

“A Study of the Factors Affecting the Intention to Subscribe OTT Services in Gujarat”

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By

VAGHELA NILRAJSINH

JAYENDRASINH

Enrolment No: 209999903015

Supervisor

Dr. Kerav Pandya, Director, CKSVIM, Baroda

Doctoral Progress Committee Members

Dr. Kunjal Sinha

Pro V.C.,

Parul University,

Baroda

Dr. Krishna Parmar

Assistant Professor

GSMS - GTU

Ahmedabad

Abstract:

This study examines the factors influencing users' intention to subscribe to Over-The-Top (OTT) services with special reference to Gujarat. Grounded in the extended UTAUT3 framework, the research integrates technological, experiential, and perceptual constructs such as performance expectancy, perceived value, content quality, social influence, and habit. A quantitative, descriptive, cross-sectional research design was adopted using primary data collected through a structured questionnaire. Data were obtained from 998 valid respondents across major urban centers of Gujarat using non-probability convenience sampling. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to test the proposed hypotheses and model fit. The results indicate that eight out of nine hypotheses were supported, explaining 73 % of the variance in user intention to adopt OTT services. Performance expectancy and perceived value emerged as the strongest predictors of adoption, followed by content quality and social influence. Personal innovativeness was found to have no significant impact, suggesting that OTT adoption is no longer driven. Multi-Group Analysis revealed no moderating effects of gender or generation on adoption behavior. The study offers theoretical validation of UTAUT3 in the OTT context and provides actionable managerial insights through Importance-Performance Map Analysis.

1. Introduction:

Brief History of OTT Adoption

Over-the-top, or OTT, refers to the distribution of video, audio, and other types of media content directly via the Internet, therefore avoiding the need of traditional broadcast, cable, or satellite television systems. It was in the late 2000s that the idea of over-the-top (OTT) services came into existence, coinciding with the proliferation of broadband Internet and digital streaming technology. Netflix and Hulu were among the early pioneers in the media sector, and they changed the industry by giving on-demand access to films and television episodes through subscriptions. The over-the-top (OTT) ecosystem had tremendous expansion over time, particularly in developing nations, as the number of people who owned mobile devices and Internet access in general rose.

In the 2010s, the use of over-the-top (OTT) services throughout the world rose as a result of technical advancements, the cost of smartphones becoming more affordable, and the introduction of high-speed mobile Internet services such as 4G. The development of locally produced content and low-cost subscription models were the driving forces behind the exceptional growth that was seen in markets like as India, Southeast Asia, and Africa. Recent research indicates that India's over-the-top (OTT) business has prospered in particular as a result of the availability of inexpensive mobile data, linguistic variety, and locally adapted content (TIJER, 2024).

OTT adoption all across the world was further accelerated by the COVID-19 pandemic in the year 2020. As a result of customers being confined to their homes, there was an increase in the demand for digital entertainment. While lockdowns were in effect, over-the-top (OTT) services emerged as key providers of entertainment, education, and even social connection. By the beginning of the 2020s, over-the-top (OTT) consumption has transformed from a more specialized behavior into a more widespread activity across all age groups. Studies conducted all around the world have now confirmed that user habits, social influence, and contentment are the primary long-term drivers of over-the-top (OTT) continuing and loyalty (GJEIS, 2022).

The OTT revolution in India started in 2015 with the introduction of local platforms such as Hotstar, SonyLIV, and Zee5, subsequently joined by foreign entities like Netflix and Amazon Prime Video. The cost-effectiveness of data plans—especially following Reliance Jio's market debut in 2016—significantly enhanced Internet accessibility and spurred widespread OTT usage. Elements include bilingual material, regional storytelling, and culturally relevant storylines substantially facilitated the sector's swift expansion (TIJER, 2024). The COVID-19 epidemic expedited worldwide and Indian adoption as lockdowns restricted individuals to their residences, heightening the desire for online entertainment, education, and social interaction. By the early 2020s, OTT consumption evolved from a niche activity to a ubiquitous mode of media consumption across all demographics (GJEIS, 2022).

Technological and Infrastructure Factors

The readiness of technology and infrastructure underpins global OTT adoption. Broadband penetration, Internet velocity, device cost, and platform reliability are crucial in influencing user experience. In affluent countries like the United States, Japan, and South Korea, sophisticated internet infrastructure and the prevalent usage of smart gadgets have enabled uninterrupted streaming and promoted multi-platform viewing. Furthermore, advancements like cloud-based content delivery networks (CDNs), artificial intelligence (AI)-enhanced recommendation systems, and adaptive bitrate streaming have enhanced playing quality and minimized buffering, thereby elevating customer pleasure.

