



EXPLORING CONSUMERS' INTENTION TO USE OTT VIDEO STREAMING PLATFORMS

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Abstract

After the outbreak of the epidemic, people traveled less frequently, and entertainment activities moved indoors, leading to an increase in the use of OTT video streaming platforms. This study is based on the Technology Acceptance Model (TAM), with entertainment, convenience, and content diversity as external variables, to examine consumer's intention to use OTT video streaming platforms. We hope to understand the factors that people use OTT video streaming platforms and provide reference to related industry players. This study uses the questionnaire method to collect relevant data. A total of 260 questionnaires were collected. After deducting 6 invalid questionnaires, 254 valid questionnaires were collected and analyzed with SPSS analysis software. The results show that entertainment, convenience and content diversity all have a positive impact on perceived usefulness and perceived ease of use, while perceived ease of use has a positive impact on perceived usefulness, and both perceived ease of use and perceived usefulness have a positive impact on use intention. The results of this study found that when the OTT video streaming platform has enough content and is convenient enough, the public can enjoy the OTT video streaming platform in a comfortable and relaxed mood, and the public will also choose the OTT video streaming platform to use. Finally, this study put forward some suggestions for the OTT video streaming platform operators for reference.

Key words: OTT video streaming platforms, Technology Acceptance Model, entertainment, convenience, content diversity, Use intention

Introduction

The severity of the epidemic has reduced people's willingness to travel, and the frequency of indoor entertainment activities has increased. The usage of OTT video streaming platforms is also increasing. With the popularity and development of mobile smart devices, fewer and fewer people use traditional TV. Many people have turned to mobile phones, tablets, computers and other devices to watch movies. Therefore, the video and audio content are getting increasingly diverse. It has become a trend for modern people to watch movies through mobile smart devices.

As the way of playing audio and video content is getting more and more advanced, from the beginning it can only be watched on cable TV, now it can be watched anytime and anywhere using the Internet. Noam (2008) pointed out that there are three stages in the development of television, namely, Stage 1: Cable TV, Stage 2: Multi-channel TV and Stage 3: Personalized TV. In the first stage, television is controlled by the government and political parties. The diversity of programs is low, but they have a huge audio-visual influence. The emergence of cable TV and satellite TV has brought television to the second stage, and the public can enjoy a richer variety of audio and video content. Moreover, people who used to subscribe

to cable TV and live satellite only are gradually moving to the Internet (Ye, 2015).

The film and television industry has entered the third stage nowadays, and various online video streaming platforms have become the main source of people's enjoyment of video entertainment. Moreover, people who used to subscribe to cable TV and live satellite only are gradually moving to the Internet (Ye, 2015). According to the findings of the National Communication Commission (2021), in terms of platform satisfaction among wireless TV, cable TV, Chunghwa Telecom MOD, and Internet audio/video platforms (including cloud multimedia players, Internet/smart TV, and computers/3Cs), and the highest satisfaction rate is among Internet audio/video platforms (86.71%) and the lowest satisfaction rate is among cable TV (59.40%).

The satisfaction rate of internet video platform is the highest, accounting for 86.71%, and the satisfaction rate of cable TV is the lowest, accounting for 59.40%, which shows that people mainly rely on internet video streaming platform. In summary, the way people choose to watch audio and video entertainment has changed significantly. Whether people choose to watch channels such as Netflix, YouTube, or Disney+ on their cell phones, computers, or tablets, these

modes of viewing via the Internet have influenced the decline of cable television.

However, there are many factors that influence consumer's choice between OTT streaming platforms and cable TV. Therefore, this study examines the impact of entertainment, convenience, and content variety on perceptual usefulness and ease of use using a technology acceptance model based on the above-mentioned research context and motivation. The purpose of this study is to understand the influence factors and use intentions of the public on the use of OTT video streaming platform.

Literature Review

OTT video streaming platform

The development of OTT video streaming platform has changed the viewing habits of the public. OTT video streaming platform provides two different viewing modes, such as personalized and audience-oriented, and has the function of watching on demand, unlike before when there were advertisements that interrupted the video content being watched, and its convenience can also record the time point of the last content watched. Therefore, the public has gradually chosen the OTT video streaming platform to watch movies.

