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Building User Loyalty on OTT Platforms: The Influence of Service Quality, Satisfaction, and Viewer Stickiness

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Abstract: The rapid growth of Over-the-Top (OTT) platforms has revolutionized media consumption, particularly among users in India. This study investigates the impact of OTT service quality on viewer loyalty, considering the mediating roles of viewer stickiness and satisfaction in the context of university users in Bangalore, India. A mixed-methods approach was employed, involving a convenience sample of 440 users from various university-affiliated colleges in Karnataka. Established scales were adapted to measure OTT platform service quality, viewer stickiness, satisfaction, and brand loyalty. Structural equation modeling (SEM) was used to analyze the data, revealing that OTT service quality has a significant positive effect on viewer stickiness and satisfaction, but not directly on viewer loyalty. Viewer stickiness and satisfaction were found to mediate the relationship between OTT service quality and viewer loyalty. The study highlights the importance of factors such as content variety, user interface, cost, viewing convenience, and personalized recommendations in driving viewer satisfaction and loyalty. The findings suggest that OTT platforms should focus on improving service quality, enhancing viewer engagement, and addressing factors like subscription fatigue and the paradox of choice to maintain a loyal user base. The study contributes to the understanding of OTT platform dynamics among users in India and offers valuable insights for service providers to design effective content and services in this rapidly expanding market.

Keywords: Service Quality, Streaming Quality, OTT platforms, user Satisfaction, user loyalty

1. Introduction

Over the past decade, there has been a significant shift in the way people consume media and entertainment, driven largely by the emergence of Over-the-Top (OTT) platforms (Panda & Pandey, 2017; Gupta & Singharia, 2021). Unlike traditional broadcast and cable television, OTT platforms deliver content over the internet, allowing viewers to access a wide range of entertainment options anytime, anywhere, using devices such as smartphones, tablets, smart TVs, and computers (Kumar & Saha, 2022). The growth of these platforms has been particularly rapid in countries like India, where a tech-savvy population and increasing internet penetration have facilitated the widespread adoption of digital content consumption.

India, with its vast population and diverse media preferences, has become a key market for both global and regional OTT platforms. According to industry reports, India is one of the fastest-growing OTT markets in the world, with a projected value reaching billions of dollars in the next few years. A

driving force behind this rapid growth is the country's younger population, particularly users, who are avid consumers of digital media. Users, who often have limited access to traditional TV subscriptions, prefer the affordability, flexibility, and vast content libraries offered by OTT services (Mohan & Babu, 2021).

Bangalore, the technology hub of India, presents a unique environment for examining the impact of OTT platforms. With its large student population, including those attending universities and technical institutions, the city is home to a generation of digital natives who are comfortable with streaming technologies and on-demand content (Rao & Krishna, 2022). Users in Bangalore, many of whom live away from home and manage their own budgets, rely heavily on OTT platforms as their primary source of entertainment. These platforms provide them with an opportunity to consume content on their own terms, whether it's for relaxation, educational purposes, or simply staying updated with the latest trends.

The rapid rise of OTT platforms in India has coincided with a broader digital transformation in the country (Meher&

Mishra, 2020). The availability of affordable smartphones and high-speed internet, driven by initiatives like the Digital India campaign and the aggressive pricing of mobile data by providers like Reliance Jio, has contributed to making OTT content accessible to a wide audience. For users, this has meant easy access to content that is both global and local, catering to varied tastes and preferences (Kaur & Kaur, 2021). OTT platforms offer diverse content in multiple languages, ranging from international blockbusters to regional films, web series, documentaries, and educational programs (Joshi, 2022).

This growing dependence on OTT platforms for entertainment and information has raised several questions regarding viewer satisfaction and the factors that drive it (Oliver, 2014). Traditional satisfaction models in the media industry were primarily based on aspects like channel variety, programming schedules, and picture quality. However, with the advent of OTT platforms, satisfaction is now influenced by a more complex set of factors, including content availability, personalization algorithms, user interface design, ease of use, subscription affordability, and the overall viewing experience (Parasuraman et al., 2005; Alalwan, 2020).

Despite the increasing popularity of OTT platforms, little research has been done to understand their specific impact on student users, particularly in a city like Bangalore, where the confluence of technology, youth culture, and media consumption is at its peak (Sharma & Gupta, 2023). This study seeks to fill that gap by investigating how OTT platforms meet the entertainment needs of users in Bangalore and how satisfied they are with the services provided. It will explore factors such as the variety and relevance of content, the accessibility of platforms, the value of subscription models, and the convenience of using these platforms compared to traditional media.

