


WHAT DRIVES THE USER'S CONTINUOUS USAGE INTENTION OF OTT VIDEO PLATFORMS? IDENTIFYING THE ROLE OF COGNITIVE ABSORPTION AND PERCEIVED USEFULNESS WITH THE IMPACT OF OTT CONTENT ON IT

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 29 March 2023</p>	<p>Purpose: This study aims to understand the user's holistic experiences and beliefs about using OTT video platforms. The study adopts the concept of Cognitive Absorption with the impact of OTT content on it to test the user's perceived usefulness and continuous usage intention of OTT platforms.</p>
<p>Keywords:</p> <p>OTT Video Platforms; Cognitive Absorption; Perceived Usefulness; Continuous Usage Intention; Content.</p>	<p>Theoretical Framework: The study utilizes cognitive absorption theory along with all its five dimensions in a two-stage hybrid model and tests its overall validity and reliability using partial least square-structural equation modeling.</p> <p>Design/ Method/ Approach: The study employs a primary data collection methodology in which a survey has been carried out on the respondents who are already active users of OTT platforms. Data has been collected through questionnaires from the young IT professionals working at Noida (NCR).</p> <p>Findings: The results of the study confirmed that the user's continuous usage intention of OTT platforms is strongly influenced by cognitive absorption and perceived usefulness with the impact of content on it.</p>
	<p>Research Practical and Social Implications: The study adds significant knowledge to the academic world for utilizing cognitive absorption in the field of OTT. The findings enhance our understanding that Content is one of the most successful attributes of OTT video streaming technology in determining the user's continuous intention. It provides valuable feedback to the OTT content creators to focus more on the user's needs and expectations of the content.</p> <p>Originality/ Value: The proposed research model is the first-ever attempt to examine the impact of Cognitive Absorption affecting the user's perceived usefulness and continuous intention to adopt OTT.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1494</p>

O QUE IMPULSIONA A INTENÇÃO DE USO CONTÍNUO DO USUÁRIO DE PLATAFORMAS DE VÍDEO OTT? IDENTIFICAÇÃO DO PAPEL DA ABSORÇÃO COGNITIVA E DA UTILIDADE PERCEBIDA COM O IMPACTO DO CONTEÚDO DE OTT SOBRE ELA

RESUMO

Objetivo: Este estudo visa compreender as experiências holísticas do usuário e suas crenças sobre o uso de plataformas de vídeo OTT. O estudo adota o conceito de Absorção Cognitiva com o impacto do conteúdo OTT sobre ele para testar a utilidade percebida pelo usuário e a intenção de uso contínuo das plataformas OTT.

Estrutura Teórica: O estudo utiliza a teoria de absorção cognitiva juntamente com todas as suas cinco dimensões em um modelo híbrido de dois estágios e testa sua validade e confiabilidade geral usando modelagem de equações parciais de menor quadratura-estrutura.

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Projeto/ Método/ Abordagem: O estudo emprega uma metodologia primária de coleta de dados na qual foi realizada uma pesquisa sobre os respondentes que já são usuários ativos de plataformas OTT. Os dados foram coletados através de questionários dos jovens profissionais de TI que trabalham na Noida (NCR).

Conclusões: Os resultados do estudo confirmaram que a intenção de uso contínuo das plataformas OTT pelo usuário é fortemente influenciada pela absorção cognitiva e pela percepção da utilidade com o impacto do conteúdo sobre ela.

Pesquisa de Implicações Práticas e Sociais: O estudo acrescenta conhecimentos significativos ao mundo acadêmico para a utilização da absorção cognitiva no campo da OTT. Os resultados aumentam nossa compreensão de que o conteúdo é um dos atributos mais bem sucedidos da tecnologia de transmissão de vídeo OTT na determinação da intenção contínua do usuário. Ele fornece um feedback valioso aos criadores de conteúdo OTT para focar mais nas necessidades e expectativas do usuário em relação ao conteúdo.

Originalidade/ Valor: O modelo de pesquisa proposto é a primeira tentativa de examinar o impacto da Absorção Cognitiva que afeta a percepção da utilidade do usuário e a intenção contínua de adotar a OTT.

Palavras-chave: Plataformas de Vídeo OTT, Absorção Cognitiva, Percepção de Utilidade, Intenção de Uso Contínuo, Conteúdo.

¿QUÉ IMPULSA LA INTENCIÓN DE USO CONTINUADO DE LAS PLATAFORMAS DE VÍDEO OTT POR PARTE DEL USUARIO? IDENTIFICANDO EL PAPEL DE LA ABSORCIÓN COGNITIVA Y LA UTILIDAD PERCIBIDA CON EL IMPACTO DE LOS CONTENIDOS OTT EN LA MISMA

RESUMEN

Propósito: Este estudio pretende comprender las experiencias y creencias holísticas del usuario sobre el uso de plataformas de vídeo OTT. El estudio adopta el concepto de Absorción Cognitiva con el impacto del contenido OTT en el mismo para comprobar la utilidad percibida por el usuario y la intención de uso continuo de las plataformas OTT.

Marco teórico: El estudio utiliza la teoría de la absorción cognitiva junto con sus cinco dimensiones en un modelo híbrido de dos etapas y pone a prueba su validez y fiabilidad general utilizando el modelo de ecuaciones estructurales de mínimos cuadrados parciales.

Diseño/método/enfoque: El estudio emplea una metodología de recopilación de datos primarios en la que se ha realizado una encuesta a los encuestados que ya son usuarios activos de plataformas OTT. Los datos se han recogido a través de cuestionarios de los jóvenes profesionales de TI que trabajan en Noida (NCR).

Resultados: Los resultados del estudio confirmaron que la intención de uso continuo de las plataformas OTT por parte del usuario está fuertemente influenciada por la absorción cognitiva y la utilidad percibida con el impacto del contenido en ella.

Implicaciones prácticas y sociales de la investigación: El estudio añade conocimientos significativos al mundo académico para la utilización de la absorción cognitiva en el campo de OTT. Los hallazgos mejoran nuestra comprensión de que el contenido es uno de los atributos más exitosos de la tecnología de streaming de vídeo OTT para determinar la intención continua del usuario. Proporciona información valiosa a los creadores de contenidos OTT para que se centren más en las necesidades y expectativas del usuario respecto al contenido.

