



Understanding continuance intention of subscription video-on-demand based over-the-top (OTT) platforms: A multiple moderation approach

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ABSTRACT

OTT (over-the-top) platforms that stream media directly to viewers via the Internet, bypassing cable, broadcast, and satellite television platforms, are one of the fastest-growing platforms in India. This study investigates the variables influencing continuance intention to subscribe to video-on-demand streaming media services. Utilizing the expectation confirmation model (ECM) and adding habit and content availability, the moderating effects of those variables are examined. SmartPLS was used for Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the results of the measurement and structural models. The findings show that perceived usefulness and expectation had a significant impact on satisfaction and that the effect of satisfaction was significant on continuance intention to subscribe. Research establishes that habit and content availability moderate the association between satisfaction and continuance intention. The study provides valuable insights for service providers, marketers, and practitioners to strengthen continuance intentions.

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1. Introduction

An OTT platform enables customers to stream pre-recorded and live content to Internet-enabled devices such as smartphones, smart TVs, and PCs. India's over-the-top (OTT) business has profited from seamless connections, cheaper gadgets, and reduced data rates in recent years. India is the fastest-growing OTT market, and India will have the sixth-largest OTT market by 2024 (IBEF, 2022). Subscription Video on Demand (SVOD) is the largest sector, with a market volume of US\$ 1.7 billion in 2023 (Statista, 2023). Consumer demand for OTT entertainment platforms is rapidly expanding and shows positive indicators for the future. As a result, consumers turned to video streaming services for the sake of entertainment. Customers switch to SVOD services as streaming experiences. Subscribers quickly adopted SVOD services, but there is a paucity of literature on SVOD. Therefore, the researchers explore the factors that determine the intention to continue with SVOD.

Previous studies examined continuance usage and intention in mobile social applications (Hsiao et al., 2016), mobile payment (Franque et al., 2021), luxury products (Golalizadeh et al., 2023), and online streaming services (Camilleri & Falzon, 2020). However, there has been limited research on OTT services, and few studies have examined OTT continuance intention (CI) from an SVOD viewpoint (Chakraborty et al., 2023; Friederich et al., 2023; Koul et al., 2020; Pereira & Tam, 2021; Sharma & Lulandala, 2023). Researchers were inspired to study OTT continuance intention in the context of SVOD.

Rubenking and Bracken (2021) recommend the habit of viewing. Serial and binge watching are currently the most popular viewing habits for OTT streaming video users. Researchers (Gupta, 2023; Nagaraj et al., 2021) recommend that more empirical validation of OTT content is needed to determine OTT customers' willingness to continue using SVOD services. SVOD relies on "content is king". exclusive, ad-free content. This motivated us to investigate the moderating effects of habit (HBT) and content availability (CONT) on continuation intention (CI). In this study, researchers identified a gap and analyzed perceived usefulness (PU), expectation (EXP), enjoyment (PENJ), and performance (PERF) as independent variables along with habit and content availability to understand user satisfaction (SAT) and continuance intention (CI) in SVOD-based OTT. To fill the research gaps, an empirical study was conducted using Bhattacharjee's (2001) expectation-confirmation model (ECM) to understand and appreciate the continuance intention to OTT subscribe.

The research questions are: (1) Which are relevant predictors of continued intention in the context of SVOD service? (2) What is the role of multiple moderators in SVOD continuance intentions? The research has the following objectives: The study investigates the variables influencing SVOD continuance intention. Next, the study explores the multiple moderating effects of habit and content availability on SVOD users' satisfaction and continuance intentions. The novelty of this study is that it has extended the understanding of SVOD continuance intention by incorporating variables such as habit and content availability. This study helps service providers, marketers, and practitioners understand the behaviour of SVOD users. Finally, the study provides insights and implications for the enhancement of SVOD continuance intentions.

The following is the structure of the paper: Section 2 will focus on a literature review of the framework and theoretical foundation. Section 3 discusses the methodology, sampling, and data collection. Section 4 covers data analysis and results. Section 5 outlines the discussions. Section 6 discusses the implications, limitations, and future research.

