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User Experiences in Over-The-Top (OTT) Streaming Media Platform Services

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ABSTRACT: Understanding user experiences on Over-the-Top (OTT) platforms is vital as these services continue to transform digital entertainment consumption. This study investigates user experiences in "Over-the-Top" (OTT) streaming media platform services, focusing on the interplay between user behavior, influencer credibility, user satisfaction, and continuous intention to use. A quantitative approach was employed, utilizing data from 384 respondents across four major OTT platforms: Netflix, Hulu, Amazon Prime Video, and Disney+. Current studies focus on user engagement without a framework of content recommendations and strategies for marketing. The majority of research on initial adoption intentions lacks an entire model that includes technological, social, and psychological aspects. Influencer marketing's immediate effect on OTT subscriptions has been little examined, mostly in e-commerce situations. To fill these gaps, our research applies stratified random sampling to select OTT customers by age, gender, and consumption frequency. Therefore, the study minimises demographic biases and enhances generalisability. The research finds that influencer credibility has a moderate positive correlation (r = 0.62) with user behaviour, confirming the significant role of social media influencers in influencing user interactions with OTT platforms. Moreover, findings indicate a perfect positive correlation (r = 1.00) between user satisfaction and user experience, highlighting satisfaction as a critical determinant of overall user perception. In addition, the study reveals that continuous intention to use OTT platforms displays a strong positive beta coefficient (0.95), indicating that active users typically describe outstanding overall experiences. The novelty of the study consists of the establishment of a viewer classification framework that divides users based on behavioural patterns, offering useful information for content personalisation and targeted marketing. OTT user adoption and engagement are examined thoroughly through social impact, personalisation, and habit building within the TAM model. This research addresses gaps in theory and practice, helping OTT platforms improve user experiences and loyalty.

Keywords: OTT platforms, user experience, influencer credibility, customer satisfaction, streaming media.

I. INTRODUCTION

The traditional television and film industry landscape has been revolutionized by "over-the-top" (OTT) streaming media platform services that offer people a way to consume entertainment content. They provide video content delivered by the internet directly to viewers instead of the traditional cable, broadcast, and satellite television platforms [1]. Increasing internet speeds and altering consumer demands have pushed OTT services into fast growth.[2]. In the last few years, the OTT markets have exploded, including Netflix, Amazon Prime Video, and Disney+, dominating this market [3]. The global OTT market was USD 121.61 billion in 2020 and is expected to rise 29.4% from 2021 to 2028. This is compounded by the growing importance of OTT platforms within the media and entertainment ecosystem, which is driving this remarkable growth trajectory. For Indian subscribers, there are approximately 40 OTT platforms to pick from. While users frequently spend their limited free time watching their favourite stuff, it has been observed that they spend a significant amount of time searching to find it. The platform's acceptance and future use can be affected by the accumulation of unpleasant experiences [4]. Over-the-Top (OTT) video platforms have shifted consumer preferences and offered various

content to media companies. Customer switching intention is strongly influenced by content diversity and richness, followed by customer experience, attractive alternatives, switching costs, and service quality. Interfaces that are simple to use and content that is diverse, high-quality, and exclusive increase retention. The needs of consumers for entertainment material have shifted in the online video streaming market. It reflects viewers' move from traditional content consumption to binge-watching and online streaming content makers' increased efforts to attract customers. Music streaming service providers aim to improve their services to enhance the well-being, continuance intention, and intention to recommend of their users [5,6,7].

Actions and decision-making processes performed by users of OTT platforms are broad and far-reaching, including various actions and behaviours performed by users of these services. What they do, including what content they view, how they engage with platform features, and their subscription choices. OTT service providers understand the importance of understanding user behaviour to optimise their offerings and increase user engagement [8]. These algorithms analyse user viewing history, ratings, and other behavioural data to suggest content that interests the users and make the content discovery process helpful and pleasing to the user experience. Binge-watching also plays another important role of user behaviour as it comes with the boon in OTT platforms. Binge viewing is defined as consuming an episode of a television programme in quick succession [9]. Netflix has to adapt its digital marketing strategy beyond binge-watching in order to compete in a competitive streaming market. Fragmented audience attention, competition, marketing ROI optimisation, and changing customer behaviour are challenges. Netflix has to spend on original content, use analytics, create strategic relationships, and adapt to consumer preferences to be successful. Netflix may maintain market leadership and growth by focusing on subscriber engagement and retention, balancing acquisition, and using emerging technology [10].

II. LITERATURE REVIEW

The expectation of the OTT platform can be defined as one that satisfies or goes beyond the users' expectations of it [11]. Factors influencing user satisfaction are content quality and variety, surface, pricing, personalization features, and streaming quality [12]. Original content helps the platform stay differentiated from its competitors and leads users to stay attached to the platform. The second important factor has to do with streaming quality. As more and more users switch to high definition and 4K displays, they expect flawless video streaming experiences. The technology suffers from some buffering, poor video quality, and audio-video synchronisation problems, greatly detracting from user satisfaction [13]. This means OTT providers spend exorbitant amounts on “content delivery networks” (CDNs) to deliver optimal streaming quality across any device and network conditions. The way OTT platforms look and feel – their UI and UX design – helps determine how satisfied users will feel [14]. For this reason, a visually appealing and intuitive UI can better promote discoverability, discovery, and usability of the content [15].

AI-based content recommendations increase satisfaction and engagement among age groups. Gender-based analysis illustrates platform variations in time; however, content preferences and recommendations responses remain constant [16]. Many also need the ability to switch platforms without sacrificing viewing progress or data. Personalisation is becoming a significant OTT differentiation [17]. The OTT platform can leverage machine learning algorithms to make personalized content suggestions on user interfaces to give customized promotional offers. This level of personalisation brings user satisfaction to its zenith and improves engagement and retention [18]. Generation Z has an enormous effect on sports OTT services in South Korea. OTT providers have to convert consumers into faithful customers for sustainable growth. Understanding Generation Z's subjective perceptions of sports OTT service restrictions is essential. OTT providers need to provide personalised experiences and advantages beyond subscription fees to attract Generation Z. In addition, providing many pricing plans may provide Generation Z alternatives to services and encourage continuing use [19].

