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Factors Affecting Consumers' Continuance Intention towards
Over-the-Top (OTT) Services

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Factors Affecting Consumers' Continuance Intention towards Over-the-Top (OTT) Services
Tüketicilerin Over-the-Top (OTT) Hizmetlere Yönelik Süreklilik Niyetini Etkileyen
Faktörler

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ABSTRACT

The number of internet users receiving news, entertainment, and education has risen exponentially over the last few years. The number of people spending time on over-the-top (OTT) services is also steadily increasing day by day. Users' wish to stream their favorite content whenever and wherever they would like resulted in the formation of OTT services. However, studies on OTT that have been offered in the industry are scarce, particularly in areas that examine users' continuance intentions.

Thus, the primary aim of this study is to examine and determine the reasons behind the continuance intention of consumers who spend time on OTT services. In order to analyze Continuance Intention, a conceptual research model has been proposed with Social Influence, Hedonic Motivation, Effort Expectancy, Performance Expectancy, Price Value, Optimism, Innovativeness, Privacy Risk, Satisfaction, and Inertia.

To meet the study's objectives, a survey of OTT users (N = 208) was conducted via an online questionnaire. Participants in the online survey were asked how often they used over-the-top (OTT) services, which ones they preferred, and what they thought and felt about such services. Outcomes from the research indicate that OTT users care about the services' usefulness, ease of use, and emotional motivation to use them. Furthermore, using the newest, most efficient technology is also considered a crucial element. Apparently, OTT services are not only preferred for their enjoyment but also for their convenience of usage and technological evolution.

Keywords: OTT Services, Unified Theory of Acceptance and Use of Technology, Technology Readiness Index, Continuance Intention, Consumer Behaviour

ÖZET

Haberleri, eğlenceyi ve eğitimleri internetten alan kullanıcıların sayısı son birkaç yılda katlanarak artmıştır. Over-the-top (OTT) hizmetlerinde zaman harcayan kişi sayısı da her geçen gün giderek artmaktadır. Kullanıcıların istedikleri zaman ve istedikleri yerde favori içeriklerini görüntüleme istekleri OTT hizmetlerinin oluşmasına neden olmuştur. Bununla birlikte, sektörde sunulan OTT ile ilgili çalışmalar, özellikle kullanıcıların kullanmaya devam etme niyetlerini inceleyen alanlarda azdır. Bu nedenle, bu çalışmanın temel amacı, OTT hizmet alanlarında zaman harcayan tüketicilerin kullanmaya devam etme niyetinin ardındaki nedenleri incelemek ve belirlemektir. Kullanmaya Devam Etme Niyetini analiz etmek için Sosyal Etki, Hedonik Motivasyon, Çaba Beklentisi, Performans Beklentisi, Fiyat Değeri, İyimserlik, Yenilikçilik, Gizlilik Riski, Kullanıcı Memnuniyeti ve Eylemsizlik içeren kavramsal bir araştırma modeli önerilmiştir.

Çalışmanın hedeflerine ulaşmak için çevrimiçi bir anket aracılığıyla OTT kullanıcıları (N = 208) anketine başvurulmuştur. Çevrimiçi ankete katılanlara, OTT hizmetleri ne sıklıkta kullandıkları, hangilerini tercih ettikleri ve bu hizmetler hakkında ne düşündükleri ve hissettikleri sorulmuştur. Araştırmadan elde edilen sonuçlar, OTT kullanıcılarının hizmetlerin kullanılabilirliğini, kullanım kolaylığını ve bunları kullanmak için duygusal motivasyonunu önemsediklerini göstermektedir. Ayrıca, en yeni, en verimli teknolojinin kullanılması da çok önemli bir unsur olarak kabul edilmektedir. Görünüşe göre, OTT hizmetleri sadece zevk için değil, aynı zamanda kullanım kolaylıkları ve teknolojik gelişmeleri için de tercih edilmektedir.

Anahtar Kelimeler: OTT Hizmetleri, Teknoloji Kabul ve Kullanım Birleştirilmiş Modeli, Teknoloji Yatınlık Endeksi, Süreklilik Niyeti, Tüketici Davranışı

CHAPTER ONE

INTRODUCTION

Across the globe, digitalization has transformed the way people consume media. The internet has become a crucial aspect of people's lives as they spend more time on online platforms. Consumers can now watch video content on various devices at any time and from any location with the help of the increasing adoption of broadband technologies and ongoing advances in the media and information and communication technologies (ICT) industries (Lee et al., 2021). As of 2021, internet users spent an average of 2.3 hours a day on their devices as a result of rising internet and smartphone adoption (Nagaraj et al., 2021).

OTT (over-the-top) media is a term that refers to the dissemination of video material via a public network (Kim et al., 2021). The subscription service is offered from any location and on any device at any time. Due to rising internet penetration and the proliferation of smart connected devices, the global OTT market was valued at USD 101.42 billion in 2020 and is predicted to reach USD 223.07 billion by 2026, growing at 13.87 percent compound annual growth rate (Mordor Intelligence, 2020).

As OTT services become more popular, new literature suggests that further study is needed. Although OTT has become a part of our daily lives, the recent pace of technological improvements has shaped this position. The Y generation and the younger audience's desire to find an alternative to traditional TV broadcasting has fueled OTT's recent success. However, OTT and internet broadcasting have not grown and developed at the rate expected for the pre-Y generation.

Furthermore, studies from the past appear to focus mostly on the OTT business and the service's consumers. When conducting research on OTT in the literature, it is possible to find out which OTT service uses which business method or how much

profit it generates on a daily basis. However, these studies are insufficient and limited, especially in the field of consumer behavior. According to the literature, it is quite difficult to determine which OTT service a consumer prefers and why that specific consumer prefers it. More importantly, continuance intention is a topic that has not been studied much in these studies. For any OTT service, the consumer's preference is important, but it's more important that they get attached to it and use it on a regular basis. Thus, the primary aim of this study is to examine and determine the reasons behind the continuance intention of consumers who spend time on Over-the-Top services. The conceptual model with eleven constructs has been designed to analyze the study and meet the aim. It is based on the Unified Theory of Acceptance and Use of Technology with the support of the Technology Readiness Index.

CHAPTER TWO

LITERATURE REVIEW

An overview of Turkey's history of OTT in general, as well as a definition of the term "Over-the-Top" (OTT), are covered in this chapter. The OTT service types are also discussed, as are the unique characteristics and distinctions of each. Graphs and current data are implemented in order to gain a better understanding of OTT's position in Turkey and around the world.

2.1. Definition of OTT

Internet-based video services, such as OTT video streaming, which is the most recent and possibly disruptive innovation in the media sector, have experienced significant growth in recent years. Consumers generally know these services like Netflix, Amazon Prime, Hulu etc., since the terminology of the concept has not sufficiently spread. OTT is universally recognized as the next generation of media that will drive innovation and efficiency as a result of the rise of digital transformation (Digital transformation can be defined as a continuous process by which businesses adapt to or drive difficulties in adjusting to their customers and markets by leveraging digital qualifications to develop new business models, products, and services (International Data Corporation, 2015; Lee et al., 2021). However, neither academy nor the private sector has formed a consensus on the concept; therefore, there is a variety of definitions and explanations. OTT services are also described by the US Federal Communications Commission (FCC) as video content delivered via various Internet-connected devices (FCC, 2013; Shin and Park, 2021).

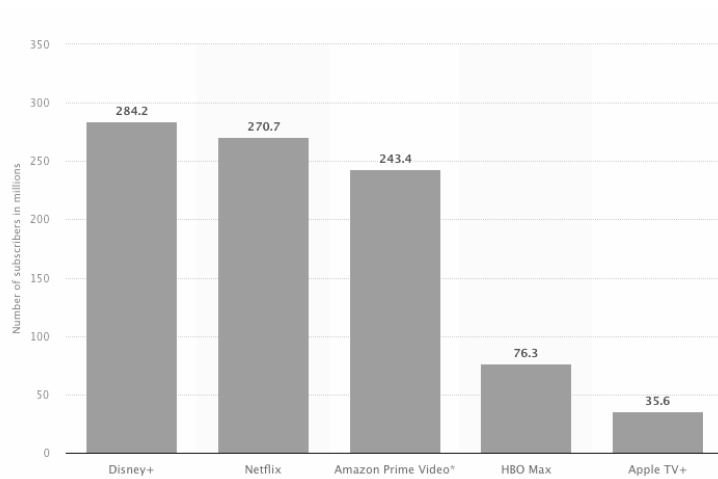
The rise of new OTT media has been driven by an increase in the number of internet connections, better networks, technological advancements, and the availability of smart gadgets. Web-based content, search engines, email hosting and messaging

services, as well as video and multimedia content are all examples of OTT service offerings (BEREC, 2015; Lee et al., 2021).

OTT have shifted audiences from passive viewers to engaged participants, interested in alternative motivations from traditional media. In addition, new viewing habits are increasing due to the expanding media market. Consumers can take advantage of features like watchlists, locks, replay, resume, and content recommendations that are personalized to each user's preferences and tastes. There has been a rise in code-cutting, where paid broadcast services (such as cable and satellite) can be substituted with OTT services in the home due to the new streaming platforms (Banerjee et al., 2013). OTT services, which provide low-cost, unbundled material, provide various advantages to consumers, resulting in lower costs and greater accessibility to open-source educational resources.

A significant role has been played by popular OTT service providers such as YouTube, Netflix, and Spotify in the expansion of data streaming, with a remarkable 140 percent increase in video streaming apps in countries such as Australia, India, Indonesia, South Korea, and Thailand (App Annie, The state of the mobile, 2019; Gupta and Singharia, 2021). With around 158 million members, Netflix is currently the largest worldwide OTT service provider, available in approximately 190 countries (Wayne, 2020). According to projections, the number of Netflix streaming service subscribers worldwide will reach approximately 271 million by 2026 (Statista, 2020).

Figure 2. 1. Estimated number of SVOD subscribers worldwide in 2026



Source: Statista (2020)

2.2. Origin of OTT

The media sector has seen substantial improvements as a result of the development of networks and mobile devices, particularly in terms of television consumption patterns. The content was formerly exclusively accessible through broadcast and cable television, but with the growth of the Internet, people now have access to a wider range of channels and content. In other words, technological advancements have ushered in a new era of information consumption oriented toward the consumer (Chalaby and Plunkett, 2020; Shin and Park, 2021). Despite the rise of OTT on-demand video consumption, traditional forms of media consumption such as television viewing and mobile data subscriptions are both on the decline globally (Sujata et al., 2015). However, OTT services are generated from video-on-demand services, which also include cable-supported video-on-demand, an improved extension of cable television.

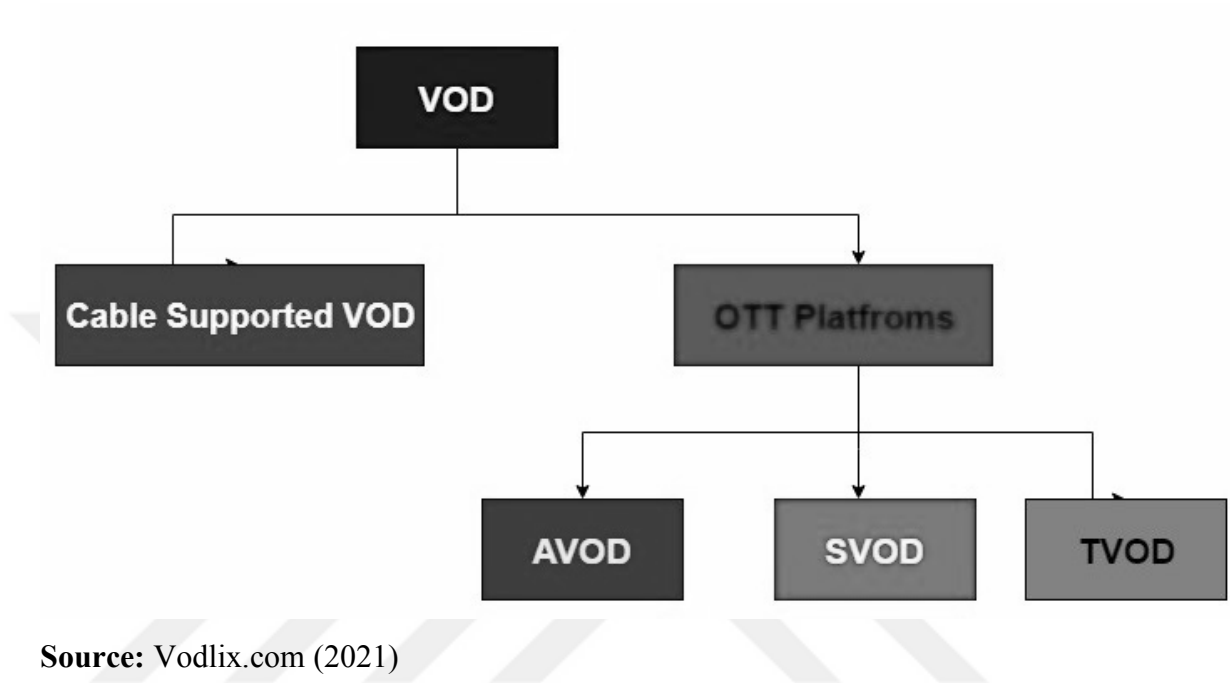
2.2.1. Video-on-Demand (VOD)

Video on demand (VOD) is a term that emerged in the media industry and is associated with the delivery of video content. Everything that can be accessible at any given time is stored in this technology. All of the content can be paused, rerun or even saved to your computer. As opposed to traditional TV, where content is only available during the time it is being streamed, this is a new perspective. The benefits of deploying this technology were recognized by media firms all over the world, whose primary business is the distribution of material via cable, satellite, or video rental services. There are numerous digital platforms and formats that provide video content to online users, all of which contribute to internet video traffic, which is the dominant driver and the fastest-growing segment of the internet. Global video consumption is predicted to account for 82% of all internet traffic by 2022, up from 75% in 2017 (Cisco, 2019).

It is important to have an internet-connected device or a media set-top box in order to use a video-on-demand service. One needs an internet-connected device like a smart TV, laptop, or smartphone in order to access the content. One also needs to pay a monthly charge or one-time price for specific content, like Amazon's Prime TV and Amazon Video subscriptions (Amazon, 2018).

In the below graph by Vodlix.com (2021), video-on-demand covers all the services since it provides content with or without an internet connection. Cable Supported Video-on-Demand is a programming tool that allows users to request and view the material at any time through a cable network. OTT is a subset of the wider video-on-demand category that is delivered to viewers over the internet without the need for a typical cable or satellite pay-tv subscription. AVOD, SVOD, and TVOD are the business models for consumers' content access.

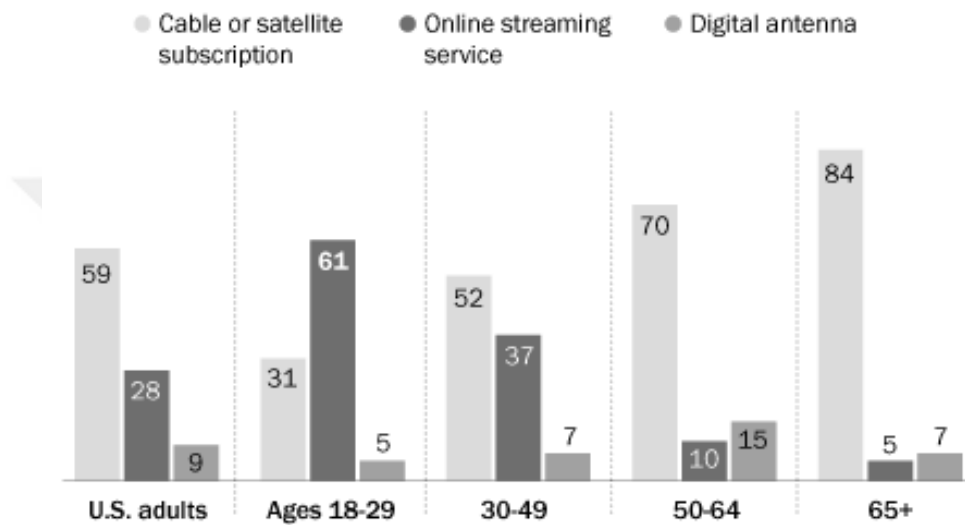
Figure 2. 2. Video-on-Demand Division



2.2.2. Cable Supported Video on Demand (CVOD)

Television or broadcast systems that deliver content through fiber-optic or satellite cable are known as Cable Video on Demand (CVOD). A consumer must be a subscriber to the provider and has a personal set-top box to receive and view programming in order to use a Cable VOD service. This service is frequently available on a variety of channels on cable television. On the occasion that a customer wants to view a program that is not currently scheduled to broadcast, he picks the show via his TV remote control, which initiates an immediate transmission of recorded files to the user's set-top box. It is possible for consumers to download content for later viewing if they have a storage device connected to their set-top box. As a result, the consumer can pause, play, rewind, and fast-forward the information whenever and wherever.

Figure 2. 3. Young Adults Use Streaming Services Most to Watch TV



Source: Pewresearch.org (2017)

2.2.3. Advertising-Based Video on Demand (AVOD)

Consumers can watch videos without having to pay money to the content owner or the platform owner in exchange for seeing advertisements that appear in front of, alongside, in the middle of, or at the end of the video. These services are all offered digitally over the internet, providing advertisers additional ways to tailor their advertising. YouTube is the most well-known AVOD platform, although there are many others.

