Antecedents and Consequences of Electronic Word of Mouth in a Service Context

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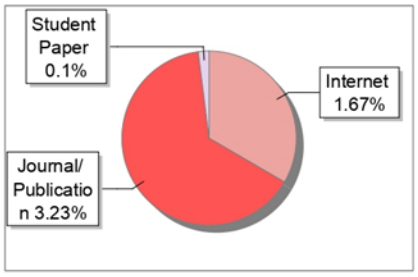

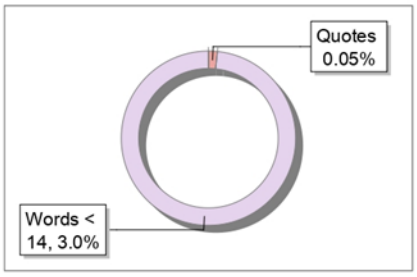

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ABSTRACT

The study explores the antecedents and consequences of EWOM in the video streaming or OTT context from the sender's perspective. It helps to unfold the elements driving senders to give their opinions about OTTs on SNSs. It is equally crucial to comprehend the motivations behind individuals' inclination to express their viewpoints on SNSs in connection with OTT platforms. The study uses six EWOM antecedent scales, three EWOM consequences scales, and one EWOM scale. All the EWOM antecedents' scales are established scales. One of the EWOM consequences scales is an established scale and only two scales have been created.

Pilot research is conducted on 60 samples. The final analysis included 500 samples. Smart PLS is used for analysis. The SRMR score of 0.054 is within the limit of 0.08, suggesting that the model fits well. The hypotheses are tested. The beta coefficient value is consistently positive. T-statistic values more than 1.96 in all instances suggest a significant relationship among the variables.

There are four internal factors such as concern for others, opinion leadership, narcissism and status motives that drive people to share EWOM on SNSs about OTTs. Two external factors such as tie strength and economic incentives drive people to share EWOM on SNSs about OTTs. Sharing EWOM about OTT services on SNSs had various consequences for the individuals who shared it. The sender's EWOM influenced the recipient's decision. Senders engaged with recipients via online chat. Sharing EWOM enhanced the social capital and reputation of the senders. This study offered several implications for businesses offering OTT services and others. It developed two new consequence scales from the sender’s perspective which is a novel theoretical contribution to

the EWOM literature. The scales can be used to measure the consequences in other contexts, bringing their wide acceptance and validity to similar studies. Comprehending the factors that drive users to express their views on video content enables streaming platforms to develop and select content that matches user tastes, thereby enhancing the chances of receiving favorable EWOM. This study concluded with the limitations and further scope of research.

Keywords: OTT, Video-streaming, Video-on-demand, Electronic Word of Mouth, Antecedents, Consequences, Social Networking Sites

TABLE OF CONTENT

Part – I

PART III
LIST OF TABLES

LIST OF FIGURES

LIST OF CHARTS

ABBREVIATIONS

Acronym	Full form
AVE	Average variance extracted
AVOD	Advertising-supported video on demand
CO	Concern for Others
CMB	Common Method Bias
CR	Composite reliability
CSR	Corporate Social Communication

EI	Economic Incentives
EWOM	Electronic Word of Mouth
IRD	Influencing Receiver Decision
N	Narcissism
NFI	Normed Fit Index
OC/E	Online Chatting/Engagement
OL	Opinion Leadership
OTT	Over-the-top
PLA	Partial Least Squares
SCR	Social Capital and Reputation
SD	Standard Deviation
SEM	Structural Equation Model
SM	Status Motives
SNS	Social Networking Site
SRMR	Standardized Root Mean Square Residual
SVOD	Subscription video on demand
TS	Tie Strength
UGT	Uses and gratification theory
USD	US Dollar
VIF	Variance inflation factor
VOD	Video-on-demand
WOM	Word of Mouth

CHAPTER I
INTRODUCTION

CHAPTER I

INTRODUCTION

1.1 Introduction

The first chapter offers a fundamental overview of Word of Mouth (WOM), Electronic Word of Mouth (EWOM), and their implications for businesses. It also discusses the relevance of EWOM in the backdrop of social media for businesses in the digitization setting. It mentions the relevance of EWOM in spreading awareness and influencing buyer opinions. It also offers an understanding of the research on EWOM marketing in various business settings. It gives a brief description of the video streaming market in India, its major players, competitive dynamics, possibilities, and difficulties. Additionally, it outlines the motivations, importance and scope of the study.

1.2 About WOM

WOM is the exchange of information and opinions among people, which acts as the interpersonal influence that guides buyers in their decision-making process, either in favor of or against specific goods, services, or companies (Hawkins et al., 2004). The study of WOM in marketing research was started in the 1960s. The conceptualization of WOM had undergone subsequent modifications and refinements throughout the years. In its early stages, WOM was primarily confined to interpersonal interactions among individuals and exchanging assessments related to goods or businesses (Arndt, 1967).

As opposed to traditional media platforms, consumers consider WOM to be an avenue of communication that is increasingly reliable (Cheung & Thadani, 2012). WOM is usually considered a major source of knowledge about goods and services (Lee & Youn, 2009). It is regarded as the main source of information that impacts people's buying choices and expected decisions (Jalilvand & Samiei, 2012; Daugherty & Hoffman, 2014).

After the emergence of the internet, WOM was disseminated through online channels, often referred to as EWOM. EWOM implies spreading either encouraging or adverse opinions about a good or business by potential, existing, or former customers (Henning-Thurau et al., 2004). EWOM possesses unique features that differentiate it from conventional WOM practices. The key focus of WOM has been on the effect that results from personal acquaintances, particularly in-person communication (Anderson, 1998).

1.3 Difference between WOM and EWOM

EWOM has emerged with the availability of the internet, allowing individuals who are not acquainted to share opinions and information (Gruen et al., 2006). Historically, buyers depended on WOM referrals from their families, friends, and colleagues. Online communities, emails, chat rooms, and text messages are various avenues through which EWOM passes (Cheung & Thadani, 2012). Users obtain knowledge about a particular good or service via WOM exchanges, which involve gathering details from several individuals. Nevertheless, web-based platforms offer the advantage of making online reviews of goods accessible to a larger audience (Litvin et al., 2008). EWOM communication includes three essential elements: the sender, the message, and the receiver (Chan & Ngai, 2011). Senders convey opinions and personal encounters over the internet through the message known as EWOM. Receivers are the ones who receive EWOM. The platform is the online medium where the message is shared (Hennig-Thurau et al., 2003). Therefore, individuals can easily access and acquire different viewpoints from multiple social media platforms or social networking sites (SNSs) (Hamade, 2013).

Introducing novel technical advancements can significantly impact individuals' everyday routines and shape their way of living. The increase in mobile social media platforms has leaped the production and sharing of user-generated content. SNS provides individuals with interactive avenues that facilitate creating, sharing, and exchanging information about goods, services, companies, and others. The widespread use of SNSs profoundly influences the dissemination and availability of goods and services available online (Xiang & Gretzel, 2010). People frequently rely on SNSs when making major decisions (Barreda et al., 2015).

1.3.1 Significance of EWOM on SNSs

EWOM has emerged as a crucial avenue for organizations to engage in social media marketing initiatives (Hussain et al., 2017). EWOM differs from traditional WOM by utilizing online channels like SNSs, websites, and blogs for exchanging information (Cheung & Thadani, 2012). EWOM offers the accessibility of reviews to a wider range of consumers (Sotiriadis & Vanzyl, 2013) and has endured over time (Hennig-Thurau et al., 2004). Consumers rely on EWOM for product awareness, knowledge, and purchasing choices (Liu, 2006).

With the emergence of SNSs, communication has grown bigger, and messages are spread to a larger audience. EWOM is a notable trend in the realm of SNSs and has garnered considerable traction among individuals engaged in travel activities. The advent of SNSs focusing on Facebook has introduced a novel framework for EWOM communication. User psychological and interpersonal ties strongly influence Facebook use (Chen, 2013; Chu & Kim, 2011). Consequently, these factors are integral to adopting EWOM on Facebook (Fang, 2014).

Within the realm of hospitality and tourism, EWOM holds considerable significance in shaping the purchasing intentions of clients due to the inherent intangibility of specific product attributes prior to consumption. The digitization of WOM communication facilitates the rapid dissemination of client feedback through social media (Chen et al., 2015). Higher ratings and buyer communication through EWOM have been significant predictors of enterprises' future profitability (Tang et al., 2016). EWOM possesses the capacity to diminish ambiguity surrounding a product and enhance consumers' trust (Hajli et al., 2014), hence fostering an increase in their intentions to make a purchase (Hajli, 2014).

Products and brands received were greater in all forms of written communication online than in face-to-face communication (Berger & Iyengar, 2013). Travelers share their experiences by posting pictures on SNSs (Boley et al., 2013). SNS based relationships between brands and consumers lead to desired outcomes such as positive EWOM. SNSs help corporations get useful, direct customer perspectives (Hudson et al., 2015). EWOM on social media significantly affects consumers' trust in products and services.

SNS is crucial in information disseminating between its members (Trusov et al., 2009). It is viewed as an important reference point when searching for new services or goods. Thus, it has gained popularity as a medium for exchanging information and personal experiences. The use of EWOM is observed across many products and services. Online reviews serve as a platform for prospective buyers to evaluate and purchase goods such as books. Giving comprehensive and correct opinions about the items can help minimize any doubts among buyers (Sharma et al., 2022). EWOM has a tremendous effect on the financial performance of firms, particularly in product sales, such as positive buyer ratings and increased book sales (Chevalier & Mayzlin, 2006).

EWOM is relevant for various products and services. The influence of EWOM on consumer choice is crucial within the hospitality sector (Jeong & Jang (2011). People often express their eating experiences by participating in social media platforms online to assess offerings, convey favorable or adverse feelings, endorse fellow users' actions, or receive praise from others (Chung & Kim, 2015).

Online reviews by friends and acquaintances on SNSs, like Facebook, affect the hotel reservation preferences of visitors. Visitors who notice positive opinions about a hotel on Facebook are more likely to book the reservation than those who observe negative opinions about the same hotel (Ladhari & Michaud, 2015). Customers choose hotels based on views expressed online by previous

guests (Aakash & Gupta Aggarwal, 2022). In the travel industry, EWOM significantly influences consumers' decision-making.

Businesses promote philanthropic activities on SNSs to encourage client engagement, assist them in connecting with the firms, and boost their EWOM intentions. Banks in India use Facebook to share details of their CSR initiatives. These communications have received millions of admirations and effectively connected clients, resulting in favorable EWOM (Fatma et al., 2020). EWOM is more important in adopting m-banking (Shankar et al., 2020). Entertainment services rely heavily on EWOM (Campbell et al., 2011). The significance of EWOM through SNS confirms that EWOM volume and valence are important factors in sales (Kim et al., 2019).

1.4 Video Streaming Industry in India

Streaming video, a contemporary online media, lets viewers view live video content directly from the source (Austerberry, 2013). The notion of "video streaming" has resulted in the development of terms like “video-on-demand” (VOD) and “over-the-top” (OTT), those are very novel notions that have evolved due to the proliferation of video streaming (Jena et al., 2023). OTT refers to content that is available online and may be streamed through several devices, like smartphones, tablets, and televisions (Taylor, 2019, p. 343).

Specifically, video content distribution through the web is called OTT video (Federal Communications Commission 2013). According to a study published by Ernst & Young named "Windows of Opportunity," the Indian media and entertainment sector witnessed a 20% growth in 2022, attaining a total of INR 2.1 trillion. The sector is anticipating an 11.5% growth in 2023, attaining a value of INR 2.34 trillion (USD 29.2 billion). Subsequently, it is anticipated to increase at a CAGR of 10% and touch INR 2.83 trillion (USD 35.4 billion) by 2025. The digital media

sector witnessed its fastest growth, topping INR 132 billion, leading to a rise in revenues for the ME sector from 16% in 2019 to 27% in 2022. By 2025, advertising from entertainment OTT platforms, including sports, is expected to reach over INR 60 billion. The CAGR of subscription revenues is expected to be 11%, leading to INR 97 billion by 2025.

The Entertainment and Media industry experienced a 15.9% rise, reaching USD 46,207 million in 2022, as reported by Price Water House Cooper (PWC, 2023; ET Edge Insights, 2023). It will reach USD 73,560 million in 2027 at a 9.75 CAGR. The OTT market in India observed a higher growth rate of 14.32% over five years, compared to the global growth rate of 8.4% in the OTT segment. The market is predicted to generate about USD 3.5 billion in income by 2027. OTT and connected TV (CTV) markets in India have enormous long-term potential due to the country's vast and diverse population. 5G network and broadband infrastructure will create a larger OTT market for companies. Like the rest of the world, subscription video on demand (SVOD) will bring more revenue to the Indian OTT industry. It is anticipated that the advertising-supported video on demand will grow continuously in the future.

SVOD has been vital in the worldwide expansion of OTTs in recent years and is projected to remain a major source of OTT revenue. Some companies provide content for free, whereas others require a price to access the content. Few even offer a freemium model, which offers some free content while charging for a few contents. SVOD will account for approximately 62.5% (roughly USD 109.1 billion) of the worldwide OTT market. SVOD is expected to touch USD 2.6 billion in 2027 in India at a 13% CAGR. Advertising-supported video on demand (AVOD) is projected to grow 13.8% globally to USD 54.8 billion by 2027 from USD 28.7 billion in 2022.

AVOD is a model for monetizing online video in which ads instead of subscription fees are used to fund the service and provide viewers with unlimited access to the content. AVOD was responsible for about 15% of the OTT revenue in India, while SVOD contributed about 78.1%. AVOD is expected to make up 22.3% of total OTT revenue by 2027, with SVOD contributing 73.8%. India had about 467 million active social media users by January 2023 and occupied second place after China, which had about 999 million active social media users (Statista, 2023). India had 692 active internet users by January 2023 (Kemp, 2023).

According to Ormax, a media consulting organization, the current number of Indian OTT audience is 481.1 million individuals (Financial Express, 2023). The Indian market experienced a penetration rate of approximately 34%. The survey shows that India has 101.8 million active paid OTT subscribers and 36.4 million SVOD watchers, averaging 2.8 subscriptions per user.

1.4.1 Leading OTT players in India

The first OTT player was Bigflix by Reliance Entertainment Limited in 2012. After that, many companies entered the sector. Multinationals such as Amazon Prime Video, Disney and Netflix subsequently entered the Indian market. By 2023, about 60 OTT players are operating in India. Table 1 shows the top OTT firms in India. Disney+ Hotstar is the dominant market leader in India.

Table 1.1: Leading OTT players in India

Year	Companies	Parent firm	Model
2007-08	Bigflix	Reliance Entertainment	SVOD
2012	Ditto TV	Zee TV	AVOD + SVOD
2012	EROS Now	EROS International	AVOD + SVOD
2013	SonyLIV	Sony	AVOD + SVOD
2015	Disney+ Hotstar	The Walt Disney	AVOD + SVOD
2016	Netflix India	Netflix Inc	SVOD
2016	Amazon Prime	Amazon	SVOD
2016	Jio Cinema	Viacom 18	AVOD + SVOD
2017	ALT Balaji	Balaji Telefilms	AVOD + SVOD
2018	MX Player	MX Media & Entertainment	AVOD
2018	ZEE5	Zee TV	AVOD + SVOD

Source: Compiled from various sources (https://www.hotstar.com/in/home, https://www.jiocinema.com/, https://www.netflix.com/in/, https://www.sonyliv.com/, https://www.zee5.com/, https://erosnow.com/, https://altt.co.in, https://www.mxplayer.in/)

In early 2023, India's leading social media platforms had a combined user base of 398.0 million individuals aged 18 and above. This represented 40.2% of the nation's populace (Forbes, 2024). As per a study by Axis My India survey, young Indians devoted 96 minutes every day on OTT

platforms instead of 60 minutes on TV. Young individuals in India tended to watch content on OTT platforms (Financial Express, December 2023). The above study investigated the typical time spent watching television and OTT daily over various time intervals. Television was seen for 65 minutes daily, while OTT content was viewed for 61 minutes. The younger age group spent 96 minutes per day viewing OTT content, much more than the 60 minutes they spent watching television. 25% of people between 18 and 25 regularly used OTT platforms. 24% of those aged 26-35 also show a modest drop. Within the 36-50 age bracket, 17% of people chose OTT platforms for viewing content.

1.4.2 Factors responsible for OTT growth in India

Several reasons are responsible for the growth of OTT video in India (Financial Express, July 19, 2023). The convenient availability of unpaid content on digital platforms such as YouTube has significantly boosted video consumption, hence familiarizing individuals with the ethos of OTT streaming. The growing number of low-cost handsets and ubiquitous web access has greatly enlarged the envisaged customer base for OTTs.

OTT sector growth is anticipated due to several factors, including the arrival of cheaper smartphones, affordable data packages, the launch of 5G technology, the rollout of bundled pricing plans, growing awareness, and changing consumption habits, mostly among Generation Z and Millennials. The growth of the Indian OTT business has been notably shaped by consumer preference for regional and vernacular content. Various OTT platforms, like Voot, Sony LIV, ZEE5, ALT Balaji, and Jio Cinema, have implemented a freemium model, combining free and paid content options. These players monetized their free and premium offerings using advertising and user subscriptions, respectively. Companies like MX Player use an AVOD model that offers free content and earns money from advertising.

OTT consumption and COVID-19

OTT usage experienced an enormous rise during the COVID-19 pandemic (MICA, 2022). During the shutdown in 2021, the average Indian person committed to 4.7 hours every day to making use of their mobile phones. Amidst the enormous anxiety caused by the COVID-19 pandemic, many Indians sought comfort, amusement, or excitement through their electronic devices. The habits developed in 2020 endured and intensified. In 2021, there was a considerable 49% surge in digital subscriptions as opposed to the previous year, 2020.

Partnership

Several Indian OTT players partnered with other platforms to offer bundled services and to create regional content. While Netflix decided to operate independently, Companies have been trying to offer exclusive content by producing unique regional content. In India, most people prefer to watch Hindi and other regional language content. Even multinationals like Netflix and Amazon Prime have produced exclusive content on their platforms, such as movies and web series. They have been collaborating with multiple platforms to increase their content libraries to offer viewers a broad array of content.

Amazon Prime launched a bundled add-on subscription service in 2021 by partnering with eight national and regional OTT platforms in India. Netflix has invested INR 3000 crore between 2020 and 2022 to focus on local content and is planning to invest more (Hindustan Times Tech, 2022). Amazon plans to invest about USD 26 billion in India by 2030, adding USD 6.5 billion in new planned investments. OTT players signed strategic deals with mobile handset players and telecom operators to ramp up their distribution and gain subscribers in the competitive sphere. ZEE5 collaborated with all three of India's telecom majors—Jio, Airtel, and Vodafone Idea in 2019.

Netflix provided a complimentary annual subscription to Vodafone post-paid subscribers who purchased a plan for INR 1,099 or more. Similarly, other OTTs collaborated with telecom companies in distributing their content.

Competitive Pricing

All players are offering competitive pricing to acquire more viewers. Initially, many companies offered annual subscription plans; later, many offered small packs such as quarterly and monthly subscription plans to grab more viewers. For instance, Amazon Prime Video offered a monthly plan of INR 299. Companies have slashed their prices to attract viewers. Netflix India started with yearly subscriptions ranging from INR 6,000 to INR 10,200. However, it has been slashing its price since then and launched. In July 2019, it lowered its price by offering a mobile-only plan for INR 199. It further reduced the monthly plan to INR 149 (exchange4media, 2022). Table 2 shows the minimum subscription plans of the leading OTT firms in India.

Table 1.2: Basic Subscription Plans of the leading OTTs in India

Companies	**Basic plan**
YouTube	INR 139
EROS Now	INR 49
Sony LIV	INR 299/year
Disney+ Hotstar	INR 299/month
Netflix India	INR 149/month
Amazon Prime	INR 179/month
Jio Cinema	INR 999/Year
ALT Balaji	INR 100/2 months
MX Player	Free
ZEE5	INR 399/3 months

Source: Smartprix staff. (2023, October 17). Best OTT Streaming Service in India 2023: Which One is Right for You?. *Smartprix*. Retrieved December 15, 2023, from https://www.smartprix.com/bytes/ott-streaming-services-plans-in-india/

As per a study conducted by Bango (a mobile payment company), almost 85% of Indians subscribe to OTTs via mobile network service providers (Mint, 2023). OTT services are actively attempting to reduce the expenses of content procurement. Many OTTs offer bundling services by integrating with other OTT apps. Amazon Prime has added over 13 networks to its service, while Tata Play Binge, OTT Play, and other market participants also provide many apps as part of their integrated offerings. It creates a mutually beneficial scenario for both large and small participants.

The smaller OTT with limited content may find it difficult to maintain an SVOD model, whereas the larger OTT expands into new markets by leaning on the smaller player. The integration of various streaming services within one unified entity has strongly appealed to the cost-conscious Indian market. According to the Eros Now-KPMG study, the typical Indian viewer of OTT content spends approximately 70 minutes daily on OTT platforms, with an average rate of 12.5 times per week (KPMG, 2019). During the height of the COVID pandemic, platforms experienced a surge of over 100% in subscriber counts (Mint, 2023).

According to the FICCI-EY report of 2022, the amount of connected TV (CTV) users in India has risen to 10 million and is projected to reach 40 million by 2025 (Ernst & Young, 2023). CTV can be regarded as a portable communication device featuring an enlarged display, akin to a mobile phone, situated within the confines of a residential space. These devices are capable of connecting to the internet and streaming video online. This allows marketers to reach not only the viewers who are engaged during prime time but also a larger screen space for advertising.

Niche focus

As per the report by Ernst & Young and FICCI, regional content is expected to account for 54% of total titles in 2024, up from 27% in 2020 (EY-FICCI, 2022). Malayala Manorama group's Manorama Max has Malayalam language content. Hoichoi had over 15 million subscribers in 2021, the most of any regional OTT firm in India. Hoichoi is getting 40% of its revenue from international markets outside India.

The company has focused on outside markets such as the Middle East, Bangladesh, the US, and the UK (afaqs, 2023). Niche OTTs either focus on a regional language or a particular genre. Planet Marathi offers content only in the Marathi language. Nine Rasa focuses on content from theatre and performing arts. OHO Gujarati offers content in the Gujarati language. Neestream offers

content in Malayalam. Aha Video offers content in the Telugu language. SUN NXT predominantly focuses on regional languages. Discovery+ focuses on content from its primary channel and provides factual content and documentaries.

1.5 Key Challenges to the OTT Sector

Piracy

The growth of electronic media has increased the difficulties caused by piracy, even while firms have implemented measures such as encryption and watermarks to safeguard the content. Many contents are promptly available on pirate websites, illegitimate sites mimicking OTT services, and Telegram soon after their release (Mint, 2023). Although all content of MX Player is freely available on its platform, its web series called Ashram has been pirated online.

Despite the implementation of improved windows for distributing content, piracy on the internet and content stealing continued to be an important issue in India. A report conducted by Ampere, (a data analytics firm), revealed that television and film piracy in the country contributed to a lost income of USD 2.3 billion. Piracy has prompted platforms to review their pricing strategies, offering different plans to enhance affordability and deter consumers from engaging in infringement. Global piracy rates have been on the rise. In 2022, content piracy websites were visited over 215 billion times worldwide, showing an 18% increase from 2021, as reported by Muso, a data analysis company focusing on global piracy (Forbes, 2023).

Sustenance

Though providing content for free aids OTTs attracts more viewers, it creates difficulties for the SVOD business (Financial Express, 2023). The presence of readily available free content lowers the need for users to pay for SVOD services. Consequently, the increase in revenue rates for SVOD offerings is anticipated to decrease because of increasing rivalry from free streaming services. The practice of offering premium content at no charge has the possibility of jeopardizing the operational dynamics of the burgeoning OTT sector. It hinders the potential of SVOD formats in a cost-conscious marketplace like India.

The disruption may lead to consolidation, making it challenging for smaller businesses to survive due to decreased average income per consumer and higher expenses for creating new content compared to bigger firms. Providing free stuff to audiences may help OTT services in gaining a broader audience. Firms should have multiple revenue streams such as subscriptions, advertising, partnerships, and copyright in future. Additionally, the accessibility of readily available unpaid stuff presents a barrier for OTTs, especially when it comes to the acquisition of paid subscribers.

1.6 Motivations for the study

According to a study called "Streaming's Next Act" by Accenture, the explosion of streaming services has resulted in an enormous rise in user options but has also introduced a substantial level of intricacy (Accenture, 2022). Users are required to engage in the manual process of navigating through multiple platforms, pages, and options to locate the desired services as they increasingly embrace a wider range of these offerings. The process of going through OTT services can be related to traversing several interconnected routes, akin to entering distinct rabbit holes, each having its distinct point of entry and exit. This intricate web of pathways may deter users from

engaging with these services. A large percentage of Indian subscribers to several streaming services, over 70%, have conveyed their dismay with their streaming experiences. Furthermore, results from the same study reveal that 46% of the participants reported spending more than six minutes finding content to watch. Furthermore, due to the arduous task of choosing suitable viewing options, Indian consumers express dissatisfaction with almost 60% of the content they financially invest in, perceiving it as irrelevant to their interests. Moreover, a substantial proportion of 81% of the respondents in India expressed their desire for seamless sharing of their profiles across different services. This desire stems from their aspiration to access superior and more tailored content.

According to another study undertaken by Accenture named "Reinvent for Growth," over 77% of users in India are inundated by the plethora of streaming alternatives available (Accenture, 2023). Further, one-third of these users indicate that it takes them longer than 10 minutes to decide on which option to use. In the past twelve months, 41% of Indian customers discontinued their subscriptions to at least one of the five most popular video-on-demand streaming services, and 42% indicate they consider doing the same in the year ahead.

