

Antecedents and outcomes of customer over-the-top experience: a systematic literature review

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Abstract

Purpose – The proliferation of technological advancements has facilitated unrestricted access to and customizable consumption of content for viewers. Over-the-top (OTT) services are becoming more and more popular as the number of people using video streaming services grows around the world. In this context, this study aims to identify the antecedents and outcomes of Customer over-the-top Experience (COTTE) by synthesizing the existing research.

Design/methodology/approach – This research used the systematic literature review approach to identify the antecedents and outcomes of COTTE, along with the publication schedule, theories, analytical techniques, research methodology, and geographic scope of the 47 studies identified from the Scopus and Web of Science database.

Findings – The findings elucidate various antecedents of COTTE, including user-related, social, content-related, and website/platform-related factors. Additionally, diverse outcomes, encompassing behavioural/attitudinal and company-related factors have been discussed. Furthermore, an integrated framework is presented herein, synthesizing extant research and guiding future researchers in this domain.

Originality/value – The study's findings offer a novel perspective for service providers aiming to enhance the OTT experience for their customers. This study stands out as one of the first to comprehensively present the antecedents and consequences of COTTE.

Keywords Customer experience, Outcomes, Systematic literature review, Antecedents, OTT platforms

Paper type Literature review

1. Introduction

Over-the-top services have seen a dramatic increase in popularity over the last decade, coinciding with the global growth of video streaming services (Chang and Chang, 2022). OTT platforms are media distribution platforms that deliver video content over the internet directly to viewers, bypassing traditional cable or satellite TV services (Aprajita, 2023). OTT video streaming market in India, which accounts for 7–9% in 2022 of the nation's entertainment industry, is expected to increase at a compound annual growth rate (CAGR) of more than 20%, reaching US\$ 13–15 billion by 2032 (Deloitte, 2022). As a result of the rising interest in OTT services, many scholars have begun looking into the factors influencing the adoption of OTT (Koul *et al.*, 2021; Bhattacharyya *et al.*, 2022), intention to use (Camilleri and Falzon, 2021), repurchase intentions (Chakraborty *et al.*, 2023) and consumer preference for OTT (Sharma and Lulandala, 2022). One of the reasons for rise in the viewership was COVID-19 lockdown (Hattangadi, 2020; Sweta, 2020). That is why many researchers have investigated the consumption of OTT platforms during COVID-19 (Madnani *et al.*, 2020;



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Malewar and Bajaj, 2020; Gupta and Singharia, 2021; Sharma and Lulandala, 2022). As the customer base expands, their unique path and customer experience (CE) will impact long-term purchases, word-of-mouth, and revenue growth sustainability. Hence, it is advantageous for the firm to prioritise the brand by focusing on the CE (Khatua, 2024). In today's era, the customer values a product not only on price but also on how the CE is delivered (Ohri, 2023).

The notion of CE was initially proposed by Holbrook and Hirschman (1982). According to Siris *et al.* (2014), CE can be defined as “the manner in which a user perceives the usability or degree of satisfaction presented by a service.” Consumers want comfortable, relaxing and delightful experience. Experience is the psychological perception that users have in their hearts, and it has a significant impact on their subsequent usage behaviours, that is why CE is important (Hsu and Tsou, 2011). It is a process that creates a link between the customer and the product while also providing the customer with a memorable experience, hence increasing the product's value (Chen and Lin, 2015). Customers' perceptions and expectations of an online store are significantly affected by their online experience (Pappas *et al.*, 2014). The idea behind online CE is to draw attention to a user's interaction with a particular online service in order to motivate them to continue with it (Lee *et al.*, 2022). The customer's online experience thus encompasses all of the channels (website, applications, and social media) that they choose to utilize for interacting with the company (Bilgihan *et al.*, 2016). The online CE revolves around the product web page (Bleier *et al.*, 2019). Online interactions with customers may entail elements of providing goods or services in an intangible setting (Mainardes *et al.*, 2023). CE is a well-known topic that is why many studies have been conducted on in various contexts such as grocery shopping (Singh, 2019), mobile applications (Siris *et al.*, 2014; McLean *et al.*, 2018; Olaleye *et al.*, 2020), e-shopping (Rose *et al.*, 2012; Izogo and Jayawardhena, 2018; Bhattacharya *et al.*, 2019; Micu *et al.*, 2019; Vakulenko *et al.*, 2019; Barari *et al.*, 2020; Cachero-Martínez and Vázquez-Casielles, 2021), banking (Mbama and Ezepe, 2018) and, online CE (Rose *et al.*, 2011; Lee *et al.*, 2022; Mainardes *et al.*, 2023).

CE in the context of OTT services- Customer over-the-top experience could be defined as the manner in which viewers perceive and evaluate the level of satisfaction regarding their interaction with OTT platforms. COTTE is nothing but the amalgamation of CE and OTT platforms. It clearly indicates that how happy a viewer feels after interacting with the video streaming platforms. It can also be defined as the way customers feel about online video creators which transmit video shows to viewers over the internet. When we talk about CE of these platforms, we refer to the joy and satisfaction that viewers experience from interacting with OTT services. These platforms provide wide content range, exclusive and original content that vastly outperforms that of traditional television (Sadana and Sharma, 2020). Flexibility, convenience and freedom of viewing are the factors which lead to the adoption of these services (Kakkar and Kakkar, 2018). Therefore, viewers look for seamless, enjoyable and hassle-free experience.

Despite the expanding corpus of literature concerning CE and OTT, there has been no endeavour to provide a systematic review of this developing field of study. Systematic literature reviews in the context of CE have already been conducted such as to review the CE (Jain *et al.*, 2017), online retailing (Kumar, 2022), customer loyalty (Vergaray *et al.*, 2023), customer journey (Gao *et al.*, 2019), self-service kiosks (Vakulenko *et al.*, 2018), mobile devices (Henriques *et al.*, 2021), omnichannel CE (Gerea *et al.*, 2021), CE for hotel industry (Rahimian *et al.*, 2020; Veloso and Gomez-Suarez, 2023), mobile retailing (Tyrväinen and Karjaluoto, 2019), retail (Bascur and Rusu, 2020), OCE (Kacprzak and Hensel, 2023; Koronaki *et al.*, 2023), tourism (Ghesh *et al.*, 2023), digital marketing (Nuseir *et al.*, 2023), artificial intelligence (Sikandar *et al.*, 2022) and, IT (Kasim *et al.*, 2020). In the context of OTT platforms, Mulla (2022), has conducted a systematic review on the factors that lead to the adoption of these platforms. There is a dearth of a systematic literature review on the various antecedents and

outcomes of COTTE. The current study attempts to close this gap in the prior literature by conducting a systematic literature review for identifying antecedents and consequences in the context of COTTE. As the number of OTT platforms grows rapidly, attracting and keeping customers has become one of the industry's most critical problems (Viglia *et al.*, 2018; Rose *et al.*, 2020). Understanding the identified antecedents and outcomes, the OTT service providers will get a comprehensive view about the reasons for which users rely on these platforms and what could be the consequences and results of using them. The service providers can formulate and revise their strategies to provide utmost satisfaction and gratification to the viewers which will ultimately lead to business success in the long-run.

The present investigation methodically gathered, assessed, and integrated the body of literature concerning COTTE. In order to offer helpful insights, we tried to obtain answers to the following research questions:

RQ1. What are the chosen studies' publishing timeline, theories, analytical approaches, research methodology, and geographical scope?

RQ2. What are the different antecedents and outcomes of COTTE?

The outline of the remaining paper will look like this: Methods employed to identify relevant literature for the study are discussed in [Section 2](#). The current study's descriptive data are presented in [Section 3](#) (including publication timeline, theories, research methods, analytical techniques, geographic scope). Antecedent and outcome categorization are discussed in [Sections 4](#) and [5](#) respectively. The relationship between the two is explained in detail in [Section 6](#). The last three sections discuss the study's conclusion, implications and limitations.