Advertising-based video-on-demand services are available on mobile devices and smart TVs. Consumers can also run the service on websites and apps. These services

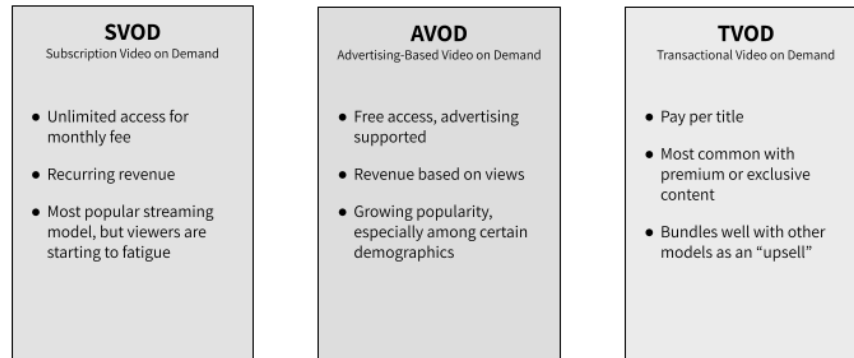
must be able to attract a significant number of audiences in order for their advertising inventory to be appealing to media buyers. While developing, populating, publicizing, and maintaining these services might be costly, the rewards are plentiful if the advertiser can achieve the right balance of content and engaging user experience.

2.2.3. Transactional Video on Demand (TVOD)

Transaction Video on Demand refers to services in which consumers pay for each video-on-demand content either for permanent access or for rental for a short time period by buying licenses for the programming. These services are frequently associated with films or television programs, as well as with certain sports or events. The TVOD business model generates more revenue per watch, and therefore, it is a more appealing alternative for unique content with a niche or assured audience. This type of video on demand is frequently marketed as Electronic Sell-through by platforms such as iTunes, which allow for the download of licensed content or pay-per-view for popular sporting events.

Figure 2. 4. Differences in Over-the-Top Business Models

SVOD vs. AVOD vs. TVOD



Comparing SVOD vs AVOD vs TVOD models

Source: Bitmovin.com (2021)

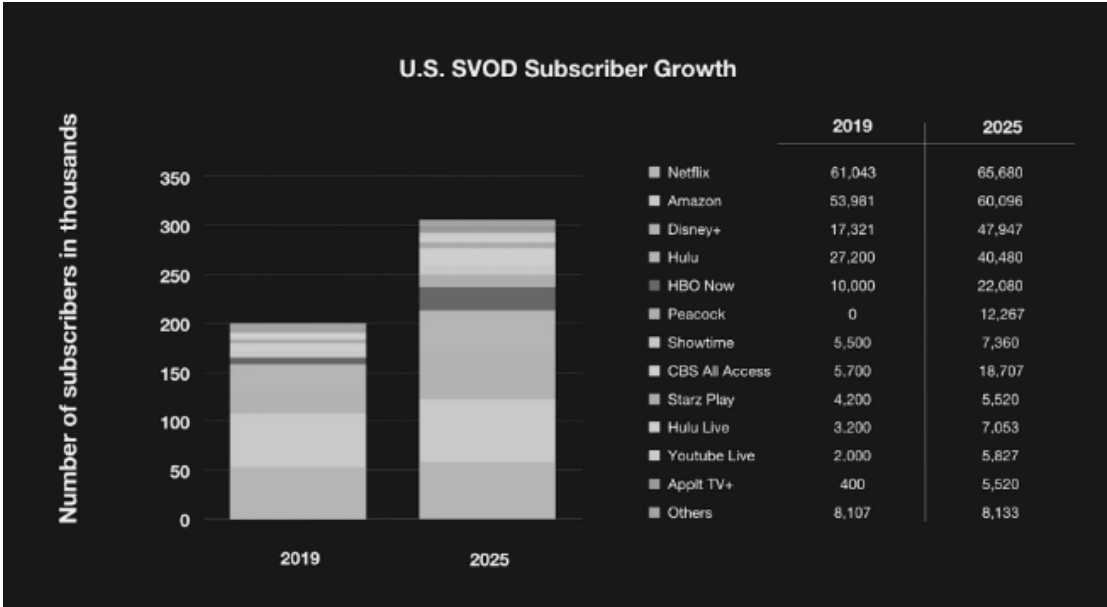
2.2.4. Subscription Based Video on Demand (SVOD)

SVOD services are those that allow a consumer to watch an infinite quantity of video from a content library across a variety of devices for a subscription, usually charged monthly, either continuously or with a limit on the number of devices (Wolk, 2015; Singh et al., 2021). In the SVOD business model, content acquisition, production of original content, cultivation of new subscribers, and limiting the number of membership cancellations from existing subscribers are all critical. Many subscription videos on-demand services do not rely on advertising as a revenue source. The primary goal is to acquire new subscribers and minimize the loss of existing subscribers. It is the content of SVOD services that influences consumers to sign up, which helps them to determine whether or not a particular SVOD price level

is rational. Using these services, viewers can access a wide variety of media products at any time via television and multiple mobile devices. Consumers and businesses alike are concerned about the speed and quality available to ensure the highest possible quality, as well as the independence and mobility afforded by the technology at their disposal: the number of devices through which to reach this type of content has multiplied (Perez, 2020).

Over the past few years, the SVOD segment has significantly grown. 70% of US residents have at least one subscription video-on-demand service (Ng, 2019; Palomba, 2020). Streaming services' rapid rise can be due to their large content library and enhanced user experience. In the below graph by Vimeo.com (2021), it is expected that SVOD subscribers to exceed 300 million in 2025, only in the US!

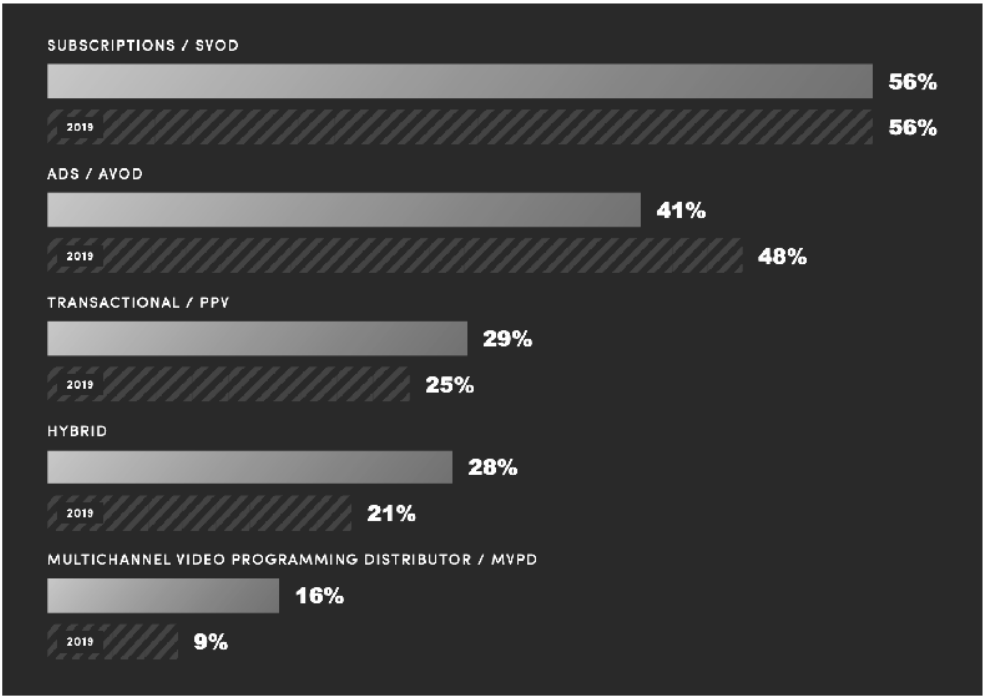
Figure 2. 5. U.S. SVOD Subscriber Growth



Source: Vimeo.com (2021)

In addition to that, according to Bitmovin's developer report (2021), subscription-based video-on-demand services are the most popular among other business models. Even though data gives the same percentage for the years 2019 and 2020, it still leads the others with 56%. Advertisement-based video on demand comes second, with 41%. Transactional video on demand may have increased its share in the digital world, yet it did not improve its standing. TVOD is the third-best popular business model, with a percentage of 29.

Figure 2. 6. Relative Popularity of Video Streaming Models



Relative popularity of video streaming models according to 2020 Bitmovin Developer Report

Source: Bitmovin.com (2021)

2.3. OTT Market in Turkey

In Turkey, the proliferation of online platforms and the development of Internet technology are major factors in the evolution of broadcasting. Channel websites first became visible in the late 1990s. They are focusing on the transmission of programs made for traditional television in a new media environment as a result of the innovations in the sphere of the Internet. New video monitoring platforms are required for traditional televised material to be accessed through the internet utilizing various devices such as mobile phones, desktops, and tablets in television broadcasting.

Traditional media content is generally aired on television networks; however, new media content is meant to be shared. In a new media environment, television broadcasting, which is in transition in Turkey, repeats itself; they do not create content tailored to digital media platforms, such as web series (Dikmen, 2017; Atesalp and Baslar, 2020). In January 2016, BluTV was launched with Netflix in Turkey. Puhutv started broadcasting on internet television in December 2016.

Puhu TV is a platform based on the OTT business model, which allows viewers to watch their preferred content for free at any time and is sponsored by advertising revenue. The method of product placement provides material income. These are advertisements that run every 15-20 minutes and can't be missed. In addition, advertising is made by adding components to the story, such as the clothing worn by the characters in the series, the items they eat, the cars they drive, and so on. In addition to already created series on the site, viewers can access a variety of series and films that have been shown on television at various times (Çağıl and Kara, 2019). The platform has also begun to offer its own content in the original tab of Puhutv, which is called Puhutv Orijinal.

There is more to the difference between Puhutv and other video-on-demand platforms in Turkey than the fact that Puhutv is an advertising-based service, whereas Blu TV and Netflix are subscription-based services. Other than their business models, the two platforms had different mentalities when they started out. Puhutv was created as a place where originals could be made for both internet streaming and television broadcast. The plan was to broadcast uncensored video over the internet, followed by restricted versions on television, all in the name of free speech. Regulators from RTUK have also covered internet content, and consumers haven't given it the attention it deserves (Turhallı, 2019).

In 2016, the Blu TV digital broadcasting platform began airing. In April 2017, the number of BluTV subscribers surpassed 750.000. BluTV, Netflix's one of the biggest competitors in Turkey, has been showing live on 22 Turkish TV networks in contrast to Netflix. Early difficulties, such as license agreements restricting catalog access, and the lack of Turkish dubbing and subtitles on Netflix, turned into advantages for BluTV as a local platform in the beginning due to its premium content, which reached nearly ten thousand hours at the time. Blu TV offers a monthly and paid subscription system, and a free trial is provided to the consumer for the first seven days.

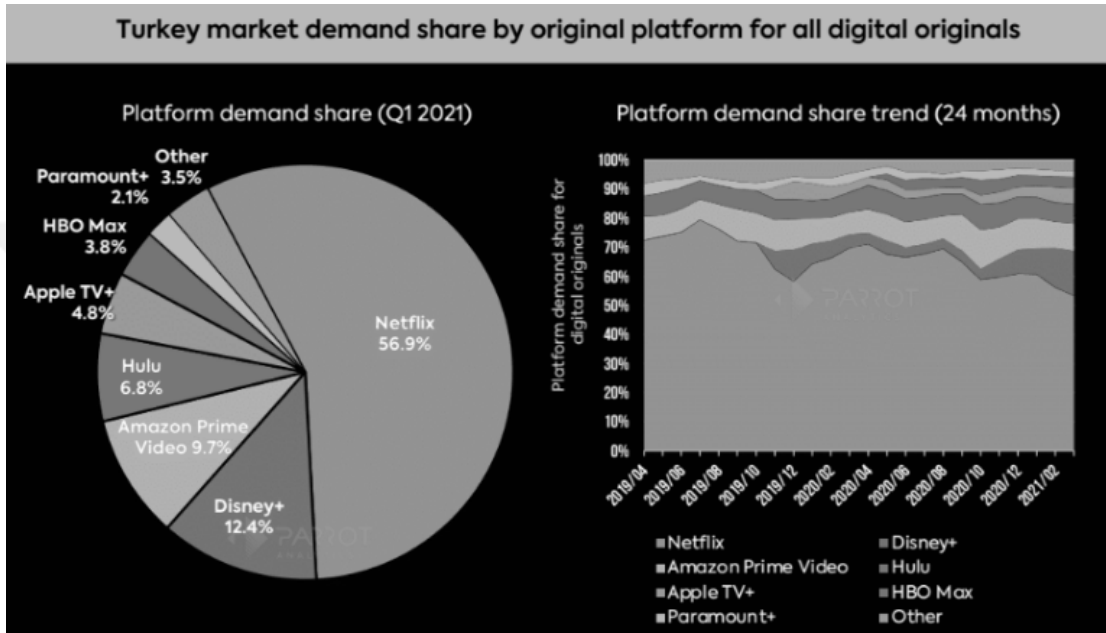
The first original domestic material was produced on YouTube before the formation of Blu TV and Puhu TV. Many internet series have been released on YouTube, particularly since 2013. With the advancement of the internet and technology at the time, Youtube became a popular alternative to television channels. "Each episode lasts 15 minutes. It's not as irritating as a TV show." (Koloğlu, 2017, 15 Haziran; Çağıl and Kara, 2019).

At the beginning of 2016, Netflix began airing in Turkey alongside 130 countries, making it available to more than a hundred and ninety countries worldwide. Even

though Turkish dubbing and subtitles were lacking when the platform was the first broadcast in the country, it has garnered a lot of popularity over the last few years, especially in Turkey. Digital media broadcasting in Turkey provides series the biggest advantage and/or distinction from the point of view of viewers, namely the duration, unlike television. Television shows can run for up to 180 minutes, while internet series can run between 40 to 80 minutes. In terms of the number of episodes that are agreed upon in the season agreement, there is a significant disparity between Netflix and domestic digital platforms. In domestic television shows, this appears to work in a different way. As a result, the series is released in three parts, in accordance with the terms of the agreements made for the distribution of other portions to the audience.

As of April 2020, Netflix stated that it had 1.7 million unique users in Turkey. Including family accounts, the total number rises to more than 4 million. Netflix indicated in September 2019 that 77% of its members in Turkey use their smartphones to access the service (Uluçay et al., 2021). The demand share of digital platforms is presented in quarters and 24 months, respectively, in the graph below by Parrotanalytics.com (2021). Netflix has the largest market share, with 56.9%, accounting for more than half of the total. Despite the fact that Disney+ and Amazon Prime are the second and third largest stockholders, they can only contribute 12.4 percent and 9.7 percent, respectively, to the business. The graph depicting the platform share demand trend over the last 24 months, on the other hand, plainly shows that Netflix's dominance is beginning to diminish by the end of 2020. Netflix has already lost market share, while Disney+ and Amazon Prime are gaining market share.

Figure 2. 7. Turkey's demand share in Q1 2021



Source: Parrotanalytics.com (2021)

CHAPTER THREE

THEORETICAL BACKGROUND

This chapter explains how the conceptual model was shaped by earlier models. There are eight earlier theories that have been combined to form UTAUT2 (Unified Theory for Acceptance and Use of Technology): Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM-TPB), Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). In order to reinforce the conceptual model, this chapter will briefly explain each theory.

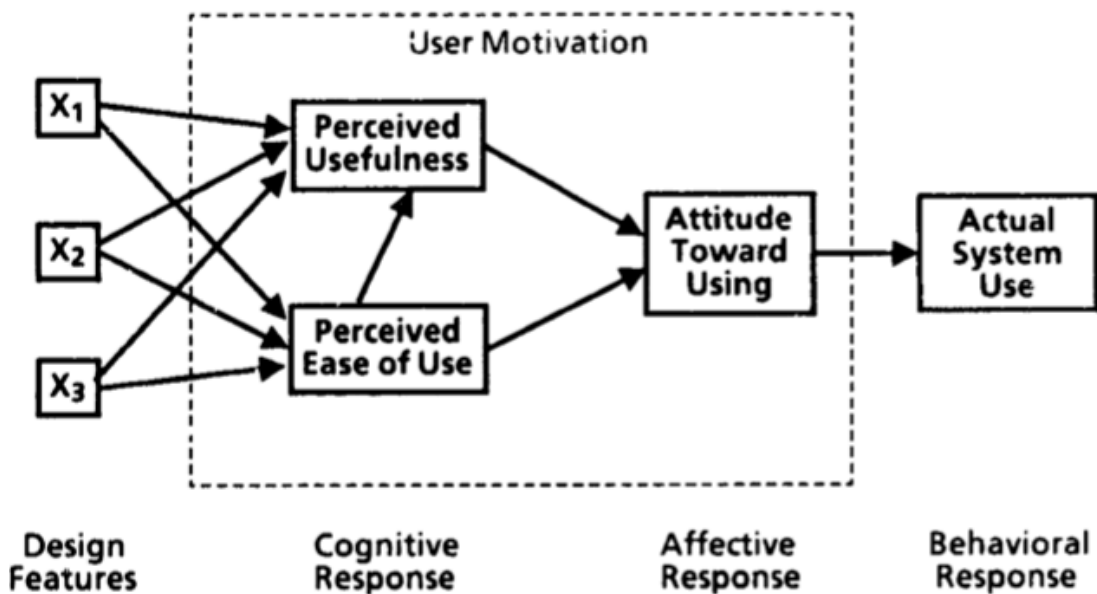
3.1. Technology Acceptance Model (TAM)

Technology Acceptance Models (TAMs) emerged in the 1970s, despite previous research. The first model was proposed by Fred Davis in 1986 to show that user behavior and system characteristics are linked through motivational mechanisms. The technology acceptance model is a variation on TRA developed exclusively for simulating the acceptance of information systems (IS) by consumers. For TAM to be effective, it must be able to explain customer behavior across a variety of end-user computing systems and user populations.

