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A Study on Satisfaction and Continuous Use Intention of OTT Platform Digital Content Provision Service - Based on Value Based Acceptance Model

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Abstract. As the commercialization of 5G Internet technology began, the development of download and streaming technologies also rapidly increased, and OTT platforms entered the market in earnest. In this study, based on the value-based acceptance model, the factors that can be expected for the OTT platform digital content service were studied. In addition, the factors influencing the perceived value of OTT services on satisfaction and intention to continue using were studied. The impact of path coefficients on convenience, usefulness, playability, security risks, technical risks, and cost risks that affect the perceived value of OTT digital content services was analyzed through SPSS ver. 23. In addition, the t value (1.96 or more) and the significance probability p value of 0.05 or less will be judged. In addition, through a causal relationship analysis of the digital content provision service that is most used among overseas/domestic OTT platforms, factors that domestic and foreign OTT platform digital content providers should improve or enhance were presented.

Keywords: OTT, Value-based Acceptance Model, Digital Contents, OTT Platform

1. Introduction

In modern society, various contents have emerged due to the era of rapid digital transformation that was greeted by the COVID-19 pandemic, and the use of the OTT platform that transmits video contents such as education, culture, art, and commerce using it regardless of genre the level has increased, and as a result, various OTT platforms have emerged. With the advent of the OTT platform, a user-oriented service, viewers began to move from existing broadcasting to the OTT platform.

Due to the influence of COVID-19, the development of the Internet, and the expansion of smartphones, the use of OTT services is rapidly increasing due to COVID-19, high-speed Internet development, and various device expansion, and the impact of OTT platforms on the overall media industry is gradually increasing. According to statistics, the OTT utilization rate in 2021 was 69.3%, up from 66.3% the previous year (Korea Communications Commission, 2021). It is a 23.6% increase compared to 2018, and the OTT market size, which was only KRW 192.6 billion in 2014, has grown explosively over the past three years, recording KRW 708.1 billion in 2020.

Currently, the rapid growth of OTT platform services has begun to draw attention as SVOD leads. Figure 1 shows the current status of domestic subscriber-based OTT platforms that Netflix, a U.S. online video content platform company, is leading the market over domestic OTT platform operators (TVing, Wave, Watcha, etc.).

Specifically, looking at the number of monthly users, as of February 2022, as shown in [Figure 1], Netflix had the most with about 8.52 million, followed by Wavve, a domestic OTT platform operator, with about 3.41 million, followed by TVing with about 3.67 million. In the back, Coupang Play has about 2.39 million, followed by about 1.2 million for the Disney+ and about 1.09 million for Seezn.

