

OTT Content Consumption Pattern Among College-going Students in Surat City

Ms Ishani Sharad Choksi

Research Scholar, MaharajaKrishnakumarsinhji Bhavnagar University, Gujarat

Abstract:

Purpose: The rapid growth of Over-the-Top (OTT) platforms has significantly changed the way young consumers access and consume entertainment and digital content. Unlike traditional television, OTT platforms provide flexible access to movies, web series, television Programmes, sports, educational content and other digital media through internet-enabled devices. The present study aims to examine the OTT content consumption pattern among college-going students in Surat City, with a focus on viewing frequency, binge-watching, platform preference, content preference and motivations for OTT content consumption.

Design/methodology/approach: The study adopts a descriptive cross-sectional research design. Primary data were collected through a structured questionnaire from 211 college-going students in Surat City. The questionnaire included demographic questions, multiple-response questions related to OTT platforms and content preferences, and Likert-scale statements measuring different dimensions of OTT content consumption. Frequency distribution, percentages, multiple-response analysis and Cronbach's Alpha were used for data analysis.

Findings: The findings indicate that OTT platforms are widely used among college-going students, with respondents showing preferences for multiple platforms. Netflix and Jio Hotstar emerged as the most preferred OTT platforms, while movies and web series were the most preferred content types. Drama, action and crime were among the most preferred genres. The results also indicate regular viewing and binge-watching practices, along with multiple motivations for consuming OTT content. The reliability analysis showed satisfactory internal consistency across the major OTT consumption constructs.

Originality/value: The study provides a focused understanding of OTT content consumption among college-going students in Surat City. By examining viewing patterns, platform preferences, content preferences and motivations together, the study contributes to the growing literature on digital media consumption among young Indian consumers.

Keywords: OTT Platforms, Content Consumption, OTT Viewing Pattern, Platform Preference, Content Preference, College Students, Digital Media.

1. Introduction

1.1 Background of the Study

The rapid growth of internet connectivity, smartphones and digital technologies has transformed the way people access and consume media. One of the major developments in this transformation is the emergence of Over-the-Top (OTT) platforms, which provide digital content through internet-based services without relying on traditional television broadcasting. OTT platforms offer viewers flexibility to choose what to

watch, when to watch and through which device. They provide access to movies, web series, television programmes, sports, documentaries, news and educational content.

College-going students represent an important segment of OTT consumers due to their familiarity with digital technologies and internet-enabled devices. Their consumption may vary according to their academic schedules, content preferences, internet accessibility and subscription arrangements. The availability of multiple platforms has also expanded consumer choice, with viewers often using more than one platform depending on content availability and personal preferences.

OTT consumption therefore involves more than simply watching online content. It includes viewing frequency, duration, binge-watching behaviour, platform preference, content type, genre and motivations for consumption. In the Indian context, the availability of content in different languages and from different regions has further increased the range of choices available to young viewers.

1.2 Evolution of OTT Platforms and Changing Content Consumption

The emergence of OTT platforms has shifted media consumption from scheduled television viewing towards on-demand and flexible viewing. Unlike traditional television, OTT platforms allow users to choose content and viewing time according to their convenience. The availability of movies, web series, sports, documentaries, news and educational content across smartphones, laptops and smart televisions has further expanded viewing choices.

The growth of multiple OTT platforms has also changed the way consumers access digital content. Users may choose different platforms according to content availability, convenience, subscription arrangements and personal preferences. Thus, OTT consumption has evolved beyond simple online viewing to include aspects such as viewing frequency, duration, platform choice and content preference.

1.3 OTT Content Consumption Among College-Going Students

College students constitute an important consumer group for digital entertainment platforms. Their OTT consumption is influenced by the availability of internet-enabled devices, affordability of subscriptions, content preferences and flexibility in viewing. Students can access OTT content during their leisure time and may choose content according to their individual interests and schedules.

The present questionnaire captures several categories of OTT content, including movies, web series, television shows or serials, reality shows, live sports, news and current affairs, documentaries and educational content. It also measures genre preferences such as drama, crime, comedy, romantic content, horror, thriller, action, animation, science fiction, patriotic, fantasy and other genres.

