MAK HILL Publications Journal of Economics Theory

Research Article
doi: 10.36478/makjet.2024.1.1.13

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Key Words
Adoption of ott platforms (AOP), purchase intention (pi), quality (qu), features (FE), willingness to use (WU), digital marketing (DM), awareness (AW), feedback (fd), convenience (CN), cost (CO), the technology acceptance model (tam), ease of use (EU) and behavioural intention (BI), as well as social gratification (SG), consumer engagement (ce), brand relationship (BR) and brand image (BRI)

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Received: 12 June 2024
Accepted: 15 July 2024
Published: 18 July 2024

Citation: Shaik Mahaboob Basha and C. Viswanatha Reddy, 2024. The Digital Revolution: Exploring Influential Factors in OTT Platform Adoption. Res. J. Med. Sci., 18: 1-13, doi: 10.36478/makjet.2024.1.1.13

The Digital Revolution: Exploring Influential Factors in OTT Platform Adoption

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Abstract
The digital revolution has radically transformed the way we consume media and entertainment. Over-the-top (OTT) platforms have developed as a pivotal force in this transformation, offering a wide range of content, from movies and TV shows to user-generated videos and live streaming, delivered over the internet. With their flexibility and convenience, OTT platforms have disrupted traditional cable and satellite television services, allowing users to customize their viewing experience and access content on demand. As the popularity of OTT platforms continues to fly, understanding the factors that influence the adoption and usage of OTT platforms is dominant in the ever-evolving digital media landscape. This study discovers the factors influencing the adoption of the OTT platform. Employing a quantitative data collection method to analyze a diverse sample of 384 individuals. The findings offer an advanced perspective on the factors influencing OTT platform adoption, including the adoption of OTT platforms (AOP) as the dependent variable. Several explanatory variables, including Purchase Intention (PI), Quality (QU), Features (FE), Willingness to use (WU), Digital marketing (DM), Awareness (AW), Feedback (FD), Convenience (CN), Cost (CO), elements from the Technology Acceptance Model (TAM), such as Attitude (AT), Ease of use (EU), and Behavioural intention (BI), as well as Social Gratification (SG), Consumer Engagement (CE), Brand Relationship (BR), and Brand Image (BRI). The factors are analyzed using SPSS analysis with several statistical methods. The analysis reveals that the factors are highly reliability in evaluating the adoption of the OTT platform. The factors are more effective with a higher R Square and statistical significance.

INTRODUCTION

The media industry has undergone radical transformations due to the advancement of networks and mobile devices, especially in how people consume television. In the past, accessing content was limited to transmission and cable TV. However, with the advent of the Internet, users now have the flexibility to select from a broader range of channels and content. This marks a new era of content consumption driven by technological advancements, with OTT services leading the transformation in how video content is consumed. The US Federal Communications Commission (FCC) defines OTT facilities as video content delivered through diverse Internet-connected devices[9,10,11]. The rise of the internet has been accompanied by a wave of fresh entertainment options, strengthened by the surging appeal of OTT media services. OTT platforms have emerged as a remarkable creation of the expansion and creativity within digital media. Projections indicate that the worldwide OTT market is set to climb to $86.80 billion by 2026, boasting a remarkable Compound Annual Growth Rate (CAGR) of 14.3%[11,2]. OTT services, in contrast to conventional television, which relies on cable or satellite transmission for broadcasting, are accessible through any internet-connected device, such as smart phones, tablets, computers, or Smart TVs[12,13,3]. Mobile phones have emerged as the preferred choice for OTT video consumption, surpassing smart TVs, laptops, or tablets. This inclination towards mobile devices is driven by their enhanced personalization, making it a primary catalyst for viewers transitioning from TV channels to OTT platforms. The proliferation of mobile computing devices is a pivotal factor contributing to the expanding market share of OTT video platforms[14,4].

With the ever-expanding reach of the internet and the widespread adoption of smart phones, individuals are increasingly devoting more of their time to digital devices. It is estimated that, by 2021, the average person will spend around 2.3 hours per day engaged in online activities. Furthermore, approximately 21% of their digital media consumption is dedicated to audio and visual entertainment, and this sector's consumer expenditure is projected to multiply by 2.5 times by the year 2020. This flow in the consumption of video content highlights a growing preference among users for on-demand multimedia experiences[15,16,5]. Consumer perceptions are unstable away from conventional media formats and gravitating toward digital media consumption. Individuals are dedicating an increasing amount of their daily hours to digital media instead of conventional channels. With the rise of domestic and international OTT service providers, consumers now enjoy various choices when consuming content[6]. The emergence of OTT platforms has witnessed substantial expansion, driven by a consistent and encouraging rise in the audience's desire for made-for-TV and exclusive, original content available on demand, at any time of day. This trend positions it as one of the most significant opportunities within the entertainment industry's video and content sector.

At present, India has a diverse collection of over 11 OTT platforms, featuring prominent players. Several factors, including widespread digitization, decreased mobile data expenses, the proliferation of high-speed internet access, multi-screen adoption across various regions and social strata, as well as the expansion of fixed-line broadband infrastructure, all point towards significant potential within the Indian OTT service sector. This potential is expected to drive substantial growth in the years to come[7]. OTT technology, quality, and convenience are the main drivers of the OTT platform and various intentions, which account for 70 million video viewers and $1.3 million in OTT subscription expenses in India. The TAM stands as a pivotal framework in understanding the adoption of new technologies, hinging on two primary influencers of an individual's inclination to embrace novel tech: the perception of user-friendliness and the social enjoyment factor. This model holds a foundational role in comprehending how people embrace new technology. On the other hand, the U and G framework predominantly explores into the psychological roots of human needs, producing expectations that ultimately yield contentment needs and potential supplementary consequences[17,8]. As OTT platforms become more popular, it is vital to understand the factors that motivate their acceptance and usage. Providers in the OTT industry are vying for a competitive advantage in a fast-changing market, where consumer preferences and behaviors have a significant impact on success. Similarly, consumers face a variety of options, and their choices are affected by many factors, such as content quality and pricing to the usability of the platform itself. This paper aims to examine the factors that affect the adoption and usage of OTT platforms. By conducting a comprehensive study that combines existing knowledge with new understandings and exploring these factors, this research provides valuable to OTT platform providers, content creators and marketers enabling them to make informed decisions in an industry marked by both opportunity and uncertainty.