The level of customer satisfaction is also highly impacted by technical quality, which includes features such as uninterrupted streaming, low buffering, and interoperability across several devices. There is a substantial correlation between the use of over-the-top (OTT) services and advances in Internet accessibility and cost, notably through mobile data and 4G networks, according to studies conducted in emerging economies (TIJER, 2024).

In the Indian context, technological advancements have played a crucial role in democratizing OTT access. The proliferation of 4G networks, coupled with economical cellphones, has resulted in an unparalleled increase in Internet users. India is among the leading countries in mobile data consumption, with both urban and rural people participating in digital media usage. The continuous deployment of 5G networks is anticipated to significantly improve streaming quality, facilitating advancements like virtual reality (VR) content and ultra-high-definition (UHD) streaming. Technological advancements have reduced geographical inequities by facilitating access to OTT material in previously neglected locations (TIJER, 2024). Consequently, infrastructure development remains a vital element in the success and scalability of OTT platforms both worldwide and nationally.

Content and Service Factors

The quality and diversity of content are the fundamental value proposition of OTT services. Consumers worldwide are attracted to platforms that provide exclusive, high-quality, and culturally pertinent content. Original content, diverse genres, and multilingual accessibility are significant factors influencing user engagement and loyalty. Platforms like Netflix and Disney+ have attained global popularity via substantial investments in original content that resonates with both local and international viewers. For example, Netflix's regional originals like *Squid Game* (South Korea) and *Money Heist* (Spain) illustrate how culturally localized storytelling may achieve worldwide resonance through careful localization.

Additionally, the quality of the material, which includes visual fidelity, narrative, and production values, is a significant factor in determining the level of perceived happiness and confidence in the platform. Research has shown that the quality of the material as well as the diversity of the content are significant factors in determining the level of user engagement and retention (Journal IJAR, 2025). Further enhancement of perceived value may be achieved by the use of flexible price structures, such as freemium access, ad-supported streaming, and low-cost subscriptions.

In India, content localization has been fundamental to the expansion of OTT platforms. The country's linguistic variety and regional narrative customs have created a need for vernacular material. Platforms like Zee5, Aha, and SonyLIV have emphasized localized content in Tamil, Telugu, Bengali, and Marathi to address varied audiences. Furthermore, Indian consumers are progressively prioritizing authenticity and cultural relevance in tales, leading platforms to create content that mirrors societal realities and familial themes. Pricing strategies include freemium, ad-supported, and mobile-exclusive subscriptions have enhanced accessibility to material (Journal IJAR, 2025). These adaptable strategies augment perceived value and facilitate widespread adoption among price-sensitive demographics.

User Motivation and Behavioral Factors

The adoption of OTT is fundamentally based on behavioral and psychological motivations. The Uses and Gratifications Theory (UGT) posits that consumers proactively pursue media material that fulfills their needs, including entertainment, escapism, knowledge, and social contact. Worldwide, users are driven by the convenience, customisation, and autonomy offered by OTT platforms in contrast to conventional television. Hedonic drive, stemming from delight and pleasure, significantly influences initial adoption, whereas habit development and satisfaction affect long-term retention.

In addition, social influence is a significant factor. A person's early awareness and trial are frequently influenced by recommendations from their friends, family, and social networks. The building of habits enhances ongoing usage, which in turn makes over-the-top (OTT) services a part of consumers' daily routines as consumption patterns continue to evolve. Hedonic and habitual incentives are shown to be greater predictors of persistent usage of over-the-top (OTT) services than solely utilitarian characteristics such as performance expectancy, according to research that was published in Dasgupta (2019).

In India, OTT consumption patterns exhibit analogous although contextually modified incentives. The amalgamation of social media and streaming platforms has fostered a participatory viewing culture in which users engage in discussions, share, and review shows, therefore augmenting community involvement. Indian audiences frequently demonstrate communal watching behaviors, wherein families and social groups engage with OTT material together, merging conventional social customs with contemporary digital consumption. Consequently, emotional and social rewards are crucial in maintaining audience loyalty both internationally and inside India.

Economic and Market Factors

The adoption of over-the-top (OTT) services is significantly influenced by economic variables such as price, pricing strategy, and perceived value. The rising competition among streaming services throughout the world has led to the development of a variety of subscription models that are tailored to different economic and demographic groups. In established markets, customers usually maintain multiple subscriptions, whereas in developing nations, affordability determines the selection for free or low-cost alternatives. In developed markets, consumers frequently hold multiple subscriptions. The emergence of ad-supported models and packaged services has emerged as a significant strategy for expanding reach in regions that are fraught with financial constraints.