Language is another important component of OTT content consumption in a multilingual market such as India. Students may prefer Hindi, English, regional languages or combinations of these languages. OTT platforms have expanded access to regional and international content, allowing viewers to select content based on language preferences rather than being restricted to the language traditionally offered by local television channels. The questionnaire therefore includes language preference as an important component of the consumption pattern.

The study also considers platform preference as an important aspect of OTT consumption. The questionnaire permits respondents to select multiple platforms, including Netflix, Amazon Prime Video, Zee5, Voot, Jio Hotstar, MX Player, Sony LIV, Shemaroo and Jio Cinema in the version reflected in the collected dataset. This multiple-platform approach is relevant because OTT consumers may use different services according to the content they want to access.

1.4 Factors Influencing OTT Platform Selection

The increasing number of OTT platforms has provided consumers with a wider range of choices. As a

result, platform selection may depend on several factors rather than a single consideration. Content availability and variety are important because viewers are more likely to prefer platforms that offer programmes relevant to their interests. Affordability is particularly important for college-going students, as subscription prices, shared subscriptions, free trials and perceived value for money can influence their choice. Similarly, regional content, original programmes, trending content and personalised recommendations may make one platform more attractive than another.

Apart from content and price, technical and convenience-related features can also influence platform selection. Ease of navigation, user interface, streaming quality, subtitles, language options, offline downloading and availability across multiple devices may affect the overall viewing experience. Recommendations from friends, social media trends and the reputation of a platform may also contribute to consumer choice. The present study therefore considers these content, affordability, convenience and recommendation-related factors as part of the broader OTT consumption pattern among college-going students.

1.5 Statement of the Problem

The increasing number of OTT platforms and the wide variety of available content have created diverse consumption patterns among college-going students. Students may differ in terms of how frequently they watch OTT content, the platforms they prefer, the types and genres they consume and the reasons for their consumption. Although previous studies have examined binge-watching, platform preference, subscription decisions and OTT usage, there is a need for focused empirical evidence on the overall OTT content consumption pattern of college-going students in Surat City.

1.6 Objectives of the Study

1. To study the OTT content consumption pattern among college-going students in Surat City.
2. To identify the OTT platforms preferred by college-going students in Surat City.
3. To examine the content types and genres preferred by college-going students on OTT platforms.
4. To identify the motivations for OTT content consumption among college-going students in Surat City.

1.7 Significance of the Study

The study is significant because OTT platforms have become an important part of the contemporary digital entertainment environment. Understanding the consumption pattern of college-going students can provide useful insights into the type of content they prefer, the platforms they use and the factors considered while selecting streaming services. For OTT platform providers, the findings can help in understanding the preferences of young consumers and developing content and platform features according to their requirements. The findings may also be useful for content creators in identifying popular content categories and language preferences among young viewers.

2. Literature Review

Pittman and Sheehan (2015) examined binge watching through Netflix from a Uses and Gratifications perspective. The study highlighted how streaming platforms provide viewers with greater control over the timing and sequence of content consumption. The findings indicated that entertainment, relaxation and engagement were important reasons for extended viewing. The study established binge watching as a distinct form of digital media consumption and highlighted the role of on-demand availability. It provides an early foundation for examining viewing frequency and duration on OTT platforms. The present study extends this perspective by examining broader OTT consumption patterns among college-going students in Surat City.

Panda and Pandey (2017) studied binge watching among college students and examined the factors motivating students to watch streaming content for longer periods. The study found that social interaction, entertainment, easy accessibility and availability of content were important factors associated with binge watching. The research is particularly relevant because it focused specifically on college students. It demonstrated that OTT consumption is influenced not only by content but also by accessibility and convenience. However, the study mainly concentrated on binge watching. The present study adopts a broader approach by examining viewing frequency, duration, platform preference and content preference.

Rubenking et al. (2018) explored emerging television viewing behaviours and examined what makes viewers engage in binge watching. Their study highlighted the importance of viewing duration, consecutive viewing and the characteristics of the content being watched. The researchers also observed that technological features of streaming services facilitate continuous viewing. The study suggests that binge watching should be understood as a combination of content and viewing behaviour. These findings support the inclusion of viewing duration and content preference in OTT consumption research. The present study applies this perspective to college-going students in Surat City.

