Trends in Over-the-top (OTT) Video Services in Asian Countries- A Systematic Review of Literature

Jasleen Kaur Saggu

Research Scholar, School of Management Studies, Punjabi University, Patiala, India

Email id: jasleensaggu141@gmail.com

Tarannum Mohan, PhD.

Assistant Professor, Punjabi University Regional Centre for IT and Management, Mohali, India Email id: <u>tarannummohan@gmail.com</u>

Abstract:

Consumer media consumption habits have changed significantly as a result of the introduction of over-the-top video (OTT) services. While the market for streaming services in the West seems to be saturated, Asia still has room for growth. Asia is a complex market with a mix of international, regional, and local streaming services, with ownership often coming from a telecoms player, media corporation, or broadcaster. Despite the immense growth of OTT video services, there still has been very limited research done in this area. The purpose of the study is to investigate the current trends in OTT research by synthesizing the available literature and to identify the research areas in the context of OTT that could be pursued in the future. This study provides a systematic review of 26 research articles published on OTT video services between 2017 to 2022 in the context of Asian countries. It classifies the literature in terms of years, countries, theories and models used or variables identified, research methods, findings and implications or suggestions. The study implies that the future research on OTT should explore the perspective of service providers and regulatory bodies as well.

Keywords: Customer preference; OTT trends; OTT video services, Service providers, Video on demand

Introduction:

The media industry has changed significantly as a result of the advancement of the internet and wireless technologies. Consumer media consumption habits have changed significantly as a result of the introduction of OTT services. Consumers of today have unrestricted access to the media content of their choice anytime and wherever they desire. The proliferation of digital media-compatible gadgets and faster internet have made this possible. Additionally, features like watchlists, locks, rewind, resume, and content recommendations catered to individual interests and preferences allow users to access relevant content easily. Changes in technology, consumer tastes, convenience, and other factors are driving the expansion of OTT platforms. However, the COVID-19 pandemic has caused an unexpected increase in the use of OTT platforms. The dynamic growth that was already taking place has been boosted by the worldwide lockdown. Many people had spare time during

lockdown, which led to an increase in the number of people watching television and using streaming services. People's preferences and habits have been given a fresh start.

In the past two decades, the internet economy has grown quickly, and technological advancement has resulted in the creation of new OTT platforms. OTT services have been quite active and have attracted consumer interest, such as YouTube from 2005 and Netflix from 2016. Individual media consumption patterns are changing quickly, which has benefited international OTT service providers—like Netflix, YouTube, and Amazon Prime—in seeing tremendous revenue growth in recent years. With the introduction of Disney+ and Apple TV+ in the second half of 2019, competition in the worldwide OTT industry intensified. By 2027, it's anticipated that there will be 4,216.3 million subscribers of the OTT Video market (Digital Media Report -Video-on-Demand, 2022). OTT operators are concentrating on services that capture and cater to user wants by understanding subscriber preferences in such a competitive industry.

Media giants like Netflix, Amazon Prime, Disney+, Hulu, and HBO Max are the dominant players in the US streaming market. These companies either have enormous content libraries or have billions of dollars to invest in development. While the market for streaming services in the West seems to be saturated, Asia still has room for growth. In the first quarter of 2022, Netflix, which is leading the drive from the West, added 1 million more subscribers in Asia, despite the fact that the Netflix's overall audience fell for the first time in ten years.

In Asia, OTT is widely accepted by consumers. Asia is witnessing a phenomenal expansion in the streaming video business, and platform owners from all facets of the media, telecom, and broadcast industries are placing significant investment commitments. According to a recent report by The Trade Desk, 34% of Southeast Asian consumers are currently watching OTT video services. A Gen Z favourite, Korean content now predominates streaming schedules, depriving Western fare of attention. While the popularity of Korean content increased by 21% across the region, Western content experienced an 11% decline in popularity year over year (Future of TV Southeast Asia, 2022). By 2027, 22 Asia Pacific countries would earn \$52 billion from streaming TV shows and movies, up from \$32 billion in 2021, according to a report by Digital TV Research (2022). From the \$20 billion in new revenue, China will contribute \$3 billion, India \$3 billion, South Korea \$3 billion, and Japan \$5 billion. The revenues from India will more than double.

Due to the immense growth of OTT video services, it has gained a wider acceptance as a research topic recently. However, there still has been very limited research done in this area. The purpose of the study is to investigate the current trends in OTT research by synthesizing the available literature in terms of years, countries, theories and models used or variables identified, research methods, and implications or suggestions and to identify the research areas in the context of OTT that could be pursued in the future.

The following research questions are developed to present a comprehensive report on existing literature:

- 1. What are the theories/frameworks/models adopted or variables identified by studies considering OTT video services?
- 2. What are research methods used by the studies?
- 3. What research gaps are evident within the extant literature on OTT video services?

Journal of Contemporary Issues in Business and Government Vol. 29, No. 01, 2023 https://cibgp.com/

P-ISSN: 2204-1990; E-ISSN: 1323-6903 DOI: 10.47750/cibg.2023.29.01.014

Methodology:

This study applied the standards and procedures defined in the Preferred Reporting Items for Systematic Reviews and Meta-Analyses statement (PRISMA). Inclusion criteria were recent studies conducted in the field of OTT video services in the context of Asia from the period of 2017 to 2022. This period is considered to be the major growth period of OTT video services. The studies available online and published in English and Korean (further translated to English) were included. Conference papers, reviews, dissertations, thesis were excluded. A broad literature search was conducted on Google Scholar, Science Direct, Web of Sciences databases for relevant papers with the keywords: "OTT platforms", "Over-the-top video services", "Online video services", "Netflix OTT", "Video on demand" and "Video streaming services". Initial relevance evaluations were made on abstracts of interest, and papers that weren't appropriate were excluded from further examination. The remaining papers were read in full and evaluated by the authors. Additional relevant papers were then identified through reference review in selected papers. A final set of 26 papers were retained and analysed after adhering to the review methodology.

Discussion:

Table 1 summarises the studies evaluating OTT video services.

The major models used in empirical studies relating to OTT video services are Innovation Adoption Model (AIETA Model), Users and Gratification Theory, Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Expectation Confirmation Model (ECM), Technology Acceptance Model (TAM) (Dasgupta and Grover, 2019; Ufuk et al., 2019; Kwon et al., 2021; Bhattacharyya et al., 2022; Menon, 2022; Park et al., 2022). The models have been integrated and extended by adding some new variables so as to reflect the OTT characteristics. Quantitative approach, qualitative approach and mixed approach are used to analyse the different dimensions of variables in the relevant papers. Studies in the field have mostly concentrated on technological aspects, such as adoption and continuance. Additionally, practically all of the studies centred on how customers perceived OTT video services. This might be because understanding the behaviour of customers and their preferences would help the online streaming service providers to furnish strategies that successfully promote the use of OTT video services. However, there are certain unexplored domains requiring immediate attention of researchers and stakeholders. Studies should also focus on the perspective of the business or service providers by analysing the various business models, comparing the performance of local OTT players with global OTT players. It would facilitate deciding on an efficient business model and build a long term relationship with customers thus ensuring the profitability of the investment. Studies should also consider the legislators and regulatory bodies in formulating pertinent laws and regulations to regulate the competitive space in which these platforms operate.

Authors	Country	Objective	Variables identified/ Model used	Research Methodology	Findings	Implications/ Suggestions
Kim et al.	Korea and	To investigate	The study focused on	Two	The results	Additional
(2017)	China	the key	four attributes:	independent	revealed that for the	attributes such
(2017)	China	attributes and	recommendation	online surveys	Chinese consumers,	as content
		to examine	system, resolution,	were conducted	resolution was the	quality or
		consumers'	viewing options and	in China and	most important	diversity can be
		marginal	price.	Korea. 505	attribute for OTT	approached in
		willingness to	price	responses from	service, followed	future studies
		pay for OTT		Korea and 381	by recommendation	using different
		services.		responses from	system and viewing	methodology.
		501110051		China were	options. Further,	Similar research
				analysed using	recommendation	should be
				Conjoint	system was the	conducted in
				analysis.	most valuable	other countries
				ja al	attribute for Korean	so as to yield
					consumers,	interesting
					followed by	results and help
					viewing options	enhance OTT
					and resolution.	strategy
						internationally.
Park	South	To compare	The study used	Case study	It was concluded	The Korean case
(2018)	Korea	and analyse	Schumpeter's theory		that unlike the	offers some
		the business	of innovation which		third-party services	suggestions for
		models and	draws attention on four		such as Netflix,	solutions from
		strategies	factors: the nature of		South Korean OTT	conventional
		employed by	innovation,		services emerged as	audio-visual
		firms in digital	entrepreneurship,		extensions of	providers who
		video	market disruption and		established pay TV	are up against
		marketplace	obsolescence of older		services. The study	
		which were	business models and		revealed that	remains to be
		facing	the role of financial		Korean traditional	seen if
		competition	resources and		broadcasters were	broadcasters in
		from OTT	incentives.		able to successfully	other nations
		content			incorporate OTT	will be able to
		services.			into their business	adopt the
					models as they	Korean tactics.
					deployed their own	
					offerings in a way	
					that did not	
					cannibalize their	
					existing content	
					offerings, but rather extended them to	
			185			
			207		new platforms.	

