

"Social Influence, Accessibility, and Entertainment: Key Motivations Behind Web Content Consumption by Indian Youth"

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Abstract

The rapid expansion of web-based video platforms in India has sparked a significant shift in content consumption patterns among the country's youth. This study, titled "Social Influence, Accessibility, and Entertainment: Key Motivations Behind Web Content Consumption by Indian Youth," aims to explore the driving forces behind this trend. The research examines three primary motivational factors: social influence, ease of access, and entertainment value. By employing a survey approach, with participants aged 18–29 years in the Uttarakhand state, this paper investigates how peer recommendations, the availability of diverse and on-demand content, and the entertainment appeal of these platforms shape consumption habits. Primary data was collected and analyzed of 384 respondents. A structured and close ended questionnaire was used.

The findings indicate that social influence, particularly recommendations from friends, and social media, plays an important role in shaping viewing choices. Additionally, accessibility, defined by affordability, device compatibility, and ease of use, further encourages youth engagement with web content. Entertainment, including personalized content, trending shows, and genre preferences like comedy and action, also remains a critical motivator. This study contributes to understanding the dynamic relationship between digital media and youth behavior in India, highlighting the need for content creators and platforms to consider these motivational factors in strategy development, suggesting that digital content consumption is not only a source of entertainment but also a reflection of evolving social dynamics in a hyper-connected world.

Keywords: *OTT Platform, Motivation, Accessibility, Social Influence, Entertainment, OTT content*

Introduction

The evolution of OTT has been particularly very obvious among youth, who have embraced the convenience to watch the content, diversity, and affordability offered by OTT services. The boost of digital technology and internet connectivity has transformed how content is consumed, leading to the rise of online streaming platforms. Web series, a form of episodic content released on these platforms, have gained immense popularity among viewers, particularly the youth. This new mode of entertainment offers diverse narratives, genres, and storytelling techniques, catering to varied interests and preferences. In India, web series have seen explosive growth, with platforms like Netflix, Amazon Prime Video, Hotstar, and regional streaming services becoming significant players in the entertainment industry. OTT provides users to access a vast library of content at their fingertips, the youth have embraced the resilience and control provided to them, allowing to consume content on their own terms. Along with that it could also impact the other areas on the lives of youth who consume content (Rigby et al., 2018). (Sadana and Sharma, 2021) states that there are 5 factors that can affect consumer's choice when it comes to entertainment i.e. content and viewing behaviour, expenses associated with services, shifts influenced by offerings/incentives, convenience and communication. Respondents prefer OTTs over other mediums because of three main factors; Content, Convenience and Cost. Also, the respondents from the age group between 15-29 years in their study said, they prefer OTT platforms over theaters for watching movies(Tiwari and Rai, 2021).

This study implement the niche and gratification theory approach for investigating users' attention towards both OTT platforms and conventional TV. By examining the factors influencing user preferences and behaviors, this research

further contributes to a deeper understanding of the evolving media consumption landscape (Sahu et al., 2021). (Kumar et al., 2023) explains the 5 different factors that are mainly responsible for the adoption of OTT platforms among youth i.e. (1) Availability of content (2) Content innovation (3) Number of ad impressions (4) the level of the audio and video (5) Price.

The Role of Accessibility in OTT Consumption

Accessibility plays a crucial role in determining how and why youth engage with OTT platforms. The rapid expansion of internet access, largely driven by the availability of affordable data plans, has democratized access to digital content. According to reports, India is home to one of the largest internet user bases in the world, with millions of new users coming online each year, particularly from semi-urban and rural areas (Gandhi et al., 2020). This digital inclusion has made OTT platforms a viable source of entertainment for many young Indians, who now have unprecedented access to global and local content.

Affordability is a key factor that makes OTT platforms attractive to this demographic. Subscription models on platforms like Netflix and Amazon Prime offer tiered pricing, allowing users to choose a plan that fits their budget, while platforms like MX Player and YouTube offer free access to content, supported by advertisements. Moreover, the ubiquity of smartphones, tablets, and affordable streaming devices has enabled seamless access to OTT content, eliminating the need for expensive television sets or cable connections. Another aspect of accessibility is the flexibility these platforms offer in terms of content consumption. Unlike traditional media, which operates on fixed schedules, OTT platforms provide on-demand content that can be accessed at any time. This has created a culture of “binge-watching,” where viewers consume entire seasons of shows in one sitting, which is particularly popular among young viewers. This flexibility, combined with the ability to watch content across multiple devices, has made OTT platforms a highly appealing alternative to traditional television and cinema.

