



# OTT Enchantment: Decoding the Secret of Millennial's Subscription Intentions

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## ABSTRACT

This study explores the factors that affect intention and choices of millennials for subscription of Over-The-Top (OTT) platforms. The study involved a mixed-methods approach, involving exploratory and descriptive design. The outcome of the study showed that there is a profound impact of demographic variables on the subscription intention. Results also indicated that factors like convenient navigation, information seeking, and binge-watching impacted respondents' attitudes towards purchasing OTT subscriptions. Moreover, factors like relaxation and voyeurism impacted respondents' attitudes towards continuing OTT subscriptions. The research findings will be helpful for OTT companies to implement new distribution strategies with mobile operators to launch novel services like mobile-only packs and sachet pricing and thereby increase their user base. The study contributes significantly in understanding the viewership and subscription patterns of millennials. The study is exclusively an original contribution of the authors.

**Keywords:** OTT, Subscription Intention, Purchase Intention, Continuance Intention, U&G Theory, Millennials

**JEL Classification:** M3

## 1. INTRODUCTION

The Internet's rapid expansion has transformed the consumer-technology relationship (Zolfagharian and Yazdanparast, 2017) p, entertainment landscape, impacting media and content consumption. Over-The-Top (OTT) video streaming platforms have emerged as a significant change, offering users access to on-demand video content without the need for traditional cable or satellite subscriptions (Sujith and Somathy, 2021). The entertainment sector has witnessed disruption due to the proliferation of internet videos and OTT services, especially during the pandemic (Chanda and Islam, 2024), driven by broadband and digital technologies (Nagarjun et al., 2023). In the digital age, OTT content has become a popular choice for millennials, providing a freestanding digital platform for media consumption. India currently hosts more than 11 OTT platforms, with Hot Star, VooT, Sony Liv, Netflix, and Prime being among the most popular (Polisetty et al., 2023). Independent content producers, such as

TVE, are entering the OTT space with platforms like TVF Play, Amazon mini-TV, and Jio Cinema, competing directly with major platforms. OTT content and supporting platforms have become crucial sources of communication and income (Dasgupta and Grover, 2019).

As of 2023, India has approximately 481.1 million OTT users and 102 million paid subscribers of OTT platforms subscribers, with significant followings for Disney+Hot star, Amazon Prime Video and Netflix (Financial Express, 2023). A staggering 658 million people in India have integrated OTT platforms into their lives (Elad, 2023). Projections suggest that India will have 4,216.3 million OTT video subscribers by 2027, with a user penetration rate of 53.0%. A survey reveals that 49% of Indian adolescents binge-watch content for 2-3 h per day, while the average number of hours spent by the millennials and Gen Z is around 4 h per day (Koka, 2023).

The main purpose of this research is to explore the key factors of Uses and Gratification (U&G) theory influencing millennial's decisions to subscribe to OTT platforms across India.

### 1.1. Indian Millennial Consumers

India boasts one of the world's largest millennial populations of 400 million and growing. This demographic segment, born between 1980 and the early 2000s, is driving India's mobile economic revolution (Jain, 2018). As digital natives, millennials possess the ability to leverage technology for various tasks. Known as "Trophy Kids" or "Generation Me," millennials often face negative stereotypes, including perceptions of entitlement, selfishness, and laziness (Dimock, 2019). Millennials play a pivotal role in the changing dynamics of entertainment consumption. They spend their weekends immersed in OTT platforms, making binge-watching a new-age way of life (Kaushal, 2022).

### 1.2. Purchase Intentions

Using the gratification theory, this study explores how technology usage influences millennials' social satisfaction, ritualized happiness, and instrumental pleasure (Katz et al., 1973). The U&G theory emphasizes audience-centered choices, where active users select specific media to satisfy their unique needs (Menon, 2022). The preferences of viewers have shifted from local to global programming due to globalization, as demonstrated by the success of foreign dramas in diverse cultural contexts (Lu et al., 2019).

Marketing managers consider purchase intentions crucial in decision-making for new and existing products and services. While purchase intentions partially predict future sales, they are interconnected (Morwitz, 2012). The benefits and satisfaction derived from OTT platforms have become essential talking points, transforming these services from a luxury to a necessity (Nayak and Biswal, 2021).

### 1.3. Research Gap

OTT being the emerging and latest trend in the area of entertainment, it has drawn a lot of interest from the younger generation. A lot of researches have already taken place in this area that offer the researcher an opportunity to delve deeper into this field. But in terms of geographic placement of respondents, it is observed that not much studies relate to Delhi and Rajasthan region. Hence the researcher identifies it as the research gap and intends to explore the subscription intention of millennials belonging to this region.