Table 1: Summary of studies evaluating OTT video services

		-	x	T 1 1	7771 1	m
Dasgupta	Pune and	-To	Innovation Adoption	In-depth	The study	To generate
and	Mumbai	comprehend	Model (AIETA	interviews were	suggested four	interest in these
Grover		the usage	Model), Users and	conducted and	major OTT	platforms,
(2019)		pattern,	Gratification Theory	35 individuals	adoption factors by	marketers and
		content		formed a part of	millennials, i.e.,	brand managers
		preference and		it. Referential	convenience,	need to focus on
		perception of		and snowball	mobility, content	these four areas.
		millennials		sampling	and cost. It was	Customers need
		with regard to		method was	found that	to be made
		OTT		used. Based on	consumers were	aware that
		platforms.		the interview	more drawn	watching
		-To understand		transcripts,	towards free OTT	content on an
		the		thematic content	platforms than paid	OTT platform
						*
		gratification		analysis was	ones because they	can replace
		factors		carried out.	saw OTT to be an	watching
		connected to			additional type of	television
		the adoption			entertainment.	because they
		and			Also, 25 out of 35	can watch
		consumption			respondents	exactly what
		of OTT video			believed that OTT	they want and
		services.			platforms were	only pay for
					superior to	what they see.
					conventional video	Consumers'
					consumption	attitudes would
					media, such as	gradually shift
					television.	as a result of
						this process of
						awareness, and
						they would
						-
						premium
						platforms more
						frequently than
						free ones.
Fitzgerald	India	To review the	The study assessed the		It was highlighted	The study
(2019)		rapid growth	specific dynamics of		that there were	address the
		of OTT video	platform growth in		multiple issues for	concerns about
		services and to	relation to the		TRAI to consider in	economic,
		place the	interplay between new		developing a	political and
		developments	digital infrastructures		comprehensive	cultural security
		in relation to	(fiber-optic cables,		policy approach	and
		the prevalent	broadband networks,		and such issues	socioeconomic
		trends and	smartphones),		surrounded market	development of
		business	corporate strategies		power that	India among
		models	(among small and		effectively put the	wired nations.
		globally.	large, local and		issue of media	,, noa nanono.
		giobally.	iarge, iocai ailu		issue of incula	

			international players) and state policy and		imperialism back on table.	
Singh (2019)	India	To examine the viewing patterns for video content among youth and their perception towards the change in watching trends for television and movies due to OTT services.	regulation. Preference with regard to- OTT application; timing for watching; monthly cost for OTT; duration of watching; content; language; reasons behind use of OTT; nature and types of movies being watched; reasons for change in TV and movie watching habits and industry due to OTT; reasons for future of OTT.	Online survey questionnaires were used for data collection. Data was collected from 100 respondents from different Indian universities and was analysed through simple percentage analysis.	The results revealed that top three OTT service providers in India were Jio, Hotstar, and Netflix and free streaming entertainment being quite popular among viewers. Web series were the most popular type of content and viewers preferred to watch content in Hindi. Almost all the respondents agreed that OTT applications would change the television and film watching habits in India with reasons being convenience of service, personal medium and availability of international	The study highlights that due to high smartphone penetration, international collaborations, cost effectiveness and digital quality of medium, the OTT applications would go a long way with a great scope in India.
Ufuk et	Istanbul	To explore the	Knowledge, Self-	A survey of 251	content. The study found	In this study, the
al. (2019)		factors affecting intention to use Netflix by extending Technology acceptance model	efficacy, Perceived ease of use, Perceived usefulness, Attitude, Intention to use and Technology anxiety (moderating role between perceived usefulness and attitude)	respondents in was conducted and Structural Equation Modelling was applied for hypothesis testing.	that self-efficacy and knowledge were positively related to perceived ease of use. Also, knowledge and perceived ease of use were found to be significantly associated with perceived usefulness which further predicted	TAM model includes self- efficacy and knowledge as external variables. Future research may look at additional ideas including individual creativity, perceived cost,

					attitude. The results revealed that intention to use was predicted by attitude and technology anxiety attenuated the positive effect of perceived usefulness on attitude.	and perceived quality. Additionally, researchers might test this model internationally. The influence of age on these interactions might likewise be explored using this model.
Arshan and Ritika (2020)	Chandigar h Tricity	To investigate the key factors influencing users' attitude towards adoption of OTT media platform.	Independent variables- perceived ease of use, perceived usefulness, perceived enjoyment, customization, compatibility, content quality and user interface; Dependent variable- attitude of the users towards adoption of OTT media platform.	Data was collected from a sample of 500 users using purposive judgmental sampling technique with the help of structured questionnaires. SEM was used for the purpose of data analysis.	The results found that customization, perceived enjoyment, content quality and user interface were the most crucial determinants and had significant and positive effect on users' adoption towards OTT media platform. Further, perceived ease of use, perceived usefulness and compatibility did not have a significant influence on users' attitude towards adoption.	The study implies that service providers should develop their strategies by keeping in mind the content which users would like and offer user friendly and personalized services so as to make the customer a long term user of OTT media platform. Also, other factors including self- efficacy, cost, variety of services, facilitating conditions, competitive advantage, and perceived risk can be taken into account to explore their

						effects on OTT media adoption
						in future research models.
Chung and Zhang (2020)	Korea	To examine the effect of Netflix service characteristics on user satisfaction and continuance intention.	Netflix service characteristics- content diversity, recommendation system, N-screen service, rate system appropriateness, service quality and binge viewing	An online survey was conducted on 202 Netflix users from Seoul University and data was tested using structural equation modelling.	The results revealed that rate system had a direct effect on continuance intention. It was found that N-screen service neither directly affected continuance intention whereas other service characteristics positively affected continuance intention through user satisfaction. Further, user satisfaction and continuance intention had a significant static correlation.	The study implies that users first evaluate the service payment fee as appropriate and then desire to use the service in the long term. Further, continuous efforts should be made to ensure the quality of service by OTT providers.
Gangwar el al. (2020)	India	-To explore the consumer preferences of OTT platforms. -To examine the relationship between demographic factors and consumer preferences towards OTT platforms.	Profiles & ease of use, Additional benefits, Media options, Social trend, Payment mode, Available options, Cost, Customer service	Standardized questionnaire was used to collect the data from 404 respondents by using convenience sampling technique. SPSS tool was used for data analysis.	The study revealed that there was a strong relationship between age and gender with most trending OTT platforms. Further, mobile and laptops were the most used devices for watching OTT content. Also, a relationship was found between age and contents of OTT platforms.	It was highlighted that because there are so many languages spoken in India and so many OTT platforms that are producing content in those languages, gathering responses from diverse locations and preferences will allow for a more thorough

[analysis of the
						analysis of the
						profiles and
						preferences of
						users of OTT
						platforms.
Lestari	Indonesia	To examine	Determinants-	The empirical	The findings	The study
and		the	perceived content	study was	showed that all	implies that
Soesanto		determinants	quality, perceived	conducted on	other factors had a	Netflix must
(2020)		influencing the	system quality,	237 Netflix	positive effect on	deliver
		decision	perceived ease of use,	users through	attitude to use	satisfactory
		making	customization,	online survey	Netflix except for	performance and
		process of	perceived enjoyment,	using	perceived ease of	quality by
		consumers to	perceived price level,	judgmental	use, customization,	adding more
		continue to use	perceived	sampling	perceived content	security
		Netflix using a	psychological risk,	technique and	quality and	safeguards to
		tri-component	attitude to use.	SEM was used	perceived risk.	the Netflix
		attitude model.		for analysis.	Further, attitude to	application each
					use was found as a	time a user
					predictor of	launches it.
					continuance	Also, Netflix
					intention to use	must make an
					Netflix.	attempt to offer
					Touria.	a shorter
						membership
						choice and offer
						special deals or discounts during
						e
	T 1'			D :	A .1 C' 1'	specific times.
Madnani	India	-To examine	Demographics (age,	Primary	As per the findings,	The study
et al.		the change in	annual income,	research	OTT platforms	highlighted that
(2020)		people's	occupation, city);	approach was	were used more	the cost of
		preference	Work from home;	undertaken by	frequently while	acquiring
		towards OTT	Content; Time;	conducting a	the country was	customers for
		platforms	Convenience;	focus group	under lockdown.	the OTT
		before and	Satisfaction	discussion and a	The degree of	platform has
		during		survey. Focus	satisfaction among	decreased as a
		pandemic		group discussion	people improved as	result of
		-To determine		was done in two	a result of the high	pandemic. OTT
		the factors		groups. Further,	quality of the	platforms should
		influencing		data was	content, free time,	take advantage
		OTT		collected from	convenience, and	of this
		platforms'		154 college	free content.	opportunity to
		usage		students through	During lockdown,	grow consumer
		-To analyse		a questionnaire.	people who	loyalty and
		the impact of		Multilinear	worked from home	adjust to the
		work from		regression was	were also spending	new normal.
L	I			0		

r	[1		1 2		[]
		home on OTT		used for	more time on OTT	
		platforms'		analysis.	platforms. The use	
		usage			of the OTT	
					platform was also	
					influenced by	
					factors such	
					as age, occupation,	
					city, and annual	
					income. Customers	
					between the ages of	
					e	
					16 and 24 and	
					between 24 and 31	
					as well as students	
					majorly used OTT	
					platforms. The	
					typical time spent	
					on OTT climbed	
					from 0 to 2 hours to	
					2 to 5 hours.	
Nijhawan	Delhi-	-To study the	Age and gender	The study	The results	Any form of
and	NCR	effect of	representation, impact	adopted a	revealed that post	content
Dahiya		growing	of COVID on screen	combination of	pandemic, the	consumption
(2020)		content	time, Estimated screen	quantitative and	screen time went up	involves
(2020)		consumption	time, Timeliness for	qualitative	for over 87% of	behaviour that,
		on	content consumption,	approach and a	respondents.	over time,
		psychographic	Preference between	survey was	Content of choice,	develops into a
				•	convenience of	-
		S.	OTT v/s TV, Rationale	conducted. Data		habit. In urban
		-To examine	for platform	was collected	time followed by	areas, COVID
		the role played	preference.	from 80	gadget of choice	19 has played a
		by COVID-19		respondents	were the main	critical role in
		in growing		using random		*
		OTT media		sampling.	preference. Lastly,	adoption of the
		consumption			high subscription	OTT platform.
		trends.			charges, content	All research
					overload, no	indicates
					censorship were	towards the
					key concerns of	growing
					respondents.	duration of
					<u>^</u>	video content
						consumption
						year on
						year and
						COVID 19 has
						shown to be a
						turning point in
						this behaviour