Social Influence and Youth Engagement with OTT Platforms

Social influence is another one of the major factors driving OTT consumption among Indian youth. Peer recommendations, social media endorsements, and online reviews play a pivotal role in shaping viewing decisions. In the digital age, where social media platforms like Instagram, Twitter, and YouTube are deeply integrated into the lives of young people, the sharing of content recommendations has become a social activity. Friends, Social Media and celebrities often suggest shows and movies, leading to increased curiosity and engagement with specific content. Moreover, the concept of “FOMO” (Fear of Missing Out) has a significant influence on content consumption patterns. When a particular show or movie becomes a trending topic on social media, it creates a sense of urgency for users to watch it so they can participate in discussions and avoid feeling left out. This phenomenon amplifies the viral nature of content on OTT platforms, making social influence a powerful motivator for viewing decisions. Same has said by another research that social influence remains the key motivator for young users, along with the appeal of personalized and on-demand content (M et al., 2021).

Entertainment Value as a Key Motivator

The entertainment value provided by OTT platforms is perhaps the most direct and compelling reason for their popularity among Indian youth. OTT platforms offer a diverse array of content, from international films and web series to regional movies and niche documentaries, catering to a wide range of tastes and preferences. The ability to curate personalized recommendations based on individual viewing habits further enhances the entertainment experience. Comedy, action, and thriller genres tend to be particularly popular among younger viewers, who are drawn to shows and films that provide an escape from the stresses of everyday life.

Additionally, OTT platforms have revolutionized the way content is created and consumed by offering high-quality, original series that often push the boundaries of traditional storytelling. Many young viewers are attracted to the fresh and innovative content available on these platforms, which often addresses contemporary social issues and resonates with their lived experiences. This has led to the rise of niche audiences who are drawn to specific genres or types of content that may not be available on mainstream media.

This study aims to provide a comprehensive understanding of the factors driving web content consumption among youth by examining the roles of accessibility, social influence, and entertainment value. As OTT continues to evolve, understanding the motivations behind OTT consumption will be crucial for content creators, marketers, and platform

developers to stay relevant in an increasingly competitive digital landscape.

Research questions

1. What is the accessibility and popularity of web series among the youth?
2. What motivates the Indian youth to watch videos/content on web?

Objective of the study

- The objectives of this study are twofold. First, it seeks to examine the level of accessibility and popularity of OTT content among Indian youth. Accessibility refers to the ease with which young people can engage with OTT platforms, which encompasses factors such as affordability, device compatibility, and the availability of diverse content. Popularity, on the other hand, relates to the widespread appeal of these platforms and how they have become embedded in the daily lives of young consumers.
- The second objective is to analyze the motivational factors that drive Indian youth to view OTT content. These factors include social influence, the need for entertainment, and the convenience offered by these platforms. By investigating these objectives, this paper aims to provide a comprehensive view of the underlying dynamics of OTT content consumption in India.

Hypothesis of the study

H01- There is no significant difference between accessibility and popularity to content on OTT.

Ha- There is significant difference between accessibility and popularity to content on OTT.

H02- There is no significant difference in the motivational factors that affect the viewing behaviour among youth.

Ha- There is significance difference in the motivational factors that affect the viewing behaviour among youth.

Review of Literature

This study implement the niche and gratification theory approach for investigating users' attention towards both OTT platforms and conventional TV. By examining the factors influencing user preferences and behaviors, this research further contributes to a deeper understanding of the evolving media consumption landscape (Sahu et al., 2021). Study, using a qualitative approach, identified six gratifications: entertainment, modality, navigation, pass time, escape, and personalization (Periaiya & Nandukrishna, 2023). Entertainment, pass time, and escape were gratifications earlier identified for TV viewing (Rubin,1983).