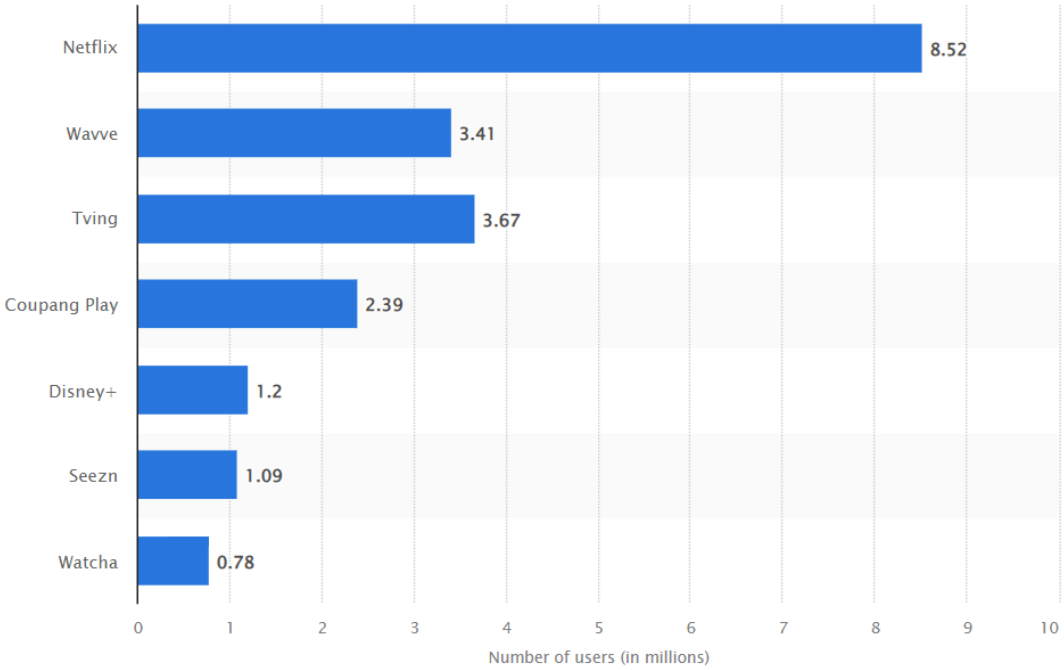

Fig. 1: Korean OTT Platform Monthly Users[1]

Due to these changes, OTT platform operators are introducing various services to attract consumers to their platforms. The usage and satisfaction approach differs depending on individual tendencies and social influence experienced by platform users in a way that selects OTT platforms according to their needs and desires and obtains satisfaction as a result of satisfying needs(Lin. C.A, 1996).

[1] https://www.statista.com/statistics/1224649/south-korea-popular-ott-services-number-of-user/

Therefore, in this paper, we will study the OTT platform service that is developing to suit the tastes of the changed OTT platform users, examine the domestic and foreign OTT service usage status, and then study the development plan of the domestic OTT platform market. From the perspective of selective consumption, what motivates users to use the digital content of the OTT platform, and what characteristics influence the continuous intention to use, and what factors affect satisfaction with OTT platform services through this I think an analysis is needed. In addition, based on the consideration of the characteristics of OTT digital content provision services, the study was conducted by partially modifying the value-based acceptance model by adding new benefit factors and sacrifice factors.

2. Literature Review

2.1. OTT platform digital content

OTT (Over the Top) is an Internet-based video service that allows users to watch videos through set-top boxes. Recently, the concept of OTT has been expanded and used. It is a collective term for video services that can be viewed anytime and anywhere on various devices such as smartphones, TVs, tablet PCs, PCs, and laptops through the Internet, regardless of the presence or absence of a set-top box (Kim Young-ju, 2015). It can be predicted that the digital content provision service market in the future will be produced in a consumer-centered manner. It can be seen that this is the reason why OTT service can be seen as an emerging platform (Hyeon-Gil Park, 2019)

In Korea, the OTT platform is used as a generic term for services that deliver video digital content and real-time broadcast content to various digital devices through networks. The OTT platform is a new platform that delivers various digital contents through an open Internet network, and the definition of the OTT platform is being studied in various ways. Therefore, in this study, the service platform was mainly service platform.

2.2. Types of OTT platform services

Reflecting the types of existing OTT platform operators and the expanded OTT platform concept, this study reorganized and classified OTT platform operators into platform-based operators, content-based operators, and device-based operators. OTT operators can be divided into content-based operators, platform-based operators, and device-based operators in both the US and Korea. First, content-based OTT platform operators can be classified into third-party new independent operators such as Netflix, content operators (CPs), and terrestrial broadcasters, which are existing domestic digital content platform operators. It is different from the United States in that there are no services provided by third-party operators and content providers (PPs, channel users in Korea) in Korea. In the United States and Korea, OTT services are multiplied by alliance from terrestrial broadcasters, and Wavve (Wave) in Korea and Hulu in the United States fall under this category.

Next, in the case of platform-based operators, cable broadcasters provide OTT services in both Korea and the United States. In Korea, Hyundai HCN and MSO CJ HelloVision provide content on Everyon TV and TVing, and in the United States, Comcast and Verizon are available. Satellite TV operator DC launched OTT service 'Sling TV' in 2015. It has partnerships with content providers (CPs) such as Disney, Scripps Network, and Turner Broadcasting, and provides video services and real-time channels to various terminals using OTT methods rather than conventional satellite methods. In Korea, in terms of platform-based services, OTT services are very actively provided by telecommunication companies because telecommunication companies provide OTT services directly to their smartphones.