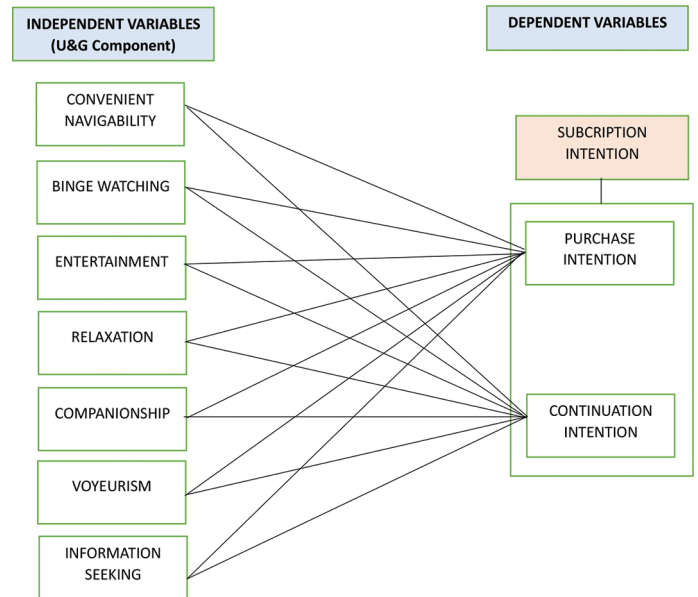
### 1.4. Conceptual Framework

The above framework (Figure 1) is the conceptualization by the researchers on the basis of their pre research work. This framework is discussed in detail in section 2, Literature Review and hypotheses have been formulated on the backdrop of this framework.

### 1.5. Research Questions

1. What is the role of demographics variables on the subscription intention of OTT platforms?
2. What are the factors of U&G influencing the intention of purchase of the OTT platform?

**Figure 1:** Conceptual framework



3. What are the factors of U&G influencing the continuation intention of the OTT platform?

### 1.6. Research Objectives

1. To identify the effect of demographic variables on subscription of OTT.
2. To study the influence of various factors (U&G) on the intention of purchase of OTT subscriptions
3. To study the influence of various factors (U&G) on continuance intention of OTT subscriptions.

## 2. LITERATURE REVIEW

A number of studies have been conducted to understand the purchase intention and continuance intentions for the subscription of OTT platforms. Some of the prominent ones have been considered to develop a solid foundation for the current research.

A traditional media ecosystem has been disrupted by IT growth, and new media has changed the market with companies like Netflix (Cebeci et al., 2019). OTT commercial video streaming platforms encompass both content aggregation and creation. Access to these video streaming platforms is facilitated through diverse devices such as smartphones, tablets, laptops, personal computers, and smart televisions. This study focuses on the landscape of OTT video streaming services in Delhi and Rajasthan, exploring user subscriptions and their intent to continue using these platforms. The research is anchored in the U&G, serving as the theoretical framework for this investigation (Menon, 2022).

A subscription-based business strategy is one that charges reoccurring monthly or annual payments to access a particular good or service, and it typically places more of an emphasis on keeping existing customers than attracting new ones (Tarver, 2022). The act of regularly acquiring a membership to an OTT platform depending on the user's willingness is known as "OTT

subscription intention" (Menon, 2022). Similarly, Camilleri and Falzon (2020) studied why people subscribe to OTT and found that they do so because they want to be satisfied by the content, which makes them more likely to do so (Gupta, 2023). Some prominent streaming services provide a free trial to consumers for thirty days leading to increased subscription intentions (Tech Desk, 2020).

Perception of service quality and value affected consumers' propensity to buy more (Zubair et al., 2022; An et al., 2019). Likewise, (Liang et al., 2018) investigated how much people trust the platform, considering both their satisfaction from transactions and experiences. Tiamiyu et al. (2020) examined continuation intention as an approach that customers use to avoid exploring unpleasant and new places that cause them emotional distress due to unfair pricing and other appealing options. Purchase intention is also associated greatly with the trust consumers put in the product or service, their attitude towards it and its usefulness (Herzallah et al., 2022).

Majority of previous researches on video streaming services relied heavily on earlier research on television (Tefertiller and Sheehan, 2019) or on emphasising customer satisfaction or service excellence (Gupta and Singharia, 2021; Nagaraj et al., 2021). Customer satisfaction and high-quality service continue to have a substantial impact on OTT platform's continued operations. However, in the end, the use of media and subsequent satisfaction derived from it determine whether it will continue to exist (Kaur et al., 2020).

The final purchase choice is significantly influenced by the consumer's buying intention (Hu et al., 2022). Purchase satisfaction or experience may influence desire to recommend or ongoing use of the subscription service as a result of the purchase intention (Spurgeon and Niehm, 2020). Camoiras-Rodriguez and Varela (2020) found that value consciousness and shopping enjoyment of consumers have positive effect on purchase intention. Shopping enjoyment is related to the utility of the product while value consciousness relates to both utility and ease of use. Hollebeek and Macky (2019) have highlighted the significance of consumer involvement for creating brand communities, enhancing brand perception, and affecting purchase intention of consumers. Priya et al. (2021) and Habib et al., (2022) have examined the connection between OTT, social gratification, customer engagement towards OTT platform, and subscription intention, analysed the specific case of online consumer engagement and its effect on intention of consumers on subscription of OTT platforms. Following discussion deals with the justification of the framework (Figure 1) proposed above.

### 2.1. Application of U and G Theory

The U&G theory framework was used previously in the communication literature (Katz et al., 1973) to analyse social and psychological factors that influence how people use traditional media and other types of media. In the 1940s, the Uses and Gratifications Theory (U&G) was created to investigate the connections between mass media and specific users (Moon and An, 2022). "Uses and gratifications" refers to the reasons for particular uses and the pleasure people derive from them (Joinson,

2008). This theory is based on the basic premise that people seek out media to fulfil their needs and in turn also derive satisfaction (gratification) from it (Lariscy et al., 2011). This theory will be ideal for studying over-the-top (OTT) content because, since decades this theory has been successful in understanding that how viewers are motivated to use different media, including newspapers, radio, television, and the internet (Menon and Meghana, 2021).