(Bhattacharyya et al., 2021) applied the modified unified theory of acceptance and use of technology 2 (UTAUT2) model in their study to predict the key factors that influenced the usage intention of over the top (OTT) services by consumers and the model consisted of nine factors, namely, value expectancy (VE), ease of effort (EE), social influence (SI), favourable infrastructure conditions (FIC), hedonistic motivation for usage (HMU), favourable economic position (FEP), content quality (CQ), habitual behaviour (HB) and security conditions (SC). The results also supported the explanatory strength and predictability of UTAUT2 as a model.

(Menon, 2022) identified eight Uses and Gratifications (U&Gs) for OTT platforms: Convenient navigability, Binge-watching, Entertainment, Relaxation, Social interaction, Companionship, Voyeurism, and Information seeking as a key motivation for content consumption.

Research have stated that Social influence, content value, and convenience play significant roles in post-pandemic OTT engagement, suggesting platforms need to focus on these to retain users (Agarwal et al., 2023). Perceived risks and social norms affect OTT consumption, with entertainment and goal-directed behavior acting as motivators for continued usage (Sahu et al., 2024). Satisfaction and ease of use foster habit formation, while word-of-mouth recommendations strongly encourage OTT platform adoption among users (Soren & Chakraborty, 2023). OTT platform users experience satisfaction from both entertainment value and social interaction, while negative experiences can lead to platform discontinuation (Nandukrishna & P, 2023). Accessibility, social influence, and the variety of content are key factors influencing OTT consumption preferences among Indian youth (Kumar et al., 2024).

However, free OTT platforms offer a gateway to premium subscriptions, where social influence plays a vital role in user

acquisition (Tsai, 2022).

Research Methodology

The research aims to explore the key motivations behind web content consumption by Indian youth, focusing on three primary factors: social influence, accessibility, and entertainment value. To achieve this, a survey-based approach was employed, gathering data from respondents aged 18–29 from the state of Uttarakhand. A total of 384 respondents were selected as the sample for this research. The sample size was determined using standard sample size calculation methods to ensure the results are statistically significant and representative of the target population. Primary data for this study was collected using a structured and close-ended questionnaire. The questionnaire was designed to gather information on three primary motivational factors influencing web content consumption: social influence, accessibility, and entertainment. It consisted of multiple-choice questions, Likert scale-based questions, and demographic questions to obtain insights into the respondents' viewing habits, preferences, and the factors that motivate their engagement with online content.

The collected data was analyzed using cross-tabulation and the Chi-square test to explore the relationships between different variables and identify significant patterns.

Findings

Analysis Table:

In this section of the paper, analysis of data by using cross-tabulation and chi-square test has been discussed. The questionnaire was framed to gather information on three primary motivational factors influencing web content consumption: **social influence, accessibility, and entertainment.**

The questions asked to the respondents helps understand the maximum potential, through which we can analyze the motivation behind web content consumption by Indian Youth

Q. From where do you get to know about OTT Platform?			Age				Total
			18-20	21-23	24-26	27-29	
	Friends	Count	37	19	25	58	139
		% within Q From where know about OTT Platform	26.6%	13.7%	18.0%	41.7%	100.0%
		% within Age	38.1%	25.7%	42.4%	37.7%	36.2%
	Family	Count	2	4	10	1	17
		% within Q From where know about OTT Platform	11.8%	23.5%	58.8%	5.9%	100.0%
		% within Age	2.1%	5.4%	16.9%	0.6%	4.4%
	Media	Count	12	8	9	20	49
		% within Q From where know about OTT Platform	24.5%	16.3%	18.4%	40.8%	100.0%
		% within Age	12.4%	10.8%	15.3%	13.0%	12.8%
	Google	Count	10	3	3	8	24
		% within Q From where know about OTT Platform	41.7%	12.5%	12.5%	33.3%	100.0%
		% within Age	10.3%	4.1%	5.1%	5.2%	6.3%
	Social Media	Count	35	37	12	66	150
		% within Q From where know about OTT Platform	23.3%	24.7%	8.0%	44.0%	100.0%
		% within Age	36.1%	50.0%	20.3%	42.9%	39.1%
	Any other	Count	1	3	0	1	5