The Fishbein (1967) model is considered to be the origin of TAM. Therefore, it was selected as a reference paradigm for the development of the suggested technology acceptance model. It may originally have been developed by Fishbein, but it was further refined by Fishbein and Ajzen (1980). As cited in Davis (1986, p. 18), Fishbein and Ajzen (1975, p. 218) refer that, "Although a person may hold a relatively large number of beliefs about a given object, it appears that only a relatively small number of beliefs serve as determinants of his attitude at any given moment."

In the model, it is believed that a user's general attitude toward a system is a crucial factor in whether or not that user consumes it. Perceived usefulness and perceived ease of use are two key factors in determining a person's attitude toward consuming a service.

Figure 3. 1. Technology Acceptance Model

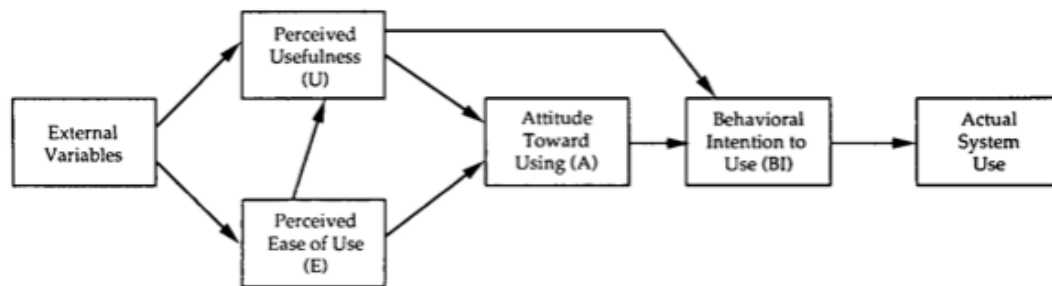


Source: Davis (1986)

Perceived usefulness is referred to as "the degree to which an individual believes that using a particular system would enhance his or her job performance," whereas the term for perceived ease of use is "the degree to which an individual believes that using a particular system would be free of physical and mental effort " (Davis, 1986, p. 26).

Tracing the influence of external circumstances on interior beliefs, attitudes, and intentions is a major goal of TAM. TRA served as the theoretical foundation for modeling the theoretical links between the factors identified in prior research on the cognitive and affective determinants of computer acceptance, and TAM was developed in an attempt to attain these goals. Based on these goals for TAM, a number of modifications were made to the fundamental TRA approach, supported by available theory and research (Davis, 1989).

Figure 3. 2. Technology Acceptance Model (improved version)



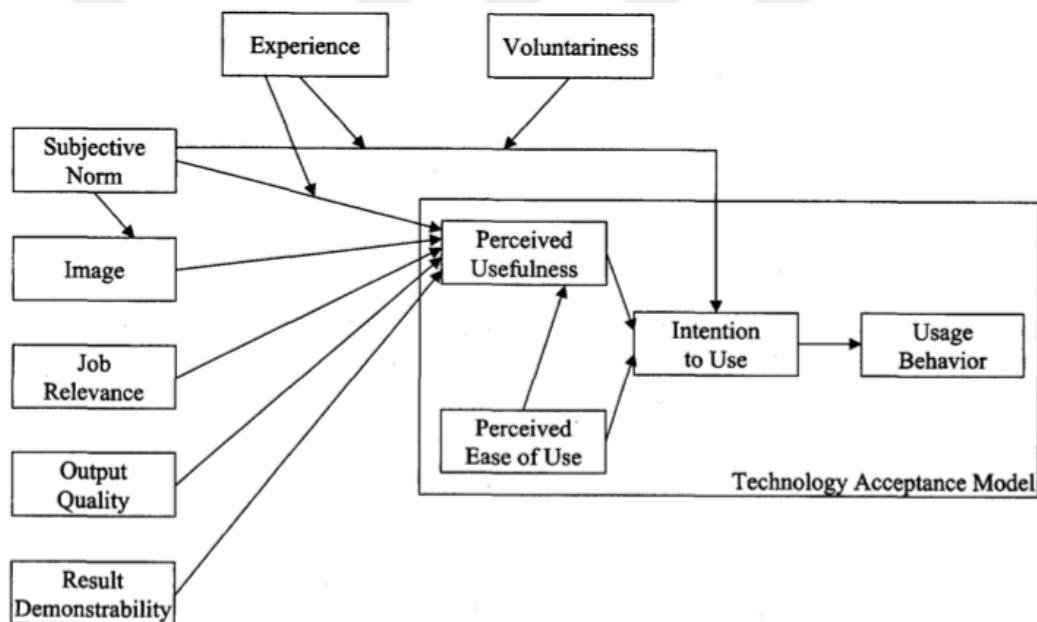
Source: Davis et al. (1989)

TAM, like TRA, claims that computer use is influenced by behavioral intention (BI), but it varies in that BI is considered to be affected by the user's attitude toward utilizing the system and the perceived usefulness of the system. As illustrated in Figure 3.2, this difference assists in the improvement of the technology acceptance model. BI was not regarded as a variable to be stated in the system under the previous TAM model.

The attitude-behavioral intention relationship portrayed in TAM suggests that people develop intentions to engage in behaviors toward which they have a positive

influence, regardless of other factors. Users' actions can be predicted by looking at behavioral intention measures, and anything else that affects behavior indirectly affects behavioral intention, according to the model.

Figure 3. 3. Technology Acceptance Model 2- Extension of the Technology Acceptance Model



Source: Venkatesh and Davis (2000)

By starting with TAM as a foundation, TAM2 combines additional theoretical variables, including social influence processes and cognitive instrumental processes.

Subjective norm, voluntariness and image are all social variables that affect an individual's decision to adopt or refuse a new system in TAM2. The reasoning for subjective norm's direct influence on intention is that consumers may choose to engage in behavior even if they dislike the behavior or its consequences if one or

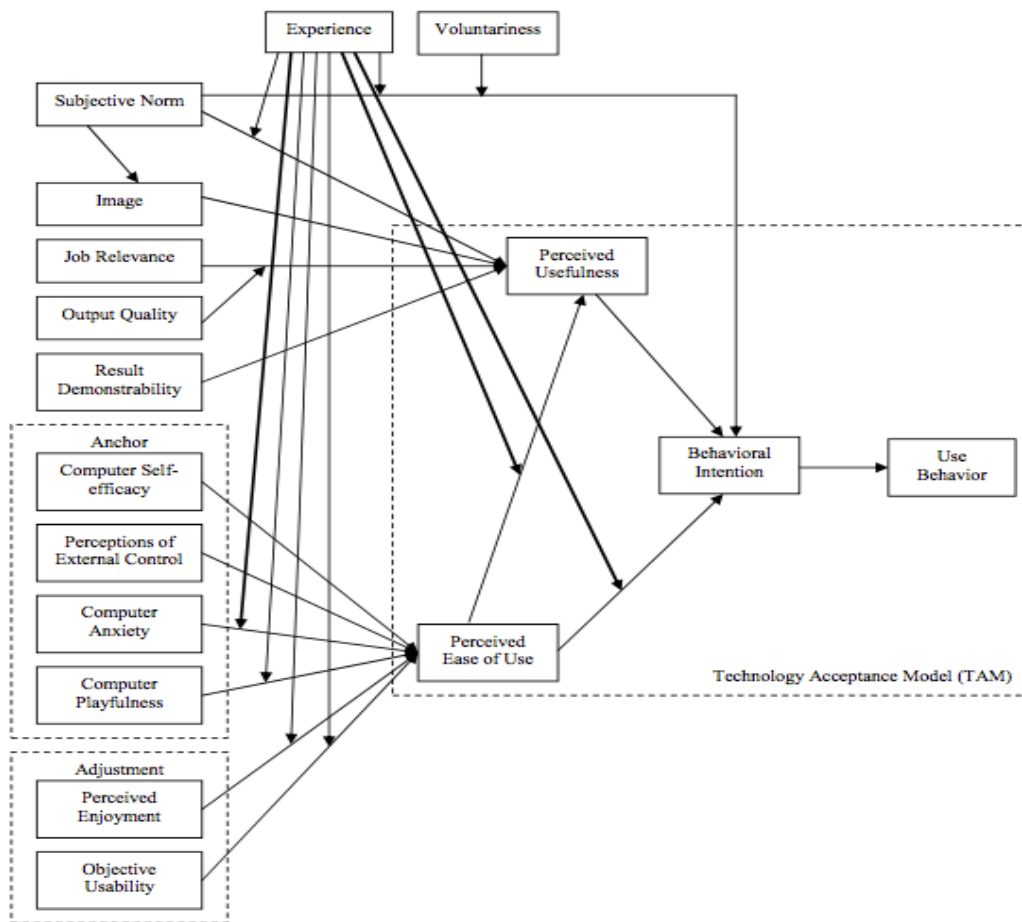
more key significations believe they should. In the model, voluntariness is illustrated as “the extent to which potential adopters perceive the adoption decision to be non-mandatory” with the aim of differentiating the mandatory and voluntary services (Agarwal and Prasad, 1997; Hartwick and Barki, 1994; Moore and Benbasat, 1991). Consumers frequently react to social normative factors in order to develop or improve their image within a social circle (Kelman, 1958; Venkatesh and Davis, 2000). The model hypothesizes that if a consumer's social group at work believes that one should engage in a behavior, then engaging in it tends to enhance one's standing within that group (Blau, 1964; Kiesler and Kiesler, 1969; Pfeffer, 1982).

Cognitive comparisons between what a system can accomplish and what consumers need to perform in their profession assist them in creating perceived usefulness assessments. The Technology Acceptance Model 2's cognitive variables to be researched in depth include job relevance, output quality, result demonstrability, and perceived ease of use. Job relevance is a term for when a system can accomplish a certain task that is crucial to the job. Interpretations of output quality are taken into account by the model, in addition to considerations of the system's capabilities and the degree to which those capabilities align with the job goals of its users. Perceived ease of use from the earlier model remains a significant indication of perceived usefulness (Davis et al. 1989). The more productive a system is at a given performance level, the less effort it takes to use it. Consumers are more likely to have a favorable opinion of a system's usefulness if there is a strong correlation between its use and positive outcomes.

The Technology Acceptance Model 3 is an integrated model of TAM2 and the variables of perceived ease of use. Consumers' IT adoption and use are being stated as the variables of TAM3's theoretical foundation. This new model hypothesizes three new relationships between perceived ease of use and perceived usefulness, between computer anxiety and perceived ease of use, and lastly, between perceived ease of use

and behavioral intention, with the moderation of experience (Venkatesh and Bala, 2008). As a consumer gets more acquainted with a system, they'll be able to determine how easy or difficult it is for them to use it. Additionally, the influence of both computer anxiety on perceived ease of use and the perceived ease of use on behavioral intention reduces with increased experience.

Figure 3. 4. Technology Acceptance Model 3

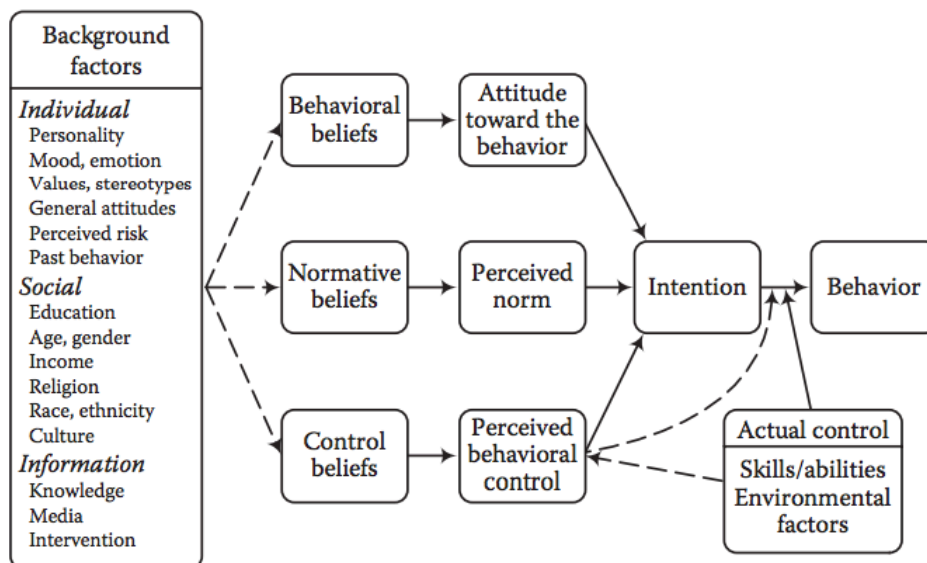


Source: Venkatesh and Bala (2008)

3.2. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action is a foundational social psychology theory of human behavior. TRA basically points out that intention is the most reliable indicator of future behavior, but skills, abilities, and the surrounding environment should also be considered. In order to carry out their intentions, people are said to engage in a given behavior if there is no environmental interference. As shown in Figure 3.5., intentions are influenced by a combination of behavioral, normative, and control factors, which are the three determinants of the intentions (Fishbein and Ajzen, 2010). Individuals who engage in the activity of interest can be distinguished from those who do not by recognizing the behavioral, normative and control variables that serve as indicators. The technology of Reasoned Action’s methodology of explaining and forecasting social behavior assumes that people's behavioral intentions derive in a rational, consistent, and frequently automatic manner from their ideas about doing the activity outlined earlier. However, not all people or their beliefs have to be reasonable or coherent.

Figure 3. 5. Theory of Reasoned Action Model



Source: Fishbein and Ajzen (2010)

3.3. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior has formed itself by adding the perceived behavioral control variable to the Theory of Reasoned Action. The intention of an individual to engage in a specific behavior is an essential element within TPB, as in TRA. Intentions are thought to be a reflection of an individual's willingness and ability to put out the effort necessary to carry out a behavior since they demonstrate their motivational elements. Non-motivational factors also have an impact on behavior performance. These elements mutually portray an individual's control over their behavior (Ajzen, 1991).

Behavioral progress is likely to be influenced by an individual's access to resources and opportunities. This model claims that, in order to be able to predict behavioral progress, perceived behavioral control should be applied with behavioral intention. The amount of effort required to successfully complete a course of behavior is likely to increase as a function of perceived behavioral control.

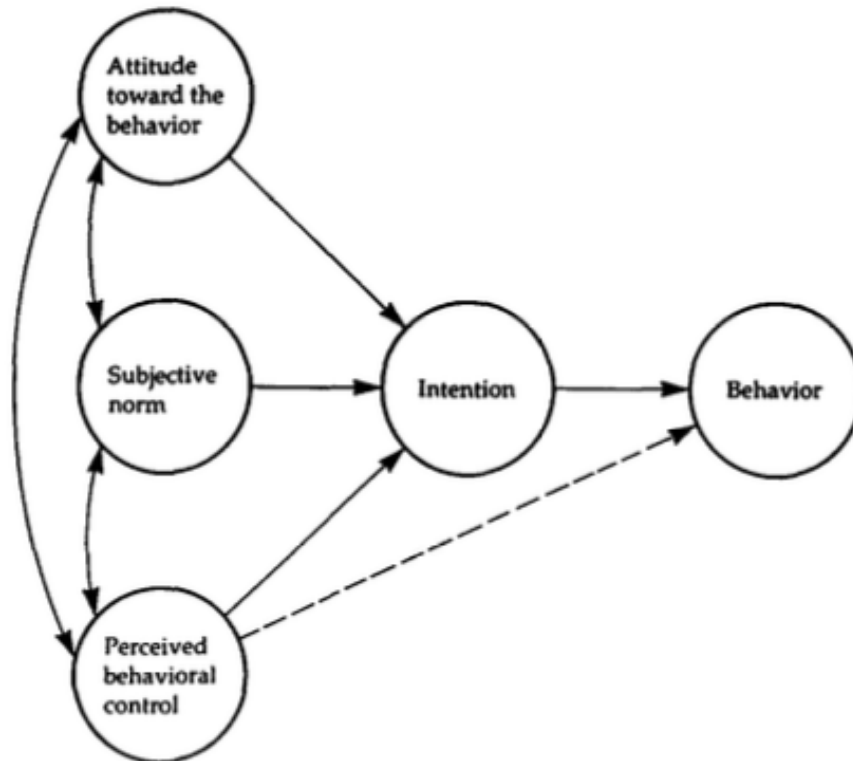
3.4. Combined TAM and TPB (C-TAM-TPB)

The Theory of Planned Behavior and Technology Acceptance Model variables are integrated into this model to form a hybrid model. This integrated model aims that the results of this study will provide insight into whether or not the enlarged TAM is useful in understanding the behavior of new users.

Within C-TAM-TPB, subjective norms and perceived behavioral control are incorporated into the enlarged TAM to provide an even more comprehensive assessment of the most variables that influence IT usage. New users rely more heavily on the variables that impact their intentions and usage, according to the

study. They put more importance on perceived usefulness than on control variables (Taylor and Todd, 1995).

Figure 3. 6. Theory of Planned Behavior Model



Source: Ajzen (1991)

3.5. Motivational Model (MM)

In the field of information systems, the Motivational Model is used to examine how individuals accept and consider using new technologies. The model's aim is to examine the impact of computer use intentions on perceived usefulness and enjoyment. The motivational model has two types of motivations, in order to accomplish an act, according to the theorists. Extrinsic motivation focuses on the behavior that is accomplished for reasons other than the activity itself, such as better

job performance, higher pay, or promotion opportunities. On the other hand, intrinsic motivation indicates an individual's desire to engage in a given activity on their own, without any external incentive.

