Just One More Episode: Exploring Consumer Motivations for Adoption of Streaming Services

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A B S T R A C T

This study examines the adoption of subscription-based video on demand (SVOD) streaming services among consumers. Primarily, we explore the moderating effect of the two models of streaming services, standalone streaming services and bundled streaming services, on the users' adoption. We employ the Unified Theory of Acceptance and Use of Technology (UTAUT2) model in this study. We utilize the data collected from 337 Indian respondents and find that all constructs of the UTAUT2 model act as motivators of adoption. Gender, age, and experience of the respondent also play a moderating role in the adoption of streaming services. We also find that providing bundled streaming service positively moderates price-value and hedonic motivation of adoption. The study is perhaps the first of its kind that aims to understand the motivations for adoption of SVOD services, particularly in the Indian context, which has the fastest-growing base of internet users in the world.

Keywords: Subscription Video on Demand, UTAUT2, Standalone Streaming Service, Bundled Streaming Service

Ⅰ. Introduction

There has been a tremendous change across the world due to the advent of the internet since 1980s. The previous few decades have seen and altered the way people shop, and communicate as well as consume news and several types of means of entertain-ment including games, music and videos (Cesareo and Pastore, 2014; King et al., 2019; Mathews et al., 2016; Roos et al., 2020). One of the areas that has recently seen a surge in consumption is that of online media entertainment which prominently include music and video streaming services (Chen et al., 2017; Magaudda, 2011).

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With an explosive growth of the Internet and increasing demand for multimedia information on the Web, subscription video on demand (SVOD) streaming services has received incredible attention from industry as well as academia in the recent years (McKenzie et al., 2019; Prince and Greenstein, 2018). SVOD services refer to those services which enable a consumer to watch from a content library, for a fee, usually charged monthly, an unlimited amount of content across a diverse range of devices either concurrently or with limitations on the number of devices (Wolk, 2015). The growth of streaming services is primarily attributed to its expansive content library and superior product experience. The wave of internet proliferation in India was triggered by Reliance Jio (Financial times, 2018). In 2016 the two biggest video streaming players, Netflix and Amazon Prime Video entered the Indian market (Forbes, 2017). Since then several streaming players have emerged and are capitalizing rapidly on the growing user base of more than 530 million internet-connected smartphone users, making India the largest open media market in the world (Zenith Media report, 2017).

These SVOD providers fiercely position themselves as a substitute for traditional television and view that their primary competitors are traditional television networks and DVD rentals (Chao et al., 2016; McKenzie et al., 2019). The second most popular service provider of SVOD in India, Amazon Prime offers multiple services along with the streaming service (Economic Times, 2019). Amazon, which is an e-retailer, uses its SVOD service, Amazon Prime Video, primarily to drive customers to its Prime membership program which offers several value-added services spanning areas of E-retail, music streaming, and E-reading among others. For Amazon the driving factor is that members make more purchases than the non-members (Wayne, 2018).

It must be noted that the SVOD market in an emerging economy such as India is different from that of the developed nations in several aspects. For example, the cable, satellite and other pay TV markets have witnessed dropping userbase in the United States (Prince and Greenstein, 2018). However, on the contrary, as per the recent broadcast India survey, the growth of traditional television has been steady at a rate of 7.6 percent. Netflix has witnessed a smaller reach in India by having installed on merely 7 percent smartphones. Also, the uninstall rate of Netflix was 17.3% as compared to 6.7% for Amazon prime or 6.11 for Jio Cinema (Bhattacharya, 2019).

Specifically, the present study derives its motivation from two aspects: One is the proliferation of internet services across India coupled with less expensive data charges from telecom companies, and second is the surge in the consumption Over The Top (OTT) SVOD services. The extant literature on SVOD services primarily focuses on education streaming services (Agudelo et al., 2017), piracy issues (Lee et al., 2016) and platform related intricacies (Wang and Lobato, 2019). Few of the studies that have explored consumer aspects of SVOD include consumer shifting from traditional bundles Chao et al. (2016), continuous or binge-watching over the platforms (Matrix, 2014; Shaw and Gillette, 2017) and consumer willingness to pay for SVOD services Kim et al. (2017). However, there is a pressing gap in the extant literature to understand the motives and factors responsible for consumer adoption of these SVOD services amongst the consumers.

The brief discussion motivates us to answer a few research questions. The principal research question is to understand the factors influencing the consumer intention to use SVOD in the emerging market context of India by employing the theoretical framework

of Unified Theory of Acceptance and Use of Technology (UTAUT2) which has powerful predictive capacity. Secondly, we also analyze the moderating role of gender, age, and experience of the consumers and the type of SVOD service in the above relationship. One significant novelty of this study lies in the understanding of the role of the type of SVOD service in adoption.

The paper is structured as follows: In the next section, we present a brief review of literature on SVOD services and UTAUT2 framework followed by the presentation of our conceptual model and hypotheses. Further, we present the methodology and results of the study. Finally, we present the theoretical and managerial implications of the study.

Ⅱ. Literature Review

2.1. Subscription Video on Demand

Detecon Consulting (2014a) defined OTT as "the dissemination of services such as voice, video and data, through the Internet such that the mobile network or Internet service is not controlled by the OTT service provider." The popular types of OTT include Subscription-based video on demand (SVOD), TVOD (Transactional based video on demand), and Advertisement based video on demand (AVOD) (Baek et al., 2020). SVOD allows users to access a complete library of videos for a recurring fee. The media industry has witnessed a massive change in technologies, business models, and changing users' preferences because of which consumers can now browse, select and watch content on their devices all from the comfort of their homes with these services (McKenzie et al., 2019). Scholars in the past have linked the shift in technology trends (Ganuza and

Viecens, 2014) and consumption preference (Liebowitz and Zentner, 2016; Oyedele and Simpson, 2018; Shin et al.. 2016; Zhao, 2017) of the viewers with the OTT platforms, in general. However, there is a scarcity of studies that focus specifically on the SVOD. The marketing and monetization strategies of the SVOD companies differ considerably from that of traditional television broadcasters and other video streaming platforms (Burroughs, 2018). Their business models represent both continuities and contestations with traditional media business models (Aguiar and Waldfogel, 2018; Fernández-Morales and Menéndez-Menéndez, 2016).