Originalidad/valor: El modelo de investigación propuesto es el primer intento de examinar el impacto de la Absorción Cognitiva que afecta a la utilidad percibida por el usuario y a la intención continua de adoptar OTT.

Palabras clave: Plataformas de Vídeo OTT, Absorción Cognitiva, Utilidad Percibida, Intención Continua de Uso, Contenido.

INTRODUCTION

The OTT video platform is a promising hedonic media service that allows users to watch their favorite content in quick succession, anytime, anywhere. The habit of consuming quality content has become a new trend and culture. Digital tech-savvy youths and professionals nowadays embrace the trend of working from home and spending most of their time watching OTT platforms. According to the Data Science division and Dentsu Aegis Network (DAN,

India), 65% of millennials (25-39 years) prefer watching content on OTT platforms rather than traditional TV. Their daily consumption of OTT content increased post covid, and hence the demand for OTT content is also rising among them. But, despite the rising viewership of OTT platforms, OTT owners are facing crises in terms of the slow growth of the number of paid viewers and the retention of the users on their platforms to ensure their continuous usage. To achieve this, OTT owners need to take more effective measures to ensure their platforms' early adoption and continuous usage among users.

On the other hand, with the advancement of research in the field of OTT video consumption habits among users, some research experts, and medical practitioners have started producing contradictory conclusions about the impact of OTT platforms on users. Some research studies from health experts warn about the ill consequences of OTT streaming and the impact of its content on users. They suggest that excessive watching OTT video platforms can increase the risk of serious heart and cognitive health-related problems such as depression, sleep disorders, and behavioral changes. (Dhiman & Barhum,2021). Contrary to this some others present a positive health outcome of OTT streaming which is associated with hedonism, relaxation, mood swings, and a feeling of relief from worldly stress. (Menon,2022). This dichotomy of opinions may affect the user's opinions and their behavioral intention toward OTT video platforms. Thus, to understand the user's opinions and behavioral intentions about OTT usage, it is very important to find out their overall experiences and beliefs while using OTT video platforms.

So far, the research in the field of OTT has mainly utilized consumer behavior models such as UTAUT (Hino,2015; Indrawati and Haryato, 2015; Malewar and Bajaj,2020; Bhattacharya et al.,2021), innovation diffusion (Subramanian et al.,2021; Dasgupta and Grover,2019) uses and gratification (Mondal et al, 2022; Camilleri and Falzon,2021; Menon,2022), etc. to find out user behavior intention of adopting OTT. All these studies have mainly focused on the factors associated with extrinsic features of OTT technology influencing its adoption. Their approach is mainly centered on OTT technology. In contrast with all prior studies, this study aims to enhance the existing literature on OTT by investigating three broad objectives. First, to investigate the relationship between users' holistic experiences and beliefs of OTT video platform usage and its continuous usage intention. Second, to find out the impact of OTT content on users' experiences. Third, to find out the importance of perceived usefulness in the relationship between Content, user experiences, and Continuous usage Intention of OTT platforms (Davis, 1989).

To completely understand the user's overall experiences, we adopt the concept of "Cognitive Absorption" in our study (Agarwal and Karahanna, 2000). Researchers such as (Saade and Bahli, 2005; Zhu and Morosan, 2014) observe that the user's holistic experiences with any technology can be very well defined using the concept of Cognitive Absorption. "It is defined as the state of deep involvement with any technology" (Agarwal et al, 1997; Weniger and Loebbecke, 2011). In their research work, Agarwal and Karahanna, 2000) derived the concept of "Cognitive Absorption. It is measured to find out the user beliefs, experiences, and usage intention of a particular technology (Agarwal and Karahanna, 2000). Cognitive Absorption captures the essence of five different dimensions that are mainly associated with the cognitive and affective state of users while using the technology (Subramanian et al, 2021; Agarwal and Karahanna, 2000).

Adding more value to our study we consider adding "Content" as the most suitable antecedent of cognitive absorption. Content refers to the (quality, variety, appropriateness, and personalized) content that the OTT provides (Doll & Torkzadeh, 1988; Indrawati and Haryato, 2015; Hino 2015; Koul et al, 2021). Its applicability is assumed to significantly impact cognitive absorption (Jung et al, 2009; Zhou, 2011). With the influence of content on cognitive absorption, we believe that the study's findings will help OTT's managers understand the expectations and requirements of the users from the OTT content more comprehensively. This will help them in enhancing their strategies to retain the users on their platforms. The findings of the study can also be used by future researchers to interpret the impact of OTT content on users' cognitive and affective states.

The rest of the paper is structured as follows. Firstly, the theoretical framework has been explained. Next, the literature review including the constructs identification, conceptualization of the research model, and their hypothesized relationship has been done. Thereafter, the research methodology has been discussed, followed by the data analysis and interpretation. Finally, the results and findings are discussed along with their implications. In the end, the limitations of the study and the scope for future research have been drawn.

LITERATURE REVIEW

"Cognitive Absorption refers to the act of deep association of an individual with any technology/ software" (Agarwal et al, 1997; Agarwal and Karahanna, 2000; Weniger and Loebbecke, 2011) It is a situation-specific notion that is based on three closely interrelated concepts (1) the flow theory (2) the trait of Absorption and (3) cognitive engagement (Agarwal

and Karahanna, 2000). The initial model of CA was developed by Agarwal et al in 1997 with the dimensions of flow, Computer playfulness, and Ease of Use with the mediating effect of perceived usefulness. The underlying theories on which the cognitive absorption model is grounded are TAM (technology acceptance model) (Davis,1986) and flow theory (Csikszentmihalyi,1990). In the year 2000, the CA model was revised making its applicability more appropriate as an intrinsic motivator leading to hedonic use. According to the revised model “CA is a multidimensional concept that shows a positive influence on perceived ease of use and perceived usefulness of a technology as it reduces the cognitive burden of individuals because they are experiencing pleasure from the act they are associated with and are willing to spend more time on it” (Agarwal and Karahanna, 2000). CA’s perceived usefulness provides cognitive consonance to users rationalizing their behavioral beliefs and attitudes by adding an instrumental value to it. (Festinger, 1962). Cognitive Absorption also has a direct influence on the behavior intention of users. The impact of CA on individuals’ behavior can be better understood when the different dimensions of CA are combined with the TAM (Davis,1986) core constructs i.e. perceived ease of use, perceived usefulness, and behavior intention. The five dimensions of Cognitive Absorption are Temporal Dissociation, Focused Immersion, Control, Curiosity, and Heightened Enjoyment.