The U&G theory analyses the theoretical elements of user motivations for media usage and selection with a clear focus on intrinsic psychological requirements (Ruggiero, 2000). It also implies that people are motivated to consume different media content due to their cognitive and affective requirements (Pai and Arnott, 2013). The U&G theory has been used to observe contemporary media outlets like internet platforms, social networking sites, mobile devices and also, more conventional media sources like newspapers and television (Shin et al., 2020). As per the study conducted by Kaur et al. (2020), factors like content (i.e., information seeking and exposure), process (i.e., entertainment and escape), social (i.e., social sharing), and technology (i.e., navigability) influence the intent to purchase and continue usage of any medium. One of the earlier types of research by Steiner and Xu (2018) used qualitative methods to identify reasons why people binge watch, including catching up, relaxation, a sense of completeness, a sense of cultural inclusion, and a better viewing experience. Sahu et al. (2021) used U&G theory to examine viewers' indulgence in OTT and traditional TV. Camilleri and Camilleri (2019); Chen (2019); Sahu et al. (2021); Tefertiller (2018); Tefertiller and Sheehan (2019) have also examined the use of OTT platforms through their work. They utilized the same scale as was used by Rubin (1983) to understand viewing patterns and motivation of viewers towards television.

The four key factors of the U&G theory are process, content, technology, and social gratifications. Process gratification is the joy experienced from participating in a particular activity, and content gratification is the exposure (or knowledge) a person receives to find the pertinent information. The technology gratification (introduced in U&G 2.0) refers to the gratifications that are predicted by employing various sorts of technologies. The social satisfaction deals with the numerous social influences, togetherness and links, etc, (Sundar and Limperos, 2013). Consumers derive emotional fulfilment and they are better able to relax in their free time through OTT platforms. These platforms help them satisfy their informational as well as entertainment needs (Camilleri and Falzone, 2021)

Different research studies have identified different variables contributing towards the subscription intention of the consumers for various products and services. In the proposed research model, purchase intention and continuation were used as dependent variables, and the seven uses and gratifications namely convenient navigability, binge watching, entertainment, relaxation, companionship, voyeurism, and information seeking were used as independent variables.

**Convenient Navigability:** The accessibility of the materials to be viewed at any time and from any place is referred to as convenience

(Sahu et al., 2021). The flexibility, accessibility, and availability of mobile services in the context of social media without time or place restrictions are referred to as the convenience incentive in U&G (Dolan et al., 2015). People typically choose OTT platforms over television channels since they are more user-friendly and convenient to use (Waghmare et al., 2022). Navigation is an integral element of the online user experience and it enables easy browsing through the medium (Yan et al., 2023). The capacity for users to move around the medium is referred to as navigability (Sundar and Limperos, 2013). In the current study, the satisfactions of convenience and navigability were combined to create a new satisfaction called "convenient-navigability" (Menon, 2022). The only element that motivated users to subscribe to OTT services was convenience (Nagaraj et al., 2021).

H1: Convenient navigability has a significant impact on purchase intention towards OTT platforms.

H2: Convenient navigability has a significant impact on continuation intention towards OTT platforms.

**Entertainment:** The potential of broadcast media to bring users happiness and pleasure through a variety of techniques is referred to as entertainment (Sahu et al., 2021). The degree to which people view media use as joyful and entertaining is often referred to as the "entertainment construct" (Eighmey and McCord, 1998). According to U&G, media entertainment is valuable if it can satisfy viewers' demands for escape, hedonistic pleasure, aesthetic satisfaction, or emotional release (Luo, 2002). Users' behaviour intentions to continue using technologies, like as mobile devices, might be influenced by their non-utilitarian gratifications, such as enjoyment and amusement (Camilleri and Camilleri, 2019). Since entertainment as component of U&G is favourably correlated with continuing intentions, OTT platform choice should follow suit as content provides users with a sense of satisfaction and exposes them to information that is shared in social groups (Sadana and Sharma, 2021).

H3: Entertainment has a significant impact on purchase intention towards OTT platforms.

H4: Entertainment has a significant impact on continuation intention towards OTT platforms.

**Binge-watching:** According to (Sadana and Sharma, 2021) the emergence of OTT platforms and the abundance of material on these platforms enable users to change their viewing habits to binge-watching. The word "binge" refers to excessive consumption, including excessive intake of food, beverages, or digital media (Anghelcev et al., 2020; Rahman and Arif, 2021). Binge watching has altered the cultural and technological context in which television is seen and it has gained popularity among Gen Z and millennials. According to the U&G theory, binge-watching is motivated by several factors like relaxation, a sense of completeness, cultural inclusion, and a better viewing experience (Steiner and Xu, 2018). Consumers can now participate in marathon viewings of their favourite material on streaming services (Merikivi et al., 2019). Lim (2021) discovered that binge-watching effects OTT subscription renewal intentions favourably. Binge watching is a result of this sense of gratification and is especially common among college students who use OTT platform (Vaterlaus et al., 2019).