Scholars have highlighted the digital transition in the light of back-end technologies that help in the development and distribution of content (Burroughs, 2019). The literature posits that such transition is supported by the information and communication technologies adoption by the customers (Elkins, 2018; Wayne, 2018). A small stream of literature on SVOD focuses on consumer behavior accentuated by the SVOD. Majority of studies in this stream of research assert that SVODs frequently stimulate binge-viewing as a kind of audience behavior (Godinho de Matos and Ferreira, 2017; Matrix, 2014; Sanson and Steirer, 2019; Shaw and Gillette, 2017; Tryon, 2015). However, Turner (2019) has argued that scholars need to analyze SVOD consumption patterns beyond the clichés of binge-watching and focus on culture-related outcomes. Kim et al. (2017) underline the willingness to pay of Chinese and Korean customers for OTT players such as Netflix. The authors also posit that the lack of niche positioning by these players discourage consumers to pay high price for OTT. De Matos, Ferreira, and Smith (2018) study the impact of SVOD on digital piracy and reveal that lowering the prices can be an effective strategy to prevent piracy.

A limited number of studies also shed light on the business models adopted by SVOD providers. For example, Wayne (2018) compare and contrast the marketing strategies of Amazon prime and Netflix with respect to their branding. Sanson and Steirer (2019) stress on the need of studying contemporary SVOD ecosystem and highlight the rapidly evolving nature of its business models.

Most of the studies highlighted in the above review present the context of the developed economies such as the United States and Australia (e.g., Cunningham and Scarlata, 2020), Europe (e.g., Wayne and Castro, 2020) and United Kingdom (e.g., Harvey, 2020). Only two studies were found to be based in the Indian context. For example, Hastings (2020) highlighted the problems faced by Netflix in India and Kakkar and Kakkar (2018) enumerate the factors leading to the adoption of video on demand (VOD) service in India and show that flexibility is most important factor in driving consumers towards VOD service.

2.2. UTAUT2

Several theoretical models of technology acceptance are available to explicate the use and adoption of digital systems (Venkatesh et al., 2012). One such model that is popular in literature is by Venkatesh et al. (2003) who designed the Unified Theory of Acceptance and Use of Technology (UTAUT). UTAUT integrates eight constructs of earlier technology acceptance models. The initial UTAUT had four constructs: performance expectancy (PE), social influence (SI), effort expectancy (EE), and facilitating conditions (FC). These constructs influence behavioral intention to use technology by consumers. The model has been used in several studies across various management disciplines (Marinković et al., 2020; Sapio et al., 2010; Turk et al., 2015).

Furthermore, individual differences such as gender, age, and experience are considered as the moderators of the four constructs in the UTAUT model (Chang, 2012). In the recent past, Venkatesh et al. (2012) incorporated three new constructs to the existing UTAUT model. The additional constructs, hedonic motivation (HM), price value (PV) and habit (HB) significantly improved the variance explained in behavioral intention and technology use.

Since its original publication, UTAUT2 has been applied by several scholars to study adoption in the context of a variety of digital systems such as mobile apps (Hew et al., 2015); online shopping (Sheikh et al., 2017; Tak and Panwar, 2017); internet banking (Goncalo et al., 2017); social networking sites (Dhir et al., 2018); and healthcare (Yuan et al., 2015) among others.

The decision to utilize UTAUT2 for the present study is based on three reasons that have been outlined by Venkatesh et al. (2012). First, we can consider SVOD services as new technologies. Second, SVOD will be consumed by the viewers; thirdly, the context of India characterizes a specific cultural setting. Also, UTAUT2 takes into consideration several factors that enhance the predictive capacity of the extended model in consumer context.

Ⅲ. Conceptual Model and Hypothesis Development

3.1. Performance Expectancy

Performance expectancy is the degree to which an individual perceives that using the system will help in doing specific activities (Shin, 2009; Venkatesh et al., 2003). An information system (IS) is considered better performing than its rivals if it has better system

efficiency, accuracy, and speed (Yang, 2009). Compared to television, SVOD services allow consumers to watch content at their convenience and has brought about a new culture of content consumption (Flayelle et al., 2017). Further, SVOD services are paid and eliminate the need to show ads and decrease the time required to accomplish a viewing task. For example, Olney et al. (1991) demonstrated that consumers avoid watching commercials by changing channels or skipping them in recorded versions. One of the constructs that determine performance expectancy is the relative advantage that is "the degree to which using innovation is perceived better than using its precursor"(Moore and Benbasat, 1996, p. 136) Relative advantage is achieved if the system assists in accomplishing task quickly and enhance user's productivity (Venkatesh et al., 2003). In this regard, SVOD services eliminate wastage of time and effort in selecting a program using the proprietary program recommender systems(Gomez-Uribe and Hunt, 2015).

H1: Performance expectancy of consumers' positively influences their behavioral intention to adopt SVOD services.

3.2. Effort Expectancy

Effort Expectancy is the perceived degree of ease associated with the use of the system. In numerous studies involving UTAUT2, it is found as a significant predictor of behavior intention of users (Cook and Berrenberg, 1981; Davis, 1989). SVOD services run on interactive platforms, which are user-friendly and are designed to be used effortlessly by the consumers (Khechine and Augier, 2019; Khechine et al., 2020). Thus, it is expected that low complexity involved with using SVOD will lead to the development of a positive usage behavior intention in users.

