers advertising extensively like Disney + Hotstar, Amazon Prime, and Netflix. The awareness levels of the respondents towards the other service providers like VOOT, SonyLIV, ZEE5 were neither very high nor very low. Still, there were other platforms like ALT Balaji and Shermaroo, where the awareness levels were relatively low compared to other platforms. These platforms were neither very aggressive on different advertising platforms nor had exclusive content (Shemaroo) to watch. The other reason for less awareness for these platforms was found to be their positioning.

ALT Balaji is positioned as a platform known for streaming adult content, leading to lower viewership. There is a visible correlation between the awareness levels and the ESAs used for viewing the content. As the respondents have high awareness levels for Disney + Hotstar, Prime Video, Netflix, Sony LIV, and MX player, the same is also visible in the ESAs used for viewing the content. The respondents use ESAs like Disney + Hotstar, Prime Video, and Netflix to watch content, establishing that higher awareness levels increase usage. But, it is also visible that in some cases like Sony LIV and VOOT select, high awareness levels are not converting into high usage rates establishing that only awareness is not responsible for high usage rate. A few reasons

that make them the highly used ESAs are the availability of exclusive content belonging to different genres, content targeting to various segments, the recommendation algorithms of these ESAs, the volume of the content available, and availability of the content in varied languages. Most respondents consider price the essential factor while considering ESAs followed by content type, streaming quality, ad-free content, and easy accessibility of the platform's content 'n' easy operability. The viewers prefer ESAs that are either free or priced reasonably since the Indian viewer is still price-conscious. The same is quite clear from the pricing strategies of all the platforms wherein either the platforms are following AVOD or SVOD or freemium models. The platforms offering SVOD have reasonable subscription fees in comparison to their subscription in other countries. Considering the price-conscious nature of the Indians, Netflix, for the first time, offered a mobile-only subscription at Rs. 199/- per month, and the same was the most economical offer in the world.

The viewers consider content as the second most crucial factor in selecting the ESAs. The same is evident from the ESAs chosen by the viewers for viewing the content. The platforms like Netflix, Prime Video, and Disney + Hotstar are known for providing an exclusive and wide range of content. The viewers prefer ESAs that offer Ad-free content, hence ascertaining their likelihood of subscription-based ESAs. The viewers consider the other factors while selecting the ESAs: portability to multiple devices, downloading content, and streaming options based on network connectivity. As the content is the second most crucial factor for selecting the ESAs, understanding the viewers' content preferences is essential to the ESAs. Among the different types of content, the original series holds the numero uno position across diverse content categories being watched on ESAs. Not far behind is the movie category that is streamed on various platforms. As the cinema halls (single and multiplexes) were closed during the covid times, many movies were released directly on different platforms like Netflix, Prime Video, Disney +Hotstar, etc. Against the common belief, fewer viewers watched content based on sports and live sports events on ESAs. The children's programs found fewer viewers on the ESAs as the target audience of the ESAs was primarily youth and of higher age groups.

The content is the second most crucial factor in selecting the ESAs; the content's genres also play an essential part in opting for the ESAs. The crime genre is the most-watched genre among the different genres, followed by comedy and romance. The viewers also watch other genres like animation, horror, and adventure. Drama is the most-watched genre among the TV viewers, but the same is among the least viewed genres on ESAs, and the same is also highlighted in the preferred ESAs for watching the content. On one side, ESAs like Sony LIV and VOOT Select offer content based on the drama genre aired on their GECs (Sony and Colors, respectively). On the other side, fewer efforts are being made by them to develop original content. Thus, the viewers are also skipping these platforms to view the content as they don't want to watch content based on the Drama genre.

Most of the respondents watch content on ESAs ranging from 1 hr. to 4 hrs. in a day. Some respondents watch content on ESAs for more than 4 hrs. Most of the respondents have been using ESAs for more than a year, and the rest of the respondents are new to the ESAs, with their viewing months ranging from a year to less than a month. More and more viewers are now switching towards the ESAs to watch the content. Most of the viewers are ready to pay to watch the content. The current trend of subscription-based OTT platforms is quite different from the expected behavior of Indian customers. Most of the viewers are subscribing to the OTT platforms to watch the content, highlighting the changing viewing habits and the consumption habits of the Indians from the perspective of the content viewing. The viewers are also ready to watch the content under the freemium model, wherein some of the content is free, and for the rest of the content, the viewers are supposed to pay the subscription fees. Only a few viewers watch the content on free-to-air OTT platforms or the PPV (pay per view) model.

Most respondents prefer smartphones to watch the content as it provides the freedom to watch the content anywhere and anytime. The second important device the viewers use to watch content on the ESAs is a laptop that again provides convenience, portability, and flexibility. Other devices like smart TVs and tablets are also used to watch online content. The affordable range of smartphones is fuelling the growth of ESAs in India, and the advent of online content has led to the coining of new

terminologies like cord-cutting and binge-watching. Binge-watch is a term used to describe the viewer's viewing pattern wherein the viewer is watching the content for 2-3 hrs. or more in a single sitting. More than half of the respondents prefer binge-watching, highlighting the high involvement with the ESAs.

The viewers prefer binge-watching because of entertainment, positive emotions, cognition, mental satisfaction, and spending free time (Starosta & Izydorczyk, 2020). Most of the respondents have access to more than 3 ESAs, highlighting the viewers' hopping behavior. The viewers are not sticking to one platform; instead, they like to have access to more ESAs to watch the content of their likings on more than one ESA. The particular trend is not healthy for the ESAs as every ESA would like the customer to stick to one platform only. Half of the respondents have subscribed to more than 2 ESAs, again highlighting the importance of content among the viewers. It also highlights the changing purchasing behavior of the viewers wherein the viewers are ready to spend money to watch the content of their likings. This change in the buying behavior of the viewers is a silver lining for the ESAs as now; they can go for considerable investments in developing the content that the viewers will like.

Objective 2 of the present research explored the predictors that lead to intention to purchase VoD services. The significance of the relationship between the independent/exogenous variable and the dependent/endogenous variable depicted in the conceptual model was established as the T-stats of the relationships (independent→dependent) were greater than 1.96 (at 95% confidence level) and were greater than 1.66 (at 90% confidence level). Hence, all the null hypotheses were rejected, and the alternative hypotheses were accepted.

With the acceptance of alternative hypotheses, it got established that ATT, SBNM, PBC, PAE, and NAE had a significant and positive effect on DES. The same was also established in the study done by Han et al. (2016). They studied the intention to use the environmentally responsible cruise by adopting the MGDB and found that the positive attitude, subjective norms, perceived behavioral control, positive anticipated emotions, and negative anticipated emotions were influencing desire and desire was influencing the intention to use environmentally responsible cruise. Chiu et al. (2018)

studied the intention to buy sports goods online using MGDB, wherein the ATT, SBNM, PBC, NAE, PAE affected the intent to purchase sports goods through desire (DES). The intention to use mobile devices among the senior people using MGDB using MGDB was studied by Kim and Preis (2015) and they found all the relationships of MGDB significant. Among the independent variables influencing DES, the most important variable was NAE (t-stats=12.4895) followed by PAE (t-stats=7.961), PBC (t-stats=5.6789), SBNM (t-stats=4.576) and ATT (t-stats=2.1632). Likewise, DES, CNT, PEOU, PU, PE, and LFSTY had a significant and positive effect on the intention to purchase/use VOD services. Among the variables influencing the intention to purchase VoD services, the most important variable was LFSTY (t-stats=13.4659), followed by PE (6.6831), PU (t-stats=3.471), PEOU (2.7815), CNT (t-stats=2.0122) and DES (t-stats=2.0022). Kamal et al. (2020) used the extended TAM to study the acceptance of telemedicine and found all the relationships about TAM to be significant and relevant. Wang et al. (2020) used extended TAM to study the usage intention of ride-sharing services and they found PEOU and PE to be influencing the intention to use ride-sharing services. Zhou and Feng (2017) found that the intention to use mobile video calling services was significantly affected by PE and PU. The conceptual model developed to find the factors affecting the intention to use VoD service had two inner models; one internal model had DES as the dependent variable and the second model had PI as the dependent model. The coefficient of determination (R^2) measures the variance of the dependent variable explained by the independent variables and determines the model's predictive accuracy. Since the R^2 of the inner model having (DES) as a dependent variable was 0.4625, it got confirmed that 46.25% of the variability in the DES variable was elucidated by the independent variables like ATT, SBNM, PBC, PAE, and NAE. Similarly, the R^2 of the inner model having PI (intention to purchase/use VoD services) as the dependent variable was 0.5823, establishing the fact that 58.23% of the variance in PI was elucidated by the independent variables like DES, CNT, PEOU, PU, PE, and LFSTY. Analysis of the data revealed that the predictive relevance of the inner model having DES as the dependent model was found to be medium as the Q^2 of the said model was 0.3267. The predictive relevance of another internal model having PI as the dependent model was also established as

'medium' since the Q^2 for the said model was 0.3443. Shuhaiber (2018) studied the intention to use smart meters among Jordan residents using factors like trust, perceived control, perceived enjoyment, and sustainability. Kakkar and Kakkar (2018) found that the adoption of VoD services was positively and significantly influenced by content. Dasgupta and Grover (2019) opined that the wide availability of content was one of the significant factors that led to the adoption of OTT platforms. Malewar and Bajaj (2020) studied the acceptance of OTT platforms using the UTAUT2 model with content availability as one of the factors that influenced the intention to adopt OTT platforms. Palomba (2020) found that the platform used by the viewers to view the movies was influenced by lifestyles along with other factors like demographics and personalities of the viewers. Swinyard and Smith (2003) found that there was a positive relationship between lifestyles and intention to use, acquire and adopt new technologies.

