

Factors Influencing the Continuance Intention Towards Over-The-Top (OTT) Platforms: A Service Quality Perspective.

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Abstract

Over-the-top entertainment platforms are video content service providers available on the Internet, which have become popular with the advent of digitalisation and increased internet penetration. This study aims to investigate the factors influencing the intention to continue subscriptions on over-the-top (OTT) platforms by considering service quality parameters. It had analysed the impact of four service quality factors, including content quality, hedonic quality, system quality and customer service quality, on the satisfaction and continuance intention of viewers on these streaming platforms through Partial Least Squares Structural Equation Modelling (PLS-SEM). Data was collected through structured questionnaires and tested for structural as well as measurement models. The findings of this study indicate that content quality, hedonic quality, system quality, and customer service quality significantly affect both satisfaction and continuance intention. This study offers important implications for OTT content service providers as well as the media and entertainment industry at large.

Keywords: OTT, Over-the-top, Service Quality, Continuance Intention, Streaming Platforms

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1. Introduction

The media and entertainment industry has witnessed significant changes in the previous decade. Over-the-top platforms, also known as video streaming platforms, emerged and evolved rapidly. These are video service content providers through the internet. The term over-the-top can be defined as “video transmitted via the Internet that bypasses traditional cable distribution” (Wilson, 2018). There are a large number of video streaming platforms existing worldwide, such as JioHotstar, Netflix, Amazon Prime Video, JioCinema, ZEE5, Voot, MX Player, among others. With a rise in digital technologies and internet infrastructure, these platforms have gained immense popularity all over the world. The arrival of the COVID-19 pandemic and the resulting lockdown worldwide have further increased their penetration (Ballhaus & Chow, 2020). According to a report, OTT platforms are expected to register a compounded annual growth rate of 29 per cent during the period 2021–2028, which is the highest ever rise among all media and entertainment segments. Unlike traditional media, these platforms are not restricted in terms of their demographics or censorship (Singh et al., 2022).

Numerous factors have been responsible for the growing popularity of such streaming platforms, including the ease of use, convenience, better internet connections, and increased smartphone penetration, among others. Their increased usage and the convenient features have led to a gradual shift from traditional television broadcasting to OTT consumption. The Indian OTT market is expanding rapidly due to the consumers’ growing demand for localised content and different genres over traditional television programs (Statista, 2025).

This rapid expansion of the video streaming platforms not only requires the determination of the factors leading to their adoption, but also the identification of such factors that are leading to the increased continuance intention of the viewers of such platforms. Numerous studies have identified the factors leading to the rapid adoption of these streaming services (Nagaraj et al., 2021). However, very few studies have tried to determine the factors leading to the intention to continue using these

services. To the best of the authors’ knowledge, very few studies have explored the impact of quality parameters on the continuance intention of these streaming services. While a lot has been studied and explored to determine the quality elements of different service sectors, such as banking, e-commerce, m-commerce, online education, social media platforms, and music-streaming platforms, only a handful of studies have tried to identify the quality parameters of video-streaming services to evaluate their performance.

This research provides a comprehensive analysis of how various service quality parameters, including content quality, hedonic quality, system quality, and customer service quality, influence the satisfaction and continuance intention of viewers towards OTT platforms. This study provides valuable insights into what drives viewers to continuously use video streaming platforms, and what they mean for them as well as for the OTT content service providers. The results of this study support some of the previous conclusions as well as give some new insights. It improves the overall understanding of the viewer’s intention to continue subscribing to the OTT platforms by shedding light on the service quality parameters.

2. Review of Literature

2.1. Content Quality

Content quality refers to the quality of video content provided by the OTT platforms to their viewers in terms of originality, diversity, types of genres, languages, cultural options, and exclusivity of movies and shows. It refers to the extent to which OTT platforms provide exclusive and relevant content that meets the needs and expectations of the viewers. High-quality content leads to higher value, and that ultimately leads to increased motivation to view it.

Numerous studies have considered this factor while studying OTT platforms’ adoption and continuance intentions. According to Kim & Kim (2020), the quality of content provided by the platforms influences the intention to continue the subscription. When the content quality is perceived as high, users will have a higher intention to continue their subscription. Prior studies in different fields of information

systems have shown that content quality positively affects satisfaction (Si, 2022). Orehovački & Babić (2019) has evaluated content-related dimensions of quality in the context of social networking sites. Similarly, Singharia & Gupta (2025) have studied the relationship between content quality and satisfaction in the context of music streaming platforms and found it significant. However, whether content quality exerts a significant impact on the satisfaction of viewers in the case of OTT platforms still needs to be determined. Very few studies have studied this relationship, and the current study aims to determine the impact of content quality on satisfaction as well as the continuance intention of the viewers in the context of video-streaming platforms.