“Temporal dissociation” refers to the state when one is not able to realize the passage of time while involved in an activity.

“Focused immersion” is the experience of complete involvement in an activity. When the attention of a user does not get diverted easily by any other thing while involved in a particular activity (such as watching TV).

“Control” is the user’s perception that the activity is under his full control.

“Curiosity” refers to the extent to which a user feels curious to perform an activity.

“Heightened Enjoyment” is the optimum level of pleasure or joy the user feels while experiencing an activity.

Cognitive Absorption in Context to OTT platforms

Concerning OTT platforms “Cognitive Absorption refers to the user’s complete mental and emotional involvement while watching the OTT video platforms.

It can also be said an intense and consecutive consumption of OTT platforms at a time (Toth- Kiraly et al, 2017). As research in the field of OTT’s still emerging, no single study on the notion of Cognitive Absorption has been done in this area. We derived its roots based on

past research studies that utilized cognitive absorption/ flow theory in the context of TV viewing and mobile TV.

(Jung et al,2009) presented their study on mobile TV adoption to examine the construct cognitive concentration like the focused immersion of CA with the effect of media content on it. The results of the study revealed that both content and cognitive concentration highly influence users' behavior intention. The researchers recommended the utility of all dimensions of CA in future studies.

(Zhou, 2013) utilized flow experiences with dimensions such as attention focus, perceived enjoyment, and perceived control to find out the adoption of Mobile TV among users. The results indicated a significant impact of flow experience on users' perceived usefulness with the effect of ease of use, content quality, and access speed. The study recommended the utility of constructs such as curiosity and interest in the future.

(Yi and Hwang, 2016) study CA in the context of e-learning and found flow experience greatly impacts the perceived usefulness.

(Weniger,2010) investigate the driving forces in user adoption of IPTV and found a direct link between user Cognitive absorption of IPTV and its perceived usefulness based on user beliefs and experiences.

(Flayelle et al, 2020) their research raises concern about prolonged involvement or binge-watching of OTT platforms leads to harmful consequences among users Contrary to the assumption of the study the results revealed that users sometimes find binge-watching a highly rewardable and pleasurable experience as they are deliberately involved in the act to satisfy their needs and desires. Binge-viewing is also correlated with the affective and cognitive response to internal and external stimuli.

Thus, an in-depth analysis of all the available literature suggests that no single study has utilized all the dimensions of Cognitive absorption in media and communication studies till now. Rather than examining both cognitive and affective aspects of CA, the extant literature has focused more on the cognitive aspects based on flow experience. The literature also presents a lack of consensus among the researchers on the number of dimensions to study in the construct CA. For eg, (Saade and Bahli,2005) found that cognitive absorption is best examined when it is studied with the three dimensions of Temporal dissociation, focused immersion, and heightened enjoyment. On the other hand (Zhu and Morosan, 2014) argue that the core cognitive absorptions dimensions are Temporal dissociation, focused immersion, and curiosity. (Tan et al, 2015) mentioned that the cognitive absorption revised by (Agarwal and Karahanna,

2000) only has heightened enjoyment as an affective component while all others are cognitive components, this can produce a variance that is unique to the affective dimension. (Ozkara et al, 2017) further, argue that the importance of all the dimensions needs to be addressed while examining cognitive absorption in different contexts.

In this study, we have observed OTT is the most popular hedonic entertainment IS of the present time. Watching OTT is related to having a good time, creating an enjoyable and pleasant experience for oneself, passing time, and enhancing lifestyle (Turel et al, 2010). Based on many consumption values (Sheth et al, 1991), OTT viewing not only provides cognitive consonance to users but also provides effective values to them. Therefore, extending the research work done by (Jung et al, 2009; Zhou, 2013) in investigating the consumer behavior adoption of Mobile TV (closely associated with OTT), we have included all five dimensions of Cognitive absorption in our study.

Content

Content is defined as the programs, shows, and material based on information or entertainment presented by the OTT platform owners to the users (Wang, 2014, Indrawati and Haryato, 2015). Content is a construct that has dimensions of freshness, relevance, and sufficiency (Doll and Torkzadeh, 1988; Jung et al, 2008). (Palmer, 2002) defines Content in terms of its variety along with the use of graphics, text, and animation. Noted scholars (Wulf et al, 2006) conceptualized content as the individual's evaluation of up-to-date, timely, sufficient, and important information provided by the content owner. Like all the above definitions of content, in this study, we define "OTT content as the materials which fulfill all the informative and entertainment needs of users, which is fresh and original, relevant, sufficient and personalized as per the user's needs and demands". Recently many studies based on OTT have empathized on the different dimensions of content (Indrawati and Haryato, 2015; Gupta, 2023), content variety (Hino, 2015), and content quality (Bhattachyyra et al., 2021) Thus it can be considered a significant construct in influencing the behavior intention of users in continue using OTT video platforms. This study utilizes the construct "Content" as the most suitable predecessor of cognitive absorption. For example, many users are nowadays subscribing to OTTs because of their fresh and innovative content. If the users feel that the content is not of sufficient quality and up to their expectations, then they will have a bad experience watching it and may discontinue them. The study also establishes a direct link between content and perceived usefulness (Jung et al, 2009). Thus, we hypothesize that: -

H1: Content has a strong impact on the cognitive Absorption of users.

H2: Content also impacts the perceived usefulness of OTT platforms.