The device-based OTT platform digital content service is provided by IT service companies such as Apple, Google, and Amazon through stick-type terminals or set-top boxes, while Google and Amazon provide content by releasing both set-top boxes and dongle terminals. However, the consumption war between set-top boxes and stick-type terminals is being raised as a problem. In Korea, paid broadcasting companies that started as digital content platforms are also entering the device sector. Telecom operator SK Telecom also launched a dongle-type terminal called smart mirroring.

2.3. Technology acceptance model and value-based acceptance model

The technology acceptance model was first formulated in the study of Davis (1986) and was developed to explain the factors that determine the use of innovative computer technologies(Ji-eun Yoon, 2006). Davis proposed TAM based on rational behavior theory to model user adoption of information technology (Hyo-Seok Kim, 2017)

The adoption intention was explained through perceived usefulness and perceived ease of use as key variables in information technology adoption behavior.

Davis identified that the above-mentioned two key variables in the first TAM directly affect technology acceptance behavioral intention, and proposed a new TAM that did not consider attitude variables (F.D.Davis 1995). Since then, extended TAMs considering various factors have been proposed (Seo, Y. H., Park, J. H., Kim, D. I., and Kwon, M. J , 2007)(Park, H. S. and Kim, S. H, 2011).

In studies on new technology acceptance using TAM (Technology Acceptance Mode) or UTAUT (Unified Theory of Acceptance and Use of Technology), only the benefits that users gain from using technology are considered. However, since the value that users gain by accepting technology has a cost aspect as well as a benefit aspect, it should be considered together.

Kim et al. (2007) proposed a value-based adoption model (VAM) that takes into account both the benefits and costs of using new technologies based on Zeithamal's (1988) perceived value. Value-based Adoption Model (VAM) is a model that analyzes whether sacrifice and profit factors that affect perceived value affect perceived value. This is a value-based acceptance model that analyzes whether perceived value affects acceptance intention, and is applied to various areas.

According to Zeithamal's research, perceived value means all the benefits and costs that a consumer pays in the process of purchasing a product or service, not limited to the monetary aspect, but considering the sacrifice aspect of effort and time. Therefore, perceived value can be said to be the sum of the benefits a consumer obtains when purchasing a product or service and the costs incurred until or while using it. In addition, in the case of VAM, it is different from TAM in that it sought to find acceptance intention and antecedent factors for individuals who consume various services such as mobile Internet, mobile banking, and IPTV provided in a new ICT environment. While TAM tried to explain the intention to accept technology with a focus on usefulness and ease of use, VAM considered benefits (usefulness and enjoyment) and sacrifices (technical characteristics and perceived cost) as the main factors of perceived value, as shown in Figure 3. It was classified and the acceptance intention was analyzed. In addition, it is based on a cost-benefit paradigm that reflects the decision-making process of making a decision to use by comparing uncertain costs due to the selection of new technologies and products (Lin, C. A., 1996).

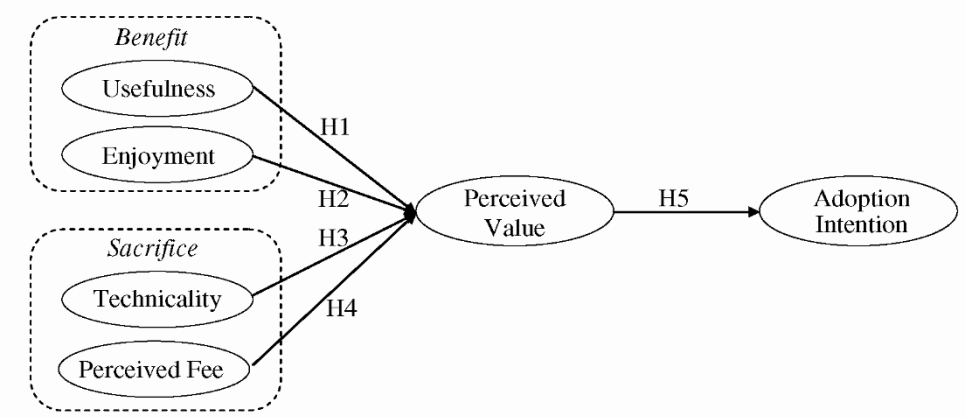

Fig 2: Value-based Adoption Model

3. Research Methodology

3.1. Research model

Through this study, the VAM model of content services provided by OTT digital platforms is applied to investigate users' perceptions of the value accepted, and to analyze factors, not only positive factors that affect perceived value, use satisfaction, and intention to continue use, but also negative factors are measured as preceding variables.

