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Unveiling the Dynamics of Malaysian Viewers' Continuance Usage Intention of OTT Platforms: Insights from the Stimulus-Organism-Response (SOR) Paradigm

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AUTHOR'S RESPONSE TO DECISION LETTER

Manuscript (GKMC-03-2024-0139): Unveiling the Dynamics of Malaysian Viewers' Continuance Usage Intention of OTT Platforms: Insights from the Stimulus-Organism-Response (SOR) Paradigm

No.	Reviewer 1's Comments	Reviewer 2's Comments	Author's Responses
1	Include a few more studies which have used stimulus organism response models in review of the literature part.		Thank you for the valuable suggestion. Several past studies that have used the SOR models are included. • Kim et al. (2020) • Yu et al. (2021) • Huang (2023) **(Page 3, Lines 23-26)**
2	Please clarify whether there was any attempt to study which content is liked more educational, sports or entertainment in OTT's. Attach the questionnaire as appendix		Thank you for the useful comment. The categories of the OTT contents are included as follows: • Entertainment • Educational • Sports Documentaries • Reality TV and Talk Shows **(Page 8, Lines 36-42)** **(Page 8, Table II)** The specific questionnaire on Section A is attached in Appendices I. **(Appendices, Appendix I)**
3	The paper contains new information. But could have added more insights like pricing of OTT's and the challenges users are facing while selecting the OTT's		We appreciate your valuable suggestion. We understand that pricing and selection challenges could be the crucial factors that influence users' continuance intention of OTT platforms. The potential challenges (i.e., selection) is described in the paper. **(Page 10, Lines 9-13)** Besides, the potential of different pricing models in influencing users' decisions to continue using OTT platforms is highlighted. **(Page 13, Lines 39-42)**

4	More recent studies from Asian countries should be included. Hypotheses needs more support from review of literature		Thank you for the insightful suggestion. Numerous studies from Asian countries are included as follows: • Lu et al. (2017) • Praveena (2018) • Lee and Cho (2021) • Carissa et al. (2021)
5	Should add more about stimulus organism response model. In page 6 it is not mentioned how the data was collected online, was it through e-mail or any other social media platforms.		Thank you for the valuable advice. By referring to Comment #1, several studies in the past in relation to SOR models are included. **(Page 3, Lines 23-26)** Besides, the details of the online data collection are provided. **(Page 6, Lines 18-20)**
6	In pg 8. Under respondents profile the line starting typically aged between 31 and 40, exhibit greater financial resources and more available free time than younger age groups looks like a vague statement. Is there any reference for such a statement ?		Thank you for the comment. The statement that was deemed vague has been removed. **(Page 8, Lines 27-30)**
7	In pg 11. OTT viewers may value the standard of content over entertainment value offered - Is this statement analyzed through the questionnaire ; also does any previous study substantiate this. Is the rejection of H5 due the difference of OTT packages the users subscribe.		Thank you for the meaningful comment. The rejection of H5 is better elaborated and justified. **(Page 11, Lines 10-16)**
8	With respect to Table 2. The education level 's point out that 282 respondents are there without high school education, but only 65 respondents are shown as unemployed, is this contradicting. Also the individual total counts		Thank you for the comment. In the authors' defence, by referring to Table II, it is indicated that the level of qualification for 282 respondents are at high school or below, instead of without high school. Thus, it is not surprising for those who have obtained high school qualification (e.g., ELSA, SPM, IGCSE or O-Levels) to be

	could have been given under each variable		employed in Malaysia, thereby eliminating the existence of discrepancies and contradiction where the table only showed 65 of them are not employed. Thank you for the suggestion. A new row is added on top of Table II to indicate the total number of respondents participated in the survey (N =1280) instead, to reduce the redundancy of the total counts underneath each variable as they shared the same portion of respondents.
9	Large OTT players can take inputs from this study for a wider geographical region. again inputs like which content is liked more educational, sports or entertainment is missing.		Thank you for the useful suggestion. Similar to Comment #2, the categories of the OTT contents are added. **(Page 8, Lines 36-42)** **(Page 8, Table II)**
10	The method of communication is simple in the descriptions part, Figure 2 and appendix 1 looks a little complex.		Thank you for pointing this out. In the authors' justifications, Figure 2 serves to provide an overview of the processes involved during the data collection, simplifying the readers' understanding of what steps were involved and accomplished. As for Appendix I (which is now renamed into Appendix II), the studied variables and their sources which are described in Page 7, Lines 12-20, are segregated in the respective section (Appendix II), primarily for the purpose of enhancing its readability and clarity.
11		Given the study's focus on Sarawak, Malaysia, it would be advantageous to include more regional studies that explore OTT usage in similar socio-cultural contexts. This would help in contextualizing the findings more effectively.	Thank you for the insightful suggestion. Like Comment #4, numerous studies from Asian countries are included.
12		Provide more details on the validity and reliability of the measurement instruments used. Mention	Thank you for the comment. Indeed, a pre-test was involved before the actual distribution,

		any pre-tests or pilot studies conducted to validate the survey instruments.	where it has been described in the body. **(Page 7, Lines 28-29)** **(Page 8, Lines 1-4)**
13		Provide a comprehensive analysis that includes not just whether hypotheses are supported but also discusses the implications of these findings.	Thank you for this meaningful comment. The findings of the results are discussed more comprehensively; however, the detailed discussion of their implications is provided in the concluding sections, to avoid redundancies. **(Page 11, Lines 1-3)** **(Page 11, Lines 8-10)** **(Pages 12-13, Conclusion and implications)**
14		While the theoretical contributions are clear, the practical implications for OTT service providers and marketers could be further elaborated. How can OTT platforms leverage the findings to enhance user satisfaction and encourage continued usage?	The practical implications are further elaborated, providing directions for driving better satisfaction and continued usage of OTT platforms. **(Page 13, Lines 16-27)**
15		Discuss any limitations in the data or analysis that could impact the results. This transparency adds credibility to the research.	All the limitations encountered in performing the present study are described and explained. **(Page 13, Lines 37-46)** **(Page 13, Lines 1-10)**

Unveiling the Dynamics of Malaysian Viewers' Continuance Usage Intention of OTT Platforms: Insights from the Stimulus-Organism-Response (SOR) Paradigm

Abstract

Purpose – This study aims to investigate how over-the-top (OTT) media services affect consumers' demands for value, convenience, visual experience, and their ability to advance media communications. This study also examines the constructs that impact viewers' satisfaction and subsequently lead to continuance usage intention of OTT platforms. Using the Stimulus-organism-response (SOR) model as the theoretical basis, the present study constructs include content quality, accessibility, entertainment, hedonic value, attitude, satisfaction, and continuance usage intention of OTT platforms.

Design/methodology/approach – The responses were collected from 1280 OTT platforms users in Malaysia through online questionnaires. This study aimed to examine the perceptions of OTT viewers towards their satisfaction and continuance usage intention of the respective platforms. The study employed a quantitative approach, and the relationships among the study constructs were assessed using partial least squares - structural equation modelling (PLS-SEM).

Findings – The present study found that the content quality and accessibility were significant in determining OTT viewers' perceived hedonic value and attitude, which subsequently led to their satisfaction and continuance usage intention of OTT platforms. Additionally, it was identified that satisfaction had a substantial influence on viewers' continuance usage intention of OTT platforms.

Originality/value – This study uses the SOR model to determine the relationships among OTT platform characteristics, hedonic value, attitude, satisfaction, and continuance intention.

Keywords: Over-the-top (OTT), stimulus-organism-response (SOR), satisfaction, continuance intention, Malaysia.

Introduction

Recently, over-the-top (OTT) platforms, one of the most common digital media platforms, have undergone tremendous growth worldwide (Chang and Chang, 2020). Following its offering of abundant and unique content, increased attention has been directed towards OTT platforms and has quickly gained a reputation among viewers (Singh et al., 2021), upscaling viewing experience in terms of assortment and quality as compared to watching traditional television. The emergence of OTT platforms was a result of technological advancements and the enhancement of Internet infrastructure (Sudhir and Rao, 2021).