Perceived Usefulness

Cognitive Absorption can produce diversified results when it is combined with the Perceived ease of use and perceived usefulness of TAM (Technology Acceptance Model TAM) proposed by (Davis, 1989) Cognitive Absorption positively influences the perceived ease of use and perceived usefulness of a technology. But few researchers have found mixed results in their studies. For eg. (Saade and Bahli,2005) said CA has a stronger impact on perceived usefulness than on perceived ease of use. While (Zhang et al, 2006; Roca et al, 2006) showed a stronger impact of CA on perceived ease of use. (Leonhard and Riemenschneider, 2008) integrated both the constructs and applied “usability” in their research, which showed a positive influence of CA on it. In our study, we are utilizing only perceived usefulness because of its consistency in producing valuable results in explaining the usability of information systems (Gefen & Straub, 2000; Holden & Karsh,2010; Mpinganjira,2018). Also, perceived ease of use is useful in studies where the nature of information systems is very complex and requires specialized skills (Gefen & Straub, 2000) In our study target audience is the corporate sector IT employees, who are already active users of OTT platforms. These respondents are well-versed with the knowledge and skills to operate the OTT platforms. Accordingly, this study does not consider the perceived ease of use as a prominent factor to study.

Therefore, the study integrates Perceived usefulness with cognitive absorption and content to gain insights into the utility of OTT platforms for the target audience. OTT platforms are a hedonic resource whose utilitarian value is to provide entertainment to users in terms of the pleasure of watching the content, refreshing mood, reducing the cognitive burden, and passing the time (Menon, 2022). The study defines perceived usefulness as a construct that measures the utilitarian value of OTT platforms in users' daily lives. Past studies that have examined the relationship between perceived usefulness and cognitive absorption include (Shang et al,2005; Roca et al, 2006; Lin, 2009; Mpinganjira,2018). All these studies are consistent with (Aragwal and Karahanna, 2000) assumption of a positive relationship between cognitive absorption and perceived usefulness based on self-perception theory, which says that individuals seek to justify their actions to get rid of their cognitive dissonance. As a result, people will spend more time on technology, enjoy using it, and add usefulness to it. (Aragwal and Karahanna, 2000). In the case of OTT, we assume that watching the content on OTT

stimulates an individual's cognitive absorption, positively influencing its perceived usefulness. Hence, we propose cognitive absorption is an antecedent of perceived usefulness. Therefore, we hypothesized that:

H3: Cognitive Absorption positively affects the perceived usefulness of OTT platforms.

Continuous Usage Intention

The present study focuses on the user's behavior and intention to continue using OTT platforms for fulfilling their hedonic needs. It has been argued that combining cognitive absorption while examining the user behavior intention towards hedonic IS requires that users have already used the technology (Weniger and Loebbecke, 2011; Mohan & Kinslin, 2022). CA does not produce significant results if we are interested in examining the user's intention to use the technology for the first time. Rather its application is most appropriate when examining the user's experiences and beliefs when they are already using the technology and intend to continue using it. Based on this understanding we intend to find out the continuous intention of OTT usage among the users. It can be further argued that individuals with high cognitive absorption would not only adopt the OTT platforms but would also like to continue using them. Past studies have been done to investigate the behavior intention of users toward OTT platforms (Indrawati and Haryato, 2015; Hino, 2015, Camilleri and Falzon, 2022, Malewar and Bajaj, 2020, Bhattacharaya et al., 2021) and for continuous usage intention of the OTT, (Menon, 2022). All these studies have shown a significant positive influence of perceived usefulness on behavior intention. Thus, it is hypothesized that:

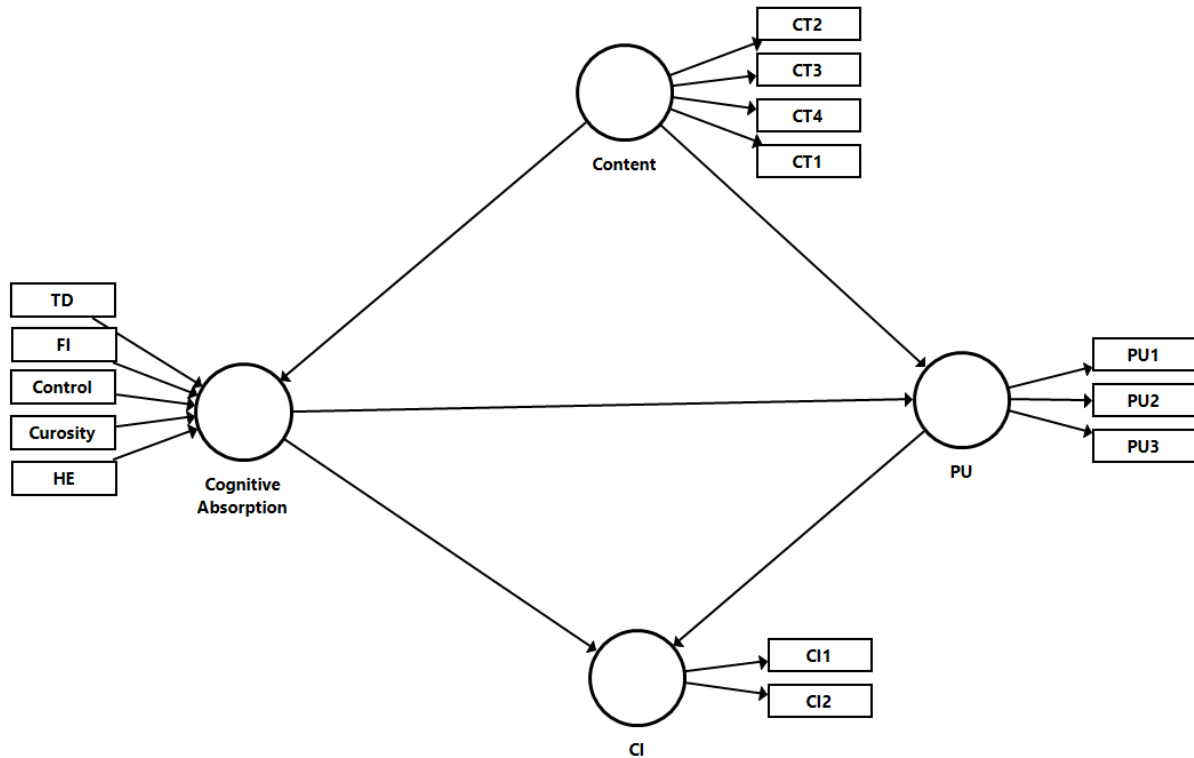
H4: Continuous usage intention of OTT platforms is positively affected by Cognitive Absorption.