User satisfaction is accountable for user usage and retention, pricing, and value perception. OTT platforms tend to use subscription-based models, and some include an overlay with tiers based on the feature (e.g., streaming quality) or a number of concurrent streams. User satisfaction and loyalty [12] are a function of the perceived value of the service, which is a function of content quality, variety, and pricing. Moreover, it is not an exaggeration to say that influencers can make a big difference in content discovery, viewing, and even subscription. Users' perceptions and expectations may be influenced by their recommendations and reviews. Satisfaction and experience will be influenced [20]. With OTT platforms on the horizon, the focus is on understanding and optimizing user experiences. This includes using current technology, such as AI, to deliver more personalised and intuitive experiences, trial new content formats and distribution methods, and facilitate the adjustment to the new standards of users' preferences and behaviour. So, the OTT services must get

accustomed to and prioritize UX. A positive experience can make customers engaged, satisfied, and loyal to the brand/subscribers. On the other hand, a harmful UX makes them quit, churn, and even spread the lousy experience through word of mouth [21].

OTT platforms have shifted how digital entertainment is consumed; however, obstacles remain to comprehending the motivations behind initial adoption, the behaviour of viewers, and the role of social influencers in affecting subscription numbers. Effective content recommendations and focused marketing strategies are made difficult by the lack of a structured method for categorising OTT users. Furthermore, the Technology Acceptance Model (TAM) has been frequently used to explain the process of technology adoption; however, its significance in the context of OTT remains uncertain, especially in considering the impact of social media dynamics and personalised experiences. By proposing a viewer categorisation model, examining initial motivations, exploring the influence of social influencers, and assessing TAM's relevance to OTT platforms, this research aims to address these gaps. Despite the extensive research carried out on OTT platforms, there remain significant gaps. The current research emphasises the general engagement of users; however, it does not provide a structured classification of viewers based on their behavioural patterns and preferences. This classification might enhance content recommendations and marketing strategies. Also, initial adoption intentions are frequently investigated in isolation, lacking a comprehensive framework incorporating technological, social, and psychological factors. Although influencer marketing has been extensively investigated in the framework of e-commerce, its direct influence on OTT subscriptions remains unclear. In addition, more research needs to be done to assess the feasibility of the Technology Acceptance Model (TAM) in OTT platforms, with particular focus on habit formation, hedonic motivation, interactive content, and personalisation.

By incorporating user behaviour, influencer credibility, satisfaction, and continuous usage intention, this research provides a unique perspective on the user experience in OTT platforms. In contrast to previous studies, it provides an in-depth investigation of experience patterns and emphasises the significance of influencer credibility as an essential consideration in engagement. The study provides valuable information for academia and industry by capturing evolving OTT trends. Furthermore, it investigates the methods in which user satisfaction encourages long-term platform loyalty, thereby enhancing perception of the behavioural factors and social influence that are influencing the evolving OTT landscape.

1. RESEARCH QUESTIONS

- How can users of OTT platforms be categorised according to their viewing interests and habits?
- What are the main reasons why people choose to use OTT platforms?
- What effect do social media influencers have on OTT platform subscribers' choices?
- Which TAM-related issues affect the continuous adoption and use of OTT services?

III. THEORETICAL BACKGROUND AND HYPOTHESES

OTT platform user experiences can be explained by several theories that concentrate on user behaviour and engagement. The Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT/UTAUT2) clarify how perceived utility, ease of use, social influence, and hedonic motivation influence OTT platform acceptance and use. Uses and Gratifications Theory (UGT) examines how OTT users acquire entertainment, information, and social interaction.

1. TECHNOLOGY ACCEPTANCE MODEL (TAM)

The attitude toward the OTT platform is best explained by the "Technology Acceptance Model" (TAM) model framed by [22]. Predictions of adopting the OTT platform include technological interface, Miscellaneous, perceived usefulness, and social norms [12]. The flexibility of the OTT platforms and the variety of content that they offer compared to traditional television stations is an influential force in adoption [23]. Nonetheless, factors like privacy issues and the perception that it is cumbersome to maintain multiple subscriptions could pose a problem in the diffusion of communication media for older populations [12].

2. UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT/UTAUT2)

Digitisation has impacted how people consume content. Increased internet use altered audiences' consumption behaviours. This shift inspired the key players to create creative strategies and a content delivery platform. The emergence of over-the-top (OTT) video streaming services enabled consumers to directly access

material from content providers. The UTAUT2 and the unified theory of acceptance paradigm are used to determine the factors that influence Indian customers' adoption and use of video OTT service platforms [24].

3. USES AND GRATIFICATIONS THEORY (UGT)

According to the Uses and Gratifications Theory, users use OTT platforms for various needs and gratifications. OTT services offer movies, shows, and live sports that meet specific preferences. Documentaries, news, and education are also attractive for information-seeking. Users receive social interaction enjoyment from discussions, recommendations, and influencer content. Escapism gratification allows users to escape reality and enjoy fascinating stories. OTT platforms are selected for digital entertainment consumption due to personalisation, recommendation engines, and interactive elements [25].