H2: Effort expectancy of consumers' positively influences their behavioral intention to adopt SVOD services.
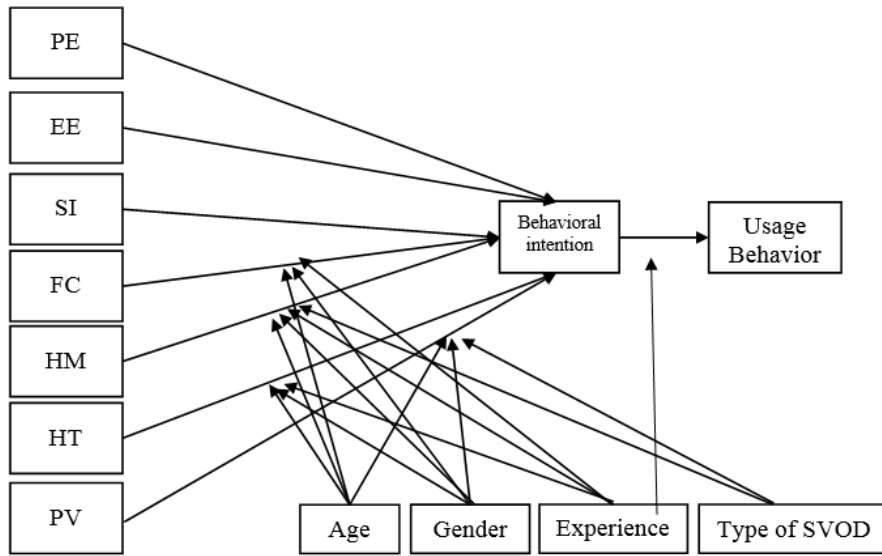
3.3. Social Influence

Social Influence is the degree to which a individual feels that it is important for others to believe he or she should use the new system (Craig-Lees et al., 2013; Diaz and Loraas, 2010). SVOD services like Amazon and Netflix often provide exclusive content which forms fan groups (Dick, 2019; Wardle, 2019). This encourages people outside the group seeking admittance into the group to adopt the service. For example, Netflix recently announced the season two of 'Sacred Games,' which flooded news boards and discussion forums with fervent talks and speculations (Hindustan Times, 2019). These perceptions shared by a consumer's social group and the consumer's desire to be a part of the discussion can persuade them to adopt a particular information system (Hrivnák et al., 1977). In the case of SVOD services, the overall content availability and formation of social groups around content can significantly impact a consumer's behavioral intention. <Figure 1> represents the conceptual model of this study.

H3: Social influence on consumers' positively influences their behavioral intention to adopt SVOD services.

3.4. Facilitating Conditions

Facilitating conditions are objective factors, in the environment, that makes an act easy to do (Triandis, 1980). Several studies indicate facilitating conditions as a significant antecedent of intention to use an IS (Escobar-Rodríguez and Carvajal-Trujillo, 2013; Venkatesh et al., 2008). In the context of SVOD the availability of resources, knowledge, and compat-

Note: PE- Performance expectancy, EE – Effort Expectancy, SI – Social Influence, FC – Facilitating Conditions, HM – Hedonic Motivation, HT -Habit-Forming, PV – Price Value

<Figure 1> Conceptual Model

ible technology are critical to enhancing behavioral intention of users. Resources required for SVOD are internet, electricity, and a streaming devise such as a mobile phone, a smart TV, or a computer. Further, knowledge on using streaming devices and platforms is also essential. And, compatible technology comprises of devices which enable streaming services through websites or applications. Availability of these facilitating conditions enrich the behavioral intention of users. Additionally, if the local community engages support systems for using SVOD services, it will give impetus to the user's behavioral intention. Such as in a similar study, Suki and Ramayah (2010) argued that if the local government support the technology based services, it may give impetus to the user's intention.

H4: Facilitating conditions of SVOD services positively influences consumers' behavioral intention to adopt SVOD services.

Prior studies point towards the differences between older and younger people in their needs of facilitating conditions for technology adoption (Magsamen-Conrad et al., 2015). Processing the knowledge needed to use a new information systems may become cumbersome with age due to a decline in memory capabilities (Koivisto and Hamari, 2014).

Further, Gender also plays a role in influencing the use of an IS (Chong et al., 2015). Extant literature shows that men are more likely to find IT systems easier to use as compared to women (Nägle and Schmidt, 2012). These gender differences are attributable to the fact that men are more task-oriented, while women are more process-oriented (Lynott and McCandless, 2000). Thus, men depend less on facilitating conditions associated with technology while women emphasize more on the availability of external support systems (Cook and Berrenberg, 1981).

Experience indicates the opportunity to use a technology and is operationalized in terms of passage

of time from the initial use by the individual (Venkatesh et al., 2003). Experience is operationalized as three levels based on passage of time: less than one year SVOD subscription available for use, one year to two years subscription and more than two years subscription. With experience, the resources and support system become easily available leading to continual use (Chauhan and Jaiswal, 2016). Thus, the duration of engagement with technology is likely to affect the perceived benefits positively and thus, the usage intention.

H4a: Age, gender, and experience moderates the influence of facilitating conditions on behavioral intention of consumers to adopt SVOD services.

3.5. Hedonic Motivation

Hedonic motivation is the fun or pleasure derived from using technology. Hedonic motivation is a part of the initial UTAUT model (Davis, 1989; Venkatesh et al., 2003a). Several works have addressed the importance of hedonic motivation on behavioral intention information systems including online shopping (To et al., 2007), internet banking (Gonçalo Baptista and Oliveira, 2015), collaborative technology (Cheung and Vogel, 2013) and m-commerce (Parker and Wang, 2016).