The most important factor of OTT video streaming platform is content. OTT video streaming platform generally refers to the transmission of video content through the Internet (BEREC, 2016). The high convenience of OTT video and

audio streaming platform allows users to use the Internet to send to smart devices such as cell phones, computers, tablets, etc., and watch videos at any time or any place. The service content of OTT video streaming platform can be divided into two types: video content produced by professional content providers and user-made content, and each type of platform will develop a unique business model according to the different content attributes (Lai, et al., 2020).

Basically, a video streaming platform is a cycle in which content forms the platform, the platform gathers the community, and the community chooses the content. The main factor that determines the direction of the business strategy of a video streaming platform is the "positioning of content". For example, iQIYI, a video website platform, sees content as an opportunity to build a social life, and chooses audio-visual content that is light-hearted, life-like, quirky, or idolatrous. Netflix treats content as a direct commodity and chooses content that is diverse, highly artistic, original and purely dramatic. YouTube sees content as a means of attracting people to stay, with native content creators providing the content on their own. The developmental style of the video streaming platform is built on content, and different communities are created because of different content positioning, and these communities are attached to each platform (Lin, 2020). The public will use different OTT video streaming platforms according to the content. Therefore, the OTT video streaming platform can attract people's attention if it has enough

variety of content. After gaining pleasure from the act of following a drama, people may also share their joy with their friends and even discuss the content of the movie together (Menon, 2022).

As mentioned above, OTT video streaming platform has changed people's viewing habits at this stage. Unlike television, which is fixed at one place and time, you can watch any program at any time, and the content is becoming more and more diverse. The OTT video streaming platform has become the main source for people to obtain new information in their daily life.

Technology Acceptance Model

The technology acceptance model (TAM) was developed by Davis (1986) based on the theory of rational behaviour and cost-benefit analysis. In order to explain the intention received by a computer system is influenced by both perceived usefulness and perceived ease of use components. Its purpose is to develop a new tool for users to evaluate and predict the acceptance of information technology systems (Davis, 1989; Davis et al. 1989).

After that, Davis et al. (1989) proposed the theory of technology acceptance model. The technology acceptance model has six dimensions, and the interpretation of each dimension is as follows:

External variable: other external factors that may potentially affect the usefulness and usability of the user's cognitive system (Venkatesh & Davis,

2000). There is no clear specification for external variables. Therefore, researchers can select appropriate external variables according to the theme. Perceived usefulness: to provide users with an awareness of the extent to which IT systems can improve performance at work. When we think the system or website is useful, it will increase our perceived usefulness of the system or website and will create a positive attitude toward the system or website.

Perceived usefulness is also affected by external variables and cognitive ease of use. Perceived ease of use: when we feel that the system or website is easy to use and easy to operate, our perceived ease of use of the system or website will increase and we will have a positive attitude towards the system or website. Perceived ease of use is also affected by external variables and perceived usefulness. Use attitude: attitudes are the feelings of an individual that influence him to perform certain specific behaviours according to his subjective beliefs, and the use attitude is also affected by perceived usefulness and perceived ease of use (Davis, 1989). Behavioural intention to use: it refers to the willingness of individuals to perform certain specific behaviours or the user's willingness to use a new technology or system. Actual system use: is the actual action taken by the user after the effect of the preceding variables. Actual behaviour is directly influenced by behavioural intentions. The stronger the individual's willingness to perform a specific act, the higher the possibility of its

actual implementation (Fishbein & Ajzen, 1975).

Related Studies

The research results of Malewar and Bajaj (2020) on the acceptance of OTT video streaming platform during the epidemic show that the key factors of using OTT video streaming platform are performance expectation, price value, convenience, habits and content diversity. Original content on OTT platforms often affects user intent, and the amount of content available affects consumer intent, while convenience means that consumers can access and enjoy content from their cell phones at any time and place. In a study on the emergence and future of OTT video services, Sundaravel and Elangovan (2020) point out that OTT has had a significant impact on the market, with the ability to access video content from any device at any time and place using the Internet, significantly increasing consumer convenience and greatly improving the consumer viewing experience. Each OTT platform is increasing its original content and trying to create high quality content to attract consumers to watch.