The significance of digital technology has become increasingly evident, particularly in light of the COVID-19 pandemic that emerged a year ago, that presented significant and complex hurdles for nations to maintain regular operations (Arif and Ta, 2022). Numerous

OTT providers, including Disney+ Hotstar, Amazon Prime, Netflix, and Apple TV+, with subscription-oriented OTT services, dominate the market (Fudurić et al., 2020). Nonetheless, in Malaysia, OTT service providers still lag behind telecommunication operators in acquiring and maintaining customers (Mohd Fauzi et al., 2023). In fact, the mounting competition in the industry has caused the process of attracting and retaining a customer base to become a prominent challenge for OTT platforms. According to industry analysts, in 2022, OTT service providers shifted their emphasis from customer acquisition to customer retention (Abbatescianni, 2022). Therefore, OTT service providers will prioritize any insights that could assist in formulating strategies and tactics for customer retention.

The expansion of OTT services has attracted the interest of both practitioners and academics. Nonetheless, research focusing on OTT services from a social science perspective remains limited. Recent research on OTT services signifies a limited literature in the field of marketing, including OTT platforms (Chakraborty et al., 2023), quality (Yousaf et al., 2021), satisfaction (Shin and Park, 2021), and continuance intention (Meena and Sarabhai, 2023). However, the investigations of viewers' perceptions based on stimulus-organism-response (SOR) model are scarce (Dhiman et al., 2022). Moreover, the studies of the constructs related to accessibility and entertainment remain inadequate to provide empirical understanding of their impact on attitude, satisfaction, or continuance intention. In this study, the above research gaps are addressed by empirically investigating the aspects influencing the hedonic value and attitude of OTT viewers. Additionally, the associations between content quality, accessibility, entertainment, satisfaction, and continuance intention on OTT services are examined.

An understanding of the factors influencing the usage of OTT platforms is essential for stakeholders such as enterprises, end-users, and policy makers. Furthermore, comprehending user attitudes and satisfaction is crucial in fostering their intentions to repurchase and continue using brands (Meena and Sarabhai, 2023). Despite satisfaction is significant to bridge the gap between consumer anticipations and their real-life experiences; nonetheless, in the present context, the consideration of other relevant factors is crucial (Yoon and Kim, 2023). Previous studies have also used other variables like the ease of use (Walsh and Singh, 2021) and fear of missing out (Ji et al., 2024), but none consider either hedonic value (enjoyment), or attitude an antecedent of continuance intention (Soren and Chakraborty, 2023). As Ajzen (1991) postulated, attitude can significantly justify an individual's behavioural intention, such as shaping a favourable continuance intention on OTT platforms. To this end, a comprehensive research model is presented based on SOR (Mehrabian and Russell, 1974; Jacoby, 2002). Henceforth, the research framework includes variables affecting hedonic value, attitude, satisfaction, and continuance intention. The investigation addresses the subsequent research questions:

RQ1. What are the factors that foster OTT viewers' hedonic value and attitude?
RQ2. Do hedonic value and attitude of viewers enhance their levels of satisfaction, subsequently motivate continuance usage intention of OTT platforms?
RQ3. Does viewer satisfaction affect their continuance usage intention of OTT platforms?

The study not only offers valuable knowledge for industry professionals but also adds to the expanding body of research on the ecosystem of content aggregation and consumption by pinpointing the precursors to subscribing to OTT media services. From a theoretical perspective, the present study advances the existing literature by providing explanations on satisfaction and continuance intention using the SOR model. Consequently, the determinants

of user satisfaction and continuance usage intention of OTT platforms are identified, highlighting the highly perceived and most significant ones. Practically, it offers guidance to assist managers in encouraging users to continuously use OTT platforms, in addition to providing recommendations for enhancing user satisfaction.

Literature review

Over-the-Top (OTT) platforms

OTT platforms, or digital streaming services, distribute video content directly to users through the internet on devices like smartphones, laptops, and smart TVs (Koul et al., 2020). They have replaced traditional cable and satellite TV with affordable subscription-based services (Soren and Chakraborty, 2024). Unlike conventional channels, OTT platforms offer diverse content genres, prompting a shift in audience preference (Nogueira et al., 2018). The popularity surge has led to numerous providers, with YouTube, Disney+ Hotstar, Amazon Prime, Netflix, and Apple TV+ being prominent choices (Curry, 2020). As OTT services become integral to daily life, understanding consumer behaviour is crucial both practically and academically.

Stimulus-organism-response (SOR) model

Mehrabian and Russell (1974) introduced the SOR model, highlighting stimulus as the primary trigger for emotional responses, connecting external stimuli to human actions and reactions (Zhu and Deng, 2020). This model explains the intermediary organismic component involving perception and motivation, leading to mental activities, states, and processes, while responses mirror individual behaviour, indicating positive or negative outcomes (Famiyeh et al., 2018). Recognized for its flexibility, studies have utilized the SOR model to accommodate various factors, such as virtual reality tourism (Kim et al., 2020), brand loyalty (Yu et al., 2021), and smartphone acceptance (Huang, 2023), making it valuable in contemporary behavioural research. This study applies the SOR model to OTT platform viewers, examining stimuli (content quality, accessibility, and entertainment), organism (hedonic value and attitude), and responses (satisfaction and continuance intention).

Content quality

Durianto et al. (2004) emphasize that perceived quality significantly shapes perceived value, influencing consumer choices and fostering brand loyalty. Despite contrasting views by Tanata (2013), subsequent studies (Filieri, 2015; Erkan and Evans, 2016) affirm the impact of perceived quality on various behavioural and attitudinal outcomes, including information evaluation, utility, and adoption. In the context of OTT platforms, Chopra (2021) underscored their diverse selection tailored to viewer preferences, highlighting quality as a fundamental factor in purchasing decisions and reinforcing its critical role in consumer attitudes.

Recent studies confirm content quality's significance in fostering customer engagement and motivating user interaction (Onofrei et al., 2022; Bazi et al., 2023). OTT platforms, offering captivating content across genres, play a pivotal role in providing subjective experiences such as fun and pleasure (Arun et al., 2021), while enhancing consumer satisfaction and engagement (Kim et al., 2016). Recognizing content quality's essential role, it is posited as a key factor influencing enjoyment and perceptions towards OTT platforms, aligning with collective research findings on its impact on consumer satisfaction (Lee and Cho, 2021). Hence, the following hypotheses are proposed:

3

1 H1: Content quality is positively related to hedonic value.

2 H2: Content quality is positively related to attitude.

3 *Accessibility*

4 Viewers of OTT platforms like Disney+ Hotstar, UniFi TV, Astro-on-the-Go, Amazon
5 Prime, Netflix, and Apple TV+ have adopted a new content consumption style, diverging from
6 traditional television. Greer and Ferguson (2015) noted that devices such as PCs, smartphones,
7 tablets, and iPads provide enhanced flexibility and mobility, contributing to perceived ease-of-
8 access and time saving, fostering a hedonic value for users (Ha et al., 2014; Le, 2024).

9 Unlike traditional TV networks, which adhere to set schedules, OTT platforms offer
10 continuous series marathons, allowing viewers to watch content at their convenience and
11 shaping a positive attitude (Lu et al., 2017; Le and Wang, 2022). Viewers often choose shows
12 based on online recommendations and critiques (Isa et al., 2020). Taglines like "See what's
13 next" (Netflix), "Binge All Episodes Anytime" (Astro-on-the-Go), and "Watch Everywhere.
14 Watch Anything" (UniFi TV) aim to attract viewers and promote binge-watching.
15 Consequently, the following hypotheses are proposed:

16 H3: Accessibility is positively related to hedonic value.

17 H4: Accessibility is positively related to attitude.

18 *Entertainment*

19 Hedonic value, the intrinsic enjoyment from using a product or service, is crucial for
20 consumer satisfaction and continued usage intention in digital entertainment. Park (2017) noted
21 the increasing preference for OTT services due to their diverse and engaging content. Baccarne
22 et al. (2013) asserted that varied entertainment options enhance pleasure and satisfaction,
23 elevating hedonic value. The digital age allows users to access personalized content,
24 intensifying perceived hedonic value.

