



The reasons behind consumers' over-the-top (OTT) online streaming subscription and retention in Thailand

Panjamapon Pholkerd*, Pitipat Nittayakamolpun

Faculty of Management Science, Buriram Rajabhat University, Buriram 31000, Thailand

Article Info

Article history:

Received 06 February 2024

Revised 06 October 2024

Accepted 31 October 2024

Available online 18 March 2026

Keywords:

consumers,
over-the-top,
subscription

Abstract

The emerging entertainment platform called Over-the-top (OTT) has gained significant popularity in Thailand; there are limited studies available. This study aims to investigate the reasons behind consumers' OTT online streaming subscriptions and retention in Thailand. The proposed conceptual model was based on the uses and gratification theory (UGT) and consumption values theory (TCV). The measurement model utilized confirmatory factor analysis (CFA), and structural equation modeling (SEM) was applied to analyze data from 468 respondents in order to test the hypothesis. The findings revealed that entertainment and content quality influenced both consumers' subscription and retention, whereas personal customization affects subscription but does not impact retention. This study contributes to the academic literature and stakeholders in the OTT industry. The findings add to the body of knowledge for OTT service providers on customer behavior and regulators on supporting policies.

© 2026 Kasetsart University.

Introduction

Technological advancement has drastically transformed consumers' entertainment consumption patterns. The new entertainment model shifted media consumption pattern from traditional sources to internet video services known as Over-the-top (OTT) (Shin et al., 2016). The OTT streaming platforms have emerged because of technological advancement and the shift in entertainment provision model (Agarwal et al., 2023). The expansion of OTT streaming platforms

enables consumers to easily customize their media consumption, offering customers a range of options and the continuous capacity to customize the media they wish to access without the involvement of operator on content distribution (Bhattacharyya et al., 2022). The OTT streaming platforms are such as Netflix, Disney+ Hotstar, Apple TV+, YouTube, Hulu, and Viu (Chakraborty et al., 2023). OTT services are relatively growing into popular media in recent years. The market revenues of OTT are expected to reach a compound annual growth rate during 2023–2028 at 7.30 percent,

* Corresponding author.

E-mail address: panjamapon.ph@bru.ac.th (Pholkerd, P).

<https://doi.org/10.34044/j.kjss.2026.47.1.17>

2452–3151/© 2026 Kasetsart University.

leading to an estimated global market size of USD 420.10 billion by 2028, out of which USD 273.8 million is the number of OTT market revenues in Thailand, which presents a domestic increase of 35.52 percent (Statista, 2023).

The popularity of OTT streaming platform prompted a comparison of consumer usage between these platforms and local service providers in South Korea (Shin et al., 2016; Shin & Park, 2021) and India (Nagaraj et al., 2021). Also, an insightful cross-country analysis was done on subscription and recommendation by Yousaf et al. (2021), who had examined Indian and US customers. Despite their popularity, OTT service providers are struggling to generate more revenue as well as a larger number of subscribers due to the present red ocean condition (Yoon & Kim, 2023). Statista (2023) indicated that the overall total revenue of OTT service providers in Thailand, in comparison to during COVID-19 pandemic and post-COVID-19, was increasing at a diminishing rate. It could be inferred that the OTT service providers are facing the challenge of maintaining consumers' retention. In order to maintain the level of expected revenue, OTT service providers have shifted their priority from acquiring new subscribers to retaining existing ones (Soren & Chakraborty, 2024). Understanding the factors influencing customer retention for OTT subscriptions could assist service providers in formulating strategies for maintaining existing subscribers and attracting new ones.

In order to maintain the revenue through securing subscribers, it is essential to take into account additional factors other than consumers' behavior and satisfaction (Yoon & Kim, 2023). A comprehension of factors that influence customers to subscribe on any OTT platform is essential to stakeholders such as service providers, customers, and regulators (Soren & Chakraborty, 2024). Past scholarship regarding OTT platforms was discussed about consumers' OTT consumption behavior in India (Peraiya & Nandukrishna, 2023; Soren & Chakraborty, 2024), Portugal (Barata & Coelho, 2021), and the United States (Camilleri & Falzon, 2020; Palomba, 2022). However, in the context of Thailand, OTT study has not yet been found in the literature. Therefore, further research is needed to understand the OTT consumption behavior of consumers in Thailand. This gap in the literature presents an opportunity for future studies to explore and analyze the OTT consumption in Thailand.

The understanding and adaptation of the OTT service providers to secure a number of subscribers in the future is crucial for their long-term success. Therefore,

the question adding to this study is: What are the factors that can secure consumers' subscriptions and retention? To answer the research's question, this study aimed to determine the reasons that Thai consumers subscribe and remain to subscribe to the OTT online streaming platforms. In achieving the aim of the study, we apply the uses and gratification theory (UGT) to explain the motivations and associate behavior of consumers remaining as subscribers on any OTT streaming platforms. Prior studies suggested that components of UGT, e.g. information seeking, enjoyment, ease of use, customer service, and social engagement are important aspects to secure technology consumption (Menon, 2022; Yousaf et al., 2021). Adding to the explanation of UGT on behavioral motivation, the consumption values theory (TCV) is applied to integrate the explanation to determine the consumer's behavior toward any offerings of the OTT service providers. The measurement model will be examined by confirmatory factor analysis (CFA) and then assessed using structural equation model (SEM) to analyze the model (see, e.g., Bhattacharyya et al., 2022; Chakraborty et al., 2022; and Chakraborty et al., 2023; Yousaf et al., 2021). The findings of this study could benefit stakeholders, including OTT service providers in formulating service strategies, subscribers who will directly enjoy the benefits, and regulators in comprehending consuming behavior patterns before implementing any media support or restrictions.