H5: Binge-watching has a significant impact on purchase intention towards OTT platforms.

H6: Binge-watching has a significant impact on continuation intention towards OTT platforms.

**Relaxation:** Relaxation is the mental condition achieved by letting go of tension and worry. One of the gratifications listed is relaxation as a reason for watching television (Rubin, 1983). It has been identified as main reason for watching television (Papacharissi and Mendelson, 2007; Papacharissi and Rubin, 2000) while Menon (2022) has demonstrated that relaxation as a component of U&G has a beneficial impact on one's inclination to subscribe to a video streaming service. Additionally, research on streaming television has discovered that OTT subscriptions are influenced by relaxation (Chen, 2019; Sahu et al., 2021).

H7: Relaxation has a significant impact on purchase intention towards OTT platforms.

H8: Relaxation has a significant impact on continuation intention towards OTT platforms.

**Companionship:** By easing their boredom and strain, viewers frequently refer to television as a buddy. Due to their perceived involvement and user-friendliness, OTT services increased user contact with the medium. Because there is no one else to talk to or hang out with, many people use OTT platforms to pass the time. Thus, companionship as a factor of U&G has been recognised as one of the important reasons for OTT viewership (Tefertiller and Sheehan, 2019; Thussu, 1999). Earlier studies have also recognised companionship as motive behind the cancellation of subscription to various media platforms "chord cutting" (Tefertiller and Sheehan, 2019) and switch over to other platforms "media migration" (Shade et al., 2015).

H9: Companionship has a significant impact on purchase intention towards OTT platforms.

H10: Companionship has a significant impact on continuation intention towards OTT platforms.

**Voyeurism:** As per Cambridge dictionary experiencing pleasure or enjoyment by secretly watching other people in private situations is voyeurism. Compared to traditional linear television, most current OTT platforms offer more realistic programming, sexually attractive characters, and vibrant events, akin to voyeurism as one of the reasons people watch reality shows (Papacharissi and Mendelson, 2007). Users may sign up for and stick with OTT platforms if they have a comfortable watching experience and a voyeuristic predisposition. Sexually explicit material affects consumers' decisions to buy and keep watching streaming television (Pandit and Parmar, 2020).

H11: Voyeurism has a significant impact on purchase intention towards OTT platforms.

H12: Voyeurism has a significant impact on continuation intention towards OTT platforms.

**Information Seeking:** Information seeking is described as the deliberate pursuit of knowledge in one's daily activities to address issues that are not immediately related to one's job or a particular performance (Savolainen, 1995). Customers can get the necessary and helpful information by using smartphone apps (Tan and Chen, 2020). Individuals' level of knowledge fluctuates during

the process of information seeking as new information is sought for, discovered, and shared (Susskind and Stefanone, 2010). Users rely on different OTT platforms for a variety of informational demands. Information seeking was cited as one of the main U&Gs of linear and streaming television in prior studies (Menon, 2022). The majority of OTT platforms gave users access to information content at their fingertips. Users have the option to download, store, and view whenever they want.

H13: Information-seeking has a significant impact on purchase intention towards OTT platforms.

H14: Information-seeking has a significant impact on continuation intention towards OTT platforms.

### 3. RESEARCH METHODOLOGY

The aim of this study was to identify the variables influencing millennials' choices to sign up for over-the-top (OTT) platforms. It employed a mixed-methods approach, gathering primary and secondary data together with an exploratory and descriptive design. A standardised questionnaire with five-point Likert scale was used to survey more than 350 millennials from Delhi, NCR (National Capital Region) and Rajasthan, using simple random sampling.

The questionnaire consisted of two parts. Part A dealt with the demographic information like age, gender, qualification,

occupational category, monthly income and place of residence. Part B, captured responses related to measurement constructs. Table 1 provides the details of the measurement constructs and items therein namely convenient navigability (CN), binge watching (BW), entertainment (EN), relaxation (RX), companionship (CS), voyeurism (VY) and information seeking (IS). These were the independent variables. The dependent variables were purchase intention of subscription (PI) and continuation intention of subscription (CI). All the items were measured on five-point Likert scale, 1 being "Strongly disagree" to 5 being "Strongly agree."

The questionnaire was floated across more than 650 respondents via e-mail, WhatsApp groups, using google forms. 408 responses were collected and finally 393 responses were found to be appropriate for the purpose of analysis. The effectiveness of data collection was 60.46%. In absence of any specific count of the population of millennials in the chosen region, the optimum sample size suggested by "calculator.net" was estimated to be 385 with 95% confidence. Another study suggests the sample size to be five times that of number of items in the measurement scale (Hair et al., 2013) which brings the sample size to be  $5 \times 33$ , i.e. 165. This study has made use of 33 items. SEM is considered a large sample method that usually demands a minimum sample size of 200 (Dash and Paul, 2021). The current sample size of 393 corresponds to the large sample size required for the SEM (Hair et al., 2013).

