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An Exploratory Factor Analysis of Socio-Cultural Drivers Influencing Consumer Engagement with Different Content on OTT Platforms in Lucknow Region

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ABSTRACT

That was the time of past year when viewer had gone in cinema hall and watched blockbusters movie, for this they waited for a week or even sometime for a month due to their busy scheduled. The advent of Over-the-top (OTT) service played an important role for changing the viewing pattern of consumer. There are above 10 OTT platforms working in India, as we know India is culturally very diverse country and Current literatures have no focused on this drivers specially in socio-cultural aspect, so the aim of the study is to explore the socio-cultural factors influencing consumer engagement with different content on OTT platforms special reference to Lucknow region. This research explored 21 socio-cultural drivers to know their influencing pattern with different content on OTT Platforms. These drivers/factors are validated through a scheduled quantitative survey of 180 OTT platforms users and analysis is done via Exploratory Factor Analysis (EFA). EFA categorise these drivers into five different categories. Findings of the study highlights Personal Engagement Motivation, Regional content affinity, Social influence, Family Influence and Cultural identity & relevancy are the five major socio-cultural factors/drivers which affect consumer to engaged with different content on OTT platforms. This research play a significant role in advancing the literature review by presenting a practical methodology for categorising drivers. Employing EFA offers a globally relevant framework for future researchers, consumer, policy maker and content creator etc.

Keywords: *Over-the-Top, Socio-Culture, Drivers, EFA, Consumer Engagement.*

Introduction

With the development of Industry 4.0 and Artificial intelligence OTT players learn about user preference, time spend on these platforms, most watched content etc (Gupta et. al, 2021). OTT platforms provide streaming services not depending on tradition Cable based TV services, consumer watch content anytime, anywhere when they want to see by paying minimum amount of subscription and in some cases no subscription needed (Srivastava & Singh, 2025: Ahuja, 2020).The Indian OTT market is rapid growing market and play a significant role in India's GDP (Srivastava & Singh, 2025). These platforms have a very old history early 2000s, when business in the streaming field like Netflix and HULU provided streaming services (Pinge & Shinde, 2023). In past days only information technology related field is used OTT services(Choi & Lee, 2023) but now due to rich internet availability, ease of use, variety of content availability and easy to access features, from children, young to old, everyone is taking advantage of the services of these platforms(Nijhawan & Dahiya, 2020; Lee & Lee, 2025). Another importance of OTT

platforms is that these platforms provides multilingual content and regional content to capture Indian consumer because the content creator know very well that India is a culturally rich country and every consumer of India getting more engaged with their regional content (Alexande et al., 2003; Alleman et al., 2013). FICCI-PwC report said that the demand for regional content in India is grown 50% by 2025 (Dhiman 2023). Consumer increasingly use these platforms to access a wide variety of content, from films and television shows to documentaries and unique works (kharade 2023).

As we know that Indian consumer pay more attention toward regional or local content due to diversity in cultural preference. Previous studies included identifying factor affecting users' to adopt OTT industry (Gupta et al., 2021), perception of OTT industries about film and media production using EFA (Lee & Lee, 2025), role of AI in content recommendation systems (Srivastava & Singh, 2025), Using TAM model examines that factor which influence technology adoption (Hoppa & Gangadharbatlab, 2016), drivers that motivate consumers for continue using OTT platforms (Nyarenda, 2020) and Understanding the reason for consumer stickiness on OTT platforms (Kour & Chhabria, 2022) etc., but there are not any researcher who focused on socio-cultural drivers of consumer who encourage them to adopt different types of content available on OTT platforms by using exploratory factor analysis.

Addressing the research gap, the research aims to address the following research questions:

RQ1. What are the primary drivers to influencing consumer engagement with different content on OTT platforms?

RQ2. What is the relative significance and internal consistency of each drivers.

RQ3. What are the implications of the socio-cultural drivers identified through EFA?

With the help of these research question we are focusing to identify different types of socio-cultural drivers that affect consumer. These drivers provide a base for future researcher and content creator etc. to know which types of content have more potential to attract consumer in developing Tier-2 cities like- Lucknow.