						change.
Chopdar and Tarafdar (2021)	Guwahati	- To analyze the consumer preference towards OTT platforms and DTH services - To identify the factors affecting consumers' choice for OTT - To measure consumers' satisfaction level towards OTT	Consumer preference towards OTT and DTH platforms, Factors affecting consumer choice for OTT (Portability, Unlimited variety of choice, Cheaper than regular TV, Latest and quality content, Catch- up shows), Pandemic and OTT, Choice of OTT channel, Satisfaction over OTT	Data was collected from 100 respondents through structured questionnaire using judgement sampling. SPSS tool was used for data analysis.	It was found that 50% of respondents preferred OTT services to DTH. Latest and quality content was found to be a major factor affecting users' choice for OTT platforms. In terms of satisfaction, 58% of respondents were satisfied with the services offered by OTT providers.	ThestudyimpliedthatOTTplatformswillbecomemorecompetitivecompetitiveinthecomingyearsandthecomingyearsandthecomingyearsandthecomingyearsandthecomingyearsandthecomingyearsandtheseplatformsConsumersusemostoftheseplatformswhichhavebenefitedthetelecommunicationsector.Further, the filmindustryalsoprofitedduringthedifficulttimesbyreleasingthe
Gomathi and Christy (2021)	Coimbato re	-To analyse viewers' perception towards OTT platform -To examine the factors influencing preference of OTT	Personal profile, Device used for OTT, Language preferred, Number of channels subscribed, Hours spend, Payment mode, Proffered app, Reasons for preferring app	Data was collected from 150 respondents using random sampling method. Simple percentage, weighted average score, simple ranking, chi-square, ANOVA were used for data analysis.	The study revealed that during pandemic there has been rise in consumption of OTT. The viewers want on-demand and instant content. One of the factors driving the expansion of streaming media in India is the prevalence of smartphones, international partnerships amongst media titans, digital quality of the	movies on OTT. The operators of movie theatres are advised to consider adding greater comfort and amenities while keeping costs reasonable. It has been discovered that because OTT is growing so quickly, its impact on other traditional media will be profound.

			[1.	
					medium, cost	
					effectiveness, and	
					access liberty	
					(anywhere, any	
					time).	
Gupta &	India	To study on	Antecedents- customer	Data was	The findings	The study
Singharia		consumption	engagement and	collected	revealed a strong	implies to
(2021)		of OTT media	quality of service	through online	effect of customer	provide
		streaming	experience,	questionnaire	engagement and	differential and
		during	satisfaction (mediating	from 182	quality of service	improved
		COVID-19	role), habit	respondents and	experience on	service
		lockdown by	(moderation role	PLS-SEM was	customers'	experience to
		determining	between satisfaction	used to analyse	willingness to	the customers.
		the	and willingness to	the data.	continue and	Additionally, it
		antecedents	continue and		subscribe in future.	suggest service
		affecting	subscribe)		Also, the results	providers to
		users'	540000)		established a	leverage social
		willingness to			complementary	networking
		continue and			partial mediation of	websites to
		subscribe			satisfaction.	engage
		streaming			Further, habit was	consumers and
		services in			found as a possible	motivate them
		future.			predictor of	to create user
		Tuture.			consumers'	communities
						where they may
					continue and	interact and
					subscribe but it	discuss the
					failed to establish	content.
					its moderation	
					effect.	
Kwak et	Britain,	To identify	Predictors-	Online survey	The findings	The study made
al. (2021)	China,	the influence	Demographic profile	was conducted	revealed that age,	clear that
	France,	of	(age, gender,	in 7 different	education, and	service
	South	demographic	occupation, education	countries and	income had an	providers can
	Korea,	profile and	level, nationality,	840 responses in	impact on how	better target user
	Japan,	personal	monthly disposable	total from paid	much consumers	selection and
	Germany	values on	income); Consumer	OTT users	spend on paid OTT	strategy
	and USA	usage of paid	values (self-fulfilment,	(SVOD and	services. Gender	formulation to
		OTT services	self-respect, sense of	TVOD) were	differences were	assure customer
		and compare	belonging, sense of	selected	not significant,	activity and
		OTT users in	accomplishment, fun		however older	retention by
		different	and enjoyment, warm		users spent less on	inferring
		countries	relationship with		TVOD. Also,	consumer values
			others)		spending on TVOD	from the traits,
			Dependent variable-		declined along with	preferences, and
			Average monthly fee		a tendency	daily lives of
			riverage monthly lee		u tendency	

			paid for using OTT		toward self-	OTT users. The
					fulfilment. Further,	
			services (SVOD and			study indicates
			TVOD)		the results showed	that OTT
					that users with	service
					higher sense of	providers would
					accomplishment sp	profit from
					ent less on SVOD	initiatives that
					services. Increased	recognise and
					money encouraged	keep this core
					the usage of TVOD	customer base in
					everywhere but	addition to
					Korea. With the	luring in new
					exception of China	clients like
					and Japan, fun and	seniors, people
					enjoyment in life-	with higher
					oriented customers	education levels,
					paid more for	and people with
					TVOD and SVOD	lower incomes.
					in every country.	
Kwon et	South	-To examine	Recommendation	Data was	The study revealed	Findings imply
al. (2021)	Korea	the	agent values- match	collected	that the	that
		recommendati	score accuracy,	through online	recommendation	recommendation
		on agent	thumbnail image	survey from 212	agents significantly	agents should
		values that	appeal, recommended	paid subscribers	influenced search	try to provide a
		affect the	content variety; Users'	of Netflix and	experience.	wide variety of
		users' search	search experience-	PLS-SEM was	However, match	contents for the
		experience	perceived	used to analyze	score accuracy did	subscribers.
		towards OTT	diagnosticity,	the data.	not affect perceived	Also, managers
		services.	perceived serendipity;		serendipity. It was	should be
		-To investigate	Decision satisfaction;		found that	concerned about
		the influence	Intention to continue		perceived	the subscribers'
		of search	the subscription		diagnosticity and	search
		experience on	Ĩ		perceived	experience on
		decision			serendipity	their platform
		satisfaction			increased decision	by not only
		and			satisfaction which	making it
		continuance			further influenced	effective to find
		intention.			users' continuance	likeable contents
					intention to	but also by
					subscribe OTT	providing
					services.	serendipitous
						findings to
						satisfy and
						retain
						subscribers.
			I			54050110015.