Sung, Kang and Lee (2018) examined motivations associated with binge watching and emphasised that streaming consumption is multidimensional. The study distinguished between the frequency of viewing and the amount of time spent during viewing sessions. This distinction is important because frequent viewing does not necessarily mean long viewing sessions. The study therefore supports examining both viewing frequency and duration when studying OTT consumption. It also highlighted the role of content and viewer preferences in shaping streaming behaviour. The present study incorporates these dimensions while examining OTT consumption among college-going students.

Shim and Kim (2018) explored the motivations behind binge watching and the differences between viewers in their streaming practices. Their study indicated that viewers do not necessarily use streaming platforms in the same manner and that differences in individual preferences can influence consumption patterns. The research supports a multidimensional approach to OTT consumption rather than treating users as a homogeneous group. It also highlights the importance of examining content and viewing characteristics together. The present study follows this approach by considering platform preference, content preference, viewing frequency and duration among college-going students.

Vaterlaus et al. (2019) examined television binge watching among college students and explored how students understood and experienced this emerging viewing behaviour. The study found that students associated binge watching with extended viewing and consecutive consumption of programmes. It also highlighted the importance of the social context in which viewing takes place. The findings demonstrate that college students are an important population for studying digital viewing patterns. The study provides support for examining both individual and shared OTT consumption. The present research includes social viewing and co-consumption as one of the relevant consumption dimensions.

Merrill Jr. and Rubenking (2019) investigated the factors influencing binge-watching frequency and duration among college students. Their study made an important distinction between how often students binge watch and how long they watch during a particular session. The findings demonstrate that frequency and duration should be considered as separate dimensions of viewing behaviour. This distinction is directly relevant to the present research, which examines both viewing frequency and daily viewing duration. The study also confirms the importance of college students as a population for OTT consumption research. The present study extends this approach by including platform and content preferences.

Flayelle et al. (2019) developed and validated measures for examining television-series viewing and binge-watching behaviour. The study was conducted on a large sample of television-series viewers and demonstrated the importance of systematically measuring emerging streaming behaviours. The research showed that binge watching involves several dimensions rather than a single measure of viewing. Its methodological contribution is relevant to the present study because multiple items are used to measure different OTT consumption constructs. The present research similarly assesses the reliability of its OTT consumption measures using Cronbach's Alpha. This strengthens the measurement approach adopted in the study.

Steiner and Xu (2020) examined how streaming video has changed traditional television viewing practices. The study highlighted the importance of on-demand access, portability, convenience and navigability in shaping streaming consumption. Viewers were able to organise their viewing according to their own schedules rather than traditional television programming. The research demonstrates that technology and platform characteristics play an important role in changing consumption patterns. These findings support the inclusion of accessibility, interface and platform convenience in OTT research. The present study applies these dimensions to college-going students in Surat City.

Nanda and Banerjee (2020) examined binge watching from a technology and marketing perspective in the Indian context. The study focused on streaming platforms such as Netflix and Amazon Prime and examined the relationship between technology features and viewing behaviour. The findings highlighted the role of technology, accessibility and the availability of multiple episodes in facilitating continuous viewing. The study is particularly relevant because it provides evidence from Indian consumers. It supports examining technology-related factors alongside content preferences. The present study extends this approach by examining a wider range of OTT consumption characteristics among college-going students.

Starosta and Izydorczyk (2020) conducted a systematic review of research on binge watching and identified considerable differences in how researchers define and measure this behaviour. The review highlighted that studies use different indicators such as number of episodes, viewing duration and viewing frequency. This finding demonstrates that OTT consumption cannot be adequately represented through one single measure. The review therefore supports a multidimensional approach to studying streaming behaviour. The present study follows this approach by examining frequency, duration, platform preference and content preference. It further contributes by focusing specifically on college-going students in Surat City.

Nagaraj, Singh and Yasa (2021) examined factors affecting consumers' willingness to subscribe to OTT video-streaming services in India. Their study identified content, convenience, features, price and quality as important factors influencing subscription decisions. The findings indicate that consumers evaluate OTT platforms not only on the basis of content but also on affordability and service characteristics. These dimensions are closely related to the factors examined in the present questionnaire. The study provides important evidence regarding the Indian OTT market. However, it primarily focuses on subscription decisions, whereas the present study examines the broader OTT consumption pattern of college-going students.