The next section relates to the relevant study's literature review, followed by the methodology section describing the study design. Next, the subsequent sections include results that aim to enhance the existing literature on OTT services, along with a discussion to present a comparison of the present study and past study, a conclusion, and recommendations that will provide a comparative perspective and guidance for stakeholders.

Literature Review

Uses and gratification theory (UGT)

The uses and gratification theory (UGT) is a popular framework used to explain motivation and association behavior in consuming certain product or services to fulfill personal needs (Menon, 2022). UGT often explore psychological antecedent, uses motivation, and consequences of media usage (Katz et al., 1973; Sowmya et al., 2024). This theory was initially utilized to examine media users' engagement with traditional media forms, including newspapers, radio, television,

and telephone (Thongsri et al., 2018). The idea of UGT is that media usage is purposeful; therefore, consumers would actively adopt their media usage based on their desires and expectation. In the context of media platforms, the UGT uses factors such as media presence, social interaction, and engagement to predict user behavior and purchase intention (Yousaf et al., 2021). The UGT is a commonly used theory to explain media consumption (Chavee & Vongurai, 2023; Katz et al., 1973; Periaiya & Nandukrishna, 2023), providing a useful theoretical framework to understand why consumers subscribed and continued to subscribe to OTT online streaming platforms. Based on UGT, we applied customers' subscriptions as a proxy for purchase intention.

Prior studies with UGT have extensively investigated consumptions in many different mediums, such as Facebook (Alhabash et al., 2014), websites (Ifinedo, 2016), mobile applications (Chakraborty et al., 2022; Sowmya et al., 2024), the live streaming platform market (Chavee & Vongurai, 2023) and even the educational field via mobile learning (Thongsri et al., 2018). A comprehensive study on OTT streaming platforms, including the research of Yousaf et al. (2021), demonstrated that entertainment and content quality influence usage intention, which in turn impacts retention. This is also consistent with the findings from Periaiya and Nandukrishna (2023). The result from Nagaraj et al. (2021) indicated that content and personalization are highly predictive of willingness to subscribe and remain subscribed, which is also consistent with Shin and Park (2021). According to findings from Menon (2022), personal customization is a key predictor of OTT subscription intention. The UGT proposes that individuals pursue media and technology to fulfill their desires and gain advantages from its consumption (Agarwal et al., 2023). Considering the insufficient explanation of subscription behavior in Thailand, where the adoption of OTT streaming platforms is increasing due to entertainment demands, the study aimed to determine the reasons that Thai consumers subscribe and remain to subscribe to the OTT online streaming platforms.

Consumption Values Theory (TCV)

The concept of consumption values theory (TCV) serves as an explanation for consumers' choices towards any products or services offered by a brand. TCV explains consumers' decisions to purchase or not, as well as their preference for any brand over another, based on five consumption values: functional, social, emotional, epistemic, and conditional values (Sheth et al., 1991). The fundamental assumption of

TCV suggested that consumer behavior is influenced by five distinctive consumption values, where each consumption value is independent from the other and can be perceived individually; they also have different contributions in different purchase situations. (Mason et al., 2023; Sheth et al., 1991). Consumer's decisions to buy are determined by perceived consumption values associated with product usage, which may partially or entirely affect their buying behavior (Chakraborty et al., 2022). The combination of these values influences consumers' purchasing decisions to some extent. Thus, there are various studies that employed these values as independent or proxy variables (Kaur et al., 2021; Teng, 2018). Given that the consumption values are independent and can be explained separately, therefore, we employ entertainment, content quality, and perceived personalization as proxies for emotional, functional, and conditional aspects, respectively (Choe & Kim 2018; Muhamed et al., 2019; Chakraborty et al., 2023; Talwar et al., 2024), as these variables were grouped together.

TCV has been extensively applied to predict consumer behavior (Mason et al., 2023). With an extensive growth of technology, the TCV has emerged as a useful theoretical framework for various studies related to technological usage, including food delivery applications (Kaur et al., 2021; Chakraborty et al., 2022), online games (Teng, 2018; Thongmak, 2020), as well as Over-the-top (OTT) streaming platforms. For example, Chakraborty et al. (2023) found that functional values, emotional values, and conditional values affect purchase intention. This is closely consistent with the findings of Talwar et al. (2024), who discovered that emotional values influence purchase intention, whereas functional values and conditional values did not demonstrate any effect. OTT studies utilize TCV because it can clearly identify consumption values, aiding OTT service providers in comprehending their customers' subscription behavior. However, there are few OTT studies that apply TCV as a framework. To contribute to the existing literature, the study utilized TCV to identify the reasons Thai consumers subscribe to and continue to subscribe to OTT online streaming platforms.