2. Methodology

The literature on COTTE has been explored through the perspective of a systematic literature review. The primary goal of this work is to compile the antecedents and consequences affecting customers' experience with OTT services. The systematic literature review method has several advantages over other traditional methods since it may produce a cohesive, accessible, and reliable summary of the relevant literature (Tranfield *et al.*, 2003). The systematic review of literature has been shown to improve the reliability of data analysis by minimizing the effects of bias and chance (Reim *et al.*, 2015). These benefits strengthen the study's findings, which are used as the foundation for framing inferences (Tranfield *et al.*, 2003; Reim *et al.*, 2015). Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) was used in this study suggested by (Moher *et al.*, 2009). PRISMA is a guideline for reporting systematic reviews in a reliable, objective, and explicit manner. Although the PRISMA statement was initially designed for healthcare researchers, it is now applicable to all researchers. In later years, it quickly gained widespread acceptance in the realms of business and marketing (Hurne *et al.*, 2017; Siddaway *et al.*, 2018). In addition, the PRISMA statement proposes a four-phase information flow: identification, screening, eligibility, and inclusion as shown in [Figure 1](#). Despite the fact that different authors recommend different methods for performing a systematic literature review, three steps that are common to all of them which are review planning (question development (2.1) and proposal of inclusion and exclusion criteria (2.2)), implementation of review (database selection (2.3) and search string (2.4)), abstraction of data (2.5) and research reporting (sections 3 and 4). This research includes these steps according to the recommendations made by Tranfield *et al.* (2003) and Kitchenham (2007).

2.1 Inclusion and exclusion criteria

All English original articles on the OTT experience related antecedents and/or outcomes published in the peer-reviewed journals, whose full text was available, were included in the review process. The search was restricted to subject area "Business, management and

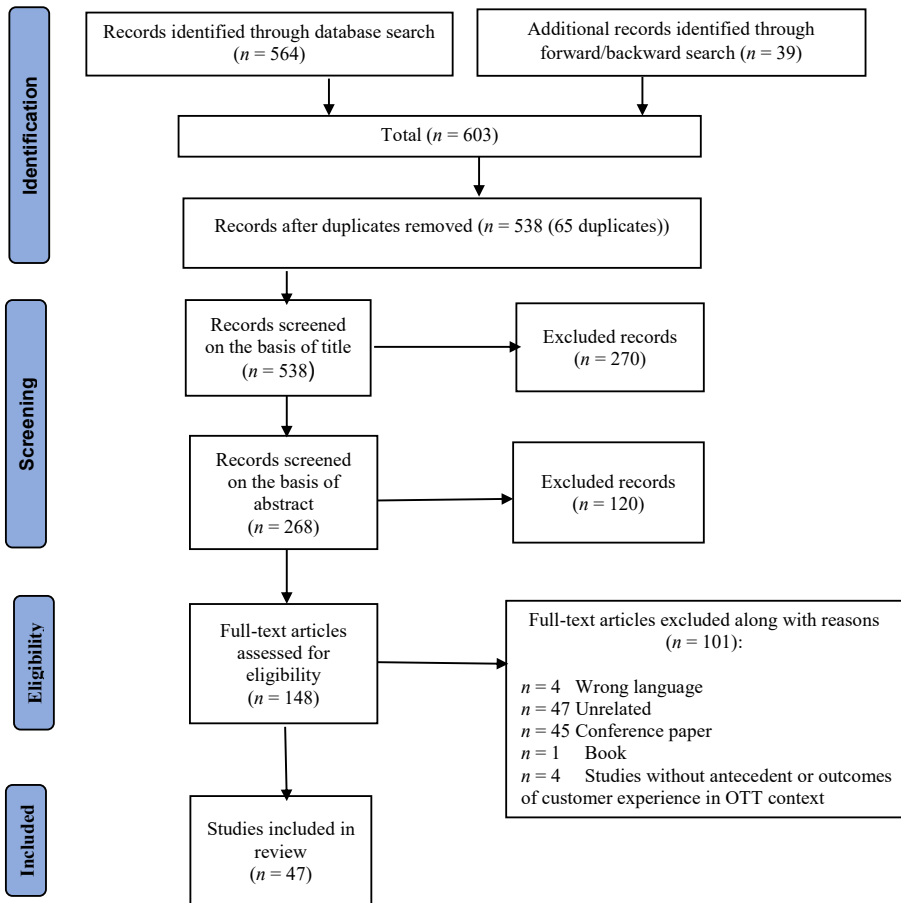


Figure 1.
Procedure for selecting
articles

Source(s): Figure by authors

accounting” in Scopus and “Business”, “Economics” and “Management” in Web of science. Title, abstract and keywords, and sometimes the introduction of the articles were reviewed to determine the relevancy of given context. Therefore, studies which did not focus on either antecedents or outcomes or both in the context of OTT experience related are not relevant to the topic. Conference papers, review, thesis dissertations and duplicate articles were excluded from the review process.

2.2 Databases

Web of Science and Scopus are used in the systematic literature review. Scopus was used to search for articles for this systematic study (Elsevier, 2019a). Scopus is a commonly used and extensive database of academic articles (Pfajfar et al., 2023). Publications included in Scopus are regarded as reputable academic research because they passed extensive selection criteria before being included to the database. Scopus employs a set of criteria that encompass publication policies, content assessment, publication standing, regularity, and availability. Additionally, an authoritative in the respective field conducts a review for each publication

that is included in the index (Elsevier, 2019b). Other systematic reviews in the marketing literature have also employed Scopus (Bartels and Reinders, 2011; Reim *et al.*, 2015; Aquilani *et al.*, 2017; Kushwah *et al.*, 2019; Kushwaha *et al.*, 2021) and Web of Science (Bartels and Reinders, 2011; Coombes and Nicholson, 2013; Rehman *et al.*, 2020; Billore and Anisimova, 2021; Vlačić *et al.*, 2021).

2.3 Review protocols and outcomes

The search string that has been used for this study is: (“antecedents” OR determinants” OR “factors affecting” OR “factors influencing” OR “predictors” OR “factors” OR “outcomes” OR “consequences”) AND (“experience*” OR “viewer experience*”) AND (“over-the-top” OR “OTT” OR “over-the-top service” OR “streaming video” OR “video-on-demand”). This has been searched on both the databases for finding non-duplicate articles. In addition, we conducted forward and backward searches. Forward citation searching is using a citation index to find studies that cite a source study, while backward citation searching entails looking through references that are cited in the original study (hence frequently referred to as reviewing reference lists) (Riedel *et al.*, 2009; The Lancet Infectious Diseases, 2010). The earliest type of citation monitoring is called backward citation tracking. Its goal is to locate references that are cited in a seed reference, which is easily accomplished by looking through the reference list. Synonyms include “reference list searching” and “footnote chasing” (Booth, 2008; Lefebvre *et al.*, 2019). Conversely, the goal of forward citation tracking, also known as chaining, is to locate citing references—that is, references that cite a seed reference (Cribbin, 2014). The previous search showed 520 articles using database search and 39 articles using forward and backward technique of searching. As a result, 559 possible research studies have been identified. Nonetheless, after eliminating the duplicates, we were left with 499 researches. Next, we looked at each of these researches through the lens of our inclusion and exclusion criteria. From here, 89 studies were derived. Using search string and PRISMA framework, 47 studies were finalized for investigation after considering inclusion and exclusion criteria. Article selection is shown in Figure 1.

2.4 Data abstraction and synthesis

The selected 47 articles were examined, and information was retrieved on a range of issues, including theoretical framework, research method, geographical scope, analytical techniques, and crucial antecedents and outcomes.

3. Review of the studies

3.1 Publication timeline

The 47 studies that were included were released between 2013 and 2022 (Figure 2). The primary focus of these articles was either or both antecedents and outcomes for COTTE. There were a constant number of publications from 2015 to 2017. There has been a rising trend of publications during the past decade. The maximum number of articles was published in 2021, accounting to a figure of 12 followed by 10 in 2018. The growing trend indicates a need to analyse the antecedents and outcomes of COTTE.