2.2. Hedonic Quality

Hedonic quality refers to the enjoyment and immersive experience that viewers receive while watching content on OTT platforms. It can be defined as the degree to which users enjoy using the OTT platforms. It focuses on the entertainment and fun-related aspects that are provided by these streaming platforms that satisfy the psychological needs of the viewers, besides providing functional value to the audience. It is determined by the leisure time that the viewers are willing to spend on these platforms to satisfy their entertainment needs. Prior studies have considered similar factors in different contexts to determine their impact on satisfaction and continuance intention, but very few studies have taken the hedonic aspect as a form of service quality. Soren & Chakraborty (2024a) have investigated the impact of hedonic motivation and found that it exerts a significant impact on satisfaction as well as continuance intention towards OTT platforms.

The hedonic aspects of different services have been investigated in the extant literature, including e-commerce platforms, music streaming platforms, m-commerce platforms, and online educational platforms, among others. The study by Singharia & Gupta (2025) analysed the impact of hedonic quality on satisfaction and continuance intention in the context of music-streaming platforms and found a significant relationship among them. The impact of hedonic quality in the context of OTT platforms still needs to be explored. So, the current study aims to

identify the association between hedonic quality and satisfaction and continuance intention to give new insights.

2.3. System Quality

System quality can be defined as “the speed, configuration, integrity and stability of OTT services” (Kim & Park, 2022). It refers to the technical performance of an online application or platform. It may include aspects such as speed, configuration, responsiveness, navigation, personalisation features, and compatibility, among others. Higher system quality can be associated with good content delivery to the audience, thereby leading to high satisfaction among viewers.

The Information System Success Model has considered system quality as an important aspect behind the success and performance of information systems. According to this model, it covers the aspects of ‘efficiency, reliability and usability’ (DeLone & McLean, 2003). Prior studies have also used system quality in different contexts. Achmadi & Siregar (2021) have also investigated the impact of system quality on satisfaction in the context of e-learning systems and found it to be significantly positive. Similarly, Carissa et al. (2023) also determined the impact of system quality on satisfaction in the case of video-on-demand platforms, but found it insignificant. So, to further reach a consensus on whether system quality affects satisfaction as well as continuance intention of viewers in the case of OTT platforms, this study is analysing this relationship.

2.4. Customer Service Quality

Customer service quality can be defined as the quality of help and support provided to the viewers of OTT platforms; in case they face any ambiguity or queries. It is the prompt assistance which is provided by the customer service executives whenever users or customers face any questions related to any aspect of the service. It can be defined as the effectiveness and responsiveness of the support services. Customer service quality can be considered an important quality dimension for evaluating different types of services. It can be widely used in studies related to tourism, hospitality, media and entertainment, education, e-commerce applications,

among others. Good customer service quality can be associated with good service delivery and satisfied customers. One notable study on music streaming platforms by Singharia & Gupta (2025) have used this quality dimension and found that it significantly affects users' satisfaction and continuance intention. Despite its importance, customer service quality has received limited attention in OTT research. Most prior studies focus on automated or self-service systems, leaving a gap in understanding the role of support services in enhancing user satisfaction and retention. So, the current study investigates the impact of customer service quality on satisfaction and continuance intention among viewers towards OTT platforms, along with other service quality parameters, to provide new insights.

2.5. Satisfaction

Satisfaction has always remained a significant variable in information systems, marketing, and consumer behaviour studies. In the context of this study, the level of satisfaction can be defined as the overall emotional and cognitive experience received from the OTT platforms. It is predicted by the level of confirmation or disconfirmation of expectations against the actual performance (Venkatesh & Goyal, 2010). Satisfaction can either be positive or negative, depending upon the nature of the service, its delivery mechanisms, and the other quality dimensions. Several studies in the past have also determined the impact of satisfaction on the continuance intention and have found it to be significantly positive.

This study has taken satisfaction as the mediating variable while testing the relationship between the service quality dimensions and the continuance intention of viewers towards OTT platforms. This type of relationship has been studied and tested in the past, not only in the context of streaming platforms but also in other contexts (Pereira & Tam, 2021a).