H5: Continuous usage intention of OTT platforms is positively affected by Perceived usefulness.

Conceptual Model

All the available literature on the concept of Cognitive Absorption and its observed relationships with perceived usefulness and continuous usage intention lead us to formulate the research model. Figure 1 depicts our research model as follows.

Figure 1. Proposed Research Model



Source: Prepared by the authors (2023)

Note- Cognitive Absorption (TD- Temporal Dissociation, FI- Focused Immersion, HE- Heightened Enjoyment) PU- Perceived Usefulness and CI – Continuous usage Intention

Table 1: Operationalization of Variables

Constructs	Measurement Items	Sources
Content	CT1- OTT platforms provide fresh and original content.	Y. Jung et al,2009, Indrawati and Haryato, 2015
	CT2- OTT platforms provide a sufficient variety of informative and entertaining content.	
	CT3- OTT platforms provide personalized content related to my interests.	
	CT4- OTT platforms provide relevant content or information as per my expectation.	
Cognitive Absorption	Dimensions	
Temporal Disassociation	TD1- Time appears to go very quickly when I am watching the OTT platforms.	Agarwal & Karahannal,2000
	TD2- Sometimes I lose track of time when I am watching the OTT platforms.	
	TD3- I often spend more time watching OTT platforms than I had intended	
Focused Immersion	FI1-During watching OTT platforms, I am usually absorbed intensely in the activity.	Agarwal & Karahannal,2000; Y. Jung et al,2009
	FI2- During watching OTT platforms, I block out most other distractions.	

	FI3- During watching OTT platforms, my attention did not get diverted very easily.	
Heightened enjoyment	HE1- Watching OTT platforms provides me a lot of enjoyment. HE2- I have fun watching the OTT platforms HE3-Watching my favorite series or movie on OTT platforms is very entertaining	Agarwal & Karahannal,2000
Control	While watching OTT platforms, I feel calm. While watching OTT platforms, I feel all my emotions under control. While watching OTT platforms, I feel confused. (Reversed item)	Zhou,2013
Curiosity	CS1- Watching the OTT platforms make me curious. CS2- Watching the content of my choice on OTT platforms arouses my imagination. CS3- Watching the OTT platforms excite my curiosity.	Agarwal & Karahannal,2000
Perceived Usefulness	PU1- Watching OTT platforms rejuvenate my mood and enhance my creativity. PU2- Watching OTT platforms, enhances the productivity of my life/work. PU3-Watching OTT platforms, allows me to escape from all my tensions/ stress.	Camilleri and Falzon, 2021; Jung et al,2009
Continuous Intention	CI1: I intend to continue using OTT rather than discontinue its use. CI2: Given that I have access to OTT platforms, I would continue using them in the future.	Agarwal & Karahannal,2000; Menon,2022

MATERIAL AND METHODOLOGY

The study's target population is IT working professionals who actively consume 2-3 hours daily watching OTT platforms. The data is collected by circulating an online questionnaire to the professionals of three big multinational IT companies based in Noida (NCR), India. The convenience sampling method was adopted to easily reach out to the sample to get prompt responses. The average age of the professionals who participated in the survey was 35 years. As Noida is part of the national capital region of India, many IT professionals from different parts of India work there in different companies. Hence, they are the true representation of urban youths.

The survey questionnaires were distributed to 330 professionals, of which total of valid responses found was 308. Further, the final questionnaires were taken for data analysis. The minimum sample size of the survey was determined through G* Power software version 3.1.7.9 as suggested by (Faul et. al,2007;2009). The items of the questionnaire are adapted from previous research studies based on cognitive absorption/flow experience. The items for the

different dimensions of CA i.e., Temporal Disassociation (TD), Focused Immersion, Curiosity, Control, and Heightened Enjoyment were adapted (Agarwal & Karahannal,2000; Y. Jung et al,2009). The three items of Perceived Usefulness were adapted from (Camilleri and Falzon,2021; Menon,2022). The items of content have been adapted from (Jung et al, 2009; Indrawati and Haryato, 2015) Lastly, the items of continuous intention were adapted from (Agarwal & Karahannal,2000; Menon,2022). The language of the items has been modified to make them suitable for OTT platforms. The reliability and validity of all the items have already been established in past studies. The operationalization of constructs, items, and sources is shown in the above Table no 1.

A total of 24 items were formed for this study. A five-point Likert scale was used to evaluate the responses where 1 means (strongly disagree) and 5 means (strongly agree). In the questionnaire, demographic items such as the age and gender of respondents were also included. Out of the total respondents, 184 were males and 124 were females.

Further, to test any common method bias (CMB) in the research study, Harman single-factor analysis technique was used. In this all the items are loaded into a single construct to check their variance; the results revealed a total variance of 38.8% which is justified within the maximum threshold limit of 50% variance. Hence, no common method bias existed in the study (Babin et al., 2016; Podsakoff et al., 2003). Again, though the full-collinearity test of checking CMB is used as suggested by (Kork,2015) which indicates all the construct's VIF values range from 1.000 to 2.812, the values are below the threshold limit of 3.3, suggesting that CMB is not an issue in the current study.

