

Examining New Media Consumption from the standpoint of Over-the-top (OTT) Streaming Services

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Abstract

The study deals with consumer behavior in consuming OTT media streaming services in India. Nine variables of motivations such as Relaxation, Companionship, Habit, Pastime, Entertainment, Social interaction, Information, Arousal, and Escape are studied, which affect the intention to continue to subscribe to these services. Tools such as frequency analysis, One Way ANOVA, and Regression analysis are used to study the demographic characteristics, levels of motivation, differences between the demographic factors and variables of motivation, and the effect of motivation variables on intention to continue subscription studied, respectively. The sample size was 309. Entertainment was the variable with the highest level of motivation. Except for Entertainment and Escape, all the variables significantly differed in different demographic groups concerning Gender, Age, and Education. Relaxation, Companionship, Habit, Information sharing, and Escape have been found to have a significant relationship with the intention to continue the subscription.

Keywords: Consumption, Engagement, Motivation, OTT, Subscription.

1. Introduction

Like in any other sector, digital technologies have subjected the media and entertainment sector to digital transformation. The traditional media, also known as the legacy media and the old media, include print media like newspapers, periodicals, and magazines; radio and television have also been into digital intervention. In addition, the massive development of the Internet and communication technologies has resulted in the emergence of new media. In the new media concept, the media and entertainment services are delivered through digital platforms. Emails, blogs, smartphones, social media, online forums, video, audio streaming services, mobile apps, video games, etc., are considered new media products and services. As the services are delivered via the Internet without specialized mechanisms, these are defined as Over-the-top (OTT) services. The new media has redefined the consumption behavior of consumers by giving them the power to choose what to consume actively. They have become active audiences or active consumers.

1.1 New Media

New media, especially with the advent of affordable smartphones, have surpassed traditional media. The new media has brought in autonomy and portability, giving rise to anytime, anywhere, and any device for all infotainment and communication purposes. The new media has resulted in a shift in consumer behavior, thus resulting in changes in trends and innovative business models. People have developed the Habit of

spending more time online, doing different activities like reading, listening, watching, commenting, creating, etc. (Olsen, 2018). This shift is observed in mass communication, education, business, entertainment, etc. These new media technologies, structured with internet technologies, also got to be named web 2.0 technologies. Because of the development of new media, there is a decline in the consumption of old media, especially print media. This also means that the concept of mass communication is being replaced with the concept of personalized entertainment, information, and communication. Convergence, Communication, Collaboration, Community, and Creativity are the characteristics of the new media technologies (Yujie et al., 2022). The disruption made by the new media is reported in a way that it becomes an important avenue through which the information relating to fields like education, news, marketing, and so on. Engagement is key to making the content's message reach the audience through the media (Wu, 2018). Research has always been undertaken to understand consumers' consumption patterns and trends since the history of the development of media and communication technologies.

An exhaustive list of characteristics of the new media is described as follows; (1) Participation by the audience, i.e., two-way communication; (2) Simplicity in accessing and sharing information or contents; (3) Regular updates or continuous improvement; (4) Alignment and integration; (5) Online communities; (6) Anytime, anywhere, any device features that facilitate immense convenience; (7) Convergence of several other media such as newspapers, magazines, cinema, radio, TV, and so on; (8) Content synchronization and interoperability across devices; (9) Aggregation of

contents from different types of media in a single place; (10) Content richness and variety almost expanded infinitely; (11) Reduction of gaps between media producers and consumers and the ability of consumers to become producers; (12) Giving a sense of presence online and the ability to build social capital; (13) Ability to create, recreate and produce contents; (14) The transformation from product-oriented markets to service-oriented media markets [4].

1.2 OTT Streaming Services

One of the remarkable technologies that have penetrated the lives of the commoners is the OTT media streaming services. The concept of watching a single program on the TV by the whole family is replaced by OTT media streaming services. With the OTT services like Netflix, one can choose to watch favorite content on the mobile phone, which avoids compromising on watching the content by the entire family. This explains a great shift in engagement patterns with the new media. Another enticing feature of OTT streaming services is restricting local content production. Many countries in the world are multilingual. South Africa, Russia, Serbia, India, and Papua New Guinea are some countries that speak different languages. Some multilingual countries are populous as well. As far as these countries are concerned, these OTT streaming services are found to have huge potential in these countries. Regarding engagement, the audience prefers to consume content in their first language or mother tongue than any other language. This has been observed, and strategies have been formulated by giants like Amazon Prime Video, Netflix, etc., by investing in producing content in regional languages (Sundaravel & Elangovan, 2020; Dhiman, 2021).