In this case, the risk can be minimized by referring to EWOM and deciding which content to watch. It is imperative to create increased awareness among the viewers about the content available on the OTTs. Content awareness happens in two ways, by the company and the consumers. OTT platforms create awareness about their content through advertisements. Viewers who have already watched the content create awareness through EWOM. Consumers refer to EWOM for making themselves aware of the content and selecting which content to watch. EWOM in OTT will help viewers not only be aware of the various content but also help them decide which content to watch. Firms pay financial incentives to buyers for the favoring companies for spreading EWOM (Chae

et al., 2017). Firms in several industries have executed EWOM as an active approach to incentivize their businesses (Stanton et al., 2019). As the OTT segment grows, viewers perceive their experience as intricate, costly, and challenging to navigate. Several streaming platforms in India have initiated offering unique content and putting heavy money into making prominent titles. Given the evolving patterns of viewership, it is crucial to adapt and consider various circumstances, such as shared viewing experiences. It is crucial for these platforms to focus on the improvement of viewer experience and product attributes to reach further progress (The Week, 2022). This study may strive to augment the existing understanding by filling up the gaps in the literature on EWOM in the realm of video streaming. This may entail investigating certain facets that have not been thoroughly examined, such as the motivations and behavior of people who share their viewpoints regarding video content. The influence of spreading EWOM on the sender is significant as it may encourage/discourage more EWOM sharing.

1.7 Relevance of the study

In recent years, OTT platforms have supplanted conventional television viewing modes (Puthiyakath & Goswami, 2021). There are many elements which contribute to it. The convenience of viewing desired content at any time and from anywhere motivates users to get involved with OTT platforms (Mulla, 2022). While traditional television channels have limited viewer engagement, the OTT medium offers viewers a dynamic and engaging experience. As per PricewaterhouseCoopers, India is anticipated to be the sixth-largest OTT market worldwide by 2024 (PWC, 2020).

The market has grown very competitive due to the presence of global OTT operators and the steady rise of several local firms. A large amount of content in this scenario causes viewers to be obscured. Viewers count on other viewers' opinions to inform themselves about various content alternatives

and decide what to watch. Several studies indicate that EWOM significantly impacts users' buying choices for different products and services. It is imperative to understand EWOM in the OTT context. Viewers who have watched specific content share their opinions on social media, subsequently influencing others who seek out more about the content. This provides an intriguing background to comprehend what drives behind the sender's propensity to share their views on SNSs about OTTs.

Understanding the consequences of sharing opinions concerning the sender in the context of OTT platforms is also necessary. While research has been done on the factors that lead to EWOM in various contexts, including diverse products and services, the specific context of OTT platforms has not been studied yet. Research primarily focuses on assessing the impact of EWOM from the receiver's perspective. Research on the consequences of EWOM from the sender standpoint is minimal. This raises the vital question of comprehending the viewpoints of the sender in the OTT context, including the events that precede and follow. The study offers fresh perspectives from theoretical frameworks and throws light on the primary elements that precede and result from EWOM from the sender's standpoint. The findings are applicable to practitioners in the business sphere.

It is crucial to comprehend the underlying motivations that drive people to share their views, recommendations, and personal experiences on online platforms within the OTT context. Exploring the antecedents of EWOM provides essential perspectives into the determinants that influence the behavior of individuals who give their opinions on OTT on SNSs. It helps elucidate the cognitive and behavioral attributes influencing individuals to share their views online. This study helps to understand the motivations behind people sharing their experiences and thoughts regarding OTT platforms. It provides valuable insights into customer behavior within the digital

media space. Also, this study throws insights into the consequences of EWOM from senders' perspectives in the OTT setting.

It will provide businesses insights about EWOM and formulate marketing strategies, influencer engagement, and promotional techniques, allowing businesses to harness positive EWOM to accomplish their goals efficiently. This will help streaming platforms enhance their features, design elements, and engagement capabilities by understanding the elements influencing EWOM behavior, thus promoting favorable EWOM.

1.8 Scope of the study

It is crucial to comprehend the factors that prompt people to spread EWOM on SNSs about OTTs. It is also essential to figure out the consequences of EWOM from the sender's perspective. The consumption of entertainment content has undergone a sea change due to the proliferation of online video streaming platforms. Alongside this trend, EWOM has emerged as a major force in changing the opinions and behavior of consumers. Opinion givers are vital in OTTs because of their roles as content reviewers and opinion leaders. Platform businesses need to comprehend the aspects influencing EWOM and its effects on user engagement, content quality, and viewer fulfillment to maximize its impact.

This study examines the factors leading to and resulting from EWOM, with a specific focus on the sender's influence in the realm of OTT services. The target participants are OTT viewers who share their opinions on SNSs. The current study is limited to the OTT context only. Thus, information is collected through social media by sharing the online questionnaire, sending the online link, and encouraging them to share their views. People active on SNSs and watching OTTs provide the necessary information through the questionnaire. This scope is limited to understanding the spread of EWOM on SNSs only. It does not talk about sharing platforms other than SNSs. Also, the

sharing of EWOM and its effect are studied from the sender's perspectives. The information collected does not mention any geographic location. It is information collected from Indian nationals only. The study's findings present prospects for further exploration. They are mentioned in the last chapter.

1.9 Thesis outline

The thesis is structured into five primary sections. The bibliography, which includes all the studies that are referred to throughout the thesis, is mentioned after the fifth chapter. The appendix includes a copy of the questionnaire, publications, and conference presentations. The details of the five chapters are mentioned below.

Chapter one gives an overview of the basic concepts of EWOM and its importance in business. The relevance of EWOM in the diffusion of information and shaping buyer attitudes are also discussed. The relevance of EWOM in various business contexts is also discussed. This chapter also discusses the emergence of the OTT video industry in India, leading players, competitive forces, opportunities, and challenges. It also delineates the motivations, relevance, and scope of the study.

The second chapter covers an in-depth assessment of prior research on the topic. It details the studies done on the EWOM and social media platform context. It lists the studies on the EWOM antecedents from the communicator's perspective. It also discusses the consequences of EWOM from the sender's perspective. It includes OTT studies in detail. The gap is found based on the literature. It also gives a conceptual framework based on the gaps.

The third chapter delineates the methodologies used. The research questions, objectives, and data collection techniques are mentioned. This chapter also mentions the pilot study results and final

sample size calculations. This chapter explores the scales utilized in the questionnaire. Ten scales are used, seven of which are established scales created by different researchers. Two scales have been developed in this study. Both inductive and deductive strategies are employed in creating these scales. The process of developing, testing, and validating the scale is discussed. This section discusses the qualitative and quantitative methodologies used to validate the new scales. A pilot investigation is conducted using around 60 samples. The pilot research outcomes are also addressed. The chapter also discusses sample size determination.

Chapter four includes the data analysis utilizing the appropriate statistical techniques. It also explains the testing of the hypothesis. It describes the final data collection from 500 samples and their results after analysis. PLS-SEM is utilized for model analysis (Wold, 1980). Multicollinearity is assessed by examining Variance inflation factor values. Model fit is tested using SRMR value (Bentler & Bonett, 1980). The hypotheses are being tested.

Chapter five gives the details of the results and an elucidation of those results. The critical driving factors for senders to share EWOM on SNSs are discussed. The consequences of the EWOM from the sender's perspective are also discussed. The relevance of this study in other contexts is also discussed. The results provide fresh perspectives on a backdrop of OTT services. It also offers various suggestions to the practitioners. It mentions the limitations and further scope of research areas, along with the conclusion.

1.10 Summary of the Chapter

This chapter explored WOM, including its theoretical underpinnings and its importance in the context of business activities. It further discussed how users spread their personal experiences via EWOM across various pathways, such as internet platforms, social media platforms, product websites, rating websites, and other such avenues. It highlighted the relevance of SNS's increasing role as a major platform for spreading EWOM. This chapter highlighted the emergence of the video streaming industry, also referred to as the OTT video industry, in India. It contained a summary of the key market participants, competitive landscape, and potential opportunities and obstacles in the OTT industry. It presented an outline of the motivation and scope of doing this research.

CHAPTER II
REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction

This section examines preceding research pertaining to the research topic. It offers details on the research undertaken on EWOM within the context of SNSs. It explores research on the factors that lead to EWOM from the point of view of the sender. It also incorporates prior studies on the impacts of EWOM on the individuals who send it. It gives an overview of the research conducted on OTTs. The literature review outcomes are used as a basis to compile a list of gaps. It provides a conceptual framework based on impediments found in prior literature.

2.2 Literature review

The consumption of entertainment content has significantly transformed due to the widespread availability of online video streaming platforms or OTT services. Meanwhile, EWOM has arisen as a significant influence in altering consumer perceptions and behavior. This literature review aims to consolidate prior research on the antecedents that lead to EWOM and its consequences, focusing on the senders who initiate communication on SNSs about OTT services. Past literature and studies are referred to from research papers, books, journal articles, conference papers, and various reports.

2.3 EWOM and social media

EWOM refers to disseminating favorable or unfavorable opinions about an entity or goods by potential, current, or former buyers via online, reaching many people and entities (Hennig-Thurau et al., 2004). Messages disseminated online tend to spread rapidly due to their virtual presence (Mohr, 2001). These statements are somewhat persistent in nature (Gelb & Sundaram, 2002). They have a lasting impact and may be easily accessed by recipients without incurring significant search efforts (Bakos, 1997).

EWOM constitutes an instance of viral marketing. EWOM occurs in internet-based communication as a crucial means of interaction between individuals. One of the benefits of EWOM is that it provides more opportunities for openness than traditional WOM (Sun et al., 2006). This is because the internet provides a greater degree of anonymity. The medium used for EWOM communication can be categorized based on the engagement level and the communication scope (Litvin et al., 2008).

The broad availability of internet resources has improved EWOM communication and sharing effectiveness during decision-making (Cheung & Thadani, 2012). EWOM communication affects consumers' behavioral intentions (Chevalier & Mayzlin, 2006). EWOM is widely considered a powerful marketing tool (Bickart & Schindler, 2001). EWOM communication has been found to be more successful than other sources, such as editorial opinions or promotion (Smith et al., 2005). Consumers actively contribute to generating marketing information by developing and sharing EWOM (Berthon et al., 2008).

The wide use of online platforms has permitted businesses to capitalize on what is known as the "platform economy," a collection of economic and social activities made possible by these sites to boost their sales (Farrell & Greig, 2016). Platforms provide communication avenues that facilitate firms in reaching consumers. Typically, these platforms provide a digital structure that permits providers to share details regarding their offerings while letting customers share feedback based on their experiences with the items or services (Wan et al., 2020).

The internet provides the option to engage with various platforms, like blogs, discussion forums, online marketplaces, SNSs, and post-purchase review sites (Cheung & Thadani, 2012). Of all these venues, SNSs are particularly effective in demonstrating the influence of EWOM and influencing the result. Web 2.0 technology is the bedrock of SNSs. It is a new web-based interaction platform that changes people's perspectives on communicating in the digital age (Schivinski & Dabrowski, 2016).

The unique interacting nature of online space has provided users of the internet with unparalleled means of finding out about goods and services, the ability to engage in conversation with other customers and acquaintances, as well as corporations, and the ability to evaluate both price and

quality through a variety of different ways. These exchanges occur online (Goldsmith & Horowitz, 2006). Through an accumulation of communications, social media users communicate with one another and share information through various avenues defined explicitly as social media. These channels include blogs, microblogging, social media networks, and video-sharing platforms. Buyers exchanging information about goods online with other shoppers is a regular occurrence. Internet users are inclined to incorporate information into their decision-making by communicating personal experiences and feelings regarding goods and services.

EWOM offers potential customers crucial insights into whether to purchase goods or services. Therefore, EWOM has emerged as a prominent and valuable information source. Customer-generated content and consumer feedback are commonly disseminated through SNSs. The growing population of online users, coupled with their inclination to express opinions and ideas online, has increased the significance of EWOM communication. Consequently, people's decision-making processes have become influenced by this phenomenon (Albayrak & Ceylan, 2021).

Social media has revolutionized communication by giving buyers the chance to interact in a multi-directional and multi-participant exchange of information, allowing them to connect, generate, produce, and distribute media content in unprecedented ways. The utilization of social media is experiencing a swift surge as people are highly interested in obtaining information effortlessly. Social media possesses distinct characteristics that differentiate it from conventional media. There has been a growth in the popularity of new SNSs, which have been built with new applications among various communities that share shared interests (Winer, 2009).

Research has shown that users avoid engaging with traditional media platforms like TV, radio, and periodicals (Mangold & Faulds, 2009). Many customers commonly utilize SNSs to obtain the needed goods and company details (Christodoulides et al., 2013).

Consequently, the brand may be promoted solely through customer happiness, without difficulty, by leveraging the consumer as an advertising medium. Indeed, the behavior of interacting, sharing, and commenting on SNSs have an effect on the inclination to make a purchase (Wang et al., 2012). Customers express their encounters with other people via social media by posting remarks in visual or textual form, either to endorse things they appreciate or to avail themselves of services without making a purchase. Firms disseminate desired content through official social media profiles (Alboqami et al., 2015).

SNSs provide brands the opportunity to disseminate favorable EWOM to raise awareness and attract prospective buyers. SNSs are essential in everyday activities and have become the primary venue for computer-mediated communication (Wahab et al., 2022). It has emerged as the dominant form of media worldwide and significantly impacts consumer behavior. It lets users compare products and services, communicate with one another, and access real-time worldwide news and information (effective two-way communication).

Consumers use their laptops, mobile phones, and other electronic devices to visit grocery stores and restrooms regardless of location or the time of day (Bernhardt et al., 2012). The primary benefit of digital platforms is that they can cover many consumer markets and make it simple to communicate with customers (Gong et al., 2020). Therefore, leveraging the effect of the platform economy by utilizing favorable EWOM can enhance the overall image of enterprises, leading to a significant surge in customer demand.

Nevertheless, the initial stage in utilizing the platform economy via EWOM involves comprehending the platform's characteristics. SNSs are widely regarded as suitable platforms for EWOM. The development of SNS has made it feasible for individuals to communicate with others

who are friends or acquaintances about their ideas and experiences regarding a variety of products and services (Chu & Kim, 2011). SNSs are considered suitable EWOM venues (Kim et al., 2014). They have generated enormous possibilities for EWOM discussions (Erkan & Evans, 2016). Consumer reviews on SNSs exhibit higher levels of subjectivity and length (Xu & Lee, 2020). SNS serves as a means of obtaining information, sharing experiences, and facilitating EWOM communication (Tsiotsou, 2021). Technological advancements have made social media the predominant venue for showcasing tourism locations (Xiang & Gretzel, 2010). Travel firms utilize campaigns on SNSs to increase visitor contact, encourage destination visits, and build associations (Haobin Ye et al., 2021).

SNSs have gained widespread popularity as a forum for users to share their encounters and exchange product details (Chen et al., 2013). Consumers with a great deal of product involvement or a strong desire for social engagement are more likely to participate in EWOM related to fashion brands on SNS compared to those who do not have these motivations (Wolny & Mueller, 2013).

Buyers progressively utilize the web to seek and exchange product information, leading to the availability of substantial quantities of opinions from customers online (Reichelt et al., 2016). Digital technologies have transformed how consumers engage in product and service exploration, solicit feedback from present and former consumers, and ultimately determine their purchasing decisions. Thus, EWOM is vital to customer decision-making (Moran et al., 2017).

Businesses have recognized the necessity of prioritizing bilateral interaction among their consumers and the organization. SNSs have created opportunities for companies and individuals to interact, exchange information, and communicate about products or brands. This implies that the information shared online by companies or consumers impacts what consumers say or convey about the brand or product. Recently, user-generated content has evolved beyond mere

communication or marketing platforms and amplifies EWOM (Miller & Lammas, 2010). Additionally, online trust is crucial in moderating this relationship (Prasad et al., 2017).

Attitudes toward EWOM communication vary significantly among different digital platforms. Platforms like SMS, online discussion forums, and direct e-mail experience poor customer attitudes, while SNS and blogs enjoy favorable overall attitudes (Gvili & Levy, 2016). SNSs often enable users to share several forms of information, including text, photos, and videos. This increases media richness, resulting in a surge in the customers' view of SNSs as enjoyable (Kaplan & Haenlein, 2010).

Both the great information density and the reliable relationships that are created on SNSs contribute to a rise in the veracity of the message (Levy & Gvili, 2015). Customers and businesses engage with each other via brand communities on SNSs (Zaglia, 2013). The spread of EWOM marketing on SNSs has wholly altered how vacationers use the internet for research, planning, and socializing. Challenges to a customer's EWOM from other customers substantially impact their propensity to repurchase and participate in customer-to-consumer interactions on SNSs. The effect of EWOM on buyer-to-buyer interactions, participation in SNSs, and repurchase intention differs across individualistic and collectivistic cultures (Izogo et al., 2022). SNS offers brands the opportunity to disseminate favorable EWOM to build awareness and acquire new customers.

Brands aim to achieve buyer engagement on SNSs to utilize the social ties of their followers. Businesses administer EWOM initiatives to provide their brands the chance to disseminate favorable messages to build awareness and acquire new customers (Moran & Muzellec, 2017).

Corporate communication experts must recognize that strong social interactions are crucial for organizations to effectively disseminate EWOM on SNSs (Gvili & Levy, 2018). SNSs enhance

buyers' opinions, potentially influencing customer attitudes (Luís et al., 2013). This can influence the buyer's purchasing decision. Either marketers or consumers can create content on SNSs, and it has the potential to circulate among users quickly (Wolny & Mueller, 2013).

The effect of EWOM is observed across several industries. EWOM serves as the intermediary in the interaction between the communication that occurs on SNSs and the brand equity of academic institutions. For universities to be able to capture the virtual and actual social space of their pupils more effectively, who are, consequently, spokespersons of the organizations, they might forego conventional methods of communication and follow the trending communication forms that are associated with SNSs in an aggressive marketplace (Sagynbekova et al., 2021).

Tourists post EWOM on SNSs to share their experiences, enhance their self-image, participate in social interactions, document their lives, express their feelings, and seek assistance (Zhou et al., 2020). Fashion clients often participate in EWOM activities with fashion firms on SNSs associated with brands, mostly by promoting behavior (Ananda et al., 2019). SNSs allow brands to disseminate good EWOM to increase awareness and attract new customers.

Shoppers on SNSs encounter an abundance of information, including different marketing messages and content uploaded by other community members. This kind of content is frequently shared with other users to benefit them (Poyry et al., 2013). In the movie business, research has shown a favorable relationship between the amount of EWOM on Twitter and the profitability of a film in terms of box office revenue or home video sales (Kim, 2014). Favorable EWOM on Twitter boosts film revenues, while adverse EWOM is linked to decrease movie sales (Rui et al., 2013).

Companies largely utilize their fan pages as marketing channels, and it has been discovered that these pages significantly contribute to achieving sales goals (Poyry et al., 2013). Engaging with brands on Facebook boosts client fulfillment and increases the likelihood of engaging in EWOM behavior influenced by emotions (Royo-Vela & Casamassima, 2011). Effectively managing these SNSs gives marketers a valuable opportunity to transform a bad comment into an engagement opportunity. User-generated favorable EWOM on SNS such as Facebook substantially impacts customer attitudes toward brands and their propensity to acquire consumer goods (Kudeshia & Kumar, 2017).

2.3.1 Antecedents of EWOM

EWOM is a recently developed method of social interaction that encompasses both the search for and dissemination of information among customers. There are three primary communication components. A message refers to the transmission of communication, which can be favorable, unfavorable, or neutral, from the sender to the receiver. The individual responsible for sending communication is called the sender, and the individual responsible for receiving it is called the receiver (Akdim, 2021). Writers engage in EWOM with the primary intention of disseminating their viewpoints and personal encounters. Readers actively seek EWOM as they require knowledge to address purchasing uncertainties, including costs and associated risks (Chan & Ngai, 2011).

Concern for others

Customers participate in EWOM spreading behavior for several reasons, such as concern towards other consumers and a desire to assist other users and the business. Concern for others is intricately linked to altruism (Hennig-Thurau et al., 2004). Saving others from buying an inferior good or service could be considered altruistic. Altruism is the act of being determined to improve the well-being of others rather than self (Batson, 1994). Altruism refers to behavior that arises from the intention to enhance the well-being of other people without seeking any kind of advantage from them (Dholakia, 2004).

Altruism is a fundamental concept that explains the reason individuals are ready to share knowledge and information on SNSs (Dellarocas et al., 2007). People driven by altruistic motives are eager to offer their services as volunteers and provide their experience to online customer reviews without anticipating immediate compensation. Buyers may share their shopping experience simply because someone needs it (Kollock, 1998).

Buyers who want to assist others in making informed purchases or supporting individuals with similar interests by sharing their insights to improve decision-making (Yang et al., 2013). People may have empathy toward others in need, increasing their tendency to help those individuals (Batson, 1994). The act of gaining happiness from helping others has been recognized as an altruistic determinant that elucidates individuals' inclination to disseminate information via online social networks (Kankanhalli et al., 2005). Despite the absence of apparent rewards, individuals on an online network derive intrinsic pleasure and fulfillment from assisting others by offering their knowledge (Arakji, 2009; Wasko & Faraj, 2000).

The urge to exert effort out of concern for the well-being of other people is an instance of behavior that reflects altruistic motivation (Batson, 1987). This motive is characterized by a propensity for kindness and compassion to safeguard the overall well-being of others (De Dreu, 2006). This care for other users is like a dedication to those who reap the advantages of an individual's acts of kindness (Grant, 2008). Altruism positively impacts the dissemination of knowledge online, including spreading EWOM (Ho & Dempsey, 2010).

Unlike economic incentives, altruistic incentives are explicitly designed to help and benefit others rather than self. They are commonly used in cause-related marketing, amplifying customer involvement, and stimulating WOM behavior (Chang & Chu, 2020). This marketing approach is associated with altruistic motivations (Christofi et al., 2020). Furthermore, employing altruistic incentives to encourage EWOM aligns with consumers' altruistic motivations and fulfills someone's social requirements by participating in EWOM behavior to assist others (Alexandrov et al., 2013).

Altruistic senders wanted to notify people about inappropriate content to prevent them from having a negative experience. Similarly, they wanted others to view the appropriate content by recommending good content (Georgi & Mink, 2013; Previte et al., 2019). Helping others motivated customers to share good and bad experiences to help friends and acquaintances maximize their benefits (Maceli et al., 2015).

Within EWOM communication, altruistic motivation arises when customers seek to assist other consumers in purchasing decisions. This motive is evident in instances of good WOM, where individuals aim to facilitate the replication of great experiences, and in cases of negative WOM, where the goal is to prevent others from making regrettable purchases (Engel et al., 1993).

The selfless motivation to assist fellow consumers and the company provides an affordable EWOM marketing program, likely favoring long-term EWOM behavior (Reimer & Benkenstein, 2016). The prioritization of assisting other customers over external factors is crucial in driving EWOM engagement (Yoo et al., 2013).

Positive dining experiences prompt consumers to share favorable EWOM to support the restaurant since high-quality cuisine encourages customers' altruistic behavior towards the restaurant company (Jeong & Jang, 2011). Altruistic incentives align better with intrinsic motivations, including the desire to benefit and assist others through EWOM (Chen et al., 2023).

The perspectives expressed in these online reviews assist other patrons in assessing the merit of the eateries before deciding to visit. The pleasure derived from assisting others is critical in influencing customers' inclination to engage in EWOM (Cheung & Lee, 2012).

Tie strength

Tie strength measures the intensity of the connection among individuals in an ensemble of people (Mittal et al., 2008). Strong ties, such as those with family and close friends, form more potent and intimate interactions within someone's network and can offer substantial psychological support (Pigg & Crank, 2004).

Conversely, weak ties typically refer to less intimate and less personal social connections comprising a broad range of friends and coworkers. These connections help gather information on many subjects (Pigg & Crank, 2004). On a larger scale, such as communication between different groups, weak ties perform essential part in connecting and spread information between separate groups (Brown & Reingen, 1987). Solid connections were more likely to be utilized to exchange referral activity at lower levels, such as interactions between individuals or small groups. Individuals utilize social networks to satisfy diverse social requirements, including the desire for

self-expression and self-presentation (Back et al., 2010). Engaging with a social network can bolster one's self-esteem and benefit general wellness (Gonzales & Hancock, 2011).

Individuals can develop deep connections with a website by often viewing it and considering it essential to them. People who have deep ties, including family and close friends, are prone to forging close relationships inside their social circle. Individuals with robust interpersonal connections share similar interests and histories and are willing to offer tangible and emotional assistance to each other (Chu & Kim, 2011).

Buyers' eagerness to participate in EWOM communication was influenced by the intensity of their relationships with other interested participants (Brown & Reingen, 1987). Tie strength was a crucial variable influencing EWOM exchange among people (Zhang et al., 2014; Choi et al., 2017).

Conversely, weak linkages are typically defined by sporadic and remote connections. Weak ties frequently form between individuals with little or no close connection, consisting of a diverse group of acquaintances with varying cultural and social backgrounds (Goldenberg et al., 2001). The level of connection between individuals, known as tie strength, determines their participation in EWOM behavior (Chu & Kim, 2011; Steffes & Burgee, 2009).

Tie strength influences favorably correlates with users' overall EWOM behavior (Chu & Kim, 2011). Tie strength has an immediate effect on EWOM within virtual social networks (Wang et al., 2016). Virtual SNSs provide users a platform to search, share, and publish content, information, and activities related to specific themes. Individuals inside a pre-existing network frequently utilize specialized terminology, facilitating comprehension of shared concepts and enhancing their ability to engage with fellow members (Reysen et al., 2010).

Clients' product selections can be impacted by enduring and intimate relationships, referred to as 'strong ties,' as well as distant and casual connections, known as 'weak ties' (such as mere acquaintances), which are easily accessible through SNSs (Chu & Kim, 2011). SNSs allow weak relationships to enhance their possible effect by connecting customers to different communities or organizations, even when significant ties have a greater influence on individuals and small groups. This facilitates EWOM discussions across a vast network. The perceived strength of connections, whether strong or weak, formed through SNSs motivates consumers to interact and share product information, thus promoting EWOM behavior.

Opinion Leadership

Opinion leadership occurs when certain people, known as opinion leaders, may impact the views or actions of others, who are called opinion seekers. Opinion leaders and seekers are essential to WOM (Flynn et al., 1996). Opinion leaders demonstrate greater innovation and a higher propensity to embrace new ideas or goods opposed to their followers (Baumgarten, 1975). Opinion leadership is the tendency of individuals to offer information or advice to others while they are making judgments about buying goods or services (Reynolds & Darden 1971). Opinion leaders consistently maintain a strong interest in the specific product sector they influence (Gilly et al., 1998).