**Table 1: Measurement constructs**

S. No	Construct	Code	Items	No. of Items	Citation
1	Convenient navigability	CN	I can watch, pause, and rewind I am able to browse and filter the content. I can watch whenever and at my own speed. It allows for individual viewing. It made watching shows convenient. It made watching TV simple.	6	Haridakis and Hanson (2009); Sundar and Limperos (2013)
2	Binge watching	BW	I can watch for longer thanks to it. It offers a continuous viewing experience. It offers a smooth watching experience. It has no advertisements. Watching is more enjoyable than with standard TV.	5	Steiner and Xu (2018)
3	Entertainment	EN	The shows are fascinating. The shows are exciting. I find programmes to be humorous. The shows are interesting.	4	Tefertiller and Sheehan (2019); Tefertiller (2018)
4	Relaxation	RX	It lets me unwind. It relaxes me To escape from tension	3	Tefertiller and Sheehan (2019)
5	Companionship	CS	It lessens my sense of loneliness. when there is no one else to spend time with or converse with Since I can watch it at home, I do.	3	Tefertiller and Sheehan (2020); Tefertiller (2018)
6	Voyeurism	VY	The characters have a good sexual presence. Programmes that appeal to sex Programmes are more stylish.	3	Papacharissi and Mendelson (2007)
7	Information seeking	IS	To be aware of the most recent events It provides me with a range of information.	2	Shade et al.(2015); Tefertiller and Sheehan (2020)
8	Purchase Intention	SI	I regularly use OTT streaming services. I plan to become a subscriber to over OTT platforms. I believe that subscribing to OTT platforms is a good idea.	3	Hsu and Lin (2015)
9	Continuation Intention	CI	Instead of stopping to use OTT, I plan to keep utilising it. OTT platforms are what I plan to employ instead of other options. In the future, I'll keep using OTT platforms.	3	Bhattacharjee (2001)

The data was screened, filtered and tabulated to take out any missing or irrelevant data point. The analysis was done using ANOVA and structured equation modelling on SPSS 23 and AMOS.

Table 2 presents the demographic details of the sample for this study based on gender, age, occupational category, monthly income, place of residence, and qualification. The distribution of male and female respondents was 56.23% and 43.77%

**Table 2: Demographic profile of respondents**

Parameter	N	Count	Percentage
Gender			
Male	393	221	56.23
Female	393	172	43.77
Age			
20-24	393	184	46.82
25-30	393	117	29.77
30-35	393	66	16.79
35-40	393	26	6.62
Occupational category			
Student	393	178	45.29
Working Professional	393	187	47.58
Non-Working	393	28	7.12
Monthly income			
upto 50 K	393	109	27.74
50k-100k	393	104	26.46
100k-150	393	87	22.14
150-200k	393	56	14.25
Above 200K	393	37	9.41
Place of residence			
Metro	393	168	42.75
Urban	393	148	37.66
Semi Urban	393	60	15.27
Rural	393	17	4.33
Qualification			
Up to 12	393	27	6.87
Graduation	393	154	39.19
Post Graduation	393	160	40.71
Professional	393	52	13.23

respectively. It is evident that the largest age group in the sample is 20-24, representing 47% of the participants, followed by the 25-30 age group, which comprises 30% of the sample. Additionally, the majority of the sample consists of working professionals, representing 48%, followed by students at 45%. Furthermore, the data indicates that the most common income range in the sample is up to 50k monthly, accounting for 28% of the participants. Regarding the place of residence, the majority of the respondents resides in metro areas, constituting 43%. Moreover, a significant portion of the participants in the study hold postgraduate qualification (41%).

## 4. DATA ANALYSIS AND FINDINGS

Version 23 of AMOS (Analysis of Moment Structure) and SPSS (Statistical Package for Social Science) were used to analyse the theoretical framework. Considering that the scale items were taken from several studies, an exploratory factor analysis was done on the data to validate the factor structure. The theoretical framework was evaluated using a two-step structural equation modelling approach (Anderson and Gerbing, 1988). In order to determine the validity and reliability of the constructs, the measuring model was first assessed. Second, the proposed correlations between the components were investigated using the structural model.

### 4.1. Demographic Variables and Subscription Intention

Table 3 represents that the ANOVA was statistically significant, indicating that subscription intention is influenced by age, occupation category, annual income, and residence. All these factors have a significance level (P value) less than 0.05, demonstrating that they have an influence on the subscription intention of the OTT platform. On the other hand, qualification does not influence the subscription intention of the OTT platform, as the P value is more than 0.05.

**Table 3: ANOVA (demographic variables vs. subscription intention)**

Overall Subscription Intention					
Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.336	3	2.445	6.781	0.000
Within Groups	140.292	389	0.361		
Total	147.628	392			
Category	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.801	2	2.401	6.555	0.002
Within Groups	142.827	390	0.366		
Total	147.628	392			
Annual Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.191	4	4.298	12.784	0.000
Within Groups	130.437	388	0.336		
Total	147.628	392			
Residence	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.683	3	1.561	4.248	0.006
Within Groups	142.945	389	0.367		
Total	147.628	392			
Qualification	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.86	3	0.953	2.562	0.055
Within Groups	144.768	389	0.372		
Total	147.628	392			