By design, SVOD services are meant to provide subjective experiences such as, fun and enjoyment to the consumers. The streaming service providers prioritize these subjective factors that create hedonic value over utilitarian factors that create functional value for consumers to induce prolonged usage (Wakefield and Whitten, 2006). Therefore, SVOD may be classified primarily as a hedonic information system (van der Heijden, 2004). SVOD services project a hedonic image by using their colorful and in-

tuitive interfaces, anime, live TV, and exclusive content that induces continuous usage.

H5: Hedonic motivation of consumers' positively influences their behavioral intention to adopt SVOD services.

Further, the above relationship may be moderated by gender of the consumer, their age, and experience with the technology. The moderation is brought about by inherent variation in consumer innovativeness, their novelty seeking and how they perceive the technology to be novel (Venkatesh et al., 2012). Several studies show that there is an inherent difference in novelty-seeking behavior of men and women (Chau and Lung Hui, 1998; Tifferet and Herstein, 2012). Such that men seek novelty more than women (Venkatesh et al., 2012). Further, men usually have more experience than women on online services and tend to use technologies at a much younger age due to socio-cultural reasons (Kim et al., 2007).

H5a: Age, gender, and experience moderates the influence of hedonic motivations on the behavioral intention of consumers to adopt SVOD services.

Bundled streaming service such as Amazon Prime provides a greater breadth of services than standalone services. The pricing of such bundled services limits them from providing exclusive premium content. On the other hand, standalone streaming services such as Netflix is an exclusive video streaming service and has an investment in exclusive content creation. Also, standalone service providers usually have proprietary video recommender systems to enhance viewing pleasure (Gomez-Uribe and Hunt, 2015).

H5b: The type of SVOD service moderates the influence of hedonic motivations on the behavioral intention

of consumers to adopt SVOD services, such that the effect will be stronger among standalone streaming service consumers than bundled streaming service consumers.

3.6. Habit

A habit is defined as the extent to which people tend to perform behaviors automatically because of learning. Habit-forming is a predictor of behavior intention (Gonçalo Baptista and Oliveira, 2015). The habit may develop from the repetitive online/offline content consumption through channels like television and the internet which will further translate into consumers' SVOD usage. A habit may also develop with binge-watching, a concept which emerged with the usage of SVOD based services and replaced traditional TV watching (Jenner, 2017).

H6: Habit of consumers' positively influences their behavioral intention to adopt SVOD services.

Experience is found to influence the relationship between contextual cues which affect habit and behavior intention (Cook and Berrenberg, 1981). The longer the duration of repeated behavior, higher are the chances for a user to develop an association between cues and behavior (Cook and Berrenberg, 1981). Further, age and gender differences exist in information processing capabilities associated with technology (Wu et al., 2012). It is generally difficult for older people to change their existing habits and learn new technology. Women compared to men pay more attention to details when formulating a decision; thus women are more affected by changing cues (Meyers-Levy and Tybout, 1989). This weakens the impact of habit on the intention for IS in women (Venkatesh et al., 2012). Learning from experience

on using a technology varies between genders and these differences accentuate with age (Pan and Jordan-Marsh, 2010).

H6a: Age, gender, and experience moderates the influence of habit on the behavioral intention of consumers to adopt SVOD services.

3.7. Price Value

Price value indicates the monetary cost associated with a product or service (Venkatesh et al., 2012). Consumer evaluate the price-related benefits associated with a product or service (Escobar-Rodríguez and Carvajal-Trujillo, 2014; Tak and Panwar, 2017). SVOD services compete against traditional TV, that offer standard channels at almost similar price (Wayne, 2018). However, SVOD services provide an efficient and enjoyable experience at user convenience, which is not possible in the traditional system (Castro and Cascajosa, 2020).

H7: Price value of a SVOD positively influences consumer's behavioral intention to adopt SVOD services.

Traditionally, women consumers are more price value-conscious as they are engaged in purchasing more than men (Venkatesh et al., 2012). This may be attributed to expected gender roles supposed to be played by them. Also, women tend to require more information to make decisions than men (Little, 1968). However, men tend to be more technology savvy and use new technology earlier than women (Kim et al., 2007). Age also plays a vital role in new tech adoption as younger people are more likely to be tech-savvy (Kim et al., 2007).

H7a: Age and gender moderates the influence of price value

on the behavioral intention of consumers to adopt SVOD services.

In India, the price difference between a bundled service provider and standalone service provider is significant. For instance, Amazon Prime subscription costs approximately $14.50 per year as compared to $137.60 per year for Netflix. Also, bundled service providers offer consumers other benefits on their E-Commerce website as well as a free subscription to their audio streaming service. Therefore, consumers may find bundled streaming service as a higher value for money as compared to standalone streaming service.

H7b: The type of SVOD service moderates the influence of price value on the behavioral intention of consumers, such that the effect will be stronger among bundled streaming service consumers than standalone streaming service consumers.

3.8. Behavioral Intention

Behavioral intentions determine the usage behavior of consumers (Martins et al., 2014). UTAUT model incorporates several determinants of behavior intention which culminate in the development of usage behavior in users of an IS (Brown et al., 2010). Thus, consistent with the theoretical base of intention models of UTAUT it is expected that behavioral intention has a positive influence on usage behavior.

H8: SVOD behavioral intention of a consumer positively influences their SVOD use.

With experience, routine activities become automatic and are influenced more by behavioral cues (Kim and Malhotra, 2005). Greater usage experience

leads to habitualization process and weakens the link between intention and usage (Cook and Berrenberg, 1981). Thus, the following hypothesis is formulated.

H8a: Experience moderates the effect of behavioral intention on use of SVOD, such that the effect will be stronger for consumers with less experience.