The internet enables them to distribute information efficiently and considerably simplifies information retrieval for those seeking opinions. Opinion leaders disseminate information about a specific topic to others based on the level of interest shown by those individuals seeking information (King & Summer, 1970). They frequently disseminate this knowledge through WOM contact. They hold significant influence within their social network and are crucial in spreading information to inexperienced people (Chaney, 2001).

Opinion leaders spread information online through forwarding and chatting (Phelps et al., 2004). Opinion leaders and seekers contribute to disseminating music-related information throughout the online community (Sun et al., 2006). Enhanced opinion leadership leads to increased social motivation to participate in EWOM (Okazaki, 2009).

Individuals with opinion leadership skills tend to engage in higher levels of EWOM, which involves exchanging information about products and entertainment using mobile phones, e-mail, and social media (Sun et al., 2006). Opinion leaders influence the practice of participatory journalism in modern times (Bobkowski, 2015). Opinion leadership positively affected engaging in EWOM activity (Kucukemiroglu & Kara, 2015). This was true about the food products. Opinion leaders disproportionately impacted others' food choices (Kim et al., 2015).

Opinion leaders are essential in online digital forums, providing useful advice to other consumers on adopting and spreading awareness about new products (Wang et al., 2023). Opinion leaders mostly emerge in this environment and exert a substantial impact on the decisions of others (Sahelices-Pinto et al., 2018). Opinion leadership influences people's purchasing intentions, purchasing behavior, and loyalty (Fakhreddin & Foroudi, 2022). It positively influences the propensity of SNS users to participate in EWOM (Chai et al., 2023).

Narcissism

Narcissism is defined as possessing an exaggerated self-image and behaving in ways that maintain this self-image regardless of the real circumstances (Emmons, 1984). Narcissism is a widespread and consistent behavior shaped by an exaggerated sense of vanity, a primal desire for admiration, and a tendency to overestimate one's achievements and abilities (Oltmanns et al., 2006).

Narcissists are commonly described as those with an excessively inflated and exaggerated favorable view of themselves. They consistently seek admiration from others and exhibit self-

centered attitudes and behavior (Campbell et al., 2002). Narcissists believe that everyone is intrigued by their lives and derives pleasure from listening to their stories (Raskin & Terry, 1988). Narcissists strongly desire attention (Vazire et al., 2008).

Narcissists believe in their exceptional and distinctive qualities and actively pursue adoration and recognition from people (Vazire et al., 2008). They utilize SNSs to establish and preserve a favorable perception of themselves. These platforms offer an ideal setting for narcissists to enhance their image and get appreciation from a broad audience (Ellison et al., 2007).

The phenomenon of SNS and the concurrent emergence of a self-centered online culture have been extensively recorded in recent years (Ryan & Xenos, 2011). Some activities have shifted their initial objectives to prioritize the act of flaunting. Engaging in capturing self-portraits, subsequently altering these images, and disseminating them on social media platforms has become a habitual social networking endeavor for specific individuals (Fox & Rooney, 2015).

A favorable association exists between the frequency of a person's Facebook posts and level of narcissism (Panek et al., 2013). Those with higher narcissism scores were more prone to displaying self-centered conduct on SNSs (Wang, 2017). A favorable correlation exists between narcissism and social networking behavior (Fox & Rooney, 2015). Digital narcissists utilize SNS as an avenue to showcase their vanity (Park & Kang, 2013).

Narcissism is linked to favorable self-perceptions, such as intelligence or attractiveness, and encompasses a crave for adulation and pretentious notion of self-worth (Mehdizadeh, 2010). Narcissism, excessive self-admiration, the deliberate construction of a favorable public image, and the attainment of goals all contribute to increased user involvement in EWOM behavior on SNSs (Luarn et al., 2016). Individuals with elevated narcissism and reduced self-esteem exhibited higher levels of online activity, such as sharing self-promotional content (Mehdizadeh, 2010).

Individuals displaying narcissistic traits are likely to be utilizing SNSs for self-promotion and their social advantages. Narcissistic individuals often share their dining encounters on SNSs due to their self-presentation goals (Kim & Jang, 2018). Narcissistic people may utilize WOM as an approach to boost their self-esteem. The narcissism of individuals positively influences the diffusion of EWOM in SNSs (Moisescu et al., 2022).

Users engage in impression management on SNSs to satisfy their narcissism, influencing their EWOM behavior regarding social commerce goods (Park & Kang, 2013). Narcissistic persons are apt to divulge their tales on SNSs to fulfill their self-aggrandizement (McCain & Campbell, 2018). The grandiose narcissism of tourists had an indirect mediation impact on EWOM intention through favorable self-presentation (Hasan & Neela, 2022).

Status Motives

Individuals commence their journey at the lowest level of a hierarchical structure and strive to fulfill their basic physiological requirements, such as the desire for sustenance, hydration, and shelter (Maslow et al., 1970). Status is an individual's rank within a social group, based on attributes such as prominence, dignity, or respect (Berger et al., 1972).

Status-seeking can have both outward and inward goals. Individuals may pursue status for both financial and social benefits, in addition to psychological and emotional motivations. The effects of the two motivating elements do not preclude each other. Aiming for greater status is when people strategically allocate and deploy their resources to achieve socioeconomic advancement (Lin, 2002). People seek status to acquire better financial and social resources, that they subsequently utilize to enhance their status even more. If attained, status can develop into a psychological advantage for those who possess it (Manstead, 2018).

Due to its association with the pursuit of prominence and appreciation, status-seeking is intimately linked to the desire for a good reputation (Washington & Zajac, 2005). The association between reputation and status in virtual communities primarily acts in a unidirectional manner, with reputation being an element that contributes to the attainment of elevated online status.

Once individuals have fulfilled their basic physiological needs, they strive to fulfill more advanced demands, such as self-esteem, image, or status. People may be driven to engage in pilgrimage travel because of their quest for prominence or status within their group, driven by a similar perspective (Blackwell, 2007). An individual's behavior is driven by the desire to fulfill their desires for affiliation and influence by adhering to the expectations of their reference group members. Within a virtual setting, a blend of accurate and valuable information, advanced scientific explanations, a proactive attitude toward assisting others, and refined writing skills can collectively enhance an individual's standing and reputation within the community. Status drive and community commitment are linked (Wang & Fesenmaier, 2003).

Internet users create status based on theories of status-seeking behavior, where the desire to achieve status plays a crucial part in creating and maintaining virtual communities (Lampel & Bhalla, 2007). Visitors are mostly motivated to contribute their travel skills on SNSs by reputation and status (Huang et al., 2010). Due to the perceived prestige associated with pilgrimage travel, travelers may feel compelled to enhance their social status and exhibit their experiences on SNSs following their pilgrimage journey (Blackwell, 2007). The presence of status reasons benefits travelers' tendency to express their trip encounters on SNSs (Park et al., 2016).

Status among peers strongly influences motivation (Anderson & Brown, 2010). Persons are highly attentive to their social standing, even if shown by relatively insignificant societal symbols (Anderson et al., 2015). Higher social standing draws increased esteem and respect from one's

peers, thus perpetuating the pursuit of status. Online status-seeking behavior is centered around the desire to attain greater status levels within a community.

Pursuing each status, represented by badge ranks, may serve as goals, and motivate individuals to engage in purposeful online actions (Cheema & Bagchi, 2011). The need for status was crucial for generating EWOM in the premium hospitality services and luxury goods sectors (Yang & Mattila, 2017). With a strong motive for status, Parvenus was more prone to discussing buying luxury goods than patricians, who had a lesser need for status. However, both parvenus and patricians demonstrated similarly solid motives to give positive EWOM on luxury hospitality purchases.

Economic incentives

Monetary incentives, such as gifts, financial benefits, and other awards, might be included as economic incentives. Rewards are incentives that influence buyer choices by offering tangible or intangible recompense, such as discounts or free items (Palka et al., 2009). Rewards can serve as an incentive to motivate individuals to disclose personal information by compensating them for the perceived sacrifice of their privacy (Raacke & Bonds-Raacke, 2008).

When examining open-source communities, researchers have identified several forms of incentives. These include indirectly enhancing marketability and skill sets, generating additional income from associated products and services, establishing a new avenue for self-promotion, receiving recognition from peers, and acquiring human capital (Hars & Qu, 2002).

Monetary incentives are crucial for promoting information exchange and WOM behaviors by raising communicators' expectations of benefiting from the services offered (Deci et al., 1999). Marketers utilize advertising efforts and offers to stimulate check-in activity and accomplish their promotional goals (Yu et al., 2013). At the organizational level, offering diverse incentives such

as pay increments, bonuses, employment stability, or career advancement can effectively enhance information sharing (Ba et al., 2001).

Economic incentives are believed to be the driving force behind or the source of engagement in EWOM (Ahrens et al., 2013; Ryu & Feick, 2007). Customers can be incentivized to engage in EWOM by encouraging external motivations such as mileage rewards, bonus points, or other forms of compensation (Yoo et al., 2013). Trust, rewards, structural capital, and cognitive capital greatly impact viewers' inclination to engage in the virtual community. A fixed remuneration of USD 1 per review enhances the usefulness of the reviews (Stephen et al., 2012).

Rewards are seen as extrinsic motivation designed to enhance engagement in online communities (Cho et al., 2007). Consumers' intention for financial incentives is key to EWOM behavior. A marketer can craft an EWOM message, which the customer has to decide whether or not to share with their network (Hennig-Thurau et al., 2004).

The economic incentives offered on a consumer opinion-sharing website significantly influenced consumers' decisions to participate in EWOM. The external advantage of economic incentives influences the dissemination and provision of opinions (Hansen & Lee, 2013). Economic incentives are directly associated with EWOM giving activity (Ismagilova et al., 2021). Businesses offered incentives to give EWOM by giving people a free product for a review (Chae et al., 2017). People are required to write EWOM for the product to be eligible for a free product. Businesses that offered monetary incentives made customers more likely to suggest their offerings online (Reimer & Benkenstein, 2018).

2.3.2 Consequences of EWOM

Influencing receiver decisions

EWOM is widely acknowledged as among the most influential tools (Godes & Mayzlin, 2004). It has the potential to be effectively deployed as a unique marketing technique (Dellarocas, 2003). EWOM determines product sales (Chen & Xie, 2005). The amount of EWOM enhances film revenues at the box office (Duan et al., 2008). EWOM quality positively influences consumers' propensity to make a purchase, and this inclination is further enhanced as the quantity of EWOM propels (Park et al., 2007). Information created by customers is inherently more reliable than information created by sellers (Dellarocas, 2003). Many e-commerce platforms want to incentivize customers to generate more EWOM, as consumer-generated content instills confidence in prospective customers (Gauri et al., 2008).

Previous exchanges and assessments influence subsequent WOM communication (Bowman & Narayandas, 2001). The presence of persistence and observability indicates that previous EWOM substantially impacts subsequent EWOM (Dellarocas & Narayan, 2007). EWOM has a dual impact on consumer behavior, as it drives purchasing decisions and results from those purchases (Duan et al., 2008). More EWOM volume typically leads to a spike in favorable effect on online sales. Positive EWOM moderated buyers’ trust in online merchants and boosted their confidence in online purchases (Cheung et al., 2009). Even neutral and informative EWOM have a favorable result on the likelihood to make online purchases (Roy et al., 2019).

Most people trust peer reviews than marketing reviews online (Bickart & Schindler, 2001). EWOM significantly impacted changing consumers' attitudes and behavioral intentions (Lim & Ting, 2014; Wen et al., 2011). Individuals readily accepting EWOM messages are inclined to

incorporate the information into their decision-making procedures (Sussman & Siegal, 2003). Social media participants actively share and disseminate information regarding goods through several communication platforms (Teng et al., 2014). Social media users' critiques of content are increasingly widespread and have become a vital information source (Li & Zhan, 2011).

EWOM can influence customers' product and service evaluations, increasing sales (Chevalier & Mayzlin, 2006). Social media users' shopping decisions are greatly impacted by EWOM from other customers (Pitta & Fowler, 2005). Information impact was the inclination to ingest information from those considered proficient and utilize it as a reference in searching for products, brands, and stores (Bearden et al., 1989).

EWOM spreading activity and information influence were positively related (Chu & Kim, 2011). One's EWOM engagement on SNS might be determined by normative and informational influences (Christodoulides et al., 2012; Hansen & Lee, 2013). SNSs are crucial in transmitting EWOM. Interactions between consumers through social media have been proven to significantly impact customer buying intentions (Wang et al., 2012). The credibility of EWOM favors its acceptability, which subsequently influences the buying decision (Erkan & Evans, 2016). Adopting EWOM serves as a vital intermediate by connecting the usefulness and trustworthiness of EWOM with the decision to purchase (Tien et al., 2019). They responded to queries from receivers about OTTs. Engagement was actively participating in EWOM activities, such as starting and spreading product reviews and suggestions (Van Doorn et al., 2010).

EWOM communication allowed buyers to interact socially, participate in exchanging messages, and share brand-related views, thus boosting buyer opinion exchange and interaction (Levy & Gvili, 2015; Steffes & Burgee, 2009). EWOM interaction thrived due to the rising exchange of brand-related views on SNSs (De Vries et al., 2012).

Online chatting/Engagement

SNSs provide a unique platform for customers to communicate, encouraging engagement, collaborative learning, and co-creation (Chiang et al., 2017). Customer engagement in a virtual social platform pertains to the extent whereby a consumer is actively and fully involved, both mentally and emotionally, in an online SNS (Cheung et al., 2011).

Consumer engagement has become a common indicator for evaluating the efficacy of social media outreach, and its presence has grown alongside the growing acceptance of SNS (Chan et al., 2014). Interaction between buyers is a crucial outcome of engagement between them and can be used to broaden the scope of EWOM research (Libai et al., 2010). Consumer involvement and EWOM intention are correlated, although only to a limited degree (Chu et al., 2019). Opinion leaders frequently engage in online forwarding and discussion when sharing information online (Sun et al., 2006). Online forwarding and interaction would effectively foster the transfer of information (Godes & Mayzlin, 2004).

Buyers are driven to buy fashion products due to EWOM activity on SNSs (Kim & Ko, 2012). Certain brands employ micro-influencers to create microblogs to engage with their customers. The impact and substance of influencers have a favorable effect on customer behavior in interactive marketing. Research confirms that these factors enhance consumer involvement in the social network (Djafarova & Rushworth, 2017).

Due to influencers' substantial followers, brand firms often exploit them to engage in marketing activities with customers (Barker et al., 2013). Micro-influencers event-related microblogs increase consumer engagement on social media, but brand-related microblogs decrease it (Shen, 2021).

Social Capital and Reputation

Social capital influences the extent wherein individuals share knowledge with each other (Chiu et al., 2006). The extent of trust in the sender significantly influences the likelihood of opening EWOM communications. Innovation, access to the web, and virtual social connections are crucial in driving EWOM behavior in music-related communication (Sun et al., 2006).

EWOM dissemination is driven by the desire to obtain social benefits (Henning-Thurau et al., 2004). Both social capital and trustworthiness greatly impact how people perceive and respond to EWOM on SNSs (Gvili & Levy, 2018).

The significance of reputation is frequently mentioned as a crucial factor in influencing one's information-sharing behavior (Constant et al., 1996). As rational individuals, humans seek to maximize their gains and minimize their expenses when exchanging information with other individuals to obtain rewards such as payment, prizes, reputation, and recognition (Lakhani & Von Hippel, 2004).

Studies on reputation (Melnik & Alm, 2005) and source effects (Petty et al., 1981) in persuasion indicate that individuals may rely on information providers' current and past behavior to assess the value of information. The behavior of information providers should be regarded as a crucial element of an interactive communication strategy, encompassing decisions regarding information content and media and how to address specific clients (Weiss et al., 2008).

The information seeker evaluates the current and past actions of the information provider in comparison to other providers to determine the value of the information. The primary objectives for EWOM communicators are to augment their social capital and improve their reputation (King et al., 2014). Individuals share knowledge and contribute to attaining informal acknowledgment

and establishing their expertise (Wasko & Faraj, 2005). One's motivation to indulge in EWOM is closely linked to the opportunity to enhance their reputation (Cheung & Lee, 2012).

Social enhancement is the value someone obtains from being accepted and approved by other community members and improving their social status through their efforts (Baumeister, 1998). People engage in EWOM activities in online communities to respond to inquiries from others and provide knowledge to gain acclaim from their peers (Hars & Ou, 2002).

The safeguarding of personal connections and societal enrichment emphasize the broader benefits of engaging with others and are focused on the collective, showing that both values center around an individual's relations with fellow community members (Dholakia et al., 2004).

Members with access to other members' contribution statistics experience a significant surge in monthly review submissions. Reviewers with higher reputations, as indicated by the number of friends and helpful votes they receive, typically write more extensive and impartial reviews to benefit consumers (Racherla & Friske, 2012).

An individual's reputation is vital in building trust, establishing prestige, and promoting social interactions (Resnick et al., 2000). The key motivators for individuals to participate in EWOM are their reputation, the feeling of belonging, and the satisfaction derived from assisting other consumers (Cheung & Lee, 2012).

2.4 Literature review on OTT Context

Streaming video has overtaken its predecessor models, including video stores, DVD over mail, and traditional television, due to a multitude of factors (Collis, 2021). The current offering has a much more impressive value proposition than its predecessors, and the price is considerably lower. Viewers have the flexibility to watch it at any location and at any time that's convenient for them.

There is a wide array of titles available on the OTT platform. Viewers can immediately access the programs over the internet. There is an extensive array of bestsellers available on the OTT platform. The OTT platform can be accessible via various platforms, including laptops, desktops, mobile devices, and internet-enabled televisions. It has been designed to integrate with other applications and platforms. OTT platforms offer a broad spectrum of programs, including films, web series, and other content.

OTT platforms are video streaming services that allow consumers to view video content delivered directly through the web. These services can be accessed on various devices (Koul et al., 2021). The convenience of on-demand access to media content is a major advantage that contributes to the widespread appeal of video streaming (Schweidel & Moe, 2016).

Research on OTT is categorized into two levels: consumer and organization. When it comes to increasing the value of a platform in the Indian setting, the primary tactics that are utilized are customer experience, content distinction, engagement, and platform expansion. These methods are significant contributors to the platform's persistence (Kour & Chhabria, 2022). People have transitioned from traditional television broadcasting to internet-based streaming platforms due to the recognition of the numerous benefits that these platforms provide (Nogueira et al., 2018).

The online economy and technological advancements have given rise to a new form of OTT entertainment. YouTube, established in 2005, and Netflix, which introduced its video streaming platform in 2007, were the pivotal events that initiated the video streaming economy. SVOD allows viewers to watch television programs and serves as a channel for distribution (Ellis et al., 2017).

There has been a remarkable transition from cable television to OTTs. This shift is commonly ascribed to OTTs providing viewers with offerings that can be accessed anytime and anywhere.

This is coupled with the advantages of ease, accessibility, superior quality, and cost (Malthouse et al., 2018). The changes in the development of OTT platforms have resulted in a recent increase in research investigating its effects on companies and users (Harvey, 2020).

Through the amalgamation of digital and conventional media, OTT platforms are swiftly causing significant upheaval in the entertainment industry. On the other hand, convenience is paramount for an OTT platform. Traditional TV viewing experiences are characterized by monetary value and leisure (Sahu et al., 2021). High-speed broadband and affordable pricing are key determinants in persuading consumers to transition to OTT platforms (Sadana & Sharma, 2021). The introduction of the OTT service has hindered the cable TV adoption pace.

In contemporary times, many individuals prefer consuming content on YouTube as opposed to conventional television (Kim et al., 2016). Emerging platforms significantly influence consumer lifestyles, revolutionize the entertainment landscape, and facilitate a shift in consumer adoption and consumption patterns.

OTT services provide viewers with enhanced autonomy over their watching schedule, especially when using digital video recorders, also referred to as VOD. Furthermore, the process of consuming several episodes of a programme at a time known as binge-watching is favored by a significant number of people (Schweidel & Moe, 2016).

Indeed, binge-watching is about watching many TV series episodes consecutively, and it has become the prevailing practice in recent years. Existing literature examining customer behavior on OTT platforms has identified variations across countries. Chinese users prioritize resolution as the foremost factor, followed by an OTT recommendation system and various viewing options (Kim et al., 2017).

Recommendations regarding OTT services hold the utmost importance for Korean users, with watching choices and image quality being subsequent factors. Netflix's failure to get casting opportunities in Indonesia led to a significant surge of 19.7% in searches for illicitly obtained films and TV series. This suggests that OTT services have successfully supplanted occurrences of piracy (Lu et al., 2021).

The expenditure on transactional video on demand in Korea and China has been positively influenced by the inclination to have warm relationships with others. There is a positive correlation between higher WRO and increasing expenditure on SVOD services in the US and Germany (Kwak et al., 2021). US viewers are more inclined to remain loyal to an OTT service once they feel delighted with its offerings. Indians may opt to change their service provider (Yousaf et al., 2021).

In addition, US viewers tend to have their thoughts and expectations that are reasonable. Conversely, individuals in India are more prone to being swayed by their social networks and may hold unreasonable expectations regarding the quality of content or the subscription fees of OTT platforms. Indians prefer light and entertaining content, whereas Americans are more interested in serious themes. It is possible for an OTT platform to produce viewer delight and continuing viewing decisions for its content if it meets the adequacy expectations of its users (Yousaf et al., 2021).

OTT usage surged during COVID-19 in India. The average duration consumed on OTTs has inflated from 0–2 to 2–5 hours, and users prefer to spend between USD 1.35 and USD 4.05 per month (Madnani et al., 2020). Online entertainment services, especially OTT platforms in India, increased during the worldwide COVID-19 ban (Gupta & Singharia, 2021).

2.5 Research Gaps

OTT sector in India is growing. Viewers have been accustomed to watching videos on OTTs in COVID-19 lockout and are likely to continue utilizing these platforms for an extended period in the future (Sharma & Lulandala, 2022). However, there is a scarce of research specifically on probing the driving elements to engage in EWOM activity among OTT users. Thus, it is crucial to know what drives viewers to share their opinion about OTTs on SNSs.

Conversely, there is a scarcity of studies that focus on comprehending the mechanism behind the pattern of utilizing OTT services. Habitual behavior has never been a reliable indicator of emotional commitment and intention to spread information through EWOM in pleasurable applications, such as OTT platforms (Soren & Chakraborty, 2023).

Research in the subject of video streaming is still in its early stages due to its recent emergence as a way of content consumption (Jena et al., 2023). Antecedents and repercussions of EWOM have been studied from the receiver's perspective rather than the sender's perspective. Very few studies discuss EWOM's role in the context of OTTs; however, they do not detail the causes and consequences of EWOM in the OTT setting.

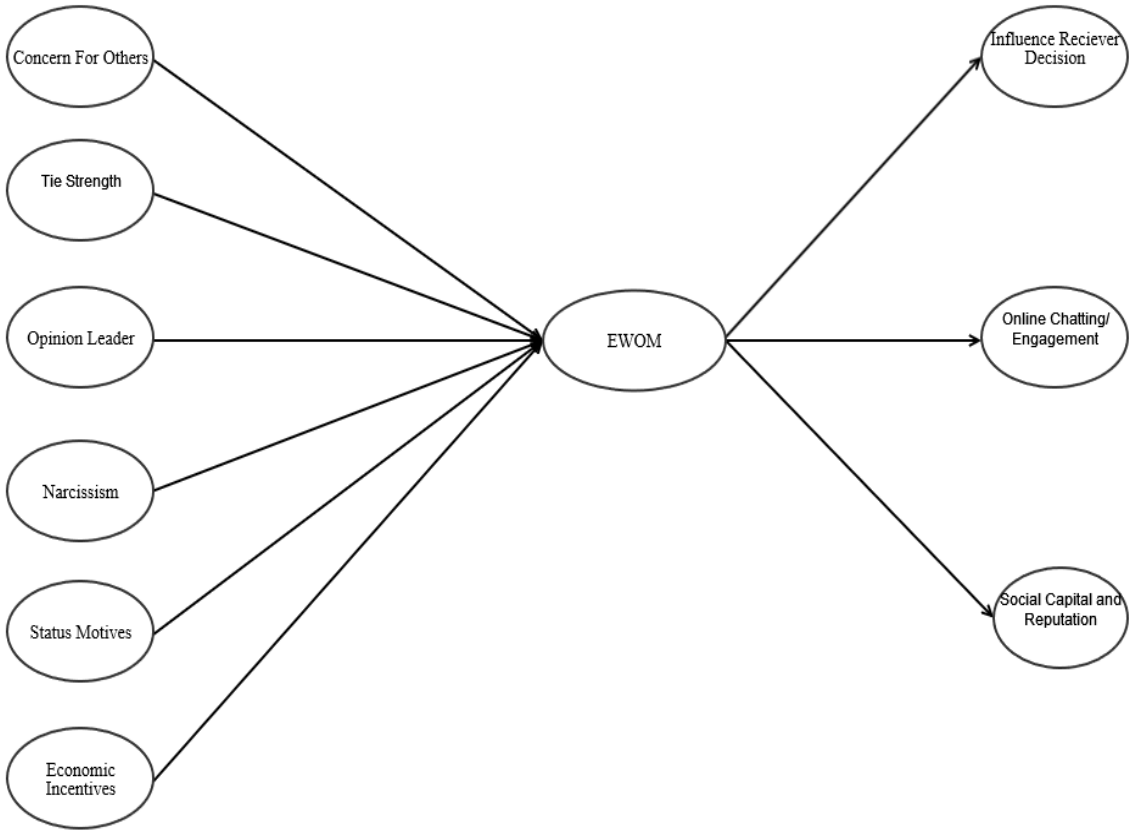
The consequences of EWOM are mostly captured from the receiver’s view. Further, the EWOM from the receiver’s perspective in the OTT context is also few. Only a few studies talk about the EWOM consequences from the sender’s angle, and they are conceptual in nature. The method of sharing OTT reviews and its effect for the sender remains unknown. And no studies talk about EWOM consequences in the OTT context.

There are fewer scales available that measure the effects of EWOM. Employing a scale to measure the repercussions of EWOM will facilitate comprehension of the influence of EWOM on the one who initiates it.

2.6 A Conceptual Framework

A theoretical structure is developed by identifying the shortcomings in existing research on EWOM (Figure 2.1).

