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The Antecedents of Customers Intention Towards Over the Top (OTT) Video Streaming Based Services: The Stimulus-Organism-Response Model Approach

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Abstract - **This study aims to analyze the effects of the selection attributes of subscription services on purchase and continuous use intentions, using the Perceived Value of video streaming-based Over the Top (OTT) subscription service users as a medium. The study applies The Stimulus-Organism-Response (SOR) theory which is commonly used to evaluate stimuli that affect an individual/organism to give a response towards the environment. A survey was conducted to 343 OTT video streaming-based service users in Indonesia with external and internal stimulus as selection attributes. The external stimulus included content superiority, system quality, and service differentiation while internal stimulus was represented by hedonic and innovative attitude. Based on the analysis, content superiority, service differentiation, hedonic and innovative attitude were found to have a positive effect on Perceived Value, which in turn positively affected purchase intentions and also continuous use intention. In conclusion, the factors that influenced the users of video streaming-based OTT service behaviors are: the content superiority, service differentiation, hedonic driven and innovative attitude.**

Keywords - **Stimulus-Organism-Response (SOR) Model, Over The Top (OTT), subscription service, video streaming, Continuous Use Intention**

I. INTRODUCTION

The COVID-19 crises have severe impacts on the purchase behavior and consumption patterns of people and their well-being, therefore the sociology of consumption has devoted attentions in the period of Crises [1]. On the other hand, response to the COVID-19 pandemic has create some success stories, such as digitalization health service, the increase in flexible work arrangements, and the application of digitalization across many sectors [2,3] The digitalization behaviors were increasing after many activities that are normally carried out in physical presence are now taking place on-line. As a consequence, the amount Internet traffic is increased significantly during the first quarter 2020 [4]. According to Mc Kinsey, consumption for internet usage per household has increase 35% since the first half 2020.

Today's increase in internet usage has led consumer to do many things online from online shopping to enjoy digital entertainment. The traditional retail market has evolved into high engagement business scheme whereby manufacturers are bypassing intermediaries in pursuit of direct-to-consumer (DTC) channels. To increase the engagement some company has been applied subscription service [5]. One of the successful business example of subscription service is video streaming platform. These specific platform called Over-The-Top (OTT) service that comes into many type : data sharing; online game; social media, and the most popular options is video streaming [6,7]. It successfully affecting people to cancel their existing pay TV services and use only OTT services[8]. Netflix, the most popular OTT service has approximately 150 million subscribers worldwide by 2019 and Amazon Prime Video follows closely with 110 million subscribers [9].

Previous research on subscription services mainly considered product attribute – including price, viewing quality, and release delay—to quantify substitution effects and willingness-to-pay estimates[10]. Another research of subscription service was mainly focus on two aspects: first, financial overview of consumer subscriptions benefits and secondly, investment related perspective because they were a source of stable income for companies [11]. However, in today's subscription service market, emphasis is now being placed on the creation of new business models and new markets, creating a unique experience for each customer to prolong the subscription tenure [12]. Moreover, an aspect from internal individual would also has significant impact to subscription retention. Studies into consumer behavior in social commerce have mainly analyze the antecedents of purchase and adoption intention, but customer retention is a key factor, and it needs more research [13,14].

This study aims to determine how the environment around individual that subscribe to video streaming-based subscription services could stimulate customers' purchase intentions and continuous use intentions through empirical analysis. In particular, an attempt was made to identify selection attributes or stimulus that affecting the perceived values of consumers in a transactional scenario of accessing subscription services (based on existing research on internet and mobile shopping, etc.) followed by an analysis of the ultimate effects these values have on consumers' purchase intentions and continuous use intentions. To build the construct model, Stimulus-Organism-Response framework has used in this research to explained better how environment could give stimulus on consumer to give a reasonable response related to

purchase behavior [15,16,17]. The results of this study are expected to have specific implications for companies in reinforcing their subscription services and developing strategies to establish their own subscription service business models.