So, the present study aimed to measure the direct effects of OTT service quality on the viewer stickiness, satisfaction and user loyalty and also the study is intended to verify the mediation of viewer satisfaction and stickiness between service quality and user loyalty (Bhattacharjee, 2001; Zeithaml et al., 1996).

2. Literature Review

REVIEW OF LITERATURE Saxena and Sharma (2021) explored the evolving media consumption trends, particularly highlighting the growing preference for OTT platforms over traditional television among youth in metropolitan cities like Bangalore. This shift is largely attributed to the freedom of time-shifted viewing, absence of advertisements, and convenience across multiple devices. Gupta (2020) further emphasized how OTT platforms have disrupted traditional television consumption by offering greater control over viewing schedules, appealing especially to users. Bansal and Agarwal (2019) were among the early researchers to examine how content diversity contributes to the success of OTT platforms, noting the importance of international, regional, and niche content for attracting young viewers. Kumar and Prasad (2021) expanded on this, emphasizing the role of personalized content recommendations in enhancing user satisfaction by suggesting shows based on individual viewing habits. Mishra and Patil (2020) explored the affordability of OTT platforms as a key driver of user satisfac-

tion among users, who often have limited budgets. They highlighted flexible subscription models that allow for cost-effective viewing. Ravindran and Bose (2021) later examined the role of student discounts in making OTT platforms even more accessible to university users, further increasing satisfaction. Pandey and Kumar (2019) studied how technological advancements, such as seamless streaming, HD content, offline viewing, and multi-device synchronization, contribute to user satisfaction. Bhattacharya et al. (2021) further explored the impact of interactive features and the ease of use on student satisfaction with OTT platforms. Rao and Manjunath (2020) studied the role of peer influence on OTT platform usage among Bangalore University users. They found that social recommendations significantly affect content choice and platform adoption. Sharma (2021) later expanded on this, emphasizing how social media and peer recommendations drive users' exploration of new content. Kaur and Gill (2022) discussed the issue of "subscription fatigue," where users have trouble managing multiple OTT subscriptions. Srinivasan and Mathew (2021) earlier addressed the paradox of choice, where the overwhelming amount of content can lead to decision paralysis, ultimately affecting user satisfaction.

3. OTT Platform Service Quality and Viewer Stickiness

OTT platforms have significantly transformed media consumption patterns, with viewer engagement becoming a crucial factor for service providers. Studies show that OTT platforms are becoming increasingly popular, with 48.5% of people preferring them as their primary source of entertainment (Saha & Nath, 2024). The quality of content and service plays a vital role in determining viewer engagement and satisfaction. Viewer engagement is influenced by multiple factors, including service quality metrics (e.g., rebuffer time), network quality metrics (e.g., physical-layer data rate), video content (e.g., video length), and viewer demography (Chen et al., 2015). Interestingly, different viewer groups and video content types exhibit varying engagement patterns, suggesting the need for personalized models to predict viewer engagement accurately. Contrary to expectations, consumer ethnocentrism has minimal impact on buying behavior for OTT platforms. Instead, factors such as price, content variety, personalized recommendations, cultural alignment, ease of platform usage, familiarity with foreign content, and language preferences are crucial in determining viewers' buying intentions (Poddar et al., 2024). Additionally, gamification options on OTT platforms have been found to positively impact user engagement, with reward satisfaction acting as a mediating factor (Suryavanshi et al., 2022). In conclusion, OTT platforms must focus on improving content quality, service reliability, and personalized experiences to enhance viewer engagement. The implementation of recommendation systems using collaborative filtering and content-based filtering, along with hybrid strategies, can help improve content discovery and user satisfaction (Pattanayak & Shukla, 2021). As the market for OTT services continues to expand rapidly, understanding and addressing these factors will be crucial for service providers to design their content and services effectively, ultimately leading

to viewer engagement. So, the hypothesis is formed as

H1: OTT platform service quality has a significant positive effect on Viewer Stickiness