A highly competitive and price-sensitive environment is the environment in which the over-the-top (OTT) market in India operates. Through the incorporation of streaming services into their data bundles, telecommunications companies like as Reliance Jio, Airtel, and Vi have made over-the-top (OTT) services more accessible to a large number of users. Additionally, the provision of free material that is funded by advertisements ensures that customers from a wide range of socioeconomic backgrounds have access to digital entertainment. The subscription rates for Indian over-the-top (OTT) platforms are among the lowest in the world. As a result of low margins and intense competition, there are still challenges to overcome in order to achieve continuous profitability (TIJER, 2024). This is the case despite the fact that user acquisition has increased. In spite of this, the over-the-top (OTT) sector in India continues to be successful in drawing investment because to the country's large customer base and the growing need for storylines that are specific to the region.

Environmental and Contextual Factors

There are a number of broad demographic, cultural, and environmental elements that influence the adoption of over-the-top (OTT) services. Around the world, content selection and platform engagement are influenced by a variety of criteria, including age, gender, education level, and digital literacy. In general, younger users tend to demonstrate a higher level of participation, which is affected by their technical expertise and their openness to innovation. On the other hand, older users frequently place a higher priority on familiarity and simplicity of use. Content choices are influenced by cultural surroundings, with Western viewers preferring documentaries and thrillers, whilst Asian audiences have a higher tendency to go toward drama and narrative that is geared toward families.

In India, various adoption trends are influenced by the country's social and cultural diversity. Because of their higher income levels and more digital skill, urban teens are more likely to subscribe to subscription-based models. On the other hand, rural and semi-urban populations often choose platforms that are funded by advertisements or that are free of charge. There is a correlation between regional cultures and the selection of material, preferences in language, and watching schedules. The spread of over-the-top (OTT) platforms is controlled by policy frameworks, which include governmental regulations on digital content and data protection. These frameworks function as additional moderators. As a result of the COVID-19 outbreak, the significance of over-the-top (OTT) services as multifunctional platforms for entertainment, education, and social contact was brought to light, hence highlighting the socio-economic value of these services among modern Indians.

Type	Description	Examples
Video OTT	Provides on-demand or live video entertainment including films, series, and TV programs.	Netflix, Disney+, Hotstar
Audio OTT	Focuses on music, podcasts, and radio streaming.	Spotify, Apple Music
Messaging OTT	Offers text, multimedia, and group communication services over the internet.	WhatsApp, Telegram
Voice/Video Call OTT	Facilitates audio and video communication using internet protocols.	Skype, Zoom, Google Meet
Gaming OTT	Enables live game streaming and cloud gaming experiences.	Twitch, Google Stadia
Educational OTT (Ed-Tech)	Delivers academic and skill-based learning content.	Coursera, Unacademy

Literature review:

The global media and entertainment sector is presently undergoing a significant paradigm shift: the transition of video consumption from conventional linear, terrestrial, and satellite broadcasting to internet-based, on-demand delivery systems referred to as Over-The-Top (OTT) platforms. This move, commonly known as "cord-cutting," signifies not just a shift in the technological medium of transmission but a fundamental reconfiguration of the consumer-content relationship. The passive spectator, once limited by programming schedules and bundled cable bundles, has transformed into an active, decision-making individual who curates their own entertainment selection from a diverse range of service providers.

The swift growth of the OTT business has created a complicated landscape marked by fierce rivalry, elevated user acquisition expenses, and famously little switching obstacles. In contrast to conventional cable subscriptions, which frequently involve lengthy contracts and hardware requirements (such as set-top boxes), OTT subscriptions are generally offered on a month-to-month basis, enabling consumers to easily switch services according to current content accessibility or financial factors. Thus, comprehending the factors influencing User Intention to Adopt and Continuous Usage Behavior has evolved from mere academic interest to a strategic necessity for platform sustainability.

Theoretical Explanation

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a framework that is both comprehensive and integrative, and it is designed to understand how humans accept and adapt new information systems and technologies. The UTAUT model has undergone a series of revisions over the course of the previous twenty years, resulting in it being one of the most important theories in the field of information systems research now in existence. The purpose of this literature review is to investigate the UTAUT 3 model, which is the most recent modification that incorporates personal innovativeness as an additional predictor of user intention to embrace technology. In the UTAUT 3 model, there are eight main characteristics that serve as independent factors, three demographic moderating variables, and the user intention to adopt serves as the dependent variable.