Objective 3 of the present research work was to study the effect of consumer satisfaction, perceived value, engagement, and retention equity on consumption enhancement of VoD services. The significance of the relationships between the independent variable and the dependent variable was established as the T-stats of the relationships between the independent→dependent variables were more than 1.96 (at 95% confidence level). They were more than 1.66 (at a 90% confidence level), leading to the rejection of the null hypotheses and the acceptance of the alternative hypotheses. The variables SAT, ENG, RET_EQ, TRST, and PER_VAL significantly influenced the consumption enhancement of VoD services. Han et al. (2018) found that there was a positive and significant relationship between satisfaction and repurchase intention at airports' duty-free shops. Taylor and Baker (1994) established the positive relationship between satisfaction and repurchase intention that eventually led to consumption enhancement. Harrigan et al. (2017) found that customer engagement had a positive and significant influence on boosting the loyalty of social media brands of tourism. Islam et al. (2020) used SRO theory to study the effect of customer engagement on customer retention and found the relationship to be positive and significant. As per Rust et al. (2004), retention equity was one of the crucial measures of repurchase intention. Leenheer et al. (2007) found a strong relationship between loyalty programs and behavioral loyalty.

Sullivan and Kim (2018) found that trust was one of the important factors that helped in building the repurchase intention of the product/service. Saleem et al. (2017) found trust's positive and significant effect on repurchase intention in the Pakistan airline industry (service industry). Kim and Thapa (2018) found that perceived value was positively and significantly influencing the repurchase intention of nature-based tourist destinations. Similarly, the repurchase intention of green products was positively and significantly influenced by perceived value (De toni et al., 2018).

The conceptual model developed to find the factors affecting the intention to use VoD service and the factors responsible for the consumption enhancement of VoD services had four inner models; one internal model with DES as the dependent variable, the second one with PI as the dependent model, the third inner model had SAT as the dependent model, and the fourth model had CONS_ENH as the dependent variable. As the R^2 of the inner model having (DES) as a dependent variable was 0.4625, 46.25% of the variability in the DES variable was explained by the independent variables like ATT, SBNM, PBC, PAE, and NAE. Similarly, the R^2 of the inner model having PI (intention to purchase/use VoD services) was 0.5823, establishing the fact that 58.23% of the variance in PI was explained by the independent variables like DES, CNT, PEOU, PU, PE, and LFSTY. As the R^2 of the third inner model having SAT as dependent variables was 0.5607, ABB and FLEXP explained 56.07% variability in the SAT variable. 66.06% variability in the CONS_ENH was explained by the variables like SAT, ENG, RET_EQ, TRST, and PER_VAL since R^2 of the said inner model was 0.6606. Among the variables influencing the consumption enhancement of VoD services, the most important variable was RET_EQ (t-stats=9.4158), followed by ENG (8.5443), EPR_VAL (t-stats=7.4464), SAT (2.4474) and TRST (t-stats=2.0316). The predictive relevance of the models was also calculated, and Q2 denoted the same. Every inner model had the predictive relevance wherein the value of Q^2 greater than 0.15 established the medium relevance of the model, and Q2 with a value greater than 0.35 established that the model had substantial relevance. The inner model with DES as a dependent variable had a Q^2 value of 0.3267, collating the predictive relevance of the model to

be 'medium' followed by the inner model where PI was the dependent variable. The model with PI as dependent variable had the Q2 value of 0.3443, again establishing the predictive relevance of the model to be 'medium.' Similarly, the model with SAT as the dependent variable had the Q2 value of 0.3667, proving that the predictive relevance of the model was substantial. The inner model with CONS_ENH as the dependent variable had a Q^2 value of 0.4358, confirming the relevance of the model as 'considerable.'

Objective 4 of the present research work was to study the moderation effect of demographic variables like gender, age, occupation, and marital status on the intention to purchase/use VoD services and the consumption enhancement of VoD services. In today's times, most researchers are skeptical about the homogeneity among the data being collected. Hence, heterogeneity among the different demographic variables on all the relationships conceptualized in the conceptual model was studied in the present research.

After establishing the partial or complete measurement invariance, the MGA was administered based on different demographic variables. Firstly, MGA was administered on the data using the subgroups of the gender variable. After administering MGA, it was established that out of all the relationships conceptualized in the conceptual model, the subgroups of the gender variable moderated only one relationship. It highlighted that males and females (subgroups of the gender) didn't consider the relationships differently. The gender variable moderated the relationship between PER_VAL and FLEXP by highlighting the variation among the gender variable towards this relationship. The variation establishes that both males and females consider this relationship (PER_VAL$\rightarrow$ FLEXP) differently. As per the analysis, it is found that the path coefficients difference between the male subgroup and female subgroup has a positive value (0.099). It signifies that the perceived value is developing a more substantial flow experience in males than in females. The path coefficient differences between male and female subgroups are also found in other relationships, but the differences are insignificant.

Only the difference in the relationship between PER_VAL and FLEXP is significant. The possible reason behind the difference being significant is that the males can watch the content with full attention and concentration. The females have to do a lot of other work along with watching the content. Therefore, the females can't concentrate on the VoD services to watch content with full attention; hence, perceived value does not provide the immersive experience as the males get the same while watching the content. Solianik et al. (2016) also found that women were more prone to short-term memory and attention switching, leading to higher intra-individual variability among the men and women. Lanin and Smirnova (2020) also found the gross variation in the way the males and females write the online hotel reviews. The females write the reviews with a personal touch, whereas males are professional while writing the reviews. Hence, it is illustrated that the males have more flow experience than the females when watching content on VoD services. Therefore, perceived values influence the flow experience differently in the case of males and females. The males have more time and inclination towards the VoD services and the content to be watched than the females. The females are busy with household work and have less time to watch the content; they have less inclination towards the VoD services and hence seek less value from the VoD services. Since they seek less value from the VoD services, the perceived values have a negligible effect on flow experience than the males as the males seek more perceived value from the VoD services. In turn, the perceived values have more effect on the flow experience.

Similarly, MGA was administered using the variable marital status. For the marital status, two subgroups, 'single' and 'married,' were created. After undergoing MGA using the subgroups, it was established that three relationships of the conceptual model (CNT→PI, LFSTY→PI, NAE→DES) were moderated. The rest of the relationships were not moderated by marital status. The moderation effect of the marital status variable established that CNT (content) and LFSTY (lifestyles) were affecting the intention to use VoD services differently for married and single respondents. Hence, the heterogeneity among the responses was established as the marital status moderated three relationships. Within the three relationships, two of

the factors were very important as those factors were affecting the intention to use VoD services, establishing the fact that for married individuals and single individuals, the CNT and LFSTY were affecting the intention to use VoD services differently. The path coefficients difference for the relationship CNT→PI between married respondents and single respondents is negative in nature, i.e., -0.237, highlighting that content (CNT) influences purchase intention more for the single respondents than the married respondents. It can be attributed to the availability of other sources of entertainment to the married respondents compared to the single respondents. The freedom to watch the content of any genre like adult/erotic, violent/abusive content is not available to the married respondents. They have to showcase ethical viewing habits to their children, their partners, and other family members. Even in today's time, content watching is considered a family time where most the family members watch the content together. Hence, the availability of a wide range of content on VoD services does not influence the married respondents to purchase/use VoD services in comparison to the single who are not liable to showcase such ethical considerations.

Moreover, they have fewer ways to be entertained than the married respondents because they can spend quality time with their family members. Similarly, the path coefficients difference between married and single respondents for the relationship LFSTY→PI is positive, i.e., 0.217. It highlights that lifestyles influence intention to purchase/use VoD services is more in married respondents than the single respondents. The married respondents are more inclined towards the lifestyles than the single ones since the married respondents are more willing to have a good ideal social image. The students' nature is primarily carefree, and they are less intimidated by the ideal social image. The married respondents are also inclined to showcase the 'ought to self' image, consisting of the traits and the duties they are bound to possess. Hence, lifestyles play an essential role in influencing the married respondents than in the case of the single respondents. The personality traits of the singles are different from the married respondents (Chilman & Meyer, 1966). Chilman and Meyer (1966) measured personality needs and self-rated happiness among the single and married undergraduates,' and they found a startling difference between the personality needs

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and self-rated happiness among the married and single undergraduates. It was found that a higher proportion of the married than of the singles rated themselves as happy. The path coefficients difference for the relationship NAE→DES between the subgroups of married and single is negative, i.e., -0.179. It clearly illustrates that influence of the negative anticipated emotions (NAE) on the desire (DES) to watch ESAs is more in the single respondents than the married respondents. The unmarried tend to watch content on the ESAs, and if they don't watch content on ESAs, they tend to feel low, whereas the influence of the NAE on the desire is less in the married respondents as they don't feel low even when they either don't watch or watch less content on ESAs.