Ⅳ. Methodology

4.1. Sampling and Survey Administration

Sample for this study came from consumers, with diverse backgrounds. In particular, three major supermarkets were randomly selected in each of the three biggest metropolitan cities of India - Delhi, Mumbai and Bangalore. This survey design is consistent with the earlier research studies on customer perceptions (e.g., Awuni and Du, 2016; Nguyen et al., 2018). The sampling unit for this study was internet users, actively using paid social media sites like YouTube, Netflix, Amazon prime etc. The data was collected in the April and May of 2019. Sample size for this study satisfies the criteria of 10 respondents per item set by (Qu, 2007). However, the final sample was kept above this threshold to account for outliers, unengaged respondents and the various structural model complexities. Out of the 502 respondents from whom data was collected, 337 were found to be usable with a response rate of 67%. The data was punched in SPSS 23 and the rest of the analysis, which included normality, multi-collinearity, common method bias testing, confirmatory factor analysis, model fit and structural modelling, were done in both SPSS and AMOS 23. <Table 1> shows the socio-demographic profile of the respondents.

<Table 1> Socio-demographic Profile of the Participants

Gender	Female	35.20%
	Male	64.80%
Education	Undergraduate	31.70%
	Postgraduate	58.60%
	PhD	9.70%
Employment status	Employed	51.70%
	Unemployed	48.30%
Relationship status	Single	68.30%
	In a relationship	14.50%
	Married	17.20%
Experience	Less than 1 year	36.40%
	1-2 years	31.50%
	More than 2 years	32.10%
Type of SVOD service	Bundled	60.40%
	Standalone	39.50%
Age	Upto 26 years	52.9%
	Above 26 years	47.1%

4.2. Measures

The study primarily utilizes scales from Venkatesh et al. (2012). That is, Performance Expectancy (PE) (three items), Effort Expectancy (EE) (three items), Social Influence (SI) (three items), Facilitating Conditions (FC) (four items), Hedonic Motivation (HM) (three items), Habit (HT) (four items), Behavioral Intention (BI) three items, and Use Behavior (U) (Three items). The scales were modified suitably for the study at hand without losing the original meaning of the items. All the items were measured on a seven-point Likert scale with anchors ranging from strongly disagree (1) to strongly agree (7). A team of five senior scholars first assessed the face and content validity of the constructs and their suggestions were duly incorporated. Before administering the instrument for data collection, a pilot test involving 30 respondents was conducted, and the validity and reliability of the constructs were verified.

Ⅴ. Analysis, Results, and Discussion

We used an online instrument to collect data through tablets as it enabled easy collected of data. Each of the questions were marked compulsory to deal with but the respondents had the option to walk away from the survey at any point in time. However, while inspecting the data for outliers and unengaged respondents, 23 respondents were excluded from the analysis. When we refer to unengaged respondents, we refer to the respondents who had a very predictable answer streak (All 6s or all 1s). Normality of the data was also tested through skewness and kurtosis tests, following the recommendations of Hays (1983), and the values were within the acceptable threshold (± 1, ± 3). Variance

Inflation Factor (VIF) and tolerance values were found to be less than 10 and 0.25 respectively, thus indicating the absence of multicollinearity (Hair et al., 2010). To test for Common Method Bias (CMB) issue, Harman's single factor test and chi-square difference tests were performed. Harman's single factor test indicates absence of CMB as only 14 percent of variance was explained (see, Podsakoff et al., 2003) To cross-check our results, chi-square difference test was also performed, which confirmed the results of Harman's single factor test and indicated that CMB is not present in the dataset.

5.1. Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) was performed to test the reliability and validity of the measurement model before testing the proposed hypotheses through a structural equation model (Anderson and Gerbing, 1988). The CFA was conducted with eight latent constructs and 31 observed items. The model fit indices in the initial run of the CFA indicated a slightly poor fit as one item each from PE and EE had poor loadings. Thus, these items were removed from further analysis. The model fit indices for the re-specified CFA revealed CMIN/DF = 1.58, CFI = 0.937, IFI = 0.938, TLI = 0.921, RMR = 0.049, RMSEA = 0.048, Pclose = 0.25 which are well within the acceptable range (Hu and Bentler, 1999; Parashar et al., 2009).

Next, the reliability and validity of constructs were checked. Reliability coefficients calculated separately for each construct using Cronbach's Alpha had values well above the acceptable range of 0.7 (Unwin, 2013). The reliability of constructs were assessed using Composite Reliability (CR) in the CFA. It was observed that all the constructs have composite reliability values above 0.8 (<Table 2>) which is

beyond the minimum threshold (Bagozzi and Yi, 1988).

Further, to test the convergent validity of the constructs, factor loadings of all the observed variables and the Average Variance Extracted (AVE) of all the eight constructs were assessed. Factor loadings for all the observed variables are above the acceptable value of 0.8. Similarly, AVE scores are also above the threshold limit (Fornell and Larcker, 1981). Thus this study meets reliability and convergent validity. For discriminant validity, the criteria given by Fornell and Larcker (1981) was utilized, which expects the square root of average variance extracted (AVE) to be greater than the inter-construct correlations. The observations in <Table 3> supports this proposition.