II. METHODOLOGY

2.1 Model Construct

This research is an empirical study conducted using a quantitative approach. The research method used in this study is statistical inferential with a single cross-sectional design. Inferential statistical design is applied in this study because this design can examine the pattern of the relationship between two or more variables studied based on the research model that was built. While the cross-sectional design is done when the information is taken only once for each respondent at a certain time.The subjects of this research are Indonesian citizens (WNI) who have used OTT Video Streaming Services in Indonesia at least in the last 3 months. The last 3months period aims to make respondents still remember their experience in using OTT video streaming.

The research model used in this study uses the Stimulus-Organism-Response model. This model is used to explain the stimuli that are in the individual's internal and external environment that can influence individuals to respond to their environment [16,18]. In the development of this theory, the application of SOR theory to digital products includes attributes that make up digital websites or services such as content quality, adequacy of information, systems, sound and internal stimuli that can affect the value perceived by consumers to have the intention to buy and continue to use or purchase [19,20,21,22]

This study combines the variables in the journals written by Kim and Kim (2020)[12] and Molinillo (2021)[14]. Kim's research relates to external and internal stimuli attached to video streaming subscription services and Molinillo examines the SOR framework. The two stimuli were then seen to have an effect on the perceived value of consumers. The selection of attributes to explain the stimulus attached to OTT services has been explained in Kim's research (2020)[12], namely Content Superiority, System Quality and Service Differentiation. Meanwhile, another study by Kim (2020)[12] said that hedonic motivation is the biggest stimulus that affects consumers' intentions to subscribe and continue using. Meanwhile, the OTT video streaming service, which became popular at the end of 2018, puts this service at the adoption stage. So, referring to Karjaluto (2019)[23], the innovative attitude of consumers has a great influence on the value perceived by consumers. Thesestimuli have positively affected perceived value, therefore impacted to consumer's purchase intention. These hypotheses covered by S-O-R Framework by Molinillo (2021) [14].

2.1 Hypothesis

System quality, service differentiation, importance of content, ease of use, and price quality are factors that influence consumers to pay for video streaming subscription services. The importance of content is equal to superiority that consumers get by made some purchasing to subscription services, for example the newest film that released specifically for some OTT platform like Netflix. System Quality has an important role to determine the quality of digital services[14]. Services that can be customized by customers include the level of responsiveness of OTT services to consumer preferences. This is related to the features inherent in the recommendation system which not only recommends information that is suitable for consumer needs, but also matches the history of consumer usage [24]. These factors has attached to the OTT video streaming itself, therefore it called stimuli. Based on research by Kim(2020)[12], Content Superiority, System Quality, and Service differentiation as these external stimuli were found to have affected the perceived value.

H1: Content superiority positively affectsconsumer'sperceived value.
H2: System quality positively affectsconsumer'sperceived value.
H3: Service differentiationpositively affectsconsumer'sperceived value.

In a recent exploratory study, Martínez-López et al. (2016) [25] identified several hedonic-related issues that might be considered relevant to online shopping. The hedonic attribute is known as an important predictor of online shopping. Like conventional shopping, online shoppers also shop online for entertainment and pleasure purposes [26,27]. Kim's research also mentions the positive influence of hedonic motivation on perceived benefits [12].

The choice of the Innovative attribute is the main factor influencing technology adoption and research results show its relation to ease of use and perceived value [23,28]. In addition, innovative consumers have more experience using different information technologies, which explains their positive effect on perceived value [29].

H4: Hedonism positively affectsconsumer's Perceived Value.
H5: Innovativeness positively affectsconsumer's Perceived Value.

Perceived Value is also defined as a multidimensional construct related to price, quality, benefits, and sacrifices perceived by consumers. The perceived value of consumers can make someone to buy a product through an online service and then proceed with the intention to continue using the service [26].