This Study Contributes to the Understanding of Factors Influencing OTT Platform Adoption and Usage in Several Significant Ways:

- This research offers a comprehensive analysis of factors affecting AOP, encompassing a wide range of explanatory variables, thereby providing a complete view of the OTT platform adoption process. This depth of analysis goes beyond

traditional research that often focuses on a limited set of factors.
- The study investigates how these explanatory variables are interrelated and their collective impact on AOP. This interconnectedness highlights the complex nature of consumer behaviour and preferences in the context of OTT platform adoption.
- This study contributes to hypothetical understandings by testing and validating the relationships between various factors and OTT platform adoption

The research paper on factors influencing OTT platforms is organized to provide a comprehensive understanding of the subject. Beginning with a clear introduction that sets the stage for the study, the paper outlines its objectives and significance. A thorough review of existing literature on OTT platforms and related factors follows. The research methodology details the research design, data collection, and analysis. The subsequent data analysis and results section presents findings and interprets results. A conclusion section provides key findings and recommends future research directions.

Literature Review: Sunkyung Shin and Jooyeun Park[1] conducted an online survey to explore the factors influencing user satisfaction and dissatisfaction with OTT video streaming services. They specifically compared Netflix and K-OTT in South Korea. The findings of the study indicated that South Korean users held higher prospects and were more gratified with Netflix when compared to K-OTT services. The primary source of discontent with K-OTT services was related to the content, underscoring the importance of enhancing the diversity and quality of local content. This research underscores the significance of comprehending user expectations and experiences in the fast-evolving landscape of OTT services. It also highlights the potential for both global and local OTT services to enhance user experiences and awareness, contributing to their sustained growth and competitiveness. Devadas Menon[2] investigates the exploration of user intentions in purchasing and maintaining subscriptions for OTT video streaming platforms from the standpoint of the Uses and Gratification Theory. This study employs a comprehensive approach, encompassing semi-structured interviews and surveys, to delve into the diverse purposes and gratifications that OTT platforms offer, along with understanding the factors influencing subscription and continuation intentions. This research adds value to the expanding field of knowledge about OTT platforms and their impact on user behavior. Furthermore, it offers businesses operating in the OTT industry, aiding them in comprehending and capitalizing on subscriber motivations. Ekta Yadav[3] investigated the consequences and growth of OTT platforms, especially during the COVID-19 pandemic. The study employs quantitative methods, including factor analysis and ANOVA, to explore the consequences and growth of OTT platforms, with a specific focus on gender and occupation. The use of factor analysis and ANOVA enables a quantitative assessment of the factors related to OTT platform consequences and growth. This approach allows for the identification of statistically significant relationships and patterns in the data. The findings suggest the significant impact of OTT on young people in India. Suman Ghalawat[4] explored the determinants that shape consumers' selection of streaming Over-The-Top (OTT) platforms. Employing factor analysis enabled them to quantitatively assess and pinpoint the crucial elements affecting consumer decision-making. This analytical approach aids in comprehending the comparative significance of each factor in the decision-making process. The research relied on data gathered from self-reported responses obtained through a partially structured questionnaire. It's worth noting that such data may be inclined to social attraction bias, where respondents might provide answers, they deem socially acceptable rather than expressing their genuine preferences. The study's conclusions highlight that factors connected to the growth and advantages of OTT services play a substantial role in influencing consumer choices. Samala Nagaraj[5] conducted a unique investigation into the determinants of Indian consumers' inclination to enroll in OTT video streaming services. Their research employed a cross-sectional descriptive methodology to delve into the motives behind both subscribing and not subscribing to OTT platforms. Moreover, it aimed to pinpoint the factors that sway consumers' decisions regarding OTT subscriptions. The outcomes of this study carry significant implications for OTT service providers seeking to understand consumer behavior. These insights can help shape strategies and inform decision-making in a fiercely competitive market, offering practical guidance to OTT service providers. Sufyan Habib[6] investigated an exploration of the intricate links between digital marketing, consumer engagement, and the intention to make purchases through OTT platforms, with a specific emphasis on the Indian market. The research meticulously investigates how consumer engagement and brand image mediate the connection between DMM performance and the purpose of purchasing on OTT platforms. This unique approach enhances our comprehension of the underlying mechanisms at play in this context. The study relies on data gathered through self-reported online questionnaires. Pramit Gupta[7] focused on understanding the factors influencing Indian consumers' shift from traditional television series to

web series and examines the prospects of OTT services in India. The study provides the factors driving Indian consumers to shift from traditional TV series to web series. It helps in understanding consumer preferences and behavior. The study primarily focuses on consumer perspectives and preferences, and it may not address the business strategies or technical aspects that impact OTT services. The study highlights the promotion strategies employed by web series, such as word of mouth and online advertisements, giving to marketers on how to effectively promote OTT services. Raj Priya[8] investigated students' motivations for utilizing OTT platforms and the intricate connection between OTT services, social satisfaction, customer involvement, and the intention to subscribe. It provides student behavior and engagement with OTT services, offering practical implications for the industry. The study explores students' intentions to use OTT platforms and the factors influencing their decisions. The study does not specify whether probability sampling was used. Implementing probability sampling can enhance the reliability of the study. The study's findings have significant implications for the OTT industry, as well as for marketers aiming to effectively engage consumers through OTT campaigns.