## 4.2. Measurement Model

Applying Confirmatory Factor Analysis (CFA), the relevance of individual items on each of the factors was assessed. The validity and reliability of the constructs are quantitatively measured using the measuring model (James et al., 1983). To assess the measuring items' internal consistency, Cronbach's alpha was used. Table 4 demonstrates that all of the study's constructs had alpha values greater than the suggested cutoff point of 0.70 (Nunnally and Bernstein, 1994). The measuring model's validity was evaluated using discriminant and convergent validity (Hair et al., 2010). Factor loadings and the extracted average variance were used to evaluate the convergent validity of the components (AVE). Every

item's factor loading was higher than the permissible 0.6 threshold. The AVE value exceeded the 0.50 cutoff point (Fornell and Larcker, 1981). The composite reliability (CR) scores were used to assess the constructs' dependability. Table 4 demonstrates that all constructs have CR values  $>0.8$ , meeting the suggested threshold of 0.6 or greater (Bagozzi and Yi, 1988). Discriminant validity was used to assess how different the factors/constructs were from one another. Given that the square root of AVE was greater than the correlation coefficient between the reflective components, the model satisfies the requirements for discriminant validity (Fornell and Larcker, 1981). Table 5 illustrates the discriminant validity of each construct in the model.

**Table 4: Reliability and factor loadings**

Construct	Items	Factor loading	Cronbach's alpha	CR	AVE
Convenient Navigability	CN1	0.734	0.879	0.91595	0.607
	CN2	0.766			
	CN3	0.781			
	CN4	0.815			
	CN5	0.732			
	CN6	0.798			
Binge Watching	BW1	0.781	0.829	0.909	0.547
	BW2	0.720			
	BW3	0.793			
	BW4	0.690			
	BW5	0.718			
Entertainment	E1	0.747	0.785	0.868	0.545
	E2	0.697			
	E3	0.781			
	E4	0.770			
Relaxation	R1	0.799	0.829	0.852	0.659
	R2	0.794			
	R3	0.842			
Companionship	C1	0.705	0.865	0.857	0.504
	C2	0.884			
	C3	0.853			
Voyeurism	V1	0.838	0.779	0.87	0.691
	V2	0.873			
	V3	0.781			
Information Seeking	IS1	0.921	0.874	0.917	0.332
	IS2	0.921			
Purchase Intention	PI1	0.788	0.819	0.883	0.537
	PI2	0.849			
	PI3	0.899			
Continuation Intention	CI1	0.799	0.847	0.885	0.541
	CI2	0.952			
	CI3	0.789			
Overall			0.836		

**Table 5: Discriminant value**

	Correlations								
	CN	BW	EA	R	C	V	IS	PI	CI
CN	0.779								
BW	0.141**	0.74							
EA	0.0362	0.100*	0.738						
R	0.0481	0.127*	0.395**	0.811					
C	0.618**	0.043	0.074	0.129*	0.708				
V	0.0140	0.020	0.098	0.0044	-0.0493	0.831			
IS	-0.140**	0.114*	0.156**	0.148**	-0.027	-0.016	0.632		
PI	0.0284	0.703**	0.181**	0.247**	0.021	0.039	0.208**	0.733	
CI	0.112*	0.0241	0.432**	0.454**	0.194**	-0.014	0.037	-0.015	0.736

### 4.3. Model Fit and Hypotheses Testing

The structural model was used to examine the relationship between convenient navigation, binge-watching, entertainment, relaxation, companionship, voyeurism, information seeking, purchase intention, and continuation intention. The model fit statistics were obtained from the SEM results. IFI = 0.888, TLI = 0.867, RMSEA = 0.046, SRMR = 0.033, CFI = 0.887,  $\chi^2 = 1147.5$ , and  $\chi^2/df = 2.719$  (Table 6). According to Hu and Bentler (1999), all the indicators were satisfactory.

A total of fourteen hypotheses were developed to illustrate the connections between the model's purchase intention and continuation intention components. The model (Table 7) illustrates the way consumers' attitudes towards purchasing OTT subscriptions were significantly impacted by convenient navigation ( $\beta = -0.179$ ,  $t = 0.076$ ,  $P = 0.018$ ), information seeking ( $\beta = 0.060$ ,  $t = 0.028$ ,  $P = 0.034$ ), and binge-watching ( $\beta = 1.106$ ,  $t = 0.097$ ,  $P < ***$ ), while relaxation ( $\beta = 0.041$ ,  $t = 0.33$ ,  $p = 0.220$ ), voyeurism ( $\beta = 0.030$ ,  $t = 0.057$ ,  $P = 0.596$ ), companionship ( $\beta = 0.077$ ,  $t = 0.062$ ,  $P = 0.212$ ), and entertainment ( $\beta = 0.081$ ,  $t = 0.048$ ,  $P = 0.092$ ) to were not found to be significant contributors towards ensuring the purchase intention of subscription of OTT platforms.

The model shows how consumers' attitudes towards continuing OTT subscriptions (CI) was significantly impacted by relaxation ( $\beta = 0.542$ ,  $t = 0.051$ ,  $P < ***$ ) and voyeurism ( $\beta = -0.143$ ,  $t = 0.074$ ,  $P = 0.049$ ), while convenient navigation ( $\beta = 0.095$ ,  $t = 0.094$ ,  $P = 0.313$ ), information seeking ( $\beta = -0.012$ ,  $t = 0.036$ ,  $P = 0.745$ ), companionship ( $\beta = -0.109$ ,  $t = 0.079$ ,  $P = 0.166$ ), binge watching ( $\beta = -0.100$ ,  $t = 0.63$ ,  $P = 0.109$ ), and entertainment ( $\beta = 0.104$ ,  $t = 0.062$ ,  $P = 0.094$ ) did not contribute significantly towards the continuance of subscription of OTT platform.