al. (2021) al. (2021) the reasons for reasons for not subscribers of subscribers of or DTT video services. to OTT video services. to OTT video services. content, features, convenince and ecclusively, "autive were also sole" SvOD service ortorites of Indian SVoD users. users. SvOD service services and ecclusively, "autive were also sole" services and ecclusively, "autive were also sole" services and ecclusively, "autive were also sole" SvOD service ortore			1	1			
 willingness and unwillingness to subscriber to SVoD service To understand the demographic profiles of Indian SVoD users. SvoD service To understand the demographic profiles of Indian SVoD SvoD service SvoD service Noted. SvoD service SvoD	Nagraj et	India	-To identify	The study provided 11	Consumers were	It was found that	The survey
and mainting and maximum services label and OTT in signiful information that whether they services label and other they services label and other they services label of the maximum servic	al. (2021)		the reasons for	reasons for not	divided into	consumers who	provide
unwillingness SvoD service SvoD service Content, features, and a price, and sprice, and use OTI services auderstand the uderstand the demographic profiles of Indian SVoD users. SvoD service services, or tube of the study found to be the service of the study found to many function that the study were also solely. HD video quality of the study found to be the services of the study found to many function that the study found to many function to the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study found to many function. services, or tube of the study were also and tube of the study. service, tube of the study were also and tube of the study were also and tube of the study were also and tube of the study. service, tube of the study were also and tube of the study were also and tube of the study. service, tube of the study were also and tube of the study. service, tube of the study.<			willingness	subscribing and 14	three groups	subscribe to both	marketers with
to subscribe to OTT video OTT video OTT video OTT video OTT video Content, features, SVoD service orowneincee quality were also understand the noted. services profiles of Indian SVoD users. Users. Users. Users. SVOD video profiles of Indian SVoD users. SVOD video profiles of Indian SVOD Video SID SID SID SID SID SID SID SID			and	reasons for subscribing	based on	cable and OTT	insightful
OTT videocontent, fatures, convenience and exclusively, auderstand the profiles of Indian SVoD users.content, table of table of <br< td=""><td></td><td></td><td>unwillingness</td><td>to OTT video services.</td><td>whether they</td><td>services place a</td><td>information that</td></br<>			unwillingness	to OTT video services.	whether they	services place a	information that
SVoD serviceconvenienceandexclusively, solelyexperience" and understand the noted.betterservice solely"HD vide outpuity" (HD vide outpuity")betterservices. (Additionally)understand the demographic profiles of lndian SVoDinter interadditionally (additionally)additionally (additionally)additionally (additionally)additionally (additionally)users.suscisuscienters (actors also had students and universities.writesuscienters (actors also had students and (actors also had students and universities.write (actors also had (actors also had students and universities.an impact on (actors also had (attors also had (attors also had) (attors also had students and universities.an impact on (actors also had (attors also had) (attors also had) (attors also had)serviceconvenience, (attors also had) (attors also had) (attors also had)an impact on (attors also had) (attors also had) (attors also had)serviceconvenience, (attors also had) (attors also had)more consumers (attors, and) (attors, attor also had) (attors, attor also had) (attor also had) (attor also had) (attor also had) (atto			to subscribe to	Factors such as price,	use OTT	higher value on	they may utilise
- To understand the demographic profiles of Indian SVoD users.			OTT video	content, features,	services	"anytime viewing	to enhance and
 - To quality were also solely "HD video quality" (DTT users. understand the demographic for profiles of Indian SVOD users. - Mother and the demographic services, or both. Structured questionnaires were sent while cable and impact on subscribers and faculty of various central universities. - Mother and the demographic services and the subscription or preferred family behaviour in addition to convenience, sampling merely had an OTT content, feators and while cable and an impact on subscription, on the quality. The 168 responses and multiple logistic regression test was conducted. - Mother and the demographic service and the study, was "attendy having a cable and and a multiple logistic regression test was cited as the study was "attendy having a cable and and and imited connection." - Mother and the demographic service and the study was "attendy having a cable and according to the second most important reason for not subscription. 			SVoD service	convenience and	exclusively,	experience" and	better serve
understand the demographic profiles of Indian SVoD users.noted.cable/DTH services, or othe Students and students and students and subscribers to OTH subscribersAdditionally, the study found demographic profile of an impact on subscriptionusers.services, or 			- То	quality were also	solely	"HD video quality"	OTT users.
services, or profiles of Indian SVoD users. users.			understand the		cable/DTH	than users who just	Additionally,
both. Structured Judian SVoD users. both. Structured were sent faculty of subscribters subscription preferred family viewing, students and preferred family behaviour in universities sorvice sorvice sorvice sorvice features, and used to obtain user sorvice sorvic			demographic		services, or	Ũ	•
Indian SVoD users.questionnaires were sent students and while cable an impact on subscriptonservices faculty ori subscriptondemographic faculty ori subscriptonI A I A I A I A I A I A I A I AI A I A I A I A I A I Ai A I A I A I A I A I Ai A I A I A I A I A I AI A I A I A I AI A I A I A I A I A I AI A I A I A I A I Ai A I A I A I A I AI A I A I A I A I A <td></td> <td></td> <td>U 1</td> <td></td> <td>both. Structured</td> <td>Subscribers to OTT</td> <td>-</td>			U 1		both. Structured	Subscribers to OTT	-
weresentprivateviewing, subscriptionstudentsandmapactonfactorsalso hadstudentsandinsubscriptionracultyofsubscriptionvariousconsumerswhoSnowballConsumerswhoSnowballConsumerswhosamplingmerely had nOTTcontent,techniquewasservicefeatures, andused to obtainsubscription, on thequality.Theloft Responsesother hand, weregathered prior tocollectsouditiontime, on anythe study werecollect.ssandimultiple logisticdevice), contentthe new rule thatmultiple logisticregression test(local, original, and subscription or theRegulatorywas conducted.was 'areadyhaving a cablecontent, 'freeord with accessfeatures, and implemented inIndia (TRAD)membership cost.implemented instudy, was 'areadyhaving a cableconnection.''Limited and badi internet connectionwas cited as the scord-mostor cable and aord activesecond-most important reasonfor not subscribing.			-				
students and while cable an impact on subscription subscription various central preferred family behaviour in universities. vewing. addition to Snowball Consumers who convenience, mary had an OTT content, technique was suscription, on the quality. The 168 responses, other hand, were opinions and while Mutrk more concerned justifications in was used to collect 300 (unlimited, all the gathered prior to tresponses and multiple logistic device), content the Telecom (docal, original, and Regulatory was conducted. Was composed and intermet connection was conducted. Was consumers we according to the study was "aready having a cable connection." Limited and bad intermet connection was cited as the study was cited as the study may for not subscribing.					-		U 1
faculty of various central universities.subscribers preferred family universities.subscribion behaviour in addition to convenience, sampling merely had an OTT content, technique was used to obtain while Mturk was used to was used to unimited, all the gathered prior to tresponses and uutigitications in was conducted.Consumers who ounseristes.Various central universities.Uservice technique was subscription, on the quality. The justifications in was used to was used to was used to uinmited, all the gathered prior to tresponses and uutigite logistic device, content the new rule dat membership cost. implemented in The most common justification for not subscripting to an according to the study, was "already having a cable condentific the study, was cited as the study, was cited as the study, was cited as the study, was cited as the study, was cited as the study as the subscription.Implemented to the subscriptionImplemented to the subscription to the subscription to the subscription to the subscription to to the subscription to to according to the study, was "already having a cable connection."Implemented time of an abad internet connection was cited as the simportant reason for not subscription.Implemented time of as the simportant reason for not subscription.							
various central universities. Snowball Consumers who sampling merely had an OTT technique was service technique was used to obtain l68 responses, other hand, were other hand, were subscribing to an OTT service, according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.							-
universities. viewing. addition to Snowball Consumers who sampling merely had an OTT technique was service features, and used to obtain 168 responses, other hand, were opinions and while Mturk more concerned with access gathered prior to the study were collect 300 (unlimited, all the gathered prior to the new rule that multiple logistic regression test was conducted. Worldwide), extra device), content the Study were vas conducted. Substription on the gathered prior to the new rule that multiple logistic regression test was conducted. Substription on the new rule that the Telecom regression test was conducted. Substription on the new rule that the Telecom regression test was conducted. Substription on the new rule that the Telecom regression test vas conducted. Substription on subscripting to an OTT service, and internet connection." Limited and bad internet connection. Substributo Limited as the second-most important reason for not subscription.					•		-
Snowball Consumers who convenience, merely had an OTT content, features, and used to obtain used to obtain other hand, were opinions and while Mturk more concerned justifications in was used to collect 300 (unlimited, all the gathered prior to the study were collect 300 (unlimited, all the gathered prior to the study were opinions and while Mturk was used to collect 300 (unlimited, all the gathered prior to the study were was conducted. Was conducted. Subscribing to an other hand, were opinions and while Mturk was used to collect 300 (unlimited, all the gathered prior to the Telecom (local, original, and Regulatory worldwide), extra Authority of features, and India (TRAI) implemented in The most common justification for not subscribing to an other hand, were opinions and device), content the Telecom (local, original, and Regulatory worldwide), extra Authority of features, and India (TRAI) implemented in the nest common customer customer customer channel choices of the study, was "already having a cable connection." Limited an bad internet connection was cited as the second-most important reason for not subscribing.						1 5	
sampling technique was used to obtain while Mutuk was used to collect 300 vith access (unlimited, all the gathered prior to responses and multiple logistest (local, original, and was conducted) was conducted. was conducted was conducted						e	
technique was service features, and used to obtain subscription, on the 168 responses, while Mturk more concerned while Mturk with access collect 300 (unlimited, all the testudy were collect 300 (unlimited, all the testudy were collect 300 (unlimited, all the testudy were gathered prior to the new rule that the Telecom (local, original, and membership cost. The most common justification for not subscribing to an OTT service, according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.							
used to obtain 168 responses, while Mturk was used to was used to with accesssubscription, on the opinions and justifications in with access the study were collect 300 (unlimited, all the gathered prior to the new rule that multiple logistic regression test was conducted.(unlimited, all the gathered prior to the new rule that device), contentRegulatory Honority of India (TRA) India (TRA) access according to the subscribing to an o cable and DTH services.Used to obtain was conducted.India (TRA) inplemented in 2019 addressing justification for not subscribing to an on cable and according to the study, was "already having a cable connection."customer study, was cited as the second-most important reason for not subscribing.used internet connection was cited as the second-most						•	
168 responses, while Mturk was used to collect 300 (unlimited, all the gathered prior to the study were gathered prior to the new rule that multiple logistic regression test was conducted.other hand, were opinions and justifications in the study were gathered prior to the new rule that device), content (local, original, and membership cost.India (TRAI) membership cost.India (TRAI) implemented in 2019 addressing customer subscribing to an according to the study, was "already having a cable connection."DTH services.Study, was "already having a cable connection."DTH services.Study, was cited as the second-most important reason for not subscribing.					-		-
while Mturk more concerned justifications in the study were collect 300 (unlimited, all the gathered prior to the new rule that time, on any multiple logistic device), content the Telecom Regulatory worldwide), extra Authority of features, and India (TRAI) implemented in 2019 addressing justification for not subscribing to an occording to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.						-	
was used to collect 300 responses and multiple logistic regression test was conducted.					1 /		*
collect 300 responses and multiple logistic regression test was conducted.(unlimited, all the time, on any device), content (local, original, and Worldwide), extra Authority of features, and implemented in The most common justification for not subscribing to an channel choices on cable and according to the study, was "already having a cable connection."Bathered prior to the new rule that the Telecom Regulatory Authority of features, and customer customerThe most common justification for not subscribing to an customer2019 addressing customer customer customerThe most common justification for not subscribing to an according to the study, was "already having a cable connection."DTH services.Limited and bad intermet connection was cited as the second-most important reason for not subscribing.Hereit and the methat the methat<							e e
responses and multiple logistic regression test was conducted.							•
multiple logistic regression test was conducted.							
regression test was conducted. (local, original, and worldwide), extra features, and membership cost. The most common 2019 addressing justification for not subscribing to an channel choices OTT service, on cable and according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.					*	•	
was conducted. worldwide), extra Authority of features, and India (TRAI) membership cost. implemented in The most common 2019 addressing justification for not customer subscribing to an channel choices OTT service, on cable and according to the Study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.					* •		
features, and India (TRAI) membership cost. implemented in The most common 2019 addressing justification for not subscribing to an channel choices OTT service, on cable and according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.					e		č
membership cost. The most common justification for not subscribing to an OTT service, according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.					was conducted.		2
The most common 2019 addressing justification for not subscribing to an or cable and according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.							` '
justification for not subscribing to an OTT service, on cable and according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.						•	-
subscribing to an channel choices OTT service, on cable and according to the DTH services. study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.							•
OTT service, on cable and according to the study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.						•	
According to the study, was "already having a cable connection." DTH services. Limited and bad internet connection was cited as the second-most important reason for not subscribing. DTH services.						-	
study, was "already having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.							
having a cable connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.						e e	DTH services.
connection." Limited and bad internet connection was cited as the second-most important reason for not subscribing.							
Limited and bad internet connection was cited as the second-most important reason for not subscribing.						e	
internet connection was cited as the second-most important reason for not subscribing.							
was cited as the second-most important reason for not subscribing.							
second-most important reason for not subscribing.						internet connection	
important reason for not subscribing.						was cited as the	
for not subscribing.						second-most	
						important reason	
						for not subscribing.	
The negative						The negative	