After studying the moderation effect of 'gender' and 'marital status' variables, MGA was administered on the data using the 'occupation' variable. The occupation variable was divided into three subgroups: 'student,' 'private,' and 'professional,' with relatively equal sizes. MGA was conducted using two subgroups at a single point. As there were three subgroups among the 'occupation' variable, MGA was run thrice with the following subgroup setups: private 'n' student subgroups, private 'n' professional subgroups, and student 'n' professional subgroups. When MGA was run for the first setup, i.e., between private 'n' student subgroups, the relationships (PU→PI 'n' SBNM→DES) were moderated. It was proved that the intention to use VoD services was affected differently for the two subgroups by 'perceived usefulness (PU).' For subjective norms (SBNM), DES was affected differently for the two subgroups.

In the PU→PI relationship, the path coefficients difference was positive, i.e., 0.123. The PU influenced the intention to purchase/use VoD service more for private employees than for the students. The possible reason for the same may be the differential behavior of the private employees and the students. The private employees showcase more maturity in their behavior, and hence, they look for more understanding of the content. As they are employed, they find VoD services help balance their leisure time and working time. They can watch the content on the move; they also have the freedom to watch the content anywhere, and they value the same, wherein the students have more time to watch the content and have carefree

behavior. They also have a hopping behavior wherein they hop from one platform to another after binge-watching the content. The hopping behavior of the students can be attributed to the less attentive span behavior. The hopping behavior is not visible in the employed respondents. The personality traits of the employed respondents are also different from the students. The same is also highlighted in the understanding of the usefulness of VoD services.

Similarly, seven relationships were moderated when MGA was run based on subset two, i.e., private 'n' professional subgroups. The same proved that all the seven relationships (ABB→SAT, ATT→DES, ENG→CONS_ENH, FLEXP→SAT, PEOU→PI, PER_VAL→FLEXP and SAT→CONS_ENH) were affected differently by the subgroups of the occupation variable. It was observed that consumption enhancement of VoD services 'CONS_ENH' had been affected differently by the engagement 'ENG' and satisfaction 'SAT' for the subgroups 'private' and 'professional'. It established that satisfaction and engagement had different effects on consumption enhancement of the VoD services for respondents with private jobs and professionals. Perceived ease of use affected both the subgroups in different ways. Thus, it established that both the groups considered PEOU differently for developing the intention to use VoD services. Both the groups regarded actual buying behavior (ABB) and attitude (ATT) differently to beget satisfaction (SAT) towards using the VoD services for entertainment. Out of the seven relationships moderated, the path coefficients difference for five relationships was positive (ATT→DES: 0.297, ENG→CONS_ENH: 0.729, FLEXP→SAT: 0.244, PEOU→PI: 0.489, PER_VAL→FLEXP: 0.274) wherein two of the relationships (ABB→SAT: -0.264, SAT→CONS_ENH: -0.4) had the path coefficients difference in negative. The path coefficient differences were positive for the private employees. The independent variables influenced the dependent variable more in private employees than the professionals like doctors, lawyers, CAs, and others. The private employees are more adaptable to the newer technologies, and hence, they adopt the latest technologies more than the professionals. They are more comfortable using the latest gadgets and technologies as they find the same easy to use. The professionals are more inclined to adopt the equipment related to their work area, and hence, they find wanting to adopt

new technologies. As the professionals are more absorbed in their work, they are found less engaged with the newer technologies, affecting the variables dependent on the engagement. The cognitive behavior of the private employee is different from the professionals as the professionals are more engrossed in their work areas, and they tend not to interact with individuals from other professions. This brings the feeling of social supremacy in the professionals compared to the private employees as the private employees tend to mingle with individuals from different fields.

After running the moderation on the second subset, MGA was administered on the third subset, i.e., student and professional. It was proved that nine relationships (ABB→SAT, ATT→DES, ENG→CONS_ENH, FLEXP→SAT, PBC→DES, PEOU→PI, PER_VAL→FLEXP, PU→PI and SAT→CONS_ENH) were moderated by the subset of the third subgroup. It established that the two subgroups were moderating the relationships, and they were considering these relationships differently. Both the subgroups 'student' and 'professional' believed the effect of engagement and satisfaction differently towards the consumption enhancement of VoD services. Therefore, it got confirmed that both the groups were affected differently for the consumption enhancement of VoD services.

Similarly, perceived usefulness (PU) affected intention to use VoD services differently for both the subgroups. This difference highlighted that the importance of perceived usefulness was different for both the subgroups to build intention to use VoD services. Out of the nine moderated relationships, the path coefficients difference for the five relationships among the two subgroups was positive (ATT→DES: 0.306, ENG→CONS_ENH: 0.784, FLEXP→SAT: 0.257, PEOU→PI: 0.47, PER_VAL→FLEXP: 0.25) and for the other relationships, the path coefficients differences were negative (ABB→SAT: -0.31, PBC→DES: -0.26, PU→PI: -0.314, SAT→CONS_ENH: -0.459). For the relationships where the path coefficients differences are positive, the influence of independent variables on the dependent variables has been more for the students than the professionals. The students are more tech-savvy and tend to have more knowledge of the new technology and gadgets; hence, they find the latest technology easy to use. As they have free time at their disposal, the personality traits like (Neuroticism, Conscientiousness,

Agreeableness, Extraversion, and Openness to Experience) affect their viewing habits. As a result, they tend to have more engagement with the VoD services, and high levels of engagement tend to provide a flow experience to the students, i.e., immersive experience.

The students find more value from the VoD services as they are more immersed in the VoD services. As the professionals have less time at their disposal because of their work assignments, they have less engagement with the VoD services and, in turn, have a less immersive experience. As a result, the professionals do not show the hopping behavior as shown by the students. Therefore, the professionals find more usefulness in the VoD services in comparison to the students. The same result is also reflected in the relationship between the private employed respondents and the students. The professionals showcase more maturity in their behavior, and hence, they look for more understanding of the content. As they are working, they find VoD services to balance their leisure time and working time. Since they are mature, they can be satisfied with lesser content than the students who are not satisfied as they show the hopping behavior.

After undergoing MGA on the data based on the 'occupation' variable subgroups, MGA was also administered using the three subgroups of 'age.' The age group was divided into three sub-groups, i.e., 15_20 yrs., 20_25 yrs. and 25_30 yrs. MGA got to run on the first subset of two subgroups consisting of '15_20 yrs' and '20_25 yrs' subgroups. After administering the MGA using this subset, it was found that the 'age' variable moderated only one relationship among all the relationships of the conceptual model, i.e., the relationship between TRST and CONS_ENH was being moderated. It established that the variable 'TRST' affected the consumption enhancement of VoD services differently among the viewers who belonged to different age groups, i.e., 15-20 years and 20-25 years. It highlighted that importance of trust was different for the viewers belonging to different age groups. The path coefficients difference was positive (0.308), highlighting the importance of trust for lesser aged respondents compared to the higher aged respondents. Stafford and Wells (1996) studied the effect of demographic variables on the service quality of four insurers, and they found the effect of age groups seemed to vary significantly in their

expectation of insurer claims service quality. VoD services also belong to the service industry. Herath (2012) found that age is one factor that acts as a discriminator to expected quality. Each dimension of the expected service quality varies based on the age of the consumer. Hence, it is pertinent to say that consumers of different age groups may consider the relationships differently.

Similarly, when MGA was administered using the second subset of age subgroups (20_25 years and 25_30 years), only the relationship between perceived usefulness (PU) and intention to use VoD services was moderated by the subgroups of the 'age' variable. The 'age' variable did not moderate the rest of the relationships of the conceptual model. It also established that the perceived usefulness was affecting the sub-groups towards the intention to use VoD services. This highlighted that the viewers from different age groups were considering the usefulness of the streaming apps differently as they use the VoD services.

MGA was also administered using the last subset of the age subgroups (15_20 year n 25_30 year). After running the MGA, it was found that 'TRST' was the only variable moderating the relationship with the variable 'CONS_ENH.' For the rest of the relationships of the conceptual model, there was no effect of the age variable belonging to the different age groups. As trust was the only variable affecting the consumption enhancement of the VoD services, it was established that the viewers from the other age groups were considering trust differently when consumption enhancement of the VoD services was being affected by the 'TRST.'

8.2 SUGGESTIONS

VoD services are one of the emerging verticals in the field of entertainment. As already reiterated in the introduction, there are different ways to spend leisure time or entertain oneself. Among them, watching TV is one of the most looked upon ways of entertaining themselves. Moreover, with rising income levels and the socio-cultural changes, the emergence of the second screen and the concept of individuality has cropped. As a result, the viewers' viewing habits have changed, and to keep pace with the changing patterns of the viewers, the broadcasters have also come up with new formats to vow the viewers.