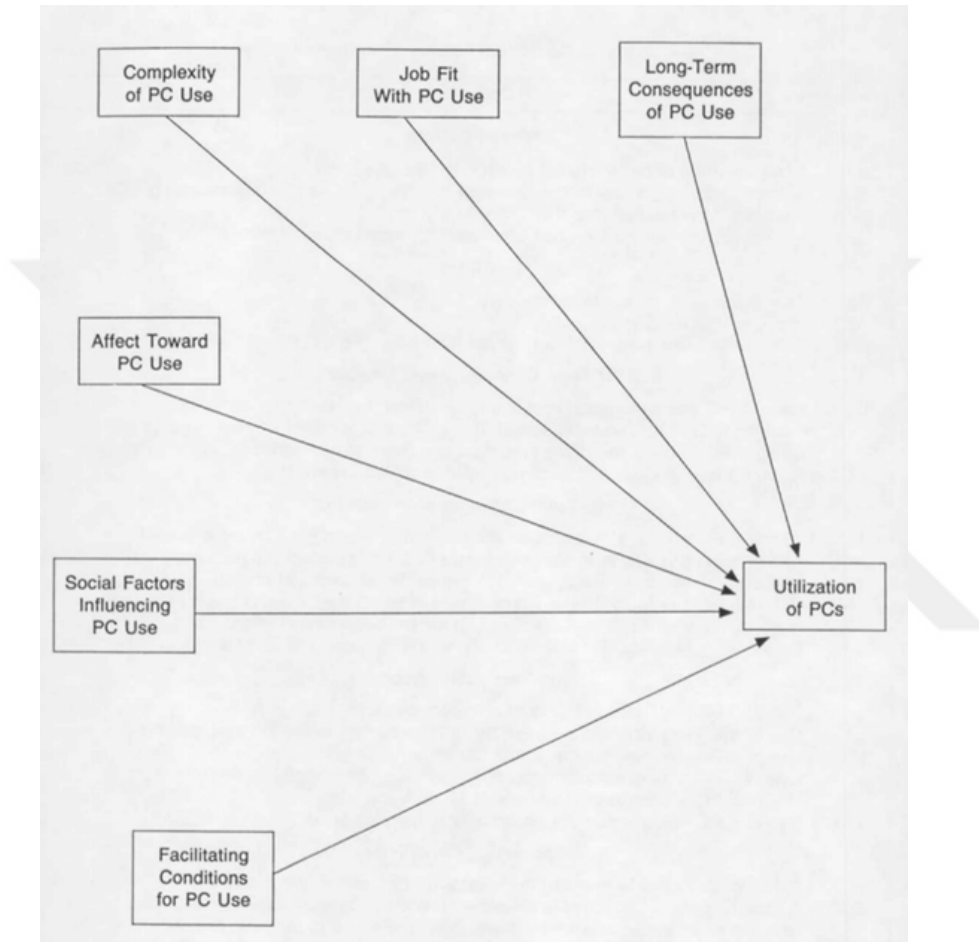
According to MM, individuals are more likely to accept a system if they find it enjoyable to use. It is possible that enhancing the enjoyment of a system may lead to the adoption of ineffective systems or to the excessive usage of ineffective systems. As a result, this model asserts that there is a direct relationship between perceived usefulness and enjoyment in the systems (Davis et al., 1992).

3.6. Model of PC Utilization (MPCU)

MPCU suggested a new approach in contrast to the viewpoints of TRA and TPB. If it comes to evaluating how people will respond to new information technologies, the model's framework makes it ideal. Rather than an individual's intention, it is desired to forecast usage behavior.

According to this theory, the strongest predictors of behavior are the affect, perceived consequences, social factors, and facilitating conditions. Three distinctive predictors of perceived consequences (complexity, job fit and long-term consequences) were constructed in order to assess the theory within the IS domain. There is a significant effect on utilization based on social norms and three elements of expected consequences. In light of these findings, training and organizational policies to strengthen or adjust individuals' expectations of PC technology could be applied, as they confirm the significance of the predicted effects of its use (Thompson et al., 1991).

Figure 3. 7. Factors Influencing the Utilization of Personal Computers



Source: Thompson et al. (1991)

3.7. Innovation Diffusion Theory (IDT)

Acclimating innovations' aspects from earlier sociology, Innovation Diffusion Theory developed a set of components that can be used to understand individual technology acceptance. According to this theory, an individual's attitudes toward implementing new technologies can be assessed using an instrument developed to do so. The aim of

this instrument is to analyze how IT is accepted by individuals within an organization and how it spreads throughout that organization. Assessing future consumers' impressions of innovations has been referred to as a "classic issue in the innovation literature" and a "potential key" for implementing several research results (Tornatzky and Klein, 1982). Rogers (1983) recognized five features of innovation as relative advantage, compatibility, complexity, observability, and trialability to influence the level of diffusion of an innovation.

Image and the voluntariness of use are the two new concepts that were critical in determining whether innovation would be accepted. It is vital to evaluate whether individuals are able to impose their own adoption or rejection decisions on the diffusion of innovations since the perception of voluntariness has a significant impact on behavior. Observability also offered two different, independent concepts: result demonstrability and visibility during the development phase, which resulted in the creation of two new alternative scales. Because of its ability to accurately predict how individuals will adopt new technologies, research suggests this final measure is a valuable tool for understanding how innovations are adopted and disseminated (Moore and Benbasat, 1991).

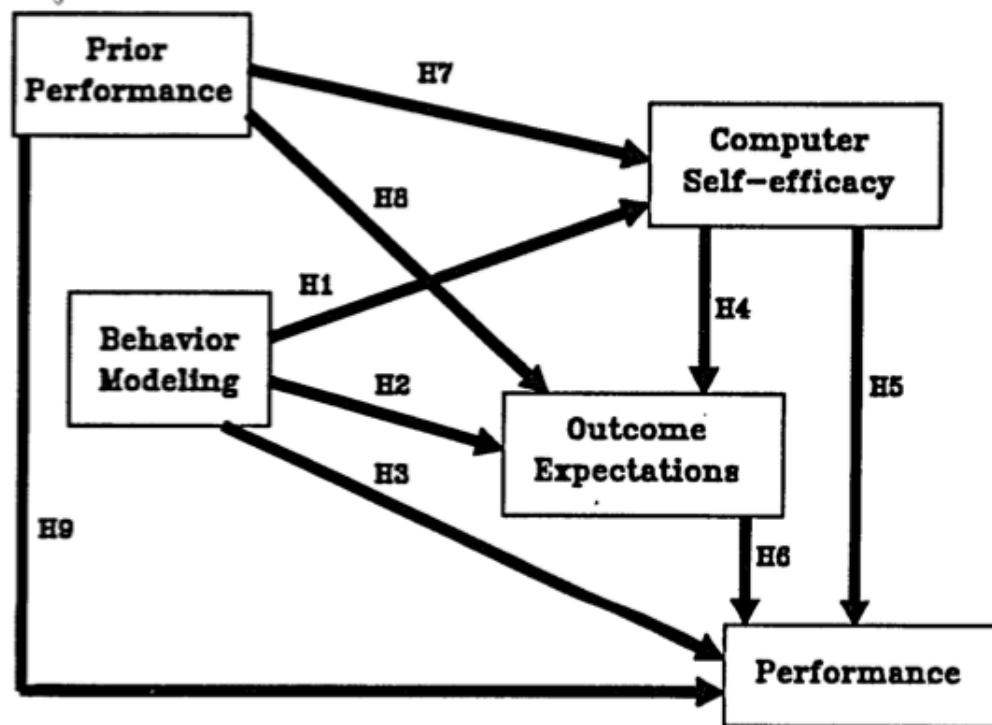
3.8. Social Cognitive Theory (SCT)

The application of Social Cognitive Theory to the field of computer utilization has been expanded with the study of Compeau and Higgins. Even though Compeau and Higgins' (1995) model examined computer use, the model's design, as well as its theoretical underpinnings, enable it to be applied to the acceptance and use of information technology. In Social Cognitive Theory (Bandura, 1986), observing individuals carrying out a behavior affects the observers' belief in their own ability to carry out the behavior, or self-efficacy, and the desired outcomes they discern.

The study states that in order to guide individuals to improve their IT skills, guiding them to build an affirmative approach to their own skills to use them may be a vital element. Self-efficacy is also stated to be an essential variable in computing skills. A lack of focus on self-efficacy will result in many individuals failing to learn the computer skills they need, which will have a negative impact on both their personal and professional lives.

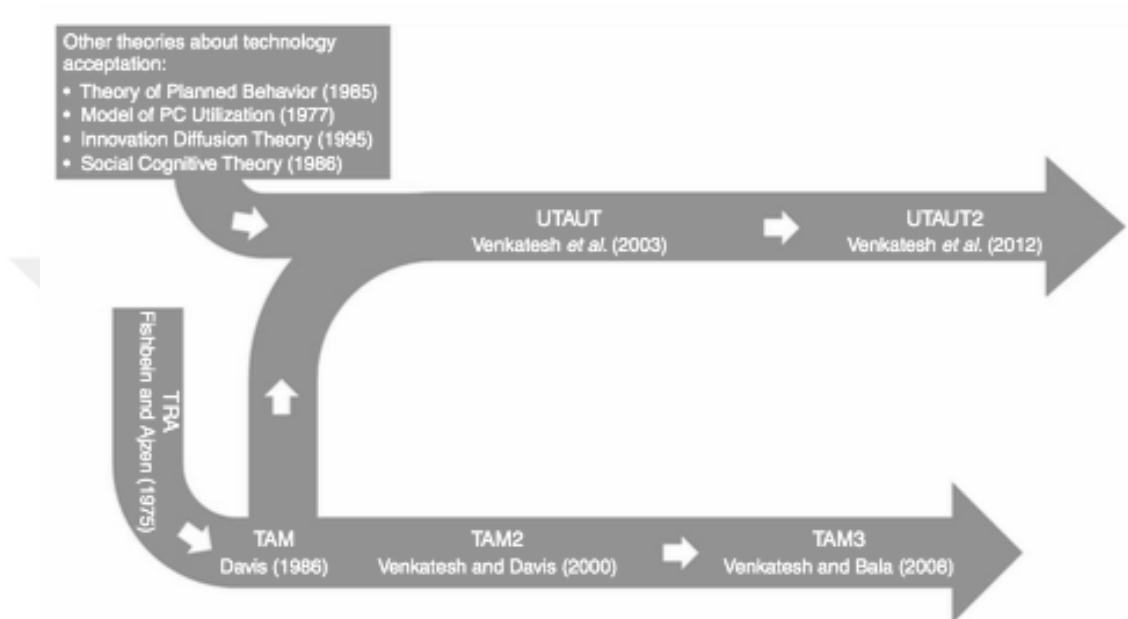
According to the results of this research, self-efficacy mediates the relationship in describing how behavior modeling impacts performance. The study also demonstrates the possibility of implementing modeling in organizations and how to implement it within the organizations (Compeau and Higgins, 1995).

Figure 3. 8. Application of Social Cognitive Theory to Training for Computer Skills



Source: Compeau and Higgins (1995)

Figure 3. 9. Evolution of Theories about Technology Acceptation



Source: Rondan-Cataluña et al. (2015)

In the above graph by Rondan-Cataluña et al. (2015), the evolution of technology acceptance is shown chronically. All eight models that have been mentioned above play a significant role in this technological progress.

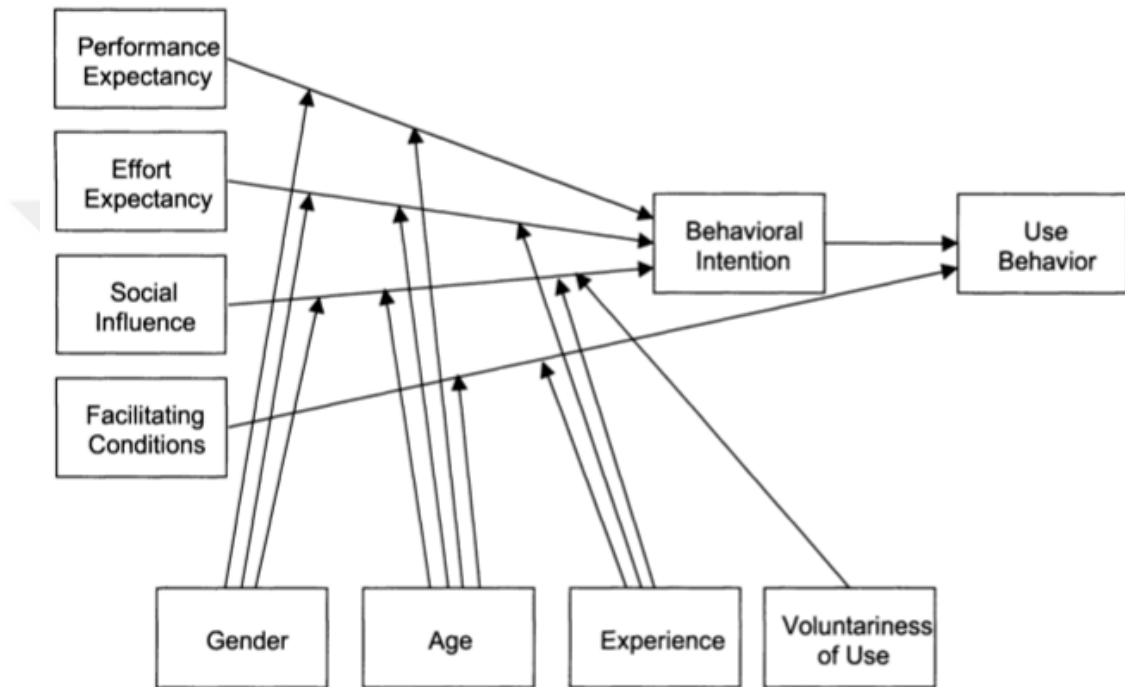
These previous research's success can be attributed to the advancement of technology, which has become an essential part of economic growth. Aside from offices, it has been discovered that there is usage for this technology across a variety of industries, including agriculture and medicine. Current studies have placed a greater emphasis on consumer adoption of new technology.

3.9. The Unified Theory of Acceptance and Use of Technology (UTAUT)

The study of user acceptance of new technologies is a fully developed research field in information systems. A unified model was developed, consisting of four main variables of intention and usage, as well as up to four moderators of crucial correlations between the variables. User acceptance and usage behavior will be influenced by these four main variables: performance expectancy, effort expectancy, social influence, and facilitating conditions. There seemed to be significant supporting evidence for the Unified Theory of Acceptance and Use of Technology's (UTAUT) three dominant variables of intention to use (performance expectancy, effort expectancy, and social influence) and two additional variables of usage behavior (intention and facilitating conditions). Besides, UTAUT was reported to have strong mediating effects on experience, voluntariness, gender, and age.

Venkatesh et al. (2003) developed a unified model based on the comparison of eight models and their extensions. In order to ensure the validity of their input, they tested the new model in reality. These eight models and their key mediator variables are integrated into UTAUT to extend accumulated theory, but the structure remains simple and compact. Some critical factors and potential outcomes have been summarized by UTAUT in order to better understand how behavioral intention can be used in an organizational context and how it can be predicted to use technology. Even though multiple studies have helped to understand the utility of UTAUT in various contexts, a detailed examination and speculation of the important factors that are implemented in consumer technology use is still required.

Figure 3. 10. The Unified Theory of Acceptance and Use of Technology (UTAUT) Model



Source: Venkatesh et al. (2003)

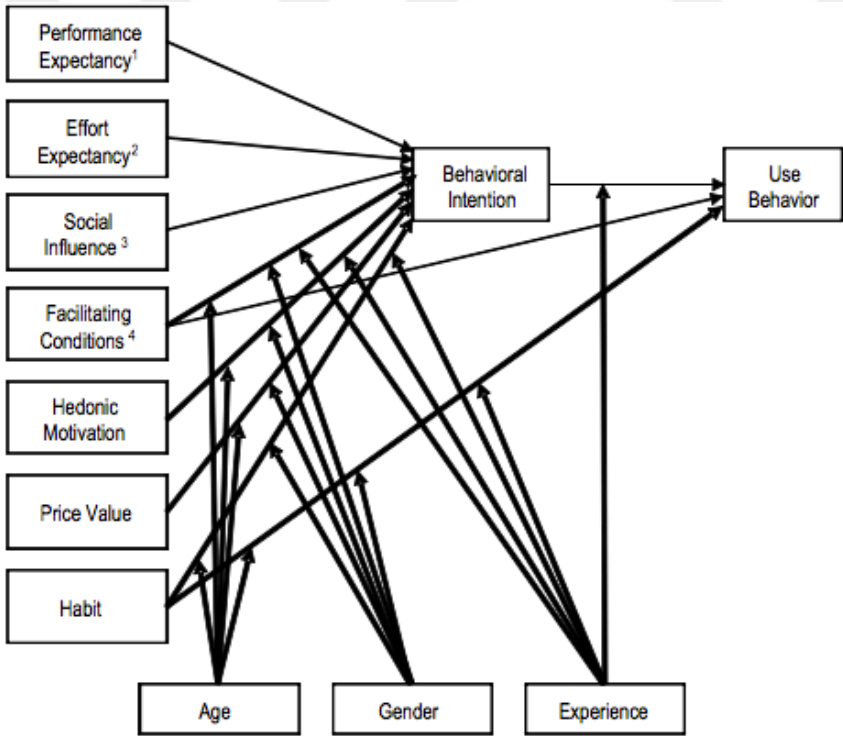
3.10. The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

Venkatesh et al. (2012) developed a new model specifically for use with consumer technology, which is called the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). Given the abundance of consumer-targeted technology devices, applications, and services, it will be critical to investigate how UTAUT, which was originally developed to explain employee technology acceptance and use, can be extended to other contexts, such as the context of consumer technologies (Stofega and Llamas, 2009). Therefore, the previous UTAUT model has been expanded and

includes three new variables. The addition of hedonic motivation, price value, and habit variables to the UTAUT, which is primarily based on cognition and intention, opens the door to a range of new mechanisms. Hedonic motivation, price value, and habit are all significant variables in affecting technology use in UTAUT2, which is adapted to the perspective of consumer acceptance and use of technology.

