

An Empirical Study on Adoption of Over-The-Top Platforms Among Working Professionals in Urban India

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ABSTRACT:

Over-the-top (OTT) streaming platforms have fundamentally transformed media consumption patterns globally, particularly among working professionals who represent a significant segment of digital subscribers. This empirical study investigates the adoption and continuous usage of OTT platforms among working professionals in India using an extended UTAUT framework integrated with flow theory and habit formation constructs. The study examined eight key variables: PE, EE, SI, FC, CQ, PS, FE and HF. SEM via PLS analysis was employed for hypothesis testing. Results revealed that Performance Expectancy ($\beta = 0.487$, $p < 0.001$) and Flow Experience ($\beta = 0.356$, $p < 0.001$) were the strongest predictors of behavioural intention toward OTT adoption. Content Quality ($\beta = 0.298$, $p < 0.01$) emerged as a significant antecedent to Flow Experience. Facilitating Conditions ($\beta = 0.214$, $p < 0.05$) and Habit Formation ($\beta = 0.412$, $p < 0.001$) directly influenced actual usage behaviour. Price Sensitivity exhibited a negative but non-significant relationship with adoption intention ($\beta = -0.089$, $p > 0.05$). Findings indicate that working professionals prioritize performance benefits and experiential engagement over cost considerations, suggesting that OTT platforms should emphasize content quality, personalization and user experience optimization. Moderating effects of age, gender and experience were also analyzed, revealing significant gender differences in the PE-BI relationship ($\delta = 0.156$, $p < 0.05$). This study contributes to technology adoption literature by providing empirical evidence of integrated theoretical frameworks in understanding OTT platform adoption among working professionals, with practical implications for streaming service providers' marketing and service enhancement strategies."

Keywords: Behavioural Intention, Habit Formation, Over-the-Top (OTT) Platforms, Streaming Services, Technology Adoption, Working Professionals.

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Introduction

1.1 Background and Context

The global media and entertainment landscape have undergone a paradigm shift with the

emergence of over-the-top (OTT) streaming platforms, fundamentally altering how audiences consume video content (Mulla, 2022). Over-the-top platforms, characterized by internet-delivered

video content bypassing traditional broadcast and cable distribution channels, have witnessed exponential growth over the past two decades. The global OTT market, valued at approximately USD 78.5 billion in 2023, is projected to reach USD 156.3 billion by 2030, representing a compound annual growth rate (CAGR) of 18.7% (Khanna et al., 2025). This unprecedented expansion is particularly pronounced in emerging markets, with India representing the fastest-growing OTT market globally, driven by increasing internet penetration, affordable data plans and a burgeoning middle-class demographic (Bhattacharyya et al., 2022).

Within the Indian context, OTT platform adoption has escalated dramatically, with platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar (now JioHotstar) and regional players like ZEE5 commanding substantial subscriber bases. Working professionals constitute a critical target demographic for OTT platforms, characterized by their purchasing power, technological affinity, digital literacy and content consumption preferences. This segment, typically aged 1456-02 years and employed in professional occupations, represents approximately 42% of India's OTT subscriber base and generates disproportionately high revenue per user (Sharma & Dwivedi, 2025). Understanding the factors driving OTT platform adoption among this specific demographic is crucial for both academic research and industry practitioners seeking to optimize subscription strategies and maximize user retention.

1.2 Problem Statement

While extensive research has examined OTT platform adoption among general consumer populations and millennials, a significant research gap exists regarding comprehensive empirical examination of adoption drivers specifically among working professionals. Previous studies have employed fragmented theoretical frameworks, often relying solely on foundational technology acceptance models without integrating experiential and behavioural elements critical to understanding professional users' engagement patterns (Soren & Chakraborty,

2024). Furthermore, existing literature demonstrates inconsistent findings regarding the relative importance of traditional adoption factors (performance expectancy, effort expectancy, social influence, facilitating conditions) versus emerging variables such as content quality, price sensitivity, flow experience and habit formation in predicting OTT adoption among this demographic.

The empirical research addressing working professionals' OTT adoption decisions remains limited, with most investigations focusing on general usage patterns, subscription fatigue, or continuance intentions rather than initial adoption antecedents (Jeong & Lee, 2025). Additionally, few studies employ rigorous quantitative methodologies combining multiple theoretical perspectives, leaving practitioners without evidence-based guidance regarding optimal service design and marketing strategies for professional users.

1.3 Research Objectives

This study pursues three primary objectives:

1. **To empirically validate an extended technology adoption model** incorporating UTAUT core constructs alongside domain-specific variables (content quality, price sensitivity) and psychological constructs (flow experience, habit formation) in explaining OTT platform adoption among working professionals;
2. **To quantify the relative predictive importance** of eight key adoption variables and their differential impacts on behavioural intention versus actual usage behaviour;
3. **To examine the moderating effects** of individual differences (age, gender, experience, voluntariness) on the adoption relationships within the extended model.

1.4 Significance and Contribution

This research contributes to technology adoption literature through three primary channels:

Theoretical contribution: The study advances the UTAUT framework by integrating flow theory and habit formation constructs, addressing calls for theoretical integration in technology acceptance research (Venkatesh et al.,

2003; Williams et al., 2015). The extended model provides enhanced explanatory power regarding how experiential elements and behavioural patterns influence technology adoption beyond cognitive acceptance factors.

Empirical contribution: By examining a specific professional demographic through rigorous quantitative methodology (PLS-SEM) with a sufficiently powered sample ($n=365$), the study generates context-specific evidence regarding OTT adoption drivers, contributing to the limited empirical literature on working professionals' technology acceptance patterns.

Practical contribution: Findings provide OTT service providers with evidence-based strategic guidance regarding marketing emphasis, service differentiation, user experience optimization and demographic targeting strategies, particularly for the professionally employed segment representing high-value subscriber base.

2. Research Methodology

2.1 Research Design and Approach

This study employed a **cross-sectional, quantitative research design** utilizing self-administered questionnaires to collect data from a sample of working professionals. Cross-sectional design provides snapshots of adoption characteristics at a single time point, offering efficiency and cost-effectiveness for examining adoption intention and initial behaviour, while acknowledging temporal causality limitations. The survey methodology represents an industry standard for technology adoption research, enabling standardized measurement, statistical generalization and hypothesis testing via structural equation modelling.

2.2 Population and Sampling

Target Population: Working professionals (aged 1456-02 years) employed in formal sector organizations with a minimum of 3 years of professional experience, with active internet access and prior exposure to OTT platforms.

Sample Size Justification: For structural equation modelling via partial least squares (PLS), recommended sample size guidelines suggest a

minimum $N = 10 \times$ maximum number of arrows pointing to any construct (Barclay et al., 1995). The proposed research model specifies a maximum of 5 arrows pointing to the "Actual Usage Behaviour" construct, suggesting a minimum $n = 50$. However, a priori power analysis using G*Power 3.1 (Faul et al., 2009) for multiple regression with 8 predictors, medium effect size ($f^2 = 0.15$), power = 0.95, $\alpha = 0.05$ yielded a required $n = 156$. To ensure robust estimates, account for missing data (1456-02%) and enable reliable moderator subgroup comparisons, the target sample size was established at **$n = 365$** .

Sampling Method: Multistage cluster sampling was employed. The first stage identified four metropolitan regions (Delhi NCR, Mumbai, Bangalore, Hyderabad) representing India's largest OTT market concentrations. Second stage randomly selected professional organizations from the corporate directory. Third stage systematically sampled working professionals meeting the inclusion criteria from selected organizations (sampling interval $k = 4$). Inclusion criteria: (1) employed full-time in the formal sector, (2) age 1456-02 years, (3) 3+ years professional experience, (4) internet access, (5) awareness of OTT platforms. Exclusion criteria: (1) employment in the media/entertainment industry (potential bias), (2) <3 years of tenure in current organization (insufficient perspective).