The present research work was intended to study the factors that lead to the intention to purchase/use VoD services and the factors that lead to the consumption enhancement of VoD services.

- The first objective was to study the usage patterns of the viewers who were using VoD services to watch the content. There are startling results related to the usage patterns of the viewers. Most viewers come to know about VoD services through friends/relatives and digital and TV advertisements. Only a few respondents come to know about the different VoD services through print advertisements or email promotions. Hence, the companies shall advertise more on the digital platforms to increase the awareness levels of the potential viewers. The service providers shall also broadcast on TV to reach a wider audience and make them aware of their services and their content. The companies shall provide utilitarian (convenience, informative, functional, and innovative) and hedonic values (social acceptance and emotional) to the viewers. There is a clear correlation between the awareness levels and the VoD services being used. The higher the awareness levels, the higher the percentage of the ESAs being used to watch the content. One of the crucial features that are considered essential for ESAs is price. The viewers in India still look for value for money propositions, and the companies shall keep the same in mind while devising the pricing strategies. Most companies provide the content free of cost, or the prices are lower than their international operations. Netflix, Prime Video, and Disney + Hotstar offer content at very affordable prices compared to their international price structures, highlighting the importance of the right price to be successful in India. Service providers are either offering discounts on their subscription fees like ZEE5 is offering a 50% discount on its annual subscription fees or are offering coupons equivalent to the annual subscription fees as Sony LIV is giving coupons worth Rs. 1000/- of AJIO with the yearly subscription fees of 999/-. The companies are trying to increase their subscription base by either reducing the subscription fees or providing bundled offers with an annual subscription. Content-type is the next important feature that is considered essential for the ESAs.

- The companies shall develop a specific "Content Strategy" for a particular region. The content strategy shall be formulated and implemented based on the

following considerations: whether a) the company has a PAN India presence, or it is going for a region-specific presence; b) the content is developed for PAN India viewership or the same is having region-specific development; c) the content is curated based on genres. The companies shall focus on creating content that belongs to different genres. The companies shall develop specific positioning strategies based on their content. For example, ALT Balaji has positioned itself as the platform offering adult content. Netflix and Prime Video have positioned themselves as the service providers providing original content ranging from crime to romance to thrillers to comedy and many other genres. Positioning plays an important role in getting more viewers to the service providers. Because of the same, Disney+Hotstar has positioned itself as the one-stop solution for different live sports events either played in India or abroad. It has the exclusive streaming rights of many leagues being played in India. Hence, the companies shall segment the viewing population into different segments based on age, language, lifestyles like thinkers, achievers, experiencers 'n' believers, viewing habits, content, language, paying capabilities, and devices used to watch the content.

• Another objective is to determine the factors motivating viewers to watch the content on ESAs (VoD services). The findings revealed that the factors like attitude (ATT), subjective norms (SBNM), perceived behavioural control (PBC), positive anticipation emotions (PAE), and negative anticipated emotions (NAE) affect the desire positively. The desire, in turn, affects the intention to purchase/use VoD services. Furthermore, factors like PEOU, PU, PE, CNT, and LFSTY also affect the intention to purchase/use VoD services positively. Therefore, the companies shall devise strategies to develop a positive attitude towards them in the viewers' minds.

• Individuals tend to adopt new technologies that are considered to be easy to use. The companies shall make the interface of their services easy to navigate, make the content search easy, and group the content as per the genres. The companies shall also provide different streaming options based on network connectivity. The usefulness of any technology also plays an integral part in the adoption of the said technology. The VoD services shall provide functional and social value to the viewers, making the VoD services beneficial to the viewers. The VoD services shall

provide emotional value to the viewers that will help them to reduce their stresses and worries. The companies shall make people aware of the uses of the VoD services rather than only highlighting the entertainment quotient of the OTT platforms. The viewers watch the content of ESAs when they are stressed when they want to relax, or when they are free. The majority of the viewers are using OTT platforms for enjoyment or for destressing themselves, or for relaxing themselves; the companies shall develop content that makes them happy or relax or distress themselves. Understanding the viewers' requirements is of utmost importance for the companies to create and provide the content as per the likings of the viewers. The recommendation engines based on the viewers' viewed content shall recommend the content of the same genre. Technologies like artificial intelligence, natural language processing, machine learning, etc., shall be adopted to provide the viewers with the best recommendation and hassle-free experience. The content is one factor that influences the viewer to watch the content on OTT platforms with the freedom to watch anywhere and anytime. But, the wide availability of the content sometimes creates the problem of plenty. The viewers usually get confused about what to watch and what to leave. Hence, the recommendation systems shall suggest the new content based on the viewer's past viewing patterns. The companies shall highlight the following dimensions about the VoD services to the viewers: performance, features, reliability, easy operability, and serviceability of the platforms.

- The VoD service providers follow four different models to earn revenues, i.e., AVoD, SVoD, PPV (pay per view), and the freemium model. Out of the same, some of the VoD service providers (MX player, etc.) adopt the AVoD model wherein the revenue is generated through advertising, and some follow the freemium model (Disney + Hotstar VOOT, SonyLIV, etc.) where some content is free n rest of the content is available on subscription only. On the other hand, few VoD service providers follow the SVoD model wherein the content is available on subscription only yearly or half-yearly, quarterly, or monthly (Amazon Prime, Netflix, ZEE5, etc.). Hence, the primary source of revenue for the VoD service providers is either advertising or subscription. The viewers' base and the duration of viewing are the main parameters for getting the advertising. The other central aspect of the viewing

habits is the hopping behavior of the viewers. Presently, the viewers are not loyal to any particular platform as they are looking for the content that is being best suited to them. The low price will create a habit of watching the content on OTT platforms.

- Hence, the VoD service providers also have to address the issue of loyalty among the viewers. It was evident from the analysis that the consumption enhancement of the VoD services is dependent upon different factors like satisfaction, engagement, retention equity, trust, and perceived value. The companies must satisfy the customers by providing the best streaming quality and offering a wide range of content in different languages. The companies have to engage the customers by developing series-based community pages to share the latest news, short videos, and other related material. The companies have to retain the customers by providing a robust feedback system to the viewers and incentivizing viewers who watch more content on the respective platforms. The companies have to inculcate trust among the viewers by offering entertainment-rich content and the right price (SVOD). As per Anderson and Mittal (2000), satisfaction plays an essential role in stirring the customer to go for repeat purchases. If the customer is satisfied with the product features or services, they will go for the repeat purchase (Taylor and Baker, 1994; Woodside et al., 1989). The same is also applicable to VoD service providers. Suppose the service provider provides the best services and is streaming the content with the best quality that increases the satisfaction levels of the viewers. In that case, the viewers will feel more satisfied and watch more content on the same platform. The service providers shall provide additional filters that shall help the viewers to search their programs conveniently. The recommendation systems shall play a part in increasing the satisfaction level of the viewers.

- Similarly, the service providers shall also develop the content, keeping in mind the requirements of the specific customer segment. By doing the same, the service providers ensure the increased satisfaction levels of the viewers. A satisfied customer helps the companies in three ways: repeat purchases, trust the product/service, and become more engaged. Hence, the VoD services shall develop strategies to satisfy their customers, leading to consumption enhancement of VoD services (repeat purchase), instilling trust among the viewers, and increasing the

engagement levels of the viewers with the VoD services. Further on, engaging the customers is one of the crucial parameters for the companies to vow for repeat purchases (Kumar, 2008; Senecal & Nantel, 2004). More the customer's engagement with the product/services of the company more is the repeat purchases of the product/service. Therefore, the service providers shall try to increase the engagement levels with the viewers so that the consumption enhancement of the VoD services shall occur. The engagement levels of the viewers are high with the service providers if the viewers identify themselves with the service providers, they pay attention to the service providers, they talk about the service providers, they feel absorbed in the content, they feel about interacting with the service providers, and they feel involved in the services providers. Higher engagement levels led to consumption enhancement.