3.1. OTT Platforms Quality and Viewer Satisfaction

OTT platform service quality significantly influences viewer satisfaction and continuance use intention. Key factors contributing to satisfaction include communication, informativeness, transactional efficiency, and design (Lee *et al.*, 2021). Content quality, user interface, personalization, price, customer service, and accessibility also play crucial roles in customer satisfaction (Kumar & Panduranga, 2024). System quality, convenience, recommendation services, and economic feasibility are important platform characteristics that impact consumer satisfaction (Rhee *et al.*, 2021). Interestingly, psychological benefits have a more significant effect on consumer satisfaction than economic benefits (Rhee *et al.*, 2021). This contradicts the common assumption that price is the primary driver of satisfaction. Additionally, ecological concerns can motivate subscribers to reduce video quality, potentially impacting their viewing experience (Goethals, 2022). This suggests that OTT platforms should consider incorporating eco-friendly options to cater to environmentally conscious viewers. In conclusion, OTT platforms should focus on improving various aspects of their service to enhance viewer satisfaction. This includes providing quality content, user-friendly interfaces, personalized recommendations, and efficient communication channels (Kumar & Panduranga, 2024; Lee *et al.*, 2021). Platforms should also consider implementing gamification options, as attention to gamification and reward satisfaction can positively impact user engagement (Suryavanshi *et al.*, 2022). By addressing these factors, OTT platforms can improve viewer satisfaction and increase the likelihood of continued use. Hence, the hypothesis is formulated as

H2: OTT platform Service quality has a significant positive effect on Viewer Satisfaction

3.2. OTT Platforms Quality and Viewer Loyalty

OTT platforms' service quality significantly influences viewer satisfaction and loyalty. According to a study on sports content OTT platforms, service quality positively impacts satisfaction, with communication, informativeness, transactional efficiency, and design being key factors (Lee *et al.*, 2021). This suggests that OTT companies should focus on improving these aspects to enhance viewer experience and retention. Interestingly, ecological considerations can also play a role in viewer loyalty. Research shows that subscribers may be willing to reduce video quality for environmental reasons, particularly if they believe it helps protect against global warming (Goethals, 2022). However, this willingness decreases if the quality reduction significantly degrades their viewing experience, highlighting the delicate balance between sustainability and user satisfaction. In conclusion, OTT platforms can enhance viewer loyalty through various strategies. Content differentiation, consumer sense-making, engagement, and platform extension are identified as

key value enhancers leading to platform stickiness (Kour & Chhabria, 2022). Additionally, improving delivery speed, food safety, performance, privacy, interactivity, compensation, and service diversity positively impact customer loyalty (Zhang & Sun, 2020). By focusing on these aspects and considering ecological factors, OTT platforms can create a more engaging and loyal user base while potentially addressing environmental concerns.

H3: OTT platform service quality has a significant positive effect on Viewer Loyalty

3.3. Viewer Stickiness on Viewer Loyalty

OTT platform stickiness has a significant positive impact on user loyalty, as evidenced by multiple studies examining the relationship between these factors in the context of streaming services. Research shows that stickiness is closely associated with user loyalty on OTT platforms. A study on OTT video-streaming platforms found that certain gratifications, including modality, pass time, escape, and personalization, are directly linked to stickiness (Peraiya & Nandukrishna, 2023). Furthermore, affective media satisfaction mediates the relationship between entertainment and navigability and stickiness, indicating that a satisfying user experience contributes to both stickiness and loyalty. Interestingly, the concept of stickiness extends beyond just OTT platforms. In the context of e-commerce platforms, gamified rewards were found to enhance user stickiness through self-identification, which in turn affects the intention to continue using the platform (Mou *et al.*, 2024). This suggests that incorporating engaging features and personalized experiences can increase both stickiness and loyalty across digital platforms. In conclusion, OTT viewer stickiness plays a crucial role in fostering user loyalty. By focusing on factors that enhance stickiness, such as personalization, ease of navigation, and engaging content, OTT platforms can effectively build a loyal user base. The strong connection between stickiness and loyalty underscores the importance of creating compelling, user-centric experiences to ensure long-term success in the competitive streaming market. Hence, the hypothesis is designed as