Essentially, UTAUT2 extends the validity of UTAUT to the consumer environment by incorporating new variables and relationships in addition to the primary connections from UTAUT.

Figure 3. 11. The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model



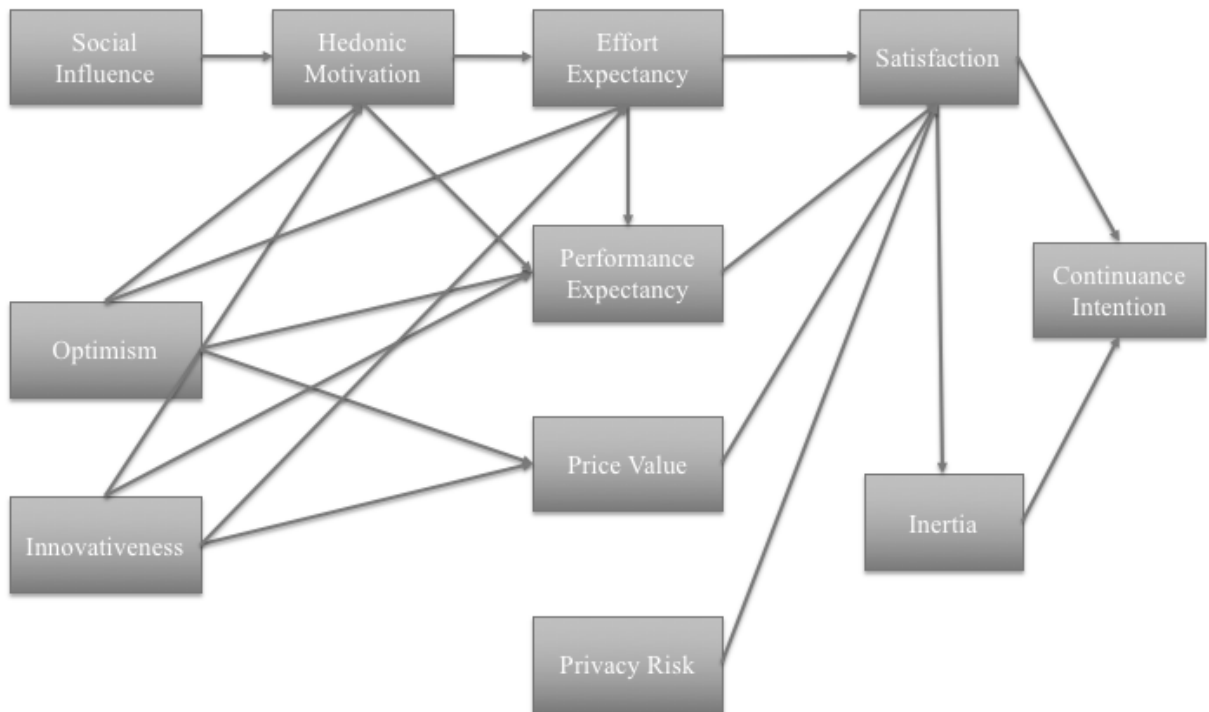
Source: Venkatesh et al. (2012)

3.11. Research Model and Hypothesis

The proposed model consists of constructs that affect continuance intention, such as social influence, hedonic motivation, effort expectancy, performance expectancy, price value, privacy risk, optimism, innovativeness, satisfaction, and inertia.

In the below graph the proposed conceptual model is presented as follows:

Figure 3. 12. Conceptual Research Model



3.11.1. Social Influence

Social influence is described as the extent to which a consumer believes that significant others assume one should use the new system. Subjective norms in TRA, TAM2, TPB and C-TAM-TPB, social factors in MPCU and image in IDT represent social influence as an indicator of behavioral intention (Venkatesh et al., 2003). Technology acceptance decisions are impacted by a variety of variables, including social influence. Individual behavior is affected by social influence in three ways: compliance, internalization, and identification (Warshaw, 1980; Venkatesh and Davis, 2000). In contrast to the other two pathways, which aim to influence an individual's beliefs and behavior in reaction to the possibility of receiving social status, the compliance pathway induces an individual to change his intention in reaction to social pressure (Venkatesh et al., 2003). Consumers can learn from others who have already achieved success and popularity by identifying themselves with them. If they see that others are becoming increasingly interested in OTT services, the general public will be more encouraged and motivated to do the same. Within the context of "internalization," people are influenced by the opinions, feedback, reactions, and behaviors of those around them, including those in their social circles (Friedkin, 2009). Therefore, hedonic motivation is driven by social and peer influence (Baabdullah, 2018) and is affected and determined by social influence (Fernández-Robin et al., 2019.) Social influence can be a major incentive for technology acceptance. Consumers depend substantially on peer-to-peer communication for technology acceptance, whereas social norms are crucial determinants for the implementation of technology with network externalities (Dickinger et al., 2008). Due to the fact that many hedonic items are used in the company of others, it is critical to assume how social influence influences the hedonic motivation associated with common memories utilizing new technologies. Music streaming, games, mobile purchase services and OTT services were all found to have a major influence on

social influence (Dörr et al., 2013; Fernández-Robin et al., 2019; Leong et al.; 2013, Yang, 2010).

H₁: Social influence has a positive effect on hedonic motivation in OTT services.

3.11.2. Hedonic Motivation

A significant theoretical extension to the UTAUT2 was that of hedonic motivation, which brought an emotional component to the cognitively focused UTAUT. Extrinsic motivating factors for organizations were moved to intrinsic motivating factors for consumer technologies (Tamilmani et al., 2019). Hedonic motivation has been considered to be a crucial factor in the context of technology acceptance and use. It is described as the enjoyment or pleasure one gets from using a particular piece of technology (Brown and Venkatesh, 2005). It is also understood that hedonic motivation has a significant impact on technology acceptance and use in IS (van der Heijden, 2004; Thong et al., 2006). Performance expectancy and effort expectancy were the second and third most prominent dependent variables considering the relationships with hedonic motivation, respectively. On all five occasions, both the relationship between hedonic motivation and performance expectancy (Alalwan et al., 2016; Koenig-Lewis et al., 2015; Robin et al., 2016) and the relationship between hedonic motivation and effort expectancy (Koenig-Lewis et al., 2015; Robin et al., 2016) were significant. Both of these five occasions, as well as the two resulting relationships with hedonic motivation, indicate that consumers are more likely to seek out and use technology that they find entertaining (Van der Heijden, 2004).

H_{2a}: Hedonic motivation has a positive effect on effort expectancy in OTT services.

H_{2b}: Hedonic motivation has a positive effect on performance expectancy in OTT services.

3.11.3. Effort Expectancy

Effort expectancy is described as the extent of convenience with which the system can be adopted. Perceived ease of use, complexity, and ease of use are the three determinants that are represented by the models that are mentioned above: perceived ease of use is from TAM and TAM2, complexity is from MPCU, and the last one, ease of use, is from IDT (Venkatesh et al., 2003). It is assumed that the performance expectancy and effort expectancy of consumers are essential factors that reflect why people choose to embrace or refuse a technology (Rauniar et al., 2014; Marangunic and Granic, 2015). Because online consumers are more likely to put up the effort, their performance expectations will rise, which will encourage them to adopt the new technology (Chaouali et al., 2016). According to multiple studies, effort expectancy has a positive effect on performance expectancy (Al-Qeisi et al., 2014; Nagy, 2018; Munoz-Leiva et al., 2017; Niehaves and Plattfaut, 2014; Oliveira et al., 2016) and online streaming media's advantages were also affected by the effort expectancy (Tefertiller, 2020; Yang and Lee, 2018; Cha, 2013). If an online streaming service is simple to use, it could attract the interest of potential consumers. If they find it challenging, they will not see the value in them, and the consumer will lose interest (Rogers, 2003). According to the studies, it is indicated that using online streaming services is simple and straightforward via smart devices. Consumers claimed that streaming technologies helped them watch TV shows and recorded videos in a more convenient way than traditional devices like cable TV (Camilleri and Falzon, 2020). When consumers use an OTT service to find a specific movie or TV show, the amount of time and effort they must spend influences their decision to use that specific OTT service. Previous studies indicated that effort expectancy positively influences satisfaction within the areas of mobile banking (Zhou, 2011), mobile food ordering apps (Alalwan, 2020), mobile web-site (Amin et al., 2014) and online learning apps (Kaewkitipong et al., 2016). Therefore, it is reasonable to assume that

consumers will be pleased with their OTT service experience if they believe that using OTT services will be effortless.

H_{3a}: Effort expectancy has a positive effect on satisfaction in OTT services.

H_{3b}: Effort expectancy has a positive effect on performance expectancy in OTT services.

3.11.4. Performance Expectancy

Performance expectancy is described as the extent to which a consumer thinks that implementing the system will enable him to improve their job performance. Perceived usefulness, extrinsic motivation, job fit, relative advantage, and outcome expectations are the five determinants that are represented by the models that are mentioned above: Perceived usefulness is from TAM and TAM2, extrinsic motivation is from MM, job fit is from MPCU, relative advantage is from IDT, and the last one, outcome expectations is from SCT (Venkatesh et al., 2003). According to numerous studies consumers' perceptions of the most important features and advantages of new technological products and services influence their behavioral intentions and the actual adoption of those products and services (Alalwan et al., 2017; Rana et al., 2016; Shareef et al., 2018). In order to get consumers excited about a new system, it needs to be clear that it will save them time and effort compared to previous ones (Dwivedi et al., 2017a; Dwivedi et al., 2017b; Sharma and Sharma, 2019; Tamilmani et al., 2019; Venkatesh et al., 2003). Therefore, it is reasonable to assume that consumers will be pleased with their OTT service experience if they believe that using OTT services will assist them in increasing their performance and productivity. According to (Alalwan, 2020; Choi et al., 2011; Diep et al., 2016; Shaw and Sergueeva, 2019; Wang et al., 2016), performance expectancy positively

influences satisfaction since people are more likely to use a service or a product if they expect it to function well.

H₄: Performance expectancy has a positive effect on satisfaction in OTT services.

3.11.5. Price Value

The price value is described as the analytical balance that consumers make when weighing the perceived benefits of applications against the monetary expense of using them (Dodds et al., 1991). When the advantages of utilizing a technology outweigh the monetary costs, this creates a positive price value, which in turn has a positive effect on intention (Venkatesh et al., 2012). The financial implications of implementing new products and systems are reflected in the concept of price value. Consumers are more willing to weigh the advantages of a new system's features against the money they spend on it (Alalwan et al., 2017; Dodds et al., 1991; Venkatesh et al., 2012). Therefore, it is reasonable to assume that consumers will be pleased with their OTT service experience if the supplier provides good value for money and their perceived benefits exceed the financial costs. According to (Iyer et al., 2018; Oyedele et al., 2018; Alalwan, 2020), price value positively influences satisfaction.

H₅: Price value has a positive effect on satisfaction in OTT services.

3.11.6. Privacy Risk

Perceived risk is described as a consumer's perception that using a service will have some unintended consequences (Featherman and Pavlou, 2003). According to multiple studies, (Laforet and Li, 2005) only claims that perceived risk has an effect on technology adoption, whereas others (Cocosila and Trabelsi, 2016; Khasawneh, 2015; Martins et al., 2014) indicate that the relationship between perceived risk and

technology adoption is negative. Consumer perceptions of risk have been related to reduced adoption rates of new technology advancements (Chavali and Kumar, 2018). Furthermore, consumers' perceptions of the risks associated with using new technologies significantly hinder their acceptance of a technology (Alalwan et al., 2018). Privacy rules also increase consumer satisfaction. It is expected that consumer satisfaction with the information service will go up as privacy concerns decrease (Zhou et al., 2008; Salo and Karjaluoto, 2007). According to (Martín and Camarero, 2009), consumer satisfaction is directly linked to the quality of service and privacy policies. Consumers who perceive a high level of risk are more likely to be satisfied with a company's privacy policies than those who perceive a low level of risk. Therefore, it is reasonable to assume that privacy risk has a negative effect on satisfaction.

H₆: Privacy risk has a negative effect on satisfaction in OTT services.

3.11.7. Optimism

Optimism is described as consumers that are optimistic about technology and feel that new technologies will become easier and more effective (Parasuraman, 2000). According to multiple studies, (Parasuraman, 2000) only claims that optimism has an effect on both performance and effort expectancy, whereas others (Lu et al., 2012) indicate that the relationship between optimism and consumers' technology performance is positive. If explained in more detail, a positive relationship between optimism and performance expectancy in the e-payment environment (Acheampong et al., 2017) and in airport self-service systems (Kim and Park, 2019) has been mentioned. Therefore, it is reasonable to assume that consumers who are sufficiently optimistic are more inclined to consider OTT services as more effective. As reported by Pham et al. (2018), optimism influences how consumers view the ease with which technology may be used. Furthermore, it is stated that the relationship between

optimism and effort expectancy is positive in the retail industry (Jeong and Ha, 2020). Therefore, it is reasonable to assume that consumers who are sufficiently optimistic are more inclined to consider OTT services simple to use and anticipate exerting less effort when using them. Consumers who are more optimistic are better able to deal with stress and are less likely to view things negatively in general (Nguyen et al., 2018; Pathak and Lata, 2018). Optimism has also been correlated to an increased level of pleasant feelings, such as happiness (Pacheco and Kamble, 2016). Therefore, it is reasonable to assume that consumers who are sufficiently optimistic are more inclined to consider OTT services as evoking good feelings in themselves. Consumers weigh the price of adopting new technology before making a decision, and there is a significant relationship between optimism and risky situations (Schaupp and Carter, 2010). Because an optimistic consumer feels he is not at risk, costs are kept to a minimum. As a result, it is logical to anticipate that an optimistic consumer will have a positive view of price.

H_{7a}: Optimism has a positive effect on hedonic motivation in OTT services.

H_{7b}: Optimism has a positive effect on the effort expectancy in OTT services.

H_{7c}: Optimism has a positive effect on the performance expectancy in OTT services.

H_{7d}: Optimism has a positive effect on the price value in OTT services.

3.11.8. Innovativeness

Innovativeness is described as consumers' eagerness to be technological leaders and to experiment with new technologies (Parasuraman, 2000). In general, those who have a high level of creativity and originality tend to place a higher emphasis on the usefulness of technology. Innovators tend to place a high value on the functionality of new technology because they relate the difficulty of using new technology to the loss

of potential benefit (Walczuch et al., 2007). Lin et al. (2007) indicate that the relationship between innovativeness and performance expectancy is significant in e-services. Therefore, it is reasonable to assume that innovativeness has a positive effect on performance expectancy. Innovators have more open minds when it comes to new technology (Karahanna et al., 1999). They are eager to view new technology as straightforward and assume that they will have to put less effort into understanding how to use it. A positive relationship between innovativeness and effort expectancy is indicated in healthy eating apps (Chen and Lin, 2018) and the e-payment sector (Acheampong et al., 2017). Therefore, it is reasonable to assume that innovativeness has a positive effect on effort expectancy. As consumers make decisions, their cognitive and emotional orientations are acknowledged as factors that influence their decision-making style (Sprotles and Kendall, 1986). Hedonic value has been associated with innovativeness (Hong et al., 2017), and there have been past studies attempting to determine the effect of innovativeness on hedonic value. New technology is forecasted to have fewer complex assumptions for consumers who are known to be innovative (Karahanna et al., 1999). It is more rapidly supported and appreciated by those who possess a high level of technological ingenuity (Yi et al., 2003). According to (Kim et al., 2010; Noh et al., 2014), innovativeness positively influences hedonic motivation. Therefore, it is reasonable to assume that innovativeness has a positive effect on hedonic motivation. A consumer's self-belief in his own skills to use technology and handle the inherent uncertainty that comes with it is seen as an essential component of innovativeness (Agarwal and Prasad, 1998; Walczuch et al., 2007). When there is less ambiguity, there is also a less related risk, which means that costs are reduced, and value is increased. Therefore, it is reasonable to assume that innovativeness has a positive effect on price value.

H_{8a}: Innovativeness has a positive effect on hedonic motivation in OTT services.

H_{8b}: Innovativeness has a positive effect on the effort expectancy in OTT services.

H_{8c}: Innovativeness has a positive effect on the performance expectancy in OTT services.

H_{8d}: Innovativeness has a positive effect on the price value in OTT services.