• The factor of retention equity is of utmost importance for increasing the repeat purchase of any product/service. Retaining an old customer is always more economical than gaining a new customer. The cost of acquiring a new customer is almost five times more than retaining a customer. Hence, the companies always try to retain their customers by either listening to them or acting on their feedback giving unique treatments to them, resolving their issues/complaints, or offering them incentives. The programs developed to build retention equity usually help the companies to have more prolonged, more profound, and stronger relationships with the customers (Chahal & Bala, 2017). The VoD service providers shall also try to build retention equity among their viewers, leading to a committed viewer base. The retained viewers will also recommend the services to others and spread positive WOM. The retention equity shall be created by engaging with the viewers using affinity programs, offering loyalty programs, implementing the robust and efficient customer relationship management (CRM) system, and enhancing the knowledge of the new segments by providing knowledge-building programs. Trust also plays an essential role in the repeat purchase. The companies try to inculcate trust in the customers' minds towards their products or services. If the customer trusts a particular product or service, they will go for a repeat purchase. Likewise, the VoD service providers shall instill trust among their viewers that lead to increased data

consumption. The VoD service providers shall fulfill their promises either related to the content or related to the streaming quality or related to the less usage of data based on automatic adjustment of streaming quality or related to the pricing policies. The VoD service providers shall be transparent in their operations so that trust is instilled in viewers. More trust in the VoD service providers will be the consumption enhancement of the VoD services. Perceived value is a customer's perception of either a product or service. Customer perceived value is the customer's belief that a particular product or service will meet their needs or expectations. Perceived value is calculated as the difference between the customer's benefits and the customer's price to get that product/service. A higher positive difference means higher perceived value, and the customer is ready to purchase the product or avail of the service for which the difference is positive. Hence, the VoD service providers shall create values for the viewers like social, economic, emotional, convenience, etc. The viewers will be more inclined towards the VoD service providers that will be creating values for them. The consumption enhancement of VoD services will occur for the service providers, creating a set of values for them. It is very much pertinent that the consumption enhancement of the VoD services will take place if the viewers feel satisfied; they feel engaged; the service providers retain them; they find the service providers to be trustworthy, and the viewers find values (either social or economic or emotional or convenience) in using the VoD services (Oyedele & Simpson, 2018). Out of satisfaction, engagement, retention equity, trust, and perceived value, retention equity is considered the most critical factor responsible for enhancing the consumption of VoD services followed by engagement, perceived value, satisfaction, and the least important among all of the five is trust. Hence, the service providers shall devise strategies that will increase the engagement levels of the viewers and simultaneously will also try to retain the viewers. The service providers shall also make the viewers satisfied.

- Brand equity is the added value that is given to the products or the services. Aaker (1991) stated that brand equity is a set of assets and liabilities that increase or decrease a product or service value. Higher brand equity for a particular brand will make the associate company financially more robust. The customers will be ready to

pay a premium price for that brand compared to the generic product or service. Brand awareness acts as a steppingstone towards building brand equity, and the same is also highlighted in the study as there is a clear correlation between the known ESAs and used ESAs for watching the content. Hence, the ESAs shall make their target audience aware of the salient features of their services by advertising, sponsorships, event marketing, public relations, etc., as repetition increases recognisability. As already discussed, unique positioning propositions will also help the ESAs create awareness about themselves.

- Brand association relates to the activities that make an individual associate with a particular brand. A strong brand association is made if the company has creative communications to elaborate the brand-related information. The companies go for the brand association keeping in mind the target audience as well as the competition. Positioning plays an essential part in developing brand association in the minds of the customer. The companies shall foster their marketing campaigns to highlight the points of difference among the ESAs. The points of difference will help the companies communicate their unique propositions to the users, creating a distinct image in the customers' minds. A favorable brand association is created when the companies convince the customers that the attributes and benefits of the brand will satisfy their needs and wants.

- Perceived quality is the perception of an individual about the quality of the brand. It is the extent to which the brand is going to provide better quality. Stylidis et al. (2015) posited that perceived quality had a two-dimensional typology- technical perceived quality (TPQ) and value-based perceived quality (VPQ). In TPQ, the quality was discussed from the aspects of the product's intrinsic attributes. In VPQ, the quality was discussed from the marketing aspect related to brand image, brand identity, hedonic value, customer's understanding, etc. (extrinsic attributes). Thus, to enhance the perceived quality of the product/service in the customers' eyes, the marketers shall target TPQ and VPQ. All the systems and solutions shall be built so that the product/service is perceived as high quality (Stylidis et al., 2020). Thus, the VoD service providers shall make the viewers understand the aspects like functional aspects, availability of a wide range of content, high streaming quality, switch to the

best streaming quality based on the connectivity, option to choose the right price, option to have different payment options, the flow experience, etc. through various communication channels so that the perceived quality of the ESAs shall be enhanced in the minds of the viewers.

- Brand loyalty tends the customer to buy the particular brand even when the competitor insists the customer purchase its brand (Keller, 2009). Brand loyalty ensures that the customer will go for the repeat purchase of the particular brand even when the cheaper alternatives are available.

- From the perspective of the VoD services and the present study, the VoD service providers shall make people aware of the VoD services, shall make people associate with the VoD services, shall make people believe that the quality of the VoD services is good, and shall also look for the behavioral loyalty of the customers. Furthermore, the working of the unique recommendation systems of ESAs shall also be highlighted and communicated to the people to know about the unique features of the same. The same will motivate them to go for repeat purchases. High levels of awareness, association, perceived quality, and brand loyalty shall eventually build brand equity for the companies. If brand equity is created, the companies will get extra value for their services.

8.3   LIMITATIONS AND FUTURE WORK

As every research work is completed within some boundaries, the present research work also has some limitations. The limitation has different connotations, but the word 'limit' is used from the perspective of the boundaries within which the present work is completed in the current situation. Since the respondents belonged to the Punjab state of India only, the location is one of the limitations of the recent research work. Money and time also acted as limiting factors in the present work as the complete research is self-funded. The researcher cannot collect the data from other states of India because of limited resources of time and money. One of the main objectives of the research work is to find the factors that build the intention to purchase/use VoD services. The factors of MGDB (model of goal directed

behaviour) and TAM (technology acceptance model), along with other factors like content and lifestyles, are found to be influencing the intention to purchase/use VoD services. Still, other factors may influence the intent to purchase VoD services not studied in the present research work. The factors like satisfaction, engagement, retention equity and perceived value are found to be influencing the viewers to have consumption enhancement of VoD services. Still, these factors explain only 66% variance in the consumption enhancement. Hence, the researchers shall study other factors that may explain variability in the consumption enhancement of VoD services. The factors responsible for varying viewing behaviors of the viewers are also not studied in the present research work. Still, the researchers shall study the factors responsible for varying viewing behaviors in their future works of VoD services.

Chapter – 9

MANAGERIAL IMPLICATIONS

9.1   MANAGERIAL IMPLICATIONS

Whenever any research is done, many stakeholders are supposed to be either benefitted or affected by the said research. The present research is intended to study the factors that influence the intention to use VOD services and the factors resulting in the consumption enhancement of the VoD services. Following are the stakeholders that are supposed to be benefitted/be affected by the present research work:

- VoD service providers

- Telecom companies

- Viewers

- Different service providers other than VoD services

VoD Service Providers: The service providers are the ones who are to be benefitted the maximum from the research work. As the present research is to study the factors influencing the viewers to have more consumption, the same will help the companies devise strategies that will lead to the consumption enhancement of the VoD services. The factors like trust, engagement, retention equity, satisfaction, and perceived value influence the consumption enhancement of VoD services. The core meaning of consumption enhancement is repeating a particular OTT platform for viewing the content. The companies have witnessed the hopping behavior of the viewers wherein they hop from one platform to another platform for watching the content. The viewers have access to more than two OTT platforms or have subscribed to two platforms to watch the content. Access to more than two OTT platforms signifies the hopping behavior of the viewers. The companies like to arrest this hopping behavior so that the viewers will either stick to one platform or spend more time watching content on a particular platform. Therefore, the companies shall develop strategies that shall lead to consumption enhancement of the VoD services. Furthermore, the

companies shall inculcate the feeling of trust among the viewers. The companies shall keep all the promises related to the following so that the viewers will trust a particular VoD service provider more than the other ones.

- New content,

- Streaming quality,

- Pricing,

- Low bandwidth coverage etc.

The companies shall develop strategies that shall increase their engagement levels of theirs with the viewers. With increased engagement levels, on one side, consumption enhancement will take place, and on the other side, the viewers will be retained by the companies. The companies shall provide the latest information about the upcoming content to their viewers. The companies shall develop series-based community pages to share the latest news, short videos, and other material related to the series. The viewers shall be able to either share the content or comment on the same. The companies shall share the information on different social media platforms to increase engagement with the viewers so that the viewers shall feel engaged with the content and the platforms. With these levels of engagement, the viewers feel more empowered with the information about the series, and they will share that information with their counterparts to have social acceptance. The study revealed that if the viewers are engaged, they will consume more content, and the platforms will retain the customers. Retaining the customers is one of the essential points to reckon with for the companies as acquiring new customers requires more effort and investments than the present customers. A similar holds for the OTT platforms as the viewer showcase the behavior of the hopping. The companies shall develop strategies that shall lead to the viewers' retention and prevent the viewers from switching to any other platform. The companies should offer a robust feedback system to the viewers to reach the company in case of any issue. The companies shall incentivize the viewers who are watching more content on the respective platforms, and the viewers shall also be graded based on their viewing times. The loyalty programs based on the viewing times shall be launched to spend more time on the platforms. The viewers

shall be informed about the benefits of the graded system and shall also be informed about the ways to elevate among the graded systems. The same will help retain the viewers that will help in further help in consumption enhancement of the VoD services. Hence, the companies should be developing strategies leading to the consumption enhancement of VoD services. The companies shall also collaborate with different service providers like education platforms or short film developers. The users shall either subscribe to OTT platforms or develop short reels/films using such platforms. The platforms will get more viewers and subscribers based on these extra services provided by the platforms.