H4: Viewer stickiness has a significant positive effect on Viewer Loyalty

3.4. Viewer Satisfaction on Viewer Loyalty

Customer satisfaction has a significant positive influence on customer loyalty across different service sectors. For instance, in the banking industry, ATM service quality dimensions such as fulfilment, reliability, ease of use, and security and privacy were found to impact customer satisfaction, which in turn significantly influenced customer loyalty (Aslam *et al.*, 2019). Similarly, in the library services context, service quality dimensions positively affected user satisfaction, leading to user loyalty (Twum *et al.*, 2020). Interestingly, some studies reveal that customer satisfaction alone may not guarantee loyalty. In the aviation industry, satisfied customers may still switch to other airlines (Sandada & Matibiri, 2016). This suggests that OTT platforms should focus on additional factors beyond sat-

isfaction to ensure viewer loyalty. While there is no direct evidence for OTT platforms, the general trend across service industries indicates that viewer satisfaction is likely to have a positive impact on user loyalty for OTT services. However, OTT platforms should also consider other factors such as service quality. Hence, the hypothesis is developed as

H5: Viewer Satisfaction has a significant positive effect on Viewer Loyalty

3.5. Mediation of Viewer Stickiness between OTT Platform Service Quality and Viewer Loyalty

Viewer Stickiness plays a crucial mediating role between OTT platform quality and viewer loyalty. The quality of OTT platforms, including service quality metrics, network quality metrics, video content, and viewer demographics, significantly influences viewer engagement (Chen et al., 2015). This engagement, in turn, contributes to building consumer brand engagement and loyalty. Research indicates that consumer attention and consumer brand engagement sequentially mediate the relationship between entertainment motives (*both hedonic and eudaimonic*) and the intention to use OTT platforms like Netflix (Riskos et al., 2024). This suggests that high-quality content and user experience lead to increased viewer engagement, which then translates into stronger brand loyalty. Interestingly, while platform quality and viewer engagement are important, other factors also contribute to viewer loyalty. For instance, price, content variety, personalized recommendations, cultural alignment, ease of platform usage, familiarity with foreign content, and language preferences are crucial in determining viewers' buying intentions and loyalty (Poddar et al., 2024). Additionally, trust and commitment play significant roles in mediating the relationship between service quality and customer loyalty in related service industries (Redda & Deventer, 2023). This implies that OTT platforms should focus on building trust and commitment through quality services to enhance viewer loyalty. So, viewer engagement serves as a critical mediator between OTT platform quality and viewer loyalty. By focusing on improving platform quality and enhancing viewer engagement through various strategies, OTT platforms can effectively build and maintain viewer loyalty in the competitive streaming market.

H6: Viewer Stickiness mediates the relationship between OTT platform Service Quality and Viewer Loyalty

3.6. Mediation of Viewer Satisfaction between OTT Platform Service Quality and Viewer Loyalty

The relationship between OTT platform quality, viewer satisfaction, and viewer loyalty has been explored in several studies, with viewer satisfaction often playing a mediating role. Research indicates that the quality-of-service experience (QSE) positively influences users' satisfaction and loyalty to streaming services. A study on music streaming services found that QSE positively affects users' loyalty through satisfaction, suggesting a mediating effect (Zhang & Zhang, 2022). Similarly, in the context of television viewing, viewer satisfaction was

found to positively influence viewer loyalty, with perceived service quality also playing a role (Makanyeza et al., 2021). Interestingly, some studies have found contradictory results. For instance, one study on financial institutions found no significant effect of service quality on customer satisfaction or loyalty (Warsito, 2015). However, this appears to be an outlier, as most research supports the mediating role of satisfaction. In the specific context of OTT platforms, a study using the dual post-adoption model found that dedication-based factors (such as personalization and content diversity) positively affected user satisfaction, which in turn influenced continuous usage intention (loyalty). The study also highlighted the importance of constraint-based factors (like investment cost and learning effort) in resistance to switching, another aspect of loyalty (Yoon & Kim, 2023). This suggests that viewer satisfaction mediates the relationship between quality and loyalty, and so

H7: Viewer Satisfaction mediates the relationship between OTT platform Service Quality and Viewer Loyalty

4. Materials and Methods

- **Methods:** The study was intended to measure the impact of OTT platform quality on user loyalty through user satisfaction and stickiness in Karnataka. The research followed a mixed approach, i.e., exploratory and descriptive in nature. A Convenience sampling technique has been adopted for the study.
- **Participants:** The data were collected from the users of different OTT platforms in Karnataka using a structured questionnaire. A total of 440 responses were found usable to perform the analysis out of the 500 distributed questionnaires. The respondents were asked to rate a given item on a 5-point Likert scale ranging from strongly disagree to strongly agree.
- **Instruments:** The items for this study were adopted from established scales to measure OTT platforms' quality and user satisfaction.
- **OTT Platforms Service Quality Scale:** A 20-item scale developed by Lin et al. (2016) was adapted for the study to measure the OTT platforms' practices among student respondents.
- **User Stickiness Scale:** A six-item scale established by Serpil Yorganci (2017) was adapted and slightly adjusted to suit the present study requirement.
- **User Satisfaction Scale:** A four-item short scale developed by Luo, Z., Dang, Y., & Xu, W. 2019) was adopted to assess the user satisfaction.
- **OTT Brand loyalty scale:** A three-item scale developed by (Chaudhuri and Holbrook, 2001; Russell-Bennett et al., 2007; Wei-ping et al., 2008; Yoo & Donthu, 2001) was adopted to assess the user's brand loyalty.