						impacts of OTT	
						programming like	
						binge watching was	
						another intriguing	
						justification	
						provided by non-	
						subscribers. The	
						study's	
						demographic	
						analysis revealed	
						that younger people	
						were more likely to	
						sign up for SVoD	
						services. Education,	
						however, had a	
						negative impact on	
						subscribers'	
						willingness to pay.	
						One of the key	
						demographic	
						factors in	
						determining	
						willingness to	
						subscribe also	
						revealed as	
						occupation. Public	
						sector employees	
						are more eager to	
						subscribe to SVoD	
						services than	
						employees in the	
						private sector.	
Saxena	Mumbai	-To identify	Perceived	service	Data collection	The major	The study
and	wiumbai	the dimensions	quality;	Perceived	was done	dimensions of	suggested that
Menon		of perceived	piracy;	Perceived	through	perceived service	factors such as,
(2021)		quality of	satisfaction		questionnaire	quality were found	no censorship
(2021)		service,	sausiacuon		from 238 degree	to be availability,	on programs,
		perceived			college students	accuracy, ease of	personalisation
		piracy and			Structure	use, information,	should also be
		perceived			Equation	navigation,	taken into
		satisfaction			Modelling was	compatibility,	consideration
		-To examine			used for analysis	speed. The	for further
		the			used for analysis	dimensions of	examination.
		relationship				perceived piracy	examination.
		between the				were low risk,	
		identified				privacy and	
L		Identified				privacy allu	

		dimensions for online video streaming platforms			stability. Further, pay, continuance intention, recommendation and value for money defined perceived satisfaction. Also, perceived piracy and perceived service quality significantly affected perceived satisfaction.	
Shin and Park (2021)	South Korea	To compare the users' expectation, satisafaction and dissatisfaction between Netflix and K- OTT (Korean based OTT)	Expectancy-value framework was used. Variables- Gratification Sought and Gratification Obtained (content diversity, enjoyment, social interaction, quality, ease of use, perceived price); Dissatisfaction (content and customer service)	269 respondents using both- Netflix and K- OTT services	It was found that compared to K- OTT, respondents' expectations and satisfaction with Netflix were higher. K-OTT service dissatisfaction was higher than Netflix's, particularly with regard to content. Further, the overall dissatisfaction with K-OTT services increased as satisfaction with the perceived price of Netflix was higher than satisfaction with the perceived price of K-OTT services.	The expectancy- value model extended to the level of dissatisfaction used in this study can be viewed as a framework of theoretical analysis to comprehend the usage and context of OTT services in greater detail. The study indicated that in order to continue developing and growing in a fierce media environment, global OTT services also need to improve user experience and awareness.
Subraman ian et al. (2021)		To investigate the factors influencing an	Determinants affecting purchase intention: Cost, content, trust,	-Systematic literature review to identify	In the cost component, discount and offers	The results will help marketers learn how to

		•				1
		internet user to	safety, website	various	were considered to	drive audiences
		purchase video	features.	determinants	be strong drives	to make
		streaming		that can create	influencing users.	purchases and
		service		purchase	Localization of	video streaming
		subscription.		intention	foreign content and	companies to
				-Formulating a	production of	provide worthy
				conceptual	original series were	offerings.
				framework to	found to be	
				map the	important	
				transition of a	motivators in the	
				free user to a	content component.	
				paid user.	Further,	
				L	introduction of	
					different online	
					features, such as a	
					recommendation	
					system for user	
					profiling and a	
					child lock	
					encourages	
					consumers to buy	
					an OTT under the	
					trust and safety	
					component.	
Bhattacha	India	To determine	Modified unified	Data was	It was found that	The study
ryya et al.		the key factors	theory of acceptance	collected	content quality and	empirically eval
(2022)		influencing	and use of technology	through online	social influence had	uated the
		usage intention	2 (UTAUT2) model	survey	a significant effect	adoption
		of OTT	was used.	questionnaire	on hedonistic	process, with
		services	Antecedent variables-	from 598	motivation for	implications for
			security conditions,	respondents and	usage. However,	the hedonistic
			value expectancy,	Structural	favourable	motivation for
			social influence, ease	equation	economic position	using OTT
			of effort, habitual	modelling was	was not positively	services, in light
			behaviour;	conducted for	associated with	of the
			Mediating variables-	analysis.	hedonistic	prospective role
			favourable	allarysis.	motivation for	that OTT
			infrastructure		usage. The study	services could
			conditions, favourable		further confirmed	play in the
			economic position,		the UTAUT2	entertainment
			content quality;		model's	and media
			Dependent variable-		explanatory power	industries. It laid
			hedonistic motivation		and predictability	the foundation
			for usage		with regard to OTT	for development
					services	of extended
						UTAUT2 model
						UTAUTZ model

						by significantly extending its
						boundaries.
Menon	India	To explore the	Uses and gratification	A multi-method	The study found	In order to draw
(2022)		motives	theory was used.	approach, i.e.,	that out of all the	viewers and
		influencing	Independent variables-	semi-structed	eight motives	earn their
		subscription	entertainment,	interviews and	identified,	loyalty, the
		intention and	relaxation, social	surveys was	relaxation,	study implied
		continuance	interaction,	used. Data was	convenient	that OTT
		intention	information seeking,	collected from	navigability and	platforms should
		towards OTT	voyeurism,	576 OTT users	binge watching	create more
		platforms	companionship, binge	of metropolitan	significantly	entertainment
			watching, convenient	cities and SEM	influenced	programs and
			navigability	was used for	subscription	make structural
			Dependent variables-	analysis.	intention of OTT	changes to the
			subscription intention		platforms. Further,	way that content
			and continuance		users' continuance	is created,
			intention.		intention was	presented, and
					influenced by	distributed.
					binge watching,	Also, to meet
					entertainment and	the problems of
					convenient navigability only.	an expanding market, it was
					navigaonity only.	also emphasised
						that the contents
						must be locally
						created and in
						line with
						popular interest.
Park et al.	South	-To examine	Independent variables-	Survey was	The four OTT	The study
(2022)	Korea	the influence	OTT service	conducted at	service	implied that
		of OTT	characteristics	domestic	characteristic	recognizing the
		characteristics	(audience activeness,	universities and	variables were	characteristics
		on perceived	ubiquity, platform	public places	found to positively	of OTT services,
		value,	diversity, content	and data was	influence perceived	can have a
		satisfaction	richness);	collected from	value and among	positive effect
		and continuous	Moderating variable-	437	these factors,	on users'
		intention of	Hedonic	respondents.	audience	perception of
		users	innovativeness;	SEM was used	activeness had the	value and
		- To analyse	Mediator variable-	for analysis.	greatest effect on	continuance
		the moderation	Perceived value; User		perceived value.	intention. In
		effect of	satisfaction;		Additionally,	addition, related
		hedonic	Dependent variable-		perceived value	companies can
		innovation	Continuance intention		was found to have a	create strategies
		between OTT			great impact on	to help users
		characteristics			user satisfaction	positively