Variable	Evidence in OTT / digital services	Key sources
Performance expectancy	Strong positive effect on intention/continuance across OTT, streaming, banking, e-learning	Malewar & Bajaj, 2020; Soren & Chakraborty, 2023; Wu et al., 2025; Zheng et al., 2025; Alalwan et al., 2017
Social influence	Positive impact on OTT subscription, purchase, continuance, and FinTech adoption	Wu et al., 2025; Shen, n.d.; Santoso & Ramantoko, 2024; Xie et al., 2021
Facilitating conditions	Significant for intention or use behavior in OTT, streaming, and e-government	Shah & Mehta, 2022; Dharta et al., 2024; Nasri, 2025
Hedonic motivation	Consistent predictor of OTT intention, satisfaction, and commitment	Wu et al., 2025; Soren & Chakraborty, 2023; Malewar & Bajaj, 2020; Saufi et al., 2023
Habit	Often the strongest driver of continuance or intention	Soren & Chakraborty, 2023; Malewar & Bajaj, 2020; Lee et al., 2019; Zheng et al., 2025
Price value / cost	Positive effect of price value; negative effect of perceived cost on intention	Malewar & Bajaj, 2020; Dharta et al., 2024; Shen, n.d.; Alalwan et al., 2017
Perceived value	Mediates UTAUT effects on OTT and FinTech adoption	Wu et al., 2025; Shen, n.d.; Xie et al., 2021
Content quality	Strong OTT-specific driver of hedonic motivation, satisfaction, trust, and commitment	Bhattacharyya et al., 2021; Soren & Chakraborty, 2023; Saufi et al., 2023
Personal innovativeness	Significant predictor of intention in OTT, QR-code payments, social commerce, and IVA adoption	Tsai et al., 2024; Shen, n.d.; Suo et al., 2022; Sarker et al., 2025; García de Blanes Sebastián et al., 2022

Hypothesis Development:

As over-the-top (OTT) streaming services proliferate, researchers have increasingly utilized known technology adoption and media usage theories to elucidate users' intentions and behaviors. Research based on the Unified Theory of Acceptance and Use of Technology (UTAUT/UTAUT2), the Technology Acceptance Model (TAM), the Value-based Adoption Model (VAM), Uses and Gratifications, and Innovation Resistance Theory (IRT) identifies various cognitive, affective, and contextual factors influencing Over-The-Top (OTT) adoption and sustained usage. These factors include perceived usefulness, ease of use, hedonic motivation, content quality, perceived value, pricing considerations, habitual usage, social influence, and facilitating conditions (Jeong et al., 2022; Kim et al., 2024; Mulla, 2022; Müller-Pérez et al., 2025; Nijhawan & Dahiya, 2020; Polisetty et al., 2023; Soren & Chakraborty, 2023; Tsai et al., 2024). The synthesis of this body of work facilitates the formulation of hypotheses that connect essential OTT platform traits and user characteristics to the desire to acquire and utilize OTT services.

H1: Content Quality positively influences User Intention to Adopt OTT.

Previous OTT research repeatedly demonstrates that content quality and availability are fundamental determinants of platform selection and usage intention. A comprehensive assessment of OTT adoption from 2007 to 2021 identified content, entertainment value, binge-watching, and cultural inclusiveness as the principal motivations for adopting streaming platforms (Mulla, 2022). Empirical research indicates that the availability of video material and the perceived quality of such content strongly influence satisfaction, trust, commitment, and the intention to continue using OTT platforms (Soren & Chakraborty, 2023; Yoon & Kim, 2023). Qualitative studies emphasize content and subscription tactics as crucial adoption elements for millennial customers (Dasgupta & Grover, 2019). Consequently, more affluent, pertinent, and emotionally resonant material enhances perceived value and fortifies users' decision to embrace OTT platforms.

H2: Facilitating Conditions positively influences User Intention to Adopt OTT.

In UTAUT/UTAUT2-based OTT research, conducive conditions (infrastructure, access, skills) are shown to positively affect intention and usage. In the context of Indian OTT consumers, facilitating factors, social influence, and attitude favorably impact the intention to embrace OTT services within the UTAUT framework (Shah & Mehta, 2022). In comprehensive UTAUT2 models for OTT video streaming, enabling conditions considerably influence users' platform preferences and are recognized as a primary factor for platform enhancement (Tsai et al., 2024). The extensive acceptance of OTT services indicates that increasing internet penetration and device accessibility serve as fundamental facilitators of OTT expansion (Nijhawan & Dahiya, 2020; Wang, 2025). Consequently, improved facilitating conditions are anticipated to enhance user intention to embrace OTT.

H3: Habit positively influences User Intention to Adopt OTT.