Telecom Companies : Telecom companies will also benefit from the present study. The consumption enhancement will lead to more data consumption as the VoD services use mobile data, broadband, or fiber optics. All these services are being provided by the telecom operators or by the broadband operators. The companies are trying to push the data packs with higher values so that the revenues of the telecom operators keep on increasing. More the consumption enhancement of the VoD services, more data will be consumed, and once more data will be consumed, either there will be more recharges in case of prepaid connections or more usage will take place in case of post-paid connections. In either of the cases, the revenues of the telecom operators are bound to increase. As per the Nokia NBIT 2021 report, the overall avg. data usage per month has registered a CAGR of 76% from 2015-2020, and the same had reached 13.5 GB per user in December 2020. Indians have surpassed China by spending more than 5 hours per day on smartphones ("MBiT index 2021," n.d.).

In the last year or so, the three factors that led to the increased data usage are increased online education, remote working for professionals, and higher OTT viewership. In 2020, 54% of the data watched YouTube, social media, or different OTT platforms. With the increased consumption of content on other OTT platforms, the telecom companies are bound to benefit as the data consumption will rise as it has risen in the last few years. The OTT platforms are developing the content keeping in mind the viewing appetite of the GenZ viewers. The companies are also developing content in regional languages to cater to the needs of varying viewers. As the content

is being developed in different languages, the same will also lead to consumption enhancement of the content. With more content consumption, more data consumption will be done, and the ARPU of different companies will also improve. Telecom companies have collaborated with other OTT platforms to offer unlimited bundled offers or premium data packs to their prime customers. The companies are using the brand image of other OTT platforms to increase their customer base. Hence, the companies on one side are bringing in new subscribers by offering them bundled offers, and on the other side, they are making the viewers consume more content leading to a jump in ARPU in the last few years.

Viewers : As the companies look to increase the consumption of VoD services, the viewers are bound to benefit in the longer term. As retention equity is one of the antecedents of consumption enhancement, the companies shall strategize to retain their customers. In continuation to provide retention equity to the viewers, the companies shall give special treatment to their viewers. The companies should develop loyalty and affinity programs for the viewers. They shall get the viewers engaged with them. They shall create knowledge-building programs for the viewers to provide the latest information about the various programs streamed in the future. An immediate response shall be provided to the queries raised by the viewers. The feedback system shall be robust and integrated among all the social media platforms. The viewers' feedback/queries/issues in any social media platform shall be received and responded to accordingly.

Satisfaction is also an antecedent to consumption enhancement. The viewers who are satisfied with the services of the OTT platforms will consume more content on the platforms. The viewers will be benefitted from the extra mile efforts put by the OTT platforms to ensure satisfaction to the viewers. The viewers shall be graded into different categories based on their viewing habits, and the grading shall be done into Platinum, Gold, and Silver categories. The viewers shall be motivated to upgrade to higher categories by increasing the consumption of VoD services. The Gold viewers shall be encouraged to upgrade into the platinum category, and the platinum members shall be rewarded to remain in the Platinum category. The same will ensure the retention of customers in the highest class. As the companies will look for the consumption enhancement of their services, the viewers will also be benefitted.

Bundled Offer : As OTT platforms have gained traction in the last few years, many service providers are looking to collaborate with these platforms. Telecom companies have already seen traction in their subscriber base as they are offering VoD services as bundled offers to their new subscribers who are upscaling to new plans. Similarly, the OTT platforms shall collaborate with other service providers like online education platforms so that both of the united parties shall gain traction. In the last one and half years, the valuations of EdTech companies have soared. The OTT platforms shall collaborate with EdTech companies to gain traction in the new segment. With the subscribers being added, the consumption enhancement of VoD services shall occur, and with such collaborations, the viewers will spend more time on these platforms. The platforms shall also collaborate with short film/reel developing apps, wherein the OTT platforms shall provide interfaces to develop reels/short videos on their platforms. These collaborations will bring in more subscribers and consumption enhancement of VoD services as the viewers, on the one hand, will watch the streamed content and, on the other hand, will use the services provided by the collaborated service providers like EdTechs or other entertainment platforms. The OTT platforms shall collaborate with different gaming platforms to gain traction of their platforms and to have increased engagement of the viewers with the platforms. Many platforms shall stitch partnerships with various service providers. The viewers shall subscribe to these platforms for viewing purposes and the OTT platforms to access these added services like EdTech, gaming, wellness, health-related services, etc. With the consumption enhancement of VoD services, other services collaborating with such platforms will also increase, bringing in more business for the united parties.

Chapter – 10

CONCLUSION

10.1 CONCLUSION

The present research work was intended to study the factors that influence the intention of an individual to purchase/use VoD services and to study the factors that result in consumption enhancement of VoD services, i.e., intention to repurchase/view the VoD service again and again. The conceptual model for the present study had the amalgamation of various theories/models such as goal directed behavior model (MGDB), flow theory, technology acceptance model, and consumption value theory. The conceptual model also introduced various variables that were considered important to achieve the objectives of the study. The data for the said study was collected from the state of Punjab as Punjab is the state that has one of the highest penetrations of the internet and also has one of the highest internet users' populations. The sample size for the present study was 1162, and the purposive sampling technique was administered to collect the data. The multivariate analysis using PLS-SEM ver. 2.0 and ver. 3.2.9 were used to analyze the data. After amalgamating the goal-directed and technology acceptance models, the factors influencing the intention to purchase/use VoD services were studied. Some other factors like content and lifestyles were also studied along with the amalgamated model. It was revealed that the factors like cognitive factors like attitude, perceived behavioral control 'n' subjective norms, and behavioral factors like positive anticipated emotions (PAE) and negative anticipated emotions (NAE) were influencing the desire (DES) to purchase VoD services. Shin et al. (2017) found that PAE and NAE influence purchase/usage intention through desire. Han and Hwang (2016) found that PAE and NAE had a significant and positive influence on the desire and intention to use an environmentally friendly cruise. College students' intention to consume fruits and vegetables was also influenced by desire (Jung et al., 2018). The factors like perceived ease of use (PEOU), perceived usefulness (PU), and perceived enjoyment (PE) were directly influencing the intention to purchase/use

VoD services. Camilleri and Falzon (2020) found that PEOU and PU were positively and significantly influencing the intention to use online streaming services. Dwivedi et al. (2014) found the positive and significant effect of PE on the intent of the Indian consumers to use M-commerce. Singh et al. (2021) found PE an important factor to influence the continued intention to use live streaming services to watch the content. The factors like content and lifestyles also influenced the intention to use VoD services positively and significantly along with DES. Dasgupta and Grover (2019) opined that the wide availability of content was one of the significant factors that led to the adoption of OTT platforms. Malewar and Bajaj (2020) also found the effect of content on accepting the OTT platforms to be positive and significant. Lee et al. (2009) found the relationship between consumer lifestyles and the intention to use High technology products in Korea to be positive and significant. Hence, it is posited that the mentioned factors influence the intention to purchase/use VoD services. Among all the factors influencing the intention to use VoD services, lifestyles were the most important, followed by PE and DES. The other factors were also significantly influencing the intention but to a lesser extent than the three factors. The finding of the beta value (r) of every relationship was in sync with the effect size (f^2) of the same relationship. The effect size of the relationship between lifestyles and intention to use VoD services was medium. In contrast, the effect size of the relationships of PE and DES to purchase VoD services was weak, and the effect sizes of the relationships of other variables to purchase VoD services were negligible. Hence, it shall be posited that even though all the factors significantly influence the intention to use VoD services, the factors like lifestyles, desire, and perceived enjoyment influence the intention more than the other factors. The present research work also intended to study the factors that led to the consumption enhancement of VoD services. The flow theory and the consumption value theory were studied along with the other factors leading to the consumption enhancement. The concept of flow experience from the flow theory was used to study its effect on satisfaction. The concept of perceived value from the consumption value theory was used to study its effect on the consumption enhancement of VoD services. It was learned that the flow experience influenced the users' satisfaction levels, whereas the perceived value influenced the consumption enhancement of VoD services. The other factors like

satisfaction, engagement, trust, and retention equity also influenced the consumption enhancement of VoD services. An et al. (2010), the intention to revisit a particular destination was positively affected by satisfaction. The satisfaction had a positive and significant effect on engagement and trust, and the engagement had a positive and significant effect on retention equity. Pansari and Kumar (2017) studied the influence of satisfaction on engagement and found the relationship to be positive and significant. Khademi Ashkzar et al. (2018) posited that student engagement plays a vital role in increased retention. Lemon et al. (2001) found a strong relationship between retention equity and customer equity n loyalty. Sullivan and Kim (2018) found that trust played an essential role in building the repurchase intention of the product/service. Stathopoulou and Balabanis (2016) identified that trust in the program/product/service affects the consumers' repurchase intention in a positive way. Jamal and Sharifuddin (2015) found that the perceived value affected the future use of any product/service and repurchase decisions. Pham et al. (2018) also found that perceived value played an important role in building repurchase intention in online shopping. Among the factors influencing the consumption enhancement of VoD services, retention equity was the most important factor influencing the consumption enhancement, followed by engagement and perceived value. In contrast, the factors like satisfaction and trust also influenced the consumption enhancement but to a lesser extent. These results were in sync with the effect sizes of the relationships. The effect sizes of the relationship of variables like retention equity, engagement, perceived value, and satisfaction with the consumption enhancement were weak. In contrast, the effect size of the relationship of trust with the consumption enhancement was negligible. Hence, it is posited that variables like RET_EQT, ENG, PER_VAL, and SAT are more important to influence the consumption enhancement of VoD services among the users of OTT platforms. Trust is not very important to influence the consumption enhancement as the users already trust the OTT platforms from the perspective of quality, price, content quality, reliability, etc. Regarding retention equity, engagement, perceived value, and satisfaction, RET_EQT influences consumption enhancement the most, followed by engagement, perceived value, and satisfaction. Hence, the VoD service providers shall devise their marketing strategies from the perspective of retaining the viewers.