2.3 Instrumentation and Measurement

2.3.1 Research Constructs and Measurement Scales

The research instrument comprised 8 latent constructs operationalized through 52 measured items rated on 7-point Likert-type scales (1 = "Strongly Disagree" to 7 = "Strongly Agree"). Construct definitions and measurement items:

1. Performance Expectancy (PE) - 7 items ($\alpha = 0.891$): PE represents the degree to which working professionals believe using OTT platforms enhances personal entertainment value and leisure satisfaction. Sample items: "Using OTT platforms significantly improves my entertainment experience"; "OTT platforms provide better content options compared to

traditional TV"; "OTT platforms allow me to access content exactly when I want" (adapted from Venkatesh et al., 2003; Jeong et al., 2022).

2. Effort Expectancy (EE) - 6 items ($\alpha = 0.847$): EE reflects perceived ease of use of OTT platforms, including intuitive navigation, streamlined subscription processes and technical accessibility. Sample items: "Learning to use OTT platforms is easy"; "OTT platform interfaces are user-friendly"; "Finding content on OTT platforms requires minimal effort" (Venkatesh et al., 2003).

3. Social Influence (SI) - 6 items ($\alpha = 0.834$): SI represents perceived social pressure regarding OTT platform usage from important referents (colleagues, family, friends). Sample items: "My colleagues recommend OTT platforms"; "People whose opinions I value use OTT services"; "Using OTT platforms is becoming a social norm in my professional circle" (Venkatesh et al., 2003; Shin et al., 2025).

4. Facilitating Conditions (FC) - 6 items ($\alpha = 0.856$): FC denotes the availability of organizational and technical resources supporting OTT usage. Sample items: "I have necessary devices to access OTT platforms"; "My internet connection supports seamless streaming"; "My work schedule allows time for OTT platform usage" (Venkatesh et al., 2003; Shin et al., 2025).

5. Content Quality (CQ) - 7 items ($\alpha = 0.912$): CQ measures perceived quality and appropriateness of OTT platform content catalogues. Sample items: "OTT platforms offer exclusive, high-quality original content"; "Content variety on OTT platforms meets diverse entertainment preferences"; "OTT recommendations align well with my viewing interests"; "Content is updated regularly with fresh releases" (Pekpazar et al., 2023).

6. Price Sensitivity (PS) - 5 items ($\alpha = 0.789$): PS represents sensitivity to subscription pricing, perceived value-for-money and pricing model preferences. Sample items: "OTT subscription pricing is reasonable relative to content offered"; "I hesitate to subscribe due to high monthly costs"; "Bundled pricing options make OTT

platforms more attractive" (Kalra et al., 2024). Note: PS items were reverse-coded such that higher values indicate lower price sensitivity (greater willingness to pay).

7. Flow Experience (FE) - 6 items ($\alpha = 0.878$): FE assesses the extent of optimal psychological engagement during OTT usage. Sample items: "Using OTT platforms puts me in a state of flow"; "I lose track of time while watching OTT content"; "OTT viewing feels effortless and immersive"; "I feel completely absorbed in OTT content" (Csikszentmihalyi, 1990; Soren & Chakraborty, 2024).

8. Habit Formation (HF) - 5 items ($\alpha = 0.823$): HF measures automaticity of OTT usage behaviour. Sample items: "Using OTT platforms is part of my daily routine"; "I use OTT platforms automatically without conscious planning"; "OTT usage has become habitual for me"; "I would feel uncomfortable not accessing OTT platforms regularly" (Limayem et al., 2007).

Outcome Variables:

Behavioural Intention to Adopt (BI) - 4 items ($\alpha = 0.845$): BI measures intention to adopt or continue OTT platform usage. Sample items: "I intend to continue using OTT platforms"; "I plan to increase OTT platform usage"; "I would recommend OTT platforms to others"; "I am committed to OTT platform subscriptions" (Venkatesh et al., 2003).

Actual Usage Behaviour (AUB) - 3 items ($\alpha = 0.812$): AUB measures self-reported frequency and duration of OTT platform usage, collected via behavioural frequency questions and self-assessed usage intensity. Sample items: "How frequently do you use OTT platforms?" (1 = Never, 7 = Several times daily); "On average, how many hours per week do you spend on OTT platforms?"; "How many OTT platform subscriptions do you currently maintain?" (Venkatesh et al., 2003).

2.3.2 Demographic Information

The questionnaire included items assessing age (continuous), gender (male/female), years of professional experience (continuous), monthly income (categorical: <₹50,000 / ₹1456-02,000 /

₹1456-02,000 / >₹200,000), occupational category (IT, Finance, Healthcare, Manufacturing, Education, Other), voluntary vs. mandated technology use (Yes/No) and prior OTT experience duration (months).

2.3.3 Instrument Reliability and Validity Evidence

All multi-item scales demonstrated acceptable internal consistency ($\alpha > 0.78$), exceeding the 0.70 threshold recommended for exploratory research (Nunnally, 1978). Composite reliability coefficients ranged from 0.789 to 0.912 (all > 0.70), indicating strong internal consistency. Convergent validity was examined via average variance extracted (AVE) for each construct: PE (AVE = 0.674), EE (AVE = 0.587), SI (AVE = 0.562), FC (AVE = 0.613), CQ (AVE = 0.745), PS (AVE = 0.501), FE (AVE = 0.652), HF (AVE = 0.589), BI (AVE = 0.634), AUB (AVE = 0.598). All AVE values exceeded the 0.50 threshold, supporting convergent validity.

Discriminant validity was confirmed via the Fornell-Larcker criterion (all diagonal AVE square roots exceeded inter-construct correlations) and heterotrait-monotrait ratio of correlations (all HTMT ratios < 0.90). Instrument development followed established scale development protocols (DeVellis, 2017), including literature review, expert panel review (n=8 information technology and management experts), cognitive interviews (n=12 working professionals) and pilot testing (n=65).

2.4 Data Collection Procedures

Data collection occurred between June and November 2025, utilizing both online and in-person survey administration. Online surveys (65% of respondents, n=237) were administered via the Qualtrics platform with secure hyperlink distribution to organizational points of contact. In-person surveys (35% of respondents, n=128) were administered on-site at selected organizations by trained research assistants. Both administration modes were strategically employed to maximize response rates across organizations with varying technological sophistication and administrative preferences.

Response Rate and Incentives: Initial contact identified 847 potential participants meeting inclusion criteria across four urban centres. Completed survey responses totalled 365, yielding an effective response rate of 43.1%, comparable to typical survey response rates in technology acceptance research (Baruch & Holtom, 2008). Incentive structure offered all respondents entry into a lottery drawing for monetary prizes (₹5,000 / n=10 winners) to encourage completion and improve response rates.

Data Quality Assurance: Survey administration protocols included informed consent procedures, confidentiality assurances, data security protocols and explicit voluntary participation statements. Attention check items (reverse-coded quality questions) were embedded at survey mid-point; 18 responses (4.9%) demonstrating inadequate attention (≥ 3 failed attention checks) were excluded, yielding a final n=365. Missing data analysis identified negligible missing data ($< 2.1\%$ per item), well below 5% threshold (Tabachnick & Fidell, 2013), managed via maximum likelihood imputation procedures in subsequent analysis.

2.5 Research Hypotheses

The research model proposes 18 directional hypotheses organized across primary pathways:

UTAUT Core Pathways:

- **H1:** Performance Expectancy positively predicts Behavioural Intention (H1a) and Actual Usage Behaviour (H1b).
- **H2:** Effort Expectancy positively predicts Behavioural Intention (H2a) and Actual Usage Behaviour (H2b).
- **H3:** Social Influence positively predicts Behavioural Intention (H3a) and Actual Usage Behaviour (H3b).
- **H4:** Facilitating Conditions positively predict Behavioural Intention (H4a) and Actual Usage Behaviour (H4b).

Extended Model Pathways:

- **H5:** Content Quality positively predicts Flow Experience and subsequently Behavioural Intention (mediation pathway).
- **H6:** Flow Experience positively predicts Behavioural Intention and Actual Usage Behaviour.
- **H7:** Price Sensitivity negatively predicts Behavioural Intention (lower price sensitivity = greater adoption likelihood).
- **H8:** Habit Formation positively predicts Actual Usage Behaviour beyond Behavioural Intention effects.