Park et al.Korea (2022)To examine the effect of on continuance intentionExpectation to confirmation continuance intentionData the sudy such to continuance intention.The study to continuance intention.The study to continuance intention.Park et al.Korea the effect of on continuance characteristics-To examine confirmation model confirmation modelData content to be moderated by hedonic innovation.The study showed that audience intention.Park et al.Korea the effect of confirmation on continuance intentionExpectation confirmation model confirmation model collected from domestic university and public places.The study showed that audience implied that activity, content out or the study induced to be moderated by received usativity.Park et al.Korea the effect of confirmation model on continuance university and the moderating quality;Data variablesThe study showed that audience intention the study inversity and public places.The study showed that a significant or content or received user to considerable university and that a significant while preceived user to considerable inpacted by production of a considerably inpacted by providers are considerably inpacted by providers are considerably infurenced by hat the rate pla			and paragived			and intention to	recognise the
Park et al. (2022)Korea-To examine the effect of on continuanceExpectation modelData continuance modelOTT services, and of OTT services, was also found to have a considerable intention.Continuance modelContinuance modelContinuance modelContinuance modelContinuance modelContinuance modelContinuance modelContinuance modelContinuance modelContinuance modelContinuance modelContinuanceContinuance modelContinuance modelContent mod			*				-
Park et al.Korea-To examine effect of on continuance intentionExpectation moderData continuance intentionof OTT services.Park et al.Korea-To examine the effect of on continuanceExpectation confirmation model confirmationData continuance intention.The study moderated by hedonic innovation.Park et al.Korea-To examine the effect of on continuance confirmationExpectation confirmation confirmationData content confirmationThe study moderated activity, content of TT services activity, content of TT services activity, content on continuance content contentionThe study moderated content content content of activity, content of TT services activity, content of the moderating public places.The study mode define content on continuance continuance impact on continuance confirmation; Perce fairness; for analysis.Data moderated content of activity, content of the moderating public places.The study mode define confirmation, impact on consistently roduction of a consistently roduction of content in order consistently retain consistently retain consistently retainThe services.VariablesSatisfaction; continuance intention; Perceived usefulness; continuance intention; continuance intention; retain continuance intention; content in order impacted by perceived usefulness, which make deforts to in turn greaty make users feel influencedVariablesSatisfaction; content in order content in order required to make users feel			value			U	
Park et al.Korea the effect of on continuance the effect of on continuance continuance on continuance on continuance perceived value were found to be moderated by the donic innovation.The study moderate moderate the study showed the study showed the study showed the effect of on continuance characteristics on continuance on continuance on continuance on continuance on continuance the moderating the moderating the moderating the moderating the moderating the study; the moderating the continuance intentionData the moderating the moderating the continuance the moderating the continuance to consistently the continuance the moderating the continuance the moderating the study showed the continuance the moderating the							
Park et al. (2022)Korea o no continuance intentionTo examine expectation richness; Audience autivity; Platform on continuance intention; Park et al. (2022)Korea roleTo examine expectation richness; Audience autivity; Platform quality; role of price price faitness; faitness in faitness in relationship between Perceived usefulnes; Satisfaction; Continuance intentionData consumers and moderated set on the construction; the effect of content on continuance intention richness; Audience activity; Platform the moderating role of price price faitness; Satisfaction; Continuance intentionData confirmation activity; Platform public places. SEM was used for analysis.Data activity; content confirmation; the dat a significant order to meet expectation- continuance intention relationship between Perceived usefulnes; Satisfaction; Continuance intentionData considerable impact order to meet set ativity; content order to meet order to meet considerating role of price price faitness; Satisfaction; Continuance intentionData considerable impact considerable impact considerable impact considerable impacted by retain consumers and make profit. OTT services required to usefulness, which make efforts to in turn greatly make users feel influencedImpact consideration; required to usefulness, which make efforts to in turn greatly influencedThe study and perceived consumers and make sers feel influenced							of OTT services.
Park et al. (2022)Korea-To examine the effect of on continuance characteristicsExpectation valuesData values preceived value value value <br< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td></br<>							
Park et al. (2022)Korea-To examine interict of or continuance intentionExpectation intentionData intentionContinuance intentionPark et al. (2022)Korea-To examine the effect of on continuance intentionExpectation confirmation model confirmation model collected from intentionData was indexes of activity, contentThe study implied that activity, contentPark et al. (2022)Korea-To examine the effect of on continuance characteristicsExpectation confirmation, model collected from intention inchenss; Audience activity, Platform public places.Data was used that adsignificantThe study implied that advives or continuance intention intention intention role of price fairness; fairness fairness in Expectation- continuance intentionData was used variablesData was variablesThe study impacted to continuance intention; continuance continuance intention; continuance i						have a considerable	
Park et al. (2022)Korea the effect of on continuance intentionExpectation confirmation model confirmation model confirmation model collected from university and activity, contentData moderated by hedonic innovation.Park et al. (2022)Korea the effect of on continuance intention-To examine confirmation model confirmation model confirmation model confirmation modelData collected from that audience infinees, and must develop contentThe study showedPark et al. (2022)-To examine the effect of on continuance intentionExpectation confirmation, content quality; frice public places, public places, if armess in fairness; prole of price fairness; variablesData confirmation; perceived usefulness; Satisfaction; Continuance intentionData moderating activity; Platform public places, if or analysis.The study strategies for in investiment in investiment in user user statisfaction; Continuance intentionPerceived usefulness; variablesPerceived usefulness; Satisfaction; Continuance intentionSelf was used satisfaction; confirmation; user satisfaction; confirmation; user confirmation; usefulness, which in turn greatty make users feel influencedUnit unitunit the study treatinContent in order consistently expectation consistently expectation consistently expectation consistently expectation consistently expectation consistently expectation consistently expectation consistently expectation consistently expectation significantly of To service im						impact on	
Park et al. (2022)Korea-To examine the effect of on continuance intentionExpectation confirmation model confirmation model collected from dome that audience to content or or continuance intentionExpectation content domestic or continuance quality: SEM was used to confirmation; Dete the moderating quality: the waites confirmation; between variablesData variables- content OTT service or continuance quality: SEM was used to confirmation; between variablesData content content or continuance quality: SEM was used to confirmation; between variablesData content content or continuance intention; Price fairness; for analysis.Data content curation activity; Platform guality: SEM was used to considerably confirmation, userfulness; for analysis.Data was colected from infact to meet university and had a significant investment in investment in relationship potucion of astisfaction; Continuance intentionData was confirmation; set on satisfaction wariablesExpectation- confirmation; between variablesData satisfaction; content in order considerably content in order considerably considerably considerably content in order considerably <b< td=""><td></td><td></td><td></td><td></td><td></td><td>continuance</td><td></td></b<>						continuance	
Park et al. (2022)Korea -To examine the effect of on continuance characteristicsExpectation confirmation model confirmationData vas collected from domestic activity, contentThe study implied that audiencePark et al. (2022)Korea -To examine the effect of on continuance characteristicsExpectation confirmation model origin continuance curation; Content on continuanceData vas collected from domestic of activity, contentThe study implied that audiencePark et al. (2022)Korea the effect of on continuance characteristicsExpectation confirmation; price price fairness; fairness price fairness; fairness variablesData content on continuance curation; content confirmation; Perceived usefulness; Satisfaction; Continuance intentionData was used collected from domestic content curation public places. SEM was used confirmation. was usefulness; satisfaction were wariablesThe study study showed strategies for in order to meet university and public places. SEM was used confirmation. was usefulness; satisfaction; continuance intentionVariablesSatisfaction; Continuance intentionContinuance intention impacted by perceived usefulness; satisfaction was satisfaction was significantly usefulness, which in turn greatly impluencedVariablesSatisfaction; continuance intentionOTT service satisfaction; content in order consumers and make profit. significantly impacted by providers are perceived impacted by providers are perceived 						intention.	
Park et al. (2022)Korea-To examine the effect of on continuanceExpectation confirmationData was confirmationThe study mate additionPark et al. (2022)Korea-To examine the effect of on continuanceExpectation confirmationData was confirmationThe study mate addition(2022)OTT services on continuance-To examine confirmationExpectation confirmationData was collected from that audienceThe study implied that OTT services at richness, and public placesTo analyze role of price fairness in fairness variables-To e role of price statisfaction; Continuance intentionData was used.was collected from domestic content university and public places.The study implied that order to meet userVariablesPrice fairness; fairness; fairness; variablesContinuance intention statisfaction; Continuance intentionData was used confirmation; the curation and user to considerably considerably considerably considerably considerably considerablywas was was expectation considerably consi						Furthermore, all	
Park et al.Korea-To examine effect of OTT serviceExpectation confirmation model was used.Datawas value were found to be moderated by hedonic innovation.Park et al.Korea-To examine the effect of OTT serviceExpectation confirmation model variables-Datawas valueThe study that audience implied that activity, content OTT services at content university and public places.The study that audience content curation strategies for in user to must develop or continuance curation; role of price fairness in fairness in teleween variablesDatawas set content public places.The study that audience content curation mixestment in was used strategies for in public places.VariablesSatisfaction; confirmation; betweenPreceived usefulness; Satisfaction; Continuance intentionSatisfaction strategies for in userSatisfaction were wide range of satisfaction were wide range of satisfaction were wide range of satisfaction confirmation, user considerably content in orderThe study the consistently retain content in orderVariablesSatisfaction; Continuance intentionContinuance intentionSatisfaction; considerably content in orderVariablesSatisfaction; contentContinuance intentionSatisfaction; considerably content in orderVariablesSatisfaction; continuanceContinuance intentionSatisfaction; considerably content in orderVariablesSatisfaction; continuanceContinuance intentionThe st						paths except for the	
Park et al. (2022)Korea-To examine the effect of on continuance intentionExpectation confirmation model was used.Data was collected from activity, contentThe study showed implied that audience activity, contentThe study showed implied that audience activity, contentThe study showed implied that audience activity, contentThe study showed implied that audience activity, contentOTT services on continuance curation; Content quality;Data variables- contentSate activity; Platform public places.Data activity, content on content curation strategies for in university and bad a significant order to meet userImage: here the moderating role of price relationship betweenPrice price fairness; fairness satisfaction; Continuance intentionData was used confirmation; Price preceived satisfaction; Continuance intentionData was used satisfaction; considerably confirmation; expectation- considerably consistently retain consistently expectation consistently expectation consistently retain confirmation, user satisfaction was satisfaction was make efforts to usefulness, which make efforts to usefulness, which make efforts to usefulness, which make efforts to usefulness, which make user feel influencedPrice the curvate pain make user feel influenced						one between	
Park et al. (2022)Korea-To examine effect of on continuanceExpectation confirmation model was used.Datawas moderated by hedonic innovation.Park et al. (2022)Korea-To examine effect of on continuanceExpectation confirmation model variables- Content on continuanceDatawas used.The study showed that audience activity, content on continuanceOTT services on continuance the moderating role of price fairness in fairness in relationship betweenContent confirmation; price fairness; Satisfaction; Continuance intentionDatawas activity, content ontent university and public places. SEM was usedmat a significant on user expectation investment in investment in investment in relationship betweenPerceived usefulness; variablesPerceived usefulness; Satisfaction; Continuance intentionSatisfaction; confirmation; betweenContinuance intentionWhile perceived impacted by to consumers and make efforts to impacted by perceived usefulness, which inguiters, which in turn greatly influencedOTT service that the rate plan						ubiquity and	