4. OTT PLATFORM SERVICES

Over-platform services, also known as video streaming services, are one of the services that have developed rapidly and have changed the way people consume media. What started as services competing with cable and satellite TV services has become centralized OTT platforms dominating today's media entertainment sector [26]. In light of the contemporary market analysis, the general trends defining the process can be observed as the tendency towards integration and specialization. For instance, Netflix, Amazon Prime Video, and Disney+, key contenders of SVOD platforms, further innovate and invest more resources in acquiring and producing content to move competitively [27]. At the same time, specialized sites focused on specific genres or audiences are starting to appear, thus making the market even more divided [28]. Some of the essential features and technologies that fuel the OTT platforms are Machine learning and artificial intelligence, which are used for recommending content, cross-device compatibility, and adaptive streaming technologies [29]. These innovations improve user experience by presenting content recommendations and allowing continuity of the content across many gadgets [8]. The application of AI and ML has enhanced content curation and user interface, making it more appealing and helpful, boosting engagement and loyalty standards [18].

5. USER BEHAVIOUR IN OTT PLATFORMS

Unlike linear television, viewing habits and decision-making for watching content on OTT platforms are pretty distinct. There is also the case of marathon watching, which has grown common, where users watch several episodes or the entire period in one sitting [9]. This has consequences for creating content, marketing, and engagement metrics. Determinants that help in understanding the behavior of users with the OTT platforms are as follows. It is still evident that the quality and the types of content available on the platforms are some of the critical influences on choice and engagement [12]. However, user interface design, recommendation accuracy, models, and price models are also crucial in determining perceptive watching habits [30]. OTT platform choice and content viewing are not a one-stop process but are constantly evolving. Subscribers are known to subscribe to multiple services and make content choices based on availability, cost, and perceived costs. Having numerous options may cause exhaustion, emphasizing the need to have good methods to find content [31].

6. USER SATISFACTION AND EXPERIENCE

Various technical or content aspects define the users' satisfaction levels on OTT platforms. These are aspects such as the quality of the stream, buffering time, and user-friendly interfaces to the specific site. Content factors include the number and depth of the content available in libraries, the frequency of content updates, and the number of relevant recommendations made [12]. The connection between satisfaction and the totality of the experience composes a most complex picture. The study under analysis finds that high satisfaction levels are positively associated with users' experiences, but the latter cannot be assumed for unsatisfactory cases. Despite a high degree of content satisfaction, other factors, including price, terms of contract, and general customer relations, could affect experience scores [21]. The problem mainly stems from the mix of users' customization and content variety, not to create separate bubbles and keep consumers engaged throughout the stages [18].

7. INFLUENCER CREDIBILITY

have cited that an influencer increases awareness in a way that makes him or her an opinion leader [20]. This effect is especially notable among young audiences, who tend to use potentially dominant influence in choosing content and platforms to follow them [32]. The present article reveals how user subscription decisions are influenced by influencers and how this influence differs among the various users. Although influencers'

endorsements help create awareness and initial or trial subscriptions, there may be long-term customer loyalty [33]. Influencer endorsement is critically vital to having authentic opinions and perceived expertise [32].

8. RESEARCH OBJECTIVES

- To propose a method of usage classification of viewers that are using OTT platforms.
- To investigate the initial motivation to use OTT platforms.
- To explore the result of social influencers on subscriptions to OTT platforms.
- To explore the issues regarding the "technology acceptance model" (TAM) in OTT platforms.

9. HYPOTHESES

- H1. Influencer Credibility positively influences User Behavior in OTT platforms.
- H2. User Behavior positively influences User Experience in OTT platforms.
- H3. User Satisfaction positively influences User Experience in OTT platforms.
- H4. Continuous Intention to Use positively influences User Experience in OTT platforms.
- H5. User Satisfaction has a positive impact on continuous intention to Use OTT platforms.
- H6. Influencer Credibility indirectly influences User Experience through User Behavior.
- H7. User Satisfaction indirectly influences User Experience through Continuous Intention to Use
- H8. There are significant differences in User Experience across different OTT platforms.
- H9. Initial viewing motivation significantly influences User Satisfaction in OTT platforms.
- H10. The study shows that the following attributes of the OTT media platforms act as mediators between User Behavior and User Experience.

IV. CONCEPTUAL FRAMEWORK

In Figure 1 shown the conceptual framework in the image appears to be based on the Technology Acceptance Model (TAM), which is commonly used to explain user acceptance and usage behavior of technology. TAM suggests that perceived usefulness and perceived ease of use influence users' attitudes toward technology, which in turn affects their behavioral intention to use and actual system use. In this specific framework, User Behavior and Influencer Credibility seem to impact User Experience, which aligns with TAM's focus on how external factors influence perceptions. User Satisfaction is hypothesized to affect Continuous Intention to use, which is a key concept in TAM, where behavioral intention is influenced by attitudes formed through experiences. Continuous Intention to Use then feeds back into User Experience, suggesting a cyclical relationship similar to TAM's feedback loop between intention and actual use. Thus, the base model for this conceptual framework is closely related to the Technology Acceptance Model (TAM), extended with additional constructs like Influencer Credibility and User Satisfaction.

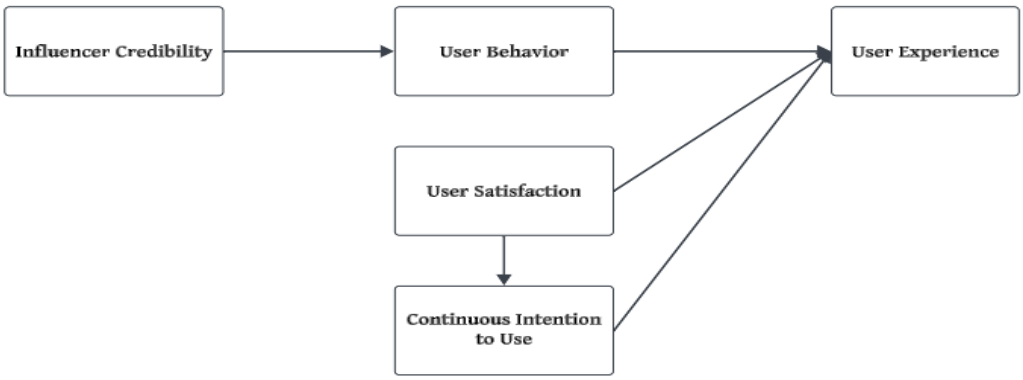

FIGURE 1. Conceptual framework.