To analyze positive factors affecting perceived value, the defined construct theory was set to playability, convenience, and usefulness, and the defined construct theory was set to "technical characteristics," "cost risk," and "security risk." Through this study, we would like to analyze factors that affect user satisfaction as an endogenous variable in user use and to reveal which factors have a positive effect on the intention of continuous use. The research model is shown in Figure 3.

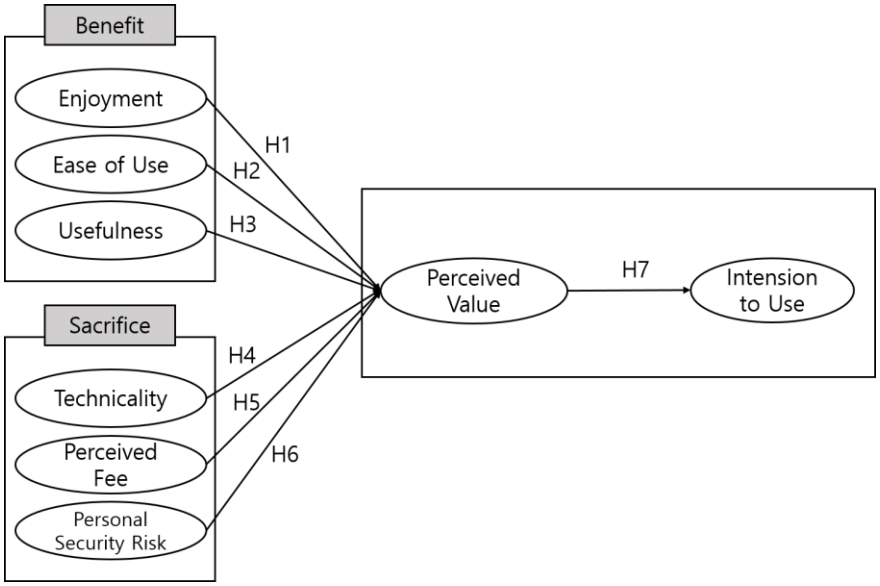

Fig. 3: Research Methodology

3.2. Establishment of research hypotheses

The VAM model is used in many studies to understand the acceptance intentions of users who embrace various information technologies from a perceived value perspective. "Kim et al. (Yoon Ji-eun, 2006)" identified that perceived value in the VAM model influences intentions to introduce cloud computing services in a "Study on Factors Influencing Enterprise Intention to Introduce Cloud Computing Services" (Yoon Ji-eun, 2006).

"Han et al. (Seo, Y. H., Park, J. H., Kim, D. I., Kwon, M. J., 2007)" found that four independent variables in the VAM model (perceived usability, perceived playability, perceived quality) influence perceived value, and used perceived value(Seo, Y. H., Park, J. H., Kim, D. I., Kwon, M. J., 2007).

In the field of information systems, the usefulness of various studies on technology acceptability (Mathieson, K. 1991, Szajna, B., 1996) was verified as a leading factor in the acceptance of user technology in mobile-based Internet. (Mathieson, K. 1991, Szajna, B, 1996).

From another point of view, "Davis et al. (Mathieson, K., 1991) showed that playfulness and pleasure have a significant impact on technology positive acceptance, and "Kim et al. (Kim, H. W., Chan, H. C., Gupta S, 2017)" suggested that pleasure and perception are important factors in research on mobile Internet acceptance intentions (Kim, H. W., Chan, H. C., Gupta S, 2017).

"Lee et al. (Lee, A. R., Choi, J. W. and Kim, K. K., 2012)" is a prerequisite for conversion costs that affect perceived value, and research related to "intention to use e-books" could confirm the complexity of technology (Lee, A. R., Choi, J. W. Kim, K., 2012). Therefore, we established a hypothesis to analyze whether the "OTT platform-based digital cultural content service" has a positive effect on the perceived

value of users.