3.2 Theories

Uses and gratification theory (Katherine Chen, 2019; Sadana and Sharma, 2020; Steiner and Xu, 2020; Yoo *et al.*, 2020; Camilleri, 2021; Kim *et al.*, 2021; Meng and Leung, 2021), niche theory (Kim *et al.*, 2016; Li, 2017; Katherine Chen, 2019; Puthiyakath and Goswami, 2021; Sadana and Sharma, 2021), the technological acceptance model (Cha, 2013; Lee and Lim, 2019; Tefertiller, 2020; Camilleri, 2021), and the theory of consumer values (Yoon *et al.*, 2021;

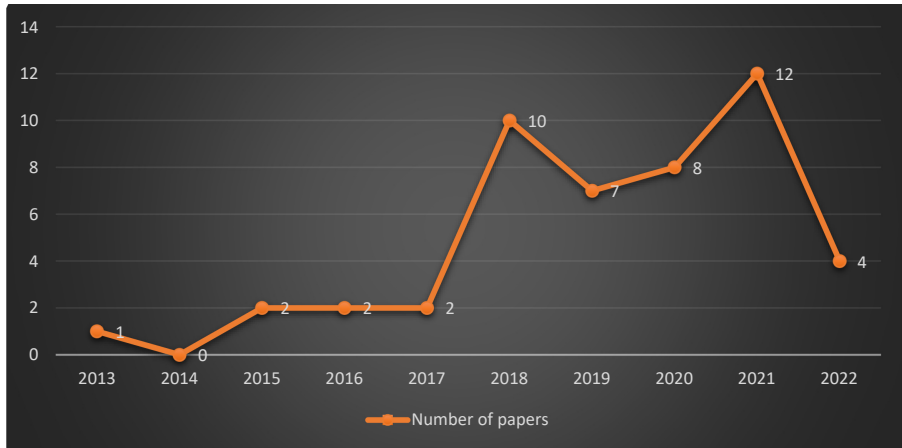


Figure 2.
Publication timeline

Source(s): Figure by authors

Chakraborty *et al.*, 2023) were the most often used theoretical frameworks. Additionally, the expectancy-value model and Rogers’ model of the diffusion of innovation model have been used. According to the literature we reviewed, most of these theoretical models were used to investigate the antecedents driving customers’ experiences with OTT services. In contrast, less theoretical effort has been done to analyse the outcomes of customers’ experience with OTT platforms (see Table 1).

3.3 Research methods

McLeod *et al.* (2016) proposes categorising empirical articles as qualitative, quantitative, and mixed techniques. A similar classification was used in this systematic literature review. When the emphasis of the research articles was on the description and creation of understanding of the surroundings and context of the phenomena, they were categorised as qualitative. The quantitative research approach, on the other hand, emphasises the link between elements through the collection of observable and quantifiable data (Hoehle *et al.*, 2012). A study using a mixed-method approach, in contrast, uses both qualitative and quantitative methods. There were a total of 47 articles, 34 of which used quantitative methods, 5 of which used qualitative methods, and 5 of which used mixed methods. 3 articles accounted for review-based studies as shown in Figure 3 (Fink, 2019). defined “A literature

Theory	Studies
Uses and gratification theory	Katherine Chen (2019), Sadana and Sharma (2020), Steiner and Xu (2020), Yoo <i>et al.</i> (2020), Camilleri (2021), Kim <i>et al.</i> (2021), Meng and Leung (2021)
Niche theory	Kim <i>et al.</i> (2016), Li (2017), Katherine Chen (2019), Puthiyakath and Goswami (2021), Sadana and Sharma (2021)
Technology acceptance model	Cha (2013), Lee and Lim (2019), Tefertiller (2020), Camilleri (2021)
Theory of consumption values	Yoon <i>et al.</i> (2021), Chakraborty <i>et al.</i> (2023)

Table 1.
Major theories used in selected studies

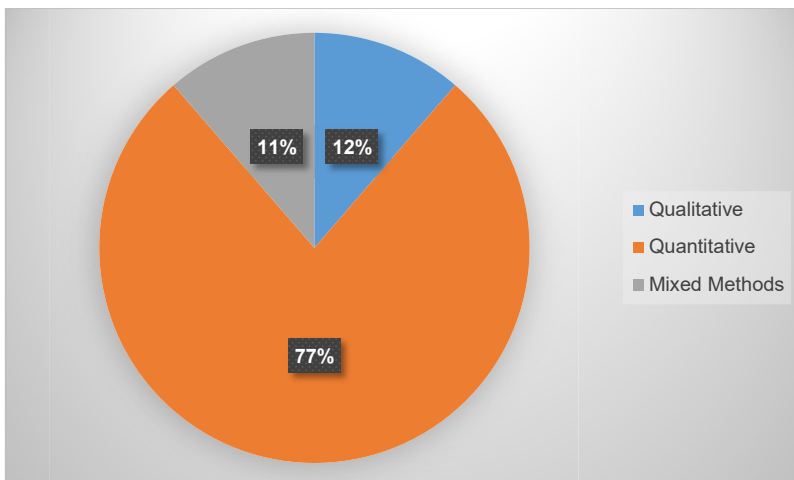
Source(s): Table by authors

review is a systematic, explicit, and reproducible design for identifying, evaluating, and interpreting the existing body of recorded documents”. Additionally, the selected papers were categorized depending on the research approach used. This comprises of in-depth interviews, surveys, focus groups and mixed techniques (a mix of various methods).

To comprehend the complexities of customer purchasing decisions, qualitative methods such as in-depth interviews and case studies have been frequently used (Eisenhardt (1989). defined case study as “a research strategy which focuses on understanding the dynamics present within single settings”. For example, (Sharma and Lulandala (2022) used five case studies to discover how OTT services that rely on subscriptions were able to survive the COVID-19 outbreak. In contrast, in-depth interviews are one-on-one conversations with participants at various locations and times. For example, 35 in-depth interviews were performed to determine what influences young people to sign up for streaming video services. Madnani *et al.* (2020) used focus group discussion to look into how COVID-19 has affected India’s OTT platforms and how that has modified the country’s consumers’ tastes in entertainment. The most commonly used approach among quantitative method was survey, accounting to nearly 71%. Mixed method, on the other hand, was the method that was used the least (Li, 2017; Madnani *et al.*, 2020; Li, 2020; Castro *et al.*, 2021; Yoon *et al.*, 2021).

3.4 Analysis approaches

It is impossible to draw conclusions without analysing the data. The majority (47%) of studies used structural equation modelling (SEM). Also, 21% used regression analysis, while the rest used correlation, the *t*-test, and the chi-square test. Thematic content analysis, conjoint analysis, and the Wilcoxon signed rank test were used in few research (14%). SEM, on the other hand, has become the most popular data analysis approach due to its ability to handle complex patterns. Most researchers applied either exploratory factor analysis (EFA) or confirmatory factor analysis (CFA) using SEM (see Table 2).



Source(s): Figure by authors

Figure 3.
Research methods

Table 2.
Analysis techniques
used in studies

Analysis technique	Studies
SEM (Structural Equation Modelling)	Cha (2013), Shin and Shim (2017), Li (2017), Oyedele and Simpson (2018), Sung <i>et al.</i> (2018), Kakkar and Kakkar (2018), Malewar and Bajaj (2020), Li (2020), Yoo <i>et al.</i> (2020), Madnani <i>et al.</i> (2020), Amoroso <i>et al.</i> (2021), Meng and Leung (2021), Nagaraj <i>et al.</i> (2021), Sadana and Sharma (2021), Camilleri (2021), Yoon <i>et al.</i> (2021), Gupta and Singharia (2021), Koul <i>et al.</i> (2021), Bhattacharyya <i>et al.</i> (2022), Mardian <i>et al.</i> (2022), Chakraborty <i>et al.</i> (2023)
Regression	Tefertiller (2020), Massad (2018), Nagpal <i>et al.</i> (2018), Katherine Chen (2019), Lee and Lim (2019), Fudurić <i>et al.</i> (2020), Madnani <i>et al.</i> (2020), Camilleri (2021), Kim <i>et al.</i> (2021), Nagaraj <i>et al.</i> (2021), Sadana and Sharma (2021)
Correlation <i>t</i> -test	Lee and Lim (2019), Lizińczyk (2019), Tefertiller (2020), Mardian <i>et al.</i> (2022), Katherine Chen (2019), Puthiyakath and Goswami (2021), Shin and Park (2021)
Chi-square test	Madnani <i>et al.</i> (2020), Sadana and Sharma (2020)

3.5 Geographical scope

Figure 4 displayed the geographical distribution of the selected articles. Although there are several countries on the list, this figure includes all of them. Additionally, a few of studies have targeted on more than one country, thus in these instances, we have listed each country separately. India ($n=16$) and USA ($n=12$) accounted for the greatest number of studies, followed by Korea and China.