Figure 2.1: A Conceptual Framework



2.7 Summary of the Chapter

Chapter 2 reviews the studies carried out on EWOM and its association with social media. The studied antecedents of EWOM were concern for others, tie strength, economic incentives, opinion leadership, narcissism, and status motives. Further, the consequences of EWOM from the sender's perspective were decision-making, online engagement, and engagement, as well as social capital and reputation. The research gaps combining EWOM antecedents and consequences in the OTT context were discussed. A theoretical framework is created by combining the elements captured in past studies.

CHAPTER III
RESEARCH METHODOLOGY

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3.1 Introduction

Research design alludes to the methodical and scientific approach used to investigate a research problem. It illustrates the precise method employed for carrying out research. This section highlights the qualitative and quantitative instruments involved in the procedure. The chapter thoroughly elucidates the procedures for data collection. It covers the theories utilized in the investigation and presents the hypotheses. It outlines the scales used in the questionnaire. Ten scales are used, out of which seven are established scales developed by various scholars. Two scales have been developed in this process. It elaborates on the qualitative and quantitative approaches used to create the new scales. It mentions the pilot study. The chapter covers the sample size determination.

3.2 Research Questions

Two research questions mentioned below.

1. What factors drive individuals to propagate EWOM about OTTs on social media?
2. What are the consequences of sharing EWOM about OTTs on social media for senders?

3.3 Research Problem

- EWOM disseminates information about different goods/services to enhance understanding and awareness. It is regarded as a reliable source for reference while selecting products or services. Positive EWOM contributes to increased product sales. EWOM shared through SNSs helps transmit information and attracts people's attention. However, the role of EWOM in OTT has yet to be studied.
- With a thorough grasp of the importance of EWOM is essential for creating content for OTTs and increasing awareness effectively. The lack of study in this context offers an opportunity to understand the EWOM and SNSs in the OTT context. This study is done from the senders' perspectives to know the driving factors behind sharing their opinions on SNSs about OTTs. This will help unfold the factors encouraging senders to share their opinions about OTTs on SNSs.
- It is equally crucial to comprehend the motivations behind individuals' inclination to express their viewpoints on SNSs in connection with OTT platforms. Improved understanding of these components allows firms to focus their efforts on promoting effective communication by prioritizing these attributes.
- Various internal and external causes motivate individuals to write their reviews on social media sites regarding OTT services. Understanding the post effect of sharing EWOM on

SNSs about OTTs on the senders is essential. Moreover, those who share EWOM on SNSs also experience considerable consequences. It is essential to comprehend the impact of posting reviews on themselves and others.

3.4 Research Objectives

1. To comprehend the determinants that drive individuals to propagate EWOM on social media about OTT services
2. To recognize the internal and external factors that influence individuals' willingness to share EWOM regarding OTT services on social media
3. To understand the consequences of giving EWOM about OTT services on social media for the sender

3.5 Theories used

This study utilizes the Opinion Leadership theory by Lazarsfeld et al. (1948) and the Uses and Gratification theory (UGT) by Katz & Foulkes (1962).

Theory of Opinion Leadership

Opinion leaders are those who have the ability to wield influence over other consumers. They possess a strong inclination to communicate their opinions and influence the attitude and behavior of others (Feick & Price 1987). They are viewed as influencers, experts or social connectors. They can affect the attitudes of others towards goods and businesses (Godey et al., 2016). Opinion leaders are becoming more prominent in online communities and have been demonstrated to impact consumer choices significantly (Thakur et al., 2016). This theory was introduced in the study by Lazarsfeld et al. (1948), which infringes the prior notion that mass media had a direct

impact on people's behavior. Instead, the study implies that opinion leaders use WOM to distribute mass media content to the public. It was further refined by Katz and Lazarsfeld in 1955.

Various empirical studies based on the theory have predicated on the idea that influential people in the media and communication ecosystems perform crucial roles (Choi, 2015; Schäfer & Taddicken, 2015; Weeks et al., 2017). The impact of opinion leaders on their followers' opinions has become more significant because of the dissemination of information in various digital and physical platforms, significantly affecting the actions and motives of their followers (Dubois et al., 2020).

Opinion leaders are those with specialized knowledge in a specific product or service, who participate actively in online discussions, and demonstrate discernment in their purchasing choices (Leal et al., 2014; Djafarova & Bowes, 2021). Consumers' purchasing decisions for cosmetic products can be significantly influenced by interpersonal interactions and information obtained from opinion leaders (Song et al., 2017).

The information opinion leaders offer is reliable, compelling, and convincing (Sokolova & Kefi, 2020). Opinion leaders are known for their inclination toward trying out novel, unique, and unconventional products and services. As a result, others find their ideas persuasive and consistently seek the knowledge they provide (Thakur et al., 2016).

Online opinion leaders are essential for disseminating knowledge among online communities. The content shared by these prominent individuals greatly affects the buying decisions of their fellow admirers (Zhu et al., 2016). People who have high degrees of opinion leadership have a major effect on the buying choices of their audience (Baker et al., 2019).

Influencer marketing and opinion leadership on SNSs impacts consumers' purchasing behavior through positive posts and content on SNSs (Fakhreddin & Foroudi, 2022).

In the context of EWOM in OTTs, senders who actively share their views, thoughts, and experiences can be considered opinion leaders. They can affect the perceptions and actions of the viewers, which in turn can impact the adoption of OTTs.

Uses & Gratification Theory (UGT)

The Utilization and Satisfaction Theory, a theory in sociology, has become prominent in explaining the reasons behind why individuals intentionally choose particular media sources to meet requirements (Katz et al., 1974).

It posits that people possess self-awareness regarding their requirements and exhibit a purposeful approach to their media consumption. Individuals are capable of evaluating the value of content from media and have the motivation to connect their wants and desires with a certain media selection.

UGT is based on the notion that individuals actively utilize media for their objectives and engage in significant engagement with communication media, resulting in the attainment of gratifications (Luo, 2002). Initially, UGT was utilized in conventional media (Pai & Arnott, 2013).

Subsequently, it is employed to examine the requirements and satisfactions within electronic communication tools (Ku et al., 2013). Common uses of gratification include obtaining information, participating in social interactions, seeking entertainment, and seeking escapism, among other purposes (Katz et al., 1974).

Interpersonal connectedness maintenance is the social advantage gained by an individual by initiating and fostering conversation between people within a virtual community (Ku, et al., 2013). This theory centers on individuals' motivations for consuming media and argues that individuals intentionally select and utilize media to satisfy specific needs. From the communicators' point of

view, it might offer perspectives on the reasons behind their sharing opinions and the gratifications they desire from spreading EWOM.

3.6 Hypothesis

There are two distinct sets of assumptions on EWOM antecedents and consequences prepared based on the preceding discussion in the literature using the theories. The pictorial representation of the hypothesis is given in figure 3.1.

H1: Concern for others will be positively associated with EWOM about OTTs on SNSs.

H2: Tie strength will be positively associated with EWOM about OTTs on SNSs.

H3: Opinion leaders will be positively associated with EWOM about OTTs on SNSs.

H4: Narcissism will be positively associated with EWOM about OTTs on SNSs.

H5: Status motives positively influence people to share EWOM about OTTs on SNSs.

H6: Economic incentives positively influence people to share EWOM about OTTs on SNSs.

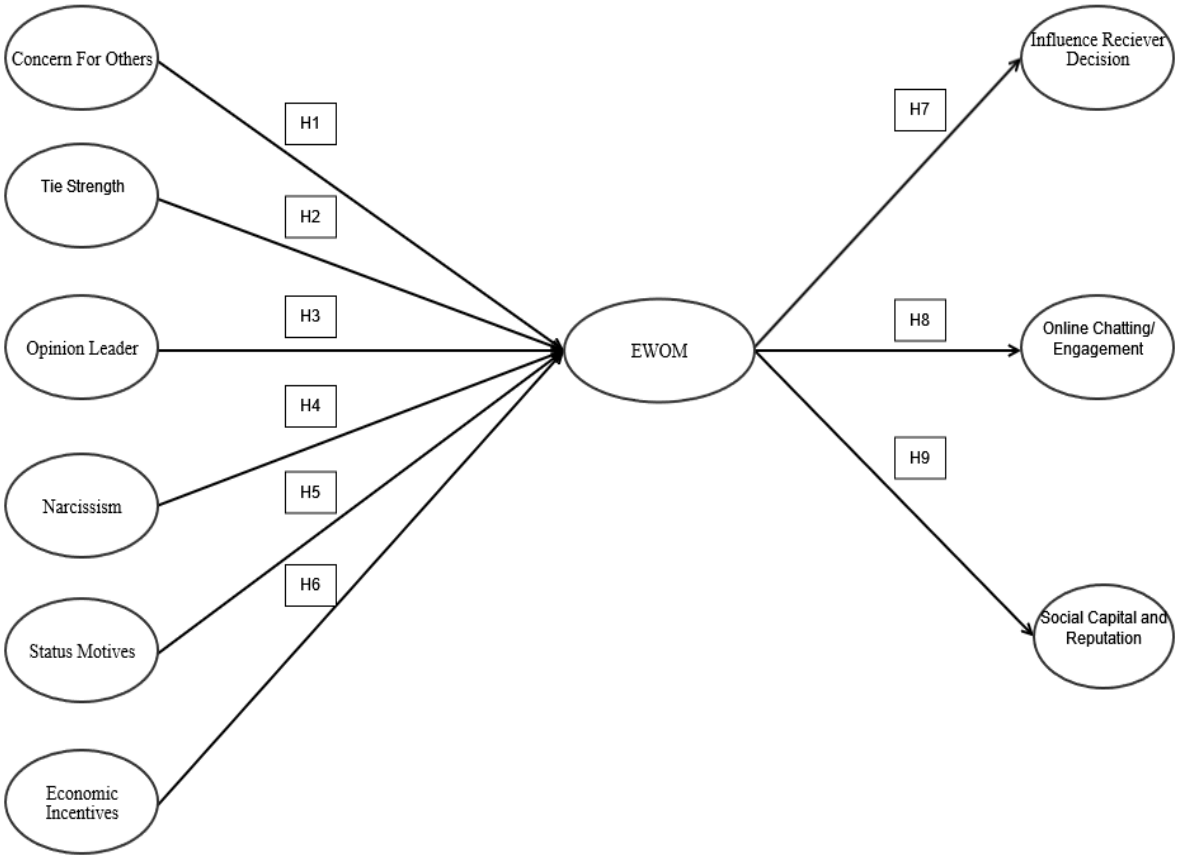
Hypotheses based on the consequences of EWOM are given below.

H7: EWOM of OTTs on SNSs will influence the viewing decisions of receivers positively.

H8: Senders who share their views about OTTs on SNSs will positively engage with the receivers through online chat.

H9: Sharing EWOM of OTTs on SNSs will positively increase the social capital and reputation of the senders.

Figure 3.1: Pictorial representation of the hypothesis



3.7 Research Design

The population comprised people who watch OTTs and express their views on SNSs. By January 2023, India had about 467 million active social media users (Kemp, 2023). Ormax found that India had 101.8 million active paid OTT subscribers, including 36.4 million SVOD watchers, averaging 2.8 subscriptions per paid viewer in 2023 (Financial Express, 2023). As the study focuses on the antecedents and consequences of EWOM about OTT services, the target group includes people who watch OTTs and share their views on SNSs.

A pilot investigation was done before obtaining the final survey. The ultimate sample is determined according to the pilot study. Structural Equation Modelling (SEM) was employed to measure the association among the variables.

Smart PLS was utilized for data analysis. Various EWOM antecedents and consequences scales were used in the questionnaire, along with the respondents' demographic information. The study had two components. The first portion discussed the EWOM antecedents, while the second part focused on the EWOM consequences.

The study's first portion considered six independent variables: concern for others, tie strength, opinion leadership, narcissism, economic incentives, status motives and EWOM as the dependent variable. EWOM was the independent variable in the second portion of the study, whereas influencing receiver decision, online chatting/engagement, social capital, and reputation are the dependent variables.

3.8 Scales used

The study used six EWOM antecedent scales, three EWOM consequences scales, and one EWOM scale. All the EWOM antecedents' scales were established scales. One of the EWOM consequences

scales was an established scale, and only two are created. The scale sources were mentioned in Table 3.1. The questionnaire included all ten scales. The scales were mentioned in Appendix B.

Table 3.1: Various Scales Used in the Study

Scales used	**Authors**
EWOM Antecedents Scale	
Concern for others	Hennig-Thurau et al. (2004)
Tie strength	adapted from (Chu & Kim, 2011; Levin & Cross, 2004)
Opinion leaders	Sun et al. (2006), Chan, Y. Y., & Ngai, E. W. (2011)
Narcissism	Mehdizadeh (2010)
Status motives	Wang and Fesenmaier (2003)
Economic incentives, EWOM	Hennig-Thurau et al. (2004)
EWOM Consequences Scale	
Influence receiver decision	Hung et al. (2007); López & Sicilia (2014); Kim et al. (2018); Erkan & Evans (2016).
Online chatting/Engagement	Sun et al. (2006)
Social Capital and Reputation	Chen et al. (2008); Chen et al., 2010; Weiss et al. (2008); Dholakia et al. (2009); San Jose-Cabezudo & Camarero-Izquierdo (2012); King et al. (2014)

All the EWOM antecedent scales were established ones. One item was added to the economic incentives scale (Hennig-Thurau et al., 2004), as the earlier scale had only two items. Experts

advised adding at least one more component to the economic incentives construct. The opinion leader scale (Sun et al., 2006) had eight items and was reduced to five for two reasons.

First, experts suggested reducing it to a maximum of five points as some statements were similar. Second, while doing pre-testing with the target respondents, they also felt some statements were similar. Thus, it was customized in the OTT context by eliminating three items.

Similarly, the Online chatting/engagement scale had five items (Sun et al., 2006). It was customized in the OTT context, and two items were deleted after the experts' suggestions. Influence receiver decision and social capital and reputation were two EWOM consequences scales developed in the study.

3.9 Scale development

Scale development required various phases (Boateng et al., 2018; Slavec & Drnovšek, 2012). Table 3.2 depicted the various phases of scale development and the process involved in each phase.

Table 3.2: Phases of scale development and their processes

Sl No.	Phases	Process included
1	Development of Items	Identifying the domain and generating items, content validity
2	Development of Scales	Pre-testing of questions, sampling, administering survey, item minimization
3	Evaluation of Scales	Dimensionality tests, assessment of reliability and validity

Source: (Boateng et al., 2018; Slavec & Drnovšek, 2012)

3.9.1 Item development

The initial stage involved item creation in the scale development procedure. Two methodologies, deductive and inductive procedures, were utilized to determine the accumulation of items. The items chosen by deductive and inductive procedures had greater scope and were more comprehensive than an individual's theoretical perspective on the subject (Loevinger, 1957; Clark & Watson, 2016).

Consequently, both of those techniques were utilized in developing the constructs. The selection of items and elaborating the appropriate area were the foundations upon which the deductive approach was built. Items could be identified by conducting literature research and evaluating the scales and indicators already used for that domain (Raykov & Marcoulides, 2011; Hinkin, 1995). Items were created on a scale utilizing a deductive item-generation method, considering the presence of an adequate theoretical basis for item development (Hinkin, 1998; Netemeyer et al., 2003). The goal was accomplished through a comprehensive multidisciplinary literature review (DeVellis, 2003).

Examining the relevant literature was crucial for developing the theoretical underpinning of the concept (Clark & Watson, 1995). The construction of scale necessitated the creation of a specific blueprint and comprises multiple stages (Churchill, 1979; Spector, 1992).

Literature on influencing consumer decisions and social capital and reputation were referred for developing a conceptual grasp of the constructs and identifying keywords. Table 3.3 presents the literature that helps derive keywords and inputs for both constructs. Keywords were collected from the studies for both components. All potential items are listed.

Table 3.3: Literature defining the constructs

Sl No.	Construct	Studies
1	Influencing consumer decision	Hung et al. (2007), López & Sicilia (2014), Kim et al. (2018), Erkan & Evans (2016), Park et al. (2007), Duan et al. (2008), Lim & Ting (2014), Wen et al. (2011), Pitta & Fowler (2005), Erkan & Evans (2016)
2	Social Capital and Reputation	Baumeister (1998), Resnick et al. (2000), Dholakia et al. (2004), Henning-Thurau et al. (2004), Melnik & Alm, (2005), (Chiu et al., 2006), Sun et al. (2006), Chen et al. (2008), Chen et al., 2010, Weiss et al. (2008), Dholakia et al. (2009), San Jose-Cabezudo & Camarero-Izquierdo (2012), Cheung & Lee, (2012)

The inductive technique derived elements from individuals' responses (Hinkin, 1995). During the initial stages of scale development, interviews were performed with individuals who watch OTTs and share their opinions. Qualitative data was collected through exploratory research approaches such as individual interviews to inductively find subject keywords and develop items (Morgado et al., 2017). An unstructured interview was carried out with 15 people to collect their responses regarding EWOM in the OTT context, which was subsequently documented. Open-ended questions were asked to get the participants' viewpoints and thoughts on both constructs. The questions asked to the respondents are given below. Participants were asked additional questions

based on their replies to prompt a more in-depth response. Various questions and sub-questions were used to probe respondents to uncover the subtleties of their comprehension and views. The following table 3.4 presents the questions asked to the respondents.

3.4: List of questions asked to the respondents

Sl No.	**Questions**
1	Do you watch OTTs?
2	What kind of content do you watch?
3	Do you share your experiences with others?
4	With whom do you share? Where do you share? Online or offline?
5	Do you share your views on social media as well?
6	How frequently do you share your opinions?
7	What do you think are the benefits of sharing EWOM? For you/others?
8	What happens after you share your opinion?
9	What aftereffects do you experience as a result of expressing your opinion?
10	Does sharing your opinion affect you? How does it affect you?

The entire process was transcribed. The documentation offered vital insights into the items' development. After preparing the keywords from the document it was further checked with two academic experts to reduce biasness in keyword development and item generation (Hurst et al., 2015; Patton, 2014). This helped in identifying keywords from the conversation and creating responses. The keywords and statements extracted from the literature and interviews were consolidated to get the maximum number of components.

One set of six elements was designed to influence recipient decisions, while another set of eight items was devised to assess social capital and reputation. The quantity of objects should be at least double the measurement of the specified scale (Kline, 2013). Table 3.5 and 3.6 showed the respective items Influencing receiver decision and Social capital and reputation.

Table 3.5: Items generated for Influencing receiver decision

Sl No.	Influencing receiver decision
1	My video streaming reviews on social media can influence others' viewing decisions.
2	My opinions about video streaming help others decide which shows, movies, or web series to watch.
3	By posting online reviews, I make people well-informed about streaming videos.
4	I provide feedback and recommendations on streaming videos by sharing opinions that impact others' viewing selections.
5	My video streaming reviews shape other’s options on social media.
6	I help consumers choose video streaming content by sharing my reviews on social media.

Table 3.6: Items generated for Social capital and reputation

Sl No.	Social capital and reputation
1	Expressing my opinions about OTTs on social media helps me build a network of associations with like-minded people.
2	Giving online views about streaming videos enhances my reputation on social networks.
3	Sharing my viewpoints about streaming videos online enhances my image and popularity.
4	Posting my thoughts on streaming videos enhances my reputation as a knowledgeable and trusted source.
5	Through posting streaming video views, I gain attention and admiration from others.
6	My comments on streaming videos establish me as an informed and reliable expert.
7	Sharing online views of streaming videos on social media has enhanced my online reputation and image.
8	I am often requested for my opinions on video streaming content on social media.

3.9.2 Content validity

Content validity alluded to how well a measurement tool precisely examines the specific topic of interest (Hinkin, 1995; Morgado et al., 2018). Content validity was crucial for ensuring that items effectively measure their intended purpose (DeVellis & Thorpe, 2021). Content validity referred to the appropriateness and accuracy of the information being assessed, ensuring that it accurately

represented the experiences of the population under investigation (Church & Waclawski, 2007). It was mostly evaluated by expert evaluators and target population judges.

Evaluation by Target Population

Face validity, a content validity factor, was assessed well by population judges (Haynes et al., 1995). It evaluated the extent to which participants or end consumers perceive the items in an evaluation tool as appropriate for the stated purpose and goals of the assessment. End users could determine if the construct was a valid instrument of the domain. The questionnaire was distributed to approximately ten individuals to assess their comprehension and interpretation of the questions.

Evaluation by Experts (Content validity)

Expert evaluators possessed extensive knowledge in the specific field or the development of scales, while target population judges might use the scale (DeVellis & Thorpe, 2021). Six academics specializing in scale development were provided with the scales to assess the contents (Hackett et al., 2008). They evaluated the scale's contents and chose questions that were suitable, precise, and unambiguous. Some items were approved, rejected, or altered based on their comments (Augustine et al., 2012).

Content validity index (CVI) is the appropriate measure to finalize content validity (Polit et al., 2007). The estimation of the CVI incorporates the experts' viewpoint of the usefulness of the items for the study's objective (Polit & Beck, 2006).

CVI = Number of raters giving three or four/total raters

I-CVI – Item -CVI = Number of Agreement (per item)/No. of Rater(s)

S-CVI – Scale-CVI = Average (I-CVI)

UA – Universal Agreement = Total Agreement/No. of Items

Rater were the experts denoted as A, B, C, D, E, and F.

Likert scale of four-point is taken to rate the items (1= not related, 4 = completely relevant).

S-CVI = average of I-CVI = 0.6944, total agreement 3

UA = Total agreements/ number of items = 3/6 = 0.5

As six experts were chosen, the accepted CVI value for the IRD was 0.83, and values lower than 0.83 could be removed (Lynn, 1986; Polit & Beck, 2006; Polit et al., 2007). Three items were deleted, which improved the S-CVI value to 1.

Similarly, the experts rated eight items on the SCR scale.

S-CVI = 0.6875, total agreement 4

UA = 4/8 = 0.5

As six experts were chosen, the accepted CVI value was 0.83, and values lower than 0.83 could be removed. Four items were deleted, which improved the S-CVI value to 1.

Table 3.7: CVI of Influencing receiver decision

Raters	A	B	C	D	E	F	Number of Agreements	I-CVI	Decision
Item 1	4	4	4	3	4	4	6	1	Suitable
Item 2	4	4	3	4	3	4	6	1	Suitable
Item 3	4	1	2	3	4	2	3	0.50	Eliminated
Item 4	4	1	2	3	2	2	2	0.333333333	Eliminated
Item 5	4	4	3	4	3	4	6	1	Suitable
Item 6	4	2	3	2	2	2	2	0.333333333	Eliminated

Table 3.8: CVI of Social capital and reputation

	A	B	C	D	E	F	Number of Agreements	I-CVI	Decision
Item 1	4	4	3	4	3	4	6	1	Suitable
Item 2	4	4	4	4	4	3	6	1	Suitable
Item 3	4	1	2	4	3	2	3	0.50	Eliminated
Item 4	4	1	3	2	4	2	3	0.50	Eliminated
Item 5	4	4	3	4	3	4	6	1	Suitable
Item 6	3	2	2	2	2	2	1	0.166667	Eliminated
Item 7	4	4	4	4	3	3	6	1	Suitable
Item 8	4	2	2	2	2	3	2	0.333333	Eliminated

Pre-testing Questions

Pre-testing ensured the relevance of items to the target group before the survey was conducted, reducing the risk of misinterpretation and measurement errors. Pre-testing helped eliminate poorly phrased items and allows for revising language to ensure maximum understanding, reducing the cognitive load on the study. Cognitive interviewing involved giving preliminary survey questions to specific groups and prompting the participants to articulate the cognitive process in formulating their responses (Beatty & Willis, 2007). Ten respondents with similar characteristics to the target demographic undergo cognitive interviews to improve and assess item interpretation and complete the construct. Cognitive interviews typically included adjusting, clarifying, or expanding questions to align with the study's goals.

3.9.3 Item analysis

The Item Response Theory method for scale development enabled the examination of the effects of including or excluding certain items or item combinations (Harvey & Hammer, 1999). Item analysis checked the internal consistency (Livingston, 2011; Cohen & Swerdlik, 2005; Paulsen & BrckaLorenz, 2017). It helped to decide whether to keep or delete an item from the construct. An item analysis on the two new EWOM consequences scales (Influence Receiver Decision, Social Capital and Reputation) was conducted. The scale statistics and item analysis of influencing receiver decision were given below in table 3.7 and 3.8 respectively. About 60 samples were taken to do the item analysis.

3.9.4 Test of reliability and validity of new scales

A pre-pilot examination was conducted to evaluate the reliability and validity of the newly designed scales. Cronbach's Alpha examines the reliability of a scale (Zumbo et al., 2007). The value was above 0.7 in all cases (Peterson, 1994). The mean and SD estimates were also computed.

Table 3.9: Scale statistics of Influencing receiver decision scale

No of items	Cronbach's Alpha	Mean	Variance	Standard Deviation (SD)
3	0.795	9.99	4.651	2.157

Table 3.10: Item Analysis results of Influencing receiver decision scale

Scale items	Scale Mean if item deleted	Scale Variance if item deleted	Correlated item-total correlation	Cronbach's Alpha if the item is deleted
IRD1	6.60	2.261	0.612	0.749
IRD2	6.66	2.217	0.662	0.694
IRD3	6.73	2.360	0.640	0.719

Item-total correlation values offered insights into the distinctiveness of questions. Values of 0.4 or higher indicated satisfactory differentiation. Corrected item-scale correlations referred to the correlations between an individual item and the other items within a measurement scale.

The total correlation of correlated items should be at least or higher than .50. (Cohen & Swerdlik, 2005; DeVellis & Thorpe, 2021; Clark & Watson, 1995). Deleting one item from the construct reduced Cronbach's alpha value from 0.795, impacting its reliability.

Removing any item from the construct notably impacted its value, influencing reliability, scale variance, and scale mean. Therefore, it was recommended that no additional items need to be deleted from the construct. Similarly, the item analysis of social capital and reputation was conducted. The scale statistics and item analysis were given below in table 3.11 and 3.12 accordingly.