Sadana and Sharma (2021) examined how young Indian consumers engage with OTT platforms compared with traditional pay television. Their findings identified content, expenses, offerings, convenience and viewing behaviour as important factors affecting OTT preference. The study demonstrated that young consumers value the flexibility and variety offered by streaming platforms. It

also highlighted the importance of affordability and convenience in platform selection. These findings are directly relevant to the present study, which examines content variety, affordability, platform convenience and viewing behaviour. The present research differs by focusing specifically on college-going students in Surat City.

Menon (2022) examined purchase and continuation intentions for OTT subscriptions in India using the Uses and Gratifications perspective. The study identified convenient navigability, binge watching, entertainment, social interaction and information seeking among the important uses associated with OTT platforms. Convenience and binge watching were particularly relevant to subscription decisions. The study demonstrates that platform usability and consumption characteristics are important components of OTT usage. These findings support the inclusion of platform engagement and motivational orientation in the present study. However, the present research focuses on consumption patterns rather than subscription intention alone.

Rousseau and Darshan (2022) examined consumer preferences for OTT platforms and DTH services in Bengaluru. The study highlighted the changing preference towards digital entertainment and examined platform and content preferences. The research demonstrated that consumers evaluate OTT services according to the content available and the characteristics of different platforms. The study is relevant to the present research because platform preference and content preference are treated as important aspects of OTT consumption. However, the study focused on a general consumer population. The present research specifically examines these preferences among college-going students in Surat City.

Prakasha et al. (2024) examined OTT streaming platform usage among students in India. The study obtained 535 responses and investigated OTT usage along with students' socio-demographic characteristics. The findings indicated extensive use of OTT platforms for entertainment among students. The study provides important evidence that students constitute a significant consumer group within the OTT environment. It also demonstrates the relevance of socio-demographic characteristics in understanding student OTT usage. However, the study examined broader student usage and associated characteristics. The present study focuses specifically on consumption frequency, duration, platform preference and content preference among students in Surat City.

Aytaş and Topatan (2024) examined factors determining binge-watching attitudes among university students using data from 636 students. The study found that accessibility, entertainment and social interaction were important factors associated with binge watching. The findings also demonstrated variations in viewing behaviour across demographic characteristics. The study is relevant because it focuses specifically on university students and highlights the role of accessibility and entertainment in streaming consumption. However, its primary focus was binge watching. The present study takes a wider approach by examining overall OTT content consumption, including platform preference and content type.

Thamotharan, Raj and Sylvia (2023) examined the preference of college students towards OTT platforms in India. The study highlighted affordable internet access, pricing, content variety and accessibility as important reasons for the growing popularity of OTT platforms among young consumers. It also recognised the importance of smartphones and other digital devices in facilitating consumption. These findings are relevant to the present study because internet access, subscription arrangements and device usage are included among the consumption-related variables. The study supports the importance of examining college students as an OTT consumer segment. The present study extends this perspective by examining their broader consumption pattern in Surat City.

Veeriseti (2025) examined determinants of Gen Z preferences and satisfaction towards OTT platforms among college students in India. The study identified price, bundling, content diversity, platform usability and recommendations as important considerations in OTT platform choice. The findings suggest that young consumers evaluate platforms on a combination of content-related and service-related characteristics. These findings closely relate to the present questionnaire, which includes affordability, content variety, recommendations, interface and value for money. The study is particularly relevant because of its focus on college students and Gen Z consumers. The present research further examines these factors together with viewing frequency, duration and content preferences.

Saranya and Ravichandran (2025) studied youth preferences towards OTT platforms and examined factors such as exclusive content, genre preferences, affordability and personalisation. The study indicated that exclusive content and affordability were important considerations for young consumers, while social media trends also contributed to platform selection. The findings demonstrate that platform preference is influenced by both content characteristics and external recommendations. These findings are consistent with the present study, which considers original content, trending content, affordability and recommendations as platform-selection factors. However, the present research focuses specifically on college-going students in Surat City and examines these factors within a broader OTT consumption framework.

2.1 Research Gap

The review of existing literature shows that OTT consumption has been examined through different perspectives such as binge watching, subscription decisions, platform preference, technological convenience and content consumption. Several studies have focused specifically on young or college-going consumers, while Indian studies have examined subscription and platform-selection factors. However, many existing studies concentrate on one particular aspect of OTT usage rather than examining the overall consumption pattern.