**Table 6: Model fit**

	Measurement model	Saturated model
$\chi^2$	1120.5	1147.5
$\chi^2/df$	2.65	2.719
CFI	0.901	0.887
RMSEA	0.048	0.046
SRMR	0.034	0.033
IFI	0.922	0.888
TLI	0.917	0.867

**Table 7: Test of hypotheses**

	Estimate	S.E.	C.R.	P	Label
PI <--- CN	-0.179	0.076	-2.361	0.018	Supported
PI <--- R	0.041	0.033	1.227	0.220	Not Supported
PI <--- V	0.030	0.057	0.49	0.596	Not Supported
PI <--- C	0.077	0.062	1.248	0.212	Not Supported
PI <--- IS	0.060	0.028	2.121	0.034	Supported
PI <--- EA	0.081	0.048	1.685	0.092	Not Supported
CI <--- EA	0.104	0.062	1.675	0.094	Not Supported
CI <--- IS	-0.012	0.036	-0.325	0.745	Not Supported
CI <--- C	-0.109	0.079	-1.384	0.166	Not Supported
CI <--- V	-0.143	0.074	-1.939	0.049	Supported
CI <--- R	0.542	0.051	10.632	***	Supported
CI <--- CN	0.095	0.094	1.009	0.313	Not Supported
CI <--- BW	-0.100	0.063	-1.605	0.109	Not Supported
PI <--- BW	1.106	0.097	11.45	***	Supported

## 5. DISCUSSION

This study presents a framework for investigating the variables influencing the millennials' intention to subscribe to over-the-top platforms. The relationship between OTT and the demographic factors that lead to OTT subscriptions is examined in **RQ1**. According to the research findings, one of the important indicators of OTT platform intention is age. This implies that the consumers' intentions to utilise and subscribe to OTT services depends on their age. This suggests that there may be differences in the interest or inclination of different age groups to subscribe to OTT services.

The survey indicates that some user groups, such as students and working professionals, have a strong correlation with millennials' intentions to subscribe to OTT platforms. This suggests that a person's occupational category affects the likelihood that they will subscribe to OTT services.

The study highlights that a significant determinant of a consumer's tendency to subscribe to OTT services is their annual income. This suggests that while people with a lower income would behave differently, those with higher incomes might be more likely to subscribe. As a result, economic factors have a big impact on how customers behave when it comes to OTT subscriptions.

The study emphasizes how important the area of residence is in affecting the intention to subscribe to OTT platforms, with a focus on the distinction between metro and urban areas. This implies that people who live in metropolitan and urban areas might have different tastes or access to resources than people who live in other places. The degree of interest shown by people in subscribing to different OTT platforms may be influenced by urban lifestyle and infrastructure.

The above results correspond to the finding of the study carries out by Kwak et al. (2021) which also reflected upon the influence of demographic variables namely age, educational level and income on the extent to which they spend on subscription of OTT platforms. Jayashree and Nanditha (2022) found a strong correlation between the income and no of OTT subscriptions by the respondents.

The findings of the study suggest that people's intentions to subscribe to OTT platforms are not significantly influenced by their qualifications or educational background. This implies that regardless of the level of education attained, individuals across various educational backgrounds may demonstrate similar levels of interest or intention to subscribe to OTT services.

RQ2 examines the relationship between the intention to subscribe to OTTs and convenient navigation. Since, U&G factors are major contributors in OTT buying intention, the research results validate and support H1. This is consistent with the findings of Menon (2022); Anghelcev et al. (2020); Gupta and Singharia (2021) and Nagaraj et al. (2021). This refers to the accessibility and availability of OTT platforms. Users can subscribe to them conveniently with smartphones and tablets. Users will also be able to navigate, filter, and choose what content to view. OTT platforms



turn viewing OTT into a portable hobby, enabling users to watch their favourite show whenever it's convenient for them.

The discovery that binge-watching U&G was yet another highly significant predictor of OTT subscription desire supports H5. This conclusion is supported by the earlier research of Menon (2022); Panda and Pandey (2017); and Schweidel and Moe (2016). This implies that users can watch OTT content uninterruptedly for extended periods of time and from any location at any time. OTT subscribers have indicated that they are willing to purchase the subscription in order to watch content without interruption.

The fact that information seeking U&G was yet another significant predictor of OTT subscription intention lends credence to H13's information-seeking theory. That means consumers buy subscription of OTT platforms in order to access the information provided by the shows aired on these platforms.

Surprisingly, four U&Gs of OTT subscription namely entertainment, companionship, voyeurism, and relaxation did not predict its purchasing intentions, which was not in consonance with the usual expectations. This may be the case because Indian users rely more on television than on OTT Wservices to satisfy their demands for companionship, voyeurism, entertainment, and information-seeking.