4. Antecedents influencing COTTE

The antecedents can be divided into four groups, i.e. user-related, content-related and website/platform related and social antecedents (see Table 3).

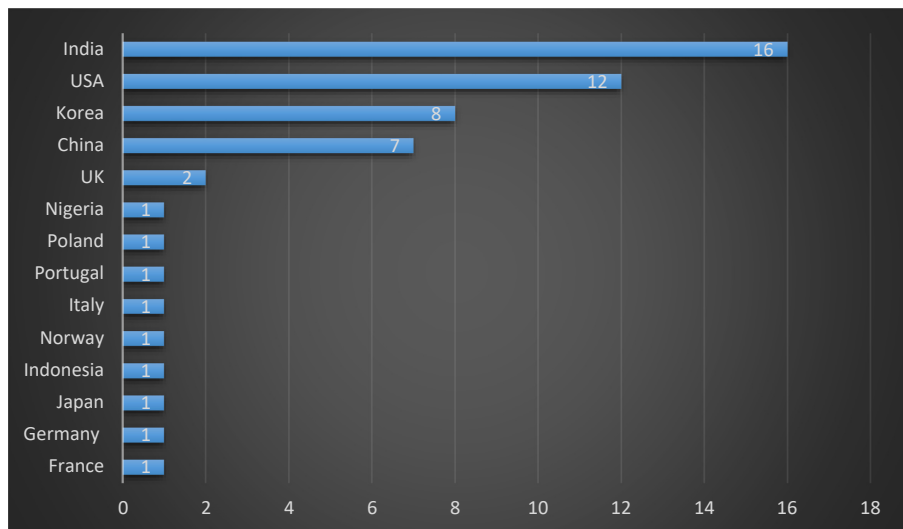


Figure 4.
Geographical scope

Source(s): Figure by authors

Antecedents	Sub-antecedents and example of references	Occurrences
User related antecedents	Additional purchases (P37), Affordability (P1), Amusement (P8, P31), Boredom relief (P26), Brand experience (P14), Cognitive effort (P39), Convenience (P1, P5, P8, P10, P15, P18, P24, P31, P38, P39, P45, P46), Customer engagement (P11), Deliberate watching (P13), Ease of use (P4, P19, P23, P31, P37, P41, P47), Emotional value (P3, P39), Epistemic value (P3), Eudaimonic and exploration motivators (P23), Expenses on services (P5), Fandom (P10), Financial benefits (P8), Flexibility (P38), Free time (P18), Freedom of viewing (P38), Habit (P8, P16), High cable price perception (P35), Improved viewing experience (P34), Information seeking (P7), Mobility (P24, P29, P32), Modern (P38), Motivation to deal with loneliness (P27), Perceived advantages (P23, P36), Perceived behavioural control (P47), Perceived usefulness (P19), Performance expectancy (P16), Personalization (P32), Perspicuity (P2), Pleasure-seeking lifestyle (P20), Preference for watching on own time (P35), Price value (P16), Quality (P1, P4, P11, P12, P15, P18, P25, P42), Quality of service experience (P11), Real-time broadcasting (P44), Recommendation system (P43), Relaxation (P8, P26, P31, P34), Self-fulfillment (P9), Sense of completion of web series (P34), User experience (P46)	75
Social antecedents	Cultural inclusion (P34), Escape (P27), Risk of contracting COVID-19 (P1), Sociability seeking (P6), Social influence (P12), Social propensity (P46), Social trends (P37), Social value (P39), Social viewing (P10), Space to watch series or movies with family (P18), Subjective norm (P47)	11
Content-related antecedents	Conditional value (P3), Content availability (P16, P46), Content diversity (P4), Content on demand (P29), Exclusive and original content (P7), Free content (P18), Good program content (P41), Local language content (P7), Trending content (P7), Variety and quality of content (P1), Wide content range (P7)	12
Website/platform related antecedents	Advertising avoidance (P23), Better devices for content consumption (P17), Cheaper price (P28), Compatibility of online video platforms (P47), Cost (P24, P29, P32, P46), Cost-effectiveness (P29), Ease of accessibility (P1), Easy interactivity (P47), Efficiency (P21), Favourable infrastructure conditions (P12), Features (P15, P46), Frustration with technical deficiencies (P23), Functional value (P3), High Internet speed and cost-effective data plans (P32), Increased number of smartphone users (P32), Interfaces and recommendations (P13), Just good marketing strategy (P7), Media options (P37), Net neutrality (P46), No advertisement (P18), Online reviews (P1), Perceived compatibility (P22), Resolution (P43), Role of 5G and telecom service providers (P17), Service quality (P42), Smartphone and mobile Internet penetration (P46), Subscription fee (P7), System quality (P42), Video on demand (P30)	32

Table 3.
Self-reported antecedents

Source(s): Table by authors

4.1 User-related antecedents

User-related categories denote variations among individuals in terms of the factors that influence COTTE (Nordheim *et al.*, 2019). This antecedent had been studied in multiple contexts such as health, automobile and technology sectors (Zhang, 2014; Nordheim *et al.*, 2019; Greifenstein, 2024). Furthermore, cognitive and affective factors were studied (Zhang, 2014). Prior literature suggests that user-related antecedents such as habit, perceived ease of use, perceived usefulness, hedonic motivation, user experience plays a major in intention to

use (Greifenstein, 2024). The user-related antecedents in OTT context also includes habit, perceived ease of use, perceived usefulness, hedonic motivation, user experience, convenience, flexibility, ease of use and quality.

4.2 Social antecedents

The changes in behaviour and acts caused by social influence are determined by social factors (Kujur and Singh, 2019). Prior literature indicates that social factors such as social identity, group norms and parasocial interactions have a positive role in influencing customer engagement (Kujur and Singh, 2019). On the basis of our study, various sub-antecedents are cultural inclusion, escape, risk of contracting COVID-19, sociability seeking, and social influence.

4.3 Content-related antecedents

Content-related antecedents comprise the endeavors of marketers to provide information that has the potential to become viral and, in turn, help companies in generating high levels of recognition, engagement, and recall (Malodia *et al.*, 2022). This antecedent in context of online videos is studied using video theme, video format and video editing features (Velho *et al.*, 2020). Furthermore, in context of hospitality industry, originality and use of emoticon had positive effects on number of reposts and comments. On the other hand, link (post containing URL or not) have no effect on number of reposts and comments (Huang and Xue, 2015). Prior literature also suggests that content-related antecedents, including information seeking and entertainment have positive influence on consumer engagement. Kujur and Singh (2019) and Manzanaro *et al.* (2018) studied content-related antecedents influence stakeholders' engagement. As per our investigation, it includes variety and quality of content, exclusive and original content, content on demand, local language content, trending content and many more. Content availability is a vital antecedent discussed by Sujata *et al.* (2015) and Malewar and Bajaj (2020).

4.4 Website/platform-related antecedents

Elements that marketers have the ability to control and affect are called as website-related antecedents (Constantinides, 2004). Usability is an important quality criterion for websites. Prior literature suggests that significant aspects of websites are actual interactivity of a site and the number of functionalities used on the site. Website-related factors affect brand responses as well as website responses, such as brand likeability and attitude towards the brand (Voorveld *et al.*, 2009). Our results indicate that this category includes as cost, features, compatibility of online video platforms, functional value, and ease of accessibility.

5. Outcomes of COTTE

Our analysis classified the outcomes of COTTE into behavioural/attitudinal outcomes and company-related outcomes (see Table 4).

5.1 Behavioural/attitudinal outcomes

This category of outcomes discusses about the attitudes and behaviour of customers towards OTT platforms (Brady and Robertson, 2001; Kau and Loh, 2006; Biswas and Roy, 2015; Ki and Kim, 2019; Vlačić *et al.*, 2021). This has been studied in multiple contexts such as green products, social media, and service sector. Cognitive or behavioural consequences of media consumption impact media consumption (Slater, 2007). Furthermore, these outcomes such as word of mouth, consumer loyalty and trust are caused by satisfaction and dissatisfaction

Table 4.