Table 3.11: Scale statistics of Social capital and reputation scale

No of items	Cronbach’s Alpha	Mean	Variance	SD
4	0.775	13.60	6.546	2.558

Table 3.12: Item Analysis results of Social capital and reputation scale

Scale items	Scale Mean if item deleted	Scale Variance if item deleted	Correlated item-total correlation	Cronbach's Alpha if the item is deleted
SCR1	10.29	3.763	0.513	0.765
SCR2	10.25	3.988	0.624	0.699
SCR3	10.30	3.779	0.629	0.693
SCR4	9.94	4.303	0.571	0.728

From the above table, it was observed that once one item was deleted, the value of Cronbach's Alpha 0.775 was reduced, thus affecting its reliability. Similarly, removing a specific item from the construct decreased the mean value. The result was similar in all the items.

The scale variance was also reduced once the items are deleted from the constructs. Eliminating any item from the construct significantly affected its value, impacting reliability, scale variance, and scale mean. Thus, further deleting any item from the constructs was not required.

3.9.5 Survey Administration

It was suggested to evaluate scale items on a varied sample that accurately represents the entire population being studied (Clark & Watson, 2016). Several elements determined the sample size that is required for any study (MacCallum et al., 1999).

After the initial pre-testing, three hundred participants were recommended (Clark & Watson, 2016). To provide an acceptable level of comparability in the suggested patterns, it was essential to have 300 to 450 data points (Guadagnoli & Velicer, 1988). Five hundred samples were considered appropriate for developing a scale (Comrey & Lee, 2013).

3.10 Pilot study

The pilot study had two main purposes.

1. To check the validity of all the scales

2. To attain the ultimate sample selection for the study

Information was gathered using a standardized questionnaire. The questionnaire utilized a five-point Likert scale. An initial pilot research was done using 60 samples.

3.10.1 Pilot study results

Before using any tool, it's crucial to assess certain assumptions to establish the appropriateness of the data for that method. Data that does not satisfy basic criteria like reliability, validity, and normality is inadequate for analysis. Understanding the characteristics of the data is more important than simply using analytical tools. The Cronbach Alpha should exceed 0.6 (Peterson, 1994). Reliability testing was performed on all constructs. The value consistently ranged between 0.70 and 0.95 in every case. This indicated that the factors used to evaluate the concepts are reliable. Therefore, all the variables within the construct demonstrated good internal consistency for subsequent analysis. Table 3.13 presents several constructs and their respective Cronbach alpha values.

Table 3.13: Cronbach alpha values of the Scales

Name of the Scale	Number of Items	Cronbach alpha values
Concern for others	4	0.797
Tie Strength	4	0.881
Opinion Leader	5	0.851
Narcissism	3	0.874

Status Motives	3	0.901
Economic Incentives	3	0.840
EWOM	3	0.864
Influencing Receiver Decision	3	0.823
Online Chatting/Engagement	3	0.870
Social Capital and Reputation	4	0.850

The analysis comprised the mean and SD of all the scales. The mean values for all components across different constructions were higher than 3 with a minimal SD. This suggested that most respondents had a positive disposition towards the constructs. A smaller SD indicated less variation in the participants' responses. The following tables from table 3.14 to 3.23 showed the mean and SD of the scales.

Table 3.14: Mean and SD of Concern for others (CO) scale

Items	**Mean**	**SD**	**N**
CO1	3.77	0.745	60
CO2	3.73	1.039	60
CO3	3.75	0.876	60
CO4	3.83	0.942	60

Table 3.15: Mean and SD of Tie Strength (TS) scale

Items	**Mean**	**SD**	**N**
TS1	3.55	0.910	60
TS2	3.60	0.942	60
TS3	3.65	0.860	60
TS4	3.55	0.872	60

Table 3.16: Mean and SD of Opinion Leader (OL) scale

Items	Mean	SD	N
OL1	3.23	1.170	60
OL2	3.22	1.010	60
OL3	3.25	1.019	60
OL4	3.28	1.106	60
OL5	3.22	.865	60

Table 3.17: Mean and SD of Narcissism (N) scale

Items	Mean	SD	N
N1	3.25	1.083	60
N2	3.30	1.253	60
N3	3.18	.873	60

Table 3.18: Mean and SD of Status Motives (SM) scale

Items	Mean	SD	N
SM1	3.18	.854	60
SM2	3.22	.993	60
SM3	3.45	1.016	60

Table 3.19: Mean and SD of Economic Incentives (EI) scale

Items	Mean	SD	N
EI1	3.30	.944	60
EI2	3.18	.892	60
EI3	3.13	.929	60

Table 3.20: Mean and SD of EWOM scale

Items	Mean	SD	N
EWOM1	3.55	.832	60
EWOM2	3.37	.823	60
EWOM3	3.72	.993	60

Table 3.21: Mean and SD of Influencing Receiver Decision (IRD) scale

Items	Mean	SD	N
IRD1	3.65	.971	60
IRD2	3.48	.813	60
IRD3	3.48	.813	60

Table 3.22: Mean and SD of Online Chatting/Engagement (OC) scale

Items	Mean	SD	N
OC1	3.55	.832	60
OC2	3.77	.810	60
OC3	3.72	.993	60

Table 3.23: Mean and SD of Social Capital and Reputation (SCR) scale

Items	Mean	SD	N
SCR1	3.50	.834	60
SCR2	3.63	.780	60
SCR3	3.50	.834	60
SCR4	3.73	.778	60

3.11 Sample size estimation

The final sample size was estimated employing the inputs from the pilot study (Israel, 1992; Smith, 1983) as the exact size of the population was not known. Multiple approaches were employed to determine the ultimate sample size (Yamane, 1973).

$$n_0 = \frac{Z^2\sigma^2}{e^2}$$

Where, n = Sample Size

Z^2 = Z^2 is the abscissa of the normal curve (1 - α = desired confidence level at 95%) = 1.96

e = desired level of precision = 0.05

σ^2 = variance

SD = 0.745

Sample Size = [1.96*(0.745^2)]/ (0.05^2) = 435

Mean = 3.77

As per the above formula, the final sample size could be a minimum of 435. The minimum sample size needed to be 435 or above. As per Yamane (1973), 400 sample is adequate for a population > 100,000.

3.12 Target Sample and Data Collection Method

This study necessitated a target sample with two critical criteria. They should consume content on OTT platforms and engage actively on SNSs. The population comprised people who watched OTTs and expressed their views on SNSs. It was challenging to find out people who watched OTTs and then shared their views on SNSs. Convenience sampling was used. Consequently, two filtering questions were first incorporated into the questionnaire to ensure that only individuals who met this specific requirement completed the survey.

Conventional quantitative data collection approaches, such as house surveys with representative samples, are not feasible when there is a limited understanding of the socio-demographic characteristics of these individuals (Heckathorn, 1997). Convenience sampling was used as it would help in gathering information (Hanel & Vione, 2016). Convenience sampling involves selecting participants according to specific criteria that align with the research objectives. The rationale for using convenience sampling includes the following justifications.

The population in this scenario includes people who watch OTTs and share their experience on SNSs. Convenience sampling is a widely used approach for collecting data for studies in psychological studies (Hanel & Vione, 2016). Both SNSs and video streaming are considered to be democratizing platforms. Using internet access, people could access the platforms from any location. People who view OTT content and express opinions on SNSs are the target audience. Therefore, unlike in other areas of research, there is no prerequisite for stratification. It is possible for people to view OTT content online and share their ideas on SNSs, regardless of any location. So, even if convenience sampling was chosen, it would still be possible to reach the intended population. The questionnaire initially contained two filter questions, which either restricted or allowed respondents to fill out the form (1. Do you watch OTTs? 2. Do you share your opinion on SNSs after watching OTTs?). Thus, a survey was utilized to get data from students at several educational institutions. Students' responses were gathered through an online survey. Also, a questionnaire was circulated among employed executives. Three follow-up reminders were sent to ensure their assistance in getting the data. The Google link was also shared independently by the scholar on various SNSs to gather information. Data was gathered through convenience sampling.

Even previous studies have often used convenience sampling such as student samples to investigate human behavior. Psychological investigators have predominantly depended on students in college since the 1960s to conclude human behavior (Peterson & Merunka, 2014; Smart, 1966). The College student convenience samples are suitable for most psychological studies (Kardes, 1996).

College students are being utilized in investigations of social psychology and consumer behavior (Peterson & Merunka, 2014). College students comprised 86% of the participants in the research investigations published in Vol 26 of the Journal of Consumer Research (Peterson, 2001). The studies done by the Journal of Consumer Research and Journal of Marketing Research included a majority of college students, accounting for 75% of the respondents (Simonson et al., 2001). Researchers have not identified any studies that demonstrate their negative impact on research outcomes for using students (Ferber, 1977; Peterson, 2001).

The questionnaire had three distinct parts: Section A for demographic details, Section B for OTT content consumption, and Section C for EWOM-giving behavior and its consequences. The following table 3.24 shows sections in the questionnaire. Data was collected over five months, from March 2022 to July 2022. 574 individuals completed the questionnaire, but 74 of them had incomplete information. Therefore, those responses were rejected, and the ultimate sample size was 500.

Table 3.24: Sections in the Questionnaire

Sections of the Questionnaire	Key areas	Details
Section A	Demographic details	Gender, age, education, employment and income
Section B	OTT content consumption	Hours spent on OTT viewing, content preferences, subscription details, amount spent monthly, EWOM sharing frequency, and preferred SNSs for sharing
Section C	EWOM giving behavior and its consequences	EWOM antecedents and consequences scales

Respondents in Section C of the questionnaire are asked to evaluate their responses employing a Likert scale (1 = strong disagreement, 5 = strong agreement) for all items.

3.13 Analysis method

PLS is preferred for two main purposes. First, it checks the measurement and structural models at the same time (Anderson & Gerbing, 1988; Chin, 1998; Chin et al., 2003; Sarstedt et al., 2021). Second, it is effective for studying complex models. The present model was complex as it included both the antecedents and consequences of EWOM. In the antecedent side of the model, the six antecedents functioned as independent variables, while EWOM served as the dependent variable. On the consequences side of the model, all three consequences were considered dependent

variables, while EWOM was the independent variable. Therefore, incorporating both antecedents and consequences increased the model complicated. This aligned with the general guideline (Hair et al., 2021) that PLS was effective for assessing complicated models (Henseler et al., 2015). Therefore, it was appropriate for analyzing the model.

PLS-SEM is used for predicting the relationships between variables in a model and determining statistical power. This approach is particularly advantageous where the framework has numerous constructs and intricate structural pathways (Hair et al., 2021). PLS 3.0 is used here.

3.14 Summary of the Chapter

The section discussed the methodology, data collection process, and tools used. A conceptual model was created using the factors influencing and resulting from EWOM. The study utilized the theory of opinion leadership and the use and gratification theory. Nine hypotheses were formulated on the antecedents and consequences of EWOM. This study utilized ten scales, with six focusing on antecedents, three on consequences and one EWOM scale. Two consequences scales were created. The detailed process of scale development was discussed. It consisted of three stages of scale development. All the procedures were thoroughly examined. Both inductive and deductive methods were utilized to develop the variables. The scales were deemed appropriate for the study and met the initial requirements. The results of the pilot study were mentioned.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This section mostly concentrates on examining the outcomes derived from the data. It lists the various statistical techniques employed for analysis. It gives the results of demographic and behavioral information, followed by a model analysis. Multicollinearity is checked using the VIF values. It provides information regarding the Common Method Bias. The model analysis is accomplished using PLS-SEM. This section tests the model fit and hypothesis.

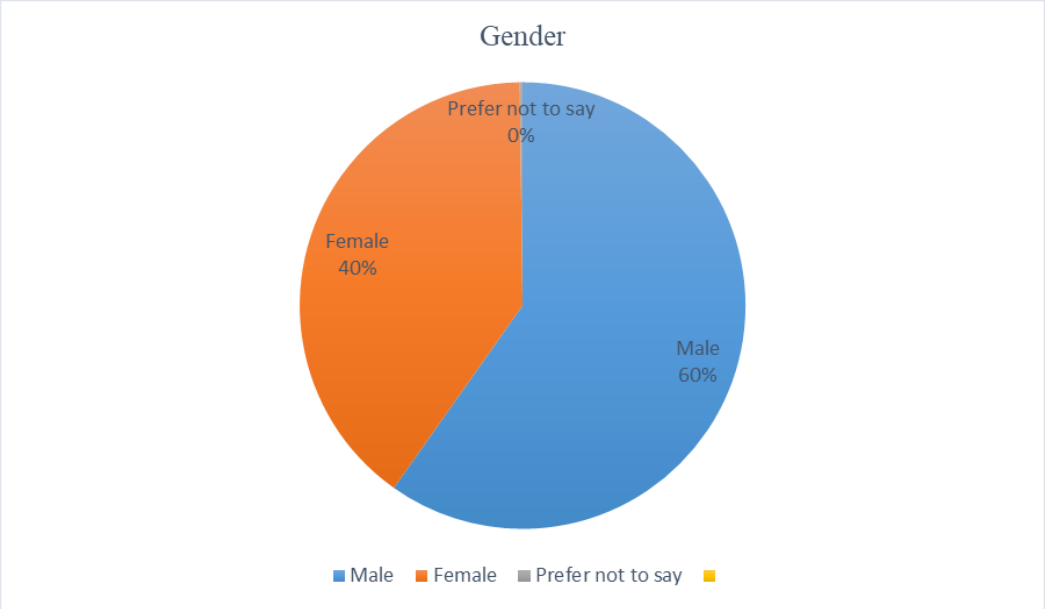
4.2 Demographic Analysis

Data was analysed after collection. The following tables from 4.1 to 4.8 show the results of the demographic information. The following charts from 4.1 to 4.8 show the results of the demographic information.

Table 4.1: Gender

Gender	Frequency	Percentage
Male	299	59.8
Female	200	40
Prefer not to say	1	.2
Total	500	100

Chart 4.1: Gender

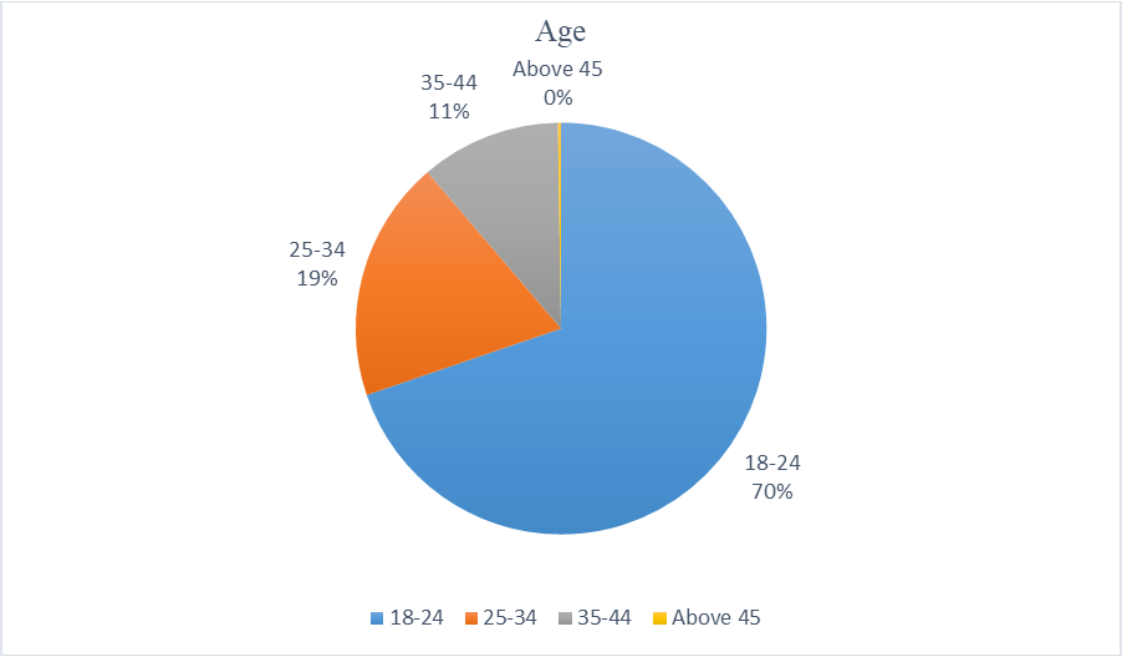


There were 59.8% male and 40% female. Only one person preferred not to reveal the gender. This indicated that the maximum number of male candidates participated in this survey.

Table 4.2: Age

Age	**Frequency**	**Percentage**
18-24	342	68.4
25-34	93	18.6
35-44	54	10.8
Above 45	11	2.2
Total	500	100

Chart 4.2: Age

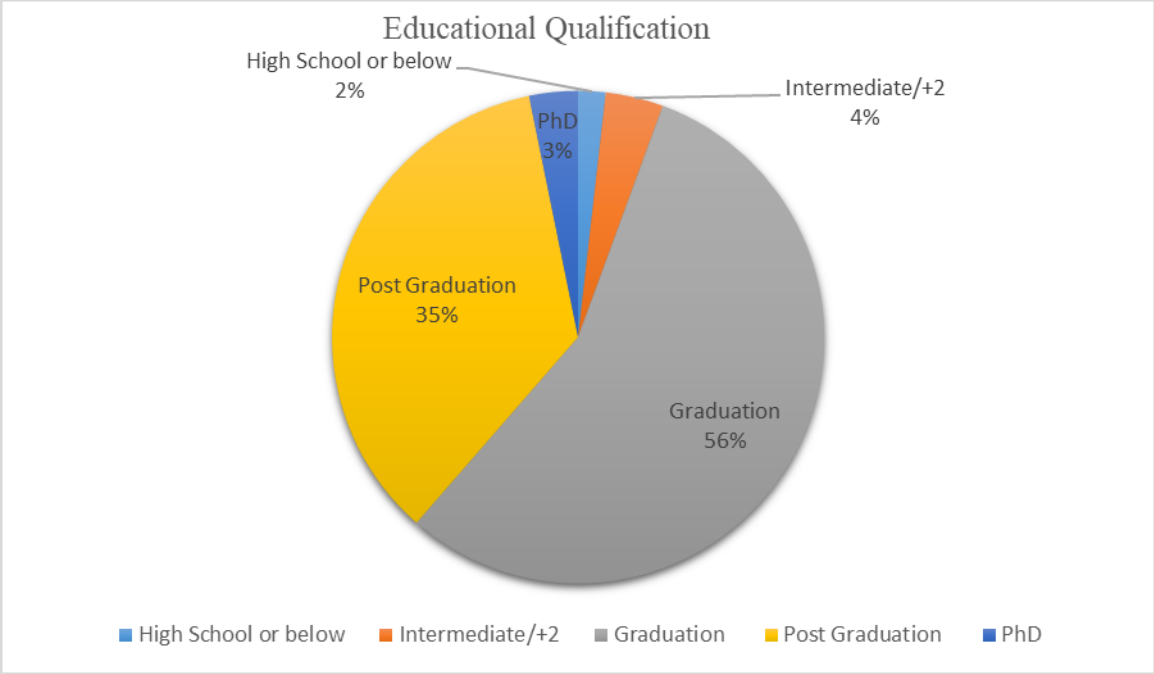


There were different age groups of participants taken in the study. Individuals aged 18-24 comprised 68.4% of the responses, while those aged 25-34 represent 18.6%. Most participants were young people.

Table 4.3: Educational Qualification

Qualification	**Frequency**	**Percentage**
High School or below	9	1.8
Intermediate/+2	19	3.8
Graduation	279	55.8
Post Graduation	177	35.4
PhD	16	3.2
Total	500	100

Chart 4.3: Educational Qualification

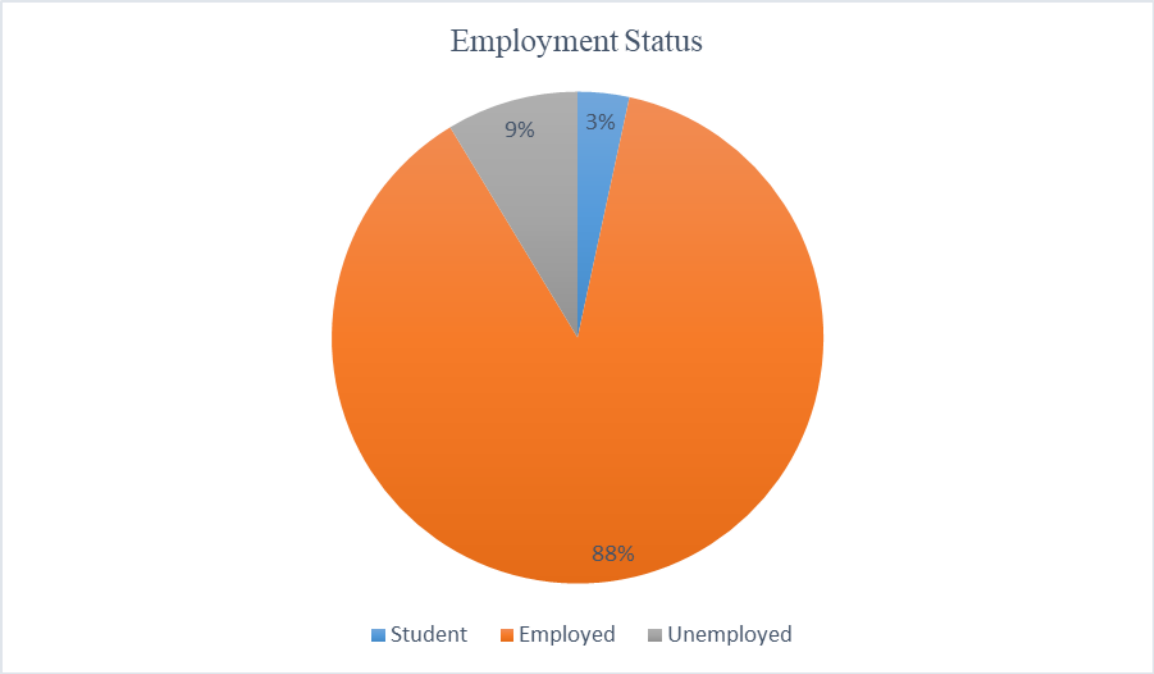


55.8% of the participants had completed their undergraduate studies, while 35.4% had pursued postgraduate education. This indicated that most participants who watched OTTs were well-educated.

Table 4.4: Employment Status

Qualification	**Frequency**	**Percentage**
Student	268	53.6
Employed	213	42.6
Unemployed	21	4.2
Total	500	100

Chart 4.4: Employment Status

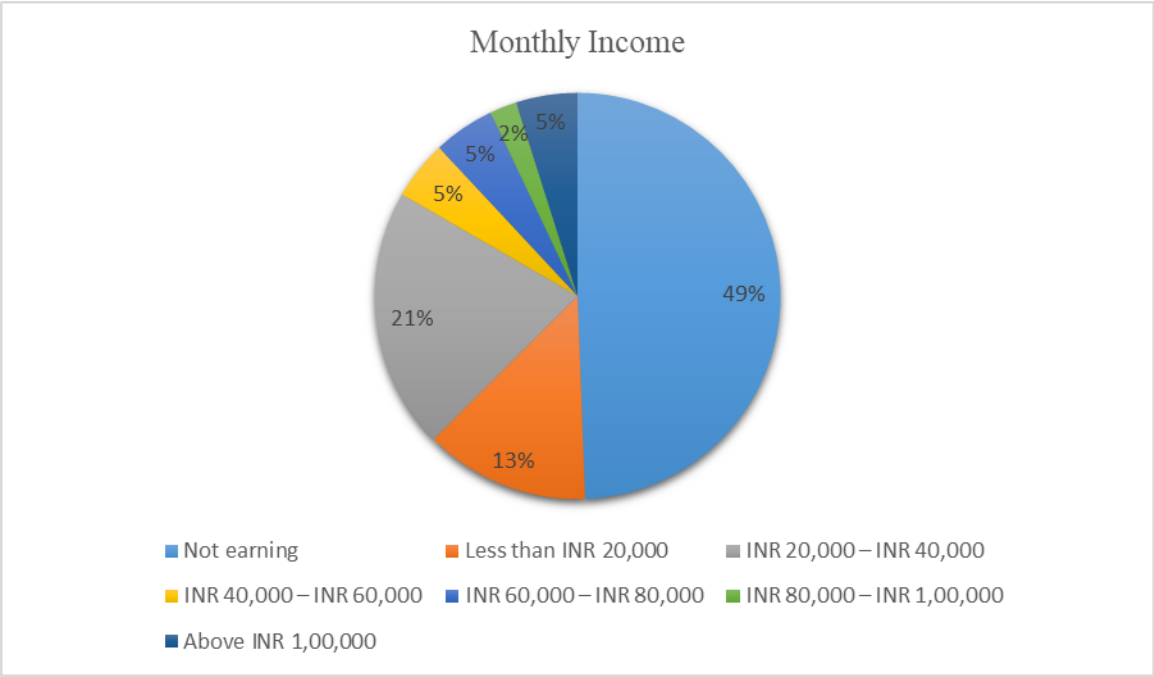


Students made up 53.6% of participants. Employed participants consisted of 42.6%. 4.2% of people who completed their education were not employed yet.