25 The interplay between entertainment and consumer attitude shapes behaviour on OTT
26 platforms. Banerjee et al. (2014) explored how entertainment choices influence positive
27 attitudes, emphasizing content quality. Arun et al. (2021) highlighted OTT platforms' impact
28 on attitudes through tailored viewing experiences, exceeding expectations. Nagaraj et al. (2021)
29 emphasized the potential in India, where personalized content appeals to tech-savvy internet
30 users, presenting a positive prospect for OTT providers. Thus, the following hypotheses are
31 proposed:

32 H5: Entertainment is positively related to hedonic value.

33 H6: Entertainment is positively related to attitude.

34 *Hedonic value*

35 Hedonic value, focusing on enjoyment and pleasure, pertains to customers' anticipation
36 of happiness from purchases (Hirschman and Holbrook, 1982). It involves various motivational
37 factors influencing satisfaction and pleasure in buying (Sangkoy and Tielung, 2015).
38 Characterized as personal and subjective, hedonic value stems from amusement and whimsy
39 rather than achievement (Hirschman, 1983), emphasizing experiential and emotional aspects.

40 Considered more subjective than utilitarian value, hedonic value reflects personal
41 experiences of enjoyment and entertainment (Ryu et al., 2010; Babin et al., 1994). It influences

decision-making, especially when consumers are content with the consumption experience, as seen in virtual reality (Pantano and Corvello, 2014).

In the context of OTT platforms, hedonic value is a driving force for pleasure-seeking behaviour, influencing emotional reactions and behavioural responses. Previous research shows its significant impact on purchase intention, usage intention, and continuance intention (Richard and Mueli, 2013; Praveena, 2018; Le, 2024). Users may continue OTT platform usage if they find personal enjoyment in activities involving positioning technologies. Positive effects of perceived hedonic value on consumer behavioural intentions are supported by several studies (Lee and Kim, 2018; Le, 2024). Thus, the following hypotheses are proposed:

H7: Hedonic value is positively related to satisfaction.

H8: Hedonic value is positively related to continuance usage intention of OTT platforms.

Attitude

Attitude, the presence of positive or negative characteristics linked to psychological entities, crucially influences consumer choices. The attitude model comprises cognitive (consumer understanding and beliefs), affective (emotional responses), and conative (consumer intentions) elements (Schifman & Kanuk, 2008). Consumer attitudes' creation influences the interplay among trust, attitude, behaviour, and product attribute perceptions (Mowen & Minor, 2001).

Attitude involves reactions, perceptions, contemplations, and experiences towards entities, concepts, or values, guiding decisions and reactions, shaping preferences, expectations, and desires, and reflecting on desired outcomes and aversions (Francioni et al., 2022). Attitudes are relatively stable, often enduring and infrequently altering, with evaluative judgments indicating favourable or unfavourable assessments (Soren and Chakraborty, 2023).

H9: Attitude is positively related to satisfaction.

H10: Attitude is positively related to continuance usage intention of OTT platforms.

Satisfaction towards continuance usage intention of OTT platforms

Initial post-adoption model research focused on cognitive elements and individual satisfaction to understand the drivers of ongoing service use (Bhattacherjee, 2001a; Schierz et al., 2010). While shedding light on critical factors valued by consumers, these studies narrowly linked customer contentment to enduring engagement without considering additional elements. However, factors like satisfaction, enjoyment, and content breadth are recognized as precursors to sustained intention to use OTT services (Chakraborthy et al., 2023; Yoon and Kim, 2023; Meena and Sarabhai, 2023).

Observations indicate that consumers finding a service fulfilling tend to increase their investment in the relationship, continuing service usage (Bendapudi and Berry, 1997). Extensive literature confirms that satisfaction not only boosts continual service usage intentions but also enhances loyalty to OTT services (Kim and Park, 2016; Yi and Chon, 2020; Carissa et al., 2023). This investigation posits the hypothesis that content consumers on OTT platforms are likely to maintain usage, reinforcing their connection with the service. Consequently, this investigation posits the following hypothesis:

H11: Satisfaction is positively related to continuance usage intention of OTT platforms.

Conceptual framework

1 Figure 1 illustrates the conceptual framework of this study, which was developed based on the
2 reviewed literature and the hypotheses formulated.
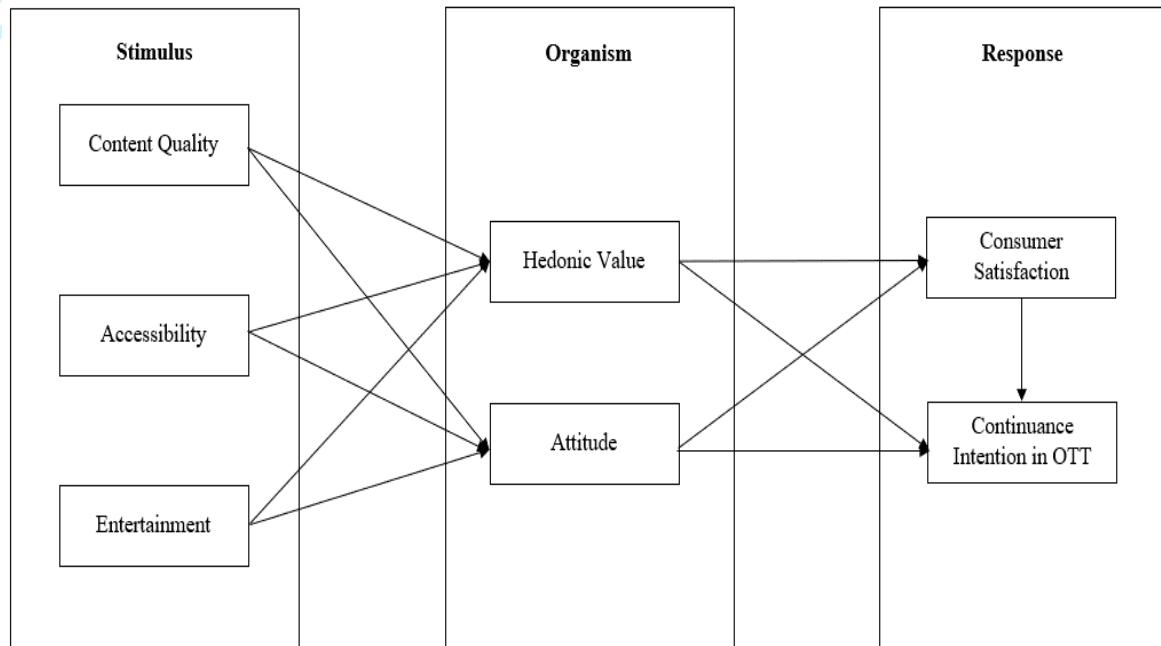
3

4 **Figure 1.** Proposed research model
5 **Source:** Authors' drawing

6

7 **Methodology**
8 *Sampling and data collection procedures*
9   This study was conducted from June 2023 to November 2023, where OTT viewers who
10 reside in Malaysia, were the target respondents. The survey respondents were diversified with
11 various age groups and ethnicities to acquire responses from numerous perspectives. The
12 present study employed purposive sampling, where the data collection only involved
13 volunteers who aged at least 21 years old and have subscribed to OTT streaming platforms.
14 This served to ensure that they could provide informed consent, and the data collected is
15 reliable and valid.
16   Subsequently, a self-administered online survey with bilingual questionnaire (English
17 and *Bahasa Melayu*) was conducted through applying the quantitative approach for the data
18 collection. Following the survey being done online, the respondents were provided with virtual
19 Google Form, where the questionnaires were disseminated via several social media platforms,
20 such as Facebook, Instagram, and LinkedIn. All participants were required to answer every
21 measurement item to avoid the possibility of incomplete data entries or missing values. Figure
22 2 depicts the four steps involved during the data collection process between researchers and
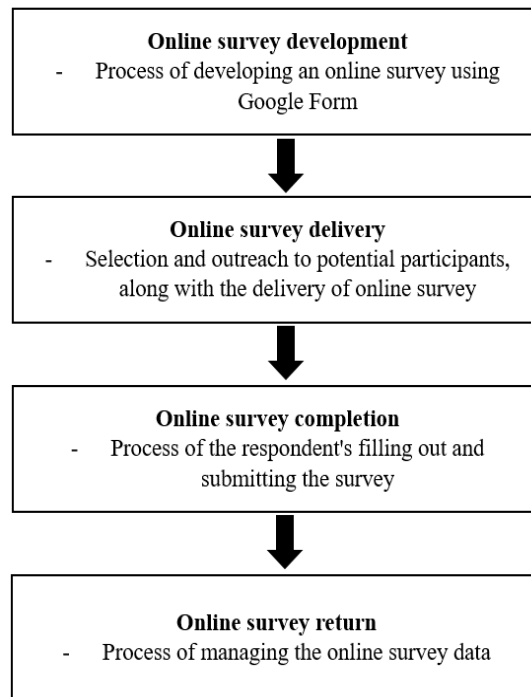23 respondents.