2.6. Continuance Intention

Continuance intention can be defined as 'an individual's intention to continue using an information system (in contrast to initial use or acceptance)' (Bhattacharjee, 2001). It has become an important variable to be investigated, especially in this dynamic online environment where the initial

adoption or usage of a service does not always guarantee its commercial success and continuous utilisation. The initial acceptance of a new technology is different from its continuous usage. In the context of video streaming platforms, it becomes all the more important to study this variable because of the availability of a large number of OTT platforms. Also, due to the availability of free and trial versions of different OTT platforms, it is imperative to identify if the viewers are willing to subscribe to the platform after the end of the trial and whether they are willing to continue subscribing to them in the future as well. Previous studies have also studied this variable in the contexts of online banking applications, e-commerce platforms, streaming platforms, and virtual learning platforms, among others. This study has taken continuous intention as the dependent variable, and it aims to identify the factors leading to the intention to continue the subscriptions on OTT platforms.

The constructs and their measurement items were adapted from validated scales in prior literature, as summarised below in Table 1.

Table 1

Constructs, items and their sources

Construct	Measurement Item	Source
Content Quality	CQ1 - CQ4	Adapted from Gupta & Tomar (2023)
Hedonic Quality	HQ1 - HQ5	Adapted from Singharia & Gupta (2025). Click or tap here to enter text.
System Quality	SQ1 - SQ4	Adapted from DeLone & McLean (2003); Petter et al. (2008)
Customer Service Quality	CSQ1 - CSQ3	Adapted from Singharia & Gupta (2025).
Satisfaction	SAT1 - SAT4	Adapted from Pereira & Tam (2021b)
Continuance Intention	CI1 - CI4	Adapted from Soren & Chakraborty (2024b)

Source: Made by authors

Despite the growing body of literature on OTT platforms, several important gaps remain. First, most existing studies focus on initial adoption behaviour rather than continuance intention, which is critical for subscription-based services. Second, while service quality has been extensively studied in traditional and e-commerce contexts, its application in OTT platforms remains limited, particularly in capturing both utilitarian and hedonic aspects. Third, prior research has largely examined individual factors in isolation, rather than integrating multiple service quality dimensions into a comprehensive framework. Fourth, empirical studies in the Indian context are relatively scarce despite the rapid growth of the OTT market.

Therefore, this study addresses these gaps by developing an integrated model that examines the impact of multiple service quality dimensions on satisfaction and continuance intention in OTT platforms.

3. Objectives

The primary objective of this study is to determine the factors contributing to the continuance intention of viewers towards OTT platforms by considering service quality measures. The study has extracted different factors from the extant literature, which can be considered as a measure of the service quality of the video content streaming platforms. Specifically, the study aimed to determine the relation between content quality and the satisfaction as well as continuance intention of viewers. It had also tried to determine the impact of hedonic quality and system quality on viewer satisfaction and continuance intention. Additionally, it also investigated how customer service quality leads to satisfaction and the intention to continue the subscription to OTT platforms. Also, it tried to identify the impact satisfaction has on the continuance intention of OTT platforms. By addressing these objectives, this study provides valuable insights into viewers' video consumption behaviour in this post-pandemic digitalised world and also provides significant recommendations for the OTT service providers on how they can further enhance their service offering to further gain more popularity and retain their audience for longer periods.

4. Research Questions

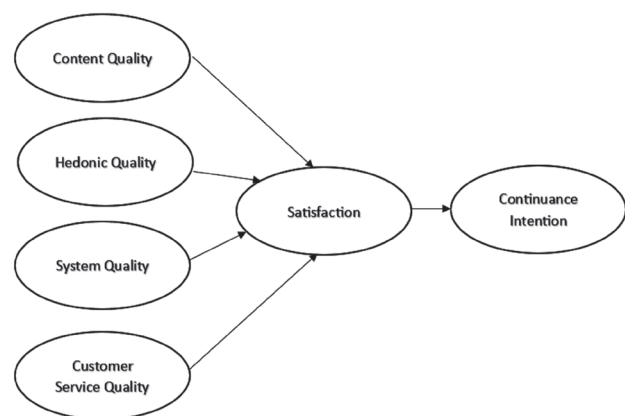
The continuous change in media consumption patterns and the evolution of video streaming OTT platforms have necessitated the understanding of the factors leading to satisfaction and the intention to continue subscribing to these platforms. This study has taken into consideration the service quality dimensions to determine their impact on the continuance intention of these streaming platforms. This study proposes the following research questions:

- How does content quality influence satisfaction with OTT platforms?
- How does hedonic quality influence satisfaction with OTT platforms?
- How does system quality influence satisfaction with OTT platforms?
- How does customer service quality influence satisfaction with OTT platforms?
- How does satisfaction affect continuance intention in OTT platforms?