H1: Playfulness of OTT platform-based video content services will have a positive (+) effect on perceived value.
H2: The convenience of OTT platform-based video content services will have a positive (+) effect on perceived value.
H3: The usefulness of OTT platform-based video content services will have a positive (+) effect on perceived value.
H7: The perceived value of the OTT platform-based video content service will have a positive (+) effect on the intention to continue using it.

In the VAM model study of "Kim et al. (2007), perceived cost and technical characteristics as factors of perceived sacrifice were identified and verified (Kim et al, 2007). First, technological characteristics are defined as the physical or mental effort required by users when using technologies or services, and the concept and complexity of technologies perceived by users in the use of innovative technologies are similar (Kim, H. W., Chan, H. C., and Gupta S., 2007).

Technological characteristics are a concept opposite to the perceived ease of use presented in the 'technology acceptance model', and refer to the time and effort invested in the process of mastering the use of new technologies. In addition, the perceived cost refers to the monetary cost that users actually pay when using the new technology. The adequacy of payment for the user's service is judged by referring to the price level based on previous similar experiences. Technical characteristics and perceived costs are identified as factors that negatively affect perceived value (Ji-eun Yoon, 2006).

"Perceived security risk" is a function of the uncertainty of the latent outcome of an action and the likelihood of loss resulting from that action. In other words, it represents the consumer's uncertainty about the loss or gain that occurs in a particular transaction. Cox and Rich' (1964) defined perceived security risk as 'the characteristics and amount of risk perceived by consumers in the purchase decision process'. In e-services, the perceived security risk is high because consumers do not interact face-to-face with service providers (Forsythe and Shi, 2003).

In addition, transactions through online payments to subscribe and purchase specific digital content of OTT platform-based services require a lot of personal information during this process, and concerns about the risk of easily exposing personal important information to unwanted third parties can lead to negative perceptions.

Basically, OTT platform services are performed in virtual space. Since it is not a face-to-face service, if there is no trust in the service provided by the OTT platform provider, concerns about information leakage and security, as well as distrust in safety devices, and concerns about financial loss will increase. Ultimately, the customer's experience of trust on the Internet is potentially decisive for the perception of security risk (Johnson and Grayson, 2005). Based on this, the following hypotheses were established.

H4: The technical characteristics of OTT platform-based video content services will have a negative (-) effect on perceived value.
H5: The risk of the cost of OTT platform-based video content services will have a negative (-) effect on perceived value.
H6: The security risks of OTT platform-based video content services will have a negative (-) effect on perceived value.

At this time, attention should be paid to the interpretation, in general, it is interpreted that exogenous variables have a positive (+) effect on endogenous variables. However, from H4 to H5, a hypothesis must be established and identified as having a negative (-) effect on perceived values. If the result of performing causal analysis by setting it to affect negative (-), it means that it does not positively affect

perceived value by affecting negative (-).

This study aims to determine whether perceived value has a positive effect on continuous use intention. Continuous use intention and perceived value are distinguished, and it is perceived value to measure whether it is worth using at the expense of convenience, playfulness, and usefulness. On the other hand, the qualitative satisfaction, payment, sharing, and convenience of the content served in the decision on whether to use it continuously are verification factors to confirm the overall satisfaction. In other words, measuring the user's satisfaction is to determine whether it is intended to be used continuously, and accordingly, H7 is set as a hypothesis to prove it.

H7: The perceived value of the OTT platform service will have a positive (+) effect on the intention to continue using it.

3.3. Sampling method and research target

The first online survey was conducted from 'April 01, 2022 to April 10, 2022', but it was difficult to generalize the statistics to 50 cases. Therefore, the second online questionnaire was conducted from "April 11, 2022 to April 17, 2022" and 280 cases were collected. Out of 280 cases, 10 cases were removed due to inappropriate answers, and 9 cases that checked only 5 cases out of 270 cases were removed. The total number of data collection cases was the final 261 cases.