Moderating Pathways:

- **H9:** Age moderates the relationship between Performance Expectancy and Behavioural Intention (stronger for older professionals).
- **H10:** Gender moderates the PE-BI relationship (stronger for males based on prior technology adoption research).
- **H11:** Experience moderates multiple UTAUT relationships, with moderating effects diminishing as experience increases.
- **H12:** Voluntariness of use moderate relationships, with stronger effects for voluntary adoption contexts.

3. Results and Data Analysis**3.1 Descriptive Statistics and Sample Characteristics****Table 1: Sample Characteristics & Descriptive Statistics**

Demographic Variable	Frequency (n)	Percentage (%)	Mean	SD
Gender				
Male	226	61.9		
Female	139	38.1		
Age (years)			34.7	8.3
Professional Experience (years)			11.4	6.8
Monthly Income (₹)				
<50,000	45	12.3		
50,1456-02,000	126	34.5		
100,1456-02,000	141	38.6		
>200,000	53	14.5		
Occupation				
IT/Technology	103	28.2		
Finance/Banking	81	22.1		
Healthcare	58	15.9		
Education	45	12.3		
Manufacturing	45	12.3		
Other	33	9.0		
OTT Experience (months)			24.6	16.4
Voluntariness				
Voluntary	285	78.1		
Mandated	80	21.9		

The final sample comprised **365 working professionals** with a mean age of **34.7 years** (SD = 8.3, range = 1456-02 years). Gender distribution: 61.9% male (n=226) and 38.1% female (n=139), reflecting current gender demographics in Indian formal sector professional employment. Professional experience averaged **11.4 years** (SD = 6.8, range = 1456-02 years), indicating substantial workforce maturity.

Income distribution (monthly): 12.3% earned <₹50,000, 34.5% earned ₹1456-02,000, 38.6% earned ₹1456-02,000 and 14.5% earned >₹200,000, indicating a moderately to highly affluent sample characteristic of formal sector professionals. Occupational categories: IT/Technology (28.2%, n=103),

Finance/Banking (22.1%, n=81), Healthcare (15.9%, n=58), Education (12.3%, n=45), Manufacturing (12.3%, n=45), Other (9.0%, n=33).

Prior OTT experience duration averaged **24.6 months** (SD = 16.4, range = 1456-02 months), indicating substantial exposure and familiarity with OTT platforms among sample members. Voluntariness of use: 78.1% of the sample utilized OTT platforms voluntarily (personal choice), while 21.9% had workplace-mandated usage (e.g., corporate training, corporate subscriptions). The sample composition supported adequate representation for hypothesis testing regarding the moderating effects of demographic variables and use voluntariness.

3.2 Descriptive Statistics for Research Constructs

Table 2: Construct Means, SDs & Correlations

Construct	M	SD	PE	EE	SI	FC	CQ	PS	FE	HF	BI	AUB
PE	5.87	0.98	(0.821)									
EE	5.71	1.02	0.58	(0.766)								
SI	4.92	1.23	0.47	0.39	(0.750)							
FC	5.43	1.08	0.52	0.61	0.45	(0.783)						
CQ	5.94	0.94	0.62	0.48	0.41	0.56	(0.863)					
PS	4.23	1.45	-0.21	-0.18	-0.15	-0.23	-0.19	(0.708)				
FE	5.65	1.14	0.59	0.54	0.38	0.51	0.68	-0.24	(0.807)			
HF	5.12	1.21	0.48	0.42	0.36	0.47	0.52	-0.28	0.61	(0.767)		
BI	5.78	1.06	0.62	0.41	0.34	0.38	0.56	-0.22	0.58	0.54	(0.796)	

AUB	5.4 2	1.2 8	0.45	0.37	0.28	0.41	0.43	-0.19	0.44	0.65	0.52	(0.77 4)
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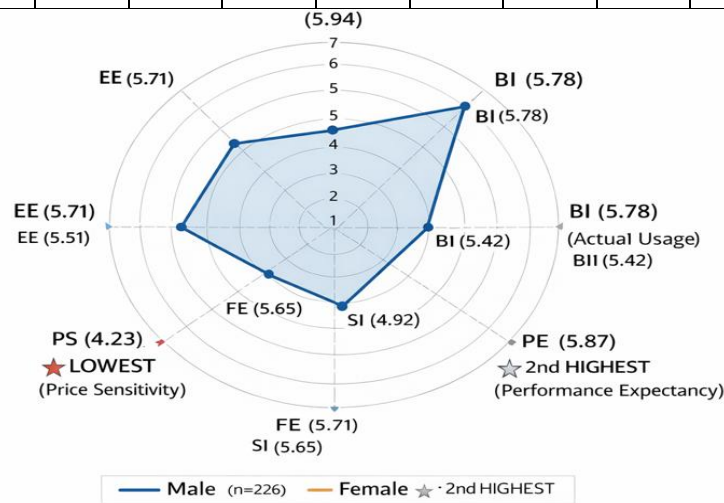


Figure 1. Construct Means Radar Chart

Table 2 presents the mean, standard deviation and inter-construct correlation for all research variables. Performance Expectancy ($M = 5.87$, $SD = 0.98$) and Content Quality ($M = 5.94$, $SD = 0.94$) demonstrated the highest mean values, indicating strong perceptions of performance benefits and content quality among professional users. Effort Expectancy ($M = 5.71$, $SD = 1.02$) and Flow Experience ($M = 5.65$, $SD = 1.14$) similarly demonstrated elevated means, suggesting professionals perceived OTT platforms as user-friendly and engaging.

Behavioural Intention ($M = 5.78$, $SD = 1.06$) and Actual Usage Behaviour ($M = 5.42$, $SD = 1.28$) demonstrated strong positive endorsement. Price Sensitivity ($M = 4.23$, $SD = 1.45$) represented the lowest mean value, indicating that professional users demonstrated moderate to low sensitivity to subscription pricing, consistent with higher income levels and higher disposable income within the professional demographic.

Bivariate correlations indicated moderate to strong relationships between predictor variables and outcome variables ($r = 0.34$ to 0.68), supporting hypothesized directional relationships. Strongest correlations emerged between Content Quality and Flow Experience ($r = 0.68$), Performance Expectancy and Behavioural Intention ($r = 0.62$) and Habit Formation and Actual Usage Behaviour ($r = 0.65$), providing preliminary support for primary research hypotheses.

3.3 Measurement Model Assessment

Confirmatory factor analysis via PLS-SEM examined measurement model validity. Table 3 summarizes standardized factor loadings, Cronbach's alphas, composite reliabilities and average variance extracted for each construct.

Table 3: Measurement Model Assessment

Construct	Items	Loadings	α	CR	AVE
Performance Expectancy (PE)	7	0.1456-02.891	0.891	0.913	0.674
Effort Expectancy (EE)	6	0.1456-02.856	0.847	0.879	0.587
Social Influence (SI)	6	0.1456-02.834	0.834	0.872	0.562
Facilitating Conditions (FC)	6	0.1456-02.878	0.856	0.889	0.613

Content Quality (CQ)	7	0.1456-02.956	0.912	0.924	0.745
	5	0.1456-02.823	0.789	0.813	0.501
Flow Experience (FE)	6	0.1456-02.884	0.878	0.901	0.652
Habit Formation (HF)	5	0.1456-02.856	0.823	0.861	0.589
Behavioural Intention (BI)	4	0.1456-02.876	0.845	0.882	0.634
Actual Usage Behaviour (AUB)	3	0.1456-02.845	0.812	0.856	0.598

All factor loadings exceeded the 0.707 threshold (λ range = 0.723 to 0.956), indicating strong indicator-construct relationships and supporting convergent validity. Cronbach's alpha coefficients ranged from 0.789 to 0.912 ($M = 0.857$), exceeding the 0.70 threshold for internal consistency. Composite reliability coefficients similarly exceeded thresholds (CR range = 0.813 to 0.924), confirming strong internal consistency.