Based on the objectives of this study and the analysis of the previous literature, Figure 1 will work as the conceptual framework of this study.

Figure 1

Proposed Conceptual Framework



Source: Made by authors

The proposed framework investigates the relationships between the key variables influencing the satisfaction and continuance intention on OTT

platforms. Service quality parameters constitute the independent variables and include content quality, hedonic quality, system quality and customer service quality, and satisfaction constitutes the mediating variable. The dependent variable is the continuance intention of the viewers of OTT platforms. The study analysed the direct as well as the indirect relationships between the independent, mediating and dependent variables. The model also constitutes the demographic variables like age, gender and income to analyse variations among the different segments. The variables used in this study are supported by the insights from the previous studies conducted on these platforms. Partial Least Squares Structural Equation Modelling (PLS-SEM) has been used to determine the relationships used in this study.

Based on the conceptual model, the study proposes the following hypotheses:

H1: There is a significant positive impact of content quality on satisfaction towards OTT platforms.

H2: There is a significant positive impact of hedonic quality on satisfaction towards OTT platforms.

H3: There is a significant positive impact of system quality on satisfaction towards OTT platforms.

H4: There is a significant positive impact of customer service quality on satisfaction towards OTT platforms.

H5: There is a significant positive impact of satisfaction on continuance intention towards OTT platforms.

5. Methodology

This study has used quantitative research techniques to investigate the proposed hypotheses and determine the impact of the various service quality parameters, including the content quality, hedonic quality, system quality, and customer service quality, on the satisfaction and the continuance intention of viewers towards OTT platforms. The Survey method was used to collect primary data from the respondents, and a questionnaire through Google Form was used as a tool to collect the data. The data was collected on a five-point Likert scale with responses ranging from strongly disagree to strongly agree.

PLS-SEM was used to test the hypotheses and analyse the results using SmartPLS 4. Both structural and measurement models were assessed for reaching the final output. Cronbach's alpha, Composite reliability and AVE (Average Variance Extracted) were used to determine the internal reliability and validity of the constructs. The discriminant validity of the model was analysed using the Fornell-Larcker criteria. Then, path coefficients, R^2 values and multicollinearity of the model were further examined. In bootstrapping, 5000 subsamples were used to ensure robustness in the findings. The confidence interval method used was Bias-corrected and accelerated (BCa) Bootstrap as recommended by Hair et al. (2019).

The target population consists of viewers who have prior experience of using OTT platforms for entertainment purposes. Convenience sampling method was used in this study, which allows the distribution of the questionnaire via digital media platforms to a wide population base. 150 respondents filled the questionnaire, of whom 5 have no experience of using the OTT platforms. So, analysis was performed on 145 responses, constituting 45.3% males and 54.7% females. Although the sample size taken for this study was small, prior studies suggest that PLS-SEM can yield reliable results with small to medium sample sizes (Hair et al., 2019). According to the widely accepted 10-time rule based on established guidelines for conducting PLS-SEM Analysis, "the minimum sample size should be ten times the maximum number of structural paths directed at any latent construct in the model", which has been fulfilled in this study.

Table 2 shows the characteristics of the respondents who have been considered in the analysis of this study. Along with the constructs of the conceptual model, there were questions to determine the characteristics of the respondents, as well as asking their gender, age and annual household income.

Table 2
Respondents' Characteristics

Characteristics	Grouping	Number	Percentage
Having experience in using OTT platforms	Yes	145	96.7%
	No	5	3.3%

Gender of the respondent	Male	68	45.3%
	Female	82	54.7%
Age of the respondent	18-24 years	71	47.3%
	25-34 years	48	32%
	35-44 years	24	16%
	More than 44 years	7	4.7%
Annual Household Income	Less than 5 Lakhs		
	From 5.1 to 10 Lakhs	14	9.3%
	From 10.1 to 15 Lakhs	39	26%
	From 15.1 to 20 Lakhs	46	30.7%
	From 20.1 to 25 Lakhs	29	19.3%
	More than 25 Lakhs	22	14.7%

Source: Made by authors

6. Results

6.1. Evaluation of the measurement model

The measurement model was tested to analyse the reliability and validity of the constructs. This is the preliminary step in PLS-SEM, and it ensures that the indicators are measuring the theoretical constructs perfectly, and it lays a robust foundation for the structural model. This study has performed construct reliability and validity analysis, along with discriminant validity analysis, to ensure statistical consistency and a reliable model.