Therefore, there is a need for a focused study that examines OTT consumption as a multidimensional phenomenon by considering viewing patterns, platform preferences, content preferences and consumption-related motivations within a specific geographical context. The present study addresses this gap by focusing on college-going students in Surat City.

3. Research Methodology

3.1 Research Design

The present study adopts a descriptive cross-sectional research design. The study focuses on examining the OTT content consumption pattern among college-going students in Surat City, including their viewing pattern, platform preference, content preference and motivations for OTT consumption.

3.2 Population of the Study

The population of the study comprises college-going students in Surat City. The study focuses on students who use OTT platforms and consume digital content through internet-enabled devices.

3.3 Sample Size and Sampling Method

For the present pilot study, data were collected from 211 college-going students in Surat City. The study employed convenience sampling, wherein respondents who were readily accessible and willing to participate were selected for the study. The respondents represented different age groups, academic years and academic streams.

3.4 Data Collection

The study is based on primary data collected through a structured questionnaire. The questionnaire was administered to college-going students in Surat City to obtain information regarding their demographic characteristics, OTT platform preferences, content preferences and consumption patterns. The questionnaire also included Likert-scale statements to measure selected dimensions of OTT content consumption. The questionnaire covers OTT platform preference, internet usage, subscription choices, device usage, content types, genres, language preference and viewing time, along with consumption-related constructs.

3.5 Research Instrument

A structured questionnaire was used as the research instrument. It consisted of demographic questions, multiple-response questions related to OTT platforms and content preferences, and five-point Likert-scale statements measuring selected dimensions of OTT consumption. The major constructs included Viewing Frequency and Distribution, Binge-Watching Intensity, Content Diversity and Genre Preference, Platform Engagement Behaviour, and Motivational Orientation and Purpose.

3.6 Data Analysis Techniques

The collected data were analysed using frequency distribution, percentage analysis, multiple-response analysis, mean, standard deviation and Cronbach's Alpha. Frequency and percentage analysis were used to describe the demographic profile and categorical OTT consumption preferences. Multiple-response analysis was used for platform and content preference questions where respondents were allowed to select more than one option. Mean and standard deviation were used to summarise the selected OTT consumption constructs. Cronbach's Alpha was used to assess the internal consistency of the selected constructs.

4. Data analysis and interpretation

Table 4.1 Demographic Profile of Respondents

Characteristic	Category	Frequency	Percentage (%)
Age	17–18 Years	68	32.2
	19–20 Years	104	49.3
	21–22 Years	26	12.3
	Above 22 Years	13	6.2
Gender	Male	129	61.1
	Female	82	38.9
Year of Study	First Year	66	31.3
	Second Year	79	37.4
	Third Year	52	24.6
	Fourth Year/Honors	14	6.6
Stream	Commerce	136	64.5
	Science	7	3.3
	Arts	2	0.9

Characteristic	Category	Frequency	Percentage (%)
	Engineering	1	0.5
	Management	65	30.8

Interpretation:

Table 4.1 presents the demographic profile of the 211 respondents included in the study. The majority of respondents (49.3%) belong to the 19–20 years age group, followed by 17–18 years (32.2%). In terms of gender, 61.1% are male and 38.9% are female. With respect to year of study, second-year students form the largest group (37.4%), followed by first-year students (31.3%). Regarding academic stream, Commerce students constitute the largest proportion (64.5%), followed by Management students (30.8%).

4.2 OTT Platform Preference

OTT Platform Preference Frequencies

		Responses		Percent of Cases
		N	Percent	
OTT Platform Preference	Netflix	164	25.2%	77.7%
	Amazon Prime Video	118	18.2%	55.9%
	Voot	13	2.0%	6.2%
	Jio Hotstar	162	24.9%	76.8%
	Mx Player	68	10.5%	32.2%
	Sony LIV	50	7.7%	23.7%
	Shemaroo	17	2.6%	8.1%
	Jio Cinema	58	8.9%	27.5%
Total		650	100.0%	308.1%

Interpretation:

The platform preference pattern indicates a strong preference for Netflix and JioHotstar, with both platforms being selected by more than three-fourths of respondents. Amazon Prime Video also has substantial acceptance, with more than half of the respondents selecting it. The relatively high percentages for multiple platforms suggest that college-going students are not necessarily loyal to one OTT platform and may access different platforms according to content availability and preference.