Over-the-top Platforms (OTT)

The over-the-top (OTT) platforms are internet-based services that deliver audio-visual content to subscribers (Chakraborty et al., 2023). OTT platforms like YouTube, Netflix, Hulu, Amazon Prime, Disney+ Hotstar, etc. dominate a substantial portion of internet video streaming traffic (Menon, 2022; Nagaraj et al., 2021),

accessible via devices like smartphones, tablets, laptops, personal computers, and smart TVs. OTT significantly transformed the media sector's business practices and influenced consumer behavior in entertainment consumption. The OTT has shifted media consumption from traditional to new methods, and from free programming to subscription-based models (Agarwal et al., 2023) and transformed consumer behavior into active users (Shin & Park, 2021). Therefore, consumer viewing behavior has changed due to an increased popularity of OTT services.

Previous studies investigated OTT in different frameworks such as user gratification theory (UGT), to explain usage intention and technology adaptation (Camilleri & Falzon, 2020). According to UGT, Periaiya and Nandukrishna (2023) found that entertainment and personalization affect satisfaction, and ultimately satisfaction affects retention. The consumption value theory (TCV) aims to explain the value that customers derive from their OTT platform-specific consumption (Chakraborty et al., 2023; Talwar et al., 2024). Additionally, many other OTT studies have been conducted, each using a different framework and focusing on different aspects (Bhattacharyya et al., 2022; Nagaraj et al., 2021; Palomba, 2022; Soren & Chakraborty, 2024). In this study, our aim was to determine the reasons that Thai consumers subscribe and remain to subscribe to the OTT online streaming platforms. Therefore, we apply TCV to first explain the reasons that are motivation to subscribe to any OTT and apply UGT to further explain the motivation that consumers would remain to subscribe to the current OTT. The existence of this study also enables us to supplement the existing literature on the TCV and UGT framework, thereby contributing to future reviews in related fields.

Based upon the factors considered from the comprehensive review, we proposed the following hypothesis statement and a study framework (Figure 1) to fill the gap and answer the research question.

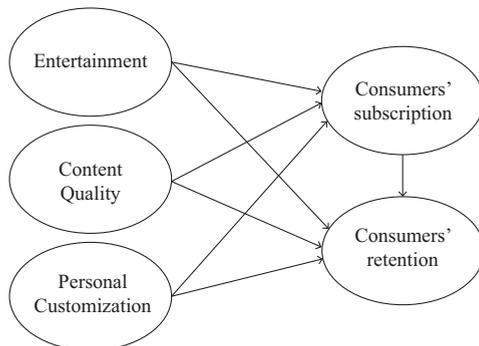


Figure 1 Conceptual Framework

- H1: Entertainment influences consumers' subscription
 H2: Entertainment influences consumers' retention
 H3: Content Quality influences consumers' subscription
 H4: Content Quality influences consumers' retention
 H5: Personal Customization influences consumers' subscription
 H6: Personal Customization influences consumers' retention
 H7: Consumers' subscription influences consumers' retention

Methodology

Population and samples

The sample was drawn from a population of paid OTT subscribers in Thailand aged from 20 years old (Periaiya & Nandukrishna, 2023; Shin & Park, 2021). They are the adult subscriber group that spends the majority of their time-consuming OTT (Yoon & Kim, 2023). The study sample consists of active OTT subscribers with significant experience, indicating that purposive sampling was employed for selection (Soren & Chakraborty, 2024). According to Hair et al. (2010), the calculation for minimum sample size must be 20 times of observed variables. Since there are 14 observed variables in the study, therefore, the minimum sample size of the study is 280 samples.

Research instruments

A comprehensive review of existing literature was conducted to identify the proposed hypotheses that determine consumers' reasons to subscribe and continue using OTT online streaming platforms. Then, the quantitative research was conducted to confirm the hypothesis. The questionnaire items were identified and adopted based on observations from past research with similar context using a five-point Likert scale (Likert, 1932), and the items are listed in the [appendix](#). Item Objective Congruence (IOC) was reviewed by 3 experts to validate content consistency. A trial of 50 samples as a pilot survey was conducted before the actual distribution, and the Cronbach's alpha indicated a value between 0.812 and 0.873, which is above 0.80 (Cronbach, 1951). The results of the pilot survey were used to make final adjustments to the survey instrument.

Data collection

Data were collected by handing out questionnaires. The distribution of questionnaires took place both offline via in-person and online using Google Forms links distributed via social platforms such as Facebook community groups and Line. Respondents to the questionnaire must be people who are subscribers of OTT platforms, namely, Netflix, Disney+ Hotstar, Viu, Amazon Prime Video, and Apple TV+ only (Tan, 2023). Data collected would be validated for structural equation modeling (SEM), which is similar to the study of Bhattacharyya et al. (2022), Chakraborty et al. (2023), and Periaiya & Nandukrishna (2023). The questionnaire distribution was done from October to December 2023, and a total of 674 respondents were received, out of which 468 were completed and valid. Therefore, 468 were considered the sample size due to exceeding the previously specified minimum requirement.