2. Literature Review

2.1. Theoretical Background

Expectation Confirmation Model (ECM)

ECM has been used to explain users' continuance intention to use different ICT products and services. ECM is often utilized to investigate user satisfaction and post purchase behavior. It is commonly used for the examination of what individuals expect before buying products and services in the literature of consumer behavior (Bhattacharjee, 2001; Oliver, 1993). Pereira and Tam (2021) demonstrated that the perceived usefulness and satisfaction improve the ECM predictive power in describing usage continuation intention. Daneji et al. (2019) demonstrated that expectation exceeds usefulness, being more decisive for satisfaction support that the ECM model ascertains the factors influencing the continuance usage of MOOC. Singh et al. (2021) confirmed the considerable influence of PENJ on

users' intention to use online streaming services. Thus, the research evaluated perceived usefulness, expectation, perceived enjoyment, and perceived performance to assess satisfaction. Habit and content availability were employed as moderators between SAT and CI. Previous studies used ECM to enlighten the SAT and CI (Ashfaq et al., 2019; Franque et al., 2021; Joo et al., 2017).

2.2. Conceptual framework and hypothesis

Perceived Usefulness (PU)

“Perceived usefulness is defined as the level of awareness that an individual believes using a particular service will improve his or her performance” (Davis, 1989). Camilleri and Falzon (2020) discovered that PU of streaming apps are the key indicators of their intent to utilize new technology. Philip and Zakkariya (2023) validated the importance of perceived usefulness in the continued use of social media services environment. Nguyen et al. (2021) demonstrated the effect of PU on social media adoption. Hence, the researchers inculcate PU as an important variable to explain OTT user satisfaction. As a consequence, the following hypothesis was developed:

H₁: There is a positive relationship between perceived usefulness and satisfaction.

Expectation (EXP)

Expectations are “predictive, indicating expected product attributes at some point in the future” (Spreng et al., 1996). Ngah et al. (2021) revealed that expectation had a favorable outcome on satisfaction in the online learning context. To achieve a high level of satisfaction with used products, it is important to control expectations (Ashfaq et al., 2019). In the digital textbooks context, Joo et al. (2017) found a considerable relationship between expectation and satisfaction. Prior research evidenced the association between expectation and satisfaction. Thus, expectation and satisfaction were investigated in different context and not well studied in the context of SVOD based OTT. As a result, the following hypothesis was developed:

H₂: There is a positive relationship between expectation and satisfaction

Perceived Enjoyment (PENJ)

Perceived enjoyment is “as pleasure from using technology” (Brown and Venkatesh, 2005). Alalwan et al. (2018), studied the perspective of Saudi customers and the findings confirmed the relevance of perceived enjoyment to use mobile internet. Singh et al. (2021) supported by the significant influence of PENJ on users' intention to utilize online streaming services. Ashfaq et al. (2019) confirmed that consumer EXP and PENJ are good predictors of customer satisfaction and repurchase intention while purchasing for used products online. Rouibah et al. (2021) proposed that the PENJ and SAT have an impact on the adoption of eWOM for s-commerce in the Arab region. Philip and Zakkariya (2023); Pereira and Tam (2021), PENJ has a considerable impact with SAT and continuation intention in the VOD context. Accordingly, enjoyment is one of the key aspects to predict the satisfaction level of OTT subscribers. Thus, the following hypothesis was proposed:

H₃: There is a positive relationship between perceived enjoyment and satisfaction.

Perceived Performance (PERF)

Spreng et al., (1996) defined perceived performance “as beliefs regarding product attributes, level of attributes or outcomes”. Morgeson (2012) confirmed that the link between perceived performance and satisfaction is positive and significant, implying that higher performance leads to higher satisfaction. Performance has a favorable impact on user satisfaction with chatbot use in the context of banking applications (Eren, 2021). Keržič et al. (2021) confirmed that the impact of e-learning quality on student performance was highly influenced by e-learning satisfaction. Hence, the researchers presumed that performance is an evaluative criterion for any product or service to satisfy usage and continuance usage. Therefore, researchers hypothesize as follows

H₄: There is a positive relationship between perceived performance and satisfaction

Satisfaction (SAT)

“Satisfaction on continuance usage is defined as an overall awareness of consumers on using apps and play an important role in adopting and maintaining a loyal relationship with consumers” (Hsiao et al., 2016). Satisfaction is an important indicator of continued usage intention in diverse contexts (Franque et al., 2021; Le et al., 2020). Satisfaction mediates the relationship between engagement and continuance of OTT services (Gupta & Singharia, 2021). Nikou (2021) discovered that user satisfaction with web-based video conferencing is the most significant antecedent of intent to use. Periaiya and Nandukrishna (2023) revealed that entertainment have a substantial positive relation with media satisfaction. As a result, the study attempts to investigate the association among SAT and CI. Accordingly, the hypothesis as follows