Park et al. (2022)Korea-To examine the effect of on continuance intentionExpectation confirmation was used.Data model vas used.The study showed impliedThe study implied(2022)He effect of confirmationConfirmation model vas used.Data vas used.The study showed state activity, content on continuance curation; content richness; AudienceData vas used.The study impliedThe study implied-To role of price fairnessi netationship between-To efficient price fairness; variablesContent price fairness; Satisfaction; Continuance intentionData vas used.The study impliedOTT services at domestic university and bad a significantThe study impliedVariablesPrice fairness; variablesFairness; Satisfaction; Continuance intentionData vasisfaction; confirmation, university and investment in the curation and production of a usefulness; variablesExpectation- confirmation; content continuance intentionSatisfaction were vasisfaction were variablesContinuance intentionVariablesSatisfaction; Continuance intentionContinuance intentionContinuance intentionContinuance impactedContent in order confirmation, user considerably content in orderVariablesVariablesSatisfaction; Continuance intentionContinuance intentionContinuance impactedContent in order confirmation, user variablesVariablesVariablesVariablesVariablesVariables <td></td> <td></td> <td></td> <td></td> <td></td> <td>perceived value</td> <td></td>						perceived value	
Park et al. (2022)Korea-To examine the effect of confirmation model was used.Datawas was collected from that audience 386 users of activity, content on continuance intention -To analyze activity; Platform prole of price fairness in relationship between variablesDatawas was used.The study implied that omestic university and public places.Variables- on continuance intention -To analyze activity; Platform prole of price fairness in relationship betweenDatawas was variablesThe study implied that omestic price fairness; confirmation; Perceived usefulness; Satisfaction; Continuance intentionDatawas was that audience omestic university and public places. SEM was used satisfaction were was satisfaction; confirmation; expectation- confirmation; continuance intentionDatawas was that audience omestic university and had a significant university and had a significant userThe study implied that order to meet userVariablesPrice satisfaction; Continuance intentionFrie satisfaction confirmation; expectation confirmation, user satisfaction was significantly impacted by perceived usefulness, which in turn greatly influencedContent in order to consistently retain consumers and make efforts to make efforts to in turn greatly influenced						were found to be	
Park et al. (2022)Korea-To examine the effect of characteristics on continuance intentionExpectation confirmation modelDatawas was collected from 386 users of OTT services at domestic university and public places.The study showed impliedThe study implied that on COTT services on continuance curation; content richness; Audience activity; Platform public places.The study showed stategies for in on COTT services at domestic content university and public places.The study showed implied that activity, content on content curation strategies for in on userPark et al. (2022)Korea-To examine confirmation; Price fairness in relationship between variablesData was user perceived usefulness; Satisfaction; Continuance intentionThe study showed that activity, content oncertaines; for analysis.The study showed activity, content ontent curation strategies for in investment in the curation and production of a statisfaction were wide range of consistently retain confirmation, user significantly impacted by perceived usefulness, which in turn greatly influencedThe study implied that that audience onter to meet users the moderating providers are required to make users feel influenced						moderated by	
(2022)the effect of OTT service characteristicsconfirmation model was used.collected from that activity, contentthat audience activity, contentimplied that OTT services must develop strategies for in order to meet-To analyze the moderating role of priceactivity; Platform price fairness in relationship betweencuration; confirmation; Perceived usefulness; Satisfaction; Continuance intentioncollected from ativity; Platform public places.that audience autivity; and had a significant impactond order to meet user expectation- confirmation; production of a usefulness; satisfaction; Continuance intentionthat audience autivity; content order to meetthat audience autivity; content order to meet0Tr servicesservices fairness price satisfaction; Continuance intentioncollected from autivity; content the moderating public places.that audience autivity; and had a significant impact satisfaction were wide range of considerably to consistently retain confirmation; usefulness; audience satisfaction was significantlythat make profit.0Tr service impacted by providers are equired to make users feel that the rate planontr that hat audience activity; content to consistently retain constructionthat audience autivity; content to considerably to consistently retain construction0Tr service impacted by providers are tequired to make users feel that the rate planthat the rate plan						hedonic innovation.	
(2022)the effect of OTT service characteristicsconfirmation model was used.collected from that activity, contentthat audience activity, contentimplied that OTT services must develop strategies for in order to meet-To analyze the moderating role of priceactivity; Platform price fairness in relationship betweencuration; confirmation; Perceived usefulness; Satisfaction; Continuance intentioncollected from ativity; Platform public places.that audience autivity; and had a significant impactond order to meet user expectation- confirmation; production of a usefulness; satisfaction; Continuance intentionthat audience autivity; content order to meetthat audience autivity; content order to meet0Tr servicesservices fairness price satisfaction; Continuance intentioncollected from autivity; content the moderating public places.that audience autivity; and had a significant impact satisfaction were wide range of considerably to consistently retain confirmation; usefulness; audience satisfaction was significantlythat make profit.0Tr service impacted by providers are equired to make users feel that the rate planontr that hat audience activity; content to consistently retain constructionthat audience autivity; content to considerably to consistently retain construction0Tr service impacted by providers are tequired to make users feel that the rate planthat the rate plan	Park et al.	Korea	-To examine	Expectation	Data was	The study showed	The study
characteristics on continuance intentionVariables- curation; Content richness; Audience activity; Platform quality; Price fairness in relationship between variablesVariables- curation; Content quality; Price fairness; fairness; fairness; fairness confirmation; Perceived usefulness; Continuance intentionOTT services at domestic university and public places. SEM was used for analysis.must develop strategies for in had a significant order to meet expectation investment in the curation and usefulness and user satisfaction; Continuance intentionbetween variablesPerceived Satisfaction; Continuance intentionSEM was used for analysis.confirmation. wile perceived usefulness and user satisfaction were considerably considerably consumers and make profit.Continuance impactedContinuance intentionimpacted by providers are required to usefulness, which in turn greatly influencedOTT service make users feel that the rate plan	(2022)		the effect of	-	collected from	that audience	implied that
characteristics on continuance intentionVariables- curation; ContentOTT services at domestic university and public places.richness, content impactand must develop strategies for in order to meet-To analyze the moderating role of price fairness in relationship betweenactivity; Price fairness; Satisfaction;Platform for analysis.OTT services at domestic university and public places.must develop strategies for in order to meetVariablesPrice fairness; fairnessfairness; stisfaction;SEM was used for analysis.expectation userexpectation the curation and usefulness; satisfaction;VariablesSatisfaction; Continuance intentionContinuance intentionmake profit. significantlyorder to meet userVariablesSatisfaction; Continuance intentionContinuance intentionFairness, and university and production of a satisfaction;must develop strategies for in order to meet usefulness; significantlyVariablesSatisfaction; Continuance intentionContinuance intentionConsiderably impacted by perceived usefulness, which in turn greatly imfuencedConsumers and make users feel that the rate plan			OTT service	was used.	386 users of	activity, content	<u>^</u>
on continuance intentioncuration; richness; Audiencedomestic university and public places.content had a significantstrategies for in order to meet-To analyze the moderating role of priceactivity; platform quality;Platform public plates.public places.impact on confirmation.order to meet userrelationship betweenPrice fairness; fairnessFrice perceived usefulness; statsfaction;SEM was used for analysis.expectation usefulness and user impacted by to consistently retainvariablesSatisfaction; Continuance intentionContinuance intentionimpacted usefulness, which in turn greatly influencedof T make users feel that the rate plan			characteristics	Variables- Content	OTT services at	•	must develop
Intentionrichness; Audienceuniversity andhad a significantorder to meet-To analyzeactivity; Platformpublic places.impact onuserthe moderatingquality;SEM was usedexpectationexpectations byrole of pricePricefairness;for analysis.confirmation.investment infairness inExpectation-confirmation;While perceivedthe curation andbetweenPerceived usefulness;satisfaction;considerablycontent in ordervariablesSatisfaction;Continuance intentionimpacted byto consistentlyexpectationcontinuance intentionimpacted byto consumers andsatisfaction wassatisfaction wassatisfaction wasmake profit.significantlyOTT serviceimpacted byproviders arerequired tousefulness, whichmake efforts toin turn greatlyin turn greatlyinfluenced			on continuance				<u>^</u>
-Toanalyzeactivity;Platformpublicplaces.impactonuserthe moderatingquality;SEM was usedexpectationexpectations byinvestment inrole of pricePricefairness;for analysis.confirmation.investment infairness inExpectation-confirmation;usefulness;confirmation werewide range ofbetweenPerceived usefulness;satisfaction werewide range ofconsiderablycontent in ordervariablesSatisfaction;Continuance intentionimpacted byto consistentlyexpectationconfirmationInvestingContinuance intentionimpacted byto consumers andsatisfactionusefulness, whichmake profit.significantlyOTTordinatedIntendedIntendedproviders areperceivedrequired tousefulness, whichIntendedIntendedusefulness, whichmake users feelinfluencedInterate plan							-
the moderating role of pricequality; PriceSEM was used for analysis.expectation confirmation.expectations by investment in While perceived waisfaction werefairness relationshipExpectation- confirmation; Perceived usefulness; Satisfaction;For analysis.expectation confirmation.investment in investment in While perceived wide range of considerablyvariablesSatisfaction; Continuance intentionContinuance intentionconsiderably impactedcontent in order retain confirmation, user satisfaction was make profit.variablesFor analysisContinuance intentionconsiderably impactedconsumers and make profit.variablesFor analysisContinuance intentionconfirmation, user impactedconsumers and make profit.variablesFor analysisFor analysisconfirmation, user impactedconsumers and make profit.variablesFor analysisFor analysisfor analysisconfirmation, user impactedconsumers and make profit.for analysisFor analysisFor analysis					-	e	
role of price fairness in relationship between variables Satisfaction; Continuance intention For analysis. For analysis. For analysis. For analysis. For analysis. Confirmation. While perceived usefulness and user satisfaction were impacted by expectation confirmation, user consumers and satisfaction was make profit. Significantly providers are perceived usefulness, which make efforts to in turn greatly influenced that the rate plan			5	•	· ·	-	
fairnessinExpectation- confirmation; Perceived usefulness; Satisfaction; Continuance intentionWhile perceived usefulness and user satisfaction were wide range of considerably expectation confirmation, user consumers and satisfaction was retainImage: Continuance intentionImage: Co			•			-	
relationship confirmation; between Perceived usefulness; variables Satisfaction; Continuance intention Confirmation, user consistently expectation was make profit. significantly OTT service impacted by providers are perceived usefulness, which make efforts to in turn greatly influenced that the rate plan			-	· · · · · · · · · · · · · · · · · · ·	Tor unarysis.		
between variables Perceived usefulness; Satisfaction were variables Satisfaction; Continuance intention Continuance intention Continuance intention confirmation, user consumers and satisfaction was make profit. Significantly OTT service impacted by providers are perceived required to usefulness, which make efforts to in turn greatly influenced that the rate plan				-		I	
variablesSatisfaction; Continuance intentionconsiderably impacted by expectation confirmation, user satisfaction was make profit.content in order to consistently expectation confirmation, user impacted by providers are perceived impacted by providers are perceived in turn greatly make users feel influenced			-				-
Image: Continuance intentionimpacted by expectationto consistently retainImage: Continuance intentionimpacted by expectationto consistently retainImage: Continuance intentionImage: Continuance intentionimpacted by impacted byconsumers and make profit.Image: Continuance intentionImage: Continuance intention <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td>							-
expectationretainconfirmation, userconsumers andsatisfactionwassignificantlyOTT serviceimpactedbyperceivedrequired tousefulness, whichmake efforts tointurn greatlymake users feelinfluencedthat the rate plan			variables			•	
Image: consumer of the second secon				Continuance intention		· ·	•
Image: set in the						-	
significantly OTT service impacted by providers are perceived required to usefulness, which make efforts to in turn greatly make users feel influenced that the rate plan							
impacted by providers are perceived required to usefulness, which make efforts to in turn greatly make users feel influenced that the rate plan							<u>^</u>
perceived required to usefulness, which make efforts to in turn greatly make users feel influenced that the rate plan						••••	
usefulness, which make efforts to in turn greatly make users feel influenced that the rate plan						· ·	•
in turn greatly make users feel influenced that the rate plan						-	<u> </u>
influenced that the rate plan							
1						0.	
							-
continuous they are using is							
intention to use reasonable and							
OTT. Further, it acceptable.							acceptable.
was found that all						was found that all	
proposed						proposed	
relationships were						relationships were	