Data analysis

To determine the reasons that Thai consumers subscribe and remain to subscribe to the OTT online streaming platforms, this study employed confirmatory factor analysis (CFA) for measurement model followed by structural equation model (SEM) to investigate the conceptual framework and put forth a model for consumption of OTT online streaming platforms (Bhattacharyya et al., 2022; Yousaf et al., 2021; Chakraborty et al., 2022; and Chakraborty et al., 2023). Reliability was checked using Cronbach's alpha to confirm the internal consistency among the variables. Cronbach's alpha for entertainment, content quality, personal customization, consumers' subscription, and consumers' retention show higher than 0.7 (Cronbach, 1951; Yoon & Kim, 2023).

Additionally, confirmatory factor analysis (CFA) was performed to validate the convergent and discriminant validity of each variable. To assess the degree to which the measurement variable explained every hypothesis, validity verification was performed using the average variance extracted (AVE) value with the composite reliability (CR) value (Fornell & Larcker, 1981; Soren & Chakraborty, 2024).

Results

Demographic result

The study was done by questionnaires, and the survey took place both online and offline to ensure that

the acquired data represent different perspectives of different OTT subscribers. We employed 5 demographic aspects as shown in Table 1. The sample consisted of 468 respondents, of which the majority were female (68.80%), age group was 20–29 years old (49.15%), and the most subscribed platform was Netflix (35.26%). The most average time spent daily was 2–3 hours (51.50%), and most preferred device to stream the content was tablet (42.52%).

Table 1 Descriptive result

Variables	Description	Frequency	Percentage
Gender by birth	Male	146	31.20
	Female	322	68.80
Ages	20–29	230	49.15
	30–39	161	34.40
	40–49	65	13.89
	50 and above	12	2.56
subscribed OTT platforms	Netflix	165	35.26
	Disney+ Hotstar	78	16.67
	Amazon Prime Video	63	13.46
	Viu	98	20.94
	Apple TV+ other OTT	52	11.11
Average time spent daily	1 hr and below	173	36.97
	2–3 hrs	241	51.50
	4–5 hrs	54	11.54
Prefer devices	Smart phones	108	23.08
	Tablet	199	42.52
	TV	43	9.19
	Laptop/PC	118	25.21

Result of Structural Model

Cronbach's alpha is used to measure the precision of the various factors in the study to demonstrate reliability (Cronbach, 1951). The convergent validity is presented in Table 2, and the composite reliability (CR) and average variance extracted (AVE) values for various constructs are greater than 0.70 and 0.50, respectively (Fornell & Larcker, 1981). Our study employed structural equation modeling (SEM) using LISREL to perform the analysis. The proposed structural model provided a good fit with the following values $\chi^2/df = 1.40$, Comparative fit index (CFI) = 1.00, Goodness of Fit Index (GFI) = 0.98, Adjusted Goodness of Fit Index (AGFI) = 0.96, and Root Mean Square Error of Approximation (RMSEA) = 0.029 (Table 2). All indices were within the recommended limit (Hair et al., 2010).

Table 2 Result of confirmatory factors

Items	Loading	SD	M	α	AVE	CR
Entertainment (ET)				0.873	0.524	0.766
Enjoyment (ENJ)	0.93	1.73	3.82			
Relaxation (REL)	0.74	1.18	3.78			
Emotion (EMO)	0.50	1.09	4.88			
Content Quality (CQ)				0.844	0.585	0.821
Perceived Quality (PEQ)	0.84	1.18	4.06			
Perceived Functional (PEF)	0.75	0.89	4.40			
Perceived Usefulness (PEU)	0.79	0.66	4.35			
Personal Customization (PC)				0.820	0.556	0.714
Personalization (PER)	0.39	1.61	4.42			
Navigable (NAV)	0.34	1.07	3.62			
Consumers' Subscription (CS)				0.816	0.634	0.838
Behavioral intention (BEI)	1.23	0.96	3.23			
Conditional value (COV)	1.03	1.21	4.74			
Satisfaction (SAT)	0.85	1.06	3.49			
Customer Retention (CR)				0.812	0.528	0.767
Continuance Intentions (CON)	0.73	1.19	4.84			
Stickiness (STI)	0.60	0.83	4.09			
Subscription Intention (SUB)	0.46	0.69	3.93			

$\chi^2/df = 1.40$, CFI = 1.00, GFI = 0.98, AGFI = 0.96, RMSEA = 0.029, SRMR = 0.020

Note: α = Cronbach's alpha, CR > 0.7, AVE > 0.5.

Hypothesis testing

Our study aimed to determine the reasons that Thai consumers subscribe and remain to subscribe to the OTT online streaming platforms; thus, the comprehensive review of literature presented us with factors that would affect customers subscription as well as retention on certain OTT online streaming platforms. We have entertainment (ET), content quality (CQ), and personal customization (PC) as independent variables and factors influence consumers' subscription (CS) and consumers' retention (CR). The result shown in Table 3 demonstrates statistically significant for H1: entertainment influences consumers' subscription, H2: entertainment influences consumers' retention, H3: content quality influences consumers' subscription, H4: content quality influences consumers' retention, H5: personal customization influences consumers' subscription, and H7: consumers'

subscription influences consumers' retention, thus, the said hypotheses are accepted. However, H6: personal customization influences customers' retention did not validate statistically significant; thus, the hypothesis was rejected (Figure 2).