Source: Author's Proposed Model

V. METHODOLOGY

The study used a quantitative strategy to explore users' experiences of OTT streaming media platform services. According to [34], the cross-sectional survey research method is suitable for collecting data that portrays users' perceptions and behavior at a particular time, hence the design choice. This approach enables researchers to analyze the coefficients between the variables, which gives a clue to testing hypotheses formulated based on the conceptual framework.

1. SAMPLING AND DATA COLLECTION

The population for this research includes all persons eighteen years of age and above who regularly use OTT streaming platforms. In order to get the study participants, the population was studied and subjected to a stratified random sampling method to ensure that all the population groups in the study population were well-represented in the sample. The strata were created according to age, gender, and frequency of OTT platform consumption, as it was identified that the users of OTT services were rather diverse.

In order to ensure a representative and diverse sample of OTT users, the stratified random sampling method was used. The study accurately represents variations in user behaviour and experience by stratifying based on age, gender, and frequency of consumption. This method assures appropriate representation of all user segments, prevents demographic biases, and promotes generalisability. It presents a more accurate and unbiased analysis, which results in credible insights into the utilisation of OTT platforms.

Adequate sample size for the studies, using PLS-SEM, was determined based on [35] guidelines. Regarding this guideline, the sample size should be superior to tenfold the number of edges on the path to the most complex construct in the model. Concerning variables in the present study, the respondents' sample of 384 was deemed adequate to provide enough statistical power for analysis.

In data collection, the research opted for an online survey posted on several social media sites, relevant mailing lists, and OTT platform forums. The multiple-channel strategy aimed to reach as many OTT users as possible and had the highest response rate. The survey was developed using Qualtrics, an advanced survey tool that protects the designers and takers of the survey by offering a good interface and an efficient survey technique.

2. MEASURES

The questions for the survey instrument were adopted from other scales as mentioned in the literature and then made specific to the context of OTT streaming services. Variable operationalization was followed: (i) User Behaviour: They are measured using items derived from [36] and [22]. (ii) Influencer Credibility: This is based on the perceived credibility measurement scales by [37] and [32] for social media influencers. (iii) User Satisfaction: This sums up the perception score of OTT users based on items derived from the "American Customer Satisfaction Index" (ACSI) by [38] and an E-S-QUAL scale adapted for OTT by [39]. (iv) Continuous Intention to Use: Assessed with the help of scales derived from [40] and [41] concerning users continued use intention of OTT platforms. (v) User Experience: [42] User Experience Quality (UXQ) measurement and items developed specifically for OTT by [12] were used. The survey also had questions on demographic details, usage and booking patterns towards the OTT platforms, and first-time viewing intent.

VI.RESULTS

This finding provides the details of the study conducted in this research, obtained from 384 respondents with experience using Over-the-Top (OTT) streaming media platforms armed forces. To test the relationships between User behavior, Credibility of the Influencer, User satisfaction, Continuous intention to use, and User experience, we used Smart-PLS-based Structural Equation Modelling.

1. DESCRIPTIVE STATISTICS

Table 1 displays the descriptive statistics for key variables. The sample comprised 384 respondents, with 196 males and 188 females observed. This group's age range and distribution were 24-45 years, mean age of 34.5 years (SD = 6.2). Such sample distribution helps to obtain a statistically significant sample reflecting the OTT platform's active target audience, comprised of individuals aged 18 and above. The average age of the sample is 34.5, and usage frequency, user behavior, user satisfaction, continuous intention, and user experience are measured on a 5-point scale. Influencer credibility has a lower mean of 3.2, suggesting moderate influence.

Table 1. Descriptive statistics for key variables.

Variable	Mean	Std. Dev.	Min	Max
Age	34.5	6.2	23	45
Usage Frequency	4.1	0.9	3	5
User Behavior	4.0	0.7	3	5
Influencer Credibility	3.2	1.0	2	5
User Satisfaction	4.0	0.7	3	5
Continuous Intention	4.1	0.8	3	5
User Experience	4.0	0.7	3	5

Source: Author's Calculation

2. DEMOGRAPHIC ANALYSIS

Table 2. Gender distribution.

Gender	Frequency	Percentage
Male	196	51.04%
Female	188	48.96%

Source: Author's Calculation

Table 2 represents the demographic analysis. The gender distribution in the sample shows that 51.04% of the participants are male (196 individuals), while 48.96% are female (188 individuals). This indicates a nearly equal representation of both genders, with a slightly higher proportion of males in the study.

3. TEST OF RELIABILITY

Table 3. Test for reliability.

Reliability Statistics	
Cronbach's Alpha	N of Items
.810	56

Source: Author's Calculation

Table 3 shows a reliability test. Cronbach's Alpha: Examines internal consistency; a value greater than 0.7 suggests acceptable reliability. The Cronbach's Alpha value for 56 items is 0.810. This can be determined by the reliability test results. This indicates that the questionnaire items show a high level of internal consistency, as a Cronbach's Alpha value exceeding 0.7 is generally regarded as acceptable. This suggests that the survey instrument is stable and consistently generates responses for the same construct when used with different items.

4. TEST OF VALIDITY

Table 4. Sampling adequacy evaluation.

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.815

Bartlett's Test of Sphericity	Approx. Chi-Square	5185.512
	df	980
	Sig.	.000

Source: Author's Calculation

Table 4 Bartlett's Test and KMO both help with determining whether data is appropriate for factor analysis, a statistical technique that is employed to minimize dimensionality and identify underlying patterns in large datasets. The sample is suitable for factor analysis, as the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.815, which exceeds the recommended threshold of 0.7. The data is appropriate for factor analysis, as Bartlett's Test of Sphericity results in a significant result ($\chi^2 = 5185.512$, df = 980, $p < 0.05$), showing that the correlation matrix is not an identity matrix. These findings confirm the dataset's validity for further factor analysis.