Problem Statement: In the ever-evolving landscape of media consumption, OTT platforms have gained substantial significance. Streaming platforms provide diverse content and services to users through digital mediums. The decision to embrace these platforms is shaped by various factors spanning both technological and psychological aspects. This research seeks to investigate and assess the factors that impact the adoption of streaming services, concentrating on explanatory variables. The rapid expansion of OTT platforms necessitates a comprehensive understanding of the dynamics that shape consumers' choices in adopting and using these platforms. By investigating the relationships between the explanatory variables and the adoption of OTT platforms, this research aims to contribute to both academic research and industry. These can help OTT platform providers modify their strategies to better meet the needs and preferences of their target audiences, thus fostering continued growth in this dynamic and competitive market.

Research Objectives: There are some research objectives for a study on factors influencing OTT platforms:

- To identify the factors influencing the adoption of OTT platforms among consumers.
- To examine the relationship between consumer perceptions of OTT platform attributes and their adoption behavior.
- To assess the impact of technological factors on consumers' willingness to adopt OTT platforms.
- To investigate the influence of marketing strategies, digital promotion efforts, and brand image on OTT platform adoption.
- To explore the role of social factors in driving OTT platform adoption.
- To explore the relationship between the technology acceptance model and consumer engagement with OTT platforms.

Significance of the Study: This research aims to investigate the factors influencing the adoption of OTT platforms. It can help improve marketing strategies, user experience and platform design. It also contributes to the understanding of user behaviour and technology adoption in the evolving digital landscape, ultimately benefiting both providers and consumers in the OTT industry. It impacts the global media and entertainment industry, helps understand consumer behaviour, aids content providers and creators, guides market competition, influences policy and regulation decisions, contributes to academic knowledge, drives innovation and technology development, has a global reach, empowers consumers, and supports data-driven decision-making. It contributes to the broader understanding of technology adoption and user behavior in the digital age.

Research Hypothesis

H1-PI positively related to the AOP: The hypothesis PI positively related to the AOP suggests that there is a positive connection between an individual's willingness or intention to subscribe to or make a purchase on an OTT platform and their actual adoption or usage of that platform[6]. This hypothesis posits that when people have a higher intention to buy or subscribe to an OTT platform's services, they are more likely to go ahead and use that platform. If this hypothesis is supported by research findings, it means that the stronger a person's desire or intention to use an OTT platform, the more likely they are to follow through and become active users or subscribers of that platform[2]. This positive relationship implies that purchase intention serves as a predictor or indicator of adoption behaviour in the context of OTT platforms[20]. This research investigates this hypothesis by conducting surveys, analysing user data and other research methods to determine if there is a positive correlation between individuals expressing the intention to purchase or subscribe to an OTT platform and their subsequent actual use of the platform.

H2-WU Positively Related to the AOP: The hypothesis WU positively related to the AOP suggests that there is a positive connection between an individual's willingness to use an OTT platform and their actual adoption of that platform. It implies that when people

are more willing or inclined to use an OTT platform, they are more likely to start using it[12]. This hypothesis posits that a higher level of willingness or eagerness to engage with the platform is relatedto a higher prospect of taking the practical step of adopting and using the OTT service. People who express a strong interest or positive attitude toward an OTT platform are more likely to subscribe to it, view content and become regular users[22,23]. In this research, this hypothesis is to test and explore the connection between the intention or WU OTT platforms and the actual behaviour of adopting and using them.

H3-DM positively related to the AOP: The hypothesis DM positively related to the AOP suggests that there is a positive connection or correlation between the use of digital marketing strategies and the rate at which people adopt and start using OTT platforms[6]. This hypothesis posits that when digital marketing techniques are effectively employed to promote OTT platforms, it leads to an increase in the number of users who choose to subscribe to and use these platforms. The positive relationship of digital marketing efforts increases or becomes more successful for the adoption of OTT platforms. To test this hypothesis, gather data on the digital marketing strategies used by OTT providers and the rate of adoption of their platforms by consumers[24]. Then analyze this data to find if there is a statistically significant positive relationship between digital marketing and the adoption of OTT platforms.

H4-CO Positively Related to the AOP: The hypothesis CO positively related to the AOP suggests that there is a positive relationship between the cost of using an OTT platform and the likelihood of people adopting and using that platform. It means that as the cost of subscribing to an OTT platform increases, more people are expected to adopt and use the platform. This implies that consumers are willing to pay a higher cost to access the content and services provided by the OTT platform and this cost does not act as a limit to adoption[25]. This hypothesis can be tested through empirical research to determine if there is a statistically significant and positive relationship between the cost of an OTT platform and its adoption by consumers[26]. If the research findings support this hypothesis, it would suggest that pricing strategies play a crucial role in the adoption of OTT platforms.

H5-TAM Positively Related to the AOP: The hypothesis states that there is a positive relationship between the TAM and the AOP. TAM is a widely used framework in the field of technology adoption and acceptance[18]. It posits that individuals are more likely to accept and use new technology when they perceive it to be useful and easy to use[19]. AOP refers to the act of individuals or users deciding to start using an OTT platform. Adoption means that users have chosen to use the service for their entertainment or communication needs. When people find OTT platforms to be useful and user-friendly, they are more likely to adopt and use them[27,28] . The hypothesis suggests that people are more likely to adopt and use OTT platforms when they believe these platforms are useful and easy to use, as per the principles of the TAM. It suggests a positive connection between users' perceptions of usefulness and ease of use and their decision to adopt OTT services.