Data collection was carried out as a selection trait based on four demographic factors ('gender', 'age', 'occupation', and 'domestic and International OTT platform use service'). In addition, a questionnaire was conducted as a selective trait about the usage status.

The advantages of OTT platform service consisted of playfulness, convenience, and usefulness. And in Sacrifice, ‘cost risk’, ‘technical characteristics’ and ‘security risk’ were composed. The component scores were composed of a 5-point scale, and nominal scales were used: ‘1 point is [not at all]’ and ‘5 points are [strongly agree]’. The endogenous variables, perceived value and continued use intention, also used a 5-point nominal scale.

In this study, the results were confirmed through causal analysis on whether it affects perceived value positively (+)/negative (-) by setting it as a "sacrifice" for "cost-side risks and security-side risks" caused by the advantages of "convenience, playability, and usefulness." In addition, we would like to analyze whether the perceived value affects the intention of continuous use, whether the significance probability value is less than 0.05, and whether the t-value exceeds 1.96. The analysis tool attempted to perform causal analysis by refining the data in an analytical form using an Excel program and then obtaining the scale sum for each composition theory in SPSS version 20.

4. Result and Discussion

4.1. Reliability and validity analysis

In this study, factor analysis was performed to test the construct validity of the questionnaire items. For factor analysis, those with a factor loading value of 0.5 or more were extracted through Varimax and principal component analysis. In addition, in order to statistically identify the consistency of responses, that is, the reliability of responses, it was analyzed whether the Cronbach's alpha value was 0.7 or higher. The results can be presented as Table 1.

Table 1: Factor analysis results for constructs

Metrics	**Ingredient(Factor loading value >= 0.5)**										
	1	2	3	4	5	6	7	8	9	Response reliability	

Benefit (+)	Enjoyment1	.145	-.119	.749	.208	-.045	-.002	.199	.168	.087	.861	
	Enjoyment2	.174	-.031	.782	.146	-.039	-.006	.222	.199	.072		
	Enjoyment3	.274	.015	.777	.113	.001	.037	.168	.169	.123		
	Enjoyment4	.150	-.014	.789	.219	.006	-.009	.117	.021	-.019		
	Enjoyment5	.204	-.163	.511	-.088	-.107	.111	.038	.310	.112		
	Ease of Use1	.110	-.034	.204	.091	-.032	.013	.164	.066	.820	.695	
	Ease of Use2	.097	-.057	.045	.089	-.031	.074	.055	.176	.831		
	Usefulness1	.252	-.062	.281	.230	-.175	.039	.275	.442	.109	.760	
	Usefulness2	.068	-.033	.097	.103	-.024	.103	.050	.688	-.013		
	Usefulness3	.212	.086	.188	.113	-.039	-.165	.037	.662	.091		
	Usefulness4	.229	-.056	.237	.166	-.107	-.049	.140	.713	.137		
	Usefulness5	.195	-.034	.068	.134	-.043	.036	.193	.701	.084		
Sacrifice (-)	Technicality1	-.045	.151	.071	-.027	.669	.062	.113	-.167	-.068	.811	
	Technicality2	-.123	.203	-.025	.001	.784	.073	-.116	-.032	-.078		
	Technicality3	-.136	.215	-.167	-.025	.742	-.032	-.195	-.108	-.063		
	Technicality4	.138	.085	-.072	-.053	.613	.339	-.024	-.016	.087		
	Technicality5	-.091	.264	.004	-.025	.732	.177	-.130	.037	.080		
	Perceived Fee1	.150	.101	.039	-.034	.158	.754	-.025	-.008	.065	.787	
	Perceived Fee2	.140	.251	-.052	.032	.125	.749	-.003	-.135	.063		
	Perceived Fee3	.024	.170	-.005	.031	.020	.727	-.002	.098	-.014		
	Perceived Fee4	.033	.150	.099	.023	.160	.781	-.107	.020	-.012		
	Perceived Fee5	-.195	.416	-.031	.331	.391	.305	.017	.117	-.159		