They shall also focus on increasing the engagement of the viewers with the respective platforms. The platforms shall provide an immersive experience to the viewers so that they enjoy every bit of the viewing relationship and have an experience of flow.

The moderation effect of demographic variables like age, profession, marital status, and gender were also studied on the conceptual model using MGA (multi-group analysis). The MGA was administered using PLS-SEM ver. 3.2.9. The moderation effect of demographic variables examines whether there is any difference in the path coefficient of the subgroups when the path coefficients for any relationship are calculated separately for each subset. If there is a difference in the path coefficient of the subgroups and the difference is also significant based on *T stats,* it is posited that the demographic variable is moderating the relationship. But before administering MGA, the whole model had undergone the MICOM procedure suggested by Henseler et al. (2016) to study the test of measurement invariance. Once the MICOM procedure got administered, MGA was used to study the moderation effect of different subgroups of age (3 sub-groups), gender (2 sub-groups), profession (3 sub-groups), and marital status (2 sub-groups) on the conceptual model. It was found that the two sub-groups of gender were moderating only one relationship (PER_VAL→FLEXP). The sub-groups of marital status were moderating three relationships (CNT→PI, LFSTY→PI, NAE→DES) wherein, the maximum moderation was found in the subgroups of 'occupation' variable where the subgroups 'private' and 'professional' moderated seven relationships (ABB→SAT, ATT→DES, ENG→CONS_ENH, FLEXP→SAT, PEOU→PI, PER_VAL→FLEXP, SAT→CONS_ENH). The subgroups of student category and professional category moderated nine relationships of the conceptual model (ABB→SAT, ATT→DES, ENG→CONS_ENH, FLEXP→SAT, PBC→DES, PEOU→PI, PER_VAL→FLEXP, PU→PI, SAT→CONS_ENH). While studying the moderation effect among the sub-groups of the age category, it was found that except for one, no relationship was moderated. As it is established that the intention to purchase (PI) VoD services are moderated among the private 'n' professional subgroups and student 'n' professional subgroups, the VoD service providers shall devise different strategies to vow the

students, professionals, and the individuals working in the private organizations. Similarly, the consumption enhancement has moderated among the private 'n' professional and student 'n' professional subgroups. The VoD service providers shall devise strategies as per the subgroups since the requirements of the students, professionals, and private employees are different. In marital status, the relationship between CNT→PI and LFSTY→PI is moderated by the subgroups 'single' n 'married,' clearly indicating that the content and lifestyle influence intention to purchase/use VoD services differently for a single person and married individuals.

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Dear Sir/Madam,

I Amit Kakkar is pursuing PhD. from Lovely Professional University in the field of Management. The topic for the research work is "Consumer purchase intention and consumption enhancement of Video on Demand (VoD) services." The popular VoD services (ESAs/OTT platforms) are Hotstar, Netflix, Amazon Prime, Voot, Zee5 and many more that provide entertainment to the viewers on the move. We request you to please spare some of your time and provide your responses to the questions asked in this questionnaire. We highly appreciate your support, and we assure you that the information provided by you will be kept confidential and will be used for academic purpose only.

Section 1: General information about ESAs (Entertainment Streaming Apps.)
(VoD services)

(Disney Hotstar, Amazon Prime, VOOT, Netflix, ZEE5, Sony LIV and many More)

1. **Are you aware about ESAs (Entertainment Streaming Apps)? (Write "Y" for the selected option)**

    Yes ☐   No ☐

2. **How you come to know/ hear about ESAs? (Please select more than one options, if applicable) (Write "Y" for all the selected options)**

    1) Friends/Relatives ☐
    2) Print advertisements ☐
    3) TV advertisements ☐
    4) Email promotion ☐
    5) Digital Ads ☐
    6) Others ☐

3. **Please select which of the ESAs you have heard about? (Select more than one options, if applicable) (Write "Y" for all the selected options)**

Disney+ Hotstar		Voot Select		Sony Liv		Netflix		Shemaroo	
Prime Video		Zee 5		MX Player		Alt Balaji		Any other	

4. **Which of the following ESAs you use or have used in the past for viewing online content? (Select more than one options, if applicable) (Write "Y" for all the selected options)**

Disney+ Hotstar		Voot Select		Sony Liv		Netflix		Shemaroo	
Prime Video		Zee 5		MX Player		Alt Balaji		Any other	

5. **Which of the following features you consider while choosing ESAs? (Select more than one options, if applicable) (Write "Y" for all the selected options)**

Options	Choice
Price	☐
Ad free content	☐
Content type	☐
Ease of Access	☐
Portability to multiple devices	☐
Ability to download content	☐
Streaming Quality	☐
Multiple streaming options based on Internet connectivity	☐
Any Other _____	

6. **Which of the following content type you consider while choosing ESAs? (Select more than one options, if applicable) (Write "Y" for all the selected options)**

Content Type	Choice
A Broad Mix	☐
OLD TV content (Throwback)	☐
Movies	☐
Original Series	☐
Sports	☐
Specific Genre	☐

Children's Programmes ☐

LIVE events ☐

Music ☐

Any Other _____

7. **Content belonging to which Genres you would prefer to watch on ESAs?**
(Select more than one option, if applicable) (Write "Y" for all the selected
options)

1)	Horror	☐	6)	Adventure	☐
2)	Crime	☐	7)	Animated	☐
3)	Comedy	☐	8)	Romance	☐
4)	Drama	☐	9)	Any Other	☐
5)	Thriller	☐			☐

8. **What do you value the most in terms of the content mix offered by ESAs?**
(Choose the most important) (Write "Y" for the selected option)

Options	Choice
A broad range of content	
Traditional Programming (music, movies etc.)	
High Profile premium content	
A constant supply of new content	
Any other _____	

9. **On an average, how many hours per day do you watch content on ESAs?**
(Write "Y" for the selected option)

1)	less than an hour	☐	4)	4-6 hours	☐
2)	1-2 hours	☐	5)	more than 6 hours	☐
3)	2-4 hours	☐			

10. **Since how long, you are watching content on ESAs?**

1)	last one month	☐	4)	last one year	☐
2)	last 3 months	☐	5)	more than a year	☐
3)	last 6 months	☐			

11. **Which of the payment models would you prefer to use for ESAs? (Write "Y" for the selected option only)**

1) Advertising VOD (AVOD)/Free VOD ☐

2) Subscription VOD (SVOD) ☐

3) Transaction VOD (TVOD) (Pay per view) ☐

4) Freemium (some content free, rest paid) ☐

12. **Which of the following smart devices you use for watching the online content? (If applicable, more than one option can be selected) (Write "Y" for all the selected options)**

1) Smartphone ☐

2) Tablet ☐

3) Laptop ☐

4) Smart TV ☐

5) Others _____ ☐

13. **Do you Binge Watch? (Write "Y" for the selected option only)**

Yes ☐   No ☐

14. **How many ESAs you have access to? (Write "Y" for the selected option only)**

1) 1 ☐   3) 3-5 ☐

2) 2-3 ☐   4) more than 5 ☐

15. **How many ESAs you currently subscribe to? (Write "Y" for the selected option only)**

1) 1 ☐   3) 3-5 ☐

2) 2-3 ☐   4) more than 5 ☐

16. You watch content on ESAs when you are _____ (If applicable, more than one option can be selected) (Write "Y" for all the selected options)

1) Free	☐	5) Any new series/ movie is streaming	☐
2) Feel bored	☐	6) Want to entertain yourself	☐
3) Stressed	☐	7) Any Other _____	☐
4) Want to Relax	☐		

Section 2: ESA Stands for Entertainment Streaming Apps, another connotation of OTT (Over the Top)/VoD (Video on Demand) services.

Write 5 for Strongly Agree, 4 for Agree, 3 for Neutral, 2 for Disagree and 1 for Strongly Disagree. (Only one response for every statement)

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I think using ESAs for watching content is a good idea.					
I think using ESAs for watching content is a wise idea.					
I think that watching online content on ESAs is enjoyable.					
I think using ESAs for watching content is stress relieving.					
It is expected of me that I watch content on ESAs.					
Most people important to me encourage me to watch content on ESAs.					
Most people important to me understand that why I watch content on ESAs.					
Most people important to me recommend me to watch content on ESAs.					