H6-SG Positively Related to the AOP: The hypothesis suggests that there is a positive connection between the desire for SG and the likelihood of individuals' AOP[29]. SG refers to the extent to which individuals seek satisfaction from social interactions, connections, or experiences. In OTT platforms, it could mean that people who are more inclined to use these platforms for social purposes, such as discussing shows or sharing content with friends, are seeking SG from their OTT usage[6]. The level of SG increases, and the likelihood of AOP also increases. This hypothesis suggests that people who are looking for social interaction, connections, or social enjoyment in their media consumption are more likely to become users of OTT platforms[29]. This connection may be due to the social features offered by OTT services, such as the ability to discuss content on social media, share recommendations with friends, or engage in social viewing experiences, which provide the desire for social gratification.

H7-CE Positively Related to the AOP: The hypothesis suggests that there is a direct and positive connection between how engaged consumers are with an OTT platform and their willingness to adopt and use that platform[26]. When consumers are more actively involved, interested and invested in using an OTT platform, they are more likely to choose and use that platform regularly. This engagement might manifest in various ways, such as spending more time watching content, interacting with the platform's features, recommending it to others, or subscribing to premium services[28,30]. The hypothesis suggests that as consumer engagement increases, so does the adoption of the OTT platform, indicating a positive relationship between these two variables. This implies that the more engaged and satisfied consumers are with the platform, the more likely they are to choose it as their preferred source of online content[30].

H8-QU Positively Related to PI: The hypothesis states that there is a positive connection between the perceived quality of an OTT platform and people's intention to subscribe to or purchase that platform's

services. When users perceive an OTT platform as being of high quality, they are more likely to intend to purchase or subscribe to it[2,28]. This hypothesis implies that consumers tend to be drawn towards OTT platforms that offer superior content, user experience, or other quality-related features. When these quality aspects are evident, potential users are more inclined to consider becoming paying subscribers or customers of the platform[28].

H9-FE Positively Related to PI: The hypothesis FE positively related to PI suggests that there is a direct and positive connection between the features offered by an OTT platform and people's intention to purchase or subscribe to that platform[31]. OTT platform provides attractive and desirable features such as a wide range of content, high-quality streaming, user-friendly interface, etc and individuals are more likely to express an intention to use or subscribe to that platform. The hypothesis assumes that when people perceive that an OTT platform offers valuable and appealing features, it influences their decision to become a customer or user of that platform[32]. To test this hypothesis, gather data and conduct statistical analysis to determine whether there is a positive correlation between the perceived features of the OTT platform and the intention to make a purchase, subscription, or adoption of the platform.

H10-AW Positively Related to DM: The hypothesis suggests that there is a positive connection between the level of AW among consumers and the utilization of DM for the AOP. When people are more aware of OTT platforms, DM efforts are more likely to be effective in encouraging them to adopt and use these platforms. This hypothesis implies that higher levels of awareness about OTT services make it easier for digital marketing campaigns to attract and retain users[33].

H11-FD Positively Related to DM: The hypothesis states that there is a positive correlation between the receipt of feedback and the utilization of digital marketing strategies. It implies that when users or consumers provide feedback, such as reviews, comments, or ratings, regarding their experience with OTT platforms, this feedback tends to have a favourable impact on the use of digital marketing techniques for promoting and popularizing these OTT services[34]. The hypothesis suggests that constructive feedback from users can potentially enhance the effectiveness of digital marketing efforts in promoting OTT platforms, as it allows marketers to improve their strategies and make the platforms more appealing to a wider audience[33,34].

H12-CN Positively Related to DM: There is a positive relationship between convenience and digital marketing, it posits that as the level of convenience associated with using OTT platforms increases, the effectiveness and impact of digital marketing in promoting and encouraging the adoption of these platforms also increases[2]. This hypothesis implies that when OTT platforms are easy to use, access, or convenient, digital marketing efforts, such as advertisements, promotions, or targeted campaigns, are more likely to successfully attract and engage users, ultimately leading to higher adoption rates[35]. The hypothesis suggests that convenience plays a key role in enhancing the influence of digital marketing strategies in the adoption of OTT platforms.

H13-AT Positively Related to TAM: Attitude refers to an individual's overall evaluation or perception of using OTT platforms. The hypothesis suggests that when people have a favourable and positive attitude towards OTT platforms, they are more anticipated to show a stronger intention to adopt and use these platforms, as per the TAM framework. It implies a direct and positive connection between one's attitude and their willingness to embrace OTT technology.

H14-EU Positively Related to TAM: There is a direct and positive relation between the ease of using an OTT platform EU and the TAM. EU refers to how user-friendly and straightforward an OTT platform is. If an OTT platform is easy to navigate and requires minimal effort to use, it is considered to have a high Ease of Use. EU of an OTT platform increases and the level of acceptance and adoption of that platform is expected to increase as well[27,36].

H15-BI Positively Related to TAM: BI relates to the user's intention to AOP, such as streaming services like Netflix or Hulu. There is a positive correlation or connection between the two variables[36]. It means that as an individual's behavioural intention to adopt OTT platforms increases, their perception of TAM also increases[18]. This hypothesis suggests that when people have a stronger intention or desire to use OTT platforms, they are more likely to perceive these platforms as easy to use and useful for their needs.

H16-BR Positively Related to CE: The strength of a consumer's connection or relationship with a particular OTT platform's brand is expected to have a positive effect on their level of engagement with the platform. BR refers to how consumers perceive and connect with the brand of the OTT platform[38]. This could include aspects like trust in the brand, brand loyalty, or positive associations with the brand. The hypothesis suggests that as consumers feel a stronger connection or relationship with the brand of an OTT platform, they are more likely to engage with the platform in various ways[39].