Assessment of Reflective Constructs

In the study, we first examined the outer model measurements to test the reliability and validity of each reflective construct. The internal consistency checks were evaluated through Cronbach's Alpha, Dijkstra and Henseler's rhoA, and Composite reliability which achieved the sufficient criteria of having values of more than 0.70 (Hair et al.,2017; 2020). The convergent validity was established through the Average variance extracted (AVE) scores which were all above the threshold limit of 0.50. The findings of internal consistency and reliability are presented in Table 2. Further, the discriminant validity of each construct was determined using (Fornell and Larcker's 1981) criteria and Hetrotrait- Monotrait ratio (HTMT). All the construct's HTMT values lie within the stringent threshold of 0.85 (Henseler et al., 2015; Voorhees et al., 2016; Shiva et al., 2020) and below the 0.90 maximum permissible value (Gold

et al., 2001). In our study, the HTMT values for the constructs such as Control and Temporal Dissociation are slightly high than 0.85 i.e 0.855 and 0.870 respectively. Similarly, the constructs Heightened Enjoyment and Temporal disassociation have been valued at more than 0.90 i.e 0.921 and 0.997. In such a case, the study applied the HTMT inference method as per the latest criteria for establishing discriminant validity on a liberal side. The values of discriminant validity (Fornell and Larcker's 1981) and confidence intervals for HTMT inference were shown in Tables 3 & 4 respectively. All the values of HTMT are within the lower and upper bound limits. Thus, the overall measurement results are suitable enough to proceed with the evaluation of the formative construct.

Table2: Construct reliability and validity

Constructs	Items	Loadings	Cronbach Alpha	rhoA	CR	AVE
Content	CT1	0.771	0.850	0.854	0.899	0.691
	CT2	0.836				
	CT3	0.870				
	CT4	0.844				
Temporal Dissociation	TD1	0.826	0.750	0.772	0.854	0.661
	TD2	0.781				
	TD3	0.830				
Focused Immersion	FI1	0.724	0.668	0.735	0.807	0.584
	FI2	0.720				
	FI3	0.843				
Heightened Enjoyment	HE1	0.818	0.792	0.793	0.878	0.707
	HE2	0.887				
	HE3	0.815				
Control	Con1	0.893	0.870	0.872	0.920	0.794
	Con2	0.908				
	Con3	0.871				
Curiosity	Curo2	0.787	0.577	0.72.3	0.823	0.699
	Curo3	0.883				
Perceived Usefulness	PU1	0.846	0.814	0.815	0.889	0.728
	PU2	0.862				
	PU3	0.852				
Continuous Intention	CI1	0.943	0.882	0.884	0.944	0.895
	CI2	0.949				

Source- Prepared by the authors (2023)

Note- Due to the very low factor loading of the item "Curiosity- CS1" the researcher is bound to consider its removal from further calculations.

Table3: Discriminant validity (Fornell and Lacker Criteria)

	CI	Content	Control	Curiosity	FI	HE	PU	TD
CI	0.946							
Content	0.618	0.831						
Control	0.749	0.682	0.891					
Curiosity	0.065	0.072	0.046	0.836				
FI	0.562	0.543	0.615	0.081	0.764			
HE	0.709	0.585	0.763	0.029	0.568	0.841		
PU	0.720	0.627	0.700	0.123	0.595	0.698	0.853	
TD	0.519	0.649	0.560	0.073	0.684	0.500	0.561	0.813

Source- Prepared by the authors (2023)

Table 4: Discriminant validity (HTMT inference method)

	CI	Content	Control	Curoosity	FI	HE	PU
CI							
Content	0.711 CI(0.595;0.808)						
Control	0.855 CI(0.783;0.913)	0.790 CI(0.677;0.879)					
Curoosity	0.090 CI(0.020;0.178)	0.118 CI (0.050;0.202)	0.079 CI(0.021;0.130)				
FI	0.662 CI(0.542;0.764)	0.670 CI (0.546;0.773)	0.711 CI(0.610;0.791)	0.142 CI (0.051;0.245)			
HE	0.848 CI (0.765;0.915)	0.712 CI(0.579;0.815)	0.921 CI(0.862;0.970)	0.083 CI (0.028;0.116)	0.709 CI(0.571;0.824)		
PU	0.844 CI(0.744; 0.914)	0.753 CI(0.636;0.852)	0.831 CI(0.735;0.904)	0.180 CI(0.060;0.340)	0.750 CI(0.626;0.861)	0.870 CI(0.766;0.954)	
TD	0.615 CI(0.480;0.723)	0.784 CI(0.677;0.869)	0.670 CI(0.547;0.773)	0.126 CI(0.035;0.212)	0.997 CI(0.915; 1.081)	0.629 CI(0.474;0.755)	0.704 CI(0.565;0.819)

Source- Prepared by the authors (2023)

Assessment of Formative construct

This study has proposed Cognitive Absorption as a second-order reflective-formative construct which is investigated as per the two-step approach suggested by (Becker et., al, 2012; Hair et al.,2017). In the first step of reflective-formative assessment, the latent variable scores of the five dimensions of Cognitive Absorption were measured by using a repeated indicator approach. In the next step, all the latent variable scores were utilized to calculate the weight and significance of the formative construct through the PLS Algorithm. Next, the collinearity of the indicators (VIF) and their outer weights are used to measure the formative construct. All the outer VIF values of the dimensions of Cognitive absorption are below 3.3 (Hair et al.,2019). Hence, there is no collinearity issue in the formative construct. After this, the significance and relevance of each formative construct are measured through its weight by using the

bootstrapping technique at 5000 subsamples. The results revealed that all the weights of the indicators are significant at $p > 0.001$ level. Thus, all the results of the formative construct assessment support the creation of "Cognitive Absorption" as a higher-order reflective-formative construct. The results are shown in Table 5.

Table 5: Assessment of higher-order construct

Higher-order construct	Indicators	Outer weights	VIF	t-value	95% Bca
Cognitive Absorption	Temporal Dissociation	0.747	2.047	18.242**	CI(0.660;0.818)
	Focused Immersion	0.731	2.254	19.079*	CI(0.649; 0.798)
	Control	0.935	2.763	56.213**	CI(0.907;0.963)
	Curiosity	0.116	1.010	2.067*	CI(0.004-0.226)
	Heightened Enjoyment	0.874	2.503	34.738**	CI(0.819-0.915)

Source- Prepared by the authors (2023)

VIF- (Variance Inflation Factor)

Note*- the outer weight of the curiosity is very low as per the eligibility criteria of the formative construct. But its p-values are significant at a 95% confidence interval. (Hair et al., 2017;2019). Thus, the study intends to take this dimension forward for Structural Model Assessment.