	Personal Security Risk1	-.138	.813	.005	-.049	.291	.140	-.051	-.007	-.124		
	Personal Security Risk2	-.039	.823	-.062	-.144	.190	.166	-.077	.033	.047		
	Personal Security Risk3	.044	.888	-.024	-.017	.159	.062	-.053	-.078	-.013	.908	
	Personal Security Risk4	.102	.726	-.078	-.044	.091	.191	-.059	-.016	.025		
	Personal Security Risk5	-.068	.800	-.073	.095	.194	.177	-.129	-.044	-.060		
Perceived Value	Perceived Value1	.628	-.060	.097	.041	-.093	.077	.227	.165	.117		
	Perceived Value2	.715	-.070	.181	.212	-.086	.102	.126	.172	.027		
	Perceived Value3	.691	-.066	.200	.344	.001	.095	.085	.207	-.007	.875	
	Perceived Value4	.676	.094	.195	.344	.014	.055	.111	.078	.065		
	Perceived Value5	.762	-.001	.142	.220	-.105	.015	.206	.164	-.022		
	Perceived Value6	.690	.014	.192	.011	-.063	.124	.171	.142	.144		
Intension to Use	Intension to Use1	.286	-.060	.207	.293	-.108	-.045	.671	.159	.055	.887	
	Intension to Use2	.209	-.114	.188	.225	-.117	-.092	.718	.155	.103		

	Intension to Use3	.332	-.133	.253	.226	-.127	.000	.688	.140	.102	
	Intension to Use4	.290	-.193	.301	.185	-.038	-.089	.684	.159	.098	
Eigen value		4.005	3.945	3.476	3.408	3.079	2.773	2.769	2.757	1.637	
Variance(%)		9.535	9.393	8.276	8.115	7.331	6.602	6.593	6.565	3.897	
Cumulative variance (%)		9.535	18.928	27.204	35.320	42.651	49.253	55.845	62.410	66.308	

4.2. Demographic characteristics

The characteristics of the 261 respondents were 149 male and 112 female, and the statistics were balanced. By age, 14 people were aged 1-19, 58 people were 20-29 years old, 93 people were 30-39 years old, 41 people were 40-49 years old, 40 people were 50-59 years old, and 15 people were older than 60 years.

In terms of occupation, 18 self-employed people, 22 professionals, 57 students, and 129 office workers, are the category that responded the most.

The most used overseas OTT platform service was Netflix with 194 people, and 48 people used Netflix and Disney Plus together. Among domestic platform users, the OTT platform service with the largest number was Tving with 60 people and Naver TV with 43 people.

4.3. Correlation analysis of key variables

As a result of testing discriminant validity by performing peer line correlation analysis between constituent theories, there was generally no item exceeding 0.8. This can be said to be a compositional theory that is statistically divided between each compositional theory. In the significance test, the significance was indicated by two asterisks (**) at the 0.01 level and one (*) at the 0.05 level in the last test of both compositional theories. 1.00 in the diagonal matrix means that the self is based on 1.

Table 2: Pearson correlation

Construction concept	1	2	3	4	5	6	7	8
playfulness	1.00							
Convenience	0.31**	1.00						
Usefulness	0.52**	0.33**	1.00					
Technical risk	- 0.15*	- 0.10	- 0.22**	1.00				
Cost risk	0.02	0.04	0.01	0.42 **	1.00			
Security risk	- 0.16*	- 0.11	- 0.12	0.48**	0.47**	1.00		
Perceived value	0.53**	0.29**	0.54**	- 0.17**	0.14*	- 0.09	1.00	
Intention to continue using	0.57**	0.33**	0.52**	- 0.29**	- 0.10	- 0.28**	0.61**	1.00

4.4. Research model impact analysis

In this study, standardization coefficients and non-standardized path coefficients were comprehensively presented for the effects of exogenous variables "Benefit" and "Sacrifice" that affect endogenous variables, confirming that they have a positive(+) effect on perceived value in usefulness and playability. In particular, it was 0.403 based on the path coefficient value for usefulness, which was greater than 0.311 of playability. On the other hand, it was confirmed that convenience did not have a positive(+) effect on the perceived value. The hypothesis was adopted that the cost and technical risks corresponding to the Sacrifice area would have a negative(-) effect. This means that it does not have a positive(+) effect on perceived value.