Ghalawat et al. (2021), in their study on factors influencing consumers' choice of OTT, pointed out that the popularity of smartphones, along with the increase in Internet access and advancement in network technology, has led to the emergence of OTT platforms. In the early days, consumers could only subscribe to cable TV to watch its programs, but now consumers can watch

their desired programs through OTT audio and video streaming platforms through media such as cell phones, tablets, and computers. The OTT platform allows people to watch videos anytime and anywhere, which is one of the most important factors for consumers to use the OTT platform, while another important factor is the OTT content. Puthyakath and Goswami (2021) conducted a comparative study on OTT video streaming platform and television. The results show that OTT video platform has a wider range of satisfaction than television in terms of information, relaxation, entertainment, social interaction, economic benefits, convenience and content. The main reason why people prefer OTT is the diversity of content, followed by convenience. People believe that television limits viewers to a fixed time and space, but OTT allows viewers to watch what they want when they want it.

According to Patnaik et al. (2021), the Covid-19 pandemic and the rise of OTT, the Covid-19 pandemic has changed the way consumers consume entertainment. The pandemic has caused consumers to stay indoors for long periods of time, thus driving the rise of OTT platforms. Palomba's (2021) study on the impact of original series on OTT video streaming platforms, original content on OTT video platforms is the reason that influences consumers to choose OTT video streaming platforms, and given the choice between cable and OTT video streaming platforms, consumers prefer OTT video streaming platforms with a lot of original content.

In a study by Waghmare et al. (2022) on the growth of OTT video services, it is stated that when consumers switch from TV to OTT video streaming platforms, they can not only watch at the time of their choice but also choose the content they want to watch, making OTT video streaming platforms a new entertainment medium for consumers, and The main factor for the growth of OTT video streaming platform is the freedom and flexibility for consumers to watch video anywhere. The exclusive and original content of OTT video streaming platform has successfully driven consumer demand for video streaming platform, and if the content is not attractive and the platform is convenient, consumers are not interested in using it.

Yeole et al. (2022), in their study of user perspectives on OTT platforms, point out that OTT platforms allow consumers to choose their own viewing time, location, and duration of viewing so that they can easily use OTT platforms. Among them, the convenience of using at anytime and anywhere and the content richness of providing various film and television works are important factors for the use and promotion of OTT platform. These two features enable consumers to enjoy the OTT video streaming platform in a comfortable and relaxed mood, meeting the entertainment needs of modern consumers.

The Relationship between Entertainment, Perceived Usefulness, and Perceived Ease of Use

Han et al. (2020) showed that the entertainment of OTT video streaming platform has a positive effect on perceived usefulness, which in turn affects usage intention, and Zhang et al. (2012) used technology acceptance model and planning behavior theory to study Wii sports games, and confirmed that entertainment is related to ease of use and usage behavior. In the study by Kao (2020), who used the technology acceptance model and information system success model to study cross-media viewing behavior, it was found that system quality and information quality can significantly affect perceived usefulness and perceived ease of use, with information quality including entertainment and content diversity. Summarizing the above-mentioned literature, this study further deduces that people will be entertained when using OTT video streaming platforms, and believes that entertainment has a positive effect on perceived usefulness and perceived ease of use, so this study defines entertainment as the level of entertainment when people use OTT video streaming platforms, and proposes the following hypotheses.

H1: Entertainment has a positive relationship with perceived usefulness

H2 Entertainment has a positive relationship with perceived ease of use

The Relationship between Convenience, Perceived Usefulness, and Perceived Ease of Use

Chui (2021) believes that the convenience of the paid video streaming

platforms is the main reason consumers choose to use them. The convenience of being able to use the platform anytime and anywhere and the richness of content that provides a variety of video titles are important factors in the use and promotion of OTT platforms (Yeole, 2022), and in a study by Yang (2018) on the users of OTT video streaming platforms, it was also pointed out that the most influential factor is "accessibility" and has a significant impact on perceived usefulness and perceived ease of use. The definition is the same as that of convenience, and the convenience of watching content anytime and anywhere is considered to be an important reason for using a video streaming platform, which allows people to watch videos anytime and anywhere, which is one of the most important factors for people to use OTT video streaming platforms (Ghalawat et al., 2021). The above literature shows that convenience has a positive effect on perceptual usefulness and perceptual ease of use. Therefore, this study defines convenience as the degree of convenience for people to use OTT video streaming platforms, and proposes the following hypotheses.