5.2. Hypotheses testing

To test the main hypothesis of this study, we used Structural Equation Model (SEM) with eight latent constructs, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit, Behavioral Intention and Use Behavior. Model fit indices CMIN/DF = 2.14, CFI = 0.890, IFI = 0.891, TLI = 0.886, RMR = 0.078, RMSEA = 0.064, Pclose = 0.17 indicate a good fit. Results of our analysis (<Table 4>) reveal that variance explained by our exogenous variables in behavioral intentions was 63 percent (R^2 = 0.63, $p < 0.01$), while behavioral intentions explain around 21 percent (R^2 = 0.21, $p < 0.01$) of the variance in use behavior. Standardized regression estimates, critical ratios and p-values were estimated to test the hypothesis of this study. As is evident from <Table 4>, performance expectancy (H1: γ = 0.27, $p < 0.01$) had a significant impact on behavioral intention and supported our first hypothesis. Similarly, effort expectancy (H2: γ =

<Table 2> Internal Consistency and Converged Validity results

Construct	Item	loadings	AVE	Alpha	CR
Use Behavior	UB1	0.884	0.685	0.866	0.867
	UB2	0.812			
	UB3	0.785			
Hedonic motivation	HM1	0.892	0.819	0.926	0.931
	HM2	0.955			
	HM3	0.866			
Performance expectancy	PE1	0.814	0.716	0.874	0.883
	PE2	0.894			
	PE3	0.83			
Effort Expectancy	EE1	0.875	0.818	0.93	0.931
	EE2	0.907			
	EE3	0.931			
Social Influence	SI1	0.903	0.831	0.936	0.936
	SI2	0.887			
	SI3	0.944			
Facilitating conditions	FC1	0.83	0.659	0.788	0.885
	FC2	0.765			
	FC3	0.79			
	FC4	0.86			
Price Value	PV1	0.815	0.79	0.918	0.918
	PV2	0.966			
	PV3	0.88			
Habit	HT1	0.837	0.717	0.909	0.91
	HT2	0.841			
	HT3	0.851			
	HT4	0.859			
Behavioural Intention	BI1	0.851	0.719	0.881	0.885
	BI2	0.838			
	BI3	0.856			

0.15, $p < 0.01$) and social influence (H3: $\gamma = 0.29$, $p < 0.01$) had a significant positive impact on influence on behavioral intentions of consumers.

Further, the path coefficients from facilitating conditions (H4: $\gamma = 0.31$, $p < 0.01$), Hedonic motivation (H5: $\gamma = 0.34$, $p < 0.01$), habit (H6: $\gamma = 0.52$, $p <$ 0.01) and price value (H7: $\gamma = 0.38$, $p < 0.01$) had a significant positive impact on behavioral intentions of consumers to use SVOD services. Likewise behavioral intentions (H8: $\gamma = 0.43$, $p < 0.01$) had a significant impact on the use behavior of SVOD consumers.

<Table 3> Discriminant Validity Results

	HT	UB	HM	PE	EE	SL	FC	PV	BI
HT	0.847								
UB	0.519	0.828							
HM	0.424	0.520	0.905						
PE	0.341	0.550	0.830	0.847					
EE	0.206	0.454	0.743	0.805	0.905				
SL	0.442	0.377	0.490	0.323	0.444	0.912			
FC	0.182	0.294	0.553	0.456	0.568	0.425	0.812		
PV	0.384	0.160	0.363	0.308	0.415	0.276	0.354	0.889	
BI	0.674	0.483	0.686	0.630	0.552	0.607	0.574	0.501	0.848

Note: PE – erformance expectancy, EE – Effort Expectancy, SI – Social Influence, FC – Facilitating Conditions, HM – Hedonic Motivation, HT – Habit-Forming, PV – Price Value

<Table 4> Results of Structural Model

			ɤ	S.E.	C.R.	Decision
BI	←	PE	0.275	0.041	6.71***	Supported
BI	←	EE	0.157	0.04	3.93***	Supported
BI	←	SI	0.297	0.037	8.03***	Supported
BI	←	FC	0.314	0.066	4.76***	Supported
BI	←	HM	0.345	0.051	6.76***	Supported
BI	←	HT	0.522	0.046	11.35***	Supported
BI	←	PV	0.383	0.076	5.04***	Supported
UB	←	BI	0.435	0.147	2.96***	Supported

Note: PE – Performance expectancy, EE – Effort Expectancy, SI – Social Influence, FC – Facilitating Conditions, HM – Hedonic Motivation, HT – Habit-Forming, PV – Price Value

5.3. Moderation Analysis and Discussion of Results

A multi-group moderation analysis was run to assess the moderating effects on the latent variables. The analysis was conducted in two phases for each moderating variable and required separate structural models for each moderation analysis. In the first phase, groups were created for each moderating variable, and the model was run to obtain standardized estimates for each group. In the second phase, critical ratios in the form of Z-scores were obtained, for significant path estimates in both groups, to test for moderation.

5.3.1. Moderation by Gender

Both male and female-specific path coefficients indicate significant differences in the effects. For females facilitating conditions, habits and price value showed higher path loading towards behavioral intentions (see <Table 5>) whereas males only showed

<Table 5> Path Coefficients for Multi-group Moderation

			Male	Female	Z-Scores
BI	←	FC	0.117**	0.268***	1.73*
BI	←	HM	0.281***	0.12	0.647
BI	←	HT	0.272***	0.43***	2.06**
BI	←	PV	0.135**	0.291***	1.78*
			Below 26 Yrs		
BI	←	FC	0.273***	0.121***	1.96**
BI	←	HM	0.178	0.215***	0.861
BI	←	HT	0.371***	0.292***	0.758
BI	←	PV	0.413*	0.148**	2.22**
			More Exp		
BI	←	FC	0.363***	0.091*	2.97***
BI	←	HM	0.209***	0.155	1.37
BI	←	HT	0.312***	0.309***	0.959
UB	←	BI	0.284**	0.126*	1.68*
			Bundled Service		
BI	←	HM	0.271***	0.19**	1.29
BI	←	PV	0.287***	0.155**	1.81*