4.3 Preferred Genre

Preferred Genre Frequencies

		Responses		Percent of Cases
		N	Percent	
PreferredGenre ^a	Movies	181	10.2%	85.8%
	WebSeries	165	9.3%	78.2%
	TVShows	79	4.5%	37.4%
	RealityShows	85	4.8%	40.3%
	LiveSports	89	5.0%	42.2%
	NewsandCurrentaAffairs	27	1.5%	12.8%

	Documentaries	44	2.5%	20.9%
	EducationalContent	48	2.7%	22.7%
	Drama	139	7.9%	65.9%
	Crime	124	7.0%	58.8%
	RomCom	66	3.7%	31.3%
	Romantic	102	5.8%	48.3%
	Horror	109	6.2%	51.7%
	Thriller	113	6.4%	53.6%
	Action	126	7.1%	59.7%
	Animation	67	3.8%	31.8%
	ScienceFiction	51	2.9%	24.2%
	Patriotic	26	1.5%	12.3%
	Fantasy	42	2.4%	19.9%
	Religious	39	2.2%	18.5%
	Adult	45	2.5%	21.3%
Total		1767	100.0%	837.4%

a. Dichotomy group tabulated at value 1.

Interpretation:

The analysis indicates that Movies are the most preferred category, selected by 85.8% of respondents, followed by Web Series at 78.2%. Drama, Thriller and Crime also receive relatively high preference. Romantic and Horror content are selected by more than half of the respondents. Categories such as documentaries and science fiction receive comparatively lower preference.

4.4 Preferred Content Type

Content Type	Frequency	Percentage
Movies	181	85.8%
Web Series	165	78.2%
Live Sports	89	42.2%
Reality Shows	85	40.3%
TV Shows	79	37.4%
Educational Content	48	22.7%
Documentaries	44	20.9%
News and Current Affairs	27	12.8%

Interpretation:

The findings indicate that Movies were the most frequently preferred content type, selected by 85.8% of respondents, followed by Web Series at 78.2%. Live Sports and Reality Shows were selected by 42.2% and 40.3% of respondents, respectively. Educational Content and Documentaries recorded relatively lower preferences, while News and Current Affairs was the least preferred content type at 12.8%. Overall, entertainment-oriented content, particularly movies and web series, dominates the OTT content preferences of the respondents.

4.5 Reliability Analysis

Sr. No.	Construct	No. of Items	Cronbach's Alpha
1	Viewing Frequency and Distribution	5	0.881
2	Binge Watching Intensity	5	0.859
3	Content Diversity and Genre Preference	5	0.883
4	Platform Engagement Behaviour	5	0.883
5	Motivational Orientation and Purpose	5	0.825

Interpretation:

The Cronbach's Alpha values for all the selected constructs range from 0.825 to 0.883, indicating a satisfactory level of internal consistency among the items used to measure the respective constructs. Viewing Frequency and Distribution recorded a Cronbach's Alpha of 0.881, while Binge Watching Intensity recorded 0.859. Content Diversity and Genre Preference and Platform Engagement Behaviour both demonstrated strong reliability with alpha values of 0.883. Motivational Orientation and Purpose also showed satisfactory reliability with an alpha value of 0.825. Overall, the reliability results indicate that the items included under the selected constructs are sufficiently consistent and reliable for further analysis.

5. Conclusion, Implications and Limitations

5.1 Conclusion

The study indicates that OTT platforms have become an important part of media consumption among college-going students in Surat City. Movies and web series are the most preferred content types, while Netflix and JioHotstar are the most preferred platforms. The findings also indicate regular OTT viewing, binge-watching practices, diverse genre preferences and multiple motivations for OTT consumption.

5.2 Implications

The findings can help OTT platforms understand the viewing preferences and consumption patterns of college students. Platforms can use these insights to improve content offerings, recommendations and user engagement strategies. The study may also help content creators and marketers design content and promotional strategies suited to the preferences of young viewers.

5.3 Limitations

The study is based on a **pilot dataset of 211 respondents** and is limited to college-going students in Surat City. The findings are based on self-reported responses and may therefore be subject to response bias. Since the present analysis focuses on OTT content consumption, psychological-impact variables included in the questionnaire are outside the scope of this paper.