H₅: There is a positive relationship between satisfaction and continuance intention of OTT

Habit (HBT)

Venkatesh et al. (2003) defined “Habit is a perceptual construct that reflects the results of prior experiences”. Satisfaction is used to describe users' intention to continue using social apps. In complement to satisfaction, the proposed model employs the habitual construct "habit" (Hsiao et al., 2016). In prior studies (Sharma and Lulandala, 2023; Gupta and Singharia, 2021) show that habit (use of streaming services) might be a predictor of users' decision to continue. Also stated that after customer satisfaction has reached an adequate level, steps should be taken to establish in customers the habit of instantly consuming streaming services. Amoroso and Lim (2017), if users are satisfied with an app's functionality, they may develop habitual behaviour and are thus more likely to use the app again. The habit was discovered to be a predictor of continuous usage intention (Lee & Choi, 2021; Zolotov et al., 2018). Based on research on online task-oriented check-ins (OTOCs), habit has a direct, positive influence on continuous usage intention, and habit mediates the relationship between social presence and CI (Sun et al., 2022). Habit moderates negatively the relationship between perceived value and continuance intention (Zhang et al., 2021). Hu et al. (2017) confirmed that habit is a powerful predictor of future behavior; the more users become habituated to using social media, the more they will use it. Previous studies examined habit as a predictor of SAT and CI; however, in this study, researchers investigated the role of viewing habit as a direct predictor of CI as well as a moderating influence between SAT and CI. Therefore, researchers propose:

H₆: There is a positive relationship between habit and continuance intention

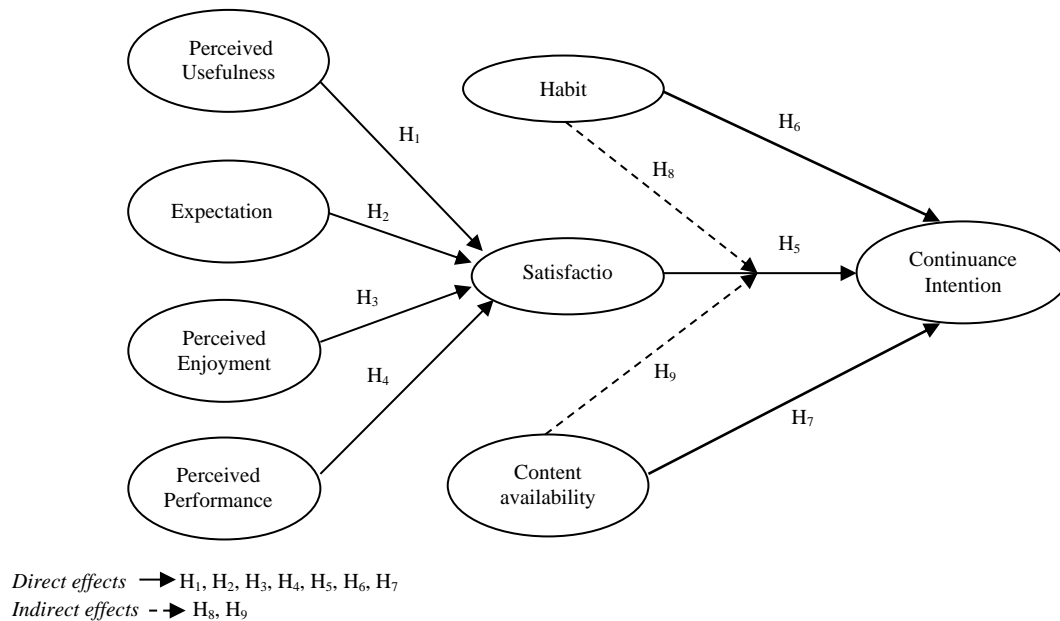
H₈: Habit moderates between satisfaction and continuance intention

Content availability (CONT)