Companies offering access-based streaming services can earn revenue in two ways: they can charge consumers a subscription fee or they can rely on advertising as a source of revenue [30,31]. Many OTT video streaming

companies (eg Netflix and Youtube) use both sources of revenue and operate services by offering free ad-based versions and monthly fee-based version[32]

Consumers' Perceived Value of online shopping has to do with the quality of information and systems offered and this also affects purchasing tendencies [26]. The experience and satisfaction of making purchases made due to purchase intentions have a positive effect on the sustainability of consumers' use of goods or services [33].

H6: Perceived Value has positively affects consumer's intention to buy/purchase to OTT video streaming.
H7:Perceived Value has positively affects consumer's continuous use intention using OTT video streaming.
H8: Intention to buy/purchase has positively affects consumer's the continuous use intention of OTT video streaming.

Therefore, based on these hypotheses the research model was constructed as figure below:

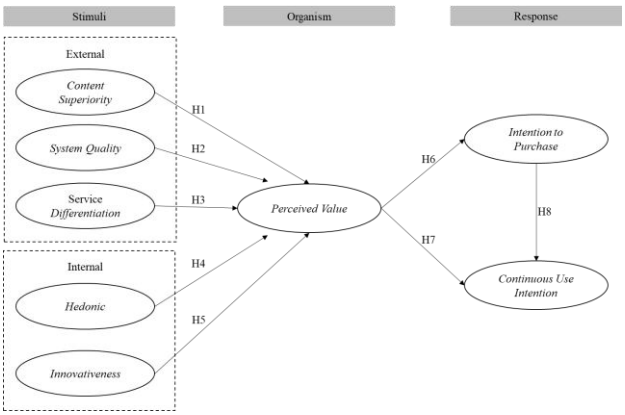

Fig. 1. The proposed research model uses the SOR Framework (Stimulus-Organism-Response)

III. RESULTS

An online survey was conducted in among consumers residing in Indonesia who had used OTT video streaming within last 3 months. A total of 400 questionnaires were returned and data from 343 copies were analyzed, with the exception of eight with repetitive answers and 49 others has no experience in using the services. SPSS 26.0 (IBM) was used for descriptive statistics and regularity analysis of demographic characteristics and variables during Pre-Test to 36 people; SMART PLS (IBM, V.3.2.9) was used for structural equation modelling to determine relations in diagram form through regression and pathway analysis.

3.1 Respondent Profile

Profile respondent were concluded as follows: As many as 59% of respondents were women and the rest were men (41%). The majority of video streaming OTT users are in the age range of 21 - 30 years, followed by the 31- 40 years old category. Furthermore, the majority of respondents' jobs are private employees as many as 190 people, the rest is evenly distributed for other professions. In this study, it was seen that the majority of respondents were graduated with Bachelor degree as many as 268 people followed by 32 people with Master degree and 28 High school graduates. Respondent domicile is dominated by Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, Bekasi) population as many as 279 people followed by respondents who live in Java Island but outside of Greater Jakarta.

TABLE I.
RESPONDENT PROFILE

Criteria	Frequency	Percent
Sex		
Man	141	41.11%
Woman	202	58.89%
Age (years old)		
< 20	11	3.21%
21 - 30	246	71.72%
31 - 40	59	17.20%
41 - 50	17	4.96%
> 50	10	2.92%
Occupation		
Private employee	190	55.39%
State owned employee	19	5.54%
Entrepreneur	17	4.96%
Housewives	17	4.96%
Civil Servant/Military/Police	16	4.66%
Teacher/Lecture	10	2.92%
Informal workers	7	2.04%
Professional	6	1.75%
Others	61	17.78%
Educational Background		
Elementary School or equivalent	1	0.29%
Senior High School or equivalent	29	8.45%
Bachelor degree or equivalent	278	81.05%
Above Bachelor degree	34	9.91%
Others	1	0.29%
Domicile		
Greater Jakarta	289	84.26%
Java outside Greater Jakarta	36	10.50%
Sumatra and surrounding	12	3.50%
Kalimantan and surrounding	2	0.58%
Papua and surrounding	1	0.29%
Sulawesi and surrounding	1	0.29%
Java dan and surrounding	1	0.29%
Expense per Month		
< Rp 1mio	51	14.87%
> Rp 1mio - ≤Rp 5 mio	177	51.60%
> Rp 5 mio - ≤Rp 10 mio	80	23.32%
> Rp 10 mio - ≤Rp 15 mio	21	6.12%
> Rp 15 mio	14	4.08%
Total Respondent	343	100%