The Present study is follow these section: Section Literature review, Section Research methodology, which describe the research method used in this study, In section Result and Discussion we describes and present the result which is derive from EFA. In section Implications, theoretical and practical implications are discussed. Section Conclusion in present conclusion of the whole study. Last section told about limitations and future work.

Literature Review

Lee and Lee (2025) explored three types of thoughts that played an important role for development of OTT industries in field of Media and film industries. Type 1 thought focused on accessibility and diversity of OTT, type 2 considered the importance of different types of content qualities for consumer preference whatever is available on these platforms. In this study the researcher used Q methodology. Finding of the study indicates that all 3 thoughts are the most Important for consumer preference and choice.

Brown (2024) analyzed how OTT services have changed media consumption and socio-cultural dynamics in this new era and how these platforms influenced shared culture memories. These-platform influenced consumer socio-cultural value, custom and common experience. Cultural narratives, content qualities and personalization are the important factor in this context.

Kharade (2023) explored preference of audience toward content consumption patterns .The result of the study indicated that in covid time OTT platforms is the option for audience in ease of availability and time perspective and binge watching is one of the most suitable data consumption process.

Dhiman (2023) highlighted the diversity of regional content in India. According to the study Indian consumer loved regional content than any other content because they feel connected with their culture and tradition through region specific content. Diversity, demand, original content, availability, cost-effectiveness and word-of-mouth are the main region towards love for regional content. More original content available in multilanguage, monetization, localization and international expansions are the future of regional content in India.

Gupta and Verma (2021) used exploratory factor analysis for finding different types of factor that affect consumer to adopt OTT platforms. The study included 267 respondents and data was

collected using survey method, With the help oof EFA four factors are found like perceived usefulness, ease of use, attitude and content qualities. But also focused on the factor likes- self-efficacy, perceived risk and competitive advantages.

Nayarendra (2020) identified availability of competitive content is an important drivers for continue using OTT services. In this study the researcher only present a model for intention of continue use the OTT platforms but not focused on actual usages. A the research know that intention to use increase the ratio for actual usages but they both are different so the researcher said that the study revealed only intention to use.

Hoppa and Gangadharbatlab (2016) examined factor affecting adoption of technological adoption intention for media production. The result of the study showed that the psychological factors, subjective and normative played a strong role for student students to taking decisions about it.

Research Methodology

This study reviewed multiple reputed database like- Google scholar, ResearchGate, Elsevier, Scopus, Sage etc. and term searched like- "OTT platforms", EFA with OTT platforms", "Socio-culture", "Driver", "Factors", "Factor affecting adoption", "Streaming platforms and factor", "Motivation for OTT platforms Usages", "Content preference". The Collected literature was studied very carefully. Firstly, we studied abstract then search for full text article, after reading full text, whatever article seemed more relevant to the topic, we included them in the study.

After this review, we designed a scheduled structured questionnaire and carefully validated it by topic expert and academic expert to insure it lastingness. Using purposive sampling method data was collected through scheduled survey. Table 1 present the socio-cultural drivers which was derived from the previous study, and modified according to the current study.

Table 1: Shows list of 27 scale items with sources for EFA

S.No.	Items	Source
1	I watch trending OTT content because my peers are talking about it	Al-Qeisi, K. I. (2009); Chauhan et al. (2021).
2	My friends' recommendations shape my content choices	Panda and Pandey (2017); Venkatesh et al. (2003)
3	I start watching OTT content that is currently trending among people I know	Deutsch & Gerard (1955)
4	Seeing others like or share OTT content makes me more likely to engage with it too.	Schivinski et al. (2016)
5	Social media buzz influences my content selection	Godes & Mayzlin (2004)
6	I actively asked friends about shows they have watched before starting new content	Rubin (2009)
7	I prefer OTT content that reflects Indian values	Phinney & Ong (2007)
8	I engage with OTT content like traditional music, dance, or food shows that reflect my cultural heritage.	Phinney & Ong (2007)
9	watch OTT content that helps me learn about the history, traditions, or customs of my cultural or ethnic group.	Phinney & Ong (2007)
10	Regional language content increases my engagement	Phinney & Ong (2007)
11	Shows about Indian festivals or traditions interest me.	Phinney & Ong (2007)
12	I watch content on OTT platforms that is recommended by my family members	Panda and Pandey (2017)
13	My family members influence the genres I watch.	Bal & Kaya (2022).
14	I mostly consume content that can be enjoyed with family members	Al-Qeisi, K. I. (2009); Guste et al. (2024).
15	Family bonding is an important reason for my content selection on OTT platforms	Gentina & Muratore (2012)
16	I avoid watching certain content on OTT platforms if my family disapproves	Moschis & Churchill (1978)
17	Regional content makes me feel more emotionally connected	Waehning & Filieri (2022).