3.11.9. Satisfaction

Satisfaction is described as how pleased a consumer is with a product or service after they've used it (Oliver, 2010). Some studies (e.g., Hong et al., 2008; Khalifa and Liu, 2007) indicate that the relationship between satisfaction, inertia and continuance intention is significant in the information technology context. Some findings suggest a relationship between emotional reactions like satisfaction and the possibility that consumers will continue to use information technology, which may be driven by circumstantial reasons (Ortiz de Guinea and Markus, 2009). Furthermore, consumers who are satisfied with an ongoing action expect to continue doing so because they want to avoid negative consequences if they stop. Besides, they want to increase their degree of loyalty to the activity (Polites and Karahanna, 2012). Therefore, it is reasonable to assume that satisfaction has a positive effect on inertia. Consumers' anticipations and an item's actual performance are the two distinctive items that determine satisfaction, and a high degree of satisfaction enhances consumers' propensity to reuse the mentioned item (Recker, 2010). Multiple studies have found a positive relationship between the satisfaction and the continuance intention in the e-commerce and m-service context (Anderson and Swaminathan, 2011; Abu Salim et al., 2020; Bhattacharjee, 2001; Chen et al., 2009; Chong et al., 2012; Kim et al., 2007; Thong et al., 2006; Wang et al., 2016). Therefore, it is reasonable to assume that satisfaction has a positive effect on continuance intention.

H_{9a}: Satisfaction has a positive effect on inertia in OTT services.

H_{9b}: Satisfaction has a positive effect on continuance intention in OTT services.

3.11.10. Inertia

Inertia is described as a result of previous purchases, and consumers develop an established preference for a specific product or service provider (Solomon et al., 2007). Relocation can be prevented if consumers have built up a sense of inertia from previous positive encounters (Polites and Karahanna, 2012). The consumer's urge to minimize risk, fluctuating costs, and dissatisfaction has shown a significant relationship between the consumer's purchase habits and inertia. If the relationship has become positive, consumers intend to keep using or buying the same products or services (Wang et al., 2019). Based on previous studies, consumers' inertia with a particular provider is strongly linked to their repeat purchasing behavior (Anderson and Srinivassan, 2003; Bell et al., 2005; Oliver et al., 1997; Tsai and Huang, 2007). According to some researchers (e.g., Rauyruen et al., 2009; Kang and Lee, 2010; Limayem and Cheung, 2008), inertia positively influences continuance intention. Therefore, it is reasonable to assume that inertia has a positive effect on continuance intention.

H₁₀: Inertia has a positive effect on continuance intention in OTT services.

3.11.11. Continuance Intention

Continuance intention is described as consumers' motives to continue using a particular information system (IS), information technology (IT), or mobile service (m-service) are distinguished from their initial acceptance of the IS/m-service, as the latter is more critical and important in deciding consumers' overall perceptions of using the IS/m-service (Hong et al., 2008; Kim and Kang, 2016). While initial acceptance is crucial for the accomplishment of an IS/IT, the vital item is the continued use of the IS/IT for long-term sustainability (Bhattacharjee et al., 2008). Consumers who are satisfied with their current services or products are more inclined

to keep using or buying them (Oghuma et al., 2016). Multiple studies mentioned that the relationship between satisfaction and the continuance intention is significantly positive in technology acceptance and e- service context (Ashfaq et al., 2020; Wang et al., 2019).



CHAPTER FOUR

METHODOLOGY

The methodology is described in this chapter, including the research objective, the design of the research, and a questionnaire. Aside from that, the data collection and sampling procedures related to the variables are described in this chapter as well.

4.1. RESEARCH OBJECTIVE

The aim of the study is to try to understand why consumers using OTT services develop a continuous intention to use the service based on the reasons they use it. Various particular questions about OTT services were addressed in order to understand the motivations behind the reasons.

4.2. SAMPLE SELECTION AND DATA COLLECTION

4.2.1. Sample Selection

In order to create a sample for this study, consumers who use all OTT services of different varieties were targeted. Convenience sampling and snowball sampling techniques are used with the aim of reaching a wider mass.

Consumers who use OTT services were surveyed online. The questionnaire received 208 responses from anonymous participants. 68.8% of respondents were female, and 29.8% were male. In addition, 74% of the population is unmarried, while 26% are married. 56.7% of survey participants are between the ages of 26 and 33.

4.2.2. Data Collection

When 208 people reacted to the questionnaire, their responses revealed insight into the reasons for their continued use of OTT services and how the independent variables influence the dependent ones.

Google forms were used to create the questionnaire. A statistics duration has been established from October 1st, 2021, to January 1st, 2022. A total of 208 responses were gathered, and the data was analyzed.

4.3. QUESTIONNAIRE DESIGN

There are two sections in the questionnaire. The first section of the questionnaire includes open-ended and multiple-choice demographic questions about gender, age, marital status, education level, income, employment status, the number of years that a consumer has used OTT services, the number of hours that a consumer has spent on OTT services daily, and the names of OTT services that a consumer prefers the most. A multiple-choice question about gender offered female, male, and 'I do not want to specify' options. Marital status was a multiple-choice question, with married and single as the options. A multiple-choice question asked about one's level of education, and the answers ranged from elementary school to doctoral level. The multiple-choice question about income level ranges from “3,000 TL or less” to “12,000 TL or more”. There were also open-ended questions in the first section, which examined the relationship between a consumer and the OTT services.

In the second section of the questionnaire, performance expectancy was tested with four items adapted from Singh et al. (2021), and effort expectancy was tested with four items adapted from Venkatesh et al. (2012). Social Influence, hedonic motivation and price value were all tested with three items each, adapted from

Venkatesh et al. (2012). Optimism was tested with ten items, and Innovativeness was tested with seven items, all taken from Parasuraman (2000). Privacy risk was tested with four items adapted from Thusi and Maduku (2020). Satisfaction was tested with four items, inertia was tested with three items, and continuance intention was tested with three items, all adapted from Wang et al. (2019). In Table 4.1. the items for each construct are shown. Likert scale questions ranged from 1 (strongly disagree) to 5 (strongly agree) on a 5-point scale.

Table 4. 1. Measurement of Constructs

Construct		Items Questioned	Sources
Performance Expectancy	PE1	OTT is better than normal television subscriptions.	Singh et al., 2021
	PE2	OTT allows to improve content watching experience.	
	PE3	OTT is a useful innovation.	
	PE4	Using OTT services allows me to save time.	
Effort Expectancy	EE1	Learning how to use OTT is easy for me.	Venkatesh et al., 2012
	EE2	My interaction with OTT is clear and understandable.	
	EE3	I find OTT easy to use.	

	EE4	It is easy for me to become skillful at using OTT.	
Social Influence	SI1	People who are important to me think that I should use OTT.	Venkatesh et al., 2012
	SI2	People who influence my behaviour think that I should use OTT.	
	SI3	People whose opinions that I value prefer that I use OTT.	
Hedonic Motivation	HM1	Using OTT is fun.	Venkatesh et al., 2012
	HM2	Using OTT is enjoyable.	
	HM3	Using OTT is very entertaining.	
Price Value	PV1	OTT is reasonably priced.	Venkatesh et al., 2012
	PV2	OTT is a good value for the money.	
	PV3	At the current price, OTT provides a good value.	
Optimism	OPT1	Technology gives people more control over their daily lives.	Parasuraman, 2000

OPT2	Products and services that use the newest technologies are much more convenient to use.
OPT3	You like the idea of doing business via computers because you are not limited to regular business hours.
OPT4	You prefer to use the most advanced technology available.
OPT5	You like computer programs that allow you to tailor things to fit your own needs.
OPT6	Technology makes you more efficient in your occupation.
OPT7	You find new technologies to be mentally stimulating.
OPT8	Technology gives you more freedom of mobility.

	OPT9	Learning about technology can be as rewarding as the technology itself.	
	OPT10	You feel confident that machines will follow through with what you instructed them to do.	
Innovativeness	INN1	Other people come to you for advice on new technologies.	Parasuraman, 2000
	INN2	It seems your friends are learning more about the newest technologies than you are.	
	INN3	In general, you are among the first in your circle of friends to acquire new technology when it appears.	
	INN4	You can usually figure out new high-tech products and services without help from others.	

	INN5	You keep up with the latest technological developments in your areas of interest.	
	INN6	You enjoy the challenge of figuring out high-tech gadgets.	
	INN7	You find you have fewer problems than other people in making technology work for you.	
Privacy Risk	PR1	Others may access information about my online transactions if I use this OTT app.	Thusi & Maduku, 2020
	PR2	My use of OTT apps could cause me to lose control over the privacy and confidentiality of my personal information.	

	PR3	Signing up for and using OTT apps would lead to loss of privacy for me because my personal information could be exposed to others without my knowledge.	
	PR4	Mobile and Internet hackers (criminals) might take control of my personal information if I use OTT apps.	
Satisfaction	US1	I am satisfied with the OTT application.	Wang et al., 2019
	US2	The OTT application has met my expectations.	
	US3	My experience with the OTT application is very pleasing.	
	US4	The OTT application does a satisfactory job of fulfilling my needs.	

Inertia	IN1	Unless I became very dissatisfied with the OTT application, changing to a new one would be troublesome.	Wang et al., 2019
	IN2	I would find it difficult to stop using the OTT application.	
	IN3	For me, the cost in time, money, and effort to change to an alternative OTT application is high.	
Continuance Intention	CI1	I intend to continue using this OTT application rather than stop doing so.	Wang et al., 2019
	CI2	My intention is to continue using this OTT application rather than to use any alternative service.	
	CI3	If I could, I would like to discontinue my use of this OTT application in the future.	

CHAPTER FIVE
RESEARCH FINDINGS

5.1. DESCRIPTIVE STATISTICS FOR DEMOGRAPHIC VARIABLES

Gender, age, marital status, education level, and income level were among the survey questionnaires included in the study. In addition, we inquired about how long respondents had been using the OTT services, how many hours per week they spent on each OTT service, and which OTT service they preferred.

Two hundred eight individuals took part in the survey, which was conducted over the course of three months. Participants are people who use OTT services. The findings of the survey's demographics are presented in the following table (Table 5.1).

Table 5. 1. Demographic characteristics of survey respondents (n=208)

		N	Percentage
Gender	Female	143	68,8%
	Male	62	29,8%
	I do not want to specify	3	1,4%
Marital Status	Single	154	74%
	Married	54	26%
Education Level	Elementary School	2	1,0%
	Middle School	4	1,9%
	High School	18	8,7%
	University	116	55,8%
	Graduate	64	30,8%
	Doctorate	4	1,9%
Income	3000 TL and less	28	13,5%
	3000 TL- 5999 TL	61	29,3%
	6000 TL- 8999 TL	46	22,1%

	9000 TL- 11999 TL	30	14,4%
	12000 TL and more	43	20,7%

A total of 208 people participated in the survey, including 143 women and 62 men, of whom 54 were married, and 154 were single. Based on their education level, 24 of the respondents are high school graduates or less, 116 are enrolled in undergraduate degrees, and 68 are graduates or more. There is a wide range of income levels, from less than 3000TL to more than 12000TL.

It is shown in the graph below that 179 of the respondents (86.1%) use Netflix as their preferred OTT service. Similar to Netflix, Amazon Prime is also a global service, with five respondents (2.4%) stating that they favor it. With 14 respondents, BluTV remains the most popular local service (6.7 percent). With four responses, Exxen comes in second (1.9 percent). Two respondents (1%) each chose the following three services: Gain, Mubi, and Puhutv as their top choices.

Table 5. 2. The List of the Most Preferred OTT Services

OTT Services	Number	Percentage
Amazon Prime	5	2.4%
BluTV	14	6.7%
Exxen	4	1.9%
Gain	2	1.0%
Mubi	2	1.0%
Netflix	179	86.1%
Puhutv	2	1.0%

IBM SPSS 23.0 has been used to analyze the collected data.

5.2. FACTOR ANALYSIS

By defining factors as the connections between variables in a study (Hair et al., 2006), it is seen that factor analysis' objective is to identify these connections. Previous studies have used factor analysis to see if old methods are still legitimate and can be used to figure out how to use them.

It is, therefore, necessary to perform a factor analysis in order to determine whether or not the findings stated and the conclusions drawn provide guidance within the conceptual framework that has been founded and established.

The Keiser–Meyer–Olkin (KMO) and Bartlett tests are used after factor analysis to ensure that the data is acceptable for sampling. KMO confirms that the data and applied factors involved are integrated. Hair et al. (2006) state that a KMO value of 0.50 is the minimum acceptable value. The statistical significance of interrelatedness between variables is stated by Bartlett's test, as per (Hair et al., 2006). The upper limit p-value of 0.05 is commonly recognized in the social sciences. It is common to use Cronbach's alpha to ensure that the variables are consistent, and a value of 0.70 is generally recognized.

In this study, factor analysis for Social Influence, Hedonic Motivation, Effort Expectancy, Performance Expectancy, Price Value, Optimism, Innovativeness, Privacy Risk, Satisfaction, Inertia and Continuance Intention were implemented.

5.2.1. Factor and Reliability Analysis for Social Influence

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.764, χ^2 Bartlett test 610.259, df = 3, p = 0.000) met the requirements to be

considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 3. Factor Analysis for Social Influence

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Social Influence	SI3	0.960	90.522	0.948
	SI2	0.957		
	SI1	0.937		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.764
Bartlett's Test of Sphericity				610.259
		Approx. Chi-Square		
		df		3
		Sig.		0.000

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 90.52%.

5.2.2. Factor and Reliability Analysis for Hedonic Motivation

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.737, χ^2 Bartlett test 539.137, df = 3, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 4. Factor Analysis for Hedonic Motivation

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability	
Hedonic Motivation	HM2	0.956	87.808	0.927	
	HM1	0.948			
	HM3	0.906			
KMO and Bartlett's Test					
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.737	
Bartlett's Test of Sphericity				539.137	
				df	3
				Sig.	0.000

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 87.81%.

5.2.3. Factor and Reliability Analysis for Effort Expectancy

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.848, χ^2 Bartlett test 1.054.967, df = 6, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 5. Factor Analysis for Effort Expectancy

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Effort Expectancy	EE3	0.974	88.882	0.957
	EE1	0.968		
	EE4	0.921		
	EE2	0.907		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.848
Bartlett's Test of Sphericity		Approx. Chi-Square	1.054.967	
		df	6	
		Sig.	0.000	

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 88.88%.

5.2.4. Factor and Reliability Analysis for Performance Expectancy

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.829, χ^2 Bartlett test 569.398, df = 6, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 6. Factor Analysis for Performance Expectancy

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Performance Expectancy	PE2	0.928	77.991	0.897
	PE3	0.896		
	PE1	0.896		
	PE4	0.808		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.829
Bartlett's Test of Sphericity		Approx. Chi-Square	569.398	
		df	6	
		Sig.	0.000	

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 77.99%.

5.2.5. Factor and Reliability Analysis for Price Value

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.704, χ^2 Bartlett test 220.332, df = 3, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 7. Factor Analysis for Price Value

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Price Value	PV3	0.886	73.341	0.815
	PV2	0.849		
	PV1	0.833		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.704
Bartlett's Test of Sphericity				220.332
				df 3
				Sig. 0.000

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 73.34%.

5.2.6. Factor and Reliability Analysis for Optimism

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.898, χ^2 Bartlett test 872.203, df = 21, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Three items were left out of the factor analysis due to their insufficient results.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 8. Factor Analysis for Optimism

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Optimism	OPT6	0.861	64.222	0.895
	OPT5	0.847		
	OPT7	0.847		
	OPT9	0.829		
	OPT8	0.824		
	OPT4	0.731		
	OPT10	0.646		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.898
Bartlett's Test of Sphericity		Approx. Chi-Square	872.203	
		df	21	
		Sig.	0.000	

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 64.22%.

5.2.7. Factor and Reliability Analysis for Innovativeness

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.867, χ^2 Bartlett test 751.743, df = 15, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. One item was left out of the factor analysis due to its insufficient result.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 9. Factor Analysis for Innovativeness

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Innovativeness	INN5	0.882	67.130	0.899
	INN3	0.835		
	INN4	0.822		
	INN1	0.817		
	INN6	0.789		
	INN7	0.765		
	KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.867
Bartlett's Test of Sphericity		Approx. Chi-Square	751.743	
		df	15	
		Sig.	0.000	

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 67.13%.

5.2.8. Factor and Reliability Analysis for Privacy Risk

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.838, χ^2 Bartlett test 730.398, df = 6, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 10. Factor Analysis for Privacy Risk

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability	
Privacy Risk	PR2	0.951	81.261	0.922	
	PR3	0.934			
	PR4	0.926			
	PR1	0.786			
KMO and Bartlett's Test					
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.838	
Bartlett's Test of Sphericity				Approx. Chi-Square	730.398
				df	6
				Sig.	0.000

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 81.26%.

5.2.9. Factor and Reliability Analysis for Satisfaction

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.824, χ^2 Bartlett test 877.557, df = 6, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 11. Factor Analysis for Satisfaction

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Satisfaction	US2	0.945	87.255	0.950
	US1	0.942		
	US3	0.940		
	US4	0.908		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.824
Bartlett's Test of Sphericity		Approx. Chi-Square	877.557	
		df	6	
		Sig.	0.000	

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 87.26%.

5.2.10. Factor and Reliability Analysis for Inertia

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.693, χ^2 Bartlett test 202.162, df = 3, p = 0.000) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. Each and every one of the single items in the factor analysis was included. Not a single item was left out of the factor analysis.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 12. Factor Analysis for Inertia

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Inertia	IN3	0.883	71.738	0.803
	IN1	0.833		
	IN2	0.824		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.693
Bartlett's Test of Sphericity				Approx. Chi-Square
				202.162
				df
				3
				Sig.
				0.000

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 71.74%.

5.2.11. Factor and Reliability Analysis for Continuance Intention

For calculating factor analysis, KMO and Bartlett's test assessments are considered to ensure data applicability, fitness, and functionality. This study's findings (KMO=0.500, χ^2 Bartlett test 106.164, $df = 1$, $p = 0.000$) met the requirements to be considered adequate and acceptable. All anti-image correlation diagonals are greater than or equal to 0.50. One item was left out of the factor analysis due to its insufficient result.