The composite reliability and validity, as well as the outer loading of all the items, are shown in Table 3. The value of the outer loadings should be greater than 0.708; however, the items can be retained even if their value falls below the required thresholds if the composite reliability and AVE (Average Variance Extracted) of the construct are within the acceptable range (Hair et al., 2019). Therefore, certain items were excluded from the analysis to achieve the required composite reliability and AVE values. CQ4, HQ2, HQ3, SQ4 and CI3 were removed. As observed in Table 3, all constructs meet the required AVE values of greater than 0.5 and composite reliability values of greater than 0.7.

Table 3

Constructs and indicators of the model

Construct	Items	Loadings	AVE (Average Variance Extracted)	Composite Reliability (rho_c)
Content Quality	CQ1	0.812	0.536	0.775
	CQ2	0.686		
	CQ3	0.692		
Hedonic Quality	HQ1	0.766	0.518	0.763
	HQ4	0.701		
	HQ5	0.690		
System Quality	SQ1	0.798	0.532	0.772
	SQ2	0.653		
	SQ3	0.729		
Customer Service Quality	CSQ1	0.628	0.538	0.775
	CSQ2	0.818		
	CSQ3	0.740		
Satisfaction	SAT1	0.784	0.600	0.857
	SAT2	0.797		
	SAT3	0.767		
	SAT4	0.749		
Continuance Intention	CI1	0.770	0.606	0.821
	CI2	0.703		
	CI4	0.855		

Source: Extracted from SmartPLS Software

According to Ab Hamid et al. (2017), in order to avoid problems with multicollinearity, it is essential for any kind of research involving latent variables to conduct an assessment of the discriminant validity of the research. The Fornell and Larcker criterion is the method that is utilised most frequently for this particular purpose. Discriminant validity is met when all diagonal values are greater than all the other values in the corresponding columns (cross-loadings) (Fornell & Larcker, 1981) which can be observed in Table 4.

Table 4*Discriminant Validity: Fornell-Larcker Criteria*

	Content Quality	Continuance Intention	Customer Service Quality	Hedonic Quality	Satisfaction	System Quality
Content Quality	0.732					
Continuance Intention	0.544	0.778				
Customer Service Quality	0.363	0.351	0.733			
Hedonic Quality	0.531	0.461	0.225	0.720		
Satisfaction	0.568	0.710	0.402	0.558	0.775	
System Quality	0.556	0.469	0.389	0.499	0.578	0.729