5. Data Analysis and Discussion

The collected data were analyzed using various statistical tools and techniques. Reliability, convergent validity, discriminant validity, and structural equation modeling (SEM), including

confirmatory factor analysis (CFA), were performed using SPSS and AMOS. Model fit indices, including the chi-square to degrees of freedom ratio (χ^2/df), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Tucker–Lewis Index (TLI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA), were used to evaluate the model.

Table 1: Demographic profile of the Respondents

Demographic	Group	Frequency	Percent
Gender	Male	343	78
	Female	97	22
	Total	440	100
Education	Graduate	316	71.7
	Post Graduate	124	28.3
	Total	440	100
Experience with OTT platforms	0-5	264	60
	5-10	132	30
	10-15	30	6.7
	15 and above	14	3.3
	Total	440	100

In case of gender, 78 percent of the respondents are male, followed by 22 percent of the respondents who are female. When it comes to the qualification of the respondents, 71.7 percent are graduates, followed by 28.3 percent post-graduates. Experience with the OTT platforms is concerned, 60 percent of the respondents' experience is 0 to 5, followed by 30 percent is 5 to 10, 6.7 percent is 10 to 15, and finally 3.3 percent is 15 years and above.

6. Structural Equation Modeling

A two-stage approach of the SEM (measurement model and structural model) was selected to analyze the empirical data

(Byrne & van de Vijver, 2010). By running AMOS, a measurement model was developed, and then the model fitness and constructs' reliability and validity were assessed in the first stage by means of confirmatory factor analyses (Byrne & van de Vijver, 2010). This was followed by a structural model assessment which related to the validation of the conceptual model and testing of the research hypotheses (Byrne & van de Vijver, 2010; Hair Jr. et al., 2014).

6.1. Analysis of Measurement Model

The measurement model examines the relationship between indicators and constructs. The study integrated constructs like OTT Platforms, stickiness, user satisfaction, and user loyalty into a single measurement model. Development of the measurement model was carried out by following the guidelines provided by Hair et al (2006). The measurement model was estimated using the maximum likelihood method with the help of AMOS 25. Model fit results, Construct Reliability, Convergent Validity and Discriminant Validity were tested to estimate the measurement model. Model fit

Various fit indices were considered for the assessment of the model fit of the measurement model (Hair et al., 2008). Goodness of Fit Index (GFI) and Root Mean Square Error Approximation (RMSEA) values are within the standard, which indicates the model theory fits the sample data. Comparative Fit Index (CFI) values were above 0.90, showing that the model fits relative to an alternative baseline model. The Parsimony fit indices, like the chi-square/df value 4.29, were between 1 and 8, showing that the measurement model is acceptable (Hair Jr. et al., 2014; Hu L.-T. & Bentler P. M., 1999).