RQ3 investigated the connection between U&Gs and intention to continue with OTT platforms. The results of this study indicate that the only factors that significantly predicted the intention to continue using OTT were voyeurism and relaxation. According to this research, people sign up for a specific OTT platform primarily for relaxation. If the series or shows prove to be engaging in the future, users will continue to renew their subscription. Menon (2022); Anghelcev et al. (2020) and Tefertiller and Sheehan (2019) and other recent studies on OTT platforms have further supported relaxing as one of the major benefits of OTT viewing. The current study found that one of the main determinants of OTT subscription intention was relaxation, which is consistent with recent literature. The results of this study also showed that voyeurism is one of the special indicators of OTT platform's continuation intention. Users who felt the content to be more stylish and appealing to sex were more likely to subscribe to OTT platforms.

The study's results show that factors such as companionship, entertainment, information-seeking motivations, binge-watching behaviours, and convenient navigation did not seem to be significant predictors of OTT membership renewals. The study indicates that, despite the widespread belief regarding the significance of these elements for satisfying user experiences, navigability, binge-watching, entertainment, information-seeking, and companionship may not have as much of an impact on users' decisions to keep or renew their OTT subscriptions as they should due to factors like content variety and quality. This highlights how complex user behaviour is, calling for a more sophisticated comprehension of the dynamics of subscription retention in the over-the-top (OTT) market.

## 6. CONCLUSION AND IMPLICATIONS

In conclusion, this research advances the theoretical knowledge of U&G in the context of streaming OTT, helping businesses

comprehend subscriber motivations as OTT platforms continue to revolutionize digital content consumption. With this information, content producers and OTT companies may better customise their services, increase viewership, and improve revenue models in this dynamic market.

The current study provides a substantial contribution to the existing body of knowledge about consumers' intentions to subscribe to over-the-top (OTT) services. There is still a lack of data collection that mainly addresses consumer purchase intentions toward subscription intention of OTT platforms, despite the fact that many studies have examined these topics.

### 6.1. Theoretical Implications

This study has investigated the components that significantly influence customers' intentions to subscribe to OTT platforms, and it makes a significant theoretical contribution to the understanding of OTT subscription intention in the context of emerging economies such as India. This study has tried to discover the complex aspects influencing customers' intention to subscribe to OTT platforms and provides a more nuanced lens to view consumer intention in this sector. It is based on the well-known theory of Uses and Gratifications (U&G). The study attempts to offer a thorough model that explains how these variables affect customers' intentions to subscribe to OTT platforms by integrating these variables.

The core of U&G theory is user action, and the main drivers of audience activity are communication reasons (Rubin, 1983). General tendencies that direct people's behaviour to satisfy a need or want are known as motives. Seeking information is one of the reasons for the OTT subscription in the current study. On the other hand, relaxation indicates that its continuation is intended. In other words, people mostly join OTT platforms for informational reasons (U&G) and stick with them even if the content isn't very informative. That suggests that user behaviour persists even in the hi-tech age. Therefore, we can say that "the U&G perspective still can be hailed as one of the most influential theories in the field of communication, despite all of its potential shortcomings" Lin (1996).

### 6.2. Implications for Marketers

One of the global markets, with the greatest rate of growth, is OTT streaming in India. After the lockdowns brought on by the COVID-19 pandemic, the overall domestic consumption rose to 204 billion minutes from 181 billion minutes (Menon, 2022). Convenient navigability U&G was found to predict OTT platform's subscription intentions in this study. This suggests that the majority of consumers favour using their devices like mobile phones to watch streaming content. Therefore, in light of the findings of the current study, we advise OTT companies to significantly grow their user base by implementing new distribution strategies, such as working up with mobile operators to launch novel services like mobile-only packs and sachet pricing. According to this research, relaxation U&G is the best indicator of the OTT's plans to continue. Therefore, in order to draw viewers and win their loyalty, it recommends the OTT platforms to create relaxing programmes and implement structural adjustments to their content development, presentation, and distribution.

Major global OTT providers like Disney-Hotstar, Netflix, Zee5 and Amazon Prime have noticeably increased their online presence in India by pulling in millions of Indian viewers, many of whom are young. Youngsters, especially have the tendency to binge watch, on an average spending 3-4 h on OTT platforms (Koka, 2023). These results are also supported by this research, which found that “binge watching” was the most reliable indicator of intended subscriptions. Web series and films are the most favoured programming on OTT platforms. Therefore, it is advised that the OTT companies to use localised content in regional languages to micro-target their audience. More original programming featuring compelling narratives, real-life characters, and suspenseful elements will encourage viewers to binge watch and keep up their subscriptions.

Marketers also need to pay special attention to demographic segmentation, since it has been found that age, occupational category, place of residence and annual income significantly influence overall subscription intentions.

There are a few limitations to be aware of, even though this study greatly advances our knowledge of OTT streaming platforms and user behaviour. Since the research is primarily focused on OTT users in India, care should be taken when extrapolating results to other cultural contexts throughout the globe. Future research utilising more complex and long-term methodologies is necessary because the cross-sectional study design raises the possibility of methodological biases. Furthermore, the study solely focuses on the relationship between OTT Uses and Gratifications (U&G) and subscription intentions, ignoring significant variables like time spent on OTT platforms and content preferences. Further studies are required to investigate these issues in greater detail in order to overcome these limitations. Moreover, components of Technology Acceptance Model (TAM) like perceived usefulness and perceived ease of use may also be considered to give width to the theoretical framework of the study (Davis, 1989).

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