H3 Convenience has a positive relationship with perceived usefulness

H4 Convenience has a positive relationship with perceived ease of use

The Relationship between Content Diversity, Perceived Usefulness and Perceived Ease of Use

The most important purpose for consumers to use video streaming platforms is to enjoy video content, so whether the content of OTT video streaming platforms is rich and diversified greatly affects consumers' perceived usefulness and usage intention (Yang, 2018), while Puthiyakath et al. (2021) also concluded that the main reason for consumers to use OTT video streaming platforms is the diversity of content. Lee et al. (2019) also showed that entertainment, content quality and price value were positively related to usefulness and ease of use, as well as the intention to use OTT video streaming platforms. Moreover, the research results of Lai et al. (2020) also show that the content diversity of the OTT video streaming platform has a significant impact on perceived usefulness and ease of use. The above literature shows that content diversity has a positive effect on perceptual usefulness and perceptual ease of use. When OTT video streaming platforms have enough variety of content, they can attract consumer's attention.

The diversity of content on OTT video streaming platforms is one of the most important factors influencing the public. Therefore, this study defines content diversity as whether people consider the content of OTT video streaming platforms to be rich and diverse when they use them, and proposes the following hypotheses.

H5 Content diversity has a positive relationship with perceived usefulness

H6 Content diversity has a positive relationship with perceived ease of use

The Relationship between Perceived usefulness, perceived Ease of Use, and Intention to Use

Davis (1986) mentioned in the technology acceptance model that there is a correlation between perceived ease of use and perceived usefulness. The technology acceptance model is mainly used to observe the causal relationship between external variables through belief variables on attitude toward use, behavioral intention, and actual use, where the two belief variables are perceived usefulness and perceived ease of use, respectively. These two variables are considered to be determinants of technology adoption, which are not only highly psychological in nature, but are also significantly associated with examining one's own usage behavior.

The findings of Paldon (2021) indicate that usefulness and ease of use affect the intention of using OTT video streaming platforms, and the study of Lee et al. (2017) also indicates that both usefulness and ease of use affect the intention of using OTT video streaming platforms.

In this study, the following hypotheses are proposed for the perceived usefulness, ease of use, and intention to use of OTT video streaming platforms, which are found to be positively influenced by consumers.

H7 Perceived ease of use has a positive relationship with perceived usefulness

H8 Perceived usefulness has a positive relationship with intention to use

H9 Perceived ease of use has a positive relationship with intention to use

After compiling the views of we found that entertainment, convenience and content all have a significant impact on the desire to use OTT video streaming platforms. Therefore, this study will take these three factors as relevant variables to explore intention to use OTT video streaming platforms.

Research Framework and Methodology

This study takes the technology Acceptance Model as the main framework, and explores the impact of the two aspects of the technology acceptance model, "perceived usefulness" and "perceived ease of use" on the intention of using the OTT video streaming platform, while adding entertainment and content diversity and convenience as external variables in the technology acceptance model, interact with perceived usefulness, perceived ease of use, thereby affecting intention to use (see Figure 1).

This study was designed using the questionnaire survey method, mainly to explore the correlation between content diversity, entertainment, convenience, perceived usefulness, perceived ease of use, and usage intention of OTT video streaming platform. After the question-

naire was designed, the questionnaires were distributed and data were collected,

and the collected data were quantitatively surveyed and analyzed.

Figure 1. Research framework

The object of this study is the consumers who have used the OTT video streaming platform. The questionnaire was designed through a Google form and distributed to friends and family on social media platforms such as Facebook and Dcard. The participants were asked to choose the most appropriate answer from the options based on their perceived reality and feelings in order to reduce cognitive variance; a five-point Likert scale was used to differentiate the level from “strongly disagree (1)” to “strongly agree (5)”.