“Content availability refers to the range of content provided by the service provider in terms of regional language, genre, quantity, and quality that is accessible to a wide number of consumers”. (Indrawati & Haryoto, 2015). Dasgupta and Grover (2019) stated that OTT platforms must be new methods to develop and provide more appealing and engaging content that isn't accessible anywhere else. Kwon et al. (2020) suggested that the design-related components, content qualities, or information provision of OTT services may be essential in understanding users' subscription continuation behavior. The availability of quality content on OTT streaming platforms frequently influences user intent to buy and utilize a service (Gupta, 2023; Sundaravel & Elangovan, 2020). Nam et al. (2023) confirmed that the content had a favorable impact on exercise satisfaction and the desire to continue using the home fitness app. Earlier, researchers investigated the content availability as an antecedent to behavioral intention (Malewar & Bajaj, 2020; Indrawati, 2014), in present study explored the role of content availability as a direct effect on CI and moderating effect between SAT and CI. Accordingly, the following hypotheses were framed:

H₇: There is a positive relationship between content availability and continuance intention

H₉: Content availability positively moderates between satisfaction and continuance intention



Source: Authors

Fig.1. Conceptual framework

3. Data and Methodology

3.1. Measures

The conceptual framework consists of constructs including PU, EXP, PERF, PENJ, SAT, HAB, CONT and CI. The research model depicts the hypothesized links that were explored in this study (Figure 1).

All measurement items have been derived from validated sources and then altered to meet the perspective of the OTT platform to ensure the validity of these constructs. Each of the three items in usefulness and expectation was adapted from Bhattacharjee (2001) and Davis (1989). Perceived enjoyment was measured using four items adapted from Thong et al., (2006). Four items were adapted from Spreng et al. (1996) and Premkumar and Bhattacharjee (2008) to measure the perceived performance. Satisfaction comprised of four items from Bhattacharjee & Premkumar (2004). Three items were adapted from Limayem and Hirt (2003) to measure habit. Six items adapted from Indrawati (2014) were used to assess content availability. Continuance Intention consists of two items adopted from Bhattacharjee (2001) and Davis et al. (1989). All the items are evaluated on a 7-point Likert scale, with “1-strongly disagree” to “7-strongly agree” being the most common expression.

3.2. Data collection process

In this study, a descriptive design and cross-sectional survey approach is used to achieve the desired results. The population is unknown, as there is no sample framework or list of such customers. For this study, convenience sampling was chosen not only to save time and money but also to get the right respondents from wherever it was possible. For the data collection technique, convenience sampling was determined to be the most appropriate sampling method (Al-Debei et al., 2015; Sekaran & Bougie, 2010).

According to the recommendations of MacKenzie and Podsakoff (2012), the pilot test was conducted among a group of 30 OTT users to check the language, sequence of questions, completion time, and reliability of the questionnaire. A total of 30 respondents analyzed the 29 items and their reliability using Cronbach alpha value of 0.747.

In the final study, the researchers used Google Forms to develop an online questionnaire and sent a link to the target respondents. They must meet certain criteria to be target respondents. First, they were required to have an OTT account. They watched at least one OTT platform. They were then asked to provide the name of the OTT platform they viewed, which was then utilized as a reference to answer the questions asked in the survey. This method has been widely used by past studies (Chakraborty et al., 2023; Friederich et al., 2023; Gupta & Singharia, 2021).

In final study, An In-person and Google form-based survey was distributed to OTT users in Tamil Nadu, India who were specifically targeted. The researchers received 790 responses and ignored 62 responses due to incomplete information. In this study, 728 valid responses were retrieved from targeted respondents was used for further analysis. The sample size is considered optimal since a statistical power analysis using G*Power 3.1 software revealed that the minimum sample size was 160 for effect size of $f^2 = 0.15$, a power (1- α) level of 0.95, eight predictors, and α level of 0.05. This study showed that 66.2% were male and 33.8% were female. Majority of viewers (44.2%) are between the ages of 18 and 25. The majority of participants (63.3 %) had a monthly income of Rs.20000 or less, while 27.1 percent have a monthly income of Rs.21000 to Rs.40000. The most preferred OTT platforms are Amazon prime video and Disney+Hotstar. The others OTT includes ZEE5, MX player, and Eros Now. The respondents spend more than eight hours per week. The most preferred device to assess OTT is smart phone. The Table.1 shows the detailed demographic information of respondents.