H17-BRI Positively Related to CE: There is a positive relationship between a brand's image and how engaged consumers are with that brand when it comes to the adoption of OTT platforms[39]. BRI refers to how consumers perceive and value a brand, which includes factors like reputation, trustworthiness and overall image[40]. The hypothesis suggests that if a brand has a strong and positive image in the BRI, it is likely to lead to higher levels of CE in OTT platform adoption.

Research Framework: The research framework investigates the factors influencing the adoption of OTT platforms. The main focus is on theAOP as the dependent variable. Several explanatory variables, including PI,QU, FE,WU, DM, AW, FD,CN, CO, TAM, AT, EU, BI, SG, CE, BR and BRI, are considered. The framework formulates specific hypotheses to test the relationships among these explanatory variables and the adoption of OTT platforms. Figure 1 illustrates the research framework.

MATERIALS AND METHODS

Research Design: This study performs a quantitative research method to obtain a complete understanding of the factors influencing OTT platform adoption and usage.

Data Collection Methods:

Primary Data: Primary data includes responses obtained from the survey conducted among 384 individuals to analyze factors influencing OTT platform adoption. The primary data collected through the survey would include respondents' ratings or responses related to variables such as Purchase Intention, Quality, Features, Willingness to use, Digital Marketing, Awareness, Feedback, Convenience, Cost, elements from the Technology Acceptance Model, Social Gratification, Consumer Engagement, Brand Relationship and Brand Image.

Secondary Data: Secondary data includes previous studies, research papers and literature reviews on the adoption of OTT platforms, technology acceptance models, consumer behavior in digital media consumption, and related topics. These sources would provide background information, theoretical frameworks and factors influencing OTT platform adoption, which would inform the development of hypotheses and research methodology. Online databases, academic journals, conference proceedings, and reputable websites containing relevant data, statistics and scholarly articles related to digital media consumption, technology adoption and OTT platforms. These sources would contribute to the literature review, discussion and interpretation of research findings.

Sampling: A stratified random sampling technique is used to ensure diversity among respondents and aims to collect data from a representative sample of OTT users across different age groups, income levels and geographic locations. The sample size is estimated at 384 respondents.

Survey Instrument: The survey includes closed-ended questions with Likert scale responses and multiple-choice questions. It covers factors influencing OTT adoption and, open-ended questions are included to gather qualitative perceptions.

Data Analysis

Quantitative Data Analysis: Quantitative data from the survey are examined using the statistical software SPSS. The analysis includes descriptive statistics to profile the sample and some other analysis to identify relationships between various factors and OTT platform adoption and usage.

RESULTS AND DISCUSSION

The research paper investigated the factors influencing the adoption of OTT platforms. It employed various explanatory variables. This section provided an analysis of these variables and interpreted the findings. It included descriptive statistics, reliability test,one-way ANOVA, regression analysis and factor analysis.

Demographics: Table2provides demographic data related to the adoption of an OTT platform, likely referring to a streaming service like Netflix, Amazon Prime, or similar services. It breaks down the adoption rates based on three variables: gender, age group and income level, within a sample of 384 individuals. When examining the data by gender, it becomes apparent that 55% of the sample consists of females, who exhibit a slightly higher adoption rate of 55% compared to males 45%. Moving to age groups, the adoption of the OTT platform is quite evenly distributed, with 26% of individuals under 30, 24% in the 31-40 and 41-50 age categories and 26% over 50 years old. This suggests that the platform's appeal spans across different generations, with a slight preference for older users. Lastly, income levels do not appear to be a significant factor in adoption, as the platform's usage is relatively consistent across various income brackets, ranging from <July 15, 202415k to over 50k. Overall, this data underscores a relatively diverse adoption pattern, with a slight inclination towards females and older age groups, while income levels do not seem to strongly influence the adoption of the OTT platform in this specific sample. Figure 2 represents the graphical representation of demographic data.

Reliability Test: Table 3 presents reliability statistics for a survey designed to evaluate the adoption of an OTT platform. The two key measures of reliability, Cronbach's Alpha and based on standardized items, both specify a high level of reliability in the survey's responses. The value for Cronbach's Alpha is 0.954, which is close to the maximum reliability score of 1. This suggests that the 18 items in the survey, which could be questions related to the adoption of the OTT platform, consistently and reliably measure the primary construct. The survey items are highly dependable in evaluating the adoption of the OTT platform.

Descriptive Test: Table 4 presents statistical information about the adoption of an OTT platform based on several factors like AOP, PI, WU, DM, CO, TAM, SG and CE. Each factor has 384 valid responses and provides various statistical measures for each factor. The mean values represent the typical scores, and standard deviation and variance illustrate the extent of spread and variability in the responses, with larger values indicating more significant variation. The range reflects the difference between the highest and lowest values in the data, providing an overall sense of how the data is distributed. Median and mode offer alternative measures of central tendency and highlight common response values.

Regression Analysis: Table 5 provides a regression analysis for the adoption of an OTT platform based on several statistical measures. These measures include R Square, which indicates the goodness of fit for each model. Model 2 has a higher R Square 0.843 than Model 1 0.625, suggesting that Model 2 better explains the variability in OTT platform adoption. Additionally, the Adjusted R Square takes into account the number of predictors, and it's higher for Model 2 0.836 compared to Model 1 0.618. The table also provides the standard error of the estimate, which measures predictive accuracy. Model 2 has a lower standard error of 0.20658 compared to Model 1 0.31548, indicating better predictive performance. Furthermore, F Change statistics, degrees of freedom, and significance levels show that the variances between the models are statistically significant, favoring Model 2. The values of the Durbin-Watson statistic in both models, less than the value of 2, may indicate the autocorrelation in the residuals. The predictors used in both models are listed, with Model 2 including additional predictors. The table indicates that Model 2 is a more effective predictor of OTT platform adoption with a higher R Square and statistical significance.