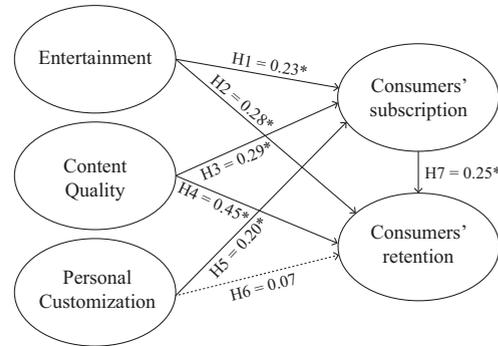


Figure 2 Structural Model

Table 3 Result of hypothesis

Hypothesis	β	Result
H1: Entertainment → Consumers' Subscription	0.23*	Supported
H2: Entertainment → Consumers' Retention	0.28*	Supported
H3: Content Quality → Consumers' Subscription	0.29*	Supported
H4: Content Quality → Consumers' Retention	0.45*	Supported
H5: Personal Customization → Consumers' Subscription	0.20*	Supported
H6: Personal Customization → Consumers' Retention	0.07	Not supported
H7: Consumers' Subscription → Consumers' Retention	0.25*	Supported

Note: * = p < 0.01

The results of the indirect effect test showed that there are indirect effects from entertainment to customer retention through subscriptions, as well as an effect from content quality to customer retention through subscriptions. Similarly, there is also an effect from personal customization on customer retention through subscriptions (Table 4).

Discussion

This study was done in the context of Thailand. This research is an early investigation in Thailand to examine the consumption behavior of Thai customers on Over-the-top (OTT) online streaming platforms. During the extensive literature review based on uses and gratification theory (UGT) and consumption values theory (TCV), finally we proposed a conceptual framework that influences consumers' subscriptions and remain to subscribe to the OTT online streaming platforms. The study examined the relationship between entertainment, content quality, and personal customization with consumers' subscription and retention; thus, we proposed seven hypotheses to be tested.

The results of this study provided empirical data to support the seven proposed hypotheses, and the findings revealed that six hypotheses were accepted and one was rejected. Complying to the uses and gratification theory (UGT) and consumption values theory (TCV), we found that entertainment as a proxy for emotional value had significantly influenced consumers' subscription decisions (H1). The result of H1 indicates that subscribers are more inclined to subscribe to OTT platforms when their entertainment needs are met. The motivations for subscription also vary across different age groups. The younger age group engages with OTT platforms for leisure and relaxation after academic and professional commitments, whereas the older age group faces challenges in allocating time for relaxation and entertainment due to their demanding schedules and responsibilities. The findings are consistent with Chakraborty et al. (2023) and Periaiya and Nandukrishna (2023), who focused on Indian subscribers. The result of H2

indicated that entertainment influences consumers' retention, where entertainment includes enjoyment, pleasure, and emotional engagement. The fulfillment of all entertainment elements significantly impacts subscribers' decision to continue their subscriptions to preferred OTT platforms. This is consistent with the consumption pattern in India and the USA (Menon, 2022; Yousaf et al., 2021). Furthermore, entertainment showed an indirect effect on consumers' retention via consumers' subscriptions, as customers remain satisfied even post-subscription and are likely to maintain their membership moving forward. Entertainment emerged as a vital factor influencing customer subscription and retention.

Content quality, which serves as an indicator of functional value, demonstrated an impact on consumers' subscriptions (H3). When customers experience the services, they evaluate the content quality. To eliminate the burden of watching unwanted advertisements and wasting time searching for content to watch, the preferred OTT platform provides genres for personal selection with high-definition (HD) video quality. Additionally, the younger age group emphasizes content quality, given the extensive range of offerings from OTT service providers, while the older age group chooses the OTT platform that aligns with their preferences due to time limitations. The findings matched with studies carried out in India by Nagaraj et al. (2021) and Periaiya and Nandukrishna (2023), as well as a comparative study from Yousaf et al. (2021) between India and the USA. Additionally, the qualitative study conducted by Agarwal et al. (2023) corroborated the same findings. Similarly, content quality showed an influence on consumers' retention (H4). The ability to provide engaging content and consistent video quality would secure consumers' satisfaction, and ultimately, they would remain subscribing to the OTT platforms. This aligns with the study by Shin & Park (2021) on Korean OTT subscribers' satisfaction, as well as Chakraborty et al. (2023) and Talwar et al. (2024) with Indian subscribers. Additionally, content quality also indirectly impacted consumers' retention via consumers' subscriptions (Bhattacharyya et al., 2022; Chakraborty et al., 2023).