Based on the results of the questionnaire, 65% of respondents use Netflix as the most frequently used OTT video streaming service, followed by YouTube Premium

which is used by 11% of respondents. Furthermore, the most used OTT video streaming services are Viu (8%), Disney+ (8%), WeTv (3%) and others such as Hooq, Iflix and iQiyi (6%). This questionnaire also asks if the respondent uses other OTT video streaming services other than the most frequently used. As many as 32% of respondents stated that they did not use other OTT video streaming. Meanwhile, as many as 42% of respondents admitted to using 1 other OTT video streaming service outside the most frequently used. In addition, 15% of respondents claimed to use 2 other OTT video streaming services and 11% of respondents stated that they used up to 3 other OTT video streaming services.

TABLE I.
SERVICES USAGE

Criteria	Freuqency	Percent
Most used OTT video streaming service		
Netflix	222	64.72%
Youtube Premium	37	10.79%
Viu	28	8.16%
Disney +	26	7.58%
WeTV	11	3.21%
Others (Hooq, Iflix, iQiyi)	19	5.54%
Others most used OTT video streaming service		
Don't use other OTT video streaming	110	32.07%
1 other OTT video streaming	145	42.27%
2 other OTT video streaming	52	15.16%
3 other OTT video streaming	36	10.50%
Total Respondent	**343**	**100%**

3.2 Validity and Reliability Test

Validity testing is aimed to see the level of accuracy of each indicator or the extent to which each indicator can explain a variable. The measurement model is considered valid if it has a Factor Loading value within 0.4 – 0.9[34,35].

TABLE III
VALIDITY TEST

Variable	Item	*Factor Loading*	Result
Content Superiority ***(CS)***	CS1	0.624	Valid
	CS2	0.740	Valid
	CS3	0.815	Valid
	CS4	0.676	Valid
	CS5	0.768	Valid
Continuous Use Intention ***(CUI)***	CUI1	0.886	Valid
	CUI2	0.471	Valid
	CUI3	0.850	Valid
Hedonic ***(H)***	H1	0.844	Valid
	H2	0.784	Valid
	H3	0.709	Valid
	H4	0.807	Valid
Innovativeness ***(I)***	I1	0.760	Valid
	I2	0.753	Valid
	I3	0.778	Valid
Intention to Purchase ***(ITP)***	ITP1	0.831	Valid
	ITP2	0.860	Valid
	ITP3	0.842	Valid
	ITP4	0.834	Valid
Perceived Value ***(PV)***	PV1	0.736	Valid
	PV2	0.763	Valid
	PV3	0.728	Valid
	PV4	0.721	Valid
Service Differentiation ***(SD)***	SD1	0.681	Valid
	SD2	0.798	Valid
	SD3	0.774	Valid
System Quality ***(SQ)***	SQ1	0.761	Valid
	SQ2	0.708	Valid
	SQ3	0.782	Valid
	SQ4	0.815	Valid
	SQ5	0.777	Valid

All of the items on every variable is valid because the Factor Loadingis within range 0.4 - 0.9. Reliability testing is done through Internal Consistency which tests reliability based on the intercorrelation of a research variable. The test is carried out by looking at the values of Cronbach's Alpha, Composite Reliability and AverageVariance Extracted (AVE). The measurement model is considered reliable if it has Cronbach's Alpha 0.6, Composite Reliability (CR) 0.7 and AVE 0.5 [36,37]. Based on this measurement all the variable is reliable.