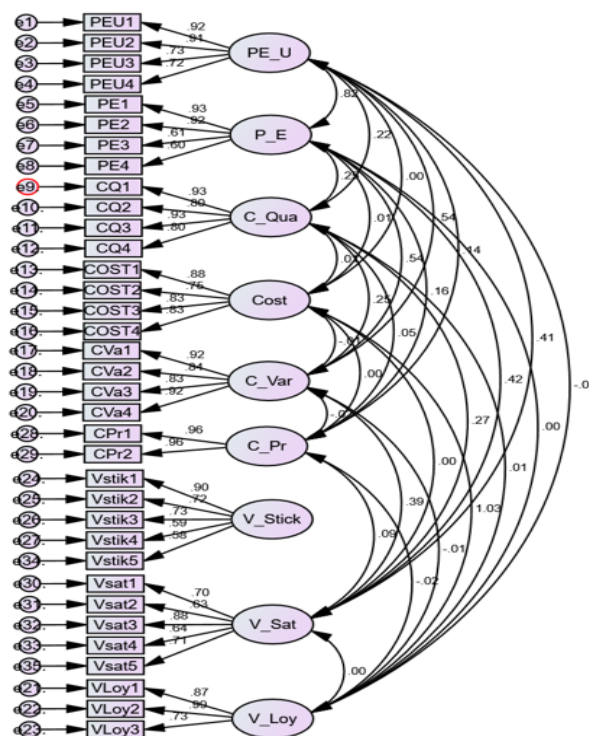


Figure 1: Model Fit

Table 2: Model fit measures

Measure	χ^2	Df	χ^2/df	GFI	AGFI	TLI	CFI	RMSEA
Estimate	420.87	98	4.29	0.988	0.975	0.980	0.963	0.063
Threshold			1-8	> 0.9	> 0.9	> 0.9	> 0.95	< 0.08

Table 3: Convergent and discriminant validity

Variables	CR	AVE	MSV	S_Q	U_Stik	U_Sat	U_Loy
S_Q	0.908	0.767	0.295	0.876			
U_Stik	0.895	0.586	0.226	0.476	0.766		
U_Sat	0.850	0.533	0.295	-0.543	0.211	0.730	
U_Loy	0.882	0.545	0.221	0.419	0.314	0.465	0.711

AVE: average variance extracted; CR: composite reliability.
Diagonal values represent the square root of the AVE.

Construct reliability, sometimes called composite reliability, is a measure of the internal consistency of a particular scale (Netemeyer et al., 2003). The construct reliability values for all constructs, such as OTT Platforms, stickiness, user satisfaction, and user loyalty, are above the standard requirement of >0.70. It indicates that the measurement model is reliable.

Convergent Validity was assessed through standardized factor loadings and Average Variance Extracted (AVE). The resulting standard estimates of all the items of the measurement model and AVE values of the constructs range between 0.53 and 0.98 and 0.53 and 0.77, respectively, also meeting the minimum requirement of 0.50. It indicates that measured variables of the concern construct share a high proportion of variance in common (Byrne & van de Vijver, 2010; Hair Jr. et al., 2014).

Discriminant validity was judged through comparison of Maximum Shared Variance (MSV) with AVE or the square root

of AVE with inter-construct correlations. The AVE values for all the constructs were found to be greater than the MSV values of the concerned constructs, and the square root of AVE values of all the constructs were greater than inter-construct correlations. This indicates that the constructs were dissimilar in the model (Byrne & van de Vijver, 2010; Hair Jr. et al., 2014).

7. Analysis of Structural Model

The structural model explains the relationship among constructs. The model explains the correlational links among observed variables like OTT Platforms and latent variables like stickiness and user satisfaction. OTT Platform service quality is treated as an exogenous variable, user loyalty as an endogenous variable, and satisfaction and stickiness are treated as mediating variables.

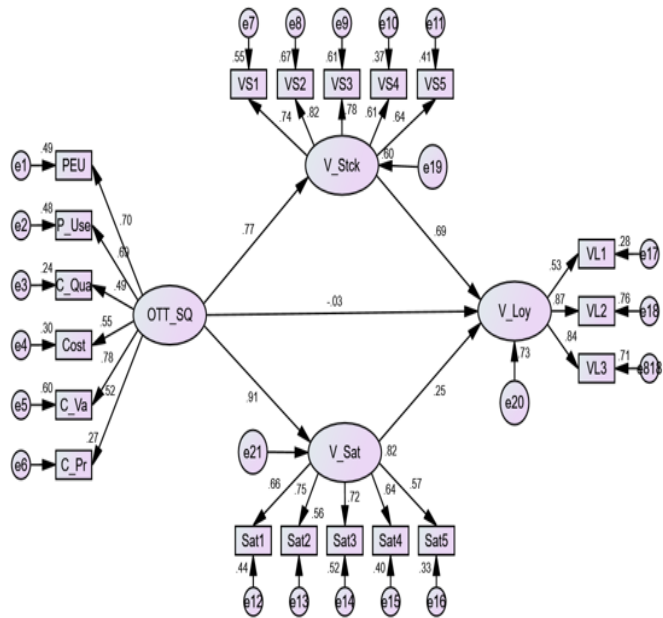


Figure 2: Validated Model

Effects: The direct effects are pathways from the exogenous variable to the outcome variable without any intermedi-

aries. The direct effects and hypothesis results connected to the structural model are presented in Table 4.