Table 4 Result of indirect effect

Indirect effect	β
Entertainment → Consumers' Subscription → Consumer' Retention	0.06*
Content Quality → Consumers' Subscription → Consumer' Retention	0.07*
Personal Customization → Consumers' Subscription → Consumer' Retention	0.05*

Note: * p < 0.01

Next, personal customization showed an influence on consumers' subscription (H5). The rationale for subscription lies in customers' perception of the diverse range of preferred content provided by OTT platforms, as well as their feeling that the attractiveness of the content justifies spending as subscribers. Furthermore, the younger age group expressed satisfaction with the personal customization feature, which allows them to browse preferred content and navigate videos in 10-second increments, whereas the older age group expressed satisfaction with the genre suggestions offered by the OTT platform. This corresponds to surveys by Nagaraj et al. (2021) and Menon (2022) among Indian subscribers, which indicated that OTT platforms services that can fulfill users' customization needs will positively enhance subscription decisions. On the contrary, personal customization did not show any influence on consumers' retention (H6); thus, the hypothesis was rejected. The finding differed from other studies such as Menon (2022); Periaiya and Nandukrishna (2023); and Chakraborty et al. (2023), as their finding indicated that personalization could have an impact on continued subscription. Nonetheless, the research on music streaming services by Barata and Coelho (2021) yielded consistent results with our study. While personal customization did not directly affect consumer retention, the findings suggested that it impacted retention indirectly through consumers' subscriptions. In accordance with the results of the research conducted by Periaiya and Nandukrishna (2023). This is reasonable, as customers must utilize the personalized features to be persuaded to maintain their memberships.

Finally, consumers' subscription influenced consumers' retention (H7). This is practical, as customers who subscribed to OTT platforms and experienced positive sentiments towards the services are likely to continue their subscriptions in the future. This finding matches the research by Yousaf et al. (2021), which indicated a relationship between subscription factors and the intention of continuing subscriptions among users in India and America. The study by Chakraborty et al. (2023) and Talwar et al. (2024) also confirmed the same findings with Indian users. Similarly, Periaiya and Nandukrishna (2023) reported the same findings based on the use and gratification theory.

Conclusion and Recommendation

Over-the-top (OTT) streaming platforms are growing worldwide and provide a new media consumption pattern, particularly in developing countries such as Thailand. The research on OTT streaming platforms in Thailand

is still relatively new. There are currently only a few theoretical and empirical models available to understand OTTs. Our study focused on determining the reasons that Thai consumers subscribe and remain to subscribe to the OTT online streaming platforms. The study employs the uses and gratification theory (UGT) to comprehend the impact of media usage on customers' subscriptions and retention, and the consumption values theory (TCV) to pinpoint the factors that shape consumers' subscriptions in Thailand. The study proposed a research framework to determine the reason that can impact consumers' subscription and retention.

The empirical findings suggested that content quality had the greatest impact on consumers' subscriptions and retention, followed by entertainment and personal customization. OTT service providers should prioritize delivering high-quality content that caters to the diverse preferences of various age groups. To support the younger age group, OTT service providers should provide a diverse range of content, while also ensuring that the older age group receives a distinct yet not overly broad variety of content. This study also provides theoretical insights for future academic research contributing to the limited resource for OTT study in the future in Thailand as well as another region. The result would be a source of practical implications for OTT service providers and customers who derive benefits from using OTT platforms. Customers who are the sole users of OTT services and have the power of selection will benefit by getting their desired service from the OTT providers. Finally, the study would also benefit regulators who are responsible for issuing regulations that support OTT service providers and content creators, enabling them to compete effectively in market revenue, especially in developing countries. This study only examines the factors influencing consumers' subscription behavior, leaving other dimensions of OTT platforms that may require academic attention in the future.

Conflict of Interest

That there is no conflict of interest.

Acknowledgments

The authors gratefully acknowledge the funding support provided by the Faculty of Management Science (Grant number 4/2024) and financial support for the publication of this article from Buriram Rajabhat University.