TABLE III
RELIABILITY TEST

Variable	Cronbach's Alpha	CR	AVE	Result
CS	0.776	0.848	0.530	Reliable
CUI	0.634	0.793	0.576	Reliable
H	0.796	0.867	0.621	Reliable
I	0.648	0.808	0.584	Reliable
ITP	0.863	0.907	0.708	Reliable
PV	0.720	0.826	0.544	Reliable
SD	0.621	0.796	0.566	Reliable
SQ	0.830	0.878	0.592	Reliable

3.3 Analysis Results of Structural Model

Hypothesis testing uses SMART PLS to process the data. Data processing to test significance was carried out using the bootstrapping method with 500 subsamples [34]. Bootstrapping was carried out with a significance

level of 0.05 with a one-tailed type because the proposed hypothesis is a hypothesis that has a one-way influence on each other's variables. To be considered significant, the T values of the influence of the independent variable on the dependent variable must be worth 1.645 for the positive influence hypothesis. Furthermore, the P Values must be smaller than the significance value of 0.05. Meanwhile, the positive original sample value indicates a unidirectional relationship from the hypothetical relationship, and vice versa for negative values. Furthermore, if the Original Sample (OS) is positive, then the independent variable has a unidirectional effect on the dependent variable, and vice versa if the original sample value of the test result is negative, then the independent variable has the opposite effect on the dependent variable.

The dotted line shows that the relationship between variables is not significant because it is above 5%. While the positive original sample value indicates a unidirectional relationship from the hypothetical relationship, and vice versa for negative values. From the test results, it was found that 1 out of 8 hypotheses had no significant relationship. The following figure shows the results of measuring T Values and P Values for the research model:

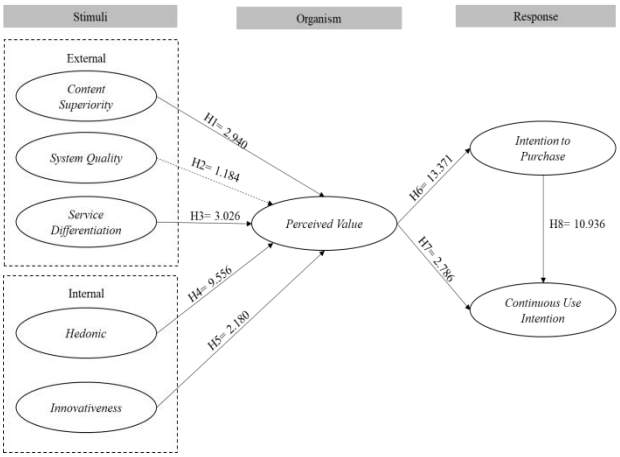

Fig. 2. Test Result of Model

Based on the data obtained and the results of the evaluation of the structural model, it can be seen that the suitability of the results of the analysis with the hypothesis is as follows:

TABLE IV
HYPOTHESES RESULT

Hypotheses	*OS*	*T Value*	*P Value*	Result
H1. Content Superiority → Perceived Value	0.170	2.940	0.002	Accepted
H2. ***System Quality →Perceived Value.***	0.069	1.184	0.119	Rejected
H3. ***Service Differentiation →Perceived Value.***	0.158	3.026	0.001	Accepted
H4. Hedonic → Perceived Value.	0.437	9.556	0.000	Accepted
H5. Innovativeness →Perceived Value.	0.095	2.180	0.015	Accepted
H6. Perceived Value → Intention to Purchase	0.569	13.371	0.000	Accepted
H7. Perceived Value → Continuous Use Intention	0.160	2.786	0.003	Accepted
H8. ***Intention to Purchase → Continuous Use Intention***	0.631	10.936	0.000	Accepted

IV. DISCUSSION

The Content Superiority variable has a significant and positive relationship with the Perceived Value variable with P Value below 0.1%, the original sample value being positive and T Value 2,940 and P Values 0.002. These results indicate that the hypothesis H1 can be accepted. This result is in accordance with the previous research[12] which said that the superiority of content offered through OTT video streaming shows a significant effect on the perceived value of respondents to the service.