One-way ANOVA: Table 6 offers the results of an ANOVA conducted to assess the adoption of OTT platforms. Each factor represents a distinct category being analyzed. The Between Groups values indicate

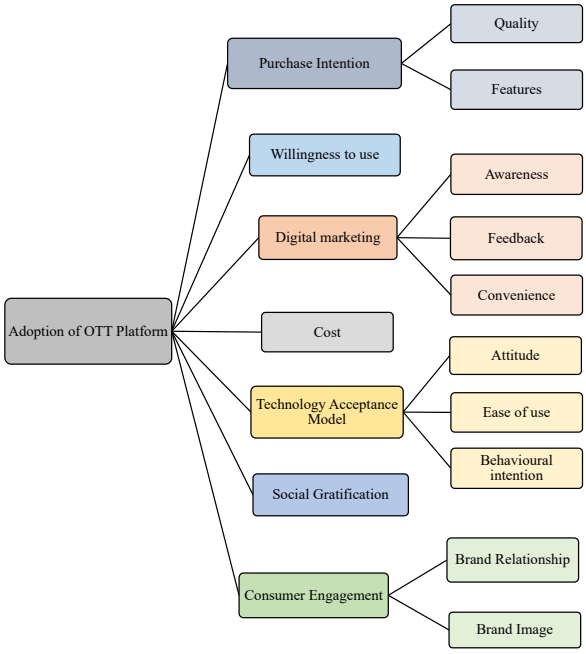

Fig. 1: Research framework model for adoption of OTT platform

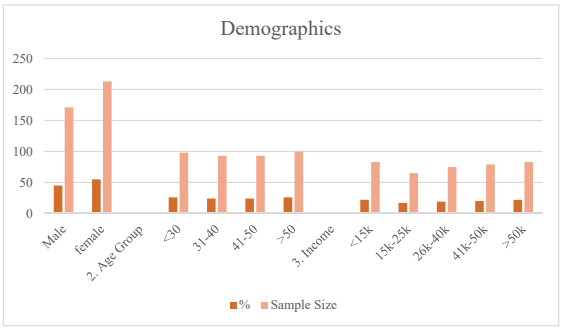

Fig. 2: Demographics data graph

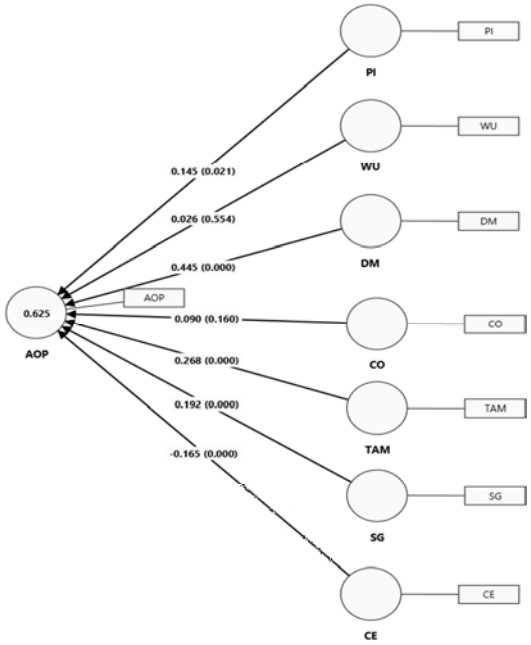

Fig. 3: Structural Modelling

Table 1. Review performance

Author	Analysis	Factors	Advantages	Disadvantages
Sunkyung Shin and Jooyeun Park[1]	Reliability, T-test	Gratification Sought, Gratification Obtained, and Dissatisfaction	The Expectancy-value framework offers a comprehensive analysis of user expectations, satisfaction and dissatisfaction, allowing for a deeper understanding of the factors influencing user choices and content consumption	The study relies on self-reported survey data, which can be influenced by respondent bias and may not provide a complete understanding of user behaviour and preferences.
Devadas Menon[2]	CFA, SEM	Continuation intention, binge-watching, convenience, entertainment, interaction, voyeurism, companionship, information seeking, subscription intention	The data collection method offers a comprehensive perspective on OTT usage and user motivations	The research is primarily focused on Indian OTT users, which limits the findings to other cultural groups and countries.
EktaYadav *et al.,*[3]	ANOVA, Factor analysis	Significances of OTT and OTT growth	The study provides perceptions into the impact of gender and occupation on the consequences of OTT, offering valuable information about the varying effects of OTT consumption on different demographic groups	The study reports the negative effects of OTT consumption on lifestyle, psychological well-being and academic performance. However, these findings may not fully account for other variables that could contribute to these effects
Suman Ghalawat et al., [4]	Factor analysis	Growth, benefits, service quality, integrated marketing communication	The use of factor analysis allows for quantitative assessment and identification of key factors influencing consumer choices. This method helps in understanding the qualified status of each factor in the decision-making process	Data could potentially be influenced by social desirability bias, wherein survey participants may offer responses they believe are socially acceptable rather than expressing their genuine preferences.
Samala Nagaraj *et al.,*[5]	EFA, Regression	Willingness to continue, Features, Convenience, Quality, and Price	The study's findings have implications for OTT service providers, offering consumer behaviour, which can inform strategies and decision-making in a highly competitive market	the data collected was before the introduction of new rules by the TRAI in 2019. The impact of these regulatory changes on consumer behaviour is not addressed
Sufyan Habib *et al.,*[6]	CFA, SEM	Awareness, Feedback, security and privacy, Relationship, Convenience, Digital Marketing, Brand Image, PI	The study focuses on the practical application of digital marketing within the context of consumer en gagement and purchase intention, making it relevant to businesses seeking to utilize OTT platforms for marketing	Data can potentially be influenced by social desirability bias, wherein survey participants may offer responses they believe align with societal norms rather than expressing their genuine preferences.
Pramit Gupta[7]	Correlation, factor analysis	Availability, content, easy access, demand	The study provides the factors driving Indian consumers to shift from traditional TV series to web series. It helps in understanding consumer preferences and behaviour	The study primarily focuses on consumer perspectives and preferences, and it may not address the business strategies or technical aspects that impact OTT services
Raj Priya *et al.,*[8]	ANOVA, Regression	search engine OTT, attitude, perceived usefulness, social gratification, knowledge	The study's results provide the OTT industry and for marketers aiming to connect with consumers through OTT campaigns.	The study does not specify whether probability sampling wasused. Implementing probability sampling can enhance the reliability of the study