Table 4.5: Monthly Income

Income per month	**Frequency**	**Percentage**
Not earning	252	50.4
Less than INR 20,000	67	13.4
INR 20,000 – INR 40,000	106	21.2
INR 40,000 – INR 60,000	24	4.8
INR 60,000 – INR 80,000	25	5
INR 80,000 – INR 1,00,000	11	2.2
Above INR 1,00,000	15	3
Total	500	100

Chart 4.5: Monthly Income

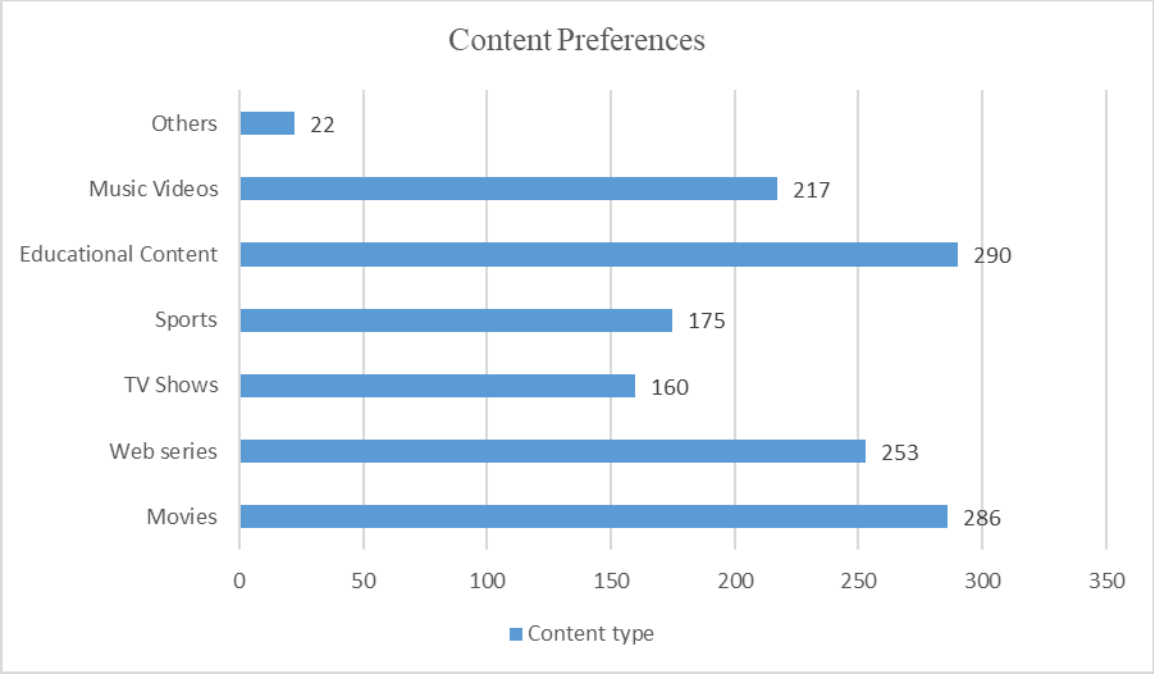


More than half of the participants were not earning. Among the working professionals, about 21.2% earned between INR 20,000 and INR 40,000. Only 3% earned more than INR 1,00,000. Most participants were students who watched OTTs and were not earning.

Table 4.6: Content type Preferences of the respondents

Content-Type	Frequency	Percentage
Movies	286	57.2
Web Series	253	50.6
TV Shows	160	32
Sports	175	35
Educational Content	290	58
Music Videos	217	43.4
Others	22	4.4
Total	500	100

Chart 4.6: Content type Preferences of the respondents

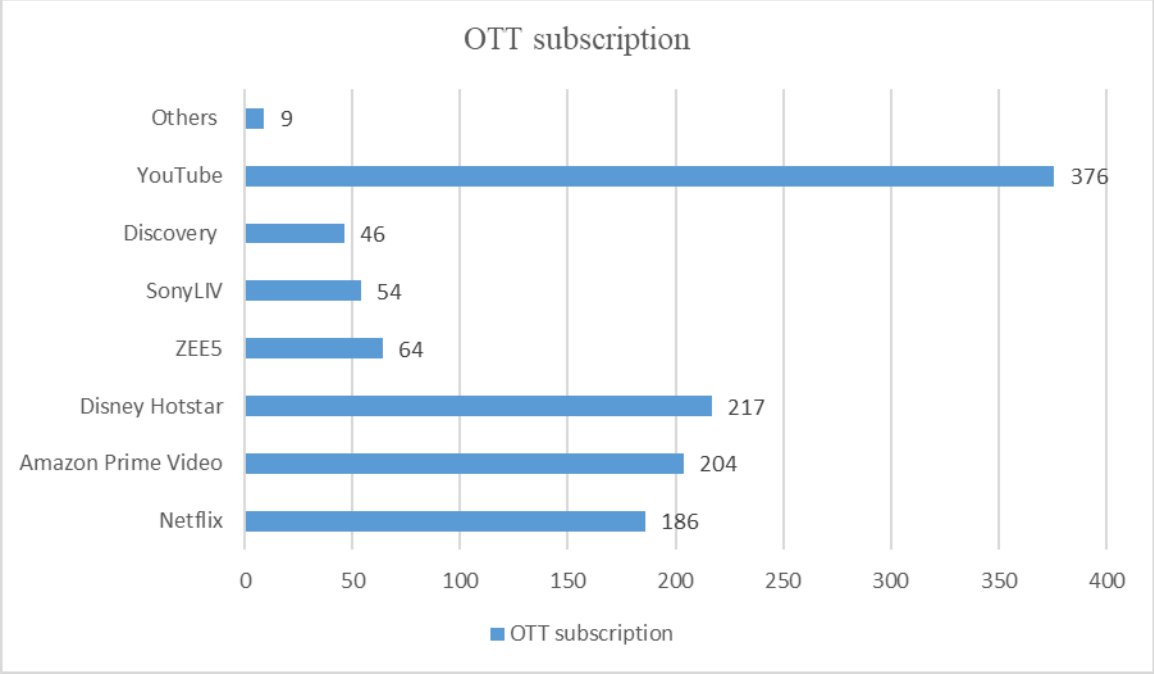


Participants watched a combination of one or more types of content. The result in the Table showed that participants watched multiple content types. However, educational content and movies were watched by many people, followed by web series.

Table 4.7: OTT Subscriptions

Subscription OTTs	Frequency	Percentage
Netflix	186	37.2
Amazon Prime Video	204	40.8
Disney Hotstar	217	43.4
ZEE5	64	12.8
SonyLIV	54	10.8
Discovery	46	9.2
YouTube	376	75.2
Others	9	1.8
Total	500	100

Chart 4.7: OTT Subscriptions



Participants subscribed to multiple platforms. They used a combination of one or more OTT platforms. YouTube was the most-watched OTT platform. YouTube offered most content for free. Many participants, who were students and not earning money, were more inclined to opt for subscribing to the YouTube platform.

Table 4.8: OTT Viewing hours per week

Hours per week	**Frequency**	**Percentage**
6-10 hours	49	9.8
11-15 hours	121	24.2
16-20 hours	252	50.4
More than 20 hours	78	15.6
Total	500	100

Over 50% of participants spent 16-20 hours per week watching OTTs. About 24.2% of people spent 11-15 hours per week watching OTTs, followed by 15.6% of participants spent more than 20 hours per week.

Chart 4.8: OTT Viewing hours per week

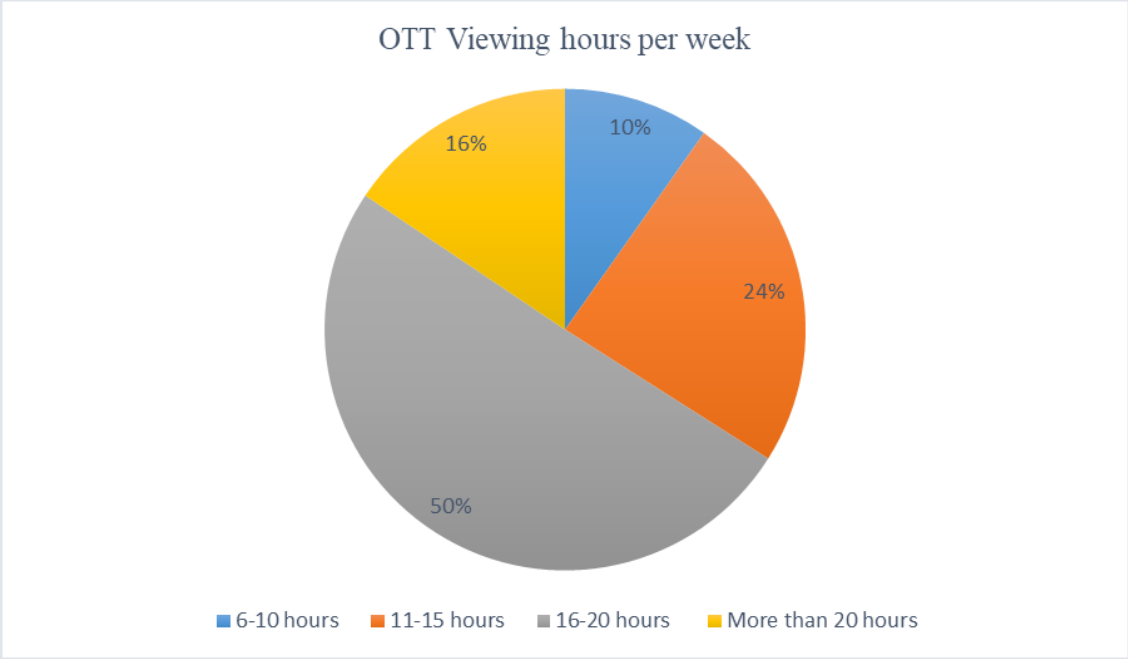


Table 4.9: Monthly price spent on OTTs

Monthly price	**Frequency**	**Percentage**
Less than INR 500	395	79
INR 1000	74	14.8
INR 1500	15	3
INR 2000	9	1.8
More than INR 2000	7	1.4
Total	500	100

More than one-third of the participants (79%) spent less than INR 500 monthly to watch OTTs. Only 14.8% of people spent INR 1000 per month, followed by 3% spent INR 1500, and 1.8%

spent INR 2000. Only 1.4% spent more than INR 2000 per month. Most participants were students and not earning, therefore OTT spending could be less. The result indicated that over 75% spent less than INR 500 monthly on OTTs.

Chart 4.9: Monthly price spent on OTTs

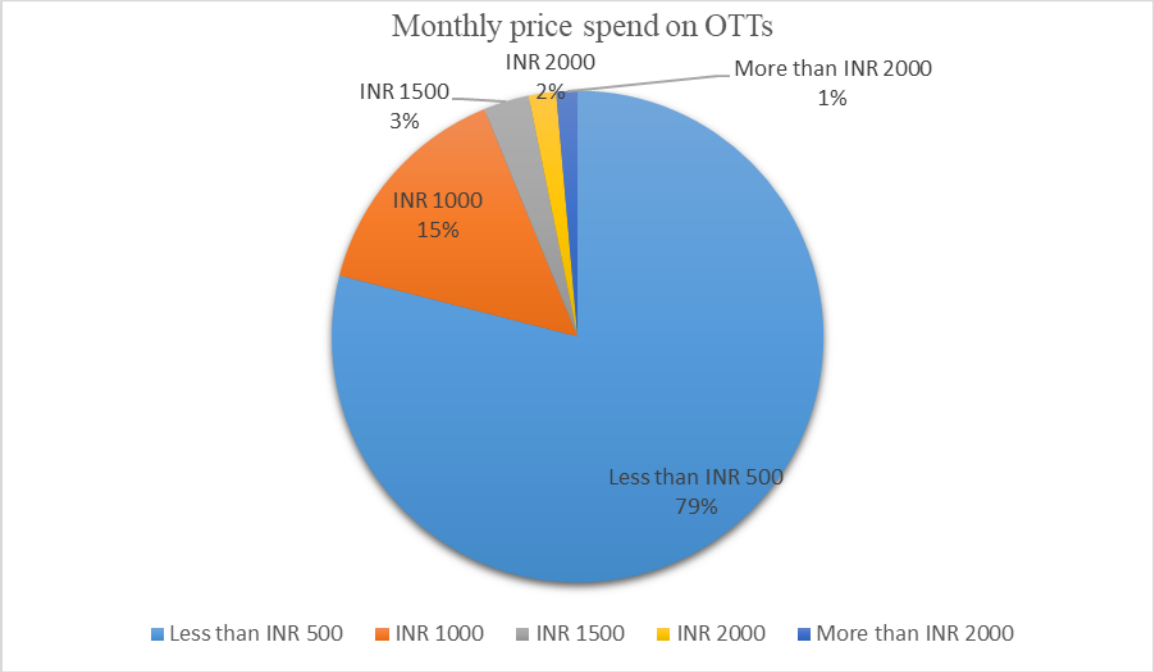
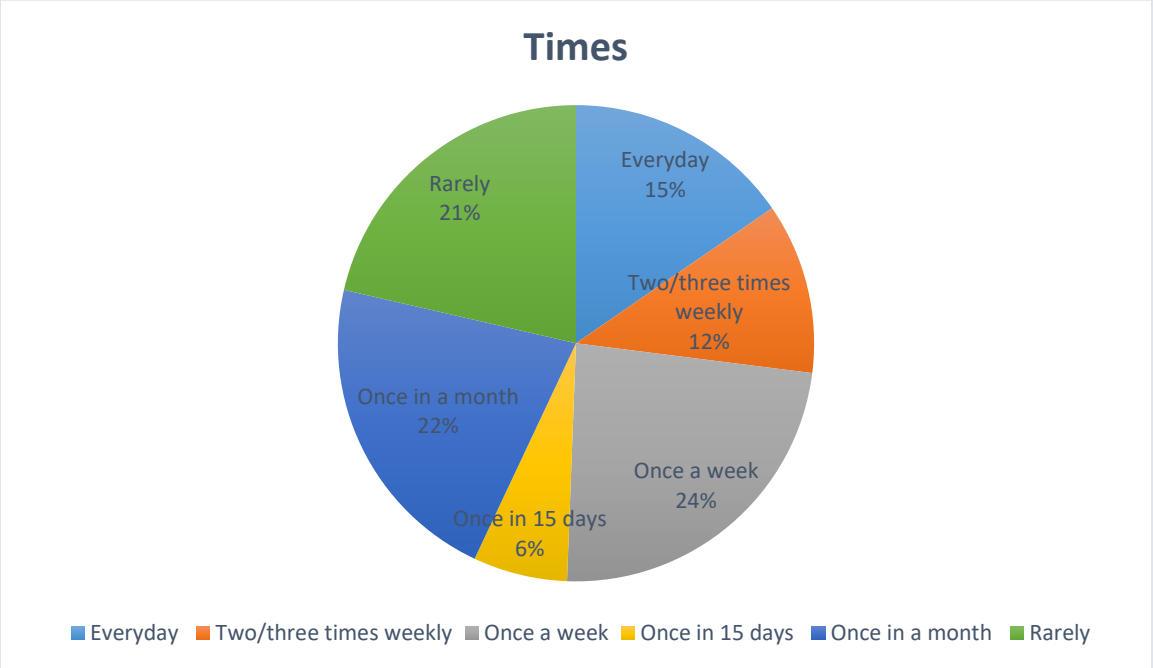


Table 4.10: EWOM giving frequency

Opinion sharing frequency	Times	Percentage
Everyday	77	15.4
Two/three times weekly	58	11.6
Once a week	118	23.6
Once in 15 days	32	6.4
Once in a month	108	21.6
Rarely	107	21.4
Total	500	100

Chart 4.10: EWOM giving frequency

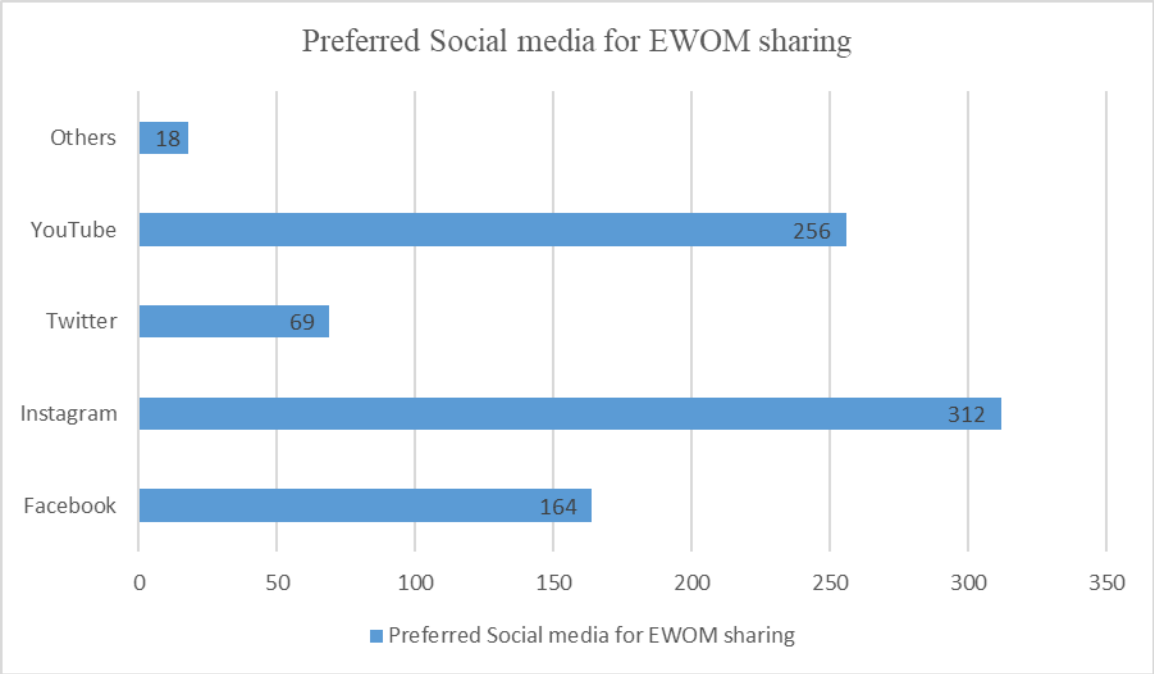


24% of people gave their opinion about OTTs on SNSs once a week. 22% of the participants shared EWOM once a month and 21% shared EWOM rarely. Only 15% shared their opinion about OTTs on SNSs daily.

Table 4.11: Preferred social media for sharing EWOM

Social media sites	Frequency	Percentage
Facebook	164	32.8
Instagram	312	62.4
Twitter	69	13.8
YouTube	256	51.2
Others	18	3.6
Total	500	100

Chart 4.11: Preferred social media for sharing EWOM



Participants engaged in multiple SNSs. Individually, Instagram was the most preferred site where people shared their opinions, followed by YouTube, Facebook, and Twitter.

4.3 Descriptive Statistics of Scales

The mean and SD of all scales were determined. Earlier, it was examined in the pilot study using 60 samples. The results presented were derived from a sample size of 500 respondents. Tables 4.12 to 4.21 present the results. Normality was assessed employing skewness and kurtosis values (Kim, 2013). The range of permissible skewness values is from -3 to +3, while the suitable range for kurtosis values is from -10 to +10 (Brown, 2006). Usually, the suitable skewness values range from -2 to +2 and kurtosis from -7 to +7 (Hair et al., 2010).

Table 4.12: Mean and SD of Concern for others (CO) scale

CO scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
CO1	3.78	0.884	500	0.118	0.109	-1.075	0.218
CO2	3.76	1.062	500	-0.405	0.109	-0.484	0.218
CO3	3.98	0.974	500	-0.451	0.109	-0.985	0.218
CO4	3.84	1.066	500	-0.425	0.109	-0.901	0.218

The average of all the CO items was more than 3. It indicated that the participants agreed with the statement and possessed a favorable disposition towards the CO construct. The SD was low for all the items. Lower SD denoted lower deviation among the responses of the participants. The skewness values were within the suitable range. Also, all the kurtosis values lied between -1 and +1. The kurtosis values were less than -2.

Table 4.13: Mean and SD of Tie Strength (TS) scale

TS scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
TS1	3.44	0.996	500	0.178	0.109	-0.966	0.218
TS2	3.43	0.951	500	0.331	0.109	-0.720	0.218
TS3	3.38	0.9	500	0.481	0.109	-0.560	0.218
TS4	3.32	0.854	500	0.468	0.109	-0.246	0.218

The median value of all the TS items exceeded 3. Most respondents had a favorable disposition for the CO construct. The SD value was minimum, which signified a lower degree of deviation in the statements given by the respondents. The skewness value was less than 1 for all items. The kurtosis value was less than -1 in all items.

Table 4.14: Mean and SD of Opinion Leadership (OL) scale

OL scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
OL1	3.35	1.038	500	-0.103	0.109	-1.006	0.218
OL2	3.31	0.859	500	0.453	0.109	-0.093	0.218
OL3	3.28	0.978	500	0.030	0.109	-0.290	0.218
OL4	3.23	0.885	500	0.091	0.109	0.395	0.218
OL5	3.32	0.850	500	0.364	0.109	0.053	0.218

The average value of all OL elements exceeded 3. Most individuals exhibited a favorable viewpoint toward the OL construct. The SD was consistently low across all items. A lower standard deviation indicated less variation in the participants' responses. The skewness value lied between -1 and +1 for all items. The kurtosis value also lied between -1 and +1 for all items.

Table 4.15: Mean and SD of Narcissism (N) scale

N scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
N1	3.18	1.114	500	0.028	0.109	-0.775	0.218
N2	3.15	1.026	500	0.522	0.109	-0.414	0.218
N3	3.11	0.862	500	0.615	0.109	-0.112	0.218

The average of all Narcissism factors was greater than 3. Most participants seemed to have a favorable attitude towards the construct since they agreed with the statement. The SD was consistently low for all components. A lower SD signified reduced variability in the participants' responses. The skewness value was less than 1 for all items. The kurtosis value was less than -1 for all items.

Table 4.16: Mean and SD of Status Motives (SM) scale

SM scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
SM1	3.08	0.882	500	0.587	0.109	-0.272	0.218
SM2	3.10	0.919	500	0.548	0.109	-0.476	0.218
SM3	3.17	0.906	500	0.570	0.109	-0.360	0.218

The average of all SM factors crossed 3. This showed that most participants appeared to have a favorable attitude towards the SM concept, as evidenced by the fact that they agreed with the statement. The SD was consistently low for all components. A lower SD indicated decreased variation in the participants' responses. The skewness value was less than 1 for all items. The kurtosis value was less than -1 for all items.

Table 4.17: Mean and SD of Economic Incentives (EI) scale

EI scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
EI1	3.08	0.889	500	0.673	0.109	-0.137	0.218
EI2	2.99	0.884	500	0.732	0.109	-0.063	0.218
EI3	3.01	0.917	500	0.711	0.109	-0.238	0.218

The mean value of all the EI components exceeded 3. Thus, most participants had a favorable disposition toward the concept of EI. The SD was consistently low for all components. A lower SD signified reduced variability in the participants' answers. The skewness value was less than 1 for all items. The kurtosis value was less than -1 for all items.

Table 4.18: Mean and SD of EWOM scale

EWOM scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
EWOM1	3.33	0.877	500	0.454	0.109	-0.444	0.218
EWOM2	3.25	0.867	500	0.448	0.109	-0.370	0.218
EWOM3	3.42	0.987	500	0.456	0.109	-0.892	0.218

The mean value of all the EWOM components surpassed 3. Respondents had a favorable disposition for the concept of CO. The SD was consistently low for all items. A lower SD indicated decreased variability in the responses provided by participants. The skewness value was less than 1 for all items. The kurtosis value was less than -1 for all items.

Table 4.19: Mean and SD of Influencing Receiver Decision (IRD) scale

IRD scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
IRD1	3.39	0.879	500	0.441	0.109	-0.443	0.218
IRD2	3.33	0.860	500	0.539	0.109	-0.317	0.218
IRD3	3.26	0.822	500	0.586	0.109	-0.042	0.218

The mean value of all IRD components crossed 3. The majority of those who responded indicated that they had a favorable opinion of CO. The SD was consistently low for all items, which implied reduced variability in the participants' responses. The skewness value was less than 1 for all items. The kurtosis value was less than -1 for all items.

Table 4.20: Mean and SD of Online Chatting/Engagement (OC) scale

OC scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
OC1	3.46	0.859	500	0.417	0.109	-0.471	0.218
OC2	3.52	0.883	500	0.389	0.109	-0.751	0.218
OC3	3.54	0.952	500	0.383	0.109	-0.936	0.218

The average value in all the OC elements crossed 3. Most participants held a positive view of the concept and agreed with the statement. A low SD indicated a decreased level of variance and disparity in the responses provided by the participants. The skewness value was less than 1 for all items. The kurtosis value was less than -1 for all items.

Table 4.21: Mean and SD of Social Capital and Reputation (SCR) scale

SCR scale	Mean	SD	N	Skewness Statistic	Skewness Std Error	Kurtosis Statistic	Kurtosis Std Error
SCR1	3.30	0.947	500	-0.024	0.109	0.020	0.218
SCR2	3.34	0.782	500	0.729	0.109	0.104	0.218
SCR3	3.29	0.842	500	0.560	0.109	-0.180	0.218
SCR4	3.66	0.725	500	0.561	0.109	-0.824	0.218

The mean value of all the SCR elements exceeded 3. This indicated that most respondents had a favorable impression of the construct because they concurred with the statement. A low SD value for all items suggested a reduced level of variability and difference in the replies given by the participants. The skewness value was less than 1 for all items. The kurtosis value lied between -1 and +1 for all items.

4.4 Multicollinearity

Multicollinearity occurs when independent variables have a strong correlation with one another (Lauriersen & Mur, 2006). It could severely impact model validation, interpretation, and analysis. The primary causes of multicollinearity include inadequate measurement reliability, limited numbers of samples, and poorly explained variation in endogenous components (Grewal et al., 2004). Variance inflation factor (VIF) is utilized to examine multicollinearity.

Prior to assessing the structural relationships, it is crucial to examine collinearity to mitigate any potential bias in the regression results. If the VIF exceeds 10, it indicates a significant presence of multicollinearity. VIF assesses the inflation of variances for parameters, with values exceeding 10 indicating severe multicollinearity (Lin, 2008).

Once the VIF values are above 5, it denotes the existence of collinearity problems among the variables (Mason & Perreault, 1991; Kock & Lynn, 2012; Becker et al., 2015; Hair et al., 2019). Table 4.22 presents the VIF values of the outer model. None of the values exceeded 5, showed no potential collinearity problems.

Table 4.22: VIF of outer model

Items	**VIF**
CO1	1.71
CO2	1.744
CO3	2.12
CO4	1.974
EI1	1.502
EI2	2.081
EI3	1.91
EWOM1	3.798
EWOM2	1.701
EWOM3	2.941
IRD1	1.6
IRD3	1.787
IRD4	1.709

N1	2.422
N2	3.147
N3	4.525
OE1	3.177
OE2	1.717
OE3	2.451
OL1	2.387
OL2	2.715
OL3	1.718
OL4	1.622
OL5	1.514
SM1	1.733
SM2	1.672
SM3	1.561
SR1	1.371
SR2	1.663
SR3	1.752
SR4	1.527
TS1	1.701
TS2	1.903
TS3	1.916
TS4	1.42

4.4.1 VIF of inner model

Inner VIF values are used to determine the multicollinearity among the constructs. The VIF value required to be smaller than 3.3 for all constructs (Diamantopoulos, 2008). Common Method Bias (CMB) is an issue resulting from the measuring method utilized in a SEM investigation (Chin et al., 2012; Kock, 2015). Indicators may vary slightly since the guidance provided at the top of the survey may steer the responses similarly. Path coefficients are especially increased by CMB. CMB may affect item reliability and outcome validity (MacKenzie & Podsakoff, 2012). It could impact the parameter estimations of the assumed relationships between components. This phenomenon may diminish or enhance the connection between variables, causing scholars to make Type I or Type II mistakes, including mistakenly discarding the null hypothesis or neglecting to dismiss it (Podsakoff et al., 2003).