A total of 260 questionnaires were collected in this study. After deducting 6 invalid questionnaires, 254 valid questionnaires were obtained. The effective questionnaire recovery rate reached 97%. This measure of study sample is based on Williams (1978), who states that the sample size should not be less than 200 when the parent is more than 2500, because too small a sample size will lead to

inappropriate interpretation or uncollectable data results. Therefore, the number of recovered samples in this study is in line with scholars’ recommendations and sufficient for analysis in this study.

Analysis Results

The analysis results of this study revealed that, in terms of gender, the proportion of female users was higher, accounting for 78.3% with 199 samples, while male users were 21.7% with 55 samples. In terms of age, the largest number of samples were aged 21-30, accounting for 70.1%, with 178 samples, followed by those aged 20 or younger, accounting for 19.7%, with 50 samples, and those aged 31-40, accounting for 8.7%, with 22 samples, and those aged 40-50 and 51 or older, each accounting for 0.8%, with 2 samples each; in terms of education, the majority of respondents were university students, accounting for 72.4%, with 184 samples.

In terms of education level, the majority of respondents were university students, accounting for 72.4% of the total of 184 samples, followed by 17.7% of master's degree holders, with a total of 45 people: In terms of occupation, the largest number of respondents were students, accounting for 55.1% of the total of 140 samples, followed by 16.5% of the service industry, with a total of 42 samples, 9.4% of the manufacturing industry, with a total of 24 samples, and had high reliability, and its overall components were highly consistent. Before conducting factor analysis to obtain the factor loadings, KMO and Bartlett's spherical tests were conducted. In this study, the KMO MSA was greater than 0.5, and the Bartlett spherical test results were significant ($p < 0.001$), indicating that the validity of the scales were within acceptable limits and suitable for factor analysis, as shown in Table 1. In this study, the cross-load matrix was used to examine and delete the item factor loads less than the standard 0.5. After deleting unsatisfactory item factor loadings, the cross-corresponding factor loadings of all the components are larger than the

6.7% of the public education employees, with a total of 17 samples.

In this study, Cronbach's α coefficient was used to measure the consistency among the items under the same construct. As shown in Table 1, the alpha values of each component were 0.908, 0.877, 0.807, 0.830, 0.863, and 0.850, and their values were all greater than 0.7, indicating that the reliability of this study met the standards of scholars loadings of the other components, which show that the components of this study have better internal consistency and there are indeed differences between them and other components. The square roots of AVEs for all the components of this study are larger than the correlation coefficients with other components, which mean that the components of this study have good discriminant validity (See Table 2). In this study, correlation analysis was performed using Pearson's correlation coefficient and the results showed a significant positive correlation between the variables, as shown in Table 3.

Table 1. KMO and Bartlett's test

Constructs	KMO measure of sampling adequacy	Bartlett's test of sphericity		
		Approximate chi-square	Degrees of freedom	Significance level
Entertainment	0.866	838.487	10	0.000
Convenience	0.822	556.346	6	0.000
Content Diversity	0.731	369.481	6	0.000
Perceived Usefulness	0.744	421.355	6	0.000
Perceived Ease of Use	0.810	483.974	6	0.000
Use Intention	0.751	475.944	6	0.000

KMO, Kaiser-Meyer-Olkin

Table 2. The results of discriminant validity

	E	C	CD	PU	PEU	UI
Entertainment (E)	0.793					
Convenience (C)	0.422	0.829				
Content Diversity (CD)	0.507	0.458	0.766			
Perceived Usefulness (PU)	0.437	0.430	0.490	0.799		
Perceived Ease of Use (PEU)	0.477	0.475	0.475	0.344	0.730	
Use Intention (UI)	0.536	0.474	0.495	0.365	0.602	0.738

Table 3. The results of the Pearson's correlation coefficient

	E	C	CD	PU	PEU	UI
E	1					
C	0.422**	1				
CD	0.507**	0.458**	1			
PU	0.437**	0.430**	0.490**	1		
PEU	0.477**	0.475**	0.475**	0.344**	1	
UI	0.536**	0.474**	0.495**	0.365**	0.602**	1