Habit has become a significant precursor to OTT use. A combined UTAUT2–three-component commitment model indicates that habit is a crucial factor influencing the intention to utilize OTT platforms (Soren & Chakraborty, 2023). In subscription video-on-demand (SVoD) services, habit is one of the most significant determinants of ongoing usage, behind perceived value and personalization (Müller-Pérez et al., 2025). Research on OTT consumption trends during and post-COVID-19 indicates that OTT viewing frequently becomes habitual and integrated into daily life (Agarwal et al., 2023; Nijhawan & Dahiya, 2020). These findings substantiate the anticipation of a favorable influence of habit on the intention to adopt and persist in using OTT.

H4: Hedonic Motivation positively influences User Intention to Adopt OTT.

As OTT serves predominantly as an entertainment service, hedonic motivation (pleasure, enjoyment) is a key determinant of its acceptance. Studies utilizing UTAUT2 on OTT platforms recognize hedonic motivation as a substantial and frequently robust predictor of behavioral intention (Bhattacharyya et al., 2021; Soren & Chakraborty, 2023; Tsai et al., 2024). A thorough assessment of OTT adoption identifies perceived satisfaction and entertainment value as primary factors influencing viewers' preference for streaming over traditional media (Mulla, 2022). TAM-based OTT research indicates that perceived enjoyment significantly influences satisfaction and subsequent behavioral intentions, including readiness to pay and repurchase (Kim et al., 2024). Consequently, elevated hedonic drive is expected to enhance users' intention to use OTT.

H5: Innovativeness positively influences User Intention to Adopt OTT.

Personal innovativeness has been proposed as an extension of UTAUT/UTAUT2 in the context of OTT research. In an expanded UTAUT2–DEMATEL model for OTT video streaming, personal innovativeness markedly affects platform choices and usage intention, in conjunction with performance expectancy, facilitating conditions, and hedonic incentive (Tsai et al., 2024). Research centered on innovation in OTT adoption indicates that personal innovation traits and obstacles influence the readiness to adopt and persist in utilizing OTT services (Polisetty et al., 2023). Qualitative research characterizing OTT users indicate that early-adopter inclinations and technological enthusiasm are significant qualities among heavy OTT consumers (Li, 2020; Dasgupta & Grover, 2019). These data corroborate the hypothesis that more inventive users are predisposed to utilize OTT services.

H6: Performance Expectancy positively influences User Intention to Adopt OTT.

In accordance with UTAUT and TAM, performance expectancy (perceived usefulness or benefits) consistently emerges as a principal factor influencing OTT adoption. A comprehensive UTAUT2–commitment model identifies performance expectancy as a critical predictor of the intention to utilize OTT platforms (Soren & Chakraborty, 2023). In OTT video streaming, performance anticipation has been recognized as a key determinant influencing platform enhancement objectives and user preferences (Tsai et al., 2024). TAM-based OTT study indicates that perceived utility strongly influences attitudes regarding OTT services and the intention to utilize them (Jeong et al., 2022; Kim et al., 2024). Comprehensive research on digital media adoption at COVID-19 underscores that users' expectations for enhanced convenience, flexibility, and control are pivotal to the increase in OTT usage (Nijhawan & Dahiya, 2020; Wang, 2025). Consequently, people who perceive that OTT enhances their leisure and informational experiences are more inclined to use it.

H7: Perceived Value positively influences User Intention to Adopt OTT.

Grounded in perceived value theory and value-based adoption models, recent work emphasizes perceived value as a critical driver of subscription and continued use of OTT and SVoD platforms. A systematic review of OTT adoption highlights price, value for money and overall cost–benefit ratio as central cognitive mechanisms influencing adoption decisions (Mulla, 2022). In SVoD services, perceived value is found to be the strongest predictor of intention of continued use, ahead of personalization and habit (Müller-Pérez et al., 2025). In addition, value-based models of OTT adoption show that perceived value mediates the impact of cognitive and affective factors on purchase and subscription intention (Müller-Pérez et al., 2025; Polisetty et al., 2023). These findings support a positive link between perceived value and intention to adopt OTT.