Source: Extracted from SmartPLS Software

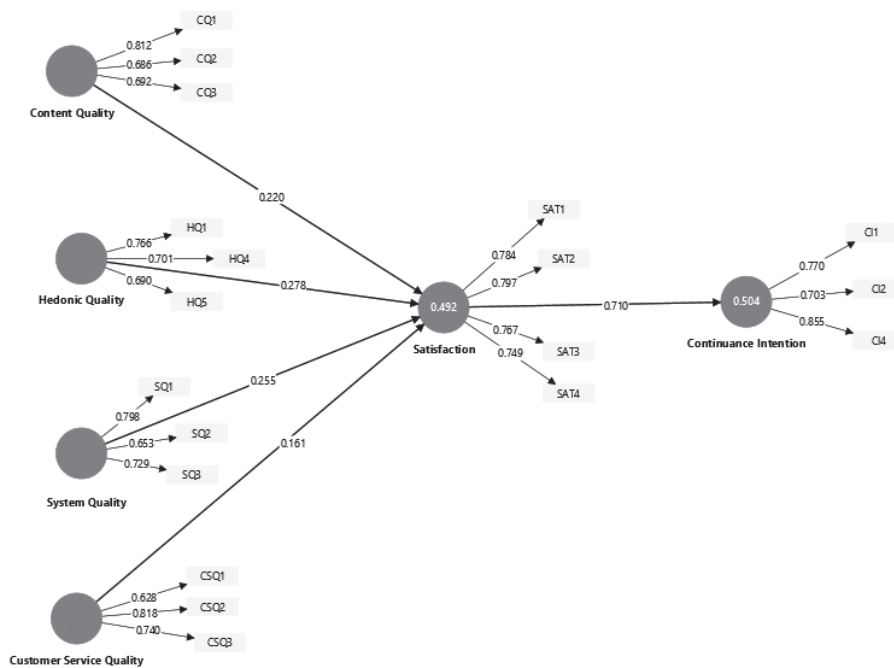
6.2. Evaluation of the structural model

After ensuring the reliability and validity of the constructs in the measurement model, the next step in PLS-SEM is to analyse the structural model results. The experimental model was used to generate the results shown in Figure 2 using the SmartPLS bootstrapping method. This analysis enables us to confirm the impacts of the factors on satisfaction and the continuance intention of viewers towards OTT platforms. In Figure 2, the R^2 value of the variable represents the proportion of variance in the response variable that can be attributed to the impact factors. R^2 values of 0.75, 0.50, and 0.25, respectively, are indicative of strong, moderate, and low reliability, respectively (Henseler et al., 2009).

As can be observed, the R^2 values of satisfaction and continuance intention are 0.492 and 0.504, respectively, which suggests that 49.2% of the variance in satisfaction is explained by the four service quality parameters altogether, and 50.4% of the variance in continuance intention is explained by satisfaction.

Table 5 shows the results of the proposed hypothesis along with the p-values. It can be observed that all five proposed hypotheses are accepted. It was also observed that all four service quality parameters – content quality, hedonic quality, system quality and customer service quality have a significant positive impact on the satisfaction derived from using OTT platforms. Satisfaction also has a significant positive impact on the continuance intention of the viewers.

The study also checked the multicollinearity issues through VIF (Variance Inflation Factor) values of all constructs, and the threshold value of 5 was considered to ensure stability. All the items have VIF values less than 5, which ensured that there is no issue of multicollinearity in the constructs as well as the items.

Figure 2:*PLS-SEM Model**Source: Made by authors***Table 5***Path coefficients and hypothesis testing results*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Content Quality -> Satisfaction	0.220	0.229	0.092	2.392	0.017	Accepted
Customer Service Quality -> Satisfaction	0.161	0.167	0.074	2.158	0.031	Accepted
Hedonic Quality -> Satisfaction	0.278	0.277	0.106	2.632	0.009	Accepted
Satisfaction -> Continuance Intention	0.710	0.712	0.053	13.354	0.000	Accepted
System Quality -> Satisfaction	0.255	0.252	0.076	3.347	0.001	Accepted

Source: Extracted from SmartPLS Software

7. Discussion

The findings of this study provide significant insights into the determinants of continuance intention towards OTT platforms. The results indicate that all four service quality dimensions—content quality, hedonic quality, system quality, and customer service quality—have a significant positive impact on satisfaction.

Among these, hedonic quality was found to have the strongest influence on satisfaction. This finding is consistent with prior studies such as Soren and Chakraborty (2024), which emphasised the importance of enjoyment and immersive experience in driving user engagement in OTT platforms. This suggests that OTT consumption is not purely functional but largely experiential in nature. System quality also exhibited a strong positive impact on satisfaction, supporting the Information Systems Success Model, which highlights system performance, reliability, and usability as key determinants of user satisfaction. Content quality was also found to significantly influence satisfaction, supporting the findings of Kim and Kim (2020). This highlights the importance of diverse, relevant, and exclusive content in retaining users on OTT platforms. Customer service quality, although significant, had the least impact on satisfaction. This may be because OTT platforms are largely self-service systems where users interact more with the interface and content than with customer support.

Furthermore, satisfaction was found to have a strong positive impact on continuance intention, which strongly supports the Expectation-Confirmation Theory. This indicates that satisfied users are more likely to continue their subscriptions, confirming prior findings by Bhattacharjee (2001) and Pereira and Tam (2021). The key contribution of this study lies in integrating multiple service quality dimensions within a single framework in the context of OTT platforms. Unlike previous studies that focused on individual factors or adoption behaviour, this study provides a comprehensive understanding of continuance intention by incorporating both utilitarian (system, service) and hedonic (content, enjoyment) aspects. Additionally, the study contributes to the limited literature in the Indian OTT context, thereby offering both theoretical and practical implications.