References

- Agarwal, R., Mehrotra, A., Sharma, V., Papa, A., & Malibari, A. (2023). Over-the-top (OTT) retailing in the post pandemic world: Unveiling consumer drivers and barriers using a qualitative study. *Journal of Retailing and Consumer Services*, 75, 103529. <https://doi.org/10.1016/j.jretconser.2023.103529>
- Alhabash, S., Chiang, Y.H., Huang, K. (2014). MAM & U&G in Taiwan: Differences in the uses and gratifications of Facebook as a function of motivational reactivity. *Computers in Human Behavior*, 35, 423–430. <http://doi.org/10.1016/j.chb.2014.03.033>
- Barata, M. L., & Coelho, P. S. (2021). Music streaming services: understanding the drivers of customer purchase and intention to recommend. *Heliyon*, 7(8), e07783. <https://doi.org/10.1016/j.heliyon.2021.e07783>
- Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2022). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652–682. <https://doi.org/10.1108/JSTPM-09-2020-0135>
- Camilleri, M. A., & Falzon, L. (2020). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing*, 2444–9709. <https://doi.org/10.1108/SJME-04-2020-0074>
- Chakraborty, D., Kayal, G., Mehta, P., Nunkoo, R., & Rana, N. P. (2022). Consumers' usage of food delivery app: a theory of consumption values. *Journal of Hospitality Marketing & Management*, 31(5), 601–619. <https://doi.org/10.1080/19368623.2022.2024476>
- Chakraborty, D., Siddiqui, M., Siddiqui, A., Paul, J., Dash, G., & Mas, F. D. (2023). Watching is valuable: Consumer views – Content consumption on OTT platforms. *Journal of Retailing and Consumer Services*, 70, 103148. <https://doi.org/10.1016/j.jretconser.2022.103148>
- Chavee, N., & Vongurai, R. (2023). Factors Impacting Trust, Satisfaction, and Purchase Intention Via Social Live Stream Commerce with Thai Influencers. *Journal of Multidisciplinary in Social Sciences*, 19(2), 30–41. <https://so03.tci-thaijo.org/index.php/sduhs/article/view/268399>
- Choe, J. Y., & Kim, S. (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1–10. <https://doi.org/10.1016/j.ijhm.2017.11.007>
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297–334. <https://doi.org/10.1007/BF02310555>
- Fornell, C., & Larcker, D.F. (1981). Structural equation models with unobservable variables and measurement error: algebra and statistics. *Journal of Marketing Research*, 18(3), 382–388. <https://doi.org/10.1177/002224378101800313>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate data analysis: A global perspective* (7th ed.). Pearson.
- Ifinedo, P. (2016). Applying uses and gratifications theory and social influence processes to understand students' pervasive adoption of social networking sites: Perspectives from the Americas. *International Journal of Information Management*, 36, 192–206. <https://doi.org/10.1016/j.ijinfomgt.2015.11.007>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509–523. <https://doi.org/10.1086/268109>
- Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2021). The value proposition of food delivery apps from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, 33(4), 1129–1159. <https://doi.org/10.1108/IJCHM-05-2020-0477>
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*, 22(140), 1–55. <https://psycnet.apa.org/record/1933-01885-001>
- Mason, M. C., Oduro, S., Umer, R. M., & Zamparo, G. (2023). Effect of consumption values on consumer behavior: a Meta-analysis. *Marketing Intelligence & Planning*, 41(7), 923–944. <https://doi.org/10.1108/MIP-03-2023-0100>
- Menon, D. (2022). Purchase and continuation intentions of over-the-top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Telematics and Informatics Reports*, 5, 100006. <https://doi.org/10.1016/j.teler.2022.100006>
- Muhamed, A.A., Ab Rahman, M.N., Mohd Hamzah, F., Che Mohd Zain, C.R. & Zailani, S. (2019). The impact of consumption value on consumer behaviour: A case study of halal-certified food supplies. *British Food Journal*, 121(11), 2951–2966. <https://doi.org/10.1108/BFJ-10-2018-0692>
- Nagaraj, S., Singh, S., & Yasa, V. R. (2021). Factors affecting consumers' willingness to subscribe to over-the-top (OTT) video streaming services in India. *Technology in Society*, 65, 101534. <https://doi.org/10.1016/j.techsoc.2021.101534>
- Palomba, A. (2022). Building OTT brand loyalty and brand equity: Impact of original series on OTT services. *Telematics and Informatics*, 66, 101733. <https://doi.org/10.1016/j.tele.2021.101733>
- Periaiya, S., & Nandukrishna, A. T. (2023). What Drives User Stickiness and Satisfaction in OTT Video Streaming Platforms? A Mixed-Method Exploration. *International Journal of Human-Computer Interaction*, 40(9), 2326–2342. <https://doi.org/10.1080/10447318.2022.2160224>
- Sheth, J.N., Newman, B.I., & Gross, B.L. (1991). Why we buy what we buy: a theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Shin, J., Park, Y., & Lee, D. (2016). Strategic management of over-the-top services: Focusing on Korean consumer adoption behavior. *Technological Forecasting & Social Change*, 112, 329–337. <http://doi.org/10.1016/j.techfore.2016.08.004>
- Shin, S., & Park, J. (2021). Factors affecting users' satisfaction and dissatisfaction of OTT services in South Korea. *Telecommunications Policy*, 45(9), 102203. <https://doi.org/10.1016/j.telpol.2021.102203>
- Soren, A. A., & Chakraborty, S., (2024). Adoption, satisfaction, trust, and commitment of over-the-top platforms: An integrated approach. *Journal of Retailing and Consumer Services*, 76, 103574. <https://doi.org/10.1016/j.jretconser.2023.103574>
- Sowmya, G., Chakraborty, Polisettya, A., & Jain, R. K. (2024). Exploring the adoption patterns of matrimonial apps: An analysis of user gratifications. *Journal of Retailing and Consumer Services*, 78, 103731. <https://doi.org/10.1016/j.jretconser.2024.103731>
- Statista. (2023). *Revenue of the OTT video market in Thailand from 2018 to 2028*. <https://www.statista.com/forecasts/1256808/ott-video-services-revenue-thailand>
- Talwar, S., Kaur, P., Kumar, S., Laroche, M., & Dhir, A. (2024). Caged, helpless but not bored: consumption values derived from over-the-top platforms during pandemic. *Information Technology & People*, 37(1), 422–448. <https://doi.org/10.1108/ITP-11-2021-0837>
- Tan, S. (2023). *OTT video streaming services in Thailand: how do platforms compare in popularity vs satisfaction?* <https://business.yougov.com/content/47753-ott-video-streaming-services-platforms-thailand-popularity-vs-satisfaction-netflix-disney-plus-amazon-prime>
- Teng, C. I. (2018). Look to the future: Enhancing online gamer loyalty from the perspective of T the theory of consumption values. *Decision Support Systems*, 114, 49–60. <https://doi.org/10.1016/j.dss.2018.08.007>