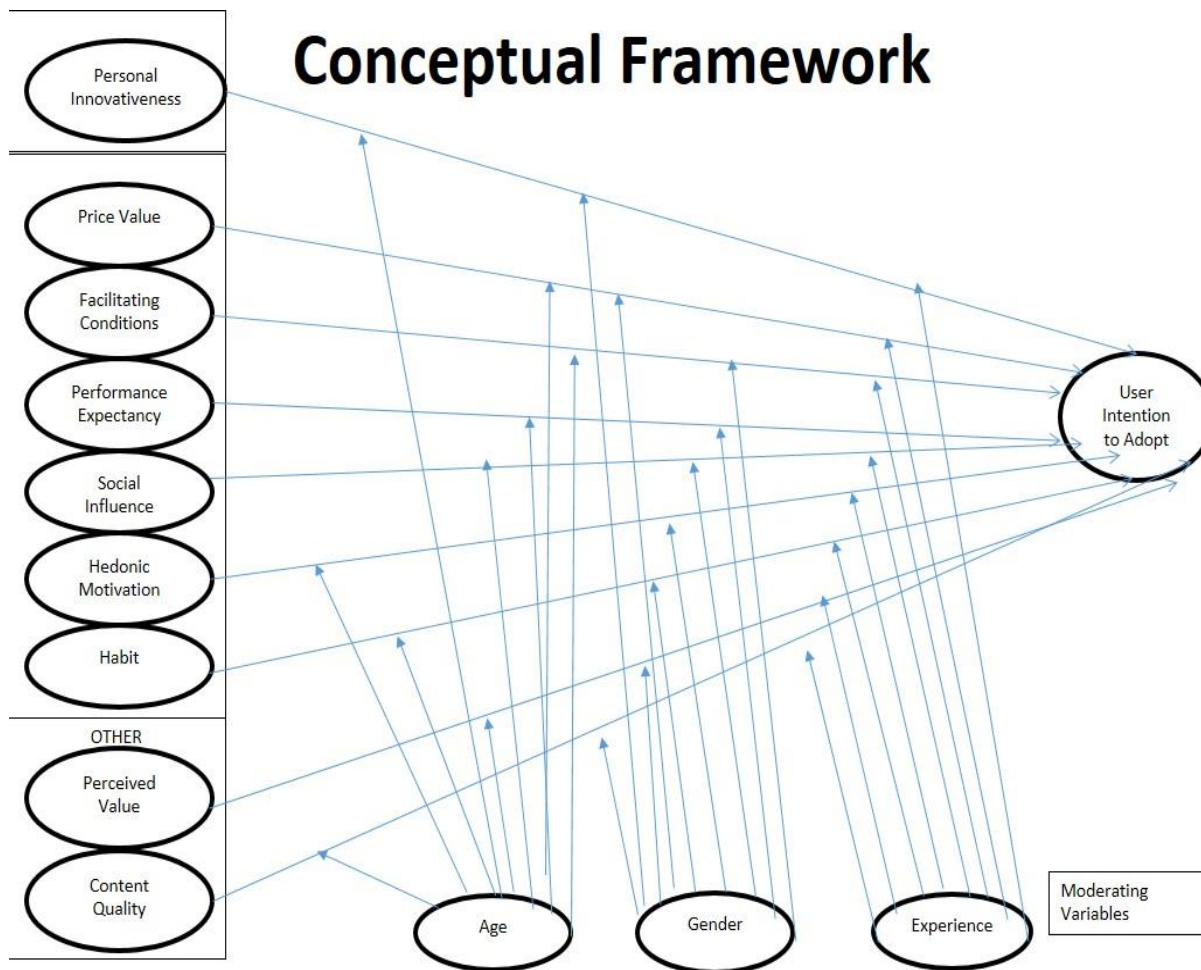
H8: Price Value positively influences User Intention to Adopt OTT.

In the UTAUT2 framework, pricing value reflects users' assessment of the balance between perceived advantages and financial expenditure. In emerging countries, studies on OTT usage intention indicate that price factors, economic status, and perceived affordability substantially affect hedonistic motivation and the propensity to embrace OTT services (Bhattacharyya et al., 2021; Nijhawan & Dahiya, 2020). A literature analysis on OTT adoption identifies pricing as one of the most commonly referenced variables, alongside content and enjoyment (Mulla, 2022). Recent cross-country research on OTT market dynamics in emerging nations underscores pricing flexibility as a significant driver of uptake, retention, and willingness to pay, especially among price-sensitive consumer categories (Sridevi & Sarathy, 2025). Consequently, enhanced perceptions of price value are anticipated to elevate consumer intention to embrace OTT services.

H9: Social Influence positively influences User Intention to Adopt OTT.

Ultimately, social influence constitutes a significant socio-normative aspect in the uptake of technology and media. An analysis based on UTAUT indicates that social influence, together with attitude and conducive factors, favorably impacts the desire to embrace OTT platforms (Shah & Mehta, 2022; Bhattacharyya et al., 2021). Extended UTAUT2 models for OTT streaming indicate that social influence strongly impacts users' platform preferences and usage intentions (Tsai et al., 2024). Studies focused on uses and gratifications, as well as qualitative research, indicate that word-of-mouth recommendations and peer referrals significantly influence initial OTT uptake, particularly among younger demographics (Dasgupta & Grover, 2019; Li, 2020). Literature examining a social-construction approach on OTT highlights that adoption and perception are influenced by societal ideals, market forces, and social fears, including the fear of missing out (FoMO; Hutapea et al., 2025). This result substantiates the hypothesis of a favorable correlation between social influence and user intention to utilize OTT services.