Table 1. Demographics of the OTT users

Particular	Group	Sample	Percentage
Gender	Male	482	66.2
	Female	246	33.8
Age	Below 18	114	15.7
	18 – 25	322	44.2
	26 – 35	176	24.2
	36 – 45	116	15.9
Income per month (INR)	Below Rs. 20000	461	63.3
	Rs.20001 – Rs.40000	197	27.1
	Rs.40001– Rs.60000	38	5.2
	Rs.60001 – Rs.80000	32	4.4
OTT platform	Amazon Prime Video	235	32.3
	Disney+ HotStar	237	32.6
	Netflix	196	26.9
	Sony LIV	30	4.1
	Others	30	4.1
OTT usage per week	0 - 2 hours	16	2.2
	2.1 - 4 hours	24	3.3
	4.1 - 6 hours	15	2.1
	6.1 - 8 hours	278	38.2
	more than 8 hours	395	54.3
Device to access OTT	Desktop / Laptop	141	19.4
	Smart Phone	425	58.4
	Smart TV	135	18.5
	Tab	27	3.7

4. Data Analysis and Findings

SmartPLS 3.3.3 (Ringle et al. 2015) was used to examine the measurement and structural model using the PLS (partial least squares) technique to analyze the relation between the constructs. PLS analysis was utilized because it allows all paths to be evaluated at the same time (Gefen et al., 2000).

4.1. Measurement model

Initially, the measurement model is examined to assess the overall instrument's internal consistency, convergent validity and discriminant validity (Hair et al., 2017). The following parameters are used to determine the reliability and validity: Cronbach alpha (CA), Composite Reliability (CR), Average Variance Extracted (AVE), and Heterotrait-Monotrait Ratio (HTMT). CA and CR values were more than 0.7, suggesting that all constructs were internally consistent and reliable (Hair et al., 2017). AVE for all constructs exceeded the 0.50 threshold, indicating that all constructs had convergent validity. These results imply high reliability and convergent validity (Avkiran, 2018). Table 2 illustrates the reliability and validity values. The Heterotrait-Monotrait Ratio (HTMT) was also assessed using the Henseler et al. (2014) approach, which is a well-known approach for assessing discriminant validity that the HTMT values should not exceed 0.85. Table.3 illustrates the HTMT values of examined

constructs that do not exceed the criteria. As a result, the measurement model's overall results reveal that the constructs have adequate internally consistent, convergent validity, and discriminant validity.

Table 2. Measurement Model Results

Constructs	CA	CR	AVE
Usefulness	0.875	0.923	0.800
Expectation	0.889	0.931	0.818
Enjoyment	0.909	0.936	0.785
Performance	0.901	0.930	0.769
Satisfaction	0.95	0.964	0.870
Habit	0.883	0.928	0.811
Content Availability	0.944	0.956	0.782
Continuance Intention	0.871	0.939	0.886

Note: CA- Cronbach alpha; CR- Composite reliability; AVE- Average variance extracted

Table 3. Heterotrait-Monotrait ratio (HTMT) - Discriminant validity

	CONT	CI	HBT	EXP	PENJ	PERF	PU	SAT
CONT								
CI	0.791							
HBT	0.374	0.580						
EXP	0.729	0.565	0.319					
PENJ	0.652	0.815	0.328	0.845				
PERF	0.676	0.810	0.360	0.763	0.720			
PU	0.580	0.560	0.503	0.775	0.604	0.643		
SAT	0.556	0.673	0.425	0.815	0.644	0.606	0.711	

4.2. Structural model

The model depicts the connection between the variables. It was examined for path coefficients such as β , R^2 and Q^2 of the research model. The bootstrapping method with 5000 resample was used to test the significance of the hypotheses. The coefficient of determination (R^2) was 0.608, indicating that the independent variables effectively predicted 60.8 percent of users' satisfaction with OTT services and predicted 69.5 percent of the continued intention to use OTT services. Hair et al. (2013) proposed that R^2 values of 0.7, 0.50, or 0.25 for latent variables might be classified as considerable, moderate, or weak in research. Therefore, 60.8 percent and 69.5 percent, respectively, are indicated as substantial and explain the outcome. Cohen (2013) recommended effect sizes (f^2) of 0.02, 0.15, and 0.35, indicating small, medium, and large effects, respectively. In predicting satisfaction, usefulness has a small effect size ($f^2 = 0.075$), and expectation has a medium effect size ($f^2 = 0.238$). Similarly, predicting continuation intention, content availability has a large effect size ($f^2 = 0.556$); habit has a medium effect size ($f^2 = 0.215$); and satisfaction has a small effect size ($f^2 = 0.055$). In addition, using the blindfolding method, the value of Q^2 is determined, and it must be greater than zero (Falk & Miller, 1992). The result indicates significant predictive relevance of the model at 50.4%, validating the inclusion of predictors in relation to OTT user satisfaction and validating the combination of predictors in relation to continuation intent at 58.6% (See Table 4). The Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) were also employed to evaluate the model fit indices. Henseler et al. (2014) propose the SRMR as a goodness of fit (GOF) measure for PLS-SEM to prevent model misspecification. A good fit was established since the SRMR value was 0.081, which was less than the value of 0.10 (Hu & Bentler, 1998). As a result, the NFI produces values ranging from 0 to 1 (Hair et al., 2017). The NFI was 0.93, which is more than 0.90 and indicates a good fit.