Self-reported outcomes

Outcomes	Sub-outcomes and example of references	Occurrences
Behavioural/Attitudinal Outcomes	Consumer preference for OTT (P1), Continuance intention to watch TV clips (P10), Cord-cutting (P22, P23, P30), Binge-watching (P26, P27, P34), Experiential affordances (P13), Hedonic motivation for use (P12), Intention to use (P19, P21, P25, P47), Propensity to video stream (P35), Recommend (P39), Repurchase intentions (P3, P14), Satisfaction (P18), Usage of OTT platforms (P18), User experience (P2), Willingness to continue and subscribe (P11), Willingness to pay for OTT services (P43)	23
Company-related Outcomes	Brand loyalty (P14), Brand trust (P14), Quality of experience (P42)	3

Source(s): Table by authors

(Kau and Loh, 2006). Previous studies state that the favourable attitudes of consumers had an impact on their inclination to imitate social media influencers, which in turn guided their actions in terms of social media word of mouth and purchase intentions (Ki and Kim, 2019).

As per our investigation, it includes intention to use (Cha, 2013; Lee and Lim, 2019; Yoo *et al.*, 2020; Camilleri, 2021), binge-watching (Lizińczyk, 2019; Steiner and Xu, 2020; Castro *et al.*, 2021), repurchase intentions (Amoroso *et al.*, 2021; Chakraborty *et al.*, 2023), cord-cutting (Fudurić *et al.*, 2018; Tefertiller, 2020; Kim *et al.*, 2021), consumer preference for OTT (Sharma and Lulandala, 2022), willingness to continue and subscribe (Gupta and Singharia, 2021), and this is not the exhaustive list.

5.2 Company-related outcomes

Company-related outcome refers to the consequences resulting from using a company-specific product (Araujo, 2018; Idemen *et al.*, 2021). These have also been studied in context of chatbots. Prior literature suggests the association between social presence and company-related outcomes such as attitudes, satisfaction and the emotional connection that consumers feel with the company (Araujo, 2018). In our study, it includes brand loyalty, brand trust (Amoroso *et al.*, 2021) and quality of experience (Shin and Shim, 2017).

6. Integrated framework on antecedents and outcomes of COTTE

The results of the present systematic literature study (see Table 5) were used to develop an integrated framework that comprises of two parts, i.e. antecedents and outcomes. This framework investigates the relationships between antecedents and outcomes (see Tables 3 and 4). On the basis of the findings of a systematic literature review, hypotheses are formed on the relationships between the two components (see Figure 5).

According to the framework, (1) antecedents can be studied using user-related, social, content-related and website/platform-related. All antecedents lead to outcomes; (2) outcomes can be classified as behavioural/attitudinal and company-related. Behavioural/attitudinal outcomes were analysed. There were very few studies that examined other outcomes. More pertinent and relevant constructs for analysing these results may be explored in future research.

7. Discussion and conclusion

The purpose of this systematic literature review was to address two research questions. The first research question was to determine the publishing timeline, theories, analytical

Table 5.
Summary of selected studies

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P1	Sharma and Lulandala (2022)	India	-	Case studies- 3 multinational businesses and 2 companies (N = 5) and semi-structured survey from post-graduate and under-graduate students (N = 29)	convenience, ease of accessibility, risk of contracting COVID-19, variety and quality of content, online reviews, affordability	consumer preference for OTT	Convenience, ease of accessibility, risk of contracting, COVID-19, variety and quality of content, online reviews and affordability drive consumer preference for OTT	<ul style="list-style-type: none"> Other OTT platforms can also be studied, apart from the top five popular OTT platforms Other components of media and entertainment industry can also be considered like TV, prints, digital, VFX, and others
P2	Mardian <i>et al.</i> (2022)	Indonesia	-	Survey of respondents from Indonesian market (N = 254)	perspicuity	user experience of 5G video services	Perspicuity or convenience affect users' experience of 5G video services	<ul style="list-style-type: none"> The factors influencing users' experiences of video streaming services in the era of 5G can be studied independently using already established scales, i.e. apart from users' measurements of current 4G users' experiences

(continued)

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P3	Chakraborty et al. (2023)	India	TCV	Survey of OTT users (N = 1309)	functional value, epistemic value, emotional value, conditional value	repurchase intentions	Functional value, epistemic value, emotional value and conditional value have a significant influence on building trust and have a positive influence on repurchase intention	<ul style="list-style-type: none"> This study was conducted in the period of COVID-19 when the consumption of OTT platforms was quite higher Other variables such as technology penetration, interest service pricing, habit, attitude, addiction toward OTT platforms can be studied to understand the consumption of OTT platforms
P4	Shin and Park (2021)	South Korea	EVM	Survey of OTT users (N = 269)	content diversity, quality, ease of use, perceived price	Satisfaction, dissatisfaction	Higher expectations and satisfaction with Netflix than K-OTT (Korea-based OTT)	<ul style="list-style-type: none"> Respondents are young (19-50 years) and reside in urban areas Characteristics of four K-OTT services were assumed to be same

(continued)

Table 5.

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P5	Sadana and Sharma (2020)	India	UGT and NT	Survey of management students (N = 194)	content and viewing behavior, expenses on services, convenience	Preference to OTT vs TV	Content and viewing behaviour, expenses incurred on services and convenience affects consumers' choices	<ul style="list-style-type: none"> The effect of content variation, sharing and cost can be studied Respondents were limited to tier 1 and tier 2 cities Preference of Gen X, Gen Y and Gen Z can be studied Convenience sampling was used instead of probability sampling This study uses cross-sectional design instead of longitudinal design
P6	Meng and Leung (2021)	China	UGT	Survey of TikTok users (N = 526)	money making, sociability seeking	Engagement behavior	Sociability seeking and money making were significantly linked to TikTok engagement behaviors	<ul style="list-style-type: none"> This study uses cross-sectional design instead of longitudinal design
P7	Koul <i>et al.</i> (2021)	India	-	Survey of OTT users (N = 409)	subscription fee, wide content range, exclusive and original content, live entertainment/sports, trending content, favorite content, local language content, just a good marketing strategy	-	Wide content range, subscription fee, favorite content, exclusive and original content, live entertainment/sports, trending content, local language content and just a good marketing strategy are important in selecting an OTT video platform service	<ul style="list-style-type: none"> The analysis was conducted only using exploratory factor analysis (EFA) instead of confirmatory factor analysis (CFA) The study can be conducted for other age groups as well except millennials The population from Tier 1 and tier 2 were considered for the study

(continued)

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P8	Puthiyakath and Goswami (2021)	India	NT	Survey of online users (N = 223)	information, relaxation, amusement, social interaction, financial benefits, convenience, habit, specific content tendencies toward warm relationships with others, fun and enjoyment in life, self-fulfillment, and a sense of accomplishment	satisfaction	OTT provides a higher degree of satisfaction than TV	<ul style="list-style-type: none"> Complimentary relationships between TV and OTT were not considered
P9	Tae et al. (2021)	Britain, China, France, Germany, Japan, South Korea, US	-	Survey of OTT subscribers (N = 840)	Use of paid OTT services	<p>age, monthly income, education, occupation, and tendencies toward warm relationships with others, fun and enjoyment in life, self-fulfillment, and a sense of accomplishment are the main variables that directly influence the use of paid OTT services</p>	<ul style="list-style-type: none"> It excludes cultural variables such as religion and language from the demographic characteristics of users This study surveyed users of both SVOD and TVOD services, the sampling did not take into account the proportion of each service type (e.g. whether the two services are used equally or one is used more extensively) 	

(continued)

Table 5.