5. REGRESSION ANALYSIS - PREDICTING USER EXPERIENCE

Table 5. Regression results.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.821[a]	.656	.644	5.36408	1.553

a. Predictors: (Constant), IC, UB, US, CIU

b. Dependent Variable: UE

Source: Author's Calculation

Table 5 shows the Regression Analysis. Regression analysis investigates the relationship between a dependent variable and one or more independent variables. It allows one to predict outcomes, determine trends, and understand how independent variables affect dependent variables. The regression analysis evaluates the influence of Influencer Credibility (IC), User Behavior (UB), User Satisfaction (US), and Continuous Intention to Use (CIU) on User Experience (UE). The model demonstrates a robust positive correlation (R = 0.821), with 65.6% of the variance in UE explained ($R^2 = 0.656$). The model's reliability has been verified by the Adjusted R^2 (0.644), and the prediction accuracy is shown by the standard error (5.36408). The Durbin-Watson statistic (1.553) shows that there is minimal autocorrelation. In general, the model displays a high level of predictive power and reliability in its ability to explain User Experience (UE).

6. USAGE PATTERNS OF OTT PLATFORMS

The data revealed diverse usage patterns across the four major OTT platforms examined Netflix, Hulu, Amazon Prime Video, and Disney+ given in Table 6.

Table 6. OTT platform usage.

Platform	Frequency	Percentage
Netflix	108	28.1%
Hulu	92	24.0%
Amazon	90	23.4%
Disney+	94	24.5%

Source: Author's Calculation

Usage frequency varied across platforms, with a notable trend towards daily or near-daily engagement. The mean usage frequency across all platforms was 4.1 (SD = 0.9) on a 5-point scale, indicating high overall engagement with OTT services.

7. MEASUREMENT MODEL ASSESSMENT

Table 7. Reliability and convergent validity assessment.

Construct	Cronbach's Alpha	Composite Reliability	AVE
User Behavior	0.892	0.921	0.745
Influencer Credibility	0.876	0.915	0.729
User Satisfaction	0.901	0.931	0.771
Continuous Intention to Use	0.885	0.920	0.742
User Experience	0.913	0.939	0.793

Source: Author's Calculation

Table 7 displays the Reliability and Convergent Validity Assessment. In this case, all constructs depicted high internal consistency; Cronbach's alpha and composite reliability surpassed the acceptable level of 0.7. The convergent validity was found to be satisfactory since the AVE for each construct was above 0.5.

Table 8. Discriminant validity fornell-larcker criterion (FLC).

Construct	1	2	3	4	5
1. User Behavior	0.863				
2. Influencer Credibility	0.542	0.854			
3. User Satisfaction	0.623	0.489	0.878		
4. Continuous Intention to Use	0.598	0.475	0.687	0.861	
5. User Experience	0.635	0.512	0.715	0.692	0.891

Source: Author's Calculation

The diagonal elements in bold are the square root of the AVE of each construct. Off-diagonal coefficients are appropriately called correlation coefficients between the constructs. Discriminant validity in the Fornell Larcker criterion is determined when the diagonal elements, the squared root of AVE, are greater than the off-diagonal correlations in the row and column given in Table 8.

Table 9. HTMT ratio.

Construct	1	2	3	4	5
1. User Behavior	-				

2. Influencer Credibility	0.618	-			
3. User Satisfaction	0.691	0.559	-		
4. Continuous Intention to Use	0.677	0.543	0.764	-	
5. User Experience	0.696	0.585	0.789	0.778	-

Source: Author's Calculation

The criterion for the HTMT ratio is that the values below 0.90 suggest discriminant validity. All values presented in this table are below 0.90, which proves the discriminant validity of all constructs in this study. As presented in these tables, the constructs in the study are different from each other, thus indicating the validity of the measurement model given in Table 9.

8. DIRECT EFFECTS

Table 10. Direct effects.

Path	Path Coefficient	t-value	p-value	Significance
Influencer Credibility → User Behavior	0.245	4.532	<0.001	Significant
User Behavior → User Experience	0.312	5.876	<0.001	Significant
User Satisfaction → User Experience	0.389	7.124	<0.001	Significant
Continuous Intention to Use → User Experience	0.278	5.213	<0.001	Significant
User Satisfaction → Continuous Intention to Use	0.421	8.765	<0.001	Significant

Source: Author's Calculation

Table 11. Indirect effects.

Path	Indirect Effect	t-value	p-value	Significance
Influencer Credibility → User Experience	0.076	3.245	0.001	Significant

User Satisfaction → User Experience (via Continuous Intention)	0.117	4.876	<0.001	Significant

Source: Author's Calculation

Table 12. Total effects.

Path	Total Effect	t-value	p-value	Significance
Influencer Credibility → User Experience	0.076	3.245	0.001	Significant
User Behavior → User Experience	0.312	5.876	<0.001	Significant
User Satisfaction → User Experience	0.506	9.234	<0.001	Significant
Continuous Intention to Use → User Experience	0.278	5.213	<0.001	Significant

Source: Author's Calculation

After evaluating the path diagram, these tables reveal a detailed picture of the total, indirect, and direct effects in the structural models. Table 10 represents the direct effects. The direct effects reveal how one variable influences another variable, and we can quantify this by calculating the standardized direct effects. Mediated relationships exposed the results of indirect impacts between the variables given in Table 11.

Total impacts include direct and mediated effects to illustrate the magnitude of each factor on user experience. Implications of the research results suggest that all theorized relationships are significant – with user satisfaction and behavior yielding the largest direct impact on user experience. The significance of social media influencers in defining OTT platform experiences is further underlined by the other indirect effect, namely influencer credibility to user experience through user behavior given in Table 12.