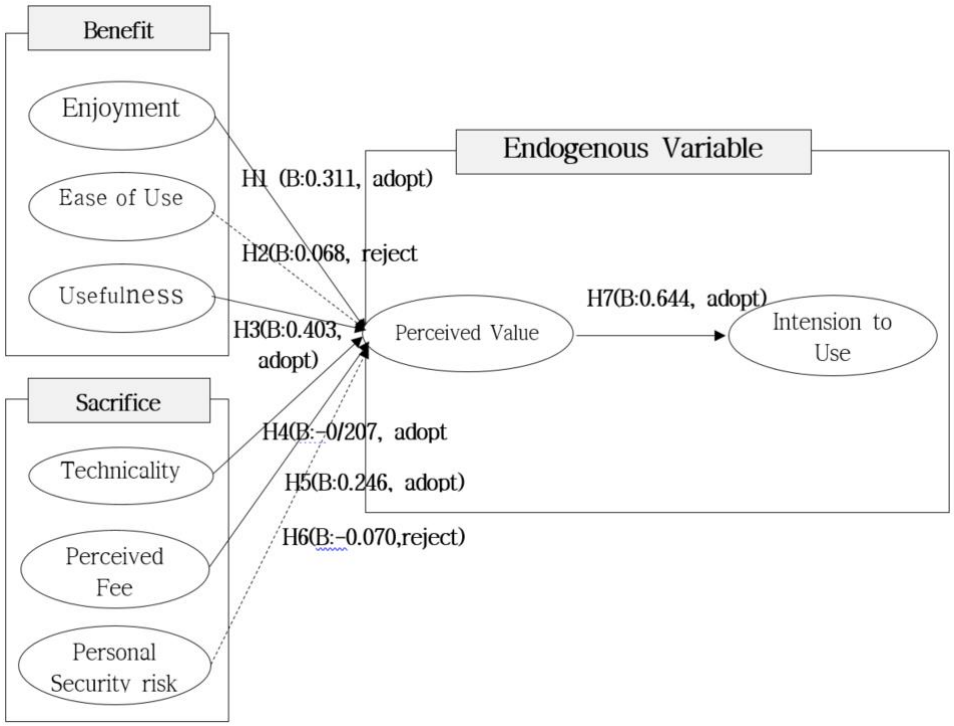

Fig. 4: Research Methodology

The analysis of the analysis is shown in Figure 4.

5. Conclusion and Future Work

In this study, the convenience factor was rejected from the hypothesis that convenience, playfulness, and usefulness as constituent concepts of benefits will have a positive (+) effect on perceived value. This means that users who use content services based on OTT platforms are not satisfied with their convenience. The security risk factor was rejected for the hypothesis that cost risk, technological risk, and security risk, which are disadvantages of the constituent concept, will negatively(-) affect perceived value. Interpreting this, it means that technical risks and cost risks have a negative effect on perceived value, and security risks do not have a negative effect on perceived value.

In summary, Users of OTT platform services have a positive effect on perceived value and continuous use intention in subscribing to OTT platform-provided content, but they are not satisfied with convenience, which is considered necessary to improve. In addition, technical risks and cost risks also need to be improved. Specifically, if you look at the contents of the convenience questionnaire, you need to automatically select new and popular content to provide notification services, or to improve various content recommendations, selection, and search service items.

In addition, when looking at the questionnaire about technical risks, it was asked that it was difficult to select high-definition and low-definition services, the membership registration process and membership authentication process were complicated, and it was difficult to manipulate the menu on the screen. Accordingly, the older the age, the more difficult it is to use, and the more difficult it is to use the payment system necessary for using content. This means that not only UX/UI but also technical processing processes need to be improved when providing OTT platform services in the future.

Cost risk has been found to have no positive effect on perceived value. Regarding the cost risk, I asked if the price of providing premium services is burdensome or whenever I search for content that I enjoy, the additional cost is burdensome. In order to reduce the cost burden, even if a digital content service based on the OTT platform is opened, it is necessary to improve the scope of OTT platform digital content delivery by actively responding to various efforts and constant user demands.

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