Figure 2. Process of data collection
Source: Authors' drawing

In order to determine the required sample size, GPower 3.1 – a stand-alone power analysis software was utilized. The power analysis indicated that a power level of at least 0.80 was necessary to validate the relationship between the constructs (Cohen, 1998). Consequently, with the criteria of 7 predictors at a level of significance of 5%, power of 0.95 and effect size of 0.15, the GPower analysis identified that a minimum sample size of 153 was needed.

Measures and scale development

In this study, the questionnaire primarily consists of two sections, namely Section A and Section B. In general, the demographic characteristics of respondent were collected in Section A, as included in Appendix I. Section B encompassed questions on the research model as proposed, which included (I) content quality; (II) accessibility; (III) entertainment; (IV) hedonic value; (V)attitude; (VI) satisfaction; (VII) continuance intention. In general, as an exploratory approach was used in the current study, 23 measurement items in total were adapted from past studies (Babin et al., 1994; Venkatesh and Davis, 1996; Jarvenpaa et al., 2000; Bhattacherjee, 2001b; Smock et al., 2001; Sweeney and Soutar, 2001; Shih, 2004; Malik et al., 2016) as displayed in Appendix II.

To tailor to the Malaysian context, the items were translated into Malay, namely *Bahasa Melayu* using Google Translate, a reliable translation machine widely utilized for text mining analytics (Lee and Park, 2018). The items measuring the scales were randomly distributed; the survey questions that measured independent variables from the dependent variables' questions were separated (Podsakoff et al., 2003). The respondents were required to answer the measurement items using 5-Likert scale, where the scale used to measure the level of agreement or disagreement was asymmetric, where 1 represented "strongly disagree" and 5 represented "strongly agree". Prior to the actual distribution, a pre-test was performed to ensure that the items accurately represented the present setting with adherence to the standards deemed

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necessary. A draft survey was presented to the target population, enabling cognitive interviews (Willis, 2016), where the respondents were required to answer accordingly. Thus, this allowed appropriate clarifications, expansions, and adjustments to the draft survey to be consistent with the objectives of the study.

Statistical analyses

This research utilized quantitative methodology, namely survey questionnaires to gather data. Following this, the data collected was processed, which involved the removal of straight-line responses using Statistical Package for Social Science (SPSS) 28.0. In this study, a two-stage partial least squares structural equation modeling (PLS-SEM) analysis was employed. The first stage involved the assessment of construct reliability and validity, while the second stage assessed the relationships between the proposed constructs (Hair et al., 2019). Accordingly, the PLS-SEM analyses were evaluated using SmartPLS 4.0, and the findings are presented in the subsequent section.

Results

Full collinearity testing

Following the involvement of a single source during the data collection, the full collinearity was tested to assess the issue of common method bias (Kock, 2022). In this method, all the variables were regressed against a common variable and the values of variance inflation factor (VIF) should be ≤ 3.3, ensuring there is no bias from the single source data.

Table I. Results of full collinearity testing

Respondents' profile

As indicated in Table II, the largest pool of OTT platform users was aged between 31 and 40 years old (40.0%). This demographic, often with established careers and families, expresses a heightened interest in on-demand entertainment services that provide flexibility in content consumption. The allure of varied content, along with the convenience of accessing it anytime, resonates well with the preferences and lifestyle of this age bracket. Moreover, individuals within this age range generally possess a higher level of technological proficiency, enhancing their inclination to effortlessly embrace and navigate OTT platforms. Additionally, it was identified that almost half of the users (45.5%) have favoured the educational contents offered by OTT platforms, such as documentaries and travelogues, followed by sports documentaries (25.7%), entertainment (16.2%), as well as reality TV and talk shows (12.6%). This has indicated a testament to the platform's ability to deliver multifaceted content, meeting the preferences of its broad users. Moving forward, OTT platforms may consider further enhancing its content strategy based on these insights to continue serving its viewers effectively.

Table II. Respondents' profile

Assessment of the measurement model

To enhance the measurement model's adaptability, this study employed the PLS-SEM method, considering the non-normal distribution of data from 1280 participants. Confirmatory factor analysis (CFA) ensured reliability and validity, ensuring loadings are above the 0.70

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threshold. The valid loadings were assessed for internal consistency using composite reliability (CR), with values meeting the criteria set by Hair et al. (2019). The average variance explained (AVE) values surpassed the minimum criterion of 0.50 (Fornell and Larcker, 1981), confirming the study's adherence to stipulated criteria.

Table III. Measurement model results

Table IV displays the inter-correlations among the constructs within the research model, accompanied by the square-rooted AVE values for each measure. The observation revealed that all AVE values surpassed the correlation of each construct, affirming the adequacy of the measurement model. This provides substantiating evidence for reliability, convergent, and discriminant validity (Chin, 2010).

Table IV. Constructs' discriminant validity

Assessment of the structural model

The assumptions were testing using the structural model. As a general practice, particularly in one-tailed testing, it is imperative for the t-value to achieve a minimum threshold of 1.645 or 2.330, with p-value below 0.05 or 0.01, accordingly (Fisher, 1992). From the results in Table V and Figure 3, it was found that content quality (*H1*: $\beta = 0.445$, $t > 2.330$, $p = 0.000$) and accessibility (*H3*: $\beta = 0.372$, $t > 2.330$, $p = 0.000$), had a significant influence over hedonic value, whereas the impact demonstrated by entertainment (*H5*: $\beta = -0.043$, $t > 2.330$, $p = 0.000$) was negative. Subsequently, content quality (*H2*: $\beta = 0.574$, $t > 2.330$, $p = 0.000$) and accessibility (*H4*: $\beta = 0.309$, $t > 2.330$, $p = 0.000$) were found to be significantly associated with attitude, whereas entertainment (*H6*: $\beta = -0.031$, $t < 1.645$, $p = 0.117$) could not exhibit any significant impact on attitude.

Regarding satisfaction, the significant impact of hedonic value (*H7*: $\beta = 0.352$, $t > 2.330$, $p = 0.000$) and attitude (*H9*: $\beta = 0.536$, $t > 2.330$, $p = 0.000$) on satisfaction were demonstrated. Similarly, the results have revealed the significance of hedonic value (*H8*: $\beta = 0.150$, $t > 2.330$, $p = 0.000$) and attitude (*H10*: $\beta = 0.273$, $t > 2.330$, $p = 0.000$) in influencing continuance intention. Last but not least, satisfaction (*H11*: $\beta = 0.467$, $t > 2.330$, $p = 0.000$) was found to be a significant driver of continuance intention. As Table V and Figure 3 presented, the model explained a total variance of 55.4% in hedonic value, 65.8% in attitude, 68.0% in satisfaction, and 67.8% in continuance intention.