The development of new media has created potential among the markets for these OTT services. However, as this is a newly developing industry, it becomes essential to study the key drivers influencing the audience's consumption (Viswanathan et al., 2017). The OTT services market is expected to grow to a valuation of USD 223.07 billion in 2026 with an extrapolated CAGR of 13.87% (Kim et al., 2021). Netflix remains to be the market player with the largest market share. Netflix operates in around 190 countries with a huge subscriber count of about 158 million (Shin & Park, 2021). These streaming services contain contents that runs for millions of hours. While there are different services in the market, it is not only about the consumption of content, but the technical features like design, quality, and performance also play an essential role in consumer engagement in addition to other consumer perceptions of quality, brand, service, etc. Earlier, OTT media content relied on the productions

from TV and movies. Nowadays, these players invest in producing their content (Palomba, 2022).

The above argument indicates that many studies have been conducted on over-the-top media services. However, the result indicated an inconsistent result in nine variables of motivation, including relaxation, companionship, habit, pastime, entertainment, Social interaction, information, arousal, and escape, which affect the intention to continue to subscribe to these services. This study examines new media consumption on the over-the-top (OTT) streaming service in terms of nine factors: Relaxation, Companionship, Habit, Pastime, Entertainment, Social interaction, Information, Arousal, and Escape are studied, which affect the intention to continue to subscribe to these services.

2. Literature Review

This study is aimed at the Indian context of the subscribers' consumption of OTT media streaming services. Media studies have always focused on analyzing the consumption behavior, patterns, motivations, and gratifications resulting from media consumption. Various studies have been conducted on different media types like radio, TV, newspapers, and social media. This study attempts to study the motivations behind the consumption of OTT media streaming services based on the Professor's research work. Alan M Rubin's titled 'Television Uses and Gratifications: The Interactions of Viewing Patterns and Motivations' was published in 1983. The study focuses on nine motivations for watching TV content: Relaxation, Companionship, Habit, Pastime, Entertainment, Social interaction, information, Arousal, and Escape (Rubin, 1983). This study is an inspiration to study the level of motivations and the motivational factors that lead to the intention to continue subscriptions to OTT media streaming services.

In recent years, the media landscape has witnessed a significant shift towards digital platforms, and OTT media streaming services have emerged as one of the dominant forms of entertainment consumption. These services, such as Netflix, Amazon Prime Video, and Hulu, offer a wide range of on-demand content that can be accessed anytime and anywhere with an internet connection. With the convenience and variety of content available, it is crucial to understand the motivations that drive individuals to continue their subscriptions to these services.

The first motivation identified in Rubin's framework is Relaxation. This variable refers to the extent to which individuals use TV or, in this case, OTT services for relaxation purposes. With the busy and stressful lives, many people lead today, the ability to

unwind and relax through the consumption of digital content has become increasingly appealing. Understanding the role of Relaxation as a motivational factor can provide insights into how OTT services fulfill this need and keep subscribers engaged. Companionship is another essential motivation to consider. Humans are social beings, and the desire for social connection and shared experiences extends to media consumption. OTT services have introduced features allowing users to watch content remotely or discuss shows and movies with friends and family through online platforms. By investigating the role of Companionship, the study can shed light on the impact of social interaction on the intention to continue OTT subscriptions.

Habitual behavior is a powerful force that influences our daily routines. Habitual use of OTT services may be driven by factors such as convenience, habit formation, or a sense of familiarity with the platform. The Habit variable examines the extent to which individuals continue their subscriptions due to established behaviors, automatic usage patterns, or the mere absence of a reason to discontinue the service. Understanding this motivation can provide valuable insights into the reasons behind the sustained usage of OTT media streaming services.

For many individuals, using OTT services is a way to fill their leisure time or pass the time during idle moments. The Pastime variable captures this Motivation, emphasizing the role of OTT services as a source of entertainment and diversion from daily routines. By examining how much individuals utilize OTT services as a pastime activity, researchers can uncover the underlying motivations that drive continued subscriptions.