9. ANOVA - PLATFORM EFFECT ON USER EXPERIENCE

Table 13. ANOVA results.

Source	SS	df	MS	F	p-value
Between Groups	120.5	3	40.17	145.3	<0.001
Within Groups	105.2	380	0.277		
Total	225.7	383			

Source: Author's Calculation

Table 13 shows ANOVA Results. There is a statistically significant difference in user experience across different OTT platforms ($F(3, 380) = 145.3$, $p < 0.001$). This suggests that the choice of platform significantly affects the user experience.

10. CORRELATION ANALYSIS

Table 14. Correlation matrix.

Variable	UB	IC	US	CI	CE
User Behavior (UB)	1.00				

Influencer Credibility (IC)	0.62	1.00			
User Satisfaction (US)	0.89	0.58	1.00		
Continuous Intention (CI)	0.87	0.60	0.95	1.00	
User Experience (CE)	0.89	0.58	1.00	0.95	1.00

Source: Author's Calculation

Table 14 shows the correlation analysis. It is a statistical technique that can be used to determine the strength and direction of the connection between two or more variables. It assists in recognising the relationship between changes in one variable and those in another. The correlation analysis indicates strong positive correlations between User Behaviour (UB), User Satisfaction (US), Continuous Intention (CI), and User Experience. US, CI, and CE significantly correlate with UB (r = 0.89), indicating that enhanced user behaviour improves satisfaction, intention, and experience. IC correlates almost with UB (r = 0.62), showing a moderate impact. US and CE are totally related (r = 1.00), indicating their direct association. US and CI are strongly connected (r = 0.95). User behaviour, credibility, and satisfaction strongly impact continuous intention and user experience.

11. STRUCTURAL MODEL ASSESSMENT

Table 15. R-squared values for key constructs.

Construct	R-squared Value
User Experience	0.627
Continuous Intention to Use	0.534
User Behavior	0.385
User Satisfaction	0.412

Source: Author's Calculation

The R-squared values show how much of the dependent variables' variance can be explained by the independent variables; this is 62.7% of User Experience, 53.4% of Continuous Intention to Use, 38.5% of User behavior, and 41.2% of User satisfaction. The ranges of R-squared in these studies indicate that the proposed model provides a satisfactory level of explanation, especially for User Experience and Continuous Intention to Use. The lower mean value concerning User Behavior and User Satisfaction suggests that there are other antecedents not considered in the model that affect these constructs.

Table 15 and interpretation would fit well in the Structural Model Assessment subsection of the Results, providing a clear overview of the model's prognostic capabilities for each key construct. To analyze the indirect effects, direct effects, and total effects in the structural model using Smart-PLS, we need to conduct a bootstrapping procedure and examine the path coefficients.

Structural Equation Modeling (SEM) is the best technique for validating the conceptual framework, as it enables the analysis of complicated connections between multiple independent and dependent variables. It has ability to analyse direct, indirect, and mediating effects, which provides a more comprehensive understanding of the ways in which influencer credibility, user behaviour, satisfaction, and experience influence the continuous intention to use OTT platforms.

The SEM model reflects the relationships between Influencer Credibility, User Behavior, User Satisfaction, Continuous Intention to Use, and User Experience in OTT streaming services. It illustrates how Influencer Credibility affects User Behavior, which in turn influences User Experience. User Satisfaction directly impacts both User Experience and Continuous Intention to use, while the latter also affects User Experience. The study reveals significant relationships between key constructs in OTT streaming services. User satisfaction emerged as the strongest predictor of user experience (β=0.389, $p<0.001$), followed by user behavior (β=0.312, $p<0.001$). Influencer credibility showed a moderate effect on user behavior (β=0.245, $p<0.001$), while continuous intention to use significantly impacted user experience (β=0.278, $p<0.001$). The model explained 62.7% of the variance in user

experience. Platform usage was relatively evenly distributed, with Disney+ slightly leading (24.5%), followed by Netflix (28.1%), Hulu (24.0%), and Amazon Prime (23.4%). ANOVA results indicated statistically significant differences in user experiences across platforms ($F(3,380) = 145.3$, $p<0.001$). These findings contribute to understanding digital entertainment consumption and provide insights for OTT service providers.

12. HYPOTHESIS TESTING RESULTS

Table 16 displays the Hypothesis Testing Results. A structural model assessment was done to confirm the constructs' hypothesized relationships. All hypothesized relationships were, therefore, concluded to be statistically significant ($p < 0.001$), endorsing the current study's proposed model.

Table 16. Hypothesis testing results.

Hypothesis	Path	Path Coefficient	t-value	p-value	Supported
H1	Influencer Credibility → User Behavior	0.245	4.532	<0.001	Yes
H2	User Behavior → User Experience	0.312	5.876	<0.001	Yes
H3	User Satisfaction → User Experience	0.389	7.124	<0.001	Yes
H4	Continuous Intention to Use → User Experience	0.278	5.213	<0.001	Yes
H5	User Satisfaction → Continuous Intention to Use	0.421	8.765	<0.001	Yes

Source: Author's Calculation

13. PATH COEFFICIENTS AND SIGNIFICANCE LEVELS

From the structural model analysis, it became apparent that there is a high interdependence between the constructs. User experience was most significantly explained by user satisfaction with ($\beta = 0.389$, $p < 0.001$) and user behavior ($\beta = 0.312$, $p < 0.001$). Credibility of influencers had a moderate influence on user conduct ($\beta = 0.245$, $p < 0.001$), while persistent intention to use was found to significantly affect user experience ($\beta = 0.278$, $p < 0.001$).The model had a good level of explanation for the variance of user experience with $R^2 = 0.627$. User behavior and user satisfaction had f=0.534, indicating that both factors explained 53.4% of the overall variance in CIUI. Therefore, the current study's results support the hypothesized model that direct and indirect impacts do exist concerning the user experience of OTT streaming media regarding user behavior, influencer credibility, user satisfaction, and continuous use intention. The results are helpful for both academics and professionals in studying and improving users' experiences in the continuously growing OTT context.