Table 4: Direct effects

Hypo	Path	Estimate	SE	CR	P-Value	Result
H1	S_Q $\rightarrow$ V_Stk	0.776	.038	12.817	***	Supported
H2	S_Q $\rightarrow$ V_Sat	0.914	.038	18.817	***	Supported
H3	S_Q $\rightarrow$ V_L	0.032	.052	1.672	0.109	Not supported
H4	V_Stk $\rightarrow$ V_L	0.697	.069	9.163	***	Supported
H5	V_Sat $\rightarrow$ V_L	0.257	.069	9.163	***	Supported

Table 5: Direct effects

Hypo	Indirect Path	Unstandardized Estimate	Lower	Upper	P-Value	Standardized Estimate	Result
H6	S_Q $\rightarrow$ V_Stk $\rightarrow$ V_L	0.228	0.143	0.289	0.000	0.301	Supported
H7	S_Q $\rightarrow$ V_Sat $\rightarrow$ V_L	0.211	0.152	0.285	0.000	0.289	Supported

The standardized coefficient values for the paths from OTT Platforms to stickiness (SQ $\rightarrow$ V_Stk) 0.776 were found significant (P value 0.001), which denotes that the OTT Platforms possess a direct effect on stickiness and hence, hypothesis H1 is supported. Similarly, the paths from OTT service quality to satisfaction (p value- 0.000), viewer stickiness to viewer loyalty (p-value 0.000), and viewer satisfaction to viewer loyalty (p-value 0.000) are found significant. So, hypothesis H2, H4, and H5 are supported. While the standardized coefficient value of 0.032 for the path from OTT Platforms to user loyalty was not significant (p-value 0.109), and the framed hypothesis H3 was not supported.

Mediation effect is the intermediary effect in the causal relationship between exogenous and endogenous variables. Stickiness is assumed as a mediator in the link between OTT Platforms Quality and user loyalty.

The unstandardized coefficient value for the indirect path from OTT Platforms to Viewer loyalty through stickiness (0.301) is significant (p-value 0.000) and hence, hypothesis H6 was supported. The mediation path from OTT service quality to viewer loyalty through viewer satisfaction (0.289) is also found significant (p-value 0.000). Hence, both mediators are found statistically significant between the path from OTT service quality and viewer loyalty, but viewer stickiness is observed to be a stronger mediator than satisfaction in the specified path.

7.1. Implications

It is evident from the observations of the study that OTT platforms are positively associated with the stickiness of the users. This finding is in line with and matches various results of (Al-Jabri, 2015; Herrador-Alcaide et al., 2020; Hossain et al., 2019). So, it is very significant to consider engaging in OTT Platforms practices to improve the stickiness among OTT users. The present study found that the attitude of the users significantly affects student Viewer loyalty. These results are consistent with different study results (Laguador & Dotong, 2020; Nja et al., 2022) in the literature. And finally, stickiness significantly influences the relationship between OTT Platforms and Viewer loyalty.

The results of the study reveal that OTT Platforms' practices are enhancing user stickiness and, in turn, improving their Viewer loyalty. The study has several implications for the higher education sector. An entertaining and enhanced level

of OTT Platforms practices with quality content, ease of use, feedback, and increased OTT Platforms engagement should be emphasized in the process of OTT Platforms.

8. Limitations and Directions for Future Scope

The study has a few limitations which give a way for future research. As the study was limited to the state of Karnataka, further studies may concentrate on other relevant states of India. The present study was restricted to exploring the important influencing factors of OTT platforms' practices; future studies may focus on including other components like ease of use, acceptance, awareness, etc. in detail. Only satisfaction and stickiness are considered as mediators included in the study; future studies may consider multiple mediators like viewer interest, habits, etc in the relationship between OTT Platforms and loyalty.

9. Conclusion

The present study was initiated with the aim of assessing the impact of OTT Platforms usage on users' loyalty through satisfaction and stickiness. The OTT Platforms usage factors considered for the study are service quality, stickiness, and user satisfaction. Two-stage structural equation Modeling was applied for this purpose and executed with software like AMOS. The study results revealed that OTT Platforms strongly affect stickiness and satisfaction. Stickiness strongly and satisfaction moderately affect the viewer loyalty of the users. However, OTT Platforms usage was not directly impacting the viewer loyalty of the users.

Declaration of Conflicting Interests

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