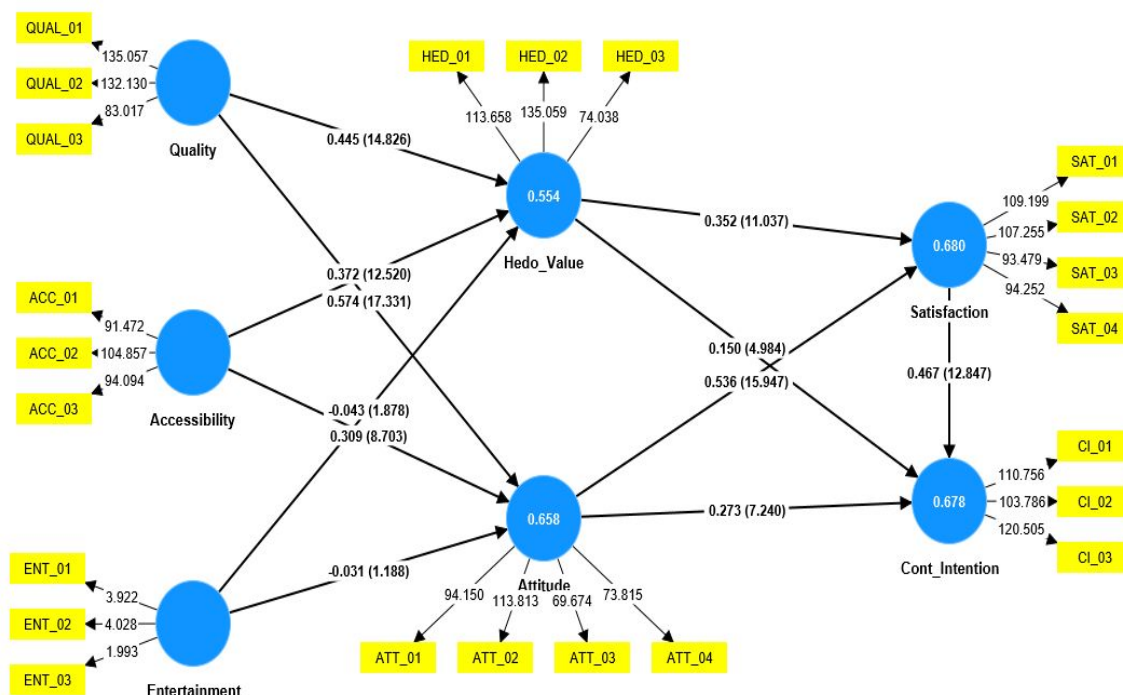**Table V.** Summary of path coefficients and hypotheses testing

Figure 3. Research model with path coefficients and t-values
Source: Authors' drawings

Discussion

OTT platforms, renowned for superior video content experiences, surged in popularity during the COVID era, as lockdowns prompted a shift from cinemas to OTT for entertainment. Filmmakers recognized the profitability of releasing productions on OTT platforms, like Netflix, Disney+ Hotstar, Amazon Prime, UniFi TV, and Astro-on-the-Go. Following the increasing number of options available to the OTT platform users, which offer different user compatibility, interface, and experience, , may eventually lead to stiffness in the respective market. Therefore, the understanding of the existing users is crucial for customer retention and long-term OTT success.

Based on the statistical results, it was indicated that the content quality and accessibility have an impact on the OTT viewers' hedonic value, thus *H1* and *H3* were supported. To begin with, *H1* suggested that decent OTT content quality could significantly enhance the hedonic value among OTT viewers. The present evidence suggests that OTT platforms with better quality of contents can provide more pleasurable experiences to their viewers (Kim et al., 2016; Bazi et al., 2023). In the current competitive video streaming market, high quality of OTT video contents is more likely to meet the hedonic expectations of their viewers. Subsequently, *H3* proposed that the accessibility of OTT platforms could influence their viewers' hedonic value. The findings implied that OTT platforms with higher level of convenience tend to induce a greater degree of hedonic value (Ha et al., 2014; Le, 2024). Thus, the OTT media service providers should strategically enrich the content quality and accessibility of their services, to better meet the viewers' hedonic expectations and shape favourable responses.

Furthermore, the findings showed that both content quality and accessibility had significant influence over viewers' attitudes, thus supporting *H2* and *H4*. The results for *H2* suggests that when individuals, specifically OTT viewers perceived the content quality as good, they are more likely to develop favourable attitudes towards the OTT media services (Erkan

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and Evans, 2016; Chopra, 2021). <mark>This indicates that superior content quality can enhance user satisfaction, leading to a higher likelihood of continued usage and positive word-of-mouth, which are crucial for the platform's long-term success.</mark> On the other hand, *H4* posits that a highly accessible OTT platform can induce positive attitudes among its viewers, highlighting the essential role of convenience and ease-of-access in encouraging positive viewers' attitudes (Isa et al., 2020; Le and Wang, 2022). This decent level of accessibility can contribute to the reduction of viewers' efforts and costs to watch video contents using OTT platforms, thereby fostering a favourable consumer behaviours. <mark>This implies the necessity for OTT service providers to prioritize user-friendly interfaces, seamless streaming experiences, and minimize accessibility barriers to maintain and expand their user base.</mark>

Despite its significance in meeting viewers' hedonic expectations, it was discovered that entertainment had a negative impact on viewers' hedonic value. Thus, *H5* was not supported. Unexpectedly, this finding implies that OTT platforms with high entertainment value would lower the hedonic value of their viewers. While entertainment is widely recognized as a key component of OTT platforms (Baccarne, 2013; Park, 2017), the present results have shown otherwise. This notion is supported by responses in our questionnaire, where participants indicated a preference for well-produced, high-standard content over purely entertaining content. This aligns with existing literature, which indicates that content quality often takes precedence over entertainment value in determining user satisfaction and engagement with OTT platforms (Lee and Cho, 2021; Bazi et al., 2023). This finding may underscore the importance of diversifying content strategies on OTT platforms. Emphasizing high-quality and engaging content, rather than solely focusing on entertainment, could be a more effective approach to enhance viewers' hedonic experiences.

Although the entertainment-based model of communication (Moyer-Gusé, 2008) argues that entertainment offers an effective means to influence attitudes and behaviours, the present study has drawn a different outcome. The present study has discovered that entertainment value of an OTT platform did not have a significant impact on viewers' attitudes. Thus, *H6* was unsupported. This discovery urges a nuanced exploration of viewer preferences in the context of OTT viewing. One possible explanation for this incongruity could be the evolving nature of viewer expectations and the complexity of factors influencing attitudes. It is plausible that viewers on OTT platforms may have multifaceted considerations beyond entertainment when forming attitudes. Factors such as content attribute, and convenience, or alignment with personal values might play a more prominent role in shaping OTT viewers' attitudes than the sheer entertainment value.

Moreover, the evidence indicated that both hedonic value and attitude were significant drivers of viewers' satisfaction, thereby supporting *H7* and *H9*. As *H7* proposed, individuals with higher degree of hedonic value are more likely to feel satisfied, particularly in viewing OTT contents. In line with preceding studies, this study implies that viewers tend to encounter a higher level of satisfaction when they find the OTT platforms joyful and pleasurable (Pantano and Corvello, 2014; Sangkoy and Tielung, 2015). In a similar vein, *H9* suggested that individuals who possess positive attitudes towards OTT viewing tend to result in satisfaction. This outcome demonstrates a consistency with past studies, indicating the significant role of positive attitudinal aspect in determining favourable behaviours (Mowen & Minor, 2001; Francioni et al., 2022). In this context, it can be deduced that the viewers' hedonic expectations are met after viewing joyful and exciting OTT contents, along with the shaping of positive attitudes among the viewers, which eventually lead to a higher level of satisfaction.

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1   Regarding individuals' continuance intention on OTT platforms, this study has revealed the significant influences of hedonic value and attitudes, therefore *H8* and *H10* were supported. This finding aligns with preceding studies, where *H8* suggested that individuals who feel happy with OTT platforms tend to have stronger continuance usage intention of OTT platforms (Lee and Kim, 2018; Le, 2021, 2024). Furthermore, the evidence collected for *H10* implies that the positive attitudes among OTT viewers can lead to their continuance usage intention of OTT platforms. This is in line with scholars in the past who postulated the importance of individual attitudes in influencing behavioural intentions (Francioni et al., 2022; Soren and Chakraborty, 2023). Last but not least, the results obtained for *H11* suggested that satisfaction had a significant relationship with continuance usage intention of OTT platforms. This discovery is consistent with previous findings, indicating that viewers with high degree of satisfaction are more likely to resubscribe OTT media services (Yi and Chon, 2020; Chakraborthy et al., 2023). Consequently, satisfied viewers with high degree of hedonic value and favourable attitudes, are more likely to repurchase of subscription bundle packages offered by desired OTT platforms, such as Netflix, UnifiTV, and Astro-on-the-Go.

Conclusion and implications

It is evident that digital technology has emerged tremendously and have significant influences over countries around the globe, this includes impact on Malaysian consumers' behaviours, welfares, and economy. Following the continuous growth of OTT media services, the Malaysian digital economy is projected to witness a substantial GDP contribution of 22.6% by 2025 (Malaysian Communications and Multimedia Commission, 2023), alongside the generation of approximately half a million employment opportunities. To better understand the causal effects for viewer perceptions towards OTT media services in Malaysia, it is imperative to view at the environmental, psychological, and behavioural aspects. In this study, the essential roles of content quality and accessibility towards the enhancement of individual hedonic value and attitude are determined, which subsequently lead to viewers' continuance usage intention of OTT platforms.

