

Aug 10th, 12:00 AM

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Recommended Citation

Yoo, Jae Sun; Park, Jaecheol; and Son, Jai-Yeol, "Three Qualities of OTT Services: A Mixed Methods Approach" (2020). *AMCIS 2020 Proceedings*. 16.
https://aisel.aisnet.org/amcis2020/adoption_diffusion_IT/adoption_diffusion_IT/16

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Emergent Research Forum (ERF)

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Abstract

Since over-the-top (OTT) service has emerged as a new way of consuming video contents, OTT markets grow exponentially in terms of the number of users and revenue and the competition among the OTT services is intense. Only limited researches have focused to identify user's motivation to use OTT service. Therefore, we used developmental sequential mixed methods approach to find out the quality factors and their effect on post-subscription experiences and continuance intention. In a qualitative study, we derived six factors which a user considers important to continue the subscription. Based on the explored factors, we hypothesized a research model with modified three qualities from IS success model. The proposed research model will be validated through a quantitative research with a survey of OTT service users using structural equation modeling.

Keywords

Over-the-top service, IS success model, mixed methods, perceived enjoyment, continuance intention.