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P10	Yoon <i>et al.</i> (2021)	South Korea	TCV	Survey of viewers (N = 398)	convenience, enjoyment, fandom, social viewing	continuance intention to watch TV clips	<p>Convenience, enjoyment, fandom and social viewing are unique factors predicting watching frequency and mediated by the continuance intention to watch online TV clips</p> <ul style="list-style-type: none"> • Other factors such as popularity of TV programs can affect the viewing of online TV clips • Genre or device used for online TV clips can be studied • Complimentary or substitution effects between online TV clips and TV content can be studied 	
P11	Gupta and Singharia (2021)	India	-	Survey of OTT users (N = 182)	customer engagement, quality of service experience	willingness to continue and subscribe	<p>Customer engagement (CE) and quality of service experience (QoSE) impact users' willingness to continue and subscribe (WCS) streaming services</p> <ul style="list-style-type: none"> • Majority of the respondents are young concept of experience that incorporates other relevant aspects of service quality such as website quality and perceived usefulness can also be studied 	

(continued)

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P12	Bhattacharyya <i>et al.</i> (2022)	India	MUTAUT 2	Survey of OTT users (N = 598)	content quality, favorable infrastructure conditions, social influence	hedonic motivation for use	Consumers' hedonic motivation for use and adoption of the OTT services was seen to be influenced by content quality, favorable infrastructure conditions and social influence	<ul style="list-style-type: none"> The effect of diverse cultures and demographics on recommendations can be studied Pre and post-acceptance behaviour of consumers can be studied Analysing of the mediating effects of demographic variables could also be studied Studies focusing on Generation X can be conducted
P13	Lüders and Sundet (2022)	Norway	-	Interviews of online TV users (N = 20)	self-scheduled action, deliberate watching, interfaces and recommendations	experiential affordances	Self-scheduled action, deliberate watching, interfaces and recommendations affects experiential affordances of watching online TV	<ul style="list-style-type: none"> Power of media was not investigated adequately Respondents have feel being controlled
P14	Amoroso <i>et al.</i> (2021)	Italy	-	Survey of millennials (N = 438)	brand experience	brand loyalty, brand trust, repurchase intentions	Millennials' perception of brand experience leads to brand loyalty, brand trust and repurchase intentions for Netflix	<ul style="list-style-type: none"> Only Netflix was considered. Other OTT platforms can also be studied to carry multi-brand investigation Generational cohorts can be considered for comparison

(continued)

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P15	Nagaraj <i>et al.</i> (2021)	India	-	Survey of faculty and students (N = 168)	content, convenience, features, price, quality	willingness to subscribe	Content, convenience, features, price and quality affected consumers' OTT subscription decisions	<ul style="list-style-type: none"> Snowball sampling was used to collect the data A more comprehensive model can be backed up by theories such as TRA, TAM, etc. can be tested with techniques like structural equation modelling (SEM)
P16	Malewar and Bajaj (2020)	India	UTAUT 2	Survey of OTT users (N = 277)	performance expectancy, price value, habit, content availability	Actual usage	<p>The key drivers of adopting and using OTT video streaming platforms are performance expectancy, price value, habit and content availability</p> <ul style="list-style-type: none"> The study has extended the UTAUT2 model with content validity, the future researchers can consider other factors such as net neutrality, Internet penetrations etc. The future researchers can consider the moderating effect of education qualification on behavioural intention and actual usage 	

(continued)

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P17	Sundaravel and Elangovan (2020)	India	–	Secondary data of market share and user engagement of OTT platforms	role of 5G and telecom service providers, sports streaming, more content in regional languages, new business models, better devices for content consumption	–	5G and new business models leads to steady growth of OTT in Indian market. Sports streaming, more content in regional languages and better devices for content consumption are the reasons why consumers are opting for OTT video platforms	<ul style="list-style-type: none"> This study has used secondary data This is in context of Indian market
P18	Machani <i>et al.</i> (2020)	India	–	Survey of college students and focus group discussion with students and employees (N = 154)	quality of content, free time, convenience, free content, no advertisement, space to watch series or movie with family	quality of content, free time, convenience, free use of OTT platforms	<ul style="list-style-type: none"> The quality of content, free time, convenience, free content, no advertisements, space to watch series or movie with family, time to use OTT platforms, quality of content has increased the satisfaction level of people Lockdown has played a major role in the increase in viewership of OTT platforms 	<ul style="list-style-type: none"> OTT gaming and audio platforms can also be studied Studying the behaviour of people from varying income groups and rural areas and their usage of OTT platforms can also be studied

(continued)

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P19	Camillieri (2021)	China	TAM and UGT	Survey of higher education students (N = 491)	perceived ease of use, perceived usefulness, ritualized use	intention to use	<p>The individuals' perceived ease of use, perceived usefulness, and ritualized use of online streaming services were significant antecedents of their intentions to use the online streaming services</p>	<ul style="list-style-type: none"> This study did not specify whether they were accessing free or paid online streaming This study did not consider different constructs from other theoretical models to explore the individuals' acceptance and motivations to use online streaming technology
P20	Li (2020)	China	RDIM	Interviews (N = 20) and survey of OTT users (N = 1015)	pleasure-seeking lifestyle	adoption of OTT	<p>Lifestyles played a more important role in the adoption of OTT</p>	<ul style="list-style-type: none"> This study did not classify OTT services as user-generated content (UGC) services or non-UGC services to examine the factors that affect the adoption of these two types of services
P21	Yoo et al. (2020)	South Korea	UGT	Survey of OTT users (N = 326)	enjoyment and efficiency	intention to use (binge-viewing)	<p>Inclination towards binge-watching is correlated to enjoyment and efficiency</p>	<ul style="list-style-type: none"> Semi-structured interview can be employed to investigate the psychological states

(continued)

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P22	Kim <i>et al.</i> (2021)	USA	DI and UGT	Survey of media consumers (N = 860)	relative advantage, perceived compatibility, eudemonic and exploration motivators	cord-cutting	The results show that cord-cutting is predicted by eudemonic and exploration motivators, perceived compatibility and relative advantage The perceived advantages of streaming exerted influence on cable cord-cutting. Further, the perceived advantages of streaming were influenced by the perceived ease-of-use of the technology, with both mediating the relation between frustrations with the technological deficiencies of traditional television and intentions to cut the cord on cable	<ul style="list-style-type: none"> This study did not investigate the cord-nevers segment This study did not consider population characteristics such as gender and age An experimental approach or longitudinal data would be beneficial to further understand the motivations for cord-cutting This study did not examine the relations between perceived ease-of-use and perceived advantages, as well as consider all aspects of the diffusion and TAM models
P23	Tefertiller (2020)	USA	TAM	Survey of media users (N = 599)	advertising avoidance, perceived ease of use of streaming, perceived advantages of streaming, frustrations with technical deficiencies	cord-cutting intention		

(continued)

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P24	Dasgupta and Grover (2019)	India	-	Interview of OTT users (N = 35)	convenience, mobility, content, cost	Adoption	Major reasons why millennial consumers adopt OTT platforms are convenience, mobility, content and cost	<ul style="list-style-type: none"> • Convenience sampling was used • Respondents were in the age group of 18–30 years
P25	Lee and Lim (2019)	USA	TAM	Survey of public university students (N = 115)	price, quality, entertainment	intention to use OTT, adoption	Entertainment, quality and price value are significantly and positively related to Intention to Use which leads to adoption of OTT services	<ul style="list-style-type: none"> • Adding more variables would have provided a deeper understanding of the complex relationships • The sample size was small • Respondents were in the age group of 18–24 years
P26	Castro <i>et al.</i> (2021)	Portugal	-	Survey of millennials using Netflix (N = 11)	relaxation, boredom relief, escapism	binge-watching	Relaxation, boredom relief, and escapism were the three main motivations to watch Netflix	<ul style="list-style-type: none"> • Sample size could be larger taking into consideration cross-cultural and cross-generational perspective • Binge-watching motivations such as catching up and sense of completion, which could be included in future projects • Longitudinal studies can be conducted that considers how viewers' binge-watching habits change over time

(continued)