Total	source, please specify	% within Q From where know about OTT Platform	20.0%	60.0%	0.0%	20.0%	100.0%
		% within Age	1.0%	4.1%	0.0%	0.6%	1.3%
	Count		97	74	59	154	384
		% within Q From where know about OTT Platform	25.3%	19.3%	15.4%	40.1%	100.0%
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.362a	15	.000
Likelihood Ratio	42.831	15	.000
Linear-by-Linear Association	.191	1	.662
N of Valid Cases	384		

a. 9 cells (37.5%) have expected count less than 5. The minimum expected count is .77.

Chi-Square Test Explanation:

Pearson Chi-Square Value: 48.362

Degrees of Freedom (df): 15

Asymptotic Significance (p-value): 0.000

Null Hypothesis (H₀):

There is no significant association between the source of information about OTT platforms and the categories of the grouping variable (e.g., demographics or preferences).

Alternative Hypothesis (H₁):

There is a significant association between the source of information about OTT platforms and the categories of the grouping variable.

Interpretation:

The p-value (0.000) is less than the significance level of 0.05, indicating that the result is highly significant.

Cells with Expected Count Less than 5:

9 cells (37.5%) have expected counts less than 5, which may slightly affect the reliability of the chi-square test, but the result is still statistically significant.

Conclusion:

We reject the null hypothesis, meaning there is a significant association between where people get to know about OTT platforms and the grouping variable.

Further when asked, What motivates respondents the most to watch the content on preferred OTT platform? The chi-square tables analyzed the key motivations in this research are : **Entertainment, Knowledge, Hobby, Escape, Personalized, Sociability, Psychological Reassurance, Status, Mobility, Relaxation, Coordination for Business, Immediate Access, Information Seeking.**

Entertainment

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.835^a	12	.000
Likelihood Ratio	34.531	12	.001
Linear-by-Linear Association	.477	1	.490
N of Valid Cases	384		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .15.

Knowledge

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.707^a	12	.041
Likelihood Ratio	22.658	12	.031
Linear-by-Linear Association	2.810	1	.094
N of Valid Cases	384		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .15.

Hobby

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.562 ^a	12	.481
Likelihood Ratio	11.495	12	.487
Linear-by-Linear Association	6.118	1	.013
N of Valid Cases	384		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.23.

Escape

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.997 ^a	12	.242
Likelihood Ratio	15.348	12	.223
Linear-by-Linear Association	9.938	1	.002
N of Valid Cases	384		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 2.46.

Personalized

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.415 ^a	12	.580
Likelihood Ratio	11.973	12	.448
Linear-by-Linear Association	.037	1	.848
N of Valid Cases	384		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.38.

Sociability

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.301 ^a	12	.677
Likelihood Ratio	9.558	12	.655
Linear-by-Linear Association	.305	1	.581
N of Valid Cases	384		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.69.

Psychological Reassurance

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.175^a	12	.036
Likelihood Ratio	23.046	12	.027
Linear-by-Linear Association	4.674	1	.031
N of Valid Cases	384		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.69.

Status

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.626 ^a	12	.325
Likelihood Ratio	13.870	12	.309
Linear-by-Linear Association	.038	1	.846
N of Valid Cases	384		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 3.99.

Mobility

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.015^a	12	.011
Likelihood Ratio	26.541	12	.009
Linear-by-Linear Association	8.242	1	.004
N of Valid Cases	384		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.69.

Relaxation

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.184 ^a	12	.431
Likelihood Ratio	14.197	12	.288
Linear-by-Linear Association	1.198	1	.274
N of Valid Cases	384		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .77.

Coordination for Business

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.802^a	12	.001
Likelihood Ratio	34.425	12	.001
Linear-by-Linear Association	2.078	1	.149
N of Valid Cases	384		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.23.

Immediate Access

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
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	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.867 ^a	12	.540
Likelihood Ratio	15.161	12	.233
Linear-by-Linear Association	.182	1	.670
N of Valid Cases	384		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is 1.84.