Entertainment, a fundamental motivation for consuming any media, is also a key variable. OTT services offer a vast library of movies, TV shows, and documentaries catering to various interests and preferences. Investigating the Entertainment motivation can provide insights into how the availability of diverse and engaging content influences individuals' intention to continue their subscriptions.

The variable of Social interaction examines the desire of individuals to engage with others on the OTT platform. This may include features such as commenting on shows, participating in online communities, or sharing recommendations with fellow users. By exploring the significance of Social interaction, the study can uncover the role of community and user engagement in fostering continued subscriptions. Information, as a motivational factor, pertains to the desire for knowledge, news, or educational content. While entertainment-focused content dominates OTT platforms, some services also offer documentaries, educational shows, or news programs. Understanding the

extent to which individuals are motivated by the Information variable can shed light on the importance of access to informative and intellectually stimulating content in their subscription decisions. As defined by Rubin, arousal refers to the stimulation of excitement, suspense, or curiosity that certain TV programs or events can generate. In OTT services, this variable could encompass content eliciting emotional responses or triggering heightened interest and engagement. Investigating Arousal motivation can provide insights into the impact of emotionally captivating content on individuals' intention to maintain their subscriptions.

Escape refers to the desire to escape from reality or immerse oneself in an alternative world through media consumption. OTT services offer various genres and narratives that transport viewers to different settings and storylines. Exploring the role of Escape as a motivational factor can help understand the appeal of OTT services as an escape from everyday life and its influence on subscription intentions. By adapting Rubin's framework and applying it to the context of OTT media streaming services, this study aims to provide a comprehensive understanding of the motivations and factors that contribute to the intention of individuals to continue their subscriptions. The findings can have implications for service providers, content creators, and marketers in enhancing user experiences, tailoring content offerings, and formulating effective retention strategies in the highly competitive OTT market. The research model is represented in Figure 1.

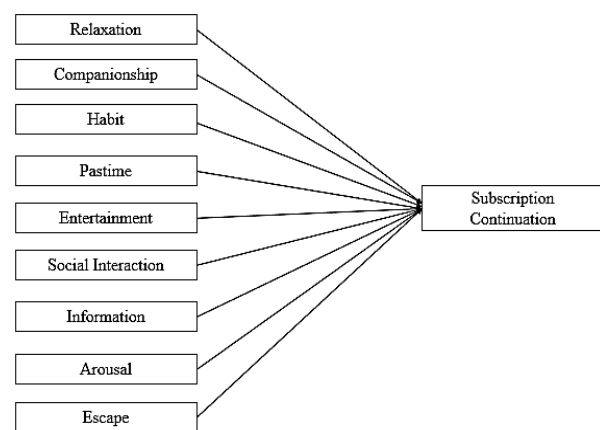


Figure 1. Research model

Objectives of the Study: (1) To understand the demographic characteristics of the respondents; (2) To understand the level of motivation of the respondents in consuming OTT media contents; (3) To find the level of significant differences among the demographic factors and motivations in consuming OTT media contents; (4) To find the factors that play a significant role in the intention for subscription continuation.

3. Methods

The research was conducted based on convenience sampling among OTT media streaming services subscribers. All the respondents were subscribers of either of the services, i.e., Netflix, Amazon prime video, Disney+ Hotstar, Sun NXT, Zee5, and Aha. The research instrument was floated among 400 respondents. Three hundred nine complete and valid responses were considered for data analysis. Frequency analysis and One Way ANOVA were employed to derive the results. The following hypotheses, H₁, H₂, and H₃, are formed to test if there is a significant difference between the groups of the demographic factors and the variables of motivation and is represented in Table 1.

Table 1. Framing of hypotheses

S. No.	Hypothesis framed	Gender	Age	Education
1	Relaxation	H1 _A	H2 _A	H3 _A
2	Companionship	H1 _B	H2 _B	H3 _B
3	Habit	H1 _C	H2 _C	H3 _C
4	Pastime	H1 _D	H2 _D	H3 _D
5	Entertainment	H1 _E	H2 _E	H3 _E
6	Social interaction	H1 _F	H2 _F	H3 _F
7	Information	H1 _G	H2 _G	H3 _G
8	Arousal	H1 _H	H2 _H	H3 _H
9	Escape	H1 _I	H2 _I	H3 _I

3.1 Reliability Analysis

To ensure the reliability of the interval scale variables, the researchers employed Cronbach's alpha, a commonly used measure of internal consistency. Cronbach's alpha assesses the extent to which items within a scale or construct are interrelated or correlate. It indicates the reliability or consistency of the scale, with higher values indicating greater internal consistency.