Research methodology:



Research objective:

1. To examine the influence of technological, experiential, and perceptual factors (e.g., performance expectancy, perceived value, content quality, social influence) on users' intention to adopt OTT platforms.
2. To analyze the relative significance of individual predictors in shaping user adoption intentions.
3. To evaluate the moderating relationships of demographic factors (gender, generation) between predictors and user intention to adopt OTT platforms.
4. To identify key managerial implications using Importance–Performance Map Analysis (IPMA) for improving user adoption and engagement on OTT services.

- Research Approach: Quantitative
- Research Design: Descriptive, Cross-sectional design
- Data collection:
 - Secondary Data: Previous research work, papers and articles from the library of IIM – Ahmedabad, Ahmedabad Management association and E – journals packages.
 - Primary Data: Survey Method using Structured Questionnaire
- Research Instrument: Questionnaire
- Sampling : Nonprobability Convenience Sampling , data collection duration : July’24 to Dec’24, average 20 mints is the respondent's time
- Sample Size: 998
- The survey was conducted for 150 days in the month of July’24 to Dec’24. Respondence were educated and ensure regarding confidentiality of the data. They were not offered gifts or any financial aid. All the participants gave response willingly.
- Since sampling frame is not possible, therefore nonprobability convivence sampling were deployed. This method is time saving, cost effective and very useful when sample characteristics are clearly defined.
- In the survey total 1168 questioners were distributed out of which 1077 questionnaires were received. While scrutinizing the questionnaires' 91 responses were discarded because of their partial submission. The data set was finalized with 998 usable responses this is 95% response rate.
- Target Population :-
 - Individual consumers residing in Gujarat
 - Users with access to internet-enabled devices (smartphones, smart TVs, laptops)
 - Working professionals and students, representing key OTT user segments
 - Age group: 18–55 years
 - Aware of or exposed to at least one OTT platform

- Targeted Area

Major urban centres of Gujarat:

Ahmedabad; Gandhinagar; Vadodara; Surat; Rajkot

Selected due to high digital penetration and growing OTT consumption.

- Sample Unit

Individual OTT users/potential users in Gujarat

Minimum 1 year of digital service usage

Each respondent represents one sampling unit

Data Analysis

RELIABILITY AND VALIDITY ANALYSIS

In the process of assessing the measurement model in Partial Least Squares Structural Equation Modelling (PLS-SEM), the evaluation of reliability and validity is a critical stage. The primary goal of this evaluation is to ascertain if the observed indicators (items) included in the model are consistent, accurate, and valid representations of their respective latent constructs (Hair, Hult, Ringle, & Sarstedt, 2021).

Fornell-Larcker criterion

Analysis of the table reveals that all diagonal values, representing the square roots of the Average Variance Extracted (AVE), exceed their respective correlations with other constructs. For example, the square root of the Average Variance Extracted (AVE) for CNQ, which is 0.908, exceeds its maximum correlation with UIA, recorded at 0.681. Similarly, PEX, with a square root of AVE of 0.883, surpasses its highest correlation with UIA, which stands at 0.757. The observed pattern is consistent across all constructs, thereby fulfilling the Fornell–Larcker criterion

HTMT

The HTMT analysis corroborates the previous conclusions drawn from the Fornell–Larcker criterion. The findings indicate that no construct pair surpasses the threshold of 0.90, with the majority of values residing well below 0.85, thereby affirming robust discriminant validity. The highest HTMT ratio is recorded between PRV and SOI (0.894) as well as between PRV and UIA (0.887), indicating a strong conceptual relationship among these constructs. This aligns with existing behavioral research, suggesting a strong correlation between perceived value, social influence, and user adoption intention. Although the correlations are substantial, the HTMT values consistently fall below the 0.90 threshold, indicating that the constructs maintain statistical distinctiveness.

Multi-Group Analysis (MGA)

While there exist slight discrepancies in the path coefficients across the two groups, these differences do not reach statistical significance. For example, the relationship between Content Quality (CNQ) and UIA appears to be more pronounced among females ($\beta = 0.204$) compared to males ($\beta = 0.097$). This indicates that female respondents may exhibit a greater susceptibility to the quality and attractiveness of content in their intentions to adopt. In a similar vein, Facilitating conditions (FCO $\rightarrow$ UIA) and Habit (HAB $\rightarrow$ UIA) demonstrate more pronounced effects in females, which may indicate an increased sensitivity to usability and habitual influences. Nevertheless, given that the permutation p-values (0.192 and 0.141, respectively) exceed the threshold of 0.05, it can be concluded that these differences lack statistical significance.