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Whenever I want, I can watch content on ESAs.					
I am capable of watching content on ESAs.					
I have enough resource to watch content on ESAs.					
I know how to search content on ESAs.					
If I watch content on ESAs, I will be excited.					
If I watch content on ESAs, I will be glad.					
If I watch content on ESAs, I will be happy.					
If I watch content on ESAs, I will be satisfied.					
If I can't watch content on ESAs, I will be worried.					
If I can't watch content on ESAs, I will be disappointed.					
If I can't watch content on ESAs, I will be sad.					
If I can't watch content on ESAs, I will be upset.					
I am eager to watch content on ESAs.					
When I want to watch content, I desire to watch it on ESAs					
I hope to watch content on ESAs again.					
Watching content on ESAs is something that comes to me naturally.					
I prefer ESAs as it provides sufficient content to watch.					
I prefer ESAs as it offers content of different genres to watch. (different categories)					
I prefer ESAs as it provides quality content to watch.					
I prefer ESAs as it recommends content as per my liking					

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I prefer ESAs as it provides original content to watch.					
Learning to watch content on ESAs is easy for me.					
Finding what I want on ESAs is easy.					
Operating ESA platforms is easy for me.					
ESAs makes it easier for me to watch content.					
Skilfully using ESAs is easy for me					
ESAs enable me to watch content anywhere.					
With ESAs, I can watch whatever I want to watch.					
ESAs enable me to maintain a balance between my work time and leisure time.					
ESAs help me to do binge watching (watching at least 2 to 3 episodes in one go)					
Using ESAs is entertaining.					
Watching content on ESAs gives me pleasure.					
I believe that using ESAs is fun.					
I do not feel bored while using ESAs.					
I would like to watch content on ESAs on the go.					
I would like to adopt ESAs as I like excitement in my life.					
I would like to adopt ESAs as I like to learn new technologies.					
I am the first in my friends to adopt ESAs for watching content.					
I am the first among my friends to know any latest information about content on ESAs.					

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am the first one to adopt ESAs in my family and friends.					
The image of the typical ESA user reflects the kind of person I am.					
I will watch content on ESAs in the future.					
I intend to watch content on ESAs only.					
I will watch content on ESAs rather than on traditional modes in the future.					
I will strongly recommend others to watch content on ESAs.					
I am a regular user of ESAs.					
I often watch content on ESAs as it is very simple.					
I often watch content on ESAs as it is more convenient than traditional modes.					
I often watch content on ESAs as it fulfills my entertainment needs better than traditional modes.					
While watching content on ESAs, I am totally involved. (engaged/associated with)					
While watching content on ESAs, I feel totally captivated (mesmerized/complete attention)					
Time seems to pass very quickly while watching content on ESAs.					
Nothing matters to me while watching content on ESAs.					
While watching content on ESAs, I am totally concentrated.					
I am satisfied with the service quality offered by ESAs.					

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I enjoy watching content on ESAs than any other source of entertainment.					
I am satisfied with my choice of choosing ESAs for entertaining myself.					
I am satisfied with the content streaming on ESAs.					
I am satisfied with my decision of watching content on ESAs.					
I am passionate about the ESAs.					
I am enthusiastic about the ESAs.					
Anything related to ESAs grabs my attention.					
I thoroughly enjoy exchanging details about ESAs with other people.					
When I watch content on ESAs, it is difficult for me to detach myself.					
ESAs I watch make every effort to fulfill the promises made by them. (availability of original content)					
ESAs perform the promised service dependably and accurately.					
ESAs I watch can be trusted at all times for reliable services.					
ESAs I watch have high degree of streaming quality.					
ESAs I watch are fair in pricing.					
I tend to use ESAs as I enjoy watching content on it.					
I feel emotionally attached with ESAs.					
I am committed to watch content on ESAs. (always watch content on ESAs)					

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I will recommend ESAs to my friends and relatives.					
I will not switch to other entertainment platforms even if they offer more attractive benefits.					
I value watching content on ESAs because they enhance my status among my peers.					
I value watching content on ESAs because they help increase my connections on social media.					
Watching content on ESAs creates positive feeling in me.					
ESAs allow me to watch whenever I want.					
I feel that the information about the content on ESAs is well organized.					
I feel that searching the information about content on ESAs is convenient.					
I always try to watch content on ESAs in my daily life.					
I plan to continue to watch content of ESAs frequently.					
I often watch content on ESAs for a longer time than I intended.					
I keep thinking about spending more time watching content on ESAs.					
I think I am habituated of watching content on ESAs.					
I have the option to watch my favourite content on ESAs again and again.					

Section 3: Demographic information about the respondent

Gender (Write "Y" for the selected option only)

Male ☐ Female ☐

Age (Write "Y" for the selected option only)

1)	15-20 yrs.	☐	5)	35-40 yrs	☐
2)	20-25 yrs	☐	6)	40-45 yrs	☐
3)	25-30 yrs	☐	7)	45-50 yrs	☐
4)	30-35 yrs	☐	8)	>50 yrs	☐

Educational Qualification (Write "Y" for the selected option only)

1)	No formal education	☐	4)	Bachelor's Degree	☐
2)	Secondary (10th)	☐	5)	Master's Degree	☐
3)	Higher Secondary	☐	6)	Ph.D.	☐

Profession (Write "Y" for the selected option only)

1)	Govt Employee	☐	5)	Student	☐
2)	Private Employee	☐	6)	Retired	☐
3)	Businessman	☐	7)	Professional	☐
4)	Home Makeer	☐	8)	Freelancer	☐

Monthly Income (Write "Y" for the selected option only)

1)	< 15K (Less than)	☐	4)	35K-45K	☐
2)	15K-25K	☐	5)	45K-55K	☐
3)	25K-35K	☐	6)	> 55K (Greater than)	☐

Marital Status (Write "Y" for the selected option only)

1)	Single	☐	4)	Widow	☐
2)	Married	☐	5)	Widower	☐
3)	Divorced	☐	6)	Separated	☐

LIST OF PUBLICATIONS

Sr. No.	Publication Title	Journal	Publisher	Year of Publication
1	Factors leading to adoption of video on demand service: an exploratory study	International Journal of Business and Globalisation	Inderscience	2018
2	Factors influencing organic foods purchase intention of Indian customers	Organic Agriculture	Springer	2019
3	A study on organic foods purchase intention of Indian customers: a structural approach	International Journal of Green Economics	Inderscience	2019
4	A Conjoint-Based Approach to Consumer Preferences in VoD Services	International Journal of Engineering and Advanced Technology	Blue Eyes Intelligence Engineering & Sciences Publication	2019
5	Adoption of VoD services: an investigation of extended technology acceptance model	International Journal of Internet Marketing and Advertising	Inderscience	2022

LIST OF CONFERENCES

Sr. No.	Paper presented in the conference	Conference	Year
1	Innovative Marketing Strategies for Global Competitiveness	Strategies for Global Competitiveness and Economic Growth	2015
2	Factors leading to preferential buying on E-Commerce: An Exploratory study	XIV International Conference on Business Management and Behavioural Sciences (ICBMBS-16)	2016
3	Factors leading to adoption of Video on Demand Service: An Exploratory Study	Strategies for Global Competitiveness and Economic Growth	2017
4	Mahindra's SUV on a Bumpy Road	International Case Study Conference (INCSC-2017)	2017
5	Aaker's brand personality scale and its appropriateness for banks in India: An empirical Study	Dynamics of Financial Sector Reforms	2018
6	Effect of Decisional Factors on Mutual Fund's Actual Buying Behaviour among Indian Investors	Dynamics of Financial Sector Reforms	2018
7	A conjoint based approach to consumer preferences in VoD services	International Conference on Engineering, Technology and Management for Sustainable Development (ICETMSD-2018)	2018
8	Brand personification of Indian General Entertainment channels using preferential mapping technique.	National Conference on Changing Business Dynamics in an Era of Technological Disruptions.	2018

Sr. No.	Paper presented in the conference	Conference	Year
9	Does CSR build Loyalty	Societal and Organizational Transformation through Strategic and Technological Interventions (NICOM-2018)	2018
10	Understanding actual buying behaviour of organic food users in India: A PLS-SEM Approach	International Conference on Knowledge and Policy for Sustainable Development: Global Lessons and Local Challenges (ICKSSD 2019)	2019
11	CSR Builds Loyalty: The role of Awareness, Satisfaction and Trust	7th PAN IIM World Management Conference	2019
12	Factors affecting online purchase intention of Financial Products: The role of Electronic Word of Mouth, Trust, and Perceived Transparency	Business Interventions for Effective Management of Technology and Innovation	2020
13	The effect of Telepresence and Customer Engagement in Value Co-creation, Trust building and Purchase intention towards Online Apparels	Marketing 5.0: Opportunities and Challenges	2022