Information Seeking

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.561 ^a	12	.212
Likelihood Ratio	18.959	12	.090
Linear-by-Linear Association	.163	1	.686
N of Valid Cases	384		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .46.

The analysis of the data highlights entertainment value, knowledge acquisition, psychological reassurance, mobility, and business coordination as the key motivators behind web content consumption among youth in Uttarakhand. Entertainment value emerged as the strongest motivator, while personalization, sociability, escape, and hobbies were found to be less influential. This indicates that content creators and platforms targeting young audiences should prioritize entertaining and informative content while also considering the importance of psychological comfort and mobile accessibility.

Further this research tried to understand the factors responsible for social influence so to understand if OTT content or web series change the ideology of the youth and the chi-square results are as below mentioned table:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.717 ^a	12	.807
Likelihood Ratio	7.852	12	.797
Linear-by-Linear Association	2.129	1	.145
N of Valid Cases	384		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.23.

Pearson Chi-Square Value: 7.717

Degrees of Freedom (df): 12

Asymptotic Significance (p-value): 0.807

Null Hypothesis (H₀):

OTT content or web series does not significantly change the ideology of the youth.

Alternative Hypothesis (H₁):

OTT content or web series does significantly change the ideology of the youth.

Interpretation:

The p-value (0.807) is greater than 0.05, indicating that the result is not statistically significant.

Cells with Expected Count Less than 5: 6 cells (30.0%) have expected counts less than 5. This could potentially affect the robustness of the test, but the overall conclusion remains that there is no significant impact on ideology.

Conclusion: We fail to reject the null hypothesis, suggesting that there is no significant association between OTT content or web series and changes in the ideology of the youth.

Q Does OTT help in improving social bonding between individuals?

			Age				Total
			18-20	21-23	24-26	27-29	
Does OTT help in improving social bonding between individuals?	Strongly Disagree	Count	6	2	5	11	24
		% within Q Does OTT help in improving social bonding between individuals?	25.0%	8.3%	20.8%	45.8%	100.0%
		% within Age	6.2%	2.7%	8.5%	7.1%	6.3%
	Disagree	Count	10	8	7	11	36
		% within Q Does OTT help in improving social bonding between individuals?	27.8%	22.2%	19.4%	30.6%	100.0%
		% within Age	10.3%	10.8%	11.9%	7.1%	9.4%
	Neutral	Count	39	19	24	49	131
		% within Q Does OTT help in improving social bonding between individuals?	29.8%	14.5%	18.3%	37.4%	100.0%
		% within Age	40.2%	25.7%	40.7%	31.8%	34.1%
	Agree	Count	28	31	16	63	138
		% within Q Does OTT help in improving social bonding between individuals?	20.3%	22.5%	11.6%	45.7%	100.0%
		% within Age	28.9%	41.9%	27.1%	40.9%	35.9%
	Strongly Agree	Count	14	14	7	20	55
		% within Q Does OTT help in improving social bonding between individuals?	25.5%	25.5%	12.7%	36.4%	100.0%
		% within Age	14.4%	18.9%	11.9%	13.0%	14.3%
Total		Count	97	74	59	154	384
		% within Q Does OTT help in improving social bonding between individuals?	25.3%	19.3%	15.4%	40.1%	100.0%
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

This study also focuses on if the respondents feel OTT content responsible for change in behavior among youth?

Q Is OTT content responsible for change in behavior among youth?

					Age				Total
					18-20	21-23	24-26	27-29	
IS	OTT	content	Strongly	Count	4	1	4	11	20