- Thongmak, M. (2020). Determinants of intention to play Pokémon Go. *Heliyon*, 6, e03895. <https://doi.org/10.1016/j.heliyon.2020.e03895>
- Thongsri, N., Shen, L., Bao, Y., & Alharbi, I. M. (2018). Integrating UTAUT and UGT to explain behavioural intention to use M-learning: A developing country's perspective. *Journal of Systems and Information Technology*, 20(3), 278–297. <https://doi.org/10.1108/JSIT-11-2017-0107>
- Yoon, H. J., & Kim, H. K. (2023). Why do consumers continue to use OTT services? *Electronic Commerce Research and Applications*, 60, 101285 <https://doi.org/10.1016/j.elerap.2023.101285>
- Yousaf, A., Mishra, A., Taheri, B., & Kesgin, M. (2021). A cross-country analysis of the determinants of customer recommendation intentions for over-the-top (OTT) platforms. *Information & Management*, 58(8), 103543. <https://doi.org/10.1016/j.im.2021.103543>

Appendix Measurement items

Construct	Variables	Item	Source
Entertainment	Enjoyment	I feel pleasure while using this OTT streaming platform.	Chakraborty et al., 2023; Menon, 2022
		I use OTT streaming platform when I am bored.	
		This OTT streaming platform has exciting programmes. The programmes from this OTT streaming platform are engaging.	
	Relaxation	I use OTT streaming platform during my relaxation time.	
		This OTT streaming platform entertains and stimulates my mind.	
		Using this OTT streaming platform helps me to escape from tension.	
	Emotion	I enjoy watching content on OTT streaming platforms.	
		I feel relaxed when I watch content from OTT streaming platforms.	
Content Quality	Perceived Quality	Diverse content in this OTT streaming platform helps me to save time while watching advertisements on traditional channels.	Chakraborty et al., 2023; Talwar et al., 2024; Yousaf et al., 2021
		The quality content in this OTT streaming platform is more convenient to watch than another platform.	
		This OTT streaming platform provides me with better content and services compared to other providers.	
	Perceived Functional	This OTT streaming platform enables me to watch desired content anytime and anywhere.	
		This OTT streaming platform offers content of consistently good quality.	
		The services offered by OTT streaming platform meet my expectations.	
	Perceived Usefulness	This OTT streaming platform is effective for me to acquire relevant content to watch.	
		This OTT streaming platform provides me value by offering high-quality content.	
		This OTT streaming platform saves time and effort by providing engaging content at one place.	
Personal Customization	Personalization	It is important that this OTT streaming platform suggests relevant content for me.	Barata & Coelho, 2023; Periyaiya & Nandukrishna, 2023
		It is important for me to be able to create customized content.	
		It is important for me to get information about new content of my interest.	
	Navigable	I feel that they suggest personalized content relevant to me.	
		I feel that the OTT streaming app is personalized for my preference.	
		This OTT streaming platform allows me to watch a wide variety of programmes.	
		This OTT streaming platform allows me to search for content of my interest.	
		This OTT streaming platform allows me to browse content freely.	
Consumers' Subscription	Behavioral intention	I think I will watch content from OTT streaming platform in the next 2 weeks.	Chakraborty et al., 2023; Menon, 2022
		I watch content from this OTT streaming platform, so I am able to connect with my peers.	
	Conditional value	I will subscribe to OTT streaming platforms if there is a promotional offer.	
		I will subscribe to OTT streaming platforms anyway, even if there is no discount or promotional offer.	
		I will subscribe to OTT platforms if they offer more content of my choice.	
	Satisfaction	My overall experience of using this OTT streaming platform is satisfying.	
		My overall experience after using this OTT streaming platform is delightful.	
		I usually suggest my peers to use this OTT streaming platform.	

Appendix Continued

Construct	Variables	Item	Source
Consumers' Retention	Continuance Intentions	I think I will continue using this OTT streaming platform in future.	Menon, 2022; Peraiya & Nandukrishna, 2023; Talwar et al., 2024; Yousaf et al., 2021
		I will keep using this OTT streaming platform regularly as usual.	
	Stickiness	I think I may use this OTT streaming platform more often in the future.	
		I will continue subscribing to this OTT streaming platform rather than any alternative ones.	
		I do not have an intention to discontinue subscription to this OTT streaming platform.	
	Subscription Intention	I prefer watching this OTT streaming platform over other alternative ones.	
		I frequently subscribe to these OTT streaming platforms.	
		I have the intention to subscribe to OTT streaming platforms.	
		I think it is a good idea to subscribe to OTT platforms.	