Table 2. Demographics data

Variable	%	Sample Size	Total
1. Gender			
Male	45	171	384
female	55	213	
2. Age Group			
<30	26	98	
31-40	24	93	384
41-50	24	93	
>50	26	100	
3. Income			
<15k	22	83	384
15k-25k	17	65	
26k-40k	19	75	
41k-50k	20	79	
>50k	22	83	

Table 3. Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
.954	.955	18

Table 4. Descriptive statistics

Statistics	AOP	PI	WU	DM	CO	TAM	SG	CE
Mean	3.8018	3.6984	3.7510	3.8730	3.8401	3.7349	3.8542	3.7663
Std. Error of Mean	0.02605	0.03042	0.03141	0.03440	0.03476	0.02890	0.03087	0.03068
Median	3.8333	3.6667	3.8000	4.0000	4.0000	3.8000	4.0000	3.8750
Mode	4.00	3.67	4.00	4.00	4.00	4.00	3.80	4.00
Std. Deviation	0.51045	0.59609	0.61544	0.67407	0.68118	0.56627	0.60493	0.60125
Variance	0.261	0.355	0.379	0.454	0.464	0.321	0.366	0.362
Range	3.00	3.17	3.17	4.00	4.00	3.20	3.20	3.00
Minimum	1.67	1.67	1.67	1.00	1.00	1.80	1.80	1.83
Maximum	4.67	4.83	4.83	5.00	5.00	5.00	5.00	4.83

Table 5. Regression analysis

Model Summaryc					Change Statistics					
Model	**R**	**R2**	**Adjusted R2**	**Std. Error of the Estimate**	**R2Change**	**F value Change**	**d.o.f1**	**d.o.f2**	**Significance F Change**	**Durbin-Watson**
1	.791a	.625	.618	.31548	.625	89.525	7	376	.000	
2	.918b	.843	.836	.20658	.218	51.088	10	366	.000	1.823

a. Predictors: (Constant), CE, CO, TAM, DM, WU, PI, SG
b. Predictors: (Constant), CE, CO, TAM, DM, WU, PI, SG, QU, BRI, BI, BR, EU, FD, CN, FE, AW, AT
c. Dependent Variable: AOP

Table 6. One-Way Anova

ANOVA

			Sum of Squares	**df**	**Mean Square**	**FSig.**
QU	Between Groups	31.533	29	1.087	3.656	0.000
	Within Groups	105.289	354	0.297		
	Total	136.822	383			
FE	Between Groups	51.534	29	1.777	6.221	0.000
	Within Groups	101.114	354	0.286		
	Total	152.649	383			
PI	Between Groups	55.418	29	1.911	8.386	0.000
	Within Groups	80.669	354	0.228		
	Total	136.087	383			
WU	Between Groups	63.608	29	2.193	9.532	0.000
	Within Groups	81.460	354	0.230		
	Total	145.069	383			
AW	Between Groups	91.271	29	3.147	20.731	0.000
	Within Groups	53.743	354	0.152		
	Total	145.014	383			
FD	Between Groups	71.601	29	2.469	9.772	0.000
	Within Groups	89.439	354	0.253		
	Total	161.040	383			
CN	Between Groups	82.655	29	2.850	16.245	0.000
	Within Groups	62.107	354	0.175		
	Total	144.763	383			
DM	Between Groups	98.907	29	3.411	16.073	0.000
	Within Groups	75.117	354	0.212		
	Total	174.024	383			
CO	Between Groups	78.566	29	2.709	9.673	0.000
	Within Groups	99.147	354	0.280		
	Total	177.712	383			
AT	Between Groups	93.106	29	3.211	16.478	0.000
	Within Groups	68.971	354	0.195		
	Total	162.077	383			
EU	Between Groups	77.022	29	2.656	13.788	0.000
	Within Groups	68.188	354	0.193		
	Total	145.210	383			
BI	Between Groups	58.201	29	2.007	9.783	0.000
	Within Groups	72.624	354	0.205		
	Total	130.825	383			
TAM	Between Groups	47.925	29	1.653	7.812	0.000
	Within Groups	74.887	354	0.212		
	Total	122.812	383			
SG	Between Groups	63.806	29	2.200	10.202	0.000
	Within Groups	76.347	354	0.216		
	Total	140.153	383			
BR	Between Groups	82.042	29	2.829	14.757	0.000
	Within Groups	67.863	354	0.192		
	Total	149.905	383			
BRI	Between Groups	96.276	29	3.320	24.482	0.000
	Within Groups	48.003	354	0.136		
	Total	144.279	383			
CE	Between Groups	48.286	29	1.665	6.537	0.000
	Within Groups	90.171	354	0.255		
	Total	138.457	383			