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P27	Lizinićzyk (2019)	Poland	–	Survey of students (N = 1004)	escape motivation, motivation to deal with loneliness	binge-watching	The individuals who binge-watch with the highest frequency had a tendency to have escape motivation and motivation to deal with loneliness	<ul style="list-style-type: none"> Majority of the respondents were young females
P28	Ogdiaka and Ogwueleka (2019)	Nigeria	–	Survey of telecommunication consumers (N = 205)	cheaper than traditional SMS/MMS messaging	preference for OTT instant messaging apps	<p>The preference for OTT instant messaging apps is because it is cheaper than traditional SMS/MMS messaging</p> <p>Entertainment, mobility, content on demand, unique content, cost-effectiveness, language and easy to use</p>	<ul style="list-style-type: none"> Audio and video OTT platforms have not been discussed
P29	Singh (2019)	India	–	Survey of youngsters (N = 100)	Entertainment, mobility, content on demand, unique content, cost-effectiveness, language and easy to use	use of over the top application (OTT)	<p>Entertainment, mobility, content on demand, unique content, cost-effectiveness, language and easy to use are the reasons behind the use of over-the-top platforms</p> <p>Most important predictors of cord-shaving are video on demand and time spent watching different genres</p>	<ul style="list-style-type: none"> This study has focused on Indian youth only
P30	Fudurić <i>et al.</i> (2018)	USA	MDT	Survey of households (N = 270,718)	video on demand, time spent watching different genres	cord-shaving	<p>Most important predictors of cord-shaving are video on demand and time spent watching different genres</p>	<ul style="list-style-type: none"> Household-level data are broad and do not allow for a deeper, individual-level examination of effects

(continued)

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P31	Katherine Chen (2019)	China	NT and UGT	Survey of TV or online programs viewers (N = 620)	Information, Relaxation, amusement, social interaction, financial benefit, ease of use, convenience	Competition between OTT TV and platforms	OTT is preferred more by customers on the basis of information, relaxation, amusement, social interaction, financial benefit, ease of use, convenience The reasons for cutting the cord are mobility, personalization, easy accessibility, increased number of smartphone users, High Internet Speed and Cost Effective Data Plans	<ul style="list-style-type: none"> • Respondents were young viewers
P32	Bhavsar (2018)	India	-	Secondary data	Mobility, personalization, easy accessibility, increased number of smartphone users, High Internet Speed and Cost Effective Data Plans	-	Free or low-priced Korean content compelled to cut the cord	<ul style="list-style-type: none"> • Instead of secondary data, primary data can be used to study the digital media consumption
P33	Lee (2018)	USA	DTF	Interviews of migrants (N = 40)	free or low-priced content	cut the cord	Free or low-priced Korean content compelled to cut the cord	<ul style="list-style-type: none"> • Other variables apart from culture can also be studied • Data can be collected from household or other group of people

(continued)

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P34	Steiner and Xu (2020)	USA	UGT	Interviews of TV reviewers (N = 36)	catching up, relaxation, sense of completion, cultural inclusion, improved viewing experience, portability, navigability	binge-watching	Primary motivations for binge-watching are catching up, relaxation, watching. Binge-watching is only one phenomenon of cultural inclusion, improved viewing experience. Portability and navigability of streaming video technology influence binge-watching. The propensity to video stream is affected by high cable price perception and preference for watching on own time	<ul style="list-style-type: none"> This article only applied U&G theory to binge-watching. Binge-watching is only one phenomenon of people's emerging media use
P35	Massad (2018)	USA	CAM and AF	Survey of undergraduate students and tech workers (N = 1125)	high cable price perception, preference for watching on own time	propensity to video stream	Perceived advantages of streaming applications leads to cut the cord on cable and adopt web streaming	<ul style="list-style-type: none"> Respondents were young
P36	Tefertiller (2020)	USA	MST	Survey of streaming services users (N = 200)	perceived advantages	intend to cord-cut	watching on own time	<ul style="list-style-type: none"> Focus was only on cable subscribers as target population Comparison between new and old media could also have been conducted
P37	Lee et al. (2022)	UK	-	Survey of undergraduate and graduate (N = 131)	ease of use, additional purchases, media options, social trends	Use of online streaming	Factors like ease of use, additional purchases, media options and social trends have an impact on the decision to adopt cable TV providers and online streaming	<ul style="list-style-type: none"> Respondents were in the age group of 18-34 years

(continued)

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P38	Kakkar and Kakkar (2018)	India	-	Survey of media viewers (N = 140)	bountiful content, flexibility, convenience, engagement, freedom of viewing, timely availability, modern, suitability	adoption of VOD services	Bountiful content (excess content of choice) as the main factor for adopting VOD services followed by flexibility, convenience, engagement and freedom of viewing as the other major factors for adoption of VOD	<ul style="list-style-type: none"> • Small sample size • Data was collected from two districts
P39	Oyedele and Simpson (2018)	USA	IT	Survey of college students (N = 263)	cognitive effort, convenience value, emotional value, social value	recommend, use, identity salience	Cognitive effort, convenience value, emotional value and social value affects the recommend, use and identity salience of entertainment streaming applications	<ul style="list-style-type: none"> • Respondents were youngsters • The effect of different platforms and screen sizes of entertainment streaming applications could also have been investigated
P40	Sung <i>et al.</i> (2018)	USA	-	Survey of college students (N = 292)	entertainment	Binge-watching	Entertainment is the significant predictor of binge- watching	<ul style="list-style-type: none"> • The respondents were college students • Survey research is based on self- reporting
P41	Li (2017)	China	NT	Interviews of college students (N = 20) and survey of Internet using population (N = 1015)	ease of use, good program content, easy interactivity	Competitive relationship between OTT, IPTV and digital cable	Among OTT, IPTV and digital cable, OTT is the most competitive and superior	<ul style="list-style-type: none"> • There is no difference between free OTT services and subscription OTT services

(continued)

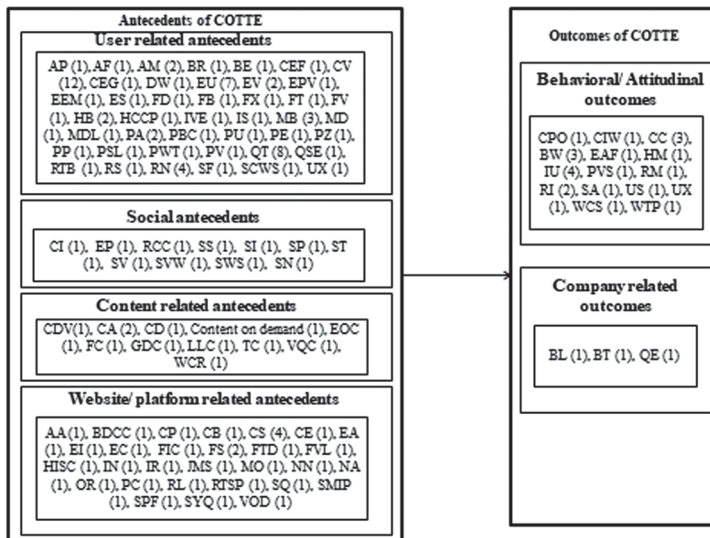
S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P42	Shin and Shim (2017)	Korea	–	Survey of multipatform television users (N = 370)	content quality, system quality, service quality, users' perceived value	quality of experience	Content quality, system quality, service quality and users' perceived value influence quality of service	<ul style="list-style-type: none"> • Comparison of multipatform TV and traditional TV could also have been conducted
P43	Kim <i>et al.</i> (2016)	China, Korea	–	Survey of OTT users (N = 886)	recommendation systems, resolution, viewing options	willingness to pay for OTT services	The most important attribute for Chinese consumers was resolution followed by recommendation system and viewing options. On the other hand, for Korean consumers, recommendation system was the most important followed by viewing option and resolution	<ul style="list-style-type: none"> • Other attributes like genre could also have been discussed • Other countries study could also be conducted
P44	Shin and Shim (2017)	Korea	MROLM	Survey of smart device users (N = 1450)	real-time broadcasting	adoption of OTT service	Real-time broadcasting influences adoption of OTT service	<ul style="list-style-type: none"> • Which characteristic of OTT service providers consumers will prefer when terrestrial broadcasting service providers could have been discussed

(continued)

Table 5.