					strengthened by	
					0 2	
					price fairness.	
Youm	South	To examine	User experiences	Data was	The findings	The study
(2022)	Korea	the mediation	(convenience,	collected from	revealed that	implied that
		effect of user	usability, reliability,	195 college	satisfaction in	organisations
		satisfaction	pleasurable);	students who	relation to	offering OTT
		between user	Satisfaction;	were users of	continuous use	services require
		experience and	Continuous intention	OTT services.	intention served as	a strategy to
		continuance		SPSS Process	a full mediator for	boost their
		intention of		Macro was used	all user experiences	satisfaction
		OTT services		for analysis.	with OTT services.	based on the
					The more	user experience
					positively users	perceived by
					perceive their	users.
					experience with	
					OTT services, the	
					more satisfied they	
					are with their use	
					and the more likely	
					they are to want to	
					continue using it.	

Conclusion and Limitations:

Despite the immense growth of OTT video services, very limited research is done in this domain. Through a systematic review of the literature based on 26 relevant papers, this study provides a comprehensive analysis in the field of OTT video services. It classifies the literature in terms of years, countries, theories and models used or variables identified, research methods, findings and implications or suggestions. It is implied that the future research on OTT should explore the perspective of service providers and regulatory bodies as well.

This study is subject to several limitations. It's likely that some articles were left out during the selecting stage. Another limitation was the choice to restrict our search to journal articles. However, since many conference papers and dissertations are not covered in this article, it may be difficult for us to identify all related papers. Also, the study only included the papers in the context of Asian countries. Particular attention should also be given to the need for more longitudinal based research.

References:

- 1. 'Squid Game' Helps Make Asia Lone Bright Spot for Netflix. (2022). www.bloomberg.com. https://www.bloomberg.com/news/articles/2022-04-20/-squid-game-helps-makes-asia-lone-bright-spot-for-netflix?leadSource=uverify%20wall
- Arshan Bhullar & Ritika Chaudhary. (2020). Key Factors Influencing Users' Adoption Towards OTT Media Platform: . *International Journal of Advanced Science and Technology*, 29(11s), 942
 - 956. Retrieved from http://sersc.org/journals/index.php/IJAST/article/view/20745

Journal of Contemporary Issues in Business and Government Vol. 29, No. 01, 2023 <u>https://cibgp.com/</u>

- 3. Asia Pacific OTT TV and Video Forecasts Digital TV Research. (2022). https://digitaltvresearch.com/product/asia-pacific-ott-tv-and-video-forecasts/
- Bhattacharyya, S.S., Goswami, S., Mehta, R. and Nayak, B. (2022), "Examining the factors influencing adoption of over the top (OTT) services among Indian consumers", *Journal of Science and Technology Policy Management*, Vol. 13 No. 3, pp. 652-682. https://doi.org/10.1108/JSTPM-09-2020-0135
- Chopdar, J., & Tarafdar, T. (2021). A Study On Consumers' Perception Towards Over The Top (OTT) Platforms With Special Reference To Guwahati City. *International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)*, 245–254.
- Chung, Y., & Zhang, W. (2020). Effects of Service Characteristics of a Subscription-based OTT on User Satisfaction and Continuance Intention: Evaluation by Netflix Users. *The Journal of the Korea Contents Association*, 20(12), 123–135. https://doi.org/10.5392/JKCA.2020.20.12.123 (in Korean)
- Dasgupta, S., & Grover, P. (2019). Understanding Adoption Factors of Over-the-top Video Services among Millennial Consumers. *International Journal of Computer Engineering &Amp; Technology*, 10(1). https://doi.org/10.34218/ijcet.10.1.2019.008
- Fitzgerald, S. (2019). Over-the-Top Video Services in India: Media Imperialism after Globalization. *Media Industries Journal*, 6(2), 89–115. https://doi.org/10.3998/mij.15031809.0006.206
- Gangwar, V. P., Sudhagoni, V. S., Adepu, N., & Bellamkonda, S. T. (2020). Profiles and Preferences of Ott Users in Indian Perspective. *European Journal of Molecular & Clinical Medicine*, 7(8), 5106-5142.
- 10. Gomathi, S., & Vijaitha Christy, N. (2021). Viewer's Perception Towards 'OTT' Platform During Pandemic (with special reference to Coimbatore city). *International Journal of Creative Research Thoughts (IJCRT)*.
- Gupta, G., & Singharia, K. (2021). Consumption of OTT Media Streaming in COVID-19 Lockdown: Insights from PLS Analysis. *Vision: The Journal of Business Perspective*, 25(1), 36– 46. https://doi.org/10.1177/0972262921989118
- Kim, M. S., Kim, E., Hwang, S., Kim, J., & Kim, S. (2017). Willingness to pay for over-the-top services in China and Korea. *Telecommunications Policy*, 41(3), 197–207. doi:10.1016/j.telpol.2016.12.011
- 13. Kwak, K. T., Oh, C. J., & Lee, S. W. (2021). Who uses paid over-the-top services and why? Cross-national comparisons of consumer demographics and values. Telecommunications Policy, 45(7), 102168.doi:10.1016/j.telpol.2021.102168
- Kwon, Y., Park, J. and Son, J.-Y. (2021), "Accurately or accidentally? Recommendation agent and search experience in over-the-top (OTT) services", Internet Research, Vol. 31 No. 2, pp. 562-586. https://doi.org/10.1108/INTR-03-2020-0127
- Lestari, E., & Soesanto, O. R. C. (2020). Predicting Factors that Influence Attitude to Use and its implications On Continuance Intention To Use SVOD: Study On Netflix Users of Indonesia. *DeReMa* (*Development Research of Management*): Jurnal Manajemen, 15(2), 183. https://doi.org/10.19166/derema.v15i2.2541

Journal of Contemporary Issues in Business and Government Vol. 29, No. 01, 2023 <u>https://cibgp.com/</u>

- 16. Madnani, D., Fernandes, S., & Madnani, N. (2020). Analysing the impact of COVID-19 on overthe-top media platforms in India. International Journal of Pervasive Computing and Communications, ahead-of-print(ahead-of-print).doi:10.1108/ijpcc-07-2020-0083
- Menon D. (2022), "Purchase and continuation intentions of over -the -top (OTT) video streaming platform subscriptions: A uses and gratification theory perspective", *Telematics and Informatics Reports*, Volume 5. https://doi.org/10.1016/j.teler.2022.100006.
- Nagaraj, S., Singh, S., & Yasa, V. R. (2021). Factors affecting consumers' willingness to subscribe to over-the-top (OTT) video streaming services in India. Technology in Society, 65, 101534. doi:10.1016/j.techsoc.2021.101534
- 19. Nijhawan, G. S., & Dahiya, S. (2020). Role of COVID as a Catalyst in increasing adoption of OTTs in India: A Study of evolving consumer consumption patterns and future business scope. *Journal of Content, Community & Communication*, 6(12), 298-311.
- 20. Park, E. (2018). Business Strategies of Korean TV Players in the Age of Over-The-Top (OTT) Video Service. *International Journal of Communication*, 12, 22.
- Park, H., Kim, S., & Sohn, C. (2022). The Effect of OTT Characteristics on Perceived Value, User Satisfaction and Continuous Use Intention in OTT: Focusing on the Moderating Effect of Hedonic Innovativeness. *Journal of Digital Convergence*, 20(3), 169–180. https://doi.org/10.14400/JDC.2022.20.3.169
- Park, H., Sohn, C., & Kim, S. (2022). Understanding Over The Top(OTT) and Continuance Intention to Use OTT: Impacts of OTT Characteristics and Price Fairness. *Knowledge Management Review*, 23(1), 203–225. https://doi.org/10.15813/KMR.2022.23.1.011
- 23. Saxena R. K., Menon, S., (2021). User Perception of Service Quality, Privacy, and Satisfaction for Online Video Streaming Platforms in India, INTERNATIONAL JOURNAL OF ENGINEERING RESEARCH & TECHNOLOGY (IJERT) Volume 10, Issue 09
- 24. Shin, S., & Park, J. (2021). Factors affecting users' satisfaction and dissatisfaction of OTT services in South Korea. Telecommunications Policy, 45(9), 102203.doi:10.1016/j.telpol.2021.102203
- 25. Singh, Paramveer. (2019). New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms. 9. 131-137. 10.31620/JCCC.06.19/18.
- 26. Southeast Asia Moving Towards a New Model of TV Consumption as More than One in Three Viewers Stream OTT. (2022). www.thetradedesk.com. https://www.thetradedesk.com/us/news/press-room/southeast-asia-moving-towards-a-new-model-of-tv-consumption-as-more-than-one-in-three-viewers-stream-ott
- 27. Statista. (2022). *OTT Video Worldwide / Statista Market Forecast*. https://www.statista.com/outlook/amo/media/tv-video/ott-video/worldwide
- 28. Subramanian, A., Seetharaman, A., & Maddulety, K. (2021). From a Free User to a Premium Subscriber: Analysing the Purchase Decision of an OTT Subscriber. *Journal of Engineering and Technology I*.
- 29. *The Unstoppable Rise of OTT in Asia.* (2020). SpotX. https://www.spotx.tv/resources/blog/spotxer/the-unstoppable-rise-of-ott-in-asia/
- 30. Ufuk, C. & Oguzhan, I. & Hulya, T. (2019). Understanding the Intention to Use Netflix: An Extended Technology Acceptance Model Approach. 9. 152-157. 10.32479/irmm.8771.

Journal of Contemporary Issues in Business and Government Vol. 29, No. 01, 2023 <u>https://cibgp.com/</u>

P-ISSN: 2204-1990; E-ISSN: 1323-6903 DOI: 10.47750/cibg.2023.29.01.014

 Youm, D. (2022). Impact of the User Experience on OTT services on Continuous Use Intention: Mainly focusing on the Use Satisfaction Mediating Effect. *Journal of Digital Convergence*, 20(5), 513–523. https://doi.org/10.14400/JDC.2022.20.5.513