In this study, the researchers reported that Cronbach's alpha value for all nine Motivation variables exceeded the acceptable threshold of 0.7. This suggests that the items within each variable were highly correlated and measured the intended construct consistently. As shown in Table 1, the reliability values provide evidence of the internal consistency of the interval scale variables, indicating that the items reliably measure the different motivations for continuing subscriptions to OTT media streaming services.

Table 2. Reliability analysis

S. No.	Variable	Cronbach's Alpha
1	Relaxation	0.747
2	Companionship	0.711
3	Habit	0.821
4	Pastime	0.762
5	Entertainment	0.741
6	Social interaction	0.801
7	Information	0.702
8	Arousal	0.798
9	Escape	0.752
10	Intention for Subscription Continuation	0.723
	Average	0.756

Source: Primary data

The high Cronbach's alpha values indicate that the scale items used to measure the motivations in this study are reliable and can be considered internally consistent. This strengthens the validity of the results and supports the researchers' confidence in measuring the motivational factors influencing subscription intentions as illustrated in Table 2.

4. Results

Table 2 indicates that within the analyzed population, there is a slightly higher proportion of females (56.3%) compared to males (43.7%). In terms of age distribution, the largest age group is 21-30 (66.7%), followed by the 31-40 age group (20.1%) and the 41-50 age group (13.3%). Regarding education, 40.5% of the population has a graduate level of education, 23.0% has a post-graduate level, and 36.6% falls under the "Others" category. Overall, this information provides insights into the gender, age, and education composition of the analyzed population, suggesting a diverse representation across these demographic variables.

Table 3. Descriptive statistics

No	Variable	Category	Frequency	Percentage	Cumulative percentage
1	Gender	Male	135	43.7	43.7
		Female	174	56.3	100
2	Age	21-30	206	66.7	66.7
		31-40	62	20.1	86.7
		41-50	41	13.3	100
3	Education	Graduate	125	40.5	40.5
		Post Graduate	71	23.0	63.4
		Others	113	36.6	100

Source: Primary data

Table 3 presents weighted average scores for various variables related to subjective experiences. These scores offer insights into the preferences and priorities of the analyzed population. Relaxation is a significant aspect for this population, with a weighted average score of 97.53. This high score suggests that Relaxation is highly valued, indicating that individuals in this group likely prioritize activities that promote calmness, stress relief, and overall well-being. It implies that they may actively seek opportunities for Relaxation in their daily lives. Companionship also holds importance, as indicated by its relatively high weighted average score of 87.13. This suggests that the population values social connections and the presence of others in their lives. It implies that they likely enjoy spending time with friends, family, or other companions and find comfort and fulfillment in social interactions. The variable "Habit" scores 87.4, indicating that the population tends to engage in habitual activities. This suggests that they prefer structured

routines and find comfort or satisfaction in the familiarity of repetitive behaviors. It implies that habits significantly affect their lives and contribute to their overall well-being. Regarding pastimes, the weighted average score is 81.06, suggesting that the population enjoys and values engaging in activities for leisure and personal enjoyment. This indicates that they actively seek out hobbies, interests, and recreational pursuits to enhance their quality of life and derive satisfaction from these endeavors. Entertainment receives a notably high weighted average score of 98.86, indicating that the population highly values and actively seeks out sources of entertainment. This suggests that they find enjoyment and pleasure in activities that are designed for amusement or diversion. It implies that they may engage in various forms of entertainment, such as watching movies, attending events, or participating in recreational activities to enhance their overall well-being. However, it is noteworthy that the population appears to assign relatively lower importance to social interaction and arousal, as indicated by their weighted average scores of 54.93 and 59.2, respectively. This suggests that while social interaction and arousal are not the primary focus for this group, they may still play a role in their overall subjective experiences. The variable "Escape" receives a weighted average score of 92. This suggests that the population finds value in activities that escape their daily routine or reality. It implies that they may seek out activities or experiences that allow them to temporarily disconnect or distract themselves from their day-to-day responsibilities or challenges. The weighted average scores of the different variables shed light on the preferences and priorities of the analyzed population. They indicate a high value placed on Relaxation, Companionship, habitual activities, pastimes, entertainment, and escape. These findings provide insights into the population's subjective experiences and potential motivations, allowing for a better understanding of their lifestyle choices and preferences as illustrated in Table 4.