5.4 Future Scope of Research

Future studies can extend the research by including larger and more diverse samples from different cities and regions. Comparative studies can also examine OTT consumption patterns across different age groups, academic streams and demographic categories. Further research may explore changes in platform preference, content consumption and viewing habits over time. Studies can also examine the role of emerging OTT platforms, regional-language content and changing subscription patterns among young viewers.

Bibliography

1. Pittman, M., & Sheehan, K. (2015). Sprinting a media marathon: Uses and gratifications of binge-watching television through Netflix. *First Monday*, 20(10). <https://doi.org/10.5210/fm.v20i10.6138>
2. Panda, S., & Pandey, S. C. (2017). Binge watching and college students: Motivations and outcomes. *Young Consumers*, 18(4), 425–438. <https://doi.org/10.1108/YC-07-2017-00707>
3. Rubenking, B., Bracken, C. C., Sandoval, J., & Rister, A. (2018). Defining new viewing behaviours: What makes and motivates TV binge-watching? *International Journal of Digital Television*, 9(1), 69–85. https://doi.org/10.1386/jdtv.9.1.69_1
4. Sung, Y. H., Kang, E. Y., & Lee, W. N. (2018). Why do we indulge? Exploring motivations for binge watching. *Journal of Broadcasting & Electronic Media*, 62(3), 408–426. <https://doi.org/10.1080/08838151.2018.1451851>
5. Shim, H., & Kim, K. J. (2018). An exploration of the motivations for binge-watching and the role of individual differences. *Computers in Human Behavior*, 82, 94–100.
6. Vaterlaus, J. M., Spruance, L. A., Frantz, K., & Kruger, J. S. (2019). College student television binge watching: Conceptualization, gratifications, and perceived consequences. *The Social Science Journal*, 56(4), 470–479. <https://doi.org/10.1016/j.soscij.2018.10.004>
7. Merrill, K., & Rubenking, B. (2019). Go long or go often: Influences on binge watching frequency and duration among college students. *Social Sciences*, 8(1), 10.
8. Flayelle, M., Maurage, P., Vögele, C., Karila, L., & Billieux, J. (2019). Time for a plot twist: Beyond confirmatory approaches to binge-watching research. *Psychology of Popular Media Culture*, 8(3), 308–318. <https://doi.org/10.1037/ppm0000187>
9. Steiner, E., & Xu, K. (2020). Binge-watching motivates change: An exploration of the effect of binge-watching on motivations for media use. *Convergence*, 26(1), 82–101. <https://doi.org/10.1177/1354856517750365>
10. Starosta, J. A., & Izydorczyk, B. (2020). Understanding the phenomenon of binge-watching—A systematic review. *International Journal of Environmental Research and Public Health*, 17(12), 4469. <https://doi.org/10.3390/ijerph17124469>
11. Nanda, A. P., & Banerjee, R. (2020). Consumer's subjective well-being through binge watching: An empirical investigation. *Psychology & Marketing*, 37(9), 1212–1230. <https://doi.org/10.1002/mar.21353>
12. Nagaraj, S., Singh, S., & Yasa, V. R. (2021). Factors affecting consumers' satisfaction and intention to use OTT platforms. *Technology in Society*, 65, 101534. <https://doi.org/10.1016/j.techsoc.2021.101534>
13. Sadana, M., & Sharma, D. (2021). How over-the-top (OTT) platforms engage young consumers over traditional pay television service? An analysis of changing consumer preferences and gamification. *Young Consumers*, 22(3), 348–367. <https://doi.org/10.1108/YC-10-2020-1231>
14. Verma, S., & Yadav, S. K. (2023). The antecedents of consumer satisfaction toward OTT platforms during COVID-19 lockdown in India. *Jindal Journal of Business Research*, 12(1), 30–43. <https://doi.org/10.1177/22786821231161853>
15. Flayelle, M., Maurage, P., Di Lorenzo, K. R., Vögele, C., Gainsbury, S. M., & Billieux, J. (2020). Binge-watching: What do we know so far? A first systematic review of the evidence. *Current Addiction Reports*, 7(1), 44–60. <https://doi.org/10.1007/s40429-020-00299-8>

16. Viens, A., & Farrar, K. M. (2021). Conceptualizing and measuring binge watching. *Communication Studies*, 72(3), 267–284. <https://doi.org/10.1080/10510974.2021.1876748>