Regarding the assessments, component analysis and varimax rotation were put into practice.

Table 5. 13. Factor Analysis for Continuance Intention

Factor Name	Factor Items	Factor Loadings	% Variance	Reliability
Continuance Intention	CI2	0.904	81.759	0.773
	CI1	0.904		
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				0.500
Bartlett's Test of Sphericity				106.164
				Approx. Chi-Square
				df
				1
				Sig.
				0.000

Using Cronbach's alpha, the validity of the data was examined. During the assessment, a single item was observed, and its total variance was discovered to be 81.76%.

5.3. REGRESSION ANALYSIS

Regression analysis seeks to identify how other independent variables explain a dependent variable. In regression analysis, the model is set up to explain the dependent variable in terms of the independent variables. Furthermore, multiple independent variables can be used in regression analysis. The obtained regression models provide the researcher with the direction and form of the relationship and forecasts of unknown variables. Simple regression is used once to demonstrate the influence of one independent variable on a dependent variable (Durmuş et al., 2018).

5.3.1. Simple Linear Regression Analysis of H₁

Simple Linear Regression Analysis was applied to evaluate the relationship between Social Influence and Hedonic Motivation.

Figure 5. 1. Simple Linear Regression model for H₁



It is stated in Table 14 that Social Influence impacts Hedonic Motivation. The overall explanatory power of the hypothesized model was 13.3% ($R=0.365$; $R^2=0.133$; $F=31.648$, $p=0.000$).

Table 5. 14. Simple Linear Regression of Social Influence and Hedonic Motivation

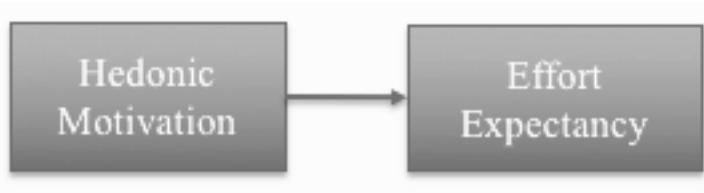
Dependent variable: Hedonic Motivation			
Independent variables:	Beta	t-value	p-value
Social Influence	0.365	5.626	0.000

Social Influence ($\beta =0.365$, $p=0.000$) supported H₁ in explaining Hedonic Motivation. It can be concluded that Social Influence accounts for an estimated 13.3 % of Hedonic Motivation.

5.3.2. Simple Linear Regression Analysis of H₂ (H_{2a} and H_{2b})

Simple Linear Regression Analysis was applied to evaluate the relationship between Hedonic Motivation and Effort Expectancy H_{2a} and the relationship between Hedonic Motivation and Performance Expectancy H_{2b}.

Figure 5. 2. Simple Linear Regression model for H_{2a}



H_{2a}: Hedonic motivation impacts effort expectancy.

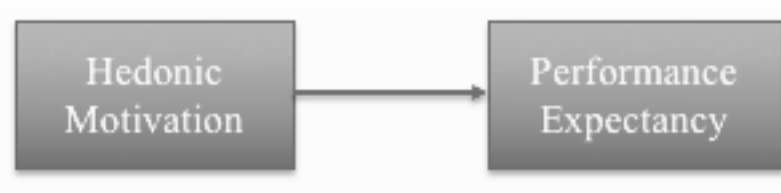
It is stated in Table 15 that Hedonic Motivation impacts Effort Expectancy. The overall explanatory power of the hypothesized model was 57.5% (R=0.758; R²=0.575; F=278.478, p=0.000).

Table 5. 15. Simple Linear Regression of Hedonic Motivation and Effort Expectancy

Dependent variable: Effort Expectancy			
Independent variables:	Beta	t-value	p-value
Hedonic Motivation	0.758	16.688	0.000

Hedonic Motivation ($\beta =0.758$, p=0.000) supported H_{2a} in explaining Effort Expectancy. It can be concluded that Hedonic Motivation accounts for an estimated 57.5 % of Effort Expectancy.

Figure 5. 3. Simple Linear Regression model for H_{2b}



H_{2b}: Hedonic motivation impacts performance expectancy.

It is stated in Table 16 that Hedonic Motivation impacts Performance Expectancy. The overall explanatory power of the hypothesized model was 60.6% ($R=0.778$; $R^2=0.606$; $F=316.267$, $p=0.000$).

Table 5. 16. Simple Linear Regression of Hedonic Motivation and Performance Expectancy

Dependent variable: Performance Expectancy			
Independent variables:	Beta	t-value	p-value
Hedonic Motivation	0.778	17.784	0.000

Hedonic Motivation ($\beta =0.778$, $p=0.000$) supported H_{2b} in explaining Performance Expectancy. It can be concluded that Hedonic Motivation accounts for an estimated 60.6 % of Performance Expectancy.

5.3.3. Simple Linear Regression Analysis of H_3 (H_{3a} and H_{3b})

Simple Linear Regression Analysis was applied to evaluate the relationship between Effort Expectancy and Satisfaction H_{3a} and the relationship between Effort Expectancy and Performance Expectancy H_{3b} .

Figure 5. 4. Simple Linear Regression model for H_{3a}



H_{3a} : Effort expectancy impacts satisfaction.

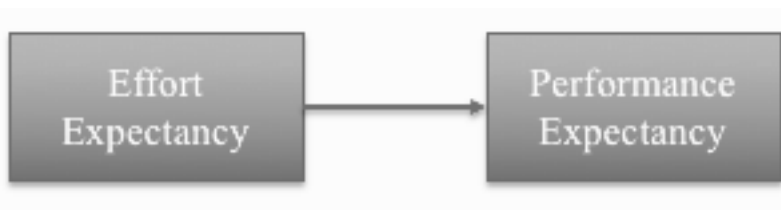
It is stated in Table 17 that Effort Expectancy impacts Satisfaction. The overall explanatory power of the hypothesized model was 62% ($R=0.787$; $R^2=0.620$; $F=335.930$, $p=0.000$).

Table 5. 17. Simple Linear Regression of Effort Expectancy and Satisfaction

Dependent variable: Satisfaction			
Independent variables:	Beta	t-value	p-value
Effort Expectancy	0.787	18.328	0.000

Effort Expectancy ($\beta =0.787$, $p=0.000$) supported H_{3a} in explaining Satisfaction. It can be concluded that Effort Expectancy accounts for an estimated 62% of Satisfaction.

Figure 5. 5. Simple Linear Regression model for H_{3b}



H_{3b} : Effort expectancy impacts performance expectancy.

It is stated in Table 18 that Effort Expectancy impacts Performance Expectancy. The overall explanatory power of the hypothesized model was 66.7% ($R=0.817$; $R^2=0.667$; $F=412.298$, $p=0.000$).

Table 5. 18. Simple Linear Regression of Effort Expectancy and Performance Expectancy

Dependent variable: Performance Expectancy			
Independent variables:	Beta	t-value	p-value
Effort Expectancy	0.817	20.305	0.000

Effort Expectancy ($\beta = 0.817$, $p=0.000$) supported H_{3b} in explaining Performance Expectancy. It can be concluded that Effort Expectancy accounts for an estimated 66.7% of Performance Expectancy.

5.3.4. Simple Linear Regression Analysis of H_4

Simple Linear Regression Analysis was applied to evaluate the relationship between Performance Expectancy and Satisfaction.

Figure 5. 6. Simple Linear Regression model for H_4



It is stated in Table 19 that Performance Expectancy impacts Satisfaction. The overall explanatory power of the hypothesized model was 74.2% ($R=0.861$; $R^2=0.742$; $F=591.968$, $p=0.000$).

Table 5. 19. Simple Linear Regression of Performance Expectancy and Satisfaction

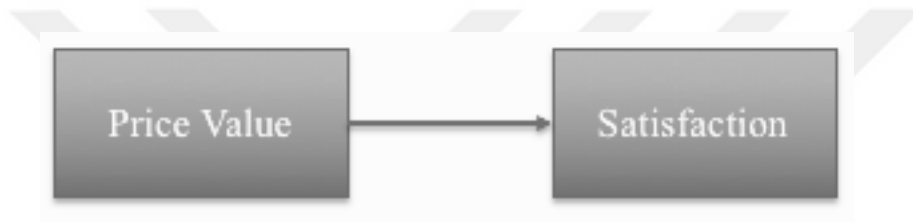
Dependent variable: Satisfaction			
Independent variables:	Beta	t-value	p-value
Performance Expectancy	0.861	24.330	0.000

Performance Expectancy ($\beta = 0.861$, $p=0.000$) supported H_4 in explaining Satisfaction. It can be concluded that Performance Expectancy accounts for an estimated 74.2 % of Satisfaction.

5.3.5. Simple Linear Regression Analysis of H₅

Simple Linear Regression Analysis was applied to evaluate the relationship between Price Value and Satisfaction.

Figure 5. 7. Simple Linear Regression model for H₅



It is stated in Table 20 that Price Value impacts Satisfaction. The overall explanatory power of the hypothesized model was 39.3% (R=0.627; R²=0.393; F=133.615, p=0.000).

Table 5. 20. Simple Linear Regression of Price Value and Satisfaction

Dependent variable: Satisfaction			
Independent variables:	Beta	t-value	p-value
Price Value	0.627	11.559	0.000

Price Value ($\beta = 0.627$, $p = 0.000$) supported H₅ in explaining Satisfaction. It can be concluded that Price Value accounts for an estimated 39.3 % of Satisfaction.

5.3.6. Simple Linear Regression Analysis of H₆

Simple Linear Regression Analysis was applied to evaluate the relationship between Privacy Risk and Satisfaction.

Figure 5. 8. Simple Linear Regression model for H₆



It is stated in Table 21 that Privacy Risk impacts Satisfaction. The overall explanatory power of the hypothesized model was 3.9% ($R=0.197$; $R^2=0.039$; $F=8.307$, $p=0.004$).

Table 5. 21. Simple Linear Regression of Privacy Risk and Satisfaction

Dependent variable: Satisfaction			
Independent variables:	Beta	t-value	p-value
Privacy Risk	0.197	2.882	0.004

Privacy Risk ($\beta =0.197$, $p=0.004$) supported H₆ in explaining Satisfaction. It can be concluded that Privacy Risk accounts for an estimated 3.9 % of Satisfaction.

5.3.7. Simple Linear Regression Analysis of H₇ (H_{7a}, H_{7b}, H_{7c} and H_{7d})

Simple Linear Regression Analysis was applied to evaluate the relationship between Optimism and Hedonic Motivation H_{7a}, the relationship between Optimism and Effort Expectancy H_{7b}, the relationship between Optimism and Performance Expectancy H_{7c}, and the relationship between Optimism and Price Value H_{7d}.

Figure 5. 9. Simple Linear Regression model for H_{7a}



H_{7a}: Optimism impacts hedonic motivation.

It is stated in Table 22 that Optimism impacts Hedonic Motivation. The overall explanatory power of the hypothesized model was 54.9% (R=0.741; R²=0.549; F=250.625, p=0.000).

Table 5. 22. Simple Linear Regression of Optimism and Hedonic Motivation

Dependent variable: Hedonic Motivation			
Independent variables:	Beta	t-value	p-value
Optimism	0.741	15.831	0.000

Optimism ($\beta =0.741$, $p=0.000$) supported H_{7a} in explaining Hedonic Motivation. It can be concluded that Optimism accounts for an estimated 54.9% of Hedonic Motivation.

Figure 5. 10. Simple Linear Regression model for H_{7b}



H_{7b}: Optimism impacts effort expectancy.

It is stated in Table 23 that Optimism impacts Effort Expectancy. The overall explanatory power of the hypothesized model was 48.7% ($R=0.698$; $R^2=0.487$; $F=195.575$, $p=0.000$).

Table 5. 23. Simple Linear Regression of Optimism and Effort Expectancy

Dependent variable: Effort Expectancy			
Independent variables:	Beta	t-value	p-value
Optimism	0.698	13.985	0.000

Optimism ($\beta =0.698$, $p=0.000$) supported H_{7b} in explaining Effort Expectancy. It can be concluded that Optimism accounts for an estimated 48.7% of Effort Expectancy.

Figure 5. 11. Simple Linear Regression model for H_{7c}



H_{7c} : Optimism impacts performance expectancy.

It is stated in Table 24 that Optimism impacts Performance Expectancy. The overall explanatory power of the hypothesized model was 47.2% ($R=0.687$; $R^2=0.472$; $F=184.157$, $p=0.000$).

Table 5. 24. Simple Linear Regression of Optimism and Performance Expectancy

Dependent variable: Performance Expectancy			
Independent variables:	Beta	t-value	p-value
Optimism	0.687	13.570	0.000

Optimism ($\beta = 0.687$, $p=0.000$) supported H_{7c} in explaining Performance Expectancy. It can be concluded that Optimism accounts for an estimated 47.2% of Performance Expectancy.

Figure 5. 12. Simple Linear Regression model for H_{7d}



H_{7d} : Optimism impacts price value.

It is stated in Table 25 that Optimism impacts Price Value. The overall explanatory power of the hypothesized model was 29.3% ($R=0.541$; $R^2=0.293$; $F=85.423$, $p=0.000$).

Table 5. 25. Simple Linear Regression of Optimism and Price Value

Dependent variable: Price Value			
Independent variables:	Beta	t-value	p-value
Optimism	0.541	9.242	0.000

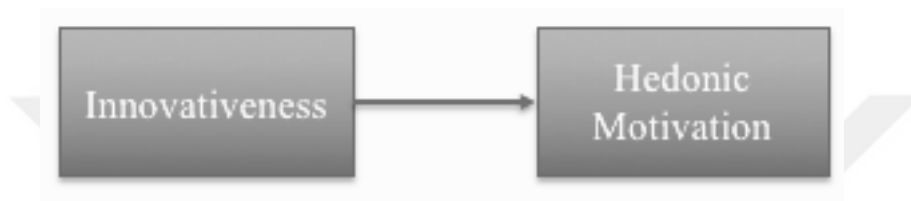
Optimism ($\beta = 0.541$, $p=0.000$) supported H_{7d} in explaining Price Value. It can be concluded that Optimism accounts for an estimated 29.3% of Price Value.

5.3.8. Simple Linear Regression Analysis of H_8 (H_{8a} , H_{8b} , H_{8c} and H_{8d})

Simple Linear Regression Analysis was applied to evaluate the relationship between Innovativeness and Hedonic Motivation H_{8a} , the relationship between Innovativeness

and Effort Expectancy H_{8b}, the relationship between Innovativeness and Performance Expectancy H_{8c}, and the relationship between Innovativeness and Price Value H_{8d}.

Figure 5. 13. Simple Linear Regression model for H_{8a}



H_{8a}: Innovativeness impacts hedonic motivation.

It is stated in Table 26 that Innovativeness impacts Hedonic Motivation. The overall explanatory power of the hypothesized model was 13.8% (R=0.371; R²=0.138; F=32.906, p=0.000).

Table 5. 26. Simple Linear Regression of Innovativeness and Hedonic Motivation

Dependent variable: Hedonic Motivation			
Independent variables:	Beta	t-value	p-value
Innovativeness	0.371	5.736	0.000

Innovativeness ($\beta = 0.371$, $p=0.000$) supported H_{8a} in explaining Hedonic Motivation. It can be concluded that Innovativeness accounts for an estimated 13.8% of Hedonic Motivation.

Figure 5. 14. Simple Linear Regression model for H_{8b}



H_{8b}: Innovativeness impacts effort expectancy.

It is stated in Table 27 that Innovativeness impacts Effort Expectancy. The overall explanatory power of the hypothesized model was 23.5% ($R=0.485$; $R^2=0.235$; $F=63.271$, $p=0.000$).

Table 5. 27. Simple Linear Regression of Innovativeness and Effort Expectancy

Dependent variable: Effort Expectancy			
Independent variables:	Beta	t-value	p-value
Innovativeness	0.485	7.954	0.000

Innovativeness ($\beta =0.485$, $p=0.000$) supported H_{8b} in explaining Effort Expectancy. It can be concluded that Innovativeness accounts for an estimated 23.5% of Effort Expectancy.

Figure 5. 15. Simple Linear Regression model for H_{8c}



H_{8c}: Innovativeness impacts performance expectancy.

It is stated in Table 28 that Innovativeness impacts Performance Expectancy. The overall explanatory power of the hypothesized model was 13.3% ($R=0.365$; $R^2=0.133$; $F=31.618$, $p=0.000$).

Table 5. 28. Simple Linear Regression of Innovativeness and Performance Expectancy

Dependent variable: Performance Expectancy			
Independent variables:	Beta	t-value	p-value
Innovativeness	0.365	5.623	0.000

Innovativeness ($\beta =0.365$, $p=0.000$) supported H_{8c} in explaining Performance Expectancy. It can be concluded that Innovativeness accounts for an estimated 13.3% of Performance Expectancy.

Figure 5. 16. Simple Linear Regression model for H_{8d}



H_{8d} : Innovativeness impacts price value.

It is stated in Table 29 that Innovativeness impacts Price Value. The overall explanatory power of the hypothesized model was 6.8% ($R=0.260$; $R^2=0.068$; $F=14.930$, $p=0.000$).

Table 5. 29. Simple Linear Regression of Innovativeness and Price Value

Dependent variable: Price Value			
Independent variables:	Beta	t-value	p-value
Innovativeness	0.260	3.864	0.000

Innovativeness ($\beta = 0.260$, $p=0.000$) supported H_{8d} in explaining Price Value. It can be concluded that Innovativeness accounts for an estimated 6.8% of Price Value.

