


Chapter 3

Questionnaire on the Dynamics of User Behaviour Towards OTT Platforms

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ABSTRACT

This chapter investigates the intricacies of developing and validating a questionnaire that effectively captures user behaviour's dynamic nuances towards over-the-top (OTT) platforms in the rapidly evolving digital media consumption landscape. With the increasing prominence of OTT platforms, understanding user behaviour dynamics will become paramount. This chapter will meticulously guide researchers and practitioners through the comprehensive process of constructing and validating a questionnaire tailored to glean insights from users' interactions with OTT platforms.

INTRODUCTION

The chapter explores the burgeoning significance of OTT platforms, elucidating the pivotal role of comprehending user behaviour dynamics. A meticulous review of the existing literature identifies the gaps in understanding user behaviour dynamics,

DOI: 10.4018/979-8-3693-1135-6.ch003

paving the way for the rationale behind the proposed questionnaire. The chapter constructed a questionnaire to uncover user insights by leveraging relevant theories and frameworks. Key variables influencing user behaviour on OTT platforms are identified, accompanied by clearly articulating research objectives and corresponding hypotheses. Selecting indicators for each variable are meticulously detailed, with the introduction of Cronbach's alpha as an internal consistency reliability measure. The chapter illustrates using Cronbach's alpha to validate the selected indicators.

Through an elaborate discussion, the chapter elucidates the questionnaire development process, exploring question-wording, response scales, and flow. The conceptualization of constructs and their role in questionnaire design is explored in depth, accompanied by examples showcasing the alignment of indicators with these constructs. Integrating identified indicators and constructs into the questionnaire are thoroughly explained. Construct validity and reliability are paramount in questionnaire development. The chapter probes into the extraction of factors using factor analysis, aligning these factors with research questions. Validation of constructs through reliability and validity tests is emphasized, reaffirming the questionnaire's effectiveness as a research tool.

The chapter culminates by recapping the pivotal importance of the proposed questionnaire in comprehending user behaviour dynamics on OTT platforms. It underscores the contribution of the questionnaire to the realm of research tools and methodologies, paving the way for informed decision-making among OTT platform providers and researchers. With a keen eye on the future, the implications of the questionnaire's findings are outlined, underscoring its role in navigating the ever-evolving landscape of digital media consumption. This chapter serves as an invaluable guide, offering a comprehensive framework for researchers and practitioners endeavouring to unravel the intricacies of user behaviour on OTT platforms. By meticulously detailing each phase of the questionnaire development process, from literature review to construct validation, this chapter aspires to empower stakeholders with a potent research tool to decipher the multifaceted dynamics of user behaviour in the digital age.

A BRIEF OVERVIEW OF THE INCREASING PROMINENCE OF OTT PLATFORMS

In recent years, there has been a significant increase in the significance of over-the-top (OTT) platforms, which has transformed the entertainment sector. OTT, short for Over-the-Top, denotes the transmission of various forms of media, including television shows, films, and other video material, via the internet without the need for conventional cable or satellite television services. Technological developments,

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