Table 7. Factor analysis

KMO and Bartlett's Test		
KMO Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approximate Chi-Square	7453.109
d.o.f	153	
Significance	.000	

Table 8.Path Coefficient test

Path	**ß**	**Standard deviation (STDEV)**	**T statistics**	**p-values**
CE -> AOP	-0.165	0.036	4.615	0.000
CO -> AOP	0.090	0.064	1.406	0.160
DM -> AOP		0.445	0.042	10.612	0.000
PI -> AOP	0.145	0.063	2.306	0.021
SG -> AOP	0.192	0.035	5.504	0.000
TAM -> AOP		0.268	0.043	6.239	0.000
WU -> AOP		0.026	0.043	0.592	0.554

Model Fit

Table 9. Fit parameters of the research model

Model fit metrics	Suggested Values	Results obtained
Absolute fit		
CMIN/df	3-5	3.692
RMSEA	< 0.08	0.041
AGFI	> 0.8	0.803
GFI	> 0.8	0.864
Incremental fit		
IFI	> 0.9	0.901
RFI	> 0.9	0.900
CFI	> 0.9	0.921
TLI	> 0.9	0.951
NFI	> 0.9	0.912
Parsimony fit		
PGFI	> 0.5	0.537
PCFI	> 0.5	0.501
PNFI	> 0.5	0.614

the variation between these categories, signifying the influence of each factor on OTT platform adoption, while the Within Groups values represent the variation within each category. The sum of Squares quantifies the total difference, and F is the test statistic used to assess significant differences between the groups. The Sig. column displays p-values and a value below 0.05 suggests statistical significance. All the factors in the table have $p<0.05$, indicating that each factor has a substantial impact on OTT platform adoption. This ANOVA analysis highlights the importance of these aspects influencing the adoption of OTT platforms and demonstrates that the differences between the groups are statistically significant.

Factor Analysis: Table 7 presents the results of the KMO (Kaiser-Meyer-Olkin) measure and Bartlett's Test of Sphericity, which are important statistical tools used in the context of factor analysis. The KMO measure, with a value of approximately 0.870, specifies that the data is highly fit for factor analysis. KMO values above 0.6 or 0.7 are considered acceptable and a higher value suggests that the data exhibits patterns suitable for this type of analysis. Bartlett's Test of Sphericity, with an approximate chi-square value of 7453.109 and a very low significance value of 0.000, signifies that there are significant relationships among the variables in the dataset. These results collectively suggest that factor analysis is a valid and appropriate method to explore the underlying structure and patterns within the data, which could be relevant in the adoption of the OTT platform.

Structural Modelling

Modelling: Utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) methodology via SmartPLS 4.0, this study constructs and assesses a model drawing from prior research findings. The evaluation encompasses scrutinizing path coefficients, significance levels and the coefficient of determination (R^2) for each dependent construct. Noteworthy emphasis is placed on the significance, orientation and statistical relevance of path coefficients, aided by bootstrapping-5000 sampling for stability assessment. Path coefficients serve to illuminate the strength and direction of relationships between constructs., a positive coefficient denotes a positive relationship, while a negative one signifies a negative relationship, with the magnitude indicating the intensity of the relationship. The statistical significance of path coefficients is elucidated through associated p-values generated by bootstrapping-5000 sampling. Moreover, the coefficient of determination (R^2) measures the extent to which the model elucidates the variance in dependent constructs. Higher R^2 values indicate a more fitting model, necessitating evaluation of both the overall model and individual construct R^2 values. R^2 values suggest the model adeptly captures the variance in dependent constructs based on the provided independent variables. The structural model setup for testing research hypotheses is depicted in Figure 3.

Hypothesis Test

Path Coefficient: Table 8 presents the results of a path coefficient hypothesis test for the relationship between different variables (CE, CO, DM, PI, SG, TAM, WU) and a variable called AOP. The path column indicates the path or relationship being tested between each independent variable and the dependent variable (AOP). ß (Beta) is the standardized regression coefficient, which represents the strength and direction of the relationship between each independent variable and the dependent variable. It indicates the change in the dependent variable (AOP) associated with a one-unit change in the independent variable while holding all other variables constant. A negative ß suggests an inverse relationship, while a positive one indicates a direct relationship. Standard deviation (STDEV) represents the standard deviation of the beta coefficient. It indicates the variability or uncertainty associated with the beta coefficient estimate. T statistics is the t-value, which is a measure of the size of the relationship relative to the amount of variation in the data. It indicates whether the relationship is statistically significant. P values indicate the probability of observing the relationship if there was no relationship in the population. In other words, it represents the statistical significance of the relationship. Typically, if the p-value is less than a chosen significance level (often 0.05), the relationship is considered statistically significant. In this analysis, CE, DM, PI, SG and TAM all demonstrate statistically significant positive relationships with AOP. Conversely, CO and WU exhibit negative significant associations.

CONCLUSION

This study provides an analysis of the factors influencing the OTT platforms, utilizing SPSS analysis with a multitude of explanatory variables and highlighting the significance of the factors. The analysis reveals that the factors are highly reliability in evaluating the adoption of the OTT platform. The factors are more effective with a higher R Square and statistical significance. The ANOVA analysis underscores the importance of these factors in influencing the adoption of OTT platforms and demonstrates that the differences between the groups are statistically significant. Factor analysis is a valid and appropriate method to explore the underlying structure and patterns within the data, which could be relevant in the adoption of the OTT platform. Future research should consider longitudinal studies, cross-cultural analyses and platform-specific investigations to continue separating the intricate dynamics of OTT platform adoption and conduct quantitative analysis with qualitative research methods to gain a deeper understanding of users' motivations and decision-making processes.

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