The present findings enrich the understanding of several stimuli (content quality, accessibility, and entertainment) and organisms (hedonic value and attitude), along with their influences over individual responses, which comprised of satisfaction and subsequent continuous intention in OTT media services. By highlighting the importance of these elements, this study underlines the necessity for key industry players (e.g., governmental agencies, policymakers, and OTT operators) to emphasize on developing an OTT platform that can adequately meet end-consumers' demands. This study sheds light on potential attitudinal changes and shift in consumer behaviours, while enriching the SOR model by providing substantial empirical evidence and diverse contextual perspectives. Based on the Malaysian OTT viewers' perspectives, the current study strengthens the broadening of understanding related to the determinants of consumers' hedonic value and attitude, along with their influences on satisfaction and continuance intention. Consequently, it stands as a prospective point of reference for future research in analogous contexts. Furthermore, it adds to the expanding body of knowledge by illustrating that cross-validation methods drawn from prior research consistently produced reliable and credible scores. This affirmation solidifies the reliability of these methods, rendering them suitable for future studies conducted in diverse cultural and environmental settings. In summary, the results underscore the enduring importance of content quality, accessibility, a satisfactory level of hedonic value, and positive attitudes in shaping

continuance intentions within the competitive landscape of OTT media services. OTT platforms emerge as essential tools, acting as catalysts for effective communication, monitoring, and community engagement in the domain of contemporary digital technology.

Additionally, the study highlights the significance of leveraging worldwide megatrends like consumptions of circular economy and digitalization to ensure a sustainable economic contribution. Also, this study specifies the crucial need for the understanding of consumer preferences, leading to the formation of favourable behaviours. Key industry players can use these findings to tailor evidence-based implementations, improve brand equity, and predict future alteration in consumer demands. By understanding the responses towards present OTT platforms from a viewer perspective, it can guide the strategic formulation for strategies and marketing efforts to meet viewers' expectations. The current study offers meaningful insights into the development of Malaysia's digital media platform and the establishment of a sustainable income. Practically, the present findings are presumed to be beneficial to digital media in Malaysia. Agencies, policymakers, and business owners can utilize these discoveries to develop existing and upcoming OTT platforms that emphasize on providing high quality of video contents and can be accessed at ease. Besides, these results enable the said players to formulate and design desirable OTT platforms that match with viewers hedonic expectations and forming positive attitudes, such as offering joyful video contents, establishing mobile applications, and on-demand programmes to drive user satisfaction and retention. This includes prioritizing investments in the creation and acquisition of high-quality content, such as producing original content that resonates with target audiences along with acquiring popular shows and movies. Besides, by making the platforms more accessible through minimizing barriers to access, developing user-friendly interfaces, and ensuring seamless streaming experiences, it could help to reduce churn rates and attract a wider audience. All in all, key industry players can utilize these insights to frame successful approaches for developing OTT media services and promoting customer loyalty by taking into account the viewers' perceived stimuli of constructive organismic elements, which subsequently lead to positive responses.

In conclusion, the significant impacts of digital media on Malaysia's advancement, citizens' well-being, and economy are inevitable. Moreover, the continuous growth of the digital platform, particularly OTT media services, are foreseen to emerge as a substantial contributor the nation's GDP and job opportunities. The present study has indicated that OTT platforms' content quality and accessibility are important motivator of individual hedonic value and positive attitudes, which then lead to higher satisfaction levels and continuance usage intention.

Limitations and directions for future studies

Despite its contribution, this study is not without its limitations. The study's concentration on Sarawak, Malaysia, could constrain the applicability of its findings to regions or countries characterized by distinct geographical and socio-cultural circumstances. Moreover, the reliability of the research might hinge on factors such as sample size and representativeness, potentially influencing the precision of the acquired insights. The utilization of surveys and self-reported data, typical in such investigations, may introduce response bias and might not comprehensively capture actual behaviours and beliefs.

One of the primary limitations of the study is its restricted focus, overlooking additional factors influencing individual satisfaction and continuance usage intention, such as technology adoption, trust, and utilitarian value. Therefore, it is advisable for subsequent research

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endeavours to take into account these variables. Furthermore, the study employed a cross-sectional approach, capturing data at a specific moment rather than adopting a longitudinal perspective, which entails collecting data across multiple timeframes. On the other hand, future research may consider the integration of variables and moderators to the present framework, such as technology readiness, social influence, perceived security, and price value (i.e., price difference).

Finally, the potential for recall bias in exploring past behaviours or knowledge may introduce inaccuracies in the reported information. Despite these constraints, mitigating them would bolster the reliability and significance of the research's findings concerning perceptions towards repeat subscriptions of OTT media services in Malaysia.

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Table I	Results of full collinearity testing					
QUAL	ACC	ENT	HED	ATT	SAT	CI
1.752	1.751	1.002	2.237	2.915	3.115	3.096

Notes: QUAL = content quality; ACC = accessibility; ENT = entertainment; HED = hedonic value; ATT = attitude; SAT = satisfaction; CI = continuance intention of OTT media service
Source: Authors' calculations

Table II	Respondents' profile		
			(*N* =1280)
Demographic Variable	*Category*	*Frequency (n)*	*Percentage (%)*
Gender	Male	639	49.9
	Female	641	50.1
Age	≤ 20	42	3.3
	21 – 30	296	23.1
	31 – 40	512	40.0
	41 – 50	332	25.9
	51 – 60	89	7.0
	≥ 61	9	0.7
Education	≤ High school	282	22.0
	Diploma	410	32.0
	Degree	440	34.4
	Professional qualification	89	7.0
	Postgraduate	59	4.6
Occupation	Government sector	311	24.3
	Private sector	479	37.4
	Self-employed	206	16.1
	Student	90	7.0
	Unemployed	65	5.1
	Retiree	129	10.1
Income	≤ RM 2,000	165	12.9
	RM 2,001 – RM 4,000	755	59.0
	RM 4,001 – RM 6,000	249	19.5
	RM 6,001 – RM 8,000	67	5.2
	≥ RM 8,001	44	3.4
Current Residency	Peninsular Malaysia	707	55.2
	East Malaysia	573	44.8
Experience of Using OTT	Yes	1280	100.0
	No	0	0.0
Type of OTT Platforms Used	Disney+ Hotstar	152	11.9
	UniFi TV	288	22.5
	Astro-on-the-Go	219	17.1
	Amazon Prime	101	7.9
	Netflix	420	32.8
	Apple TV+	100	7.8
Favourite OTT Content Type	Entertainment	208	16.2
	Educational	582	45.5
	Sports Documentaries	329	25.7
	Reality TV and Talk Shows	162	12.6

Source: Authors' calculations

Table III	Measurement model results				
Constructs	*No. of Items*	*Items*	*Loadings*	*CR*	*AVE*
Content Quality	3	QUAL_01 QUAL_02 QUAL_03	0.892 0.898 0.826	0.905	0.761
Accessibility	3	ACC_01 ACC_02 ACC_03	0.856 0.880 0.865	0.901	0.752
Entertainment	3	ENT_01 ENT_02 ENT_03	0.898 0.971 0.600	0.873	0.703
Hedonic Value	3	HED_01 HED_02 HED_03	0.884 0.887 0.843	0.904	0.759
Attitude	4	ATT_01 ATT_02 ATT_03 ATT_04	0.860 0.871 0.831 0.816	0.909	0.714
Satisfaction	4	SAT_01 SAT_02 SAT_03 SAT_04	0.866 0.872 0.855 0.850	0.920	0.741
Continuance Intention to Watch	3	CI_01 CI_02 CI_03	0.883 0.884 0.882	0.914	0.780

Source: Authors' calculations

Table IV	Constructs' discriminant validity						
Constructs	*QUAL*	*ACC*	*ENT*	*HED*	*ATT*	*SAT*	*CI*
QUAL	0.872						
ACC	0.654	0.867					
ENT	0.024	-0.017	0.839				
HED	0.687	0.664	-0.038	0.871			
ATT	0.775	0.685	-0.022	0.711	0.845		
SAT	0.735	0.729	-0.024	0.733	0.786	0.861	
CI	0.750	0.673	-0.017	0.687	0.747	0.792	0.883