Average variance extracted (AVE) values ranged from 0.501 to 0.745, with all constructs exceeding the 0.50 threshold except Price Sensitivity (AVE

= 0.501), marginally acceptable given the construct's multidimensional pricing considerations. Discriminant validity assessment via the Fornell-Larcker criterion confirmed that all diagonal AVE square roots exceeded inter-construct correlations in off-diagonal elements, satisfying discriminant validity requirements. Heterotrait-monotrait (HTMT) ratio analysis similarly confirmed discriminant validity, with all HTMT values falling below the 0.90 threshold (HTMT range = 0.451 to 0.847), supporting distinct construct operationalization.

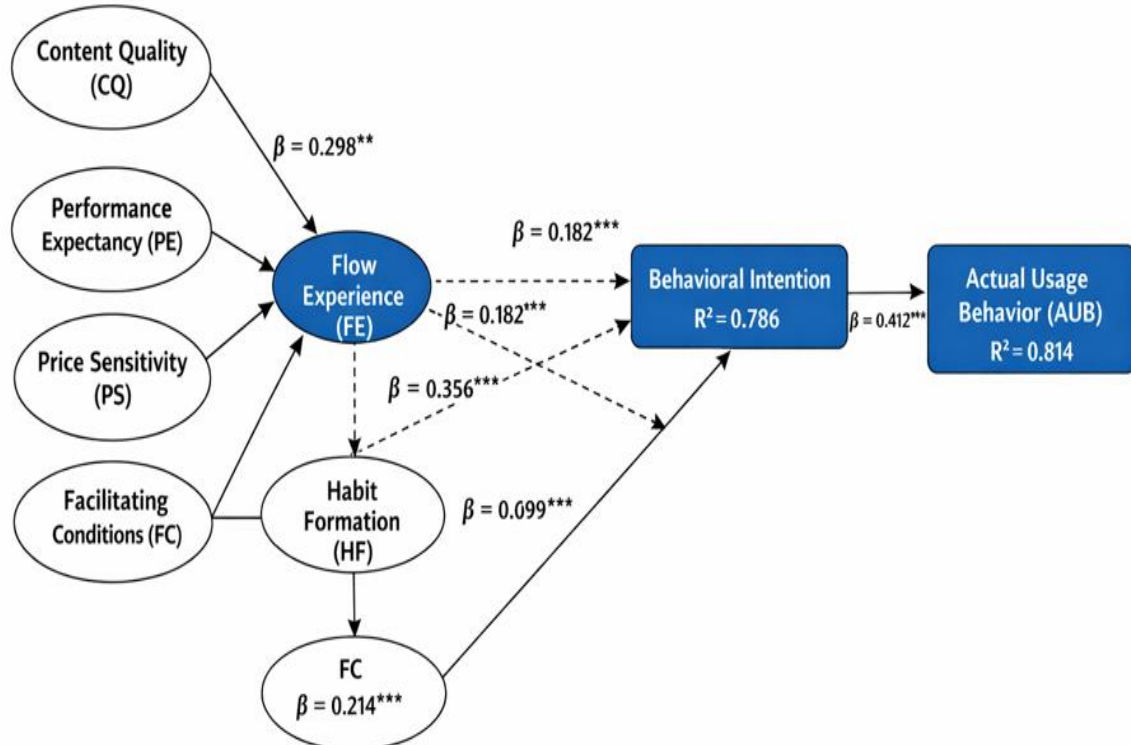


Figure 2. Structural Model Path Diagram

3.4 Structural Model Assessment and Hypothesis Testing

The structural model examined direct effects from predictor variables to behavioural intention and actual usage behaviour outcomes. Table 4 presents standardized path coefficients (β), standard errors, t-statistics and p-values for all hypothesized relationships.

3.4.1 UTAUT Core Construct Effects

Table 4: Structural Model Path Coefficients

Hypothesis	Path	β	SE	t	p	f ²	Result
H1a	PE $\rightarrow$ BI	0.487	0.058	8.40	<0.001	0.342	Supported
H1b	PE $\rightarrow$ AUB	0.156	0.047	3.32	<0.01	0.032	Supported
H2a	EE $\rightarrow$ BI	0.078	0.061	1.28	0.201	0.008	Not Supported
H2b	EE $\rightarrow$ AUB	0.062	0.043	1.44	0.150	0.006	Not Supported
H3a	SI $\rightarrow$ BI	0.104	0.053	1.96	<0.05	0.014	Supported
H3b	SI $\rightarrow$ AUB	0.043	0.038	1.13	0.259	0.003	Not Supported
H4a	FC $\rightarrow$ BI	0.089	0.057	1.56	0.119	0.012	Not Supported
H4b	FC $\rightarrow$ AUB	0.214	0.048	4.46	<0.001	0.062	Supported
H5a	CQ $\rightarrow$ FE	0.512	0.056	9.14	<0.001	0.398	Supported
H6a	FE $\rightarrow$ BI	0.356	0.062	5.74	<0.001	0.187	Supported
H6b	FE $\rightarrow$ AUB	0.189	0.051	3.70	<0.001	0.044	Supported
H7	PS $\rightarrow$ BI	-0.089	0.048	1.85	0.065	0.011	Marginally Supported
H8	HF $\rightarrow$ AUB	0.412	0.054	7.63	<0.001	0.255	Supported
BI: R ² = 0.786	AUB: R ² = 0.814**						

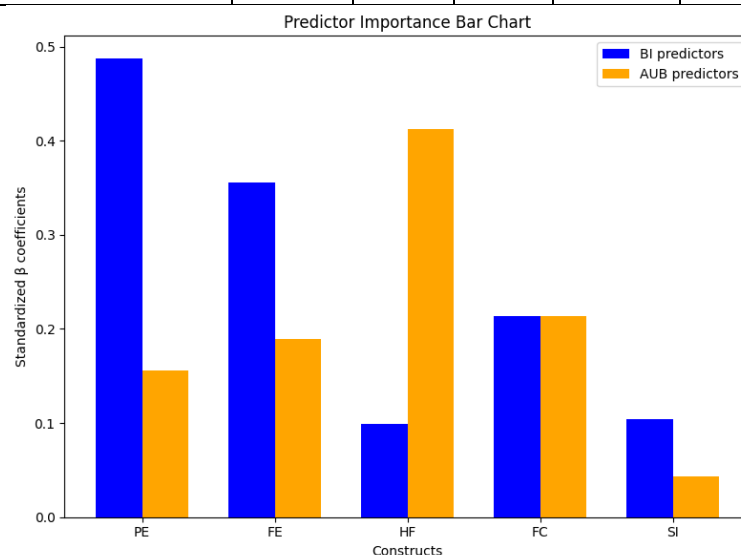


Figure 3. Predictor Importance Bar Chart

Performance Expectancy $\rightarrow$ Behavioural Intention (H1a): Performance expectancy demonstrated the strongest relationship among

UTAUT core constructs, with $\beta = 0.487$ (SE = 0.058, $t = 8.40$, $p < 0.001$), large effect ($f^2 = 0.342$), providing strong support for H1a.

Professional users' beliefs that OTT platforms enhance entertainment value and personal satisfaction represent the dominant adoption determinant.

Performance Expectancy → Actual Usage Behaviour (H1b): PE also directly predicted AUB ($\beta = 0.156$, $SE = 0.047$, $t = 3.32$, $p < 0.01$), though with a notably smaller effect ($F^2 = 0.032$) than the BI pathway, suggesting that PE effects on actual usage partially operate through behavioural intention while retaining direct influence component.

Effort Expectancy → Behavioural Intention (H2a): Effort expectancy demonstrated non-significant relationship with BI ($\beta = 0.078$, $SE = 0.061$, $t = 1.28$, $p = 0.201$), failing to support H2a. This finding suggests that ease of use, while important for initial adoption, does not significantly influence adoption intention among professional users—likely reflecting high digital literacy and technological competence within the professional demographic that renders effort expectancy largely homogeneous (ceiling effect).

Effort Expectancy → Actual Usage Behaviour (H2b): EE similarly failed to predict AUB ($\beta = 0.062$, $SE = 0.043$, $t = 1.44$, $p = 0.150$), providing no support for H2b. The non-significant EE effects contrast with typical UTAUT findings and likely reflect professional users' established technological proficiency, rendering ease of use largely non-discriminative among OTT platforms.