Structural Model Assessment

After assessing the reliability and validity of the measurement model, in the next stage, the SEM is applied to the inner model to verify the hypothesized relationship (Hair et al., 2019). The structural model assessment results are shown in Table 6. The results reveal that all the proposed hypotheses in the study are supported. There is a significant impact of content on Cognitive absorption (beta-0.737; t-17.229; p- 0.000) and Perceived Usefulness (beta-0.136; t- 1.814; p-0.070). For cognitive absorption, the results indicate that it significantly affects the Continuous Intention (beta-0.549; t-7.664; p-0.000) and Perceived usefulness of OTT platforms among users (beta-0.666; t-8.619; p-0.000). Apart from this the results of the relationship between perceived usefulness and continuous intention are also significant (beta-0.299; t-4.005; p-0.000). Thus, all hypotheses formed in the study are supported.

Next, to examine that there is no multi-collinearity issue among the constructs, the collinearity was examined through the tolerance and Variance Inflation factor (VIF) values. All the VIF inner values were found to be below 3.33 (Diamantopoulos et al., 2008). The VIF values of the construct Cognitive Absorption and Continuous Intention is (2.420), the value of Content is (1.000) and the value of Perceived Usefulness is 2.192. hence, there is no collinearity issue involved in the study. (Hair et al., 2019). After the assessment of collinearity, the significance and relevance of the path coefficient, the R- square, and Q-square were checked.

The R-square measures the overall explanatory power of the model. In the study the R-square values of the two main endogenous construct(s) Continuous Intention is (0.643) and Perceived Usefulness is (0.595). The value of R-square 0.20 is generally considered high in behavioral sciences (Rasoolimanesh et al., 2017; Shiva et al., 2020). In our study, the high R-square value of construct(s) Continuous Intention and Perceived usefulness signifies that they are significantly affected by the Content and Cognitive Absorption of users. The result of SEM also indicates effect size i.e f2 values of the constructs. The f2 value of content (1.192) is the most significant predictor of Cognitive absorption with a large effect size. While Cognitive Absorption (f2-0.499) has a moderate effect on perceived usefulness. Similarly, the effect size of Cognitive Absorption on Continuous intention is (0.349) which is also a medium effect size. The weakest effect size in the model is Content on Perceived Usefulness and Perceived usefulness on Continuous intention with the f2 values of (0.103) and (0.021) respectively (Cohen, 2013).

Finally, the predictive relevance of the overall model was evaluated using Stone-Geisser Q2 (Geisser, 1974; Stone,1974). The Q2 predicted value for Cognitive absorption is (0.290), Continuous intention is (0.290) and perceived usefulness is (0.424). the values show that the model is predictively valid. (Chin et al., 2020; A.Sharma et al., 2021). We also checked the goodness of fit (GoF) index in the model fit indices. For this, we referred to (SRMR) Standardized root mean square residual. The SRMR value is the most important indicator to evaluate the goodness of fit (Hair et al., 2020). In our study, the SRMR value is 0.051 which is well below the threshold limit of 0.08. Thus, this study's model is considered a good fit.

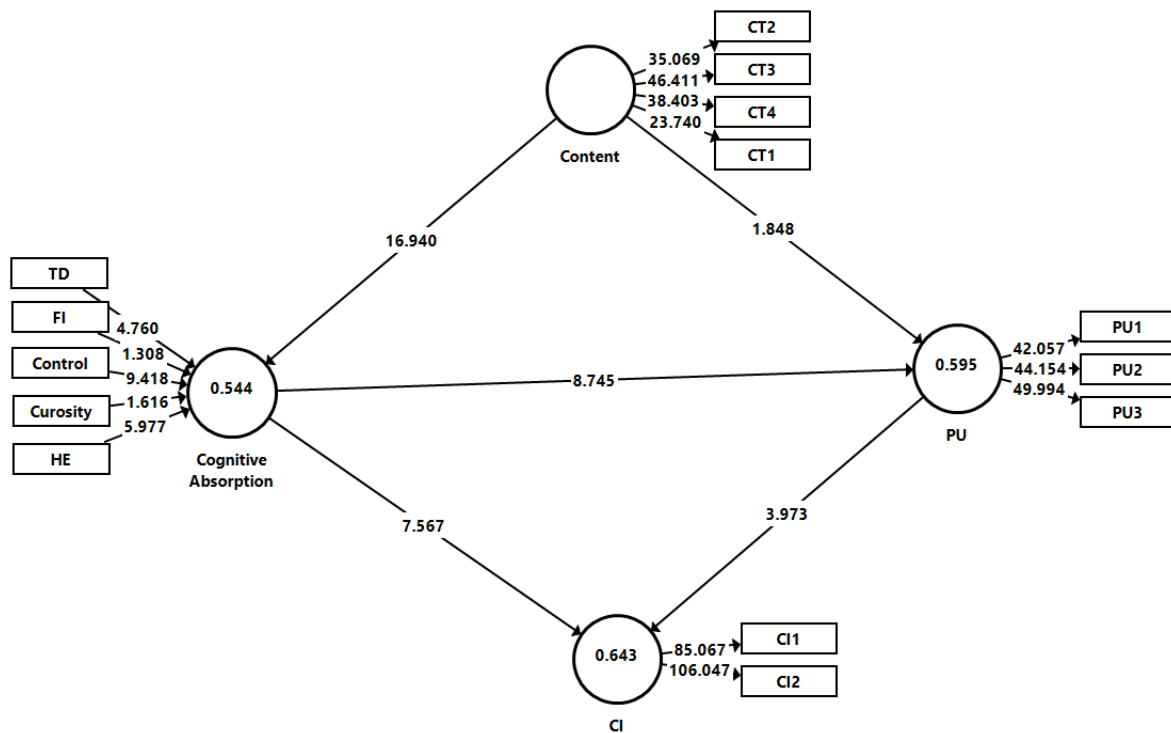
Table 6. Structural Model Assessments.