Note: Above 26 YrsZ-ScoresLess ExpZ-ScoresStandalone ServiceZ-Scores * $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$
PE – Performance expectancy, EE – Effort Expectancy, SI – Social Influence, FC – Facilitating Conditions, HM – Hedonic Motivation, HT – Habit-Forming, PV – Price Value

higher path loading for hedonic motivation. Although the path coefficients for all the constructs are significant for males, for females the path coefficient for hedonic motivation was insignificant. The Z-Scores indicate significant differences across the regression lines from FC, HT, and PV. As men tend to be goal-oriented, they overcome hurdles and constraints to get the job done; women, on the other hand, focus on the process to achieve their objectives (Venkatesh and Morris, 2000). Therefore, men do not attach much importance to facilitating conditions while adopting new technology, in contrast, women tend to focus more on external supporting factors (Owusu Kwateng et al., 2019). While female respondents had a higher loading on the path from

price value to behavioral intention, it indicates the value they attach to money and further validates the findings of earlier research (Slama and Tashchian, 1985).

5.3.2. Moderation by Age

A median split of the sample along age yielded two groups split at 26 years of age. Which approximately represents Generation Y and Z. The results depicted in <Table 5> indicate FC and PV had a higher path loading towards BI for respondents below 26 years of age. These results indicate that young customers are more likely to adopt and use SVOD services compared to older ones. However, users fall-

ing in the older age group (above 26 years) had noticeable effects, denoted by higher Z-scores, on FC, HM, HT, and PV. These results further extend support to the earlier findings on the linkages between age and technology acceptance and usage (Venkatesh et al., 2003).

5.3.3. Moderation by User Experience

To extract meaningful information, a median split was done to segregate the users into two groups, one representing more experienced users and the other representing the less experienced users. The results as depicted in <Table 5> indicate that facilitating conditions influence respondents with more experience towards behavioral intentions, which is in clear contradiction to the findings of (Notani, 1998). Similarly, the analysis found that behavioral intentions of experienced users are more likely to translate into use behavior in comparison to the less experienced users. The results also found that hedonic motivation and habit were significant towards behavioral intentions for experienced users. As users learn with the passing time, familiarity with the service enhances the experience and strengthens the behavior (Kim and Malhotra, 2005).

5.3.4. Moderation by Type of SVOD Service

The results in <Table 5> indicate that the type of service has a significant impact on the regression path from price value to behavioral intentions. This implies that respondents saw more value for money in the bundled services. Although the influence of hedonic motivation on behavioral intentions of bundled service users is better than the standalone service users, the difference in the two services, as measured by Z-scores, is not statistically significant from each other.

Ⅵ. Implications

The SVOD services still are not uniformly accessed throughout the country due to several individual idiosyncratic and environmental reasons. The purpose of our research was to identify these reasons to provide actionable implications for both theory and practice. Below we highlight two major theoretical implications and five managerial implications.

6.1. Theoretical Implications

We address a very pertinent research question in a novel context of an emerging country, India that is what are the factors influencing consumers' intention to use SVOD. India has the second-largest number of internet users around the world with one of the fastest-growing internet adoption rates with internet adoption raising from 7.5% to 29.55% in the last decade alone[1]. The emerging market countries, which are still transitioning from traditional TV to SVOD services, present a paradigm shift due to this sudden increase in internet accessibility in the past decade. Given the novel context, systematically studying and validating the antecedents of adoption of such services is essential for the advancement of existing knowledge on technology adoption. Particularly we add on to the growing body of literature on hedonic information systems (Markham et al., 2020; van der Heijden, 2004; Wakefield and Whitten, 2006).

Further, existing studies are on the use of SVOD services and concentrate primarily on the habit-forming nature of such services (Pallister, 2019). These studies investigate how streaming systems are used once they are adopted. In contrast to these

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[1] https://ourworldindata.org/internet

studies, our study concentrated on the motivation to the adoption of SVOD services which has hitherto given sparse attention. Also, prior studies did not distinguish between different kinds of OTT. This study makes this distinction by concentrating on only SVOD services which have seen a tremendous rise in adoption in the past decade (Bhattacharya, 2019).

Though we too study habit-forming construct as presented in the UTAUT2 model, we enhance the discussion by introducing the role of type of SVOD service in adoption. To the best of our knowledge, our study is the first of its kind to assess the moderating role of type of service. A business model moderator is also a possible contribution to studies adopting the UTAUT2 model. Similar studies can be carried out in other fields. For example Yuan et al. (2015) studied the adoption of M-health apps. This study may be augmented by studying the influence of various business models adopted my M-health apps like subscription and freemium models.

Our results indicate that provided the right context, value per unit price provided by a bundled service can be more important than just content quality and habit-forming systems. Thus, the study will serve as a starting point towards further research work in the field of SVOD wherein newer variables can be explored to augment the UTAUT2 model.

Further, our study emphasizes the importance of demographic variables in consumer motivations. In line with existing research, we show that there is significant difference in how men and women adopt information systems (Meyers-Levy and Tybout, 1989; Wu et al., 2012). Particularly hedonic systems like streaming services. Significant differences were also observed because of the age of the respondent (Pan and Jordan-Marsh, 2010).

6.2. Managerial Implications

The intention of the adoption of SVOD services is influenced by all the six parameters of the UTAUT2 model. However, habit-forming and social influence are the primary influencers of adoption and effort expectancy had the least effect on adoption intention. The results highlight that influence of displaying content that is both addictive and has a large fan following is more important than making viewing experience enjoyable, easier to use and cheap. The inherent conclusion being users in India are ready to pay for a service as long as it streams good content. Since social influence is a primary factor, SVOD service providers should try to license content to their platform exclusively to increase their user base. Further, SVOD platforms need to invest heavily in marketing to generate hype around each content on their platform to encourage non-users to adopt.