Table 4. Levels of motivation

S. No.	Variable	Weighted Average Score
1	Relaxation	97.53
2	Companionship	87.13
3	Habit	87.40
4	Pastime	81.06
5	Entertainment	98.86
6	Social interaction	54.93
7	Information	79.60
8	Arousal	59.20
9	Escape	92.00

Source: Primary data

Table 5 shows a significant difference between the male and female respondents concerning the variables

of motivation such as Companionship, Habit, Pastime, and Social interaction. Firstly, for the variable "Relaxation" (REL), there is no significant difference observed between the groups, as indicated by the non-significant F-value (1.748, $p = 0.187$). However, for the variable "Companionship" (COMP), there is a significant difference between the groups, with a higher mean square (5.790) and a considerable F-value (6.920, $p = 0.009$). Similarly, for "Habit" (HAB) and "Pastime" (PAS), there are significant differences between the groups, with both variables showing higher mean squares and significant F-values (HAB: 29.347, $F = 31.127$, $p < 0.001$; PAS: 1.004, $F = 17.419$, $p < 0.001$). On the other hand, the variables "Entertainment" (ENT), "Social Interaction" (SOC), "Information" (INF), "Arousal" (ARO), "Escape" (ESC), and "Intention for Subscription Continuation" (SC) do not exhibit significant differences between the groups, as evidenced by the non-significant F-values and high p-values. These findings provide insights into the variations in different aspects of the groups being studied.

The results from Table 6 indicate a significant difference among respondents in the age groups of 21-30, 31-40, and 41-50 concerning the variables of Motivation, specifically Companionship, Habit, Pastime, and Social interaction. The analysis employed a one-way ANOVA to assess the differences between the groups. For the variable Companionship, the F-statistic was 6.786, with a significance level of .001, indicating a significant difference. Similarly, Habit's F-statistic was 56.874, with a p-value of .000, indicating a highly significant difference. The variable Pastime also showed a significant difference, with an F-statistic of 39.997 and a p-value of .000. Finally, the variable Social interaction exhibited a significant difference, with an F-statistic of 13.689 and a p-value of .000. However, there were no significant differences observed for the variables of motivation such as Entertainment, Information, Arousal, and Escape. These findings suggest that age plays a role in shaping individuals' motivations, particularly in terms of seeking Companionship, developing habits, engaging in pastimes, and social interactions.

Conversely, education primarily affects specific aspects of motivation, highlighting the role of educational attainment in shaping individuals' motivations. These findings emphasize the need to consider demographic factors when analyzing and understanding the factors that drive human motivation. By recognizing the impact of gender, age, and education, researchers and practitioners can gain deeper insights into the complex interplay between demographic factors and motivational dynamics.

Table 5. One-way ANOVA between gender and variables of motivation

		Sum of Squares	df	Mean Square	F	Sig.
REL	Between Groups	0.806	1	0.806	1.748	0.187
	Within Groups	141.434	307	.0461		
	Total	142.239	308			
COMP	Between Groups	5.790	1	5.790	6.920	0.009
	Within Groups	256.896	307	0.837		
	Total	262.686	308			
HAB	Between Groups	29.347	1	29.347	31.127	0.000
	Within Groups	289.449	307	0.943		
	Total	318.796	308			
PAS	Between Groups	1.004	1	1.004	17.419	0.000
	Within Groups	17.701	307	0.058		
	Total	18.706	308			
ENT	Between Groups	0.000	1	0.000	0.001	0.980
	Within Groups	49.560	307	0.161		
	Total	49.560	308			
SOC	Between Groups	5.354	1	5.354	9.121	0.003
	Within Groups	180.219	307	0.587		
	Total	185.573	308			
INF	Between Groups	0.249	1	0.249	2.120	0.146
	Within Groups	36.042	307	0.117		
	Total	36.291	308			
ARO	Between Groups	0.121	1	0.121	0.933	0.335
	Within Groups	39.956	307	0.130		
	Total	40.078	308			
ESC	Between Groups	0.220	1	0.220	0.336	0.562
	Within Groups	200.673	307	0.654		
	Total	200.893	308			
SC	Between Groups	0.002	1	0.002	0.004	0.948
	Within Groups	114.956	307	0.374		
	Total	114.958	308			