Notes: QUAL = content quality; ACC = accessibility; ENT = entertainment; HED = hedonic value; ATT = attitude; SAT = satisfaction; CI = continuance intention of OTT media service
Source: Authors' calculations

Table V	Summary of path coefficients and hypotheses testing					
Hypotheses	*No. of Items*	*Coefficients*	*Standard Error*	*t-value*	*p-value*	*Decision*
Content Quality						
H1	QUAL → HED	0.445	0.030	14.826	0.000**	Supported
H2	QUAL→ ATT	0.574	0.033	17.331	0.000**	Supported
Accessibility						
H3	ACC → HED	0.372	0.030	12.520	0.000**	Supported
H4	ACC → ATT	0.309	0.035	8.703	0.000**	Supported
Entertainment						
H5	ENT → HED	-0.043	0.023	1.878	0.000**	Not Supported
H6	ENT → ATT	-0.031	0.026	1.188	0.117*	Not Supported
Hedonic Value						
H7	HED → SAT	0.352	0.032	11.037	0.000**	Supported
H8	HED → CI	0.150	0.030	4.984	0.000**	Supported
Attitude						
H9	ATT → SAT	0.536	0.034	15.947	0.000**	Supported
H10	ATT→ CI	0.273	0.038	7.240	0.000**	Supported
Satisfaction						
H11	SAT→ CI	0.467	0.036	12.847	0.000**	Supported

Notes: $t > 1.645 = *p < 0.05$; $t > 2.330 = **p < 0.01$
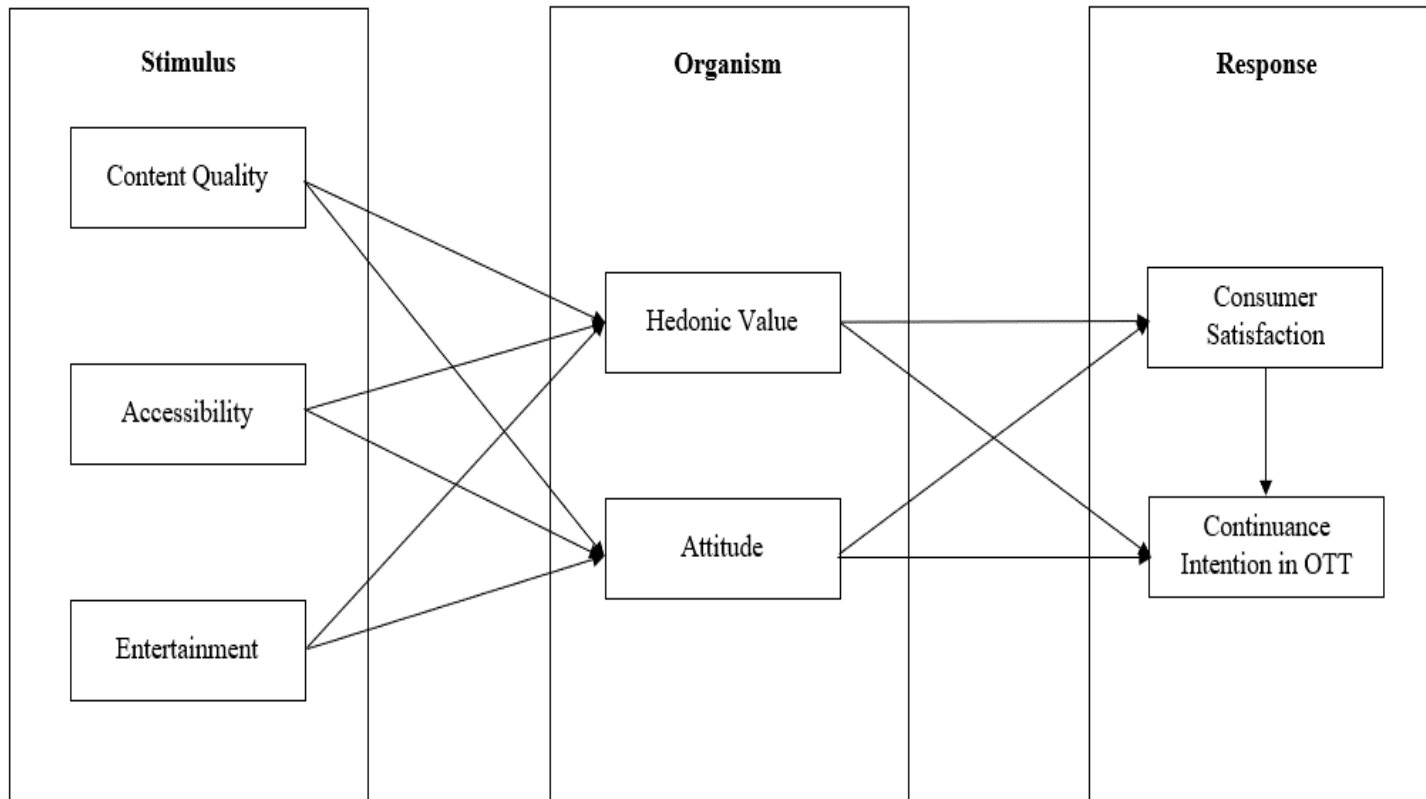
Source: Authors' calculations

Figure 1. Proposed research model
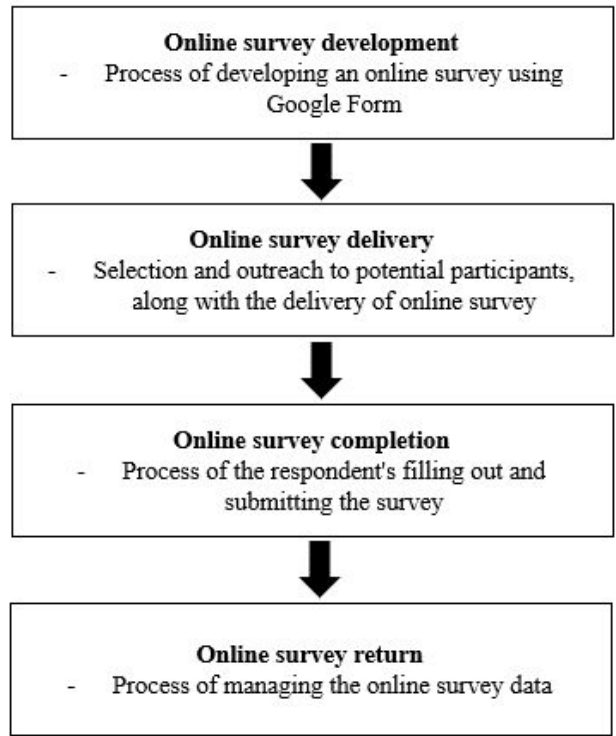**Source:** Authors' drawing