Based on the value of T Values (1.184) and P Values (0.119) the test results show that the System Quality variable has no significant effect on Perceived Value. Previous research conducted by Molinillo (2021) stated that a responsive system, safe loading process can affect Perceived Value in the use of social commerce. However, for continuous use such as subscription services, System Quality does not have a significant effect [12]. This is also supported by previous research [38,39] indicated that system quality might positively influence consumers' perceived value in consuming digital content or in using mobile applications, system quality was not found to be related to consumers' perceived value in the context of choosing a subscription service.

The results show that the Service Differentiation variable has a significant influence on Perceived Value. This is in accordance with previous research where Service Differentiation has a significant influence on Perceived Value. Research related to digital subscription services states that ease of need adjustment is the reason that encourages consumers to agree to subscribe compared to not doing so [40]

Based on the results of hypothesis testing that has been carried out, the statement on hypothesis H4 is proven to be significant with T Values of 9.556 and P Values of 0.000. This proves that the data in the study support the hypothesis, namely that Hedonic has a positive effect on Perceived Value. The relationship between Hedonism and Perceived Value which has a significant positive effect is also written in other studies.

[20,41] The Hedonic relationship has a significant positive impact on Perceived Value related to respondents' interest in choosing tourist destinations through digital applications.

Innovativeness attribute show a significant positive effect on Perceived Value. This shows that internal stimuli such as Innovative encourage individuals to give perceived value to OTT video streaming. Other research related to entertainment products also has a positive hedonic significance to the perceived value consumers feel when enjoying rides at the Theme Park[42]

The relationship between Perceived Value has a significant positive effect on the intention to buy/subscribe to OTT. This is indicated by the T Values of 13,371 – the strongest in this study and the P Values of 0.000. This statement is in line with research conducted[42] regarding consumer purchase intentions on online and offline shopping, purchasing additional features in online games [11]. Other research states that consumers' Perceived Value affects purchase intentions in e-commerce[44].

Based on the results of hypothesis testing that has been carried out, the relationship in hypothesis H7 is proven to be significant with T Values of 2.786 and P Values of 0.003. This is in accordance with what was done in the reference journal which supports the statement H7 Perceived Value has a multidimensional understanding that includes price, emotional, benefits, and usefulness [45,46] said that the Perceived Usefulness felt by respondents also had a significant positive influence on the sustainability of using accommodation provider applications in Korea. This shows that the value perceived by consumers is proven to be of greater benefit than the price offered so that they can continue the sustainable use of OTT video streaming.

Based on the results of hypothesis testing that has been carried out, the relationship in the H8 hypothesis is proven to be significant with T Values of 10,936 and P Values of 0.000. This proves that the data in the study support the hypothesis. However, the T-value is not stronger than the direct relationship between the mediating variable Perceived Value and Continuous Use Intention. This is in accordance with the results of research in reference journals [12].

V. CONCLUSION

This study is an adaptation of research conducted by Kim & Kim (2021)[12] with an approach using the Stimulus-Organism-ResponseTheory. In previous studies, consumers' intentions to subscribe to OTT video streaming have not been explained with a consumer behavior approach, but only the attributes attached to the OTT service itself such as Content Superiority, System Quality and Service Differentiation. Meanwhile, in this study, an analysis was carried out on the relationship between external and internal stimuli to consumer intentions to purchase subscription services and continuous use intentions with Perceived Value as the mediating variable. The research was conducted through the questions asked during the questionnaire. Among the question items, the indicator with the largest factor loading value can also show a large influence on the variable.