Source: Primary data

Table 6. One-way ANOVA between age and variables of motivation

		Sum of Squares	df	Mean Square	F	Sig.
REL	Between Groups	.862	2	.431	.933	.394
	Within Groups	141.377	306	.462		
	Total	142.239	308			
COMP	Between Groups	11.156	2	5.578	6.786	.001
	Within Groups	251.530	306	.822		
	Total	262.686	308			
HAB	Between Groups	86.391	2	43.195	56.874	.000
	Within Groups	232.405	306	.759		
	Total	318.796	308			
PAS	Between Groups	3.877	2	1.938	39.997	.000
	Within Groups	14.829	306	.048		
	Total	18.706	308			
ENT	Between Groups	.085	2	.043	.264	.768
	Within Groups	49.474	306	.162		
	Total	49.560	308			
SOC	Between Groups	15.240	2	7.620	13.689	.000
	Within Groups	170.333	306	.557		
	Total	185.573	308			
INF	Between Groups	.149	2	.074	.630	.533
	Within Groups	36.142	306	.118		
	Total	36.291	308			
ARO	Between Groups	.387	2	.194	1.493	.226
	Within Groups	39.690	306	.130		
	Total	40.078	308			
ESC	Between Groups	.225	2	.113	.172	.842
	Within Groups	200.668	306	.656		
	Total	200.893	308			

Source: Primary data

Table 7. One-way ANOVA between education and variables of motivation

		Sum of Squares	df	Mean Square	F	Sig.
REL	Between Groups	3.329	2	1.665	3.657	0.027
	Within Groups	138.840	305	0.455		
	Total	142.169	307			
COMP	Between Groups	1.645	2	0.822	0.963	0.383
	Within Groups	260.446	305	0.854		
	Total	262.091	307			
HAB	Between Groups	1.617	2	0.808	0.779	0.460
	Within Groups	316.604	305	1.038		
	Total	318.221	307			
PAS	Between Groups	0.044	2	0.022	0.356	0.701
	Within Groups	18.658	305	0.061		
	Total	18.701	307			
ENT	Between Groups	0.044	2	0.022	0.137	0.872
	Within Groups	49.475	305	0.162		
	Total	49.519	307			
SOC	Between Groups	0.910	2	0.455	0.752	0.472
	Within Groups	184.658	305	0.605		
	Total	185.568	307			
INF	Between Groups	0.821	2	0.411	3.533	0.030
	Within Groups	35.452	305	0.116		
	Total	36.273	307			
ARO	Between Groups	0.855	2	0.428	3.326	0.037
	Within Groups	39.207	305	0.129		
	Total	40.062	307			
ESC	Between Groups	0.379	2	0.189	0.289	0.749
	Within Groups	200.228	305	0.656		
	Total	200.607	307			

Source: Primary data

According to Table 7, there is a significant difference among respondents with different levels of education (graduation, post-graduation, and others) concerning certain variables of Motivation, specifically Relaxation, Information, and Arousal. The analysis utilized a one-way ANOVA to examine the differences between the education groups. For the variable Relaxation, the F-statistic was 3.657, with a p-value of .027, indicating a significant difference. Similarly, the variable information showed a considerable difference, with an F-statistic of 3.533 and a p-value of .030.

Additionally, the variable arousal exhibited a significant difference, with an F-statistic of 3.326 and a p-value of .037. However, no significant differences were observed for the variables of motivation such as Companionship, Habit, Pastime, Entertainment, Social interaction, and Escape. These findings suggest that educational attainment shapes individuals' motivations, particularly in seeking Relaxation, acquiring Information, and experiencing arousal.

Table 8 consolidates the results of One-Way ANOVA among demographic factors and variables of motivation. The results demonstrate that demographic factors such as gender, age, and education have varying influences on different motivation variables. Gender and age differ significantly across multiple motivational

variables, indicating that these demographic characteristics can influence individuals' motivations. On the

The results from Table 9 indicate the findings of a regression analysis conducted to examine the relationship between the dependent variable, SC (Intention for Subscription Continuation), and predictor variables. The regression model shows each predictor's unstandardized coefficients, standardized coefficients (betas), t-values, and significance levels. The constant term in the regression model is -2.876, indicating the expected value of the dependent variable when all predictors are set to zero. Among the predictor variables, REL (Relaxation), COMP (Companionship), HAB (Habit), INF (Information), and ESC (Escape) demonstrate statistically significant relationships with the dependent variable.