Hypothesis	Path Relationships	Std. Beta	Sample mean	t-Values	C.I 2.5%	C.I 97.5%	Decisions
H1	Content -> Cognitive Absorption	0.737	0.737	17.229**	0.640	0.807	Supported
H2	Cognitive Absorption -> CI	0.549	0.551	7.664**	0.407	0.687	Supported
H3	Cognitive Absorption -> PU	0.666	0.669	8.619**	0.490	0.794	Supported
H4	Content -> PU	0.136	0.133	1.814*	0.010	0.304	Supported
H5	PU -> CI	0.299	0.296	4.005**	0.156	0.446	Supported

Note, *p<0.01; **p<0.001

Source- Prepared by the authors (2023)

Figure 2- Path Analysis results



Source- Prepared by the authors (2023)

RESULTS AND DISCUSSION

The results of the study confirmed that the user's continuous intention to use OTT video platforms is significantly influenced by Cognitive Absorption. It is also positively influenced by the Perceived usefulness of OTT platforms. The results confirmed that Cognitive Absorption plays a key role in determining the user's perceived usefulness and continuous intention of using the OTT video platforms. As far as the impact of content on Cognitive Absorption is concerned, the results reveal that the content strongly influences the cognitive absorption process of users. Talking about the relevance of perceived usefulness in the research model, the results found that it significantly impacts the continuous intention of OTT users and is also moderately impacted by the content of OTT video platforms. Thus, the factor of perceived usefulness has once again proved its importance in this study like the prior studies done in the field of OTT. (Rauniar,2013; Malewar & Bajaj,2020; Camilleri and Falzon, 2021). Perceived usefulness also re-confirmed its importance as a successful connector or mediator between cognitive absorption and behavior intention in the context of hedonic usage of technology. (Saade and Bahli, 2005; Leong et al., 2005; Roca et al., 2009)

CONCLUSION

During the specific findings of the study, we measured the multidimensional construct content (relevance, quality, appropriateness, and user expectations) as one single construct, to find out its impact on Cognitive Absorption and Perceived usefulness leading to continuous intention. We found that, if the content has all the above qualities, it will strongly impact cognitive absorption by stimulating the user's curiosity, control, focused immersion, level of joy, and losing track of time while using OTT platforms. It will also enhance the perceived usefulness. The impact of content in our study is consistent with the results of prior studies done by (Jung et al., 2009; Zhou, 2013). The results also confirmed that content has a strong indirect effect on the continuous intention of users. This has also recently been found in the study (Menon, 2022) which reveals that entertainment and binge-watching are important motivators to the continuous intention of OTT platforms. Similarly, (Karunakaran and S, 2022) in their research study based on the uses and gratification framework for content consumption of OTT platforms also found Cognitive needs have a significant impact on users' gratification of OTT platforms. They also found that watching healthy engagement in TV series helps reduce users' cognitive burden.

It is also evident from the positive influence of Cognitive absorption on Perceived usefulness that the user's holistic experiences of using OTT enhance the user's perceived usefulness. The usefulness of OTT video platforms in their daily lives is to seek informative and entertainment programs, get relief from daily work-life stress, rejuvenate their mood, and have pleasure by watching content. At the same time with the indirect impact of content on perceived usefulness, it can be concluded that a user's perceived usefulness of the OTT content increases with the increase in their holistic experiences. Thus, it could be concluded that for users not only merely watching content is important but watching the content to satisfy their cognitive and affective needs is more important. Further, it is concluded from the indirect effects of content on the continuous intention that the content has a positive impact on the intention of users to continue using OTT platforms. The results of our study also confirm the results of past studies undertaken by (Steiner et al, 2018; Camilleri and Falzon, 2021; Menon, 2022), they understood the user's behavior intention toward OTT through the uses and gratification framework. Thus, both uses, and gratification and the Cognitive Absorption theories confirm that the user's cognitive and affective needs are important influences in the continuous use of the OTT video platforms.

The theoretical implications of the study include the proposition of “Cognitive Absorption” as a multidimensional second-order formative construct in investigating the influence of users’ experiences and beliefs on the continuous usage intention of OTT platforms as a hedonic activity. The study identified and tested Cognitive Absorption with all its five dimensions (TD, FA, Control, curiosity, and HE) to understand the user’s beliefs and experiences about OTT platform usage. This is evident from the results that users believe they all experience losing track of time, deep immersion, controlled, curious, and heightened enjoyment while watching OTT video platforms. Contrary to many past studies which did not fully utilize all five dimensions of CA, this study supports the utility of the CA construct with all five dimensions and found them an interesting mix of cognitive and affective components which are important to study the hedonic use of any technology. (Zhu and Morosan, 2014; Mpinganjira, 2018). Thus, the study suggests that future researchers utilize CA with all its core dimensions is important to understand the user’s beliefs and experiences of using any technology for social and leisure purposes. The study adopted a user-centric approach rather than a technology-centric on which most of the prior research in the field of OTT is based (Wong et al, 2014; Hino, 2015; Malewar and Bajaj, 2020;). Thus, the study attempts to fill the research gap in OTT platforms by exploring the role of Cognitive Absorption as an important user-centric concept to find out the user’s experiences and behavioral intentions.

This study is the first-ever attempt to introduce the concept of Cognitive Absorption (Agarwal & Karahanna, 2000) and its relationship with users’ continuous usage intention of OTT platforms. However, the study has a few limitations. The sample of the study consists of only urban young Indian IT professionals. Thus, the results of the study cannot be generalized to the whole population. At the same time, the results cannot be implied to the people of other countries with different cultures and contexts. Another limitation is that the study is mainly based on the relationship between cognitive absorption and continuous usage intention of OTT platforms, we assumed that the users have already subscribed to OTT video platforms. Also, the factor which we consider important for having an impact on cognitive absorption is “Content”. There are other factors also like network speed, time spent on OTT, Content choice, and users’ habits and preferences which could have a significant impact on the cognitive absorption of users. Hence, we recommend that future researchers must try to overcome all these limitations and contribute some other significant findings in this direction.

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