Based on the results of the hypothesis analysis test in the previous chapter, there are several things that can be concluded from this study, namely:

1. Content Superiority has a significant effect on Perceived Value. This shows that the better the superiority of the content obtained from OTT video streaming, the more positive the values perceived by consumers will be.
2. In addition to the superiority of content on OTT video streaming which is the main feature, service differentiation also has a significant and positive influence on Perceived Value. Unique and responsive services in accordance with customer desires make the value perceived by consumers more positive.
3. Internal stimulus, namely hedonic, also has a significant and positive influence on Perceived Value. This shows that the greater the hedonic attitude shown by the consumer, the more it will have a greater influence on Perceived Value.
4. Curiosity and curiosity towards new things, namely Innovative has a significant and positive influence on Perceived Value. The greater the Innovative stimulus in the consumer, the more positive it will be on Perceived Value when using OTT video streaming.
5. Perceived value has a significant and positive effect on consumers' Intention to Purchase. That is, the greater the value perceived by the consumer (organism) the greater the consumer's intention to subscribe to OTT video streaming by purchasing a subscription package. This purchase intention is a response given by consumers as organisms according to the SOR Theory. Perceived value also has a significant and positive influence on consumers' Continuous Use Intention. The greater the value perceived by consumers, the greater the influence on consumer intentions to continue using OTT video streaming.
6. Intention to Purchase has a significant and positive effect on Continuous Use Intention. The greater the consumer's intention to buy or subscribe to the OTT video streaming service, the greater the influence on the consumer's intention to continue using OTT video streaming.
7. This study also revealed that among the three external stimuli studied, System Quality proved to have no significant effect on Perceived Value. This means that the value perceived by consumers is greater influenced by the stimulus related to the content of the show and the

differentiation of services offered by OTT video streaming.

5.1 Managerial Implications

Based on the results of this study, there are several important points that can be taken as input for developing strategies for OTT video streaming subscription services:
Strategy to increase content excellence and service differentiation

To increase content superiority, pay attention to what categories consumers watch the most. Based on the results of the questionnaire, the category of shows that most respondents watched was Action and Adventure (17%) followed by Korean/Japanese/Western Drama series (15%) and Comedy (14%). It's important to pay attention to variety and novelty within these impression categories. Unique service is an important attribute in describing Service Differentiation. This shows that unique impression customization per user can have a positive impact on consumer perceived value. OTT brands may periodically recommend movies based on user history.

2. Triggering the internal stimulus of consumers

The hedonic variable shows that if respondents watch shows on OTT Video streaming, they can feel happy. The communication strategy should display things related to feeling happy while enjoying the show. Hedonic also has the strongest influence on internal stimuli. Consumers quickly respond to the latest trends is an indicator that has the largest Factor Loading value and is considered important in explaining Innovativeness. Therefore, the marketing strategy should bring up an element of novelty in the content on OTT video streaming so that it can trigger consumer curiosity.

Increase subscription intentions and continuous use intention

It is important for management to maintain the economic, emotional, social and informational values contained in the overall OTT video streaming service and impressions. Perceived Value shows if the respondent considers OTT video streaming to have an emotional value that causes various kinds of feelings when watching the shows that are presented. It is known that Perceived Value has a significant and positive influence on consumer responses. Of course, by paying attention to indicators from external stimuli and internal stimuli as well.

5.2 Recommendations

This study has several limitations that can be used as input for further research discussions.First, the types and characteristics of OTT video streaming services may differ from one another. In addition, services in each region or country certainly present some uniqueness that is not found in other regions. For example, the proportion of available local film shows and different subscription packages as a form of adjustment to the target market. In the future, it is necessary to conduct research at the global consumer level by considering the general features of subscription services and the more general attributes of consumer behavior.

Second, the placement of control variables such as age, the OTT video streaming platform used and lifestyle also need to be included as a component of the analysis. As it is known that there is a tendency for respondent profiles to be in the age range of 21-30 years and the use of Netflix as OTT video streaming is often used by most consumers. This can be input as a background control variable.

Third, in terms of determining the population and research samples, it is better to ensure that the sample should be those who have used but have not subscribed. The screening question can then be changed to “Have you used but not subscribed to an OTT video streaming service in the last 3 months?”.

The above limitations can be used as a reference for future research improvements. It is intended that further research can provide more specific and strategic managerial implications. Matters related to external stimuli and internal stimuli related to OTT video streaming subscription services can be directed more strategically to generate long-term benefits for OTT video streaming service providers and related parties.

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