Table 4. Results of structural model

Construct	R^2	Adj. R^2	Q^2	f^2	
				SAT	CI
PU	-	-	-	0.075	-
EXP	-	-	-	0.238	-
PENJ	-	-	-	0.001	-
PERF	-	-	-	0.001	-
HBT	-	-	-	-	0.215
CONT	-	-	-	-	0.556
SAT	0.608	0.606	0.504	-	0.055
CI	0.695	0.693	0.586	-	-

The findings of the PLS-SEM show that (H₁) perceived usefulness has a positive impact on satisfaction ($\beta = 0.243$, $t = 6.566$, $p \leq 0.05$). The values of beta ($\beta = 0.541$, t -value = 16.520, and $p \leq 0.05$), (H₂) Expectation has a positive and significant effect on satisfaction. (H₃) perceived enjoyment is insignificant with satisfaction ($\beta = 0.032$, $t = 0.622$, $p \geq 0.05$). (H₄) Perceived performance is insignificant with satisfaction ($\beta = 0.036$, $t = 1.049$, $p \geq 0.05$). (H₅) satisfaction is positively significant with intent to continue ($\beta = 0.178$, $t = 5.428$, $p \leq 0.05$). (H₆) habit is positively significant with intent to continue ($\beta = 0.308$, $t = 11.046$, $p \leq 0.05$). (H₇) content availability is positively significant with intent to continue ($\beta = 0.502$, $t = 20.185$, $p \leq 0.05$). As a result, researchers accepted H₁, H₂, H₅, H₆, H₇ and rejecting H₃, H₄ (Table.5). This study also looked at the role of habit and content availability moderating the relationship between satisfaction and continuance intention (H₈ and H₉). With values of beta ($\beta = -0.194$, t -value=6.569, and $p \leq 0.05$), habit negative impact between satisfaction and intent to continue. Content availability moderates satisfaction and continuance Intention positively ($\beta = 0.139$, $t = 3.116$, and $p \leq 0.05$). The result showed that H₈ and H₉ are accepted.

Table 5. Hypotheses results

Hypothesis	Effects	β value	SE	t value	p value	Conclusion
Direct effects						
H ₁	PU→SAT	0.243	0.037	6.566	0.000	Supported
H ₂	EXP→SAT	0.541	0.033	16.520	0.000	Supported
H ₃	PENJ→SAT	0.032	0.051	0.622	0.534	Not supported
H ₄	PERF→SAT	0.036	0.034	1.049	0.294	Not supported
H ₅	SAT→CI	0.178	0.033	5.428	0.000	Supported
H ₆	HAB→CI	0.308	0.028	11.046	0.000	Supported
H ₇	CONT→CI	0.502	0.024	20.185	0.000	Supported
Moderating effects						
H ₈	SAT→HAB→CI	-0.194	0.029	6.569	0.000	Supported
H ₉	SAT→CONT→CI	0.139	0.045	3.116	0.002	Supported