REL has a negative unstandardized coefficient of -1.046, suggesting that the dependent variable decreases as Relaxation increases. COMP has a negative The results from Table 9 indicate the findings of a regression analysis conducted to examine the relationship between the dependent variable, SC (Intention for Subscription Continuation), and predictor variables. The regression model shows each predictor's unstandardized coefficients, standardized coefficients (betas), t-values, and significance levels. The constant term in the regression model is -2.876, indicating the expected value of the

Table 8. Results of tests of difference

S. No	Hypothesis framed	Gender		Age		Education	
1	Relaxation	H1 _A	Accept	H2 _A	Accept	H3 _A	Reject
2	Companionship	H1 _B	Reject	H2 _B	Reject	H3 _B	Accept
3	Habit	H1 _C	Reject	H2 _C	Reject	H3 _C	Accept
4	Pastime	H1 _D	Reject	H2 _D	Reject	H3 _D	Accept
5	Entertainment	H1 _E	Accept	H2 _E	Accept	H3 _E	Accept
6	Social interaction	H1 _F	Reject	H2 _F	Reject	H3 _F	Accept
7	Information	H1 _G	Accept	H2 _G	Accept	H3 _G	Reject
8	Arousal	H1 _H	Accept	H2 _H	Accept	H3 _H	Reject
9	Escape	H1 _I	Accept	H2 _I	Accept	H3 _I	Accept

Source: Primary data

Table 9. Results of regression analysis

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.876	4.385		-.656	.512
REL	-1.046	.519	-1.164	-2.016	.045*
COMP	-1.430	.437	-2.161	-3.270	.001**
HAB	.523	.146	.872	3.592	.000**
1 PAS	.209	.649	.084	.323	.747
ENT	.108	.302	.064	.358	.720
SOC	.108	.302	.137	.358	.720
INF	2.643	1.060	1.485	2.492	.013*
ARO	.108	.302	.064	.358	.720
ESC	1.094	.404	1.447	2.712	.007**

R = 0.302^b
R² = 0.550

a. Dependent Variable: SC

b. Predictors: (Constant), ESC, PAS, INF, HAB, ARO, SOC, REL, COMP

* - Significant at 95% confidence level

** - Significant at 99% confidence level

dependent variable when all predictors are set to zero. Among the predictor variables, REL (Relaxation), COMP (Companionship), HAB (Habit), INF (Information), and ESC (Escape) demonstrate statistically significant relationships with the dependent variable.

REL has a negative unstandardized coefficient of -1.046, suggesting that the dependent variable decreases as Relaxation increases. COMP has a negative coefficient of -1.430, indicating that an increase in Companionship is associated with a decrease in the dependent variable. HAB, on the other hand, has a positive coefficient of 0.523, suggesting that an increase in Habit leads to an increase in the dependent variable. INF exhibits a positive coefficient of 2.643, indicating that an increase in information is associated with an increase in the dependent variable. ESC has a positive coefficient of 1.094, indicating that an increase in Escape is related to an increase in the dependent variable. Other predictor variables, including PAS (Pastime), ENT (Entertainment), SOC (Social interaction), and ARO (Arousal), do not show statistically significant relationships with the dependent variable.

The coefficients and their corresponding significance levels allow us to assess the strength and significance of the relationships between the predictors and the dependent variable. The R-squared value of 0.550 suggests that the predictor variables explain approximately 55% of the variance in the dependent variable. Overall, this regression analysis provides insights into the relative importance and direction of the relationships between the predictors and the dependent variable, shedding light on the factors influencing the outcome variable.

This model can be represented with the equation as follows:

$$SC = -2.876 - 1.046(REL) - 1.430(COMP) + 2.643(INF) + 1.094(ESC)$$

5. Discussion

This article aims to delve into the motivations behind the use of OTT media services and explore how these motivations differ across various demographic groups. By gaining insights into these differences,

content creators and providers can tailor their offerings to cater to the diverse needs of their target audience, ultimately enhancing the user experience. Understanding the motivations behind the consumption of OTT media services requires an examination of the differences between men and women. Research has shown significant variations in motivations such as Companionship, Habit, Pastime, and social interaction. While both genders are primarily motivated by entertainment, women tend to place a higher value on Companionship and social interaction. For them, OTT media services may provide an avenue for connecting with others and fostering a sense of community. On the other hand, men may view these platforms as a habitual pastime, using them as a means to unwind and relax.