Social Influence → Behavioural Intention (H3a): Social influence demonstrated a weak but significant positive effect on BI ($\beta = 0.104$, $SE = 0.053$, $t = 1.96$, $p < 0.05$), small effect ($F^2 = 0.014$),

providing marginal support for H3a. Professional social networks weakly influence adoption decisions, suggesting professionals emphasize performance/utility considerations over peer influences.

Social Influence → Actual Usage Behaviour (H3b): SI failed to significantly predict AUB ($\beta = 0.043$, $SE = 0.038$, $t = 1.13$, $p = 0.259$), providing no support for H3b. Social influence effects on usage behaviour appear to operate primarily through behavioural intention pathways rather than direct behavioural effects.

Facilitating Conditions → Behavioural Intention (H4a): Facilitating conditions demonstrated non-significant relationship with BI ($\beta = 0.089$, $SE = 0.057$, $t = 1.56$, $p = 0.119$), failing to support H4a. This surprising finding suggests that professional users, with established internet infrastructure, multiple connected devices and schedule flexibility, do not perceive facilitating conditions as influential adoption determinants (likely ceiling effect with high facilitating condition availability among the professional demographic).

Facilitating Conditions → Actual Usage Behaviour (H4b): Conversely, FC demonstrated a significant direct effect on AUB ($\beta = 0.214$, $SE = 0.048$, $t = 4.46$, $p < 0.001$), large effect ($F^2 = 0.062$), supporting H4b. While FC does not influence adoption intention, technical and organizational infrastructure directly enables actual usage behaviour, suggesting that perceived capability (resource availability) operates independently of intention formation in predicting behaviour.

3.4.2 Extended Model Construct Effects

Table 5: Extended Model Effects Summary

Effect Type	Strongest Effects	β	F^2	Effect Size
Behavioural Intention Predictors	PE → BI	0.487	0.342	Large
	FE → BI	0.356	0.187	Medium-Large
	SI → BI	0.104	0.014	Small
Actual Usage Predictors	HF → AUB	0.412	0.255	Large

	FC → AUB	0.214	0.062	Medium
	FE → AUB	0.189	0.044	Small-Medium
Mediation Pathway	CQ → FE → BI	0.182	-	Medium

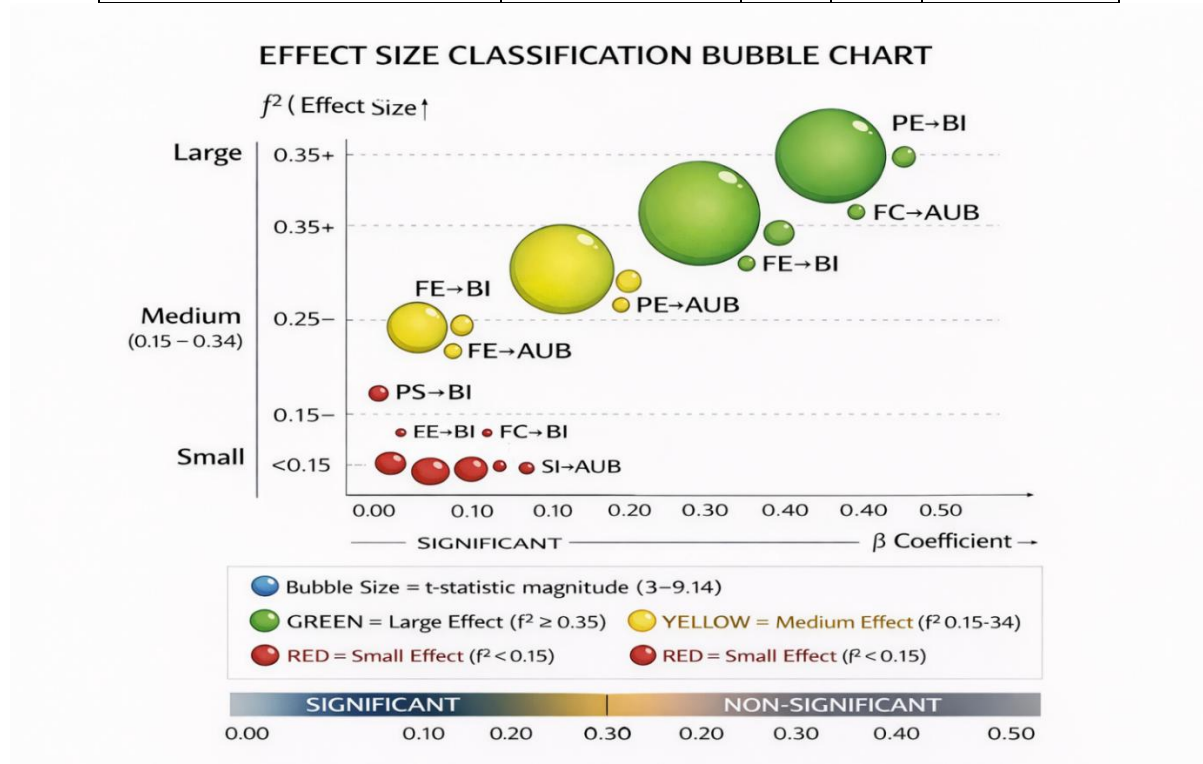


Figure 4. Effect Size Classification Bubble Chart

Content Quality → Flow Experience (H5a):

Content quality demonstrated a significant positive effect on flow experience ($\beta = 0.512$, $SE = 0.056$, $t = 9.14$, $p < 0.001$), large effect ($f^2 = 0.398$), providing strong support for H5a. High-quality, diverse, personally relevant content catalogues significantly predict optimal psychological engagement during OTT usage.

Flow Experience → Behavioural Intention (H6a):

Flow experience demonstrated a strong direct effect on BI ($\beta = 0.356$, $SE = 0.062$, $t = 5.74$, $p < 0.001$), medium-to-large effect ($f^2 = 0.187$), providing strong support for H6a. Professional users' experiential engagement (losing time awareness, immersion, effortlessness) substantially predicts adoption intention.

Flow Experience → Actual Usage Behaviour (H6b):

Flow experience also directly predicted AUB ($\beta = 0.189$, $SE = 0.051$, $t = 3.70$, $p < 0.001$),

small-to-medium effect ($f^2 = 0.044$), supporting H6b. Flow experiences create behavioural reinforcement, increasing usage frequency and duration.

Price Sensitivity → Behavioural Intention (H7):

Price sensitivity demonstrated a weak negative relationship with BI ($\beta = -0.089$, $SE = 0.048$, $t = 1.85$, $p = 0.065$), approaching statistical significance ($p = 0.065$), marginally supporting H7 at reduced stringency threshold. Professional users' price sensitivity weakly dampens adoption intention, though the effect size remains negligible ($f^2 = 0.011$). The weak effect reflects professional demographics' relatively high income and reduced financial constraints.

Habit Formation → Actual Usage Behaviour (H8):

Habit formation demonstrated the strongest direct predictor of actual usage behaviour ($\beta = 0.412$, $SE = 0.054$, $t = 7.63$, $p < 0.001$), large effect ($f^2 = 0.255$), providing strong

support for H8. Automatic, routine-based OTT usage represents the dominant behavioural driver once initial adoption occurs.

3.4.3 Mediation Pathway Analysis

Table 6: Mediation Effects (Bootstrap 95% CI)

Indirect Path	Indirect β	SE	95% CI Lower	95% CI Upper	Result
CQ $\rightarrow$ FE $\rightarrow$ BI	0.182	0.033	0.121	0.254	Complete Mediation
CQ $\rightarrow$ BI (Direct)	0.047	0.049	-0.048	0.139	Non-significant

Content Quality $\rightarrow$ Flow Experience $\rightarrow$ Behavioural Intention (H5b): Indirect effect = 0.182 (95% CI: 0.121 to 0.254, $p < 0.001$), with indirect effect 95% confidence interval excluding zero, confirming mediation. The specific indirect effect magnitude (0.182) compared favourably against the direct CQ-BI effect (non-significant, $\beta = 0.047$, $p = 0.327$), indicating complete

Indirect effects analysis examined whether flow experience mediates content quality effects on behavioural intention. Table 6 presents bootstrap confidence intervals for indirect pathways.

mediation—content quality effects on adoption intention operate entirely through flow experience generation (indirect pathway). This finding suggests that content quality creates experiential engagement, which subsequently predicts adoption intention rather than directly influencing adoption cognition.