Second, the results from multi-group moderation by gender show that women are more likely to adopt SVOD services due to habit-forming, price value, and facilitating conditions and care less about hedonic motivation. Men, on the other hand, are more influenced by hedonic motivations and habit forming. This implication can be accounted for when designing marketing communication for the two genders. Marketing messages and channels for men can be channeled to invoke hedonic motivation for adoption intention by concentrating on the content in the platform. Whereas messages for women may look at driving the message of ease of use and price value. Messages for women may highlight the recommender system and bundled values. This is easier now due to the easy targeted communication enabled by social media ad campaigns.

Third, the moderating influence of age highlights that younger consumer is more worried about the

price value than older consumers. However, habit-forming remains a common influencer between the two age groups. The results suggest that service providers should concentrate on their pricing policies and provide lower-cost alternatives to younger price-conscious customers. The results also suggest that SVOD providers invest in alternative technologies that work efficiently, even in regions with limited facilitating conditions. One alternative SVOD provider can look into is to partner with television service providers and provide their SVOD service as an add-on channel that they can subscribe on their existing Television sets. However, critical investments and partnerships with television service providers would be necessary to enable users to control the content like they would do on a computer or a smartphone.

Fourth, this study had examined the moderating role of prior experience in the adoption of SVOD services. The results reaffirm the widely accepted premise in marketing that trial induces repurchase (Scott, 1976). More experienced users are likely to adopt the service compared to the less experienced users. This implies that in addition to providing free trials, SVODs should market to customers of competitor SVOD service providers as they are more likely to have experienced the content and thus are more likely to adopt.

Fifth, the moderator of type of SVOD service preference was incorporated in our study to investigate the influence of business models used by different service providers. The model highlights the difference between having to pay exclusively for SVOD versus paying for a bundle of SVOD and other services. Not surprisingly, bundled service users sought more price value than standalone service users. New entrants in this field may consider strategic alliances as a viable strategy to provide value-added services

to price-conscious customers. For example, Netflix recently partnered with Airtel in India to provide free Netflix access with their mobile recharge plans (Livemint, 2019). Similarly strategic alliances and partnerships with other channels like Direct to Home (DTH) TV service providers may be worked to reach more potential customers to bring down costs.

Ⅶ. Limitations and Further Research Directions

The study gives some interesting findings that are focused on Indian viewers, but it has three key limitations. First, investigating the same hypotheses in a different country may lead to different results due to cultural, ethnic, and demographic differences. Due to limitations at our end, we were only able to collect data from some cities in India. Therefore, we need to be cautious before generalizing the results for the rest of the country or for other developing nations. It is suggested that future investigations be performed to replicate the proposed research framework in different geographical regions, even to the different categories of viewers to understand if there are significant differences.

Second limitation of the study also arises from the sample. Only 35% of our sample consists of women respondents. Since significant differences were observed for gender, the results may vary for a completely balanced sample. As a robustness check, we tried running the analysis with a matched sample and found that results remained largely consistent.

Further, our research model is based upon the UTAUT2 perspective. Other useful models (For example, Technology adoption model, Theory of planned behavior) can also be tested in this context to understand consumers' motivations as well as grati-

fications from SVOD thereof and provide a holistic view of SVOD.

Ⅷ. Conclusion

The findings of our study point to the rapid emergence of a new audience. Our results indicate that all six influencers of the UTUAT2 model influence the adoption of SVOD services. Further, our results indicate that women are more likely to adopt SVOD services if they have more facilitating conditions and price value compared to men who prefer hedonic value. In addition, people above the age of 26 years were more likely to adopt under favorable facilitating conditions and price value conditions. It is also seen that people with more experience show higher motivations to adopt SVOD services. It is further observed that type of SVOD service seems to moderate only the price value motivation of potential adopters. It is also observed that bundling other services with the SVOD service in a single price package may be seen as greater value for money by Indian consumers. Overall, the study is placed in a rich context and proposes several managerial implications.

Acknowledgement

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\<Appendix\>

Hedonic Motivation	
HM1	Using video on demand (SSVOD) services like Netflix/Amazon prime is fun
HM2	Using SSVOD services like Netflix/Amazon prime is enjoyable
HM3	Using SSVOD services like Netflix/Amazon prime is very entertaining
Performance expectancy	
PE1	SSVOD is better than normal television subscriptions
PE2	SVOD allows to improve content watching experience
PE3	SVOD is a useful innovation
PE4	Using SVOD services allows me to save time
Effort Expectancy	
EE1	Learning how to use SVOD services is easy for me
EE2	My interaction with SVOD services is clear and understandable
EE3	I find SVOD services easy to use
EE4	Using SVOD services does not seem to be complicated for me
Social Influence	
SI1	People who are important to me think that I should use SVOD services
SI2	People who influence my behavior think that I should use SVOD services
SI3	People whose opinion I value prefer that I should use SVOD services
Facilitating Conditions	
FC1	I have the resources necessary to use SVOD services
FC2	I have the knowledge necessary to use SVOD services
FC3	SVOD services is compatible with other technologies I use
FC4	I can get help from others when I have difficulties using SVOD services
Price Value	
PV1	SVOD services are reasonably priced
PV2	SVOD services are a good value for the money
PV3	At the current price, SVOD services provide a good value
Habit-Forming	
HT1	The use of SVOD services has become a habit for me
HT2	I am addicted to using SVOD services
HT3	I MUST use SVOD services
HT4	Using SVOD services has become natural to me
Behavioral Intention	
BI1	I intend to continue using SVOD services in the future
BI2	I will always try to use SVOD services in my daily life
BI3	I plan to continue to use SVOD services frequently
Use Behavior	
UB1	How often do you watch movies on Video on demand (SVOD)?
UB2	How often do you watch TV series on SVOD?
UB3	How often do you watch exclusive content on SVOD?

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