The study utilized the collinearity technique to investigate CMB. A PLS test for CMB was conducted using the multicollinearity methodology outlined by Kock (2015) to check potential biases in survey methodologies. Table 4.23 displayed the assessment of inner VIF values for all constructs. The VIF value was smaller than 3.3 for all constructs (Diamantopoulos, 2008). This suggested that there were no multi collinearity issues. Hence, the outputs were free from bias (Chopra et al., 2022) and CMB was not a problem (Hair et al., 2021; Diamantopoulos & Siguaw, 2006).

Table 4.23: Inner VIF values

Constructs	EWOM
CO	1.265
EI	1.779
IRD	1
N	1.708
OC	1
OL	1.433
SCR	1
SM	2.103
TS	1.503

4.5 Model Analysis

The measurement model is assessed, subsequently evaluated with structural path analysis.

4.5.1 Measurement Model Analysis

The study measured the components' composite reliability, convergent validity, and discriminant validity. Convergent validity was evaluated by analyzing the factor loadings of the construct. Convergent is considered satisfactory for constructs with two or more reflective indicators if specific criteria are fulfilled. First, all constructs had an Average variance extracted (AVE) above 0.5. Second, item loadings were over 0.70 and demonstrated a stronger correlation with the constructs (Chin, 1998). The critical values for AVE, Composite Reliability (CR) and outer loadings should be above 0.5, 0.7, and 0.7 respectively (Hair et al., 2021). The discriminant validity

was calculated by taking the square root of the AVE (Fornell & Larcker, 1981). Figure 4.1 presents the measurement model and Table 4.24 presents the factor loadings.

Figure 4.1: Measurement Model

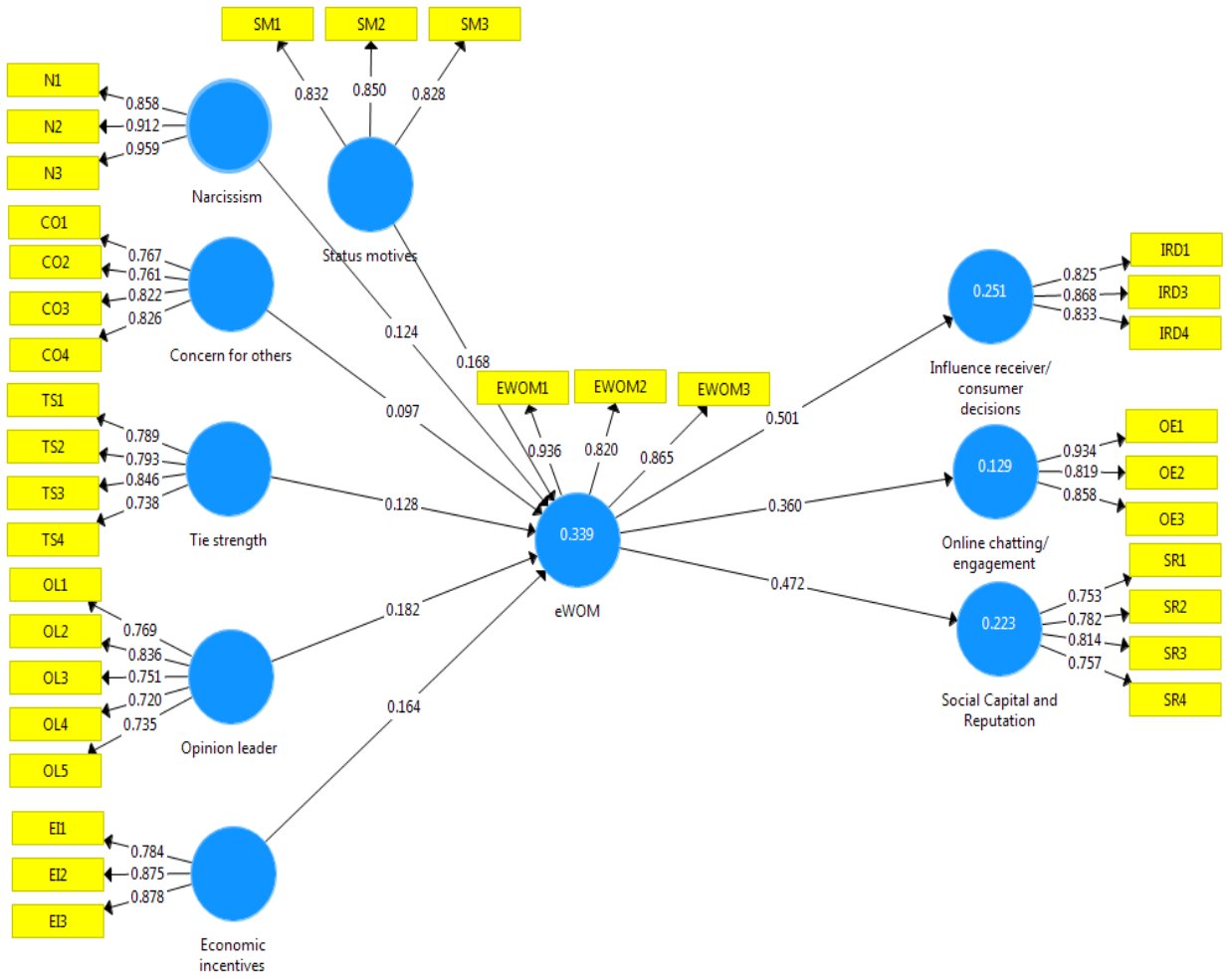


Table 4.24: Factor loadings of all items in the constructs

Variables	Factor loadings
CO1	0.767
CO2	0.761
CO3	0.822
CO4	0.826
TS1	0.789
TS2	0.793
TS3	0.846
TS4	0.738
OL1	0.769
OL2	0.836
OL3	0.751
OL4	0.720
OL5	0.735
EI1	0.784
EI2	0.875
EI3	0.878
SM1	0.832
SM2	0.850
SM3	0.828
N1	0.858

N2	0.912
N3	0.959
EWOM1	0.936
EWOM2	0.820
EWOM3	0.865
IRD1	0.825
IRD2	0.868
IRD3	0.833
OC1	0.934
OC2	0.819
OC3	0.858
SCR1	0.753
SCR2	0.782
SCR3	0.814
SCR4	0.757

Table 4.25 displayed the composite reliability, AVE, and Cronbach's alpha. All factor loadings were above 0.7. The values of composite reliability surpassed the necessary level of 0.7 (Chin, 1998). Hence, there are no reliability issues in this model. AVE values exceeded 0.5 for every construct (Chin, 1998). Convergent validity was considered appropriate. Hence, indicators in the model explained their corresponding constructs appropriately. Discriminant validity was assessed by employing a procedure described by Fornell and Larcker (1981). Table 4.26 demonstrates that the square root of the AVE value for each construct transcended its correlation compared to other

constructs, indicating a lack of discriminant validity (Chin, 1998; Fornell & Larcker, 1981). Hence, each construct was distinct from each other. Establishing discriminant validity confirmed the uniqueness of the construct.

Table 4.25. Reliability and Convergent Validity

Constructs	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Concern for others	0.806	0.821	0.872	0.631
Economic incentives	0.802	0.817	0.883	0.717
Influence receiver/consumer decisions	0.795	0.8	0.88	0.709
Narcissism	0.897	0.927	0.935	0.829
Online chatting/ engagement	0.84	0.855	0.904	0.76
Opinion leader	0.82	0.825	0.874	0.582
Social Capital and Reputation	0.781	0.785	0.859	0.603
Status motives	0.786	0.79	0.875	0.7
Tie strength	0.802	0.807	0.871	0.628
EWOM	0.845	0.85	0.907	0.766

Table 4.26: Discriminant Validity

	CO	EI	IRD	N	OC	OL	SCR	SM	TS	EWOM
CO	**0.794**									
EI	0.049	**0.847**								
IRD	0.243	0.364	**0.842**							
N	0.015	0.516	0.355	**0.91**						
OC	0.316	0.144	0.431	0.164	**0.872**					
OL	0.285	0.279	0.401	0.367	0.281	**0.763**				
SCR	0.216	0.333	0.531	0.363	0.297	0.416	**0.777**			
SM	0.01	0.634	0.407	0.599	0.18	0.349	0.456	**0.837**		
TS	0.397	0.251	0.385	0.264	0.322	0.455	0.382	0.335	**0.792**	
EWOM	0.195	0.413	0.501	0.411	0.36	0.418	0.472	0.454	0.38	**0.875**

Note: The diagonal values represent the square roots of AVEs.

The heterotrait-monotrait (HTMT) technique was also utilized to investigate discriminant validity. The HTMT ratio is required to be below 0.85 (Clark & Watson, 1995; Hensler et al., 2015). The data's discriminant validity was established, as each value in Table 4.27 was below 0.85.

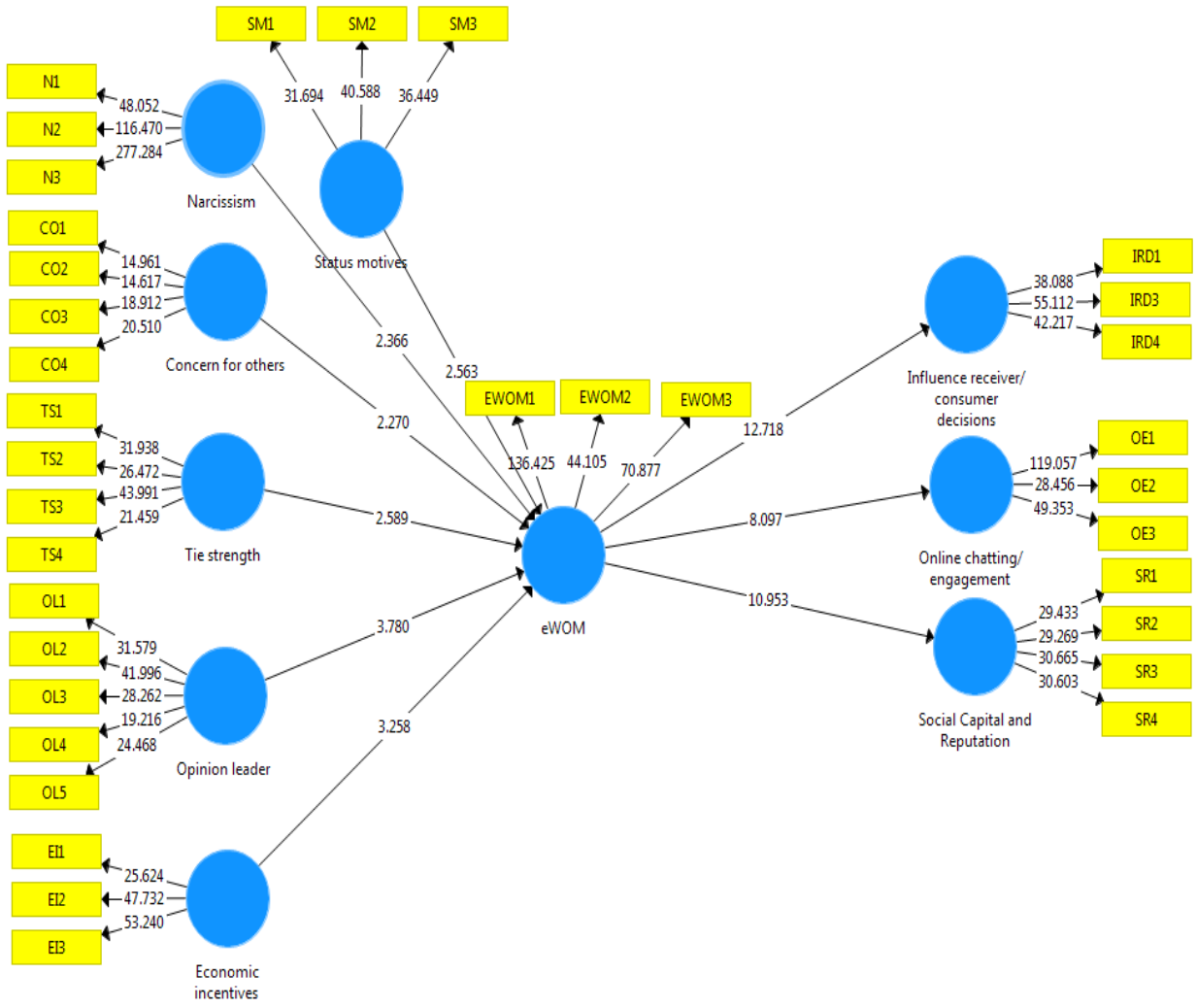
Table 4.27: Discriminant validity using HTMT ratio

	CO	EI	IRD	N	OC	OL	SCR	SM	TS
CO									
EI	0.076								
IRD	0.306	0.458							
N	0.049	0.605	0.415						
OC	0.381	0.187	0.524	0.186					
OL	0.348	0.343	0.496	0.421	0.337				
SCR	0.266	0.416	0.668	0.432	0.36	0.522			
SM	0.044	0.798	0.512	0.711	0.22	0.436	0.587		
TS	0.487	0.308	0.482	0.305	0.386	0.564	0.479	0.420	
EWOM	0.229	0.497	0.607	0.463	0.425	0.498	0.574	0.552	0.452

4.5.2 Structural Model and Path Analysis

PLS-SEM emphasizes the relationship between forecast and theory testing, and the findings should be appropriately verified (Shmueli, 2010). The parameters vary for reflecting and formative constructions. Once the measurement models satisfied all necessary criteria, the structural model could be assessed (Hair et al., 2017; Henseler et al., 2009).

Figure 4.2: Structural Model and Path Analysis



4.6 Test of Hypothesis

The beta coefficient value was positive in all cases. Variable correlations were analyzed using T-statistics and p-values.

For H1, the T-value for H1 was 2.27 (>1.96) and the P-value was less than 0.05 showing significance at the 0.05 level. The β value was 0.097. Thus, H1 was supported. Therefore, concern for others was positively associated with EWOM regarding OTTs on SNSs.

For H2, the T-value for H2 was 2.589 (>1.96). The P-value was less than 0.05 inferring statistical significance at the 0.05 level. The β value was 0.128. Thus, H2 was supported. Therefore, tie strength was positively associated with EWOM regarding OTTs on SNSs.

For H3, the T-value for H3 was 3.78 (>1.96). The P-value was less than 0.01 resulting in a significance at 0.01. β value was 0.182. Thus, H3 was supported. Hence, opinion leaders were positively associated with EWOM regarding OTTs on SNSs.

For H4, the T-value for H4 was 2.366 (>1.96). The P-value was less than 0.05 conveying a significance at 0.05. β value is 0.124. Thus, H4 was supported. Therefore, narcissism was positively associated with EWOM regarding OTTs on SNSs.

For H5, the T-value for H5 was 2.563 (>1.96). The P-value was less than 0.05 conveying significance at the 0.05 level. β value was 0.168. Thus, H5 was supported. Therefore, status motives were positively associated with EWOM regarding OTTs on SNSs.

For H6, The T-value for H6 was 3.258 (>1.96). The P-value was lower than 0.01, evincing a significance at the 0.01 level. β value was 0.164. Thus, H5 was supported. Therefore, economic incentives were positively associated with EWOM regarding OTTs on SNSs.

For H7, The T-value for H7 was 12.718 (>1.96). The P-value was 0.000, (< 0.01) evincing a significance at the 0.01 level. β value of 0.501. Thus, H7 was supported. Therefore, EWOM of OTTs on SNSs would influence the viewing decisions of receivers positively.

For H8, the T-value for H8 was 8.097 (>1.96). The P-value was less than 0.01 demonstrating significance at the 0.01 level. β value was 0.36. Thus, H8 was supported. Therefore, Senders who shared their views about OTTs on SNSs would positively engage with the receivers through online chat.

For H9, the T-value for H9 was 10.953 (>1.96). The p-value was lower than 0.01 resulting in a significance at 0.01. β value was 0.472. Thus, H9 was supported. Therefore, Sharing EWOM of OTTs on SNSs would positively increase the social capital and reputation of the senders.

Thus, all hypotheses were supported. The results were mentioned in Table 4.28.

Table 4.28: Hypotheses and path coefficient results

Hypothesis	**Direct path**	**Beta Coefficient**	**SD**	**T statistics**	**P value**	**Interval confidence (2.50%)**	**Interval confidence (97.50%)**	**Decision**
H1	Concern for others -> EWOM	0.097	0.044	2.27	0.024	0.012	0.191	Supported
H2	Tie strength -> EWOM	0.128	0.051	2.589	0.010	0.06	0.258	Supported
H3	Opinion leader -> EWOM	0.182	0.055	3.78	0.000	0.017	0.222	Supported
H4	Narcissism -> EWOM	0.124	0.047	2.366	0.018	0.096	0.298	Supported
H5	Status motives -> EWOM	0.168	0.063	2.563	0.011	0.048	0.274	Supported

H6	Economic incentives -> EWOM	0.164	0.053	3.258	0.001	0.026	0.241	Supported
H7	EWOM -> Influence receiver/consumer decisions	0.501	0.043	12.718	0.000*	0.425	0.573	Supported
H8	EWOM -> Online chatting/ engagement	0.36	0.045	8.097	0.000*	0.278	0.447	Supported
H9	EWOM -> Social Capital and Reputation	0.472	0.041	10.953	0.000*	0.394	0.549	Supported

* The software displays the number up to three decimal places, which is why it appears in this format. An integer must follow after that.

4.7 Model predictive power by using R^2 and Q^2

The predictive efficacy of the model was examined using R^2 and Q^2. The independent variable(s) of influence receiver decisions, online chatting/engagement, social capital, reputation, and EWOM explain 25%, 13%, 22%, and 34% of the total variance (R^2) respectively. As per Falk and Miller (1992), R^2 should be greater than 0.10. Thus, it demonstrates the current model's good predictive capability. In the present research, the Q^2 values for influence receiver decisions, online chatting/engagement, social capital and reputation, and EWOM were 0.175, 0.096, 0.129, and 0.245, accordingly (Table 4.29). The value greater than 0.02 signifies adequate predictive capability (Richter et al., 2016).

Table 4.29: R^2 and Q^2 values

Endogenous constructs	**R^2**	**SSO**	**SSE**	**Q^2 =1-SSE/SSO**
Influence receiver decisions	0.251	1500	1238.007	0.175
Online chatting/engagement	0.129	1500	1355.704	0.096
Social Capital and Reputation	0.223	2000	1741.819	0.129
EWOM	0.339	1500	1132.181	0.245

4.8 Model fit

The model fit criterion is checked by employing Standardized Root Mean Square Residual (SRMR). A number below 0.08 was deemed a satisfactory fit criterion (Hu & Bentler, 1998). Henseler et al. (2014) established the SRMR as an assessment of goodness-of-fit for PLS-SEM to prevent model misspecification. The SRMR value was 0.054 (<0.08), indicated the model fit.

4.9 Summary of the Chapter

The chapter mentioned the analysis of data collected from 500 target samples. Demographic factor analysis is discussed. All constructs have an AVE higher than 0.5. Secondly, the item loadings surpass 0.70 and exhibit a more robust correlation with the constructs they are meant to assess (Chin, 1998; Hair et al., 2021). Multicollinearity is assessed by examining VIF values. The SRMR value of 0.054 was below 0.08, showing appropriate model fit (Bentler & Bonett, 1980). The hypotheses are tested. The beta coefficient value is consistently positive. T-statistics values greater than 1.96 in all instances and 2.57 in six instances suggest a significant association among the variables.

CHAPTER V

RESULTS, DISCUSSIONS AND CONCLUSIONS

CHAPTER V
RESULTS, DISCUSSIONS AND CONCLUSIONS

5.1 Introduction

This part includes the discussion of the results, suggestions, and their implications. It examines the causes and effects of EWOM in the OTT, emphasizing the viewpoint of the sender. The critical driving factors for senders to share EWOM on SNSs are discussed. The consequences of the EWOM from the sender's perspective are also discussed. The relevance of this study in other contexts is also discussed. The results offer fresh insights into the context of OTT services. It also offers various suggestions to the practitioners. It mentions the limitations and further scope of research areas, along with the conclusion.

5.2 Summary of the Research Findings

- 59.8% of the respondents were male and 40% were female. Most participants were between the age category of 18-24, accounting for around 68.4%, followed by the age group with 18.6%.
- 55.8% of the participants were undergraduates, while 35.4% were postgraduates. Over 50% of the participants were not employed; 53.6% of the participants were students.
- Educational content and movies were watched by many people, followed by web series. Participants subscribed to multiple platforms. They used a combination of one or more OTT platforms.
- YouTube was the most-preferred OTT platform. This was possible due to YouTube providing a wide range of content that was available for free to its audience. As students consisted of maximum participants, they might prefer to watch OTTs such as YouTube for free.
- Over 50% of participants spent 16-20 hours per week watching OTTs. More than one-third of the participants (79%) spent less than INR 500 per month watching OTTs. 23.6% of people gave their opinion about OTTs on SNSs once a week.
- Instagram was the most widely utilized platform (more than 60%) for individuals to share their ideas or participate in EWOM activities, followed by YouTube, Facebook, and Twitter.
- The study utilized six scales to measure EWOM antecedents: three for EWOM consequences and one for overall EWOM. All the EWOM antecedents' scales were established, two customized in the OTT context.

- Among the EWOM consequences scales, one scale was an established one, and two were created. The two newly developed scales were influencing receiver decisions and social capital and reputation.
- The construct items were generated based on literature and opinions from academics and industry. The content and face validity were checked before being used for a pilot study. The two constructs satisfied the reliability.
- Item analysis was performed on the two newly created scales, indicating that the items were satisfactory.
- The model fit was measured. The model fit was accomplished with an SRMR value of 0.054, that was below an acceptable level of 0.08 (Bentler & Bonett, 1980).
- All nine hypotheses were supported.

5.3 Discussions

There were four internal factors such as concern for others, opinion leadership, narcissism and status motives that drove people to share EWOM on SNSs about OTTs. Two external factors such as tie strength and economic incentives drove people to share EWOM on SNSs about OTTs. Sharing EWOM regarding OTTs on SNSs had several implications for the senders. EWOM shared by the sender impacted the receiver's decision. Senders engaged with receivers through online chatting. Sharing EWOM increased the social capital and reputation of the senders. They were discussed below hypothesis wise.

H1: Concern for others will be positively associated with EWOM about OTTs on SNSs.

Concern for others drives senders to give their opinions about OTTs on SNSs. Consumers with solid altruism were inclined to voice their experiences through EWOM (Haj Khalifa, 2022).

Altruistic motivations resulted in a greater intention to share EWOM against pecuniary motivations.

Altruistic incentives were not as impactful as monetary ones in generating eWOM giving purpose when clients possessed a weaker affiliation with an organization (Chen et al., 2023). When visitors experienced a place's altruistic value, they would recommend it to their acquaintances (Fanea-Ivanovici et al., 2023). This was also true for the food business. Altruistic buyers were more inclined to share good EWOM for local eateries than retail chain establishments (Hanks et al., 2024). The altruistic principles of individuals had an immediate and positive impact on their attitudes towards EWOM (Porras-Bueno et al., 2023). Altruism moderated the association between EWOM and consumer fulfilment in hotel services because of expectation fulfilment. However, as a determinant, it did not drive EWOM in the hotel services.

H2: Tie strength will positively affect EWOM about OTTs on SNSs.

Senders expressed their opinions on OTTs on SNSs since they were closely linked to their active contacts on SNSs. The results indicated that individuals with stronger ties shared EWOM about OTTs on SNSs. Strong tie strength in SNSs enhanced users' desire to share emotions and encouraged the desire to manage their online image (Xu et al., 2023).

People with strong ties to SNSs were inclined to perceive the information they get as reliable and trustworthy, leading to a greater propensity to make purchases and disseminate the information to others (Sun et al., 2021). A favourable correlation existed between tie strength and engaging in eWOM activity (Ismagilova et al., 2021). EWOM from strong ties (recommendation and referrals; virtual communities) is more effective than EWOM from weak ties (reviews and ratings) (Beck et al., 2023).

H3: Opinion leaders will positively associate with EWOM about OTTs on SNSs.

Opinion leaders tested new things and contributed to their diffusion process. They were the initial viewers of the latest content presented by OTT platforms and shared their comments on SNSs. They were seen as trustworthy experts on OTT content because they engaged in frequent discussions and interactions about OTTs within their social circle and connections. A favourable relationship existed between opinion leadership and EWOM intention (Chai et al., 2023).

Opinion leaders played a significant role as helpful sources of advice for other consumers in online forums focusing on gadgets. This was especially true regarding the adoption and spread of novel offerings. Lead users act as opinion leaders on SNSs (Wang et al., 2023).

An influencer's ascribed opinion leadership was enhanced by their knowledge and attractiveness. However, opinion leadership is not influenced by trustworthiness. Influential opinion leadership could drive people's buying intentions (Fernandes et al., 2023). Originality, quality, and quantity of content were crucial factors contributing to a person becoming recognized as an opinion leader. Instagram post quality, quantity and uniqueness by influencers result in buying intention of people (Fakhreddin & Foroudi, 2022).

H4: Narcissism will be positively associated with EWOM about OTTs on SNSs.

Narcissism was a psychological trait characterized by a continual desire for self-praise and adoration. Narcissistic individuals engaged in self-appreciation and flaunted their accomplishments. Individuals exhibiting narcissistic traits were interested in flaunting their opinions about OTT services on SNSs, believing that they would receive praise and admiration from others by sharing EWOM. Narcissism correlated favorably with highly positive and negative

review assessments (Yousaf & Kim, 2023). Narcissism positively influenced the inclination to start an online firestorm against brands (Delgado-Ballester et al., 2023). The tourists' grandiose narcissism did not have an apparent effect on their EWOM through SNSs (Hasan & Neela, 2022). There was no noticeable direct impact of SNS users' narcissism on the spread of EWOM (Moisescu et al., 2022).