Note: $p < 0.05$

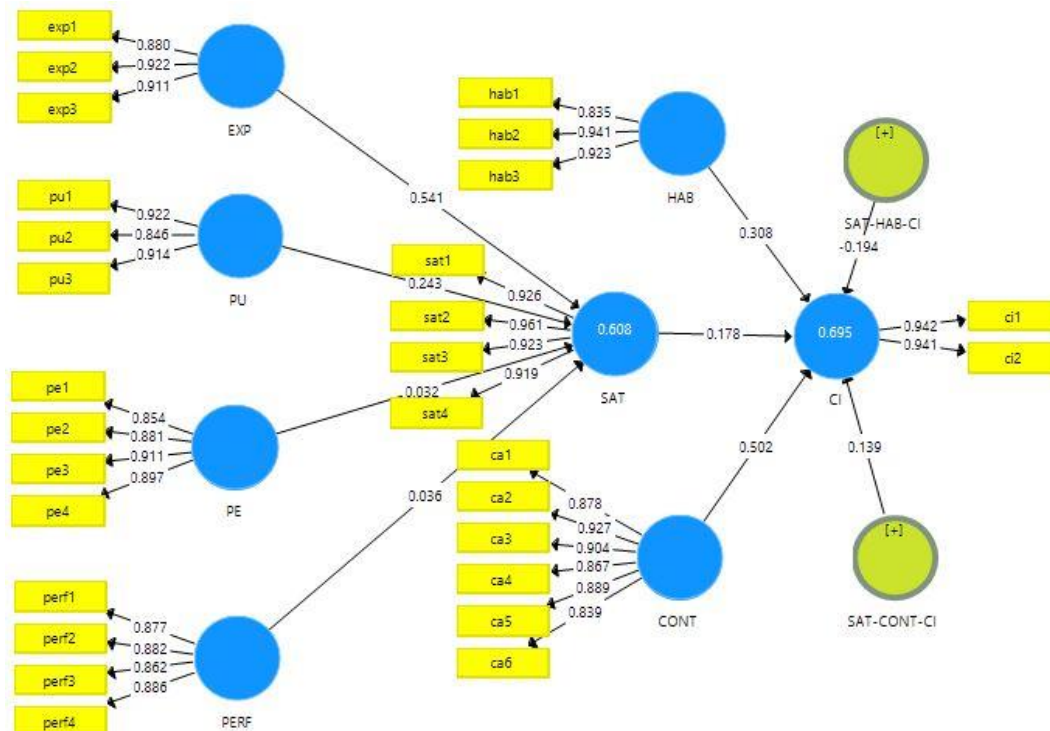


Fig. 2. Structural model results

5. Discussions

The study found that perceived usefulness (PU) has a favorable influence on OTT user satisfaction. Users found the OTT platforms to be quick and useful in terms of a large range of content categories for all age groups. Previous studies support our findings on PU and satisfaction. Camilleri and Falzon (2020); Muller et al. (2020), perceived usefulness (PU) is shown to be a positive effect on subscription video-on-demand purchase intentions. Hence, the researcher supported H₁. The results indicate that the expectation had a favorable effect on OTT users' satisfaction. OTT platforms were found to be user friendly. Our findings are consistent with the previous studies expectation and satisfaction. Camilleri and Falzon (2020); Muller et al. (2020), expectation of streaming apps was a strong predictor of users' intentions of generation Y students' intention towards streaming services. Hence, the researcher supported H₂. The results show that the perceived enjoyment (PENJ) had an insignificant effect on the satisfaction of OTT consumers. Due to the lack of data connectivity, OTT platforms have been proven to be unpleasant and need enormous volumes of data for HD resolution. Our findings contradict with the prior studies on PENJ and satisfaction. Pereira and Tam (2021); Rouibah et al. (2021) observed perceived enjoyment strongly impacts satisfaction. Hence, the researcher not supported H₃.

The results H₄ indicate that the perceived performance (PERF) had an unfavorable effect on OTT users' satisfaction. Our findings are inconsistent with the prior studies (Eren, 2021; Keržič et al. 2021) results indicate positively affect perceived performance and satisfaction. The perceived performance may also include the quality and range of available content. Users may be dissatisfied if they find the content to be lacking in quality or variety, or if it does not fit their personal preferences. If the OTT platform has a high level of ad disturbance that breaks viewing pleasure and is seen as a performance issue, it led to dissatisfaction. Users may have been accustomed to the level of performance and enjoyment provided by the OTT platform, making these factors less important in determining satisfaction. H₅ indicate that the satisfaction had a favorable effect on continuance intention to subscribe OTT. The results consistent with Le et al. (2020); Nikou (2021); Periaiya and Nandukrishna (2023), satisfaction is the influential predictor of user's continue intention. The study found that the habit had a significant impact on OTT continuance intention. Our findings are consistent with past studies Aigbefo et al. (2020); Gupta and Singharia (2021); Hu et al. (2017); Sharma and Lulandala (2023); Zolotov et al. (2018), confirmed that habit is a powerful predictor of continuous usage intention. Therefore, H₆ is supported.

The research found that the content availability had a significant effect on OTT continuance intention. The findings consistent with Dasgupta & Grover (2019); Kwon et al. (2020) suggested that the design-related components, content qualities, or information provision of OTT services may be essential in understanding subscribers' continuation behavior. Thus, H₇ is supported.