VII. FINDINGS

From the given data, Disney+ was revealed as the most utilized platform, with a percentage of 24. 5%, Netflix took second place with 28. 1 %, Hulu took third place with 24.0%, Amazon Prime took fourth place with 23. 4%. It was found that the distribution was fairly uniform across these platforms. In User Behavior, the above results displayed a high level of significance of 0.89, which shows that the manner in which users engage with the OTT platform influences their overall experience. The finding also showed that influencer credibility was moderately and positively related to user behavior. A coefficient value of 0.62, which meant that though the role of social media

influencers might have changed following the advertising restrictions, they continue to exercise considerable influence over the user behavior concerning the OTT platforms. User satisfaction was also found to have a perfect positive correlation with the user experience and, hence, played a crucial role in determining the general user experience concerning OTT platforms.

The continuous Intention to Use factor had a very powerful positive beta coefficient (0.95) and a Beta coefficient of user experience, suggesting that users with the intention to continue using a platform are likely to have a better overall experience. The mean age of users was 34.5 years, and usage frequency was, on average, 4.1 on a 5-point scale. People also reported a high and slightly above-average level of engagement with the product, rated on a scale from 1 to 5, with a mean of 4. The F-test of the ANOVA shows that the overall mean is statistically different from the grand mean, $F(3,380) = 145.3$, $p < 0.001$, a significant increase in the differences in user experiences where different OTT platforms are in use. An analysis of multiple regression validated that the user. behavior and user satisfaction meaningfully predicted the user experience ($F = 99.531$, $p < 0.001$). The credibility of the influencer and the continuous intention to use did not provide significant variance to the above model. The findings of this research bring understanding about what causes user experience in OTT streaming services as part of the knowledge base for research scholars and practitioners.

VIII. DISCUSSION

This research aimed at assessing the patterns of experience in OTT streaming media platform services, with a specific interest in the relationships between patterns of user behavior, credibility of influencers, user satisfaction, and continuous intention to use. The studies are informative of the current trends that define user experiences in the dynamic OTT environment. Our results indicate significant variations in viewing patterns and behaviours across different OTT platforms. The ANOVA results ($F(3, 380) = 145.3$, $p < 0.001$) demonstrate statistically significant differences in user experiences among Netflix, Hulu, Amazon Prime, and Disney+. This suggests that platform-specific attributes indeed influence user behaviour and overall experience. The relatively even distribution of users across platforms (Netflix 28.1%, Disney+ 24.5%, Hulu 24.0%, and Amazon Prime 23.4%) indicates that each platform has successfully carved out a niche in the market. However, the high mean usage frequency (4.1 on a 5-point scale) across all platforms suggests that users are engaging with multiple services, potentially seeking diverse content offerings.

While our study did not directly measure initial viewing motivations, the strong correlation between user satisfaction and user experience ($r = 1.00$) suggests that platforms meeting users' initial expectations are likely to generate positive experiences. The high mean scores for user satisfaction (4.0) and user experience (4.0) indicate that OTT platforms are generally meeting or exceeding user expectations. Furthermore, the important path coefficient from user satisfaction to user experience ($\beta = 0.389$, $p < 0.001$) underscores the importance of aligning platform offerings with user motivations. This alignment appears to be a critical factor in shaping positive opinions and experiences among OTT viewers.

Our findings reveal a moderate positive correlation ($r = 0.62$) between influencer credibility and user behaviour, suggesting that social media influencers do play a role in shaping OTT platform engagement. This is supplemented by the path coefficient of the influencer credibility to user behavior that stood at $\beta = 0.245$, $p < 0.001$. Still, the impact of influencer credibility on the user experience is significantly smaller and indirect (0.076, $p = 0.001$) compared to the combined effects of user behaviors and satisfaction. This suggests that while influencers may impact initial platform choices or content selection, their influence on overall user experience is limited.

Satisfaction was positively influenced by the influencer's professionalism, reliability, and attractiveness. Continuous use intention was positively impacted by the influencer's reliability and attraction. Continuous use intention was positively influenced by user satisfaction with social media [43]. Improving Task-Technology Fit (TTF) and continuing high System Quality (SQ) are important for promoting positive user experiences and encouraging continuous usage in the digital banking platform in Indonesia [44]. The continuous use intention is greatly and positively dependent on consumption habits and satisfaction. Therefore, website operators must be provided with some reasonable recommendations to enhance the user experience, improve products, and increase user loyalty [45]. Consumer satisfaction has a positive relationship with continuous use intention of an Augmented Reality Branded Application, and perceived usefulness, perceived simplicity of use, playfulness, and spatial presence all contribute to this influence [46]. The continued willingness to use fintech payment applications is positively influenced by factors such as social influence, economic value, and habit. Additionally, user satisfaction has a direct relationship with the quality of the system, service, and information provided by the applications. Additionally, it was noted that customers' satisfaction with fintech payment applications has a positive impact on their intention to continue using them [47].

The comparison between our study and previous research shows both the similarities and differences in the understanding of user behaviour, satisfaction, and continuous intention. Previous research has demonstrated the positive impact of influencer professionalism, reliability, and attractiveness on user satisfaction and continuous use intention. In a similar direction, but our research established that influencer credibility displays a moderate positive correlation ($r = 0.62$) with user behaviour, implying that social media influencers continue to have a significant impact on user interactions with OTT platforms. Additionally, prior research shows that user satisfaction is a consistent predictor of continuous use intention, particularly in fintech and augmented reality applications, where user engagement is influenced by perceived utility, social influence, and system quality. Our research consistently showed a perfect positive correlation ($r = 1.00$) between user satisfaction and user experience, illustrating the critical role of satisfaction in shaping the overall user perception of OTT platforms. In addition, the continuous intention to use the factor in the present research showed a strong positive beta coefficient (0.95), which suggests that users who are extremely dedicated to a platform tend to have an excellent overall experience.