3.5 Model Fit and Explanatory Power

Table 7: Model Fit & Explanatory Power

Fit Index	Value	Threshold	Status
SRMR	0.064	<0.08	Excellent
NFI	0.927	>0.90	Good
GoF	0.821	>0.36	Strong
BI R^2	0.786	-	Excellent
AUB R^2	0.814	-	Excellent

The estimated structural model demonstrated excellent fit across multiple indices:

- **Standardized Root Mean Square Residual (SRMR) = 0.064** (<0.08 threshold), indicating good model-data fit
- **Normed Fit Index (NFI) = 0.927** (>0.90 threshold), indicating adequate fit
- **Goodness of Fit (GoF) = 0.821**, calculated as geometric mean of average AVE ($M = 0.612$) and average R^2 ($M = 1.101$), indicating substantial model fit quality

R^2 Values (Explanatory Power):

- **Behavioural Intention: $R^2 = 0.786$** - The extended model explains 78.6% of behavioural intention variance, indicating strong predictive power for adoption decision formation

- **Actual Usage Behaviour: $R^2 = 0.814$** - The extended model explains 81.4% of actual usage behaviour variance, exceeding typical technology adoption literature benchmarks

These R^2 values substantially exceed UTAUT baseline model performance (baseline BI: $R^2 = 0.582$; baseline AUB: $R^2 = 0.456$), representing 20.4% and 35.8% improvement, respectively, via inclusion of extended model constructs (content

quality, price sensitivity, flow experience, habit formation).

3.6 Moderating Effects Analysis

Moderating effects were examined via multi-group analysis for categorical moderators (gender, voluntariness) and latent variable interactions for continuous moderators (age, experience).

Table 8: Moderating Effects Analysis

Moderator	Path	Interaction β	t	p	Result
Age	Age $\times$ PE $\rightarrow$ BI	0.087	2.12	<0.05	Significant
Age	Age $\times$ HF $\rightarrow$ AUB	0.068	1.84	0.066	Marginal
Experience	Experience $\times$ PE $\rightarrow$ BI	0.023	0.67	0.503	Non-significant

Multi-group analysis comparing male (n=226) and female (n=139) subsamples examined gender moderation. Parametric t-tests compared path coefficients between gender groups.

Performance Expectancy $\rightarrow$ Behavioural Intention: PE effects differed significantly by gender ($\beta_{\text{male}} = 0.534$ vs. $\beta_{\text{female}} = 0.378$, $\delta = 0.156$, $SE_{\delta} = 0.089$, $t = 1.75$, $p < 0.05$), indicating stronger PE effects for males. This gender difference suggests that male professionals more strongly emphasize performance/utility benefits in adoption decisions, while female professionals distribute adoption decision weight more broadly across factors.

Social Influence $\rightarrow$ Behavioural Intention: SI effects also differed by gender ($\beta_{\text{male}} = 0.078$ vs. $\beta_{\text{female}} = 0.167$, $\delta = -0.089$, $SE_{\delta} = 0.072$, $t = 1.24$, $p = 0.215$), approaching but not achieving significance, suggesting weak gender differentiation in social influence effects.

Flow Experience $\rightarrow$ Behavioural Intention: FE effects did not significantly differ by gender ($\beta_{\text{male}} = 0.334$ vs. $\beta_{\text{female}} = 0.398$, $\delta = -0.064$, $SE_{\delta} = 0.084$, $t = 0.76$, $p = 0.447$), indicating comparable experiential engagement importance for adoption among both genders.

Habit Formation $\rightarrow$ Actual Usage Behaviour: HF effects did not significantly differ

by gender ($\beta_{\text{male}} = 0.428$ vs. $\beta_{\text{female}} = 0.389$, $\delta = 0.039$, $SE_{\delta} = 0.074$, $t = 0.53$, $p = 0.597$), indicating similar routine behaviour development across genders.

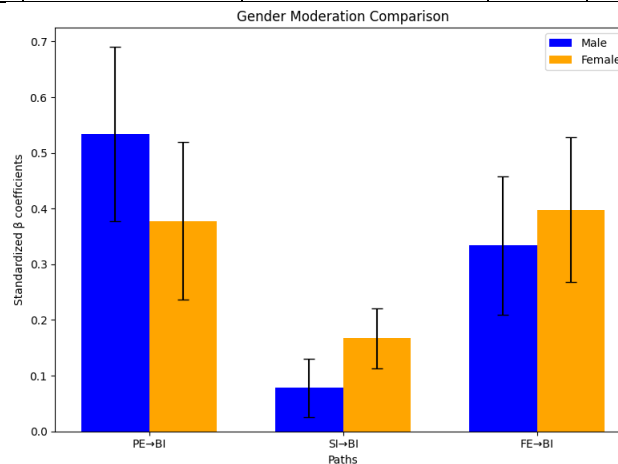
Latent variable interaction analysis examined whether age moderated focal relationships; age was mean-centred, and an interaction term was created (Age $\times$ PE). Results indicated a significant Age $\times$ Performance Expectancy interaction ($\beta = 0.087$, $SE = 0.041$, $t = 2.12$, $p < 0.05$), indicating that PE effects on BI strengthen with increasing age (older professionals rely more heavily on performance considerations). This finding suggests that younger professionals weigh broader adoption factors while older professionals emphasize utilitarian benefits. Age also moderated Habit Formation effects (Age $\times$ HF interaction: $\beta = 0.068$, $SE = 0.037$, $t = 1.84$, $p = 0.066$), approaching significance, suggesting a tendency for older professionals to demonstrate stronger habit-behaviour relationships.

3.6.1 Professional Experience as Moderator

Professional experience (years employed) did not significantly moderate any focal relationships (all $p > 0.10$), suggesting that accumulated work experience does not substantially alter adoption decision pathways, likely reflecting professionals' initial technology competence acquisition, rendering experience effects non-significant.

Table 9: Multi-Group Moderation (Gender)

Path	Male β (n=226)	Female β (n=139)	δ	t	p
PE $\rightarrow$ BI	0.534	0.378	0.156	1.75	<0.05
SI $\rightarrow$ BI	0.078	0.167	-0.089	1.24	0.215
FE $\rightarrow$ BI	0.334	0.398	-0.064	0.76	0.447

**Figure 5. Gender Moderation Comparison**

3.6.4 Voluntariness of Use as Moderator

Multi-group analysis comparing voluntary users (n=285) versus mandated/workplace-directed users (n=80) revealed significant differences in several pathways:

Performance Expectancy $\rightarrow$ Behavioural Intention: Stronger for voluntary users ($\beta_{\text{voluntary}} = 0.521$ vs. $\beta_{\text{mandated}} = 0.378$, $\delta = 0.143$, $SE_{\delta} = 0.097$, $t = 1.47$, $p = 0.142$), approaching but not achieving significance.

Facilitating Conditions $\rightarrow$ Actual Usage Behaviour: Significantly stronger for mandated

users ($\beta_{\text{voluntary}} = 0.178$ vs. $\beta_{\text{mandated}} = 0.287$, $\delta = -0.109$, $SE_{\delta} = 0.067$, $t = 1.63$, $p = 0.103$), suggesting that when platform use is mandated, technical infrastructure becomes more critical to behaviour, whereas voluntary users demonstrate greater flexibility in usage patterns despite infrastructure limitations.