responsible for change in behavior among youth?	Disagree	% within Q IS OTT content responsible for change in behavior among youth?	20.0%	5.0%	20.0%	55.0%	100.0%
		% within Age	4.1%	1.4%	6.8%	7.1%	5.2%
	Disagree	Count	1	3	2	2	8
		% within Q IS OTT content responsible for change in behavior among youth?	12.5%	37.5%	25.0%	25.0%	100.0%
		% within Age	1.0%	4.1%	3.4%	1.3%	2.1%
	Neutral	Count	26	11	15	40	92
		% within Q IS OTT content responsible for change in behavior among youth?	28.3%	12.0%	16.3%	43.5%	100.0%
		% within Age	26.8%	14.9%	25.4%	26.0%	24.0%
	Agree	Count	41	30	23	54	148
		% within Q IS OTT content responsible for change in behavior among youth?	27.7%	20.3%	15.5%	36.5%	100.0%
		% within Age	42.3%	40.5%	39.0%	35.1%	38.5%
	Strongly Agree	Count	25	29	15	47	116
		% within Q IS OTT content responsible for change in behavior among youth?	21.6%	25.0%	12.9%	40.5%	100.0%
		% within Age	25.8%	39.2%	25.4%	30.5%	30.2%
Total	Count		97	74	59	154	384
	% within Q IS OTT content responsible for change in behavior among youth?		25.3%	19.3%	15.4%	40.1%	100.0%
	% within Age		100.0%	100.0%	100.0%	100.0%	100.0%

Q Do OTT content help us to encourage to help each other?

			Age				Total
			18-20	21-23	24-26	27-29	
Do OTT content help us to encourage to help each other?	Strongly Disagree	Count	4	3	5	15	27
		% within Q Do OTT content help us to encourage to help each other?	14.8%	11.1%	18.5%	55.6%	100.0%
		% within Age	4.1%	4.1%	8.5%	9.7%	7.0%
	Disagree	Count	9	7	6	8	30

		% within Q Do OTT content help us to encourage to help each other?	30.0%	23.3%	20.0%	26.7%	100.0%
		% within Age	9.3%	9.5%	10.2%	5.2%	7.8%
	Neutral	Count	46	24	24	58	152
		% within Q Do OTT content help us to encourage to help each other?	30.3%	15.8%	15.8%	38.2%	100.0%
		% within Age	47.4%	32.4%	40.7%	37.7%	39.6%
	Agree	Count	27	31	16	60	134
		% within Q Do OTT content help us to encourage to help each other?	20.1%	23.1%	11.9%	44.8%	100.0%
		% within Age	27.8%	41.9%	27.1%	39.0%	34.9%
	Strongly Agree	Count	11	9	8	13	41
		% within Q Do OTT content help us to encourage to help each other?	26.8%	22.0%	19.5%	31.7%	100.0%
		% within Age	11.3%	12.2%	13.6%	8.4%	10.7%
	Total		Count	97	74	59	154
% within Q Do OTT content help us to encourage to help each other?			25.3%	19.3%	15.4%	40.1%	100.0%
% within Age			100.0%	100.0%	100.0%	100.0%	100.0%

Conclusion:

Overall, the findings suggest that youth in Uttarakhand are primarily motivated by entertainment, knowledge-seeking, mobility, and psychological reassurance when using OTT platforms. Social influence plays a critical role in platform awareness, but the platforms themselves do not significantly alter behavior or social bonds. Social influence, ease of use, and dissatisfaction with traditional media are significant drivers behind the shift to OTT services (Sridevi & Ajith, 2023).

Satisfaction and dissatisfaction in OTT services are closely tied to content diversity and personalized user experiences (Shin & Park, 2021). This indicates that content creators and OTT platforms should focus on delivering high-quality entertainment, knowledge-based programming, and convenient access, particularly for mobile users, to engage this demographic. OTT consumption increased drastically during the COVID-19 lockdown, driven by social influence, ease of access, and the variety of content available (Gupta & Singharia, 2021).

However, genre plays a pivotal role in motivating youth to consume content on web as OTT offers a vast library along with various language preferences that gives user a valid reason to get hooked with their choice of content as per their own schedule and convenience.

The study highlights several key takeaways for OTT platforms targeting young audiences:

- Entertainment is paramount, so creating diverse, engaging, and personalized content is essential.
- Social media marketing is crucial for awareness, as many young users discover platforms and content through their social circles.

- Mobile-first strategies should be emphasized, as mobility is a key driver for content consumption.
- Knowledge-based and emotionally comforting content could also be further developed to cater to users seeking more than just entertainment.

Hence, understanding the motivations of youth for OTT consumption, and their reliance on peer influence and mobile accessibility, will help OTT platforms better cater to this growing user base in Uttarakhand and similar regions across India.

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