8. Contribution to Literature and Industry

This study can serve as a foundation for establishing a new theoretical framework to measure the quality of video streaming OTT platforms. It emphasises the need for such a framework to measure the quality of services in the media and entertainment industry, which is a relatively lesser-explored area. This study investigated the relationship between service quality measures and satisfaction and continuance intention. It concluded that service quality is an important parameter not only for the initial usage of a service but also for the long-term subscription intention of the viewers. The findings of this study reveal new insights into the ever-growing OTT entertainment industry in this post-pandemic world. It also added to the consumer behaviour literature by highlighting the key factors influencing their intentions to continue using OTT platforms.

For OTT service providers, this study revealed that quality measures are significant for retaining viewers for a longer period of time in this highly competitive environment where switching costs are very low. This study suggests that OTT platforms should focus not only on the different types of content but also on the hedonic value provided by that content, along with the platform's technical performance. This study will help OTT content providers to formulate new strategies to reduce switching intentions and to improve the loyalty and satisfaction derived.

9. Conclusion

This study concludes that quality is an important factor to be considered in almost every type of service offering, and video-streaming platform service providers are no exception. Studies measuring and evaluating the service quality of different services have been conducted in the extant literature, but very few studies have focused on identifying the factors constituting the service quality dimensions in the context of OTT platforms. This study has not only identified the factors constituting the service quality dimensions of OTT platforms but has also measured their impact on satisfaction as well as the intention to continue subscriptions on these platforms.

It identified that content quality, hedonic quality, system quality and customer service quality have a

significant positive effect on the satisfaction as well as the continuance intention of the viewers. The study confirms that when users perceive the OTT platforms as good content providers, they are more likely to extend their subscriptions in the future. Similarly, the enjoyment and pleasure-giving aspect of these platforms, as measured by the hedonic quality, is also very important for the viewers to become satisfied and continue their subscriptions. Also, when users perceive the technical performance and customer service of the OTT platforms as satisfactory, they are more likely to extend their subscriptions. The moderate explanatory power of the model suggests that there may be more service quality parameters that may be taken into consideration, along with the factors that are used in this study.

10. Limitations and future scope

There are certain limitations of this study which can be addressed by future researchers. Firstly, the service quality measures used in this study have been taken from the extant literature; however, this study has considered only four parameters. Other service quality parameters, such as recommendation quality, accessibility, affordability, information quality, etc., can be considered by future researchers. Second, the sample size taken in this study was small, and the convenience sampling method was used. But future studies can consider other probabilistic sampling methods and can increase the sample size to further justify the results. Third, this study has considered all the OTT platforms altogether; however, there are certain differences among the different platforms in terms of their types of content provided, pricing options, subscription plans, etc., which can be taken into consideration by future researchers. Studies focusing on individual platforms rather than taking all the platforms together can also be conducted in the future.

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Appendix

Table A1

Constructs and items used in the study

Construct	Items
Continuance Intention	CI1: I intend to continue using OTT platforms rather than discontinue their use. CI2: My intentions are to continue using OTT platforms rather than using any alternative means to watch videos. CI3: I intend to use OTT platforms for entertainment. CI4: I intend to use OTT platforms frequently.
Satisfaction	SAT1: I think I made the correct decision in using the OTT services. SAT2: My experience with the OTT platform has been satisfactory. SAT3: I am satisfied with the OTT services. SAT4: I am satisfied with the service provided by OTT providers.
Content Quality	CQ1: OTT platforms provide fresh and original content. CQ2: OTT platforms provide relevant content or information as per my expectations. CQ3: OTT platforms provide a sufficient variety of informative and entertaining content. CQ4: OTT platforms provide personalised content related to my interests.
System Quality	SQ1: OTT Platforms has good speed performance (i.e., time taken to open the application, search speed). SQ2: OTT platforms run stably and smoothly on the device I use. SQ3: I find it easy to navigate OTT platforms (i.e., search menu, search category). SQ4: OTT platforms make it easy for me to find the content I want in just a few steps.
Customer Service Quality	CSQ1: The customer service personnel provide timely responses to queries. CSQ2: In case of any issues, the app has a help page that can be referred to (FAQs). CSQ3: The service personnel show a sincere interest in solving the issue.
Hedonic Quality	HQ1: It is great fun to browse OTT Platforms. HQ2: The multimedia information, suggestions, and recommendations are enjoyable. HQ3: When interacting with these platforms, time goes by quickly. HQ4: The platform is entertaining to use. HQ5: Using OTT Platforms is enjoyable.

Source: Made by authors