The study found that the habit is negatively moderate between satisfaction and continuance intention. However, the beta coefficient ($\beta = -0.194$) indicates fails to establish the moderation effect. Our results are inconsistent with Gupta and Singharia (2021); Amoroso and Lim (2017); indicates the moderate effect between satisfaction (SAT) and continuance intention (CI). Therefore, H₈ is not supported.

The study found that content availability moderate between satisfaction and continuance intention to subscribe OTT. The interaction coefficient reveals that the association between satisfaction and continued intention grows stronger as content availability strength increases. Our findings are consistent with Malewar and Bajaj 2020 discovered that content availability has had a substantial impact on OTT video streaming platform users' continued intention. Therefore, H₉ is supported.

6. Conclusion

The study results of a data analysis using PLS-SEM to investigate the exogenous factors influencing OTT service continuation intention are presented. The research examined the moderating effects of habit and content availability in the relationship between SVOD satisfaction and continuance intention.

6.1. Implications

6.1.1. Theoretical Implications

In our study, authors used prominent model to better understand the continued intention. The study contributes to new body of literature in the context of SVOD based OTT services. The research model

has been proposed by developing the ECM to investigate the SVOD continued intention. Previous research studies (Joo et al., 2017; Ashfaq et al., 2019; Franque et al., 2021) used ECM to elaborate on the intention to continue. Pereira and Tam (2021), the model explained 48.1% of continuance intention. Our proposed model ECM with habit and content availability improved and explained 69.5% of the SVOD continuance intention, which is more consistent with the theory. This evidence shows the importance of considering content availability as a moderator between satisfaction and continuance intention to subscribe. Because the users are anticipating a wide range of content, local, regional language content, and favorite content on OTT platforms. The users are viewing and watching their favorite shows, web series, etc., frequently and daily. Thus, it inculcates oriented content-oriented because of watching or using OTT apps. The research found that the content availability as a moderator is significant and supported to justify the endogenous variable.

6.1.2. Managerial Implications

The study results provide valuable perspectives for managerial decisions. Service providers must pay close attention to aspects that improve enjoyment, performance, habit and content availability. SVOD providers should focus on improving user interaction functionalities in order to increase user enjoyability and satisfaction. To keep consumers on the platform, service providers should invest in innovation like personalization, recommendation systems, and hybrid viewing. To enhance the enjoyability, subscribers should receive notifications on their mobile apps regarding personalized content. As a consequence, customers will continue to be delighted with streaming apps related to its usefulness, convenience and utility. In order to improve the performance of SVOD services, marketers must focus on high-quality video content. New option “Download-to-go” allows consumers to download content directly to their mobile devices and watch it whenever they choose, regardless of connectivity. SVOD providers may tie up with internet service providers (ISP) to offer the bundling services at affordable and reasonable charges. Subscribers are much more engaged to their smart phones, and those who involuntarily cultivate habits for diverse types of apps, including OTT apps. Viewers appreciate recommendations based on their viewing habits since they deliver targeted and customized content. According to research conducted by Jha (2020) found 13% of consumers report a lack of diverse video content as a factor for cancelling OTT platform subscriptions. SVOD providers can differentiate their platform from other OTT services by providing a diverse range of original, regional, and genre-specific content. OTT platforms must display an age-based content rating and a content descriptor. If relevant, they should also include a warning about viewer judgment at the start of the program. In order to enhance the SVOD continuance intention, the service providers need to concentrate on the factors like perceived usefulness, expectation and satisfaction.

6.2. Limitations and Future research

This study primarily examined at the drivers and outcomes of SVOD continuance intention. Future researchers may investigate other variables like perceived ease of use, attitude, and willingness to pay to continuance intention. The study has verified the moderating role of habit and content availability on continuance intention. Future studies can conduct research by adding more moderators like social influence, curiosity, eWOM, etc., and the habit can be employed as a mediator between satisfaction and continuance intention. The present study employs the non-probability convenience sampling in order to identify the respondents easily with the help of social connection. Hence, future researchers may adapt the probability sampling to reach a larger population with equal chance. This study has identified the age group as a limitation since the majority of the viewers are in the age group of 18-35 years. Future researchers may consider different age groups of viewers to understand the SVOD continuance intention. Furthermore, this was a cross-sectional study in which participants were questioned about their SVOD services. A longitudinal study should be considered for future research to evaluate and monitor changes in SVOD continuance intention over time.

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