S.N	Authors (Year)	Country	Theoretical framework	Method/Design	Major findings Antecedents	Consequences	Key findings	Limitations
P45	Kim <i>et al.</i> (2016)	Korea	NT	Survey of video platform users (N = 516)	Convenience	Competition between traditional pay TV and OTT	For convenience dimension, OTT possess competitive superiority over traditional pay platforms Cost, content availability, convenience, smartphone and mobile Internet penetration, features, user experience, social propensity, net neutrality affects adoption of OTT services	<ul style="list-style-type: none"> • Instead of competitive relation, complementary relation between the two media could have been discussed • Primary data could have been collected
P46	Sujata <i>et al.</i> (2015)	India	-	Secondary data	cost, content availability, convenience, smartphone and mobile Internet penetration, features, user experience, social propensity, net neutrality	adoption of OTT services		
P47	Cha (2013)	USA	TAM and TPB	Survey of Internet users (N = 388)	relative advantage, perceived ease of use, compatibility of online video platforms, subjective norm, perceived behavioural control	intention to use online video platforms	Factors influencing intention to use online video platforms are relative advantage, perceived ease of use, compatibility of online video platforms, subjective norm, perceived behavioural control	<ul style="list-style-type: none"> • This research could have built different models with variables that have significant relationships or simplify the models to predict the use of online video platforms and television

Source(s): Table by authors



Note(s): Abbreviation used: AA- advertising avoidance, AF- affordability, AM- amusement, AP- additional purchases, BDCC- better devices for content consumption, BE- brand experience, BL- brand loyalty, BR- boredom relief, BT- brand trust, BW- binge-watching, CA- content availability, CB- compatibility, CC- cord-cutting, CD- content diversity, CDV- conditional value, CE- cost-effectiveness, CEF- cognitive effort, CEG- customer engagement, CI- cultural inclusion, CIW- continuance intention to watch TV clips, CP- cheaper price, CPO- consumer preference for OTT, CS- Cost, CV- convenience, DW- deliberate watching, EA- ease of accessibility, EAF- experiential affordances, EC- efficiency, EEM- eudaimonic and exploration motivators, EI- easy interactivity, EOC- exclusive and original content, EP- escape, EPV- epistemic value, ES- expenses on services, EU- ease of use, EV- emotional value, FB- financial benefits, FC- free content, FD- fandom, FIC- favourable infrastructure conditions, FS- features, FT- free time, FTD- frustration with technical deficiencies, FV- Freedom of viewing, FVL- functional value, FX- flexibility, GDC- good program content, HB- habit, HCCP- high cable price perception, HISC- high internet speed and cost-effective data plans, HM- hedonic motivation for use, IN- increased number of smartphone users, IR- interfaces and recommendations, IS- information seeking, IU- intention to use, IVE- improved viewing experience, JMS- just good marketing strategy, LLC- local language content, MB- mobility, MD- modern, MDL- motivation to deal with loneliness, MO- media options, NA- no advertisement, NN- net neutrality, OR- online reviews, PA- perceived advantages, PBC- perceived behavioural control, PC- perceived compatibility, PE- performance expectancy, PP- perspicuity, PSL- pleasure-seeking lifestyle, PU- perceived usefulness, PV- price value, PVS- propensity to video stream, PWT- preference for watching on own time, PZ- personalization, QE- quality of experience, QSE- quality of service experience, QT- quality, RCC- risk of contracting COVID-19, RI- repurchase intentions, RL- resolution, RM- recommend, RN- relaxation, RS- recommendation system, RTB- real-time broadcasting, RTSP- Role of 5G and telecom service providers, SA- satisfaction, SCWS- sense of completion of web series, SF- self-fulfilment, SI- social influence, SMIP- Smartphone and mobile internet penetration, SN- subjective norm, SP- social propensity, SPF- subscription fee, SQ- service quality, SS- sociality seeking, ST- social trends, SV- social value, SVW- social viewing, SWS- space to watch series or movies with family, SYQ- System quality, TC- trending content, US- usage of OTT platforms, UX- user experience, VOD- video on demand, VQC- variety and quality of content, WCR- wide content range, WCS- willingness to continue and subscribe, WTP- willingness to pay for OTT services

Source(s): Figure by authors

Figure 5. Integrated framework of antecedents and outcomes

approaches, research methodology, and geographical scope of the selected studies. The [second research question](#) was to identify the different antecedents and outcomes of COTTE.

The answer to the [first research question](#) indicates that the data analysis revealed multiple intriguing results. The large number of studies employed a quantitative approach. This trend is in line with [Waqas et al. \(2021\)](#). SEM and regression was used majorly for the purpose of data analysis. The greatest numbers of research papers were published in 2021. India, the United States, and Korea remained the top three countries in terms of the number of publications in the specified field. The majority of researchers employed uses and gratifications theory as their foundational theory ([Katherine Chen, 2019](#); [Sadana and Sharma, 2020](#); [Steiner and Xu, 2020](#); [Yoo et al., 2020](#); [Camilleri, 2021](#); [Kim et al., 2021](#); [Meng and Leung, 2021](#)).

For [second research question](#), our analysis classified antecedents into four distinct categories. The results show that broadly there are four categories of antecedents, i.e. user-related, content-related, Website/platform-related and social antecedents. The findings are consistent with [Mulla \(2022\)](#). Similarly, the outcomes can be classified in two categories, i.e. behavioural/attitudinal and company-related outcomes.

In conclusion, this review's findings shed light on the antecedents and outcomes of COTTE. The review provides a comprehensive research outlook for this field. In addition, our analysis offers a broad framework that encompasses antecedents and outcomes of COTTE. Future researchers can use the information gathered in this review to better comprehend the antecedents and outcomes of customers' experiences with OTT platforms, and to expand their studies in this area.

8. Implications

Both theoretical and practical implications were generated by the current systematic literature review.

8.1 Theoretical implications

The results of this study makes addition to our knowledge of the antecedents and outcomes of COTTE. The following are the five main theoretical implications:

Firstly, this is the first study to conduct a systematic review of the literature on the numerous antecedents and outcomes that determine how customers experience OTT services. Our research indicates that although though many studies have been published on this topic, their conclusions cannot be broadly applied since they are segmented and contextualized. In the current systematic literature review, antecedents and outcomes related to OTT services are critically examined and reveals crucial information on the publication timeline, theories, research techniques, geographic scope, antecedents, and outcomes. Therefore, the current study adds to the growing corpus of information and will direct the technique of future empirical investigations into this crucial topic.

Secondly, future researchers can use these categorizations (see [Table 3](#) and [4](#)) to better decide which antecedents and outcomes to focus on when examining users' consumption of OTT platforms within the context of their research.

Third, an integrated framework on the potential relationships between antecedents and outcomes is produced as a result of the review. This framework was developed as a consequence of the current systematic literature review. With regard to OTT services, the created framework would allow researchers to select and test the most pertinent elements determining consumer experience.

Fourthly, scholars and professionals alike can gain useful information from a systematic review. In order to better adjust the design of their study, academics can benefit from

conducting a systematic review to determine which antecedents and outcomes are most commonly mentioned in the literature.

Fifthly, practitioners can use the review's findings to understand the most crucial aspects in their particular context based on the study summary, and then design effective processes and methods for reaching potential customers.

8.2 Practical implications

The three implications are mentioned as follows. First, the results of the current analysis will help marketers and policymakers better understand the antecedents and outcomes that are common and particular to different consumer groups. Additionally, the results will increase their understanding of how people consume content. Secondly, the marketers can use the study's results on the most important determinants and outcomes to shape the communication strategy they employ with their target audience. Third, the service provider can use the study's results to accomplish their goals, like growing their margins and viewership.

They can create their approach with an emphasis on enabling antecedents that have a substantial impact, such as those that are user-benefits-related, price-related, knowledge-related, social, content-related, experience-related, technical, and attitudinal antecedents resulting in significant consequences like binge-watching, intention to use, adoption of OTT services, willingness to continue and subscribe.

9. Limitations and directions for future research

There are certain drawbacks to the present study which could be addressed in further studies. First, our review method is mostly qualitative, which means it may include some perceptions and evaluations that could make the study results less accurate. To further understand the relative impact of identified antecedents and outcomes in the context of OTT services, future study may use a quantitative technique (meta-analysis) for review. Second, while we did investigate the determinants and outcomes of COTTE, future studies may look at the interests of other stakeholders (such as service providers) in the Media and Entertainment industry. Last but not least, our antecedents were focused on the psychological elements that drive COTTE and did not incorporate the service experience; a future research may examine these to enhance the comprehension of the subject.

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