This study uses simple linear regression analysis to explore whether there is significant causal relationship between the variables. The results of the analysis are organized as shown in Table 4. The explained variance of entertainment on perceived usefulness is $R^2 = 0.191$, Adj. $R^2 = 0.188$, and $F = 59.538$ ($p < 0.001$) which means that the significant criterion is achieved, and the estimated value of the standardized coefficient β is 0.437, $t = 7.716$, $p < 0.001$ which shows that the result of H1 is accepted. The variance explained by entertainment on perceived ease of use was $R^2 = 0.227$, Adj. $R^2 = 0.224$, and $F = 74.083$ ($p < 0.001$) that reached the significance criterion, and the estimated value of the standardized coefficient β was 0.477, $t = 8.607$, $p < 0.001$ to know

that the result of H2 accepted. The explained variance of convenience on perceived usefulness is $R^2 = 0.185$, Adj. $R^2 = 0.182$, $F = 57.184$ ($P < 0.001$) that reached the significance criterion and the estimated value of the standardized coefficient β was 0.430, $t = 7.562$, $P < 0.001$ to know that the result of H3 accepted. The explained variance of convenience on perceived ease of use was $R^2 = 0.225$, Adj. $R^2 = 0.222$, and $F = 73.302$ ($P < 0.001$) which reached the significance criterion, and the estimated value of the standardized coefficient β was 0.475, $t = 8.562$, $P < 0.001$ which shows that the result of H4 is accepted. The explanatory variance of content diversity on perceived usefulness was $R^2 = 0.240$, Adj. $R^2 = 0.237$, and $F = 79.732$ ($p < 0.001$) which

means that the significant criterion was reached, and the estimated value of the standardized coefficient β was 0.490, $t=8.929$, $p<0.001$ which shows that the result of H5 is accepted; the explanatory variance of content diversity on per-

ceived ease of use was $R^2 = 0.226$, $Adj.R^2 = 0.223$, $F=73.557(P<0.001)$ and the standardized coefficient of β is 0.475, $t=8.577$, $p<0.001$, and the result of H6 is accepted.

Table 4. The results of regression analysis

Constructs	β	R^2	$Adj.R^2$	t value	F value	P value
Convenience-Perceived Usefulness	0.430	0.185	0.182	7.562	57.184	.000
Convenience-Perceived Ease of use	0.475	0.225	0.222	8.562	73.302	.000
Content diversity-Perceived usefulness	0.490	0.240	0.237	8.929	79.732	.000
Content diversity-Perceived ease of use	0.475	0.226	0.223	8.577	73.557	.000
Perceived ease of use-Perceived usefulness	0.344	0.118	0.115	5.816	33.822	.000
Perceived usefulness-Use intention	0.365	0.133	0.130	6.226	38.758	.000
Perceived ease of use-Use intention	0.602	0.362	0.360	11.959	143.021	.000

The explained variance of perceived ease of use on perceived usefulness was $R^2 = 0.118$, $Adj.R^2 = 0.115$, $F = 33.822$, $P<0.001$, and the result of H7 is accepted. The explanatory variance of perceived usefulness on the use intention was $R^2 = 0.133$, $Adj.R^2 = 0.130$, and $F = 38.758$ ($p<0.001$), which is significant, and the standardized coefficient β was estimated to be 0.365, $t=6.226$, $p<0.001$, which shows that the result of H8 is accepted. The explanatory variance of perceived ease of use for the use intention was $R^2 = 0.362$, $Adj.R^2 = 0.360$, $F = 143.021(P<0.001)$, the standardization coefficient β was estimated to be 0.602, $t=11.959$, $p<0.001$, and the result of H9 is accepted. In summary, all the hypotheses among the variables were found to be accepted ($P<0.001$), which means that there is a significant correlation between the independent variables and the dependent variables in this study.

Conclusion

This study investigates whether the entertainment, convenience, and content diversity of the consumer using OTT video streaming platforms affect their intention to use them, and uses the technology acceptance model as the main framework for the study in order to make a contribution to practice. This chapter further explores the contributions and implications of the findings of this study, and finally presents the limitations and inadequacies of the study for future research directions and recommendations. According to the results of this study, entertainment has a positive effect on perceived usefulness and perceived ease of use, meaning that the more people are entertained by OTT video streaming platforms, the higher the level of recognition of perceived usefulness and perceived ease of use will be, and people will want to enjoy OTT video streaming platforms and feel en-

tertained in a comfortable and relaxed mood.