H5: Status motives will positively influence people to share EWOM about OTTs on SNSs.

Senders posted their reviews about OTTs on SNSs to gain prestige. They believed that posting reviews would increase their self-esteem. A favourable correlation existed between the drive for status and EWOM behaviour on SNSs for luxury buyers (Pangarkar et al., 2023).

Customers driven by self-enhancement were more inclined to write good EWOM for a chain restaurant than a small firm (Hanks et al., 2024). People who created more CSR links were more encouraged to connect with CSR content to fulfill their need for self-enhancement and social connection, increasing their willingness to spread the information (Aguirre et al., 2023).

H6: Economic incentives will positively influence people to share EWOM about OTTs on SNSs.

Senders were inclined to share their views on OTT services on SNSs in anticipation of receiving an incentive, coupon, or reward. Reviewers prioritized recognition above remuneration. A potential reason for this preferential outcome could be social desirability bias. EWOM reviewers might not want to overtly acknowledge their inclination toward earning monetary rewards, which subsequently drove them to assist consumers and eateries (Labsomboonsiri et al., 2022). Offering a product at no cost enhanced the probability that opinion leaders will share EWOM on SNSs, and the strongest inclination to share was shown when they are permitted to retain the product.

Conversely, providing monetary incentives to opinion leaders could indirectly decrease their motivation to publish due to the anticipated unfavourable response from their followers (Lopez et al., 2022).

H7: EWOM of OTTs on SNSs will influence the viewing decisions of receivers positively.

Senders believed that giving EWOM about the OTT content influences the viewing decisions of receivers. As the number of reviews increases, buyers were prone to receiving additional product details. This increased the impact of EWOM and helps consumers perceive it as extremely valuable, making them more inclined to follow the reviewers' recommendations. This further indicated that buyers prioritize the number of reviews over their quality (Hung et al., 2023). Despite conflicting with consumers' first judgments, persuasive and rational arguments put forth by reviewers could be regarded by consumers as a point of reference. This implied that confirmation bias would not impede the association between perceived persuasiveness and social effect. EWOM about indigenous fruit products on SNSs was the ideal indicator of acceptance and intention to purchase (Nyagadza et al., 2023).

Reviews and ratings did not have a substantial relationship with confidence in the seller, which suggests that these details may be essential but were not adequate for believing sellers on SNSs (Beck et al., 2023). Even in a herding context, false EWOM could significantly impact customers' opinions and attitudes (Shih et al., 2023). If buyers were consistently exposed to misleading information over an extended period and do not receive fresh, accurate information, the erroneous details could become their sole base of reference and result in the construction of deviant beliefs, attitudes, and assessments.

H8: Senders who share their views about OTTs on SNSs will positively engage with the receivers through online chat.

Senders interacted with others through online messaging after sharing opinions on SNSs about OTT services. When the consumer's level of engagement was favorable and high, it could be referred to as central-positive engagement. This indicated that the consumer has a strong affinity for the brand and is willing to invest significant resources in it. A brand that was perceived negatively and receives low evaluations from consumers could lead to a restricted allocation of resources in a negative direction. For instance, the customer would abstain from interacting with the brand or exhibit no interest in the Facebook page of the brand. Raising the spread of EWOM information about a particular brand led to more financial investment, thereby promoting increased involvement and interaction with the brand (Srivastava et al., 2021). The trustworthiness of information remained the primary determinant of interaction with EWOM in social commerce (Ali et al., 2020).

H9: Sharing EWOM of OTTs on SNSs will positively increase the social capital and reputation of the senders.

Social capital and reputation: Senders believed that voicing their opinions regarding OTTs boosted their social status inside their networks. Expressing their views enhanced their credibility as a reliable source on OTTs. Sharing views helped senders to connect with like-minded people.

There was a direct correlation between people’s online involvement and their online social capital. The more people engage with online media, the more social capital they accumulated (Varshney & Rajwanshi, 2019).

Aspects related to social capital significantly influenced the extent of involvement in EWOM (Baykal & Hesapci Karaca, 2022). SNSs offered immense opportunities for firms to create online social capital with buyers through online posts. Firms could get online social capital through information sharing and posts on SNSs (Xu et al., 2022).

5.4 Contributions to theory

The primary study question seeks to determine the attributes that drive individuals to share EWOM on SNSs regarding OTT services. The second study question is to determine the consequences of sharing EWOM on SNSs regarding OTT services from the perspective of the senders. The investigation reveals that six criteria drive individuals to provide EWOM on SNSs for OTTs. The factors include concern towards others, tie strength, status movies, influence opinion leadership, narcissism, and economic incentives.

The internal factors that drive people to share EWOM on SNSs regarding OTTs include concern for others, opinion leadership, narcissism, and status motives. On the other hand, tie strength and economic incentives are external variables that contribute to this behavior.

When individuals share EWOM on SNSs regarding OTTs, several outcomes can be observed from the sender's perspective. It has an impact on the recipient's decision. After sharing a post, there is an opportunity for the sender and the recipient to engage in online conversation. Senders interacted with recipients via online chat. Disseminating EWOM enhanced the social capital and reputation of the senders. Major theoretical contributions are given below.

- This research investigation is the first to delve into the antecedents and consequences of EWOM in the OTT context. It discusses the variables that drive individuals to express opinions on OTT services on SNSs.

- Also, this is the first to examine the consequences of EWOM from the sender's perspective specifically in the realm of OTT services.
- Most EWOM antecedents' studies focus on industries such as tourism, movies, products, and services. However, these investigations focus on the perspective of the receivers.
- This study investigates the post-effect of EWOM for the sender. It intends to emphasize the repercussions for the sender following the distribution of EWOM.
- OTT is an emerging area that researchers are focusing on for new perspectives. The conceptual model can be examined in various service and product settings, including durables, fashion items, luxury products, and appliances, to determine whether the antecedents and consequences are valid in other contexts.
- Developing two new consequence scales from the sender's perspective is a novel theoretical contribution to the EWOM literature. The scales can be used to measure the consequences in other contexts, bringing their wide acceptance and validity to similar studies.

5.5 Contributions to practice

- Consumer insights: Studying EWOM can offer essential consumer insights. By analyzing opinions, and beliefs conveyed via EWOM, firms can enhance their comprehension of the customer base's choices, prerequisites, and judgments. This data may guide product creation, advertising tactics, and managing client relationships.
- Studying the factors that lead to EWOM can assist firms in pinpointing specific aspects and approaches that enhance favorable EWOM. This data can be utilized to create focused marketing strategies that connect with the intended audience and correspond with the elements that influence EWOM.

- Businesses may optimize their content approaches by connecting with influential EWOM senders.
- Studying the antecedents that lead to EWOM can assist firms in pinpointing particular traits and tactics that enhance positive EWOM. This data can be utilized to create focused marketing strategies that connect with the intended audience and correspond with the elements that influence EWOM.
- Influencer Marketing: Brands now rely on online influencer (Leung et al., 2022). Senders of EWOM are influencers. Comprehending the aspects that affect EWOM can help businesses recognize and partner with influential writers who profoundly impact the people they reach. This understanding can enhance influencer marketing efforts, enabling companies to utilize influential writers to endorse their products or services. These insights demonstrate how writing about EWOM may aid firms in consumer insights, social media advertising, brand advocacy, competitive analysis, communication with customers, and managing their reputations. Identifying the origins of EWOM enables marketers to utilize user created content efficiently. User-generated content can be included in marketing plans to establish authenticity and trust.
- Comprehending the factors that drive users to express their views on video content enables streaming platforms to develop and select content that matches user tastes, thereby enhancing the chances of receiving favorable EWOM.
- OTT platforms can increase user experience by optimizing features to promote and facilitate EWOM sharing. Platforms can create specific techniques to promote user engagement. Platforms can optimize interactive features, announcements, and incentives by comprehending user motivations for sharing content.

5.6 Recommendations to OTT firms

This investigation offers useful insights into how users communicate their opinions or spread EWOM about OTT services on SNSs. This would assist OTT firms in gaining insights into the aspects that prompt individuals to express their views about OTTs on SNSs. They can utilize these aspects to entice others to disseminate their viewpoints about the OTT content. Below, some of these factors are examined.

- Concern for others is an essential factor that drives senders to share their opinions about OTTs on SNSs. As senders are concerned about others and want to warn about the wrong products to save others from bad products and experiences, firms can focus on creating unique and quality content. Senders also communicate through EWOM about the right product to others as a concern for others, so it is suggested that creating good quality content should be the company's prime focus.
- Stronger tie strength facilitates individuals in expressing their opinions EWOM about OTT services on SNSs. Businesses can identify and focus on individuals with close relationships with their contacts on SNSs and regularly express their views within their circles. Contacting these individuals will assist OTT companies in promoting their products to a broader audience through EWOM.
- OTT companies can focus on opinion leaders to raise awareness about their products and services. Businesses can contact these influencers with extensive networks on SNSs to quickly promote their products. Opinion leaders are seen as trustworthy sources of information for their audience. Opinion leaders, who can influence others' purchasing decisions, get significant attention from companies seeking to leverage their influence in

promoting their products. Users' regular interactions on SNSs amplify opinion leadership on the Internet (Wasko et al., 2005).

- Early investigations have demonstrated a clear link between narcissism and the frequency of sharing information on visual and text based SNSs (Horton et al., 2014; Moon et al., 2016). Individuals with narcissistic traits tend to enjoy displaying their knowledge. OTT companies might focus on targeting these narcissistic individuals to advertise their content. Many think that narcissism is a complex personality trait that can be challenging to recognize in individuals.

  These individuals can be recognized by their personality features, including self-appreciation, self-exaggeration, strong focus on their outward appearance, associating with high-status individuals, and displaying condescending (Buss & Chiodo, 1991). Narcissism was found to be associated with increased social activity and self-promotion in various sections of SNSs (Buffardi & Campbell, 2008). Individuals can be recognized through their social accounts, web pages, and actions like posting selfies. Social media viewers view photos as self-centered and correlate self-promotion with narcissism, leading them to consider selfies as narcissistic behavior. Narcissism and jealousy can lead travelers to post selfies directly or through self-promotion as a mediator (Taylor, 2020).

- Senders provide opinions about OTT services on SNSs in exchange for incentives such as coupons, points, financial rewards, or other rewards. OTT firms can utilize this. They can allow senders to share their ideas and, in exchange, offer a financial incentive like a modest discount, free program viewing, or reward points that can be used later. The senders may be incentivized and motivated to share their opinions about the OTT firm's content on SNSs.

- Senders create reviews believing it will facilitate their connection with a larger audience. They can engage with more individuals with similar interests and expand their professional relationships. By expressing opinions on SNSs, individuals can enhance their reputation by positively portraying themselves. This may encourage senders to share their ideas about OTT services on SNSs. Businesses can use this opportunity to engage with these reviewers/communicators and invite them to review their content. Businesses can enhance their program and content exposure, while individuals can boost their content reviewing and engage with a larger audience.

5.7 Limitations

Studying the factors leading to and outcomes of EWOM from the communicator's viewpoint on OTT platforms may have certain restrictions.

- The study's generalizability is restricted to the sample demographic, time period, and context of video streaming or OTT services in which the study was carried out. The generalizability of results to other contexts is unknown. Future studies could investigate this by doing research in alternative contexts.
- The OTT sector continuously changes with the frequent emergence of new mediums, technological advances, and user behavior. It is crucial to assess the timeline and applicability of the research findings due to the continuous evolution of the sector, which may limit their applicability.
- The model is tested in the OTT context. It can be tested and verified in many service and product scenarios.

- The study is conducted in India, an emerging market. The OTT market in India is expanding. This study can be replicated in different emerging markets to determine the outcomes in those specific regions.
- The study did not use any moderating variables.

5.8 Future Scope of Research

Some prospective areas of study for the future are mentioned below.

- Over 65% of respondents were aged 18-24. It excluded individuals under the age of 18. Including individuals under 18 years old may provide fresh perspectives. The study gathered data via a standardized questionnaire distributed through a Google link. Future research could involve other research tools such as experiments to gain fresh insights into how people behave about EWOM.
- The study incorporated two theories such as opinion leadership and UGT. It did not incorporate moderating variables to analyze their impact on the senders' sharing behavior. Incorporating additional theories and moderators into the framework can provide fresh perspectives. Studying moderating variables and EWOM in the changing OTT industry would offer more insights into this significant phenomenon.
- Numerous reviewers post reviews on SNSs. Given the rise of organic and manufactured reviews, reviewers ensure that people trust their evaluations and maintain their reputation as authentic reviewers.
- This study only focused on senders' reviews of OTTs on SNSs. It did not encompass online forums and communities like Reddit, Quora, and specific fan forums. IMDb (movie rating),

bookmyshow (ticketing platform) allow people to rank and review video streaming content.

- Popular messaging apps like WhatsApp, Messenger, and WeChat are frequently utilized to exchange EWOM regarding OTTs. Those evaluations are reputable sources from individuals who have watched the content and provided feedback. Conducting a comparable study on these platforms could provide further insights into people's EWOM-giving behavior. This can also integrate with social media to determine the credibility of platforms for both reviewers and recipients in terms of authenticity.
- The framework holds good for OTT as it is a hedonic/experienced product. It is unknown whether the same model is valid for other products such as searched goods. In the case of search goods, some variables, such as opinion leadership, may not work as their product attributes can be assessed before purchase.
- This study indicates the positive consequences of spreading EWOM for the senders. It could probably have a detrimental impact. Individuals with narcissistic traits may enjoy disseminating EWOM, which can enhance their social capital and reputation. Narcissistic individuals may further develop their narcissistic traits, potentially leading to an increase in their dark personality characteristics. Narcissism is often associated with undesirable traits like arrogance and boastfulness (Burton et al., 2017). Narcissism is commonly linked with grandiosity, a self-centeredness and a voracious love of one's appearance and status (Brown et al., 2009; Lee & Sung, 2016).
- This study examined the influence within the online environment. Future studies could investigate the impact of offline WOM in the similar setting. The causes and effects of offline WOM about OTT services on SNSs can be investigated to determine if it yields

comparable outcomes. The results offer an informative viewpoint on WOM marketing. The model can be examined offline as most WOM volume still occurs offline (Keller & Fay, 2012). Offline WOM holds equal significance (Lovett et al., 2013).

- Future research can include WhatsApp platform. It is not covered in the present study. Individuals are currently more engaged in WhatsApp (ET Brand Equity, April 1, 2024). Thus, it is interesting to see whether sharing views on WhatsApp will give rise to any new results.
- New antecedents can be explored in the OTT context from the sender's perspective. New consequences can also be explored in the OTT context from the sender's perspective.
- Many movies, web series are shared with a propaganda motive. It is interesting to know how that affects senders and receivers.
- Also, similar studies can be done from the receiver perspectives to see how they behave in sponsored vs organic EWOM in the OTT context.

5.9 Conclusion

In summary, studying the elements that impact EWOM creation and its effects on the senders could yield significant insights for academics and OTT firms. The results of the study uncovered various crucial factors.

First, the EWOM antecedents from the sender's perspective comprised concern for others, tie strength, opinion leader, narcissism, status motives, and economic incentives. These factors significantly drive the senders to spread EWOM regarding OTTs on SNSs. Second, from the writer's perspective, the consequences of sharing EWOM regarding OTTs on SNSs influence receiver decisions, online chatting/engagement, social capital, and reputation.

These results have significant ramifications for OTT firms. Businesses can design ways to promote and utilize positive EWOM by comprehending the elements that influence it from the writer's viewpoint. They might concentrate on forging connections with influential communicators/senders, building expertise and credibility, promoting engagement, and providing a means to amplify EWOM.

Companies may improve their visibility, boost content awareness, and lure viewers by harnessing the influence of EWOM. Employing successful EWOM approaches may help OTT businesses flourish in a fiercely competitive sector. The findings are constrained by the specific research context and sample, perhaps restricting the generalizability of the findings.

The results are constrained by a particular context, potentially restricting its generalizability and applicability in other contexts. Future studies may investigate additional variables, analyze different scenarios, and utilize a broader range of research techniques to deepen our comprehension of the causes and effects of EWOM from the viewpoint of its sender.

5.10 Chapter Summary

Educational content and movies are watched by many people, followed by web series. Factors including concern for others, tie strength, opinion leadership, narcissism, status motives, and economic incentives drive people to share their opinions on SNSs. Sharing EWOM about OTT services on SNSs had various consequences for the individuals who shared it. The sender's EWOM influenced the recipient's decision. Senders engaged with recipients via online chat. Sharing EWOM enhanced the social capital and reputation of the individuals who share it. This study also developed two new scales on EWOM consequences. This study offered several implications for businesses offering OTT services and others. This section concluded with the limitations and further scope of research.

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APPENDICES

APPENDIX A

Questionnaire

Dear Sir/Madam,

Thank you for responding to the following questions. The information gathered through this questionnaire will be used solely for academic purposes.

Do you watch streaming videos?

Yes

No

After watching video streaming, do you post your opinions and reviews on social media?

Yes

No

Section 1: Demographic Information

Name:

Gender:

a) Male

b) Female

c) Non-binary

c) Prefer not to say

Age:

a) 18-24

b) 25-34

c) 35-44

d) Above 45

Education Level:

a) High School or below

b) Intermediate/+2

c) Graduation

d) Post Graduation

e) PhD

What is your employment status?

Student

Employed

Unemployed

Retired

Other

Monthly income:

a. Not earning

b. Less than INR 20,000

c. INR 20,000 - INR 40,000

d. INR 40,000 - INR 60,000

e. INR 60,000 - INR 80,000

f. INR 80,000 - INR 1,00,000

g. Above INR 1,00,000

Section 2: Content Consumption and Engagement

How many hours per week do you spend watching videos on video streaming platforms?

1-5 hours

6-10 hours

11-15 hours

16-20 hours

More than 20 hours

What types of content do you watch on video streaming platforms? (multiple choice)

Movies

Web series

TV shows

Sports

Educational content

Music videos

Others (please specify)

What are the video streaming platforms you are subscribed to presently? (Multiple options)

Netflix

Amazon Prime Video

Disney+Hotstar

ZEE5

Sony LIV

Discovery+

YouTube

Others (Please Specify)

What monthly price do you pay presently for each OTT platform that you have subscribed to?

Less than INR 500 per month

INR 1000 per month

INR 1500 per month

INR 2000 per month

More than INR 2000

How often do you share opinions and reviews about video streaming content on social media?

Everyday

Two or three times weekly

Once in a week

Once in 15 days

Once in a month

Rarely

Which social media sites do you use most to share your reviews of Streaming content?

Facebook

Instagram

Twitter

YouTube

Other (please specify)

Section 3: Antecedents and Consequences of EWOM

For each of the following factors, ask respondents to rate their agreement on a scale from 1 to 5

(1 = strongly disagree, 5 = strongly agree):

	Rating
I want to warn others of bad products (streaming content by posting on social media).	1 2 3 4 5
I want to save others from having the same negative experiences as me.	
I want to help others with my own positive experiences.	
I want to give others the opportunity to buy the right product (view the right streaming content).	
I communicate very frequently with the contacts on my ‘‘friends” list on my social network.	
Overall, I feel very important about the contacts on my ‘‘friends” list on social networks.	
Overall, I feel very close to the contacts on my ‘‘friends” list on social networks.	
To a very great extent I typically interact with each person.	
I am the first to try out new streaming videos online; therefore, many people regard me as an expert in this field.	
My friends think of me as a good source of information when it comes to knowing about new streaming video content.	
During the past six months, I have told my friends about various streaming videos over the Internet.	
Compared with my circle of friends, I am more likely to be asked about video streaming content over the Internet.	
My friends tend to ask my advice about video streaming content through online.	
I can get the praise and admire when spreading posting my views about video streaming content on social media.	
I think everyone want to know what I know.	
I share my reviews to show off by commercializing and publicizing my activities.	
I share my reviews on social media to gain prestige.	
I share my reviews on social media to attain status.	

I share my reviews on social media to increase self-esteem or respect.	
I am motivated to write a review, because of the incentives I receive (e.g., coupon, points).	
I am motivated to write a review, because I receive a reward for the writing.	
I am motivated to write a review, because I expect to receive something in return.	
I always share my experiences of streaming videos with other members on social media.	
I always provide my opinions of streaming videos with other members on social media.	
I post links of streaming videos on social media.	
My video streaming reviews on social media can influence others' viewing decisions.	
My opinions about video streaming help others decide which shows, movies, or web series to watch.	
My video streaming reviews shape other's options on social media.	
While chatting online, I like to share with others some interesting video streaming content that I have watched.	
While chatting online, I like to share with others my favorite streaming videos and content.	
While chatting online, people tend to ask for my opinions about streaming videos.	
Expressing my opinions on social media about OTTs helps me build a network of associations with like-minded people.	
Giving online views about streaming videos enhances my reputation on social networks.	
Through posting streaming video views, I gain attention and admiration from others.	
Sharing online views of streaming video on social media has enhanced my online reputation and image.	

APPENDIX B

Scales details used in the questionnaire

Antecedents	Scale source	Scale details
Concern for others	Hennig-Thurau et al. (2004)	C1-I want to warn others of bad products. C2- I want to save others from having the same negative experiences as me. C3- I want to help others with my own positive experiences. C4-I want to give others the opportunity to buy the right product.
Tie strength	(adapted from Chu and Kim, 2011; Levin and Cross, 2004)	TS1-I communicate very frequently with the contacts on my ‘‘friends” list on my social network. TS2-Overall, I feel very important about the contacts on my ‘‘friends” list on social networks. TS3-Overall, I feel very close to the contacts on my ‘‘friends” list on social networks. TS4-To a very great extent I typically interact with each person.
Opinion leader Chan, Y. Y., & Ngai, E. W. (2011)	Sun et al. (2006)	I am the first to try out new streaming videos online; therefore, many people regard me as an expert in this field. My friends think of me as a good source of information when it comes to knowing about new streaming video content. During the past six months, I have told my friends about various streaming videos over the Internet. Compared with my circle of friends, I am more likely to be asked about video streaming content over the Internet. My friends tend to ask my advice about video streaming content through online.
Narcissism	Mehdizadeh (2010)	N1-I can get the praise and admire when spreading posting my views about video streaming content on social media. N2-I think everyone want to know what I know.

		N3-I share my reviews to show off by commercializing and publicizing my activities.
Status motives	Wang and Fesenmaier (2003)	SM1- I share my reviews on social media to gain prestige. SM2- I share my reviews on social media to attain status. SM3- I share my reviews on social media to increase self-esteem or respect.
Economic incentives	Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004)	EI1-I am motivated to write a review, because of the incentives I receive (e.g., coupon, points). EI2-I am motivated to write a review, because I receive a reward for the writing. E13-I am motivated to write a review, because I expect to receive something in return*.

EWOM (on SNS) Scale		
EWOM (on SNS)	Hennig-Thurau et al. (2004)	E1- I always share my experiences of streaming videos with other members on social media. E2- I always provide my opinions of streaming videos with other members on social media. E3- I post links of streaming videos on social media.

Consequences	**Authors**	**Scale Details**
Influence receiver/consumer decisions	Hung, K. H., & Li, S. Y. (2007) López, M., & Sicilia, M. (2014) Kim, S., Kandampully, J., & Bilgihan, A. (2018)	IRD1-My video streaming reviews on social media can influence others' viewing decisions. IRD2-My opinions about video streaming help others decide which shows, movies, or web series to watch. IRD3-My video streaming reviews shape other's options on social media.

	Erkan, I., & Evans, C. (2016).	
Online chatting/ engagement	Sun, T., Youn, S., Wu, G., & Kuntaraporn, M. (2006)	OE1-While chatting online, I like to share with others some interesting video streaming content that I have watched. OE2-While chatting online, I like to share with others my favourite streaming videos and content. OE3-While chatting online, people tend to ask for my opinions about streaming videos.
Social Capital and Reputation	(Chen, Dhanasobhon, & Smith, 2008; Chen et al., 2010; Weiss, Lurie, & MacInnis, 2008; Dholakia et al., 2009; San Jose-Cabezudo & Camarero-Izquierdo, 2012; King et al., 2014)	SCR1-Expressing my opinions on social media about OTTs helps me build a network of associations with like-minded people. SCR2-Giving online views about streaming videos enhances my reputation on social networks. SCR3-Through posting streaming video views, I gain attention and admiration from others. SCR4-Sharing online views of streaming video on social media has enhanced my online reputation and image.

PUBLICATIONS AND CONFERENCE PRESENTATIONS BY THE SCHOLAR

List of Publications

- Jena, S. K., Mohanty, S. P., & Kumar, M. (2023). 25 Years of Online Video Streaming Research: A Bibliometric Analysis. ***Quarterly Review of Film and Video***, 1-30.
- Dixit, M. R., & Jena, S. K. (2022). AirAsia India Private Limited: Navigation Amidst Uncertainty and Ambiguity. ***Asian Case Research Journal***, 26(01), 17-57.
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- Jena, S. K., Patnaik, R.N., & Kumar, M., (2020). Impact of EWOM on OTT Viewership: An Exploratory Study on Consumer Demography. *Book of Abstracts. Managing Business in the Digital Economy*. Bloomsbury India. ISBN: 978-93-89714-12-8.
- Jena, S. K., & Kumar, M., (2019). • Consumer Trust in Electronic Word of Mouth: An Integrated Model and Research Propositions. *ICOMBS – 2019 Book of Abstracts*. ISBN: 978-81-942110-8-2.

Conferences Presentations

- "Impact of EWOM on OTT Viewership: An Exploratory Study on Consumer Demography", International Communication Management Conference, ***MICA***, ***Ahmedabad*** (January 8-10, 2020).
- Consumer Trust in Electronic Word of Mouth: An Integrated Model and Research Propositions. IBS Conference on Marketing & Business Strategy (ICOMBS 2019) at **ICFAI Business School, Hyderabad** (November 15-16, 2019).
- "Preference of New-age Viewership vis-à-vis OTT Services: An Exploratory Study", 6th International Conference on Sustainability and Management Strategy. ***Institute of Management& Technology, Nagpur*** (September 27-28, 2019).

Best Paper Award

Best Paper Award at ***Institute of Management& Technology, Nagpur*** (September 27-28, 2019).