Figure 2. Process of data collection
Source: Authors' drawing

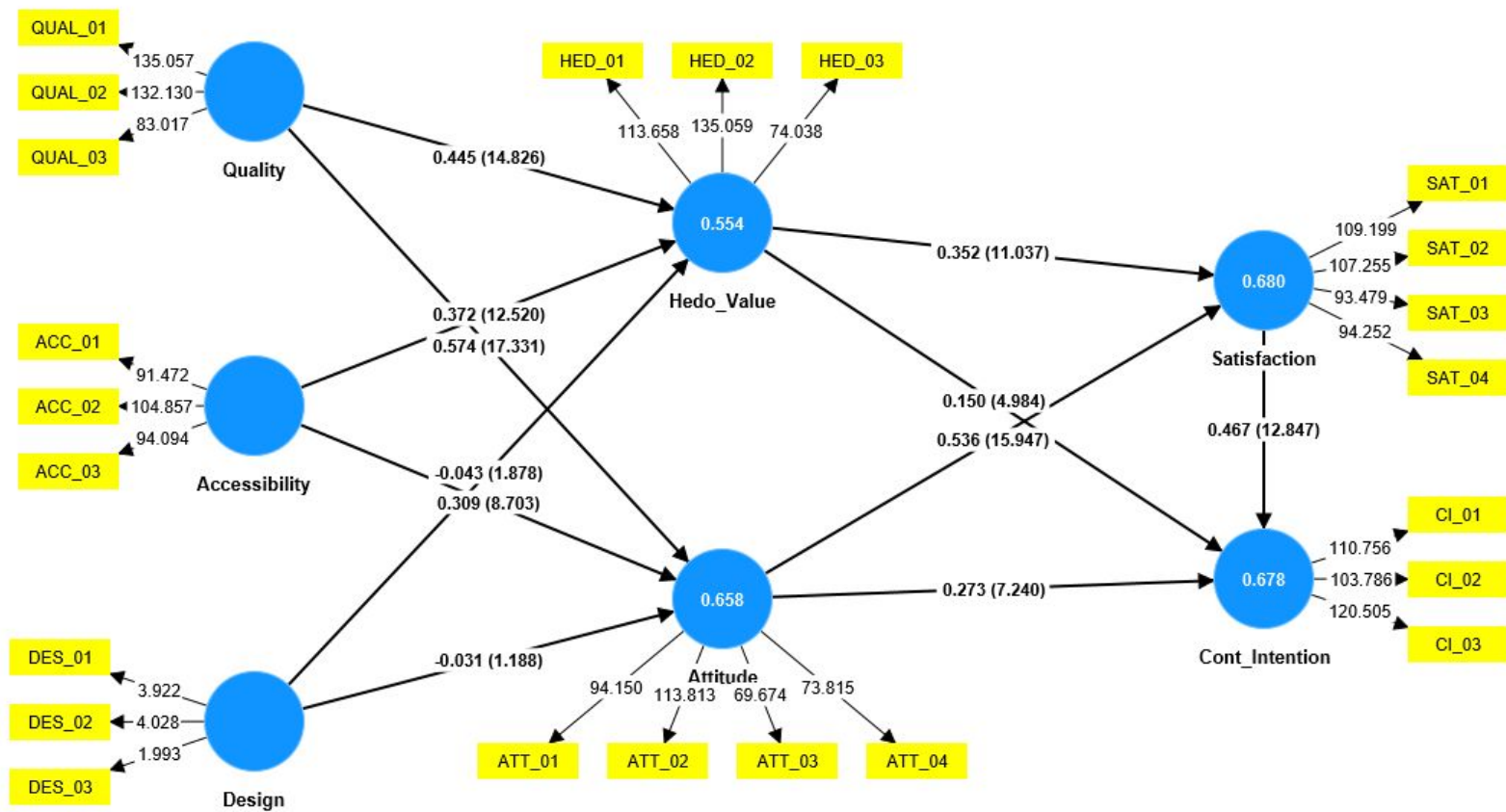**Figure 3.** Research model with path coefficients and t-values
Source: Authors' drawings

Appendix I	Questionnaire (Section A)

tvs **UNIMAS** UNIVERSITI MALAYSIA SARAWAK

Dear respondent,
The present research is intended to study on the audience perceptions of TVS programmes. Please complete the questionnaire based on your honest opinion. This survey will take no more than 10 minutes to compete.

Thank you for taking time off from your busy schedule to participate in this study. All information provided will be kept confidential. Your kind participation and assistance are highly appreciated in making this study a success.

Responden yang dihormati,
Kajian ini bertujuan untuk menyelidik tentang persepsi penonton terhadap program TVS. Sila lengkapkan borang kajian ini berdasarkan pendapat anda. Pengisian kajian ini akan mengambil masa tidak melebihi 10 minit.

Segala maklumat yang anda berikan adalah sulit. Kami mengucapkan ribuan terima kasih di atas bantuan dan penyertaan tuan/puan.

Section A: Demographic Profile / Bahagian A: Profil Demografi

Please answer the following items by placing a tick (√) in the bracket or by writing your answer above the line. / *Sila jawab item berikut dengan meletakkan tanda (√) dalam kurungan atau menulis jawapan anda di atas tempat kosong.*

1. Gender / *Jantina* *
○ Male / *Lelaki*
○ Female / *Perempuan*

2. Age / *Umur* *
○ 20 years old and below / *20 tahun ke bawah*
○ 21 – 30 years old / *21 – 30 tahun*
○ 31 – 40 years old / *31 – 40 tahun*
○ 41 – 50 years old / *41 – 50 tahun*
○ 51 – 60 years old / *51 – 60 tahun*
○ 61 and above / *61 ke atas*

3. Education Level / *Tahap Pengajian* *
○ High school / *Sekolah Menengah*
○ Diploma / *Diploma*
○ Degree / *Sarjana Muda*
○ Professional qualification / *Kelayakan Professional*
○ Postgraduate / *Pascasiswazah*

4. Occupation [Please tick one] / *Pekerjaan (sila tanda satu)* *
○ Government sector / *Sektor kerajaan*
○ Private sector / *Sektor swasta*
○ Self-employed / *Bekerja sendiri*
○ Student / *Pelajar*
○ Unemployed / *Tidak bekerja*
○ Retiree / *Pesara*

5. Household Income (in Ringgit Malaysia or equivalent) [Please tick one] / *Pendapatan isi rumah dalan Ringgit Malaysia atau setara) [sila tanda satu]* *
○ RM2,000 and below/ *RM2,000 ke bawah*
○ RM2,001 – RM4,000
○ RM4,001 – RM6,000
○ RM6,001 – RM8,000
○ RM8,001 and above/ *RM8,000 ke atas*

6. What is your current residency ? / *Apakah kawasan tempat tinggal anda?* *
○ Peninsular Malaysia
○ East Malaysia

7. Have you ever used Over-the-top (OTT) media services? / *Pernahkah anda menggunakan perkhidmatan media lepas pelantar?* *
○ Yes / *Ya*
○ No / *Tidak*

8. How do you typically access OTT content? / *Bagaimanakah anda mencapai kandungan media lepas pelantar?* *
☐ Disney+ Hotstar
☐ UnifiTV
☐ Astro-on-the-Go
☐ Amazon Prime
☐ Netflix
☐ AppleTV

9. What is your favourite type of OTT content? / *Apakah jenis rancangan kegemaran anda terhadap kandungan media lepas pelantar?* *
☐ Entertainment (e.g., Drama and Movie) / *Hiburan (cth., Drama dan Filem)*
☐ Educational (e.g., Documentary and Travelogues) / *(cth., Dokumentari dan Travelog)*
☐ Sports Documentaries / *Dokumentari Sukan*
☐ Reality TV and Talk shows / *TV Realiti dan Rancangan Bual Bicara*

Appendix II	Questionnaire (Section B)		
Construct	*Item Code*	*Item*	*Sources*
Content Quality	QUAL_01	The overall quality of OTT platforms is good.	Sweeney and Soutar, 2001
	QUAL_02	The content and production quality of OTT platforms are decent.	
	QUAL_03	I regularly saw excellent programmes on OTT platforms.	
Accessibility	ACC_01	It is easy to access OTT platforms.	Venkatesh and Davis, 1996
	ACC_02	OTT platforms are accessible through a variety of devices.	
	ACC_03	I can access OTT platforms from anytime and anywhere.	
Entertainment	ENT_01	I am entertained by OTT platforms' contents.	Smock et al., 2001; Malik et al., 2016
	ENT_02	OTT platforms' contents are enjoyable.	
	ENT_03	I actively watch OTT platforms' contents to feel entertained.	
Hedonic Value	HED_01	Using OTT platforms is fun.	Babin et al., 1994
	HED_02	I enjoyed using OTT platforms.	
	HED_03	Using OTT platforms truly felt like an escape.	
Attitude	ATT_01	I feel that watching OTT platforms' contents is interesting.	Jarvenpaa et al., 2000; Shih, 2004
	ATT_02	I like to watch OTT platforms' contents.	
	ATT_03	Watching OTT platforms' contents is attractive.	
	ATT_04	Watching OTT platforms' contents is a good idea.	
Satisfaction	SAT_01	I like the variations of the OTT platforms' contents.	Bhattacherjee, 2001b
	SAT_02	I am satisfied with the OTT platforms (e.g., timely content updates).	
	SAT_03	The OTT platforms I have viewed lived up to my expectations.	
	SAT_04	I would be happy to recommend OTT platforms to others.	
Continuance Intention	CI_01	I will continue to use OTT platforms in the future.	Bhattacherjee, 2001b
	CI_02	I will remain a regular user of OTT platforms.	
	CI_03	The contents in OTT platforms would make me want to continue using them.	