MGA – GEN Y AND GEN Z

The relationships exhibit slight variations in strength between the two groups; however, these differences lack statistical significance. For example, the relationship between Content Quality (CNQ $\rightarrow$ UIA) demonstrates a more pronounced effect in Generation Y ($\beta = 0.200$) compared to Generation Z ($\beta = 0.074$). This indicates that older users (Gen Y) may exhibit a greater sensitivity to content variety and perceived quality when forming their adoption intentions. Nevertheless, the permutation p-value of 0.181 suggests that this observed difference lacks statistical significance.

IPMA Analysis

The IPMA results indicate major differences between the significance and efficacy of the factors affecting User Intention to Adopt (UIA) OTT platforms. The construct Performance Expectancy (PEX) has the greatest significance (0.221), indicating that it has the most substantial impact on user adoption intention. The performance score of 62.579 is above average, suggesting that respondents often report favourable experiences; nevertheless, additional enhancements might significantly boost overall adoption. This suggests that enhancing platform usability, interface fluidity, and user happiness might substantially increase adoption rates.

Conclusion:

- The study examined factors influencing the intention to subscribe to OTT services with a special reference to Gujarat.
- Structural Equation Modelling (PLS-SEM) revealed that 8 of 9 hypotheses were supported, validating the extended UTAUT3 model in the OTT context.
- Performance Expectancy ($\beta = 0.221$) and Perceived Value ($\beta = 0.200$) emerged as the strongest predictors of adoption.
- Constructs like Content Quality ($\beta = 0.143$), Social Influence ($\beta = 0.168$), and Price Value ($\beta = 0.079$) also positively impacted intention.
- Multi-Group Analysis (MGA) indicated no significant moderating effects of gender or generation (Y vs. Z). The model explained 73% of variance ($R^2 = 0.730$) in user intention, reflecting high predictive power and reliability.

Findings:

- Performance Expectancy – Most influential factor; users adopt OTT when platforms perform seamlessly.
- Perceived Value – Subscription decisions depend heavily on perceived value-for-money.
- Social Influence – Peer and community recommendations strongly shape subscription behavior.
- Content Quality – High-quality, original, and regional content enhances engagement.
- Price Value & Hedonic Motivation – Secondary yet significant drivers of satisfaction and retention.
- Personal Innovativeness – Statistically insignificant, suggesting OTT adoption is mainstream, not innovation-driven.

- MGA Result – No significant difference between gender or generational groups, indicating uniform adoption behavior.
- IPMA Insight – Highlights Performance Expectancy and Perceived Value as areas needing improvement despite high importance.

Theoretical Contribution:

- Extends UTAUT3 by incorporating OTT-specific constructs: Content Quality and Perceived Value, improving contextual validity.
- Validates UTAUT3 in an emerging market context (India, specifically Gujarat). Confirms that experience-based and value-driven factors outweigh innovation-centric ones in mature digital ecosystems.
- Establishes model robustness with strong R^2 (0.73) and acceptable SRMR (0.053), supporting Hair et al. (2021) criteria for good fit.
- Contributes to literature by empirically demonstrating the homogeneity of adoption behavior across gender and generational cohorts through MGA.

Managerial Implications:

For OTT Platform Managers and Service Providers

Enhance Performance Expectancy

Strengthen Perceived Value

Leverage AI Personalization

Encourage Habit Formation

Localize Content Strategy

• For Advertisers and Marketers

Contextual Advertising

Collaborative Campaigns

Optimize Ad Load

Engagement Metrics

• For Content Creators and Production Houses

Content Quality Assurance

Audience Insights

Collaborative

Production Models

Inclusive Storytelling:

- **For Policymakers and Regulators**

Data Protection Policies

Incentivize Regional Content Creation

Fair Competition Framework

Digital Inclusion:

Limitation of Study:

- Focus limited to Gujarat region, reducing generalizability.
- Cross-sectional design limits dynamic behaviour tracking.
- Self-reported data introduces possible bias.

Future Research Scope:

- Expand to comparative regional analysis across Indian states or developing economies.
- Incorporate longitudinal designs to study continuance and loyalty behaviour.
- Integrate AI-driven personalization and algorithmic trust as emerging variables in future models.
- Explore cross-platform behaviour – how users switch or multi-subscribe across OTTs.
- Conduct qualitative research to understand emotional and cultural narratives behind OTT usage.
- Apply multi-level modelling combining consumer, platform, and market-level data for deeper insights.

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