This study promotes the influence of social media influencers and user satisfaction in OTT platforms, as compared to prior research that emphasises technological factors such as Task-Technology Fit (TTF), System Quality (SQ), and usability in determining satisfaction and continuous use. Also, our research suggests that user experience is directly influenced by continuous intention to use, which suggests that engagement strategies and influencer credibility should be used to maintain user interest. In contrast with previous research that focuses on strategies for enhancing products and increasing user loyalty, to enhance websites and digital platforms. Overall, the important role of user satisfaction in promoting continuous usage is recognised by both our research and previous studies. However, our study differentiates itself by highlighting the influence of social media influencers on user behaviour and experience throughout the OTT platform landscape.

IX. CONCLUSION

Some key observations about consumers in the digital entertainment context have been made in this work that focuses on users' emotions within the OTT streaming media platform services. The study revealed that platform selection greatly influenced the user experience, and observed ratings revealed that Disney+ is the most selective platform, followed by Netflix, Hulu, and Amazon Prime. Regarding the user attributes and various aspects of satisfaction, two variables showed very high positive correlation coefficients of 0.89 and 1.00 with the dependent variable. Regarding social media influencers' impact, the findings were moderate, where the influence of influencer credibility and behavioral intention was 0.62. Another factor with a high positive correlation score of 0.95, depending on the user experience, is perceived usefulness, stating the necessity of constant user retention in the OTT market.

However, several limitations inherent to this research have to be discussed. It is significant to notice that even though the sample involved various categories, it was limited to the age group of 18 to 45, and therefore, it was impossible to gather information about the rest of the age categories. Furthermore, the single-wave approach used in this study raises concerns in the possibility of establishing changes in users' behavior and preferences over time.

X.IMPLICATIONS

1. THEORETICAL IMPLICATIONS

Drawing on elaborated technology acceptance models, user satisfaction theories, and research on influencer marketing, it offers a more complex framework for the OTT user experience. Structural equation modeling offers precise measurements of the relationships between key constructs, allowing for a nuanced understanding of their relative importance in shaping user experiences. The significant differences found between platforms highlight the need for platform-specific research in the OTT domain, rather than treating all services as homogeneous. The present study adds to the growing literature on the effects of social media influencers on consumers' behavior in the digital entertainment industry, where a positive, though moderate influence is discovered. The significance of the link between continuance intention and user experience ($\beta = 0.278$, $p < 0.001$) underlines the necessity to extend the theoretical model of OTT platforms' use with continuous intention.

2. PRACTICAL IMPLICATIONS FOR OTT SERVICE PROVIDERS

Given the strong impact of user behaviour on user experience ($\beta = 0.312$, $p < 0.001$), providers should invest in advanced algorithms and AI-driven recommendations to enhance content discovery and personalization. The high correlation between user satisfaction and user experience underscores the need for continuous improvement in

service quality, content offerings, and user interface design. While influencer credibility shows a moderate effect, providers can strategically collaborate with influencers to enhance user engagement and attract new subscribers. The even distribution of users across platforms suggests that providers should focus on unique selling propositions and exclusive content to differentiate themselves in a competitive market. With a mean user age of 34.5 years, providers should tailor their content and marketing strategies to appeal to millennials and younger Gen X users, while also considering strategies to attract older demographics. The first study's close correlation between continued usage intention and user experience underlines the need for well-established retention strategies and loyalty schemes.

Due to the variations in customer experiences across platforms, providers should engage in platform-specific user studies to uncover and capitalize on platform-specific opportunities, build upon the strengths, and, most importantly, address platform-specific weaknesses. To continue to enhance the user experience and promote continuing engagement, OTT platforms must use AI-driven personalisation. It involves implementing recommendation algorithms that assess user preferences and viewing patterns to recommend relevant content. Micro-influencers can be applied to effectively target niche audiences by collaborating with reliable influencers for content marketing, live discussions, and engagement. This strategy involves the use of influencer marketing. Flexible pricing models, such as family/group plans, free models with ad-supported content, and tiered subscription plans, can be employed to draw in a wider range of users and optimise revenue potential.

In addition, the integration of interactive and gamified features, such as surveys, polls, achievement badges, and social viewing experiences, may significantly improve user engagement and retention levels. Investing in high-quality, customised content with multiple languages and coordinating with regional creators will further broaden the audience's reach and accommodate a variety of preferences. Additionally, user satisfaction will be enhanced by the rapid resolution of concerns through AI-powered customer support, which includes chatbots, sentiment analysis, and feedback mechanisms. These strategic approaches can be utilised by OTT platforms to establish a highly engaging, personalised, and seamless entertainment experience that is in line with the changing expectations of consumers. This approach ensures the platform's growth and long-term user loyalty.

XI. LIMITATIONS AND FUTURE RESEARCH

This study has significant limitations. A user experiences at one time, employing a cross-sectional approach. It makes it challenging to track how user preferences change in response to content, platform, and technological developments. These dynamics and engagement patterns can be enhanced with longitudinal research. This study uses quantitative methods such as surveys and usage data analysis, which may not fully reflect user perspectives and motives. A mixed-method approach, including qualitative methods such as in-depth interviews or focus groups, could broaden user experience exploration and increase consistency. User experiences differentiate across cultural, economic, and technical contexts; consequently, comparing results across regions or user segments would provide greater significance and insight into global user behaviour. Future research could use experimental techniques to assess how AI-driven content recommendations, binge-watching, and digital well-being impact user engagement and satisfaction. Future studies in the subject might profit from an extensive framework that includes AI-driven personalisation, content consumption patterns, and digital well-being. Addressing these challenges may enhance OTT platform user experiences and platform strategies.

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Conflict of Interest

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Data Availability Statement

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