Convenience has a positive effect on perceived usefulness and perceived ease of use, meaning that the more convenient the OTT streaming platform is for people, the higher the perceived usefulness and perceived ease of use will be, and consumers will want to feel the convenience of being able to use the OTT streaming platform anytime, anywhere, without constraint. Therefore, the convenience of the OTT video streaming platform is one of the most important factors in the public's use of the OTT video streaming platform. Content diversity has a positive effect on perceived usefulness and perceived ease of use, meaning that the higher the level of content diversity on OTT video streaming platforms, the higher the level of recognition of perceived usefulness and perceived ease of use, and the more diverse the content on OTT video streaming platforms, the more entertaining people will feel and the greater their intention to use OTT video streaming platforms.

Perceived usefulness has a positive effect on perceived ease of use, that is, when people recognize the higher level of perceived ease of use of OTT video streaming platform, the higher the level of recognition of perceived usefulness will be, so when people's understanding and ease of OTT video streaming platform increases, the level of usefulness will also increase correspondingly. Perceived usefulness and perceived ease of use have a positive effect on intention to use, meaning that the more people rec-

ognize the perceived usefulness and perceived ease of use of OTT video streaming platforms, the more they will recognize the intention to use. This result is consistent with the original theoretical assumption of TAM, Davis (1989).

Research Contributions and Practical Implications

Based on the research process and conclusions, this study proposes to explore the factors of consumers' use of OTT streaming platforms by using the technology acceptance model in the current epidemic outbreak, hoping that the results of this study will provide a theoretical basis for future research on related new technologies and also provide some possible research directions for subsequent researchers. This study verified that the technology acceptance model with entertainment, convenience, and content diversity has considerable predictive power in studying OTT video streaming platforms, so OTT video streaming platform operators can refer to the results of this study to analyze the factors that attract consumers to watch.

This study is intended to be useful to the public and the industry in terms of usage and marketing. Therefore, this study proposes the following management implications: First, the entertainment, convenience, and content diversity of OTT video streaming platforms have a positive and significant impact on technology acceptance patterns. Therefore, it is very important for the industry to make the OTT video streaming platform more convenient and add many

original contents so that people can enjoy OTT video streaming platform with comfort and relaxation. Therefore, if operators can add more content to the OTT video streaming platform and make it easy for people to use the platform, they can make people feel happy through the OTT video streaming platform and then use the OTT video streaming platform. Second, according to this study, most consumers who watch OTT video streaming platforms are under 30 years old, and most of them are students. Therefore, this study suggests that OTT video streaming platform operators can try to promote and provide free access for the first month to increase consumers' usage, and increase convenience to attract consumers who are used to the fourth channel to use it, so as to increase the willingness of other groups over 30 years old to use OTT video streaming platforms. Thirdly, according to this study, it is found that consumers use the OTT video streaming platform to watch videos almost five days a week, and the viewing time is about 30 minutes. It can be seen that most of the consumer like to watch various short films at any time for entertainment and enjoyment. Although short videos are short in length, they have interesting and varied content, and can be watched anytime, anywhere. For example, there are often many short videos on YouTube for the public to watch. Therefore, YouTube has become the most popular OTT video streaming platform. Therefore, how to improve the content of the OTT video streaming platform is very important for the industry. When the content is interesting and di-

verse enough, consumers will continue to use the OTT video streaming platform.

Research Limitations And Recommendations

Due to time constraints and the impact of the epidemic, this study mainly used online forums to distribute the questionnaires. Therefore, when analyzing the questionnaires, we found that the main respondents were almost female, which means the sample was almost limited to female and student groups, resulting in an unbalanced sample size. Therefore, this study suggests using paper copies for distribution to avoid limiting the sample to certain specific groups, which can also effectively avoid the occurrence of invalid questionnaires, and this study only focuses on OTT video streaming platforms. In addition to entertainment, convenience, and content diversity, which affect the intention of using OTT video streaming platform, OTT video streaming platform may also be affected by other external variables, so this study believes that the number of variables can be increased. For example, it can increase the risk of epidemic to explore consumers' intention to use OTT streaming platform during the epidemic. In addition to adding other variables, it can also choose to add other models and add them to the research structure to expand the scope of research or use other related theories to do different theoretical verifications.

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