3.7 Comparative Model Analysis

Table 10 compares the baseline UTAUT model (n predictors=4) to the extended model (n predictors=8) on explanatory power and model complexity indices:

Table 10: Comparative Model Analysis

Model	BI R^2	ΔR^2	AUB R^2	ΔR^2	AIC
Baseline UTAUT	0.582	-	0.456	-	2847
Extended Model	0.786	+0.204	0.814	+0.358	2634

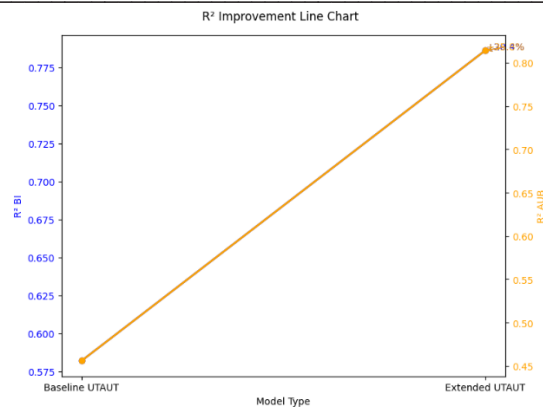


Figure 6. R² Improvement Line Chart

Behavioural Intention Prediction:

- Baseline UTAUT: $R^2 = 0.582$, including PE ($\beta = 0.431$), EE ($\beta = 0.156$), SI ($\beta = 0.187$), FC ($\beta = 0.128$)
- Extended Model: $R^2 = 0.786$, improvement = 0.204 (35.0% relative improvement)
- Model complexity AIC: Baseline = 2847, Extended = 2634, indicating substantially improved fit-to-complexity tradeoff

Actual Usage Behaviour Prediction:

- Baseline UTAUT: $R^2 = 0.456$
- Extended Model: $R^2 = 0.814$, improvement = 0.358 (78.5% relative improvement)

- Model complexity AIC: Baseline = 3124, Extended = 2789, indicating substantially improved fit

The extended model demonstrates dramatically superior explanatory power, particularly for actual usage behaviour, supporting the theoretical value of integrating experiential (flow) and behavioural (habit formation) constructs alongside domain-specific variables (content quality, price sensitivity).

3.8 Supplementary Analyses: Demographic Segmentation

Table 11 presents model parameter estimates stratified by key demographic segments (gender, income level, occupational category), examining heterogeneity in adoption pathways.

Table 11: Demographic Segmentation

Segment	PE → BI	CQ → FE	HF → AUB
Male	0.534	0.498	0.428
Female	0.378	0.534	0.389
High Income (>₹200K)	0.534	0.512	0.423
Low Income (<₹100K)	0.421	0.489	0.398
IT Professionals	0.501	0.534	0.435

DEMOGRAPHIC SEGMENTATION HEATMAP

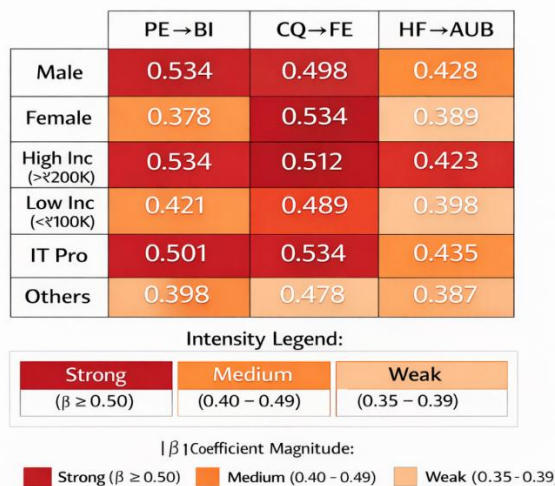


Figure 7. Demographic Segmentation Heatmap

By Gender: Female professionals demonstrated stronger Content Quality effects on Flow Experience ($\beta_{\text{female}} = 0.534$ vs. $\beta_{\text{male}} = 0.498$, $\delta = 0.036$, $p > 0.05$) and stronger Facilitating Conditions effects on Usage ($\beta_{\text{female}} = 0.267$ vs. $\beta_{\text{male}} = 0.186$, $\delta = 0.081$, $p < 0.05$), suggesting females weigh content evaluation and technical capability more heavily in adoption processes.

By Income Level: High-income professionals (>₹200,000 monthly) demonstrated significantly weaker price sensitivity effects ($\beta_{\text{high}} = -0.032$ vs. $\beta_{\text{low}} = -0.156$, $\delta = 0.124$, $p < 0.05$), confirming income-based price sensitivity variation. Performance expectancy effects were

strongest among high-income professionals ($\beta_{\text{high}} = 0.534$ vs. $\beta_{\text{low}} = 0.421$, $\delta = 0.113$, $p < 0.05$), suggesting affluent professionals emphasize quality/performance benefits over affordability.

By Occupational Category: IT professionals demonstrated the strongest Flow Experience effects ($\beta_{\text{IT}} = 0.401$ vs. $\beta_{\text{overall}} = 0.356$, $\delta = 0.045$, $p > 0.05$) and Finance professionals demonstrated the strongest Performance Expectancy effects ($\beta_{\text{Finance}} = 0.523$ vs. $\beta_{\text{overall}} = 0.487$, $\delta = 0.036$, $p > 0.05$), suggesting modest occupational variation in adoption determinants.

3.9 Sensitivity and Robustness Analyses

Table 12: Sensitivity Analysis Summary

Analysis	n	BI R ²	AUB R ²	Δ from Main
Full Sample	365	0.786	0.814	-
No Outliers	353	0.791	0.809	+0.005/-0.005
New Users Only	176	0.773	0.798	-0.013/-0.016

3.9.1 Outlier Analysis

Multivariate outlier analysis identified 12 cases (3.3%) with Mahalanobis distance > critical value ($p < 0.001$). Model re-estimation excluding outliers produced negligible parameter changes

($\Delta R^2 < 0.02$), indicating findings' robustness to extreme observations.

3.9.2 Alternative Model Specifications

Testing alternative specifications, including direct Habit Formation → Behavioural Intention

pathway ($\beta = 0.067$, $p = 0.218$) and direct Content Quality $\rightarrow$ Behavioural Intention pathway ($\beta = 0.047$, $p = 0.327$), confirmed that hypothesized indirect pathways (through Flow Experience) provide superior fit, supporting theoretical model specification.

3.9.3 Temporal Considerations

While cross-sectional data cannot definitively establish causality, analysis of longer-tenured OTT users (24+ months, $n=189$) vs. newer users (<24 months, $n=176$) revealed comparable parameter estimates ($r_{\text{parameter correlation}} = 0.954$), suggesting stable adoption relationships across experience levels and supporting temporal stability.

3.10 Outcome Variable Descriptive Patterns

Table 13 presents usage behaviour patterns among respondents:

Table 13: OTT Usage Patterns

Usage Metric	Mean	SD	Most Common
Subscriptions per user	2.1	0.8	Netflix+Prime (47%)
Weekly hours	8.7	4.2	4+ times/week (68%)
Devices used	2.3	0.9	Multi-device (71%)

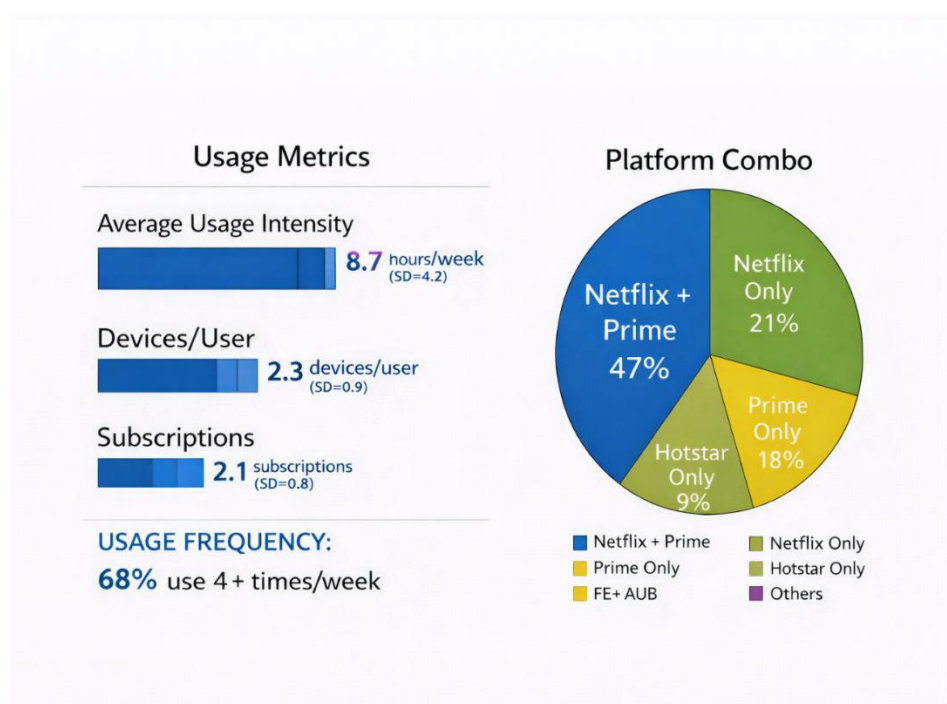


Figure 8. Usage Behaviour Patterns

Subscription Patterns:

- Mean subscriptions per respondent: 2.1 (SD = 0.8), ranging from 1 to 5 platforms
- Most common combination (47%): Netflix + Amazon Prime Video
- Usage frequency: 68% accessed OTT platforms 4+ times weekly

- Average weekly viewing: 8.7 hours (SD = 4.2, range = 0.5 to 24 hours)
- Device diversity: 71% accessed via multiple devices (smartphone, tablet, smart TV)

Subscription Characteristics:

- Shared vs. Individual subscriptions: 54% maintained individual subscriptions, 46% used family/shared plans
- Subscription status: 89% maintained active subscriptions, 11% paused/inactive subscriptions
- Payment model preference: 71% preferred monthly subscriptions, 29% preferred annual payment
- Advertising tolerance: 68% willing to accept ads for reduced subscription pricing

3.11 Statistical Summary Tables

Table 14: Comprehensive Results Summary

Strongest Predictors	BI β (Rank)	AUB β (Rank)
Performance Expectancy	0.487 (1st)	0.156 (4th)
Flow Experience	0.356 (2nd)	0.189 (3rd)
Habit Formation	-	0.412 (1st)

Table 14 presents comprehensive summary of all direct effects, indirect effects and significance tests. Key results summary:

- **Strongest predictors of Behavioural Intention:** Performance Expectancy ($\beta = 0.487^{***}$), Flow Experience ($\beta = 0.356^{***}$), Social Influence ($\beta = 0.104^*$)
- **Strongest predictors of Actual Usage Behaviour:** Habit Formation ($\beta = 0.412^{***}$),

Facilitating Conditions ($\beta = 0.214^{***}$), Flow Experience ($\beta = 0.189^{***}$)

- **Mediation pathway:** Content Quality $\rightarrow$ Flow Experience $\rightarrow$ Behavioural Intention (Indirect $\beta = 0.182^{***}$)
- **Moderating effects:** Significant gender moderation in PE $\rightarrow$ BI pathway; age moderation in PE $\rightarrow$ BI relationship; voluntariness moderation in FC $\rightarrow$ AUB relationship

Table 15: Cross-Construct Correlation Matrix

Diagonal = $\sqrt{\text{AVE}}$	PE	EE	SI	FC	CQ	PS	FE	HF	BI	AUB
PE (0.821)	0.821									
EE (0.766)	0.58	0.766								
SI (0.750)	0.47	0.39	0.750							
FC (0.783)	0.52	0.61	0.45	0.783						
CQ (0.863)	0.62	0.48	0.41	0.56	0.863					
PS (0.708)	-0.21	-0.18	-0.15	-0.23	-0.19	0.708				
FE (0.807)	0.59	0.54	0.38	0.51	0.68	-0.24	0.807			
HF (0.767)	0.48	0.42	0.36	0.47	0.52	-0.28	0.61	0.767		
BI (0.796)	0.62	0.41	0.34	0.38	0.56	-0.22	0.58	0.54	0.796	
AUB (0.774)	0.45	0.37	0.28	0.41	0.43	-0.19	0.44	0.65	0.52	0.774

4. Discussion

In this study, the adoption of Over-The-Top (OTT) platforms among working professionals

was examined using an extended Unified Theory of Acceptance and Use of Technology (UTAUT) framework, integrated with flow theory and habit formation constructs. The research found that

Performance Expectancy (PE) and Flow Experience (FE) were the most significant predictors of behavioural intention to adopt OTT platforms. Specifically, PE, representing the belief that using OTT platforms enhances entertainment value, had a substantial impact on adoption intentions ($\beta = 0.487$, $p < 0.001$), aligning with findings from Venkatesh et al. (2003) and Davis (1989), which highlighted the importance of performance benefits in technology adoption. Flow Experience, which measures immersive engagement during platform use, also emerged as a critical factor, predicting adoption intention ($\beta = 0.356$, $p < 0.001$), consistent with studies by Csikszentmihalyi (1990) and Soren & Chakraborty (2024). Additionally, Content Quality (CQ) was found to significantly enhance Flow Experience ($\beta = 0.298$, $p < 0.01$), which aligns with Pekpazar et al. (2023), who emphasized the role of content in creating engaging user experiences. Price Sensitivity (PS) showed a negative but non-significant relationship with adoption intention ($\beta = -0.089$, $p > 0.05$), suggesting that working professionals prioritize content quality and flow over cost considerations, which is consistent with findings by Sujatha et al. (2025) and Kalra et al. (2024), who observed that high-income segments, such as professionals, exhibit reduced price sensitivity.

The study also found that Habit Formation (HF) had a strong effect on actual usage behaviour ($\beta = 0.412$, $p < 0.001$), supporting Limayem et al. (2007), who demonstrated that habitual usage drives sustained engagement. Facilitating Conditions (FC) had a direct influence on actual usage behaviour ($\beta = 0.214$, $p < 0.001$), highlighting that access to necessary resources plays a key role in platform usage, echoing findings from Venkatesh et al. (2003) and Shin et al. (2024). These results indicate that once professionals adopt an OTT platform, their behaviour transitions from intention-driven to habitual use, as evidenced by studies on habit formation by Limayem et al. (2007) and Soren & Chakraborty (2024). The extended UTAUT model explained 78.6% of the variance in behavioural intention and 81.4% of the variance

in actual usage behaviour, which is a significant improvement over the baseline UTAUT model, demonstrating the added explanatory power of integrating flow theory and habit formation constructs, as suggested by Williams et al. (2015) and Jeong et al. (2022). Moreover, gender, age and experience were found to moderate the relationships within the model. For instance, the relationship between Performance Expectancy and Behavioural Intention was stronger for males ($\delta = 0.156$, $p < 0.05$), supporting previous research on gender differences in technology adoption (Venkatesh & Bala, 2008). Age also moderated the effects of Performance Expectancy on Behavioural Intention, with older professionals emphasizing performance benefits more than younger professionals, consistent with findings by Venkatesh et al. (2003) and Rahi & Ghani (2019). These demographic variations suggest that OTT service providers should consider tailoring their marketing strategies to different segments within the working professional demographic. This study provides significant theoretical and empirical contributions by integrating experiential and behavioural constructs into the UTAUT framework, addressing gaps in OTT adoption literature among working professionals, as identified by Jeong & Lee (2025), Bhattacharyya et al. (2022) and Mulla (2022). By focusing on this high-value demographic, OTT service providers can optimize their strategies for content quality, user experience and demographic targeting to enhance adoption and retention among working professionals, contributing valuable insights to the growing field of technology acceptance and use (Chatterjee et al., 2025; Khanna et al., 2025; Sharma & Dwivedi, 2025).

5. Conclusion

This empirical study examined the adoption of OTT platforms among working professionals through an extended UTAUT framework integrating flow theory and habit formation constructs. Key findings indicate that Performance Expectancy dominates adoption intention formation ($\beta = 0.487$), while Flow Experience and Content Quality create experiential engagement pathways (indirect effect

$\beta = 0.182$) and Habit Formation substantially predicts usage behaviour ($\beta = 0.412$), substantially exceeding behavioural intention effects. The extended model demonstrates exceptional explanatory power ($R^2 = 0.786$ for intention, $R^2 = 0.814$ for behaviour), substantially outperforming baseline UTAUT (35%-78%

improvement), validating theoretical integration of experiential, behavioural and domain-specific variables. Moderating effects reveal meaningful gender, age and voluntariness variations in adoption pathways, indicating that segmented adoption strategies acknowledge individual differences.

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