Recognizing these gender-specific motivations is crucial for content creators, as it allows them to develop content and features that cater to the preferences and needs of each gender, ultimately enhancing user engagement and satisfaction.

The impact of age on the motivations behind using OTT media services is another crucial aspect to consider. Respondents within different age groups exhibit significant differences in motivations, particularly in variables such as Companionship, Habit, Pastime, and social interaction. Younger individuals aged 21-30, may seek Companionship and social interaction through these platforms, as they are in a stage of life where connections and social engagement are important. For them, OTT media services may serve as a means to bond with friends and share common experiences. In contrast, the middle-aged group, aged 31-40 and 41-50, may view these platforms as a habitual pastime, incorporating them into their daily routines for Relaxation and entertainment. Understanding these age-related motivations allows content providers to tailor their content and subscription plans to resonate with different age group's specific needs and preferences, ensuring a more engaging and satisfying user experience.

Education level also plays a significant role in determining the motivations behind using OTT media services. Respondents with different educational backgrounds, such as graduation, post-graduation, and others, exhibit noteworthy differences in motivations like Relaxation, Information, and Arousal. While Relaxation remains a common motivation across all education levels, individuals with higher levels of education may seek more informational content through these platforms. They may be interested in documentaries, educational series, or content that expands their knowledge in specific areas of interest. Content providers can leverage this insight by offering diverse content that caters to entertainment and educational needs. Balancing these motivations can provide a comprehensive viewing experience that appeals to individuals from various educational backgrounds.

Thanks to technological advancements, OTT media services have paved the way for a personalized entertainment environment. These services have transformed how content is consumed, offering convenience and quality to consumers. The emergence of content aggregators as innovative business models further enhances the OTT media landscape. Content aggregators allow users to access various content from various sources in a centralized platform, streamlining the viewing experience. This personalized environment, facilitated by technological innovations, enables content providers to curate tailored experiences that cater to individual preferences and needs. OTT platforms can recommend content based on viewers' interests, browsing history, and viewing habits, enhancing the personalized experience.

The findings from the analysis of motivations and demographics about OTT media services hold significant implications for content creators and providers. To cater to the diverse needs and preferences of different demographic groups, content creators should focus on producing content that entertains and fosters Companionship and social interaction, particularly for female viewers. Incorporating interactive chatrooms, community forums, and collaborative watch parties can facilitate social engagement and enhance the sense of Companionship among users.

Furthermore, understanding age-related motivations can inform the development of content that resonates with specific age groups. Content creators should consider producing content that appeals to the interests and life stages of different age demographics. Content providers can capture their attention by incorporating themes, characters, and narratives that resonate with different age groups and ensure continued engagement.

Additionally, offering a diverse range of content that combines entertainment with informational elements can attract individuals with higher education levels. Creating educational series, documentaries, and intellectually stimulating content can provide viewers with an avenue for learning and intellectual growth, catering to their informational needs. Content providers can also consider partnering with educational institutions, experts, or industry professionals to develop high-quality content that aligns with viewers' interests.

6. Conclusions

This study examines new media consumption on the over-the-top (OTT) streaming service in terms of five factors: Relaxation, Companionship, Habit, Pastime, Entertainment, Social interaction, Information, Arousal, and Escape are studied, which affect the intention to continue to subscribe to these services. The result revealed that the rise of Over-the-top (OTT) media services has significantly transformed the

entertainment landscape, providing consumers with personalized and convenient access to a vast array of content. In addition to entertaining, these platforms also serve as a source of Relaxation and escape from the stresses of everyday life. OTT media services have brought about a paradigm shift in the entertainment industry, offering a personalized environment and convenience through technological innovations. By understanding the motivations and preferences of different demographic groups, content providers can design and deliver content that caters to the diverse needs of their audience. OTT platforms can enhance user engagement and satisfaction through targeted content creation and subscription plans, ensuring continued success and growth in this dynamic and evolving industry.

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