5.3.9. Simple Linear Regression Analysis of H_9 (H_{9a} and H_{9b})

Simple Linear Regression Analysis was applied to evaluate the relationship between Satisfaction and Inertia H_{9a} and the relationship between Satisfaction and Continuance Intention H_{9b} .

Figure 5. 17. Simple Linear Regression model for H_{9a}



H_{9a} : Satisfaction impacts inertia.

It is stated in Table 30 that Satisfaction impacts Inertia. The overall explanatory power of the hypothesized model was 21.3% ($R=0.461$; $R^2=0.213$; $F=55.607$, $p=0.000$).

Table 5. 30. Simple Linear Regression of Satisfaction and Inertia

Dependent variable: Inertia			
Independent variables:	Beta	t-value	p-value
Satisfaction	0.461	7.457	0.000

Satisfaction ($\beta = 0.461$, $p=0.000$) supported H_{9a} in explaining Inertia. It can be concluded that Satisfaction accounts for an estimated 21.3% of Inertia.

Figure 5. 18. Simple Linear Regression model for H_{9b}



H_{9b}: Satisfaction impacts continuance intention.

It is stated in Table 31 that Satisfaction impacts Continuance Intention. The overall explanatory power of the hypothesized model was 33.2% ($R=0.576$; $R^2=0.332$; $F=102.292$, $p=0.000$).

Table 5. 31. Simple Linear Regression of Satisfaction and Continuance Intention

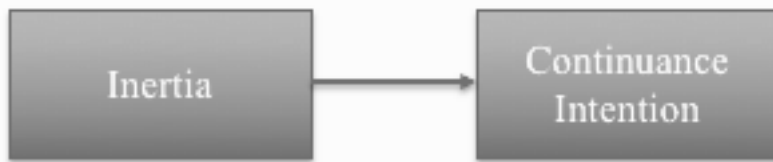
Dependent variable: Continuance Intention			
Independent variables:	Beta	t-value	p-value
Satisfaction	0.576	10.114	0.000

Satisfaction ($\beta =0.576$, $p=0.000$) supported H_{9b} in explaining Continuance Intention. It can be concluded that Satisfaction accounts for an estimated 33.2% of Continuance Intention.

5.3.10. Simple Linear Regression Analysis of H₁₀

Simple Linear Regression Analysis was applied to evaluate the relationship between Inertia and Continuance Intention.

Figure 5. 19. Simple Linear Regression model for H₁₀



It is stated in Table 32 that Inertia impacts Continuance Intention. The overall explanatory power of the hypothesized model was 45.2% ($R=0.673$; $R^2=0.452$; $F=170.190$, $p=0.000$).

Table 5. 32. Simple Linear Regression of Inertia and Continuance Intention

Dependent variable: Continuance Intention			
Independent variables:	Beta	t-value	p-value
Inertia	0.673	13.046	0.000

Inertia ($\beta =0.673$, $p=0.000$) supported H₁₀ in explaining Continuance Intention. It can be concluded that Inertia accounts for an estimated 45.2 % of Continuance Intention.

5.4. SUMMARY OF HYPOTHESES RESULTS

In the following Table 5.33, accepted and rejected hypotheses are listed as a result of the various analyses previously discussed.

Table 5. 33. Summary of Hypotheses Results

Hypotheses	Results
H₁: Social influence has a positive effect on hedonic motivation in OTT services.	Accepted

H_{2a} : Hedonic motivation has a positive effect on effort expectancy in OTT services.	Accepted
H_{2b} : Hedonic motivation has a positive effect on performance expectancy in OTT services.	Accepted
H_{3a} : Effort expectancy has a positive effect on satisfaction in OTT services.	Accepted
H_{3b} : Effort expectancy has a positive effect on performance expectancy in OTT services.	Accepted
H₄ : Performance expectancy has a positive effect on satisfaction in OTT services.	Accepted
H₅ : Price value has a positive effect on satisfaction in OTT services.	Accepted
H₆ : Privacy risk has a negative effect on satisfaction in OTT services.	Accepted
H_{7a} : Optimism has a positive effect on hedonic motivation in OTT services.	Accepted
H_{7b} : Optimism has a positive effect on the effort expectancy in OTT services.	Accepted
H_{7c} : Optimism has a positive effect on the performance expectancy in OTT services.	Accepted
H_{7d} : Optimism has a positive effect on the price value in OTT services.	Accepted
H_{8a} : Innovativeness has a positive effect on hedonic motivation in OTT services.	Accepted
H_{8b} : Innovativeness has a positive effect on the effort expectancy in OTT services.	Accepted
H_{8c} : Innovativeness has a positive effect on the performance expectancy in OTT services.	Accepted

H_{8d} : Innovativeness has a positive effect on the price value in OTT services.	Accepted
H_{9a} : Satisfaction has a positive effect on inertia in OTT services.	Accepted
H_{9b} : Satisfaction has a positive effect on continuance intention in OTT services.	Accepted
H₁₀ : Inertia has a positive effect on continuance intention in OTT services.	Accepted

CHAPTER SIX

CONCLUSION AND MANAGERIAL IMPLICATIONS

6.1. CONCLUSION

The primary aim of this study is to determine the reasons behind the continuance intention of consumers who spend time on Over-the-Top services. Therefore, it seeks to examine the objective of using OTT services using UTAUT (Venkatesh et al., 2012), how UTAUT and risk influence satisfaction (Singh et al., 2021; Thusi and Maduku, 2020), how TRI influences UTAUT (Parasuraman, 2000), and the relationship between satisfaction, inertia, and continuance intention (Wang et al., 2019). As mentioned above, five previous research papers are combined into a conceptual model to examine the items of OTT service continuance intention. As a result, the continuance intention of individuals has been analyzed. In order to meet the objectives, an online questionnaire was sent to a sample of 208 participants. The findings of the questionnaire revealed that the conceptual model and hypotheses had consistent results with those reported in the five research papers mentioned. UTAUT (Venkatesh et al., 2012), TRI (Parasuraman, 2000), and the relationship between satisfaction, inertia, and continuance intention (Wang et al., 2019) are proven for their validity in these five papers. However, this study intends to enhance their presence in the field of OTT services for further study.

IBM SPSS 23.0 was used to conduct factor and simple regression analysis on the collected data. Findings have shown that all of the hypotheses are accepted. In light of reliability, H₄ has the highest Beta of 0.861, with following H_{3a} Beta of 0.787 and H_{3b} Beta of 0.817, H_{2a} Beta of 0.758 and H_{2b} Beta of 0.778, H_{7a} Beta of 0.741, H_{7b} Beta of 0.698, H_{7c} Beta of 0.687 and H_{7d} Beta of 0.541 and lastly, H₅ Beta of 0.627. Performance Expectancy appears to have a significant impact on customer satisfaction with OTT services, according to H₄. In parallel with this study, Alalwan

(2020) has also found a positive relationship between these items; users will be pleased with their OTT service experience if they believe that using OTT services will assist them in increasing their performance and productivity. In the case of Effort Expectancy, H₃ is supported by (Nagy, 2018; Munoz-Leiva et al., 2017; Niehaves and Plattfaut, 2014). The convenience of streaming services and how they helped the transition from traditional media to online media become easier with the help of this relationship. In H₂, Hedonic Motivation has an in-line case with (Alalwan et al., 2016; Koenig-Lewis et al., 2015; Robin et al., 2016), and the hypothesized relationships are all positive and significant. Users are more likely to seek out and use technology that they find entertaining. Optimism has a significant effect on Performance Expectancy, Effort Expectancy, Hedonic Motivation and Price Value (Parasuraman, 2000; Schaupp and Carter, 2010; Pacheco and Kamble, 2016) as well. H₇ illustrates that optimistic users are more inclined to consider OTT services as more effective and simple to use, evoking good feelings in themselves and anticipating a positive view of the price. When it comes to Price Value, (Alalwan, 2020) again assists the study with H₅. Users are more likely to be satisfied with an OTT service if the provider offers good value for money.

6.2. MANAGERIAL IMPLICATIONS

The results of this study can be adopted by all types of OTT providers in order to encourage continuance intention and, as a result, usage of these services among all users. It can be accomplished by modifying the efficient items from the models UTAUT2 and TRI, as well as privacy risk. It is imperative that OTT service providers take into account the practical, technological, and emotional requirements of the customers when developing new services. OTT providers should improve their content and the experience that they have been offering to their users regarding Performance Expectancy. The convenience of usage must be maintained and also developed if it is also demanded in the way of Effort Expectancy. According to

Hedonic Motivation, these services should always find a method to entertain and create a positive, cheerful attitude among all their users. Pricing should always be modified according to the services' value. The users must believe that they have been spending this amount of money for a good value aspect.

6.3. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

It should be emphasized that the data and existing research on the continuance intention of OTT services are insufficient; thus, measurements and analysis on this very specialized subject should be enhanced. The convenience and sampling techniques used in the questionnaire resulted in a small sample size. Therefore, there is some uncertainty about whether these findings can be generalized. Moreover, because of the COVID-19 pandemic, consumers may have spent more time than usual on OTT services. This means that the findings may differ in normal circumstances. These facts may have also limited the analysis and results. It is hoped that future research in this field will reach a larger number of people from different cultures, thus increasing diversity. Aside from the number and diversity of questionnaire participants, the variables used in the model may differ in terms of the target audience and the purpose of future studies.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE

09/01/2022, 15:58

OTT (Over-the-top) Platformları (Netflix, BluTV vb.) Üzerine Bir Çalışma

OTT (Over-the-top) Platformları (Netflix, BluTV vb.) Üzerine Bir Çalışma

OTT; televizyon ve video içeriklerinin internet ağı üzerinden, internete bağlanabilen cihazlar vasıtasıyla müşterilere ulaştırılmasıdır. Örnek olarak Netflix, Amazon Prime, Hulu, Disney+, BluTV, Puhutv, Exxen, Gain vb. verilebilir.

Digitürk, D-Smart ve Tivibu kablolu yayın yapan dijital platformlardır, bu nedenle bu çalışma özelinde değerlendirilmemeleri gerekmektedir.

Lütfen sorulara kullandığınız OTT platformunu dikkate alarak cevap veriniz.

* Gerekli

1. Kaç yıldır OTT platformlarını kullanıyorsunuz? *

2. OTT platformlarında günde ortalama kaç saat geçirirsiniz? *

3. En çok tercih ettiğiniz OTT platformu hangisidir? *

4. Aşağıdaki ifadelere ne derece katıldığınızı 1= Kesinlikle Katılmıyorum 5= Kesinlikle Katılıyorum olacak şekilde lütfen cevap veriniz. *

Her bir satır için, lütfen tek bir seçenek işaretleyiniz.

Her satırda yalnızca bir şıkki işaretleyin.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne de Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
OTT, normal televizyon üyeliklerinden daha iyidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTT, içerik izleme deneyimini geliştirmeye olanak tanır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTT yararlı bir yeniliktir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTT hizmetlerini kullanmak zaman kazanmamı sağlar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTTYi nasıl kullanacağımı öğrenmek benim için çok kolay.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTT ile etkileşimim açık ve anlaşılır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTT'nin kullanımını kolay buluyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTTYi kullanma konusunda ustalaşmak benim için kolay.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

09/01/2022, 15:58

OTT (Over-the-top) Platformları (Netflix, BluTV vb.) Üzerine Bir Çalışma

Benim için önemli olan insanlar OTT kullanmam gerektiğini düşünüyor.

Davranışlarımı etkileyen insanlar OTT kullanmam gerektiğini düşünüyor.

Görüşlerine değer verdiğim insanlar OTT kullanmamı tercih ediyor.

OTTyı kullanmak eğlencelidir.

OTTyı kullanmak keyiflidir.

OTTyı kullanmak çok eğlendiricidir.

OTT makul fiyatlıdır.

OTT para harcamak için iyi bir değerdir.

Güncel fiyatna göre, OTT iyi bir değer sağlar.

OTT uygulamasından memnunum.

OTT uygulaması beklentilerimi karşıladı.

https://docs.google.com/forms/d/17H2xxCci024W1zCIsJZ8DBBG-7Jla_KHEGzNr1Dznfg/edit

3/10

OTT uygulaması ile ilgili deneyimim çok memnun edici.

OTT uygulaması ihtiyaçlarımı karşılamada tatmin edici bir iş çıkarıyor.

Bu OTT uygulamasından çok memnuniyetsiz olmadığım sürece yenisine geçmek zahmetli olacaktır.

OTT uygulamasını kullanmayı bırakmakta zorlanırım.

Benim için alternatif bir OTT uygulamasına geçmenin zaman, para ve emek maliyeti yüksektir.

OTT uygulamasını kullanmayı bırakmak yerine, uygulamayı kullanmaya devam etme niyetindeyim.

Niyetim; herhangi bir alternatif OTT uygulaması kullanmak yerine, bu uygulamayı

kullanmaya
devam etmek.

Eğer
yapabilseydim;
gelecekte bu
OTT
uygulamasını
kullanmayı
bırakmak
isterdim.

Teknoloji,
insanlara kendi
hayatları
üzerinde kontrol
sahibi olmalarını
sağlar.

En yeni
teknolojileri
kullanan ürün ve
hizmetler çok
daha
kullanışlıdır.

Bilgisayarlarla iş
yapma fikrini
seviyorsunuz
çünkü; belirli
çalışma
saatleriyle sınırlı
değilsiniz.

Mevcut olan en
ileri teknolojiyi
kullanmayı
tercih edersiniz.

İşleri kendi
ihtiyaçlarınıza
göre
uyarlamanıza
izin veren
bilgisayar
programlarını
seviyorsunuz.

Teknoloji,
mesleğinizde
sizi daha verimli
hale getirir

Yeni teknolojileri zihinsel olarak ilham verici bulursunuz.

Teknoloji size daha fazla hareket özgürlüğü sağlar.

Teknoloji hakkında bilgi edinmek, teknolojinin kendisi kadar ödüllendirici olabilir.

Makinelerin, onlara talimat verdiğiniz komutu yerine getireceğinden eminsinizdir.

Diğer insanlar yeni teknolojiler hakkında tavsiye almak için size gelir.

Görünüşe göre, arkadaşlarınız en yeni teknolojiler hakkında sizden daha çok şey öğreniyor.

Genel olarak, yeni bir teknoloji ortaya çıktığında, arkadaş çevrende ilk edinenlerden birisiniz.

Genellikle,

haçkalannrtan

uygulamaları
yardım almadan,
yeni ve yüksek
teknolojik
ürünleri ve
hizmetleri
anlayabilirsiniz.

İlgi alanındaki
en son
teknolojik
gelişmelere
takip edersiniz.

Yüksek
teknolojik
araçları
anlamanın
zorluğundan
keyif alırsınız.

Teknolojinin
sizin için
çalışmasını
sağlamada
diğer
insanlardan
daha az
sorununuz
olduğunu
görüyorsunuz.

Bu OTT
uygulamasını
kullanırsam,
diğer kişiler
çevrimiçi olan
işlemlerimle
ilgili bilgilere
erişebilir.

OTT
uygulamalarını
kullanmam,
kişisel
bilgilerimin
gizliliği ve onun
üzerindeki
kontrolümü
kaybetmeme
neden olabilir.

OTT

uygulamalarına
kaydolmak ve
bunları
kullanmak,
benim için
gizlilik kaybına
yol açacaktır
çünkü; kişisel
bilgilerim bilgim
dahilinde
olmadan
başkasına ifşa
olabilir.

OTT
uygulamalarını
kullanırsam,
mobil ve
internet
korsanları
(suçlular) kişisel
bilgilerimin
kontrolünü ele
geçirebilir.

5. Cinsiyetiniz *

Lütfen tek bir seçenek işaretleyiniz.

Yalnızca bir şıkkı işaretleyin.

- Kadın
 Erkek
 Belirtmek istemiyorum.

6. Medeni Durumunuz *

Lütfen tek bir seçenek işaretleyiniz.

Yalnızca bir şıkkı işaretleyin.

- Bekar
 Evli

7. Yaşınız *

Lütfen tek bir seçenek işaretleyiniz.

Yalnızca bir şıkkı işaretleyin.

- 18-25
- 26-33
- 34-41
- 42-49
- 50 ve üzeri

8. En son mezun olduğunuz/ bitirdiğiniz okul *

Lütfen tek bir seçenek işaretleyiniz.

Yalnızca bir şıkkı işaretleyin.

- İlkokul
- Ortaokul
- Lise
- Üniversite
- Yüksek Lisans
- Doktora

9. Çalışma Durumunuz *

Lütfen tek bir seçenek işaretleyiniz. Seçenek 'Diğer' ise lütfen belirtiniz.

Yalnızca bir şıkkı işaretleyin.

- Kamu'da Çalışıyor
- Özel Sektör'de Çalışıyor
- İşyeri Sahibi
- İşsiz/ İş Arayan
- Ev Kadını
- Emekli
- Öğrenci
- Yaşlılık veya Engellilik Nedeni ile Çalışmıyor
- Diğer: _____

10. Kişisel Aylık Geliriniz *

Lütfen tek bir seçenek işaretleyiniz.

Yalnızca bir şıkkı işaretleyin.

- 3000 TL' nin altı
- 3000 TL- 5999 TL
- 6000 TL- 8999 TL
- 9000 TL- 11999 TL
- 12000 TL ve üzeri

Bu içerik Google tarafından oluşturulmamış veya onaylanmamıştır.

Google Formlar

APPENDIX 2: ETHICS BOARD APPROVAL

Ethics Board Approval is available in the printed version of this dissertation.