18	I actively search movies or shows that are Produced in my own region	Waehning & Filieri (2022).
19	I feel proud when regional content become popular across India	Waehning & Filieri (2022).
20	I relate more to the character and stories in regional OTT content then any other content	Waehning & Filieri (2022).
21	I recommend regional content to friend and family more often then other content	Waehning & Filieri (2022).
22	I watched content because I find it fun and enjoyable	Chauhan et al. (2021); Yoo (2011)
23	I engage with shows that make me relax and happy	Tanta (2014); Yoo (2011)
24	I choose OTT content that excites and trills me (e.g. Suspense, Action)	Rubin (1981); Papacharissi & Rubin (2000
25	I watch OTT content to escape from the stress of everyday life	Rubin (1981); Yoo (2011)
26	I enjoyed OTT content that offers rich visuals, music and cultural storytelling .	Rubin (1981); Wang (2021)
27	I find more meaning in OTT shows when they featured everyday experiences like my life	Rubin (1981); Oliver (2009)

- **Measurement Instrument**

Total set of 27 items were taken, representing the socio-cultural drivers that affecting consumer engagement patterns with different content on OTT platforms. With the help of existing literature survey based questionnaire were prepared by us. Respondents were rate each item on a 7 point Likert-scale, each value of the item (Where 1= not at all important, 2= slightly important,3= somewhat important, 4= moderate important, 5= fairly important, 6= very important and 7= extremely important) shows the degree to which every questionnaires' items affect the consumer to adopt different types on content available on OTT platforms.

- **Sample and Data Collection**

The target population the study is Consumer of Lucknow region. Data was collected from the target population via purposive sampling method. A self made questionnaire was distributed for collecting the data and a total of 180 respondents gave their response. Demographics of participants have been shown in Table no 2. Sample size is very important in EFA or factor analysis but accurate size of sample is not properly defined. According to Hair et al. (1998; Sagi & Gokarn, 2023), sample size should not be less than 100 and 3:1 ratio is good for sample to the variable. Ngai et al. (2004) collect data from 1069 respondent in their study while many study used small sample size for performing EFA like:- Gokaran and Kithambalayan (2017) have sample size 127; Shankar et al. (2018) have 117 sample size; Mike et. al (2019) have 90 sample size and mor et al. (2020) have sample size very small 50. According to Guadagnoli and Velicer (1988) if data have higher factor loading then small sample size is relevant. In this study factor loading of each item is greater than 0.5 in Table 3 and Kaiser-Meyer-Olkin (KMO) value is more than (0.864) recommended value (0.5). So in this study the size of the sample is relevant and responses were analyzed using IBM SPSS trial version.

- **Reliability of the Instrument**

Consistency of items with a particular factor is measured by reliability (Hair et al., 2010; Sagi & Gokarn, 2023). For measuring the reliability of each variable Cronbach's alpha (Coefficient) was used. Normally alpha should be 0.6, if any items' alpha is less than this parameter then, that item would be rejected (Nunnally, 1978; Sagi & Gokarn, 2023).

- **Validity of Instrument**

According to Carmines and Zeller (1979) validity means an instrument measure that thing what is to be measured. Construct and content validity both are measured in this study. Content validity says with the help of instrument all aspects are measured. Using large literature review and discussing with expert, item were selected for content validity. Questionnaire are modified and paraphrased to make them easy and valid. By applying principal component method of factor analysis (Stapleton, 1997),

construct validity (Discriminant and convergent validity was tested. EFA, as we know very important method, varimax rotation on 27 item as given in table 1 was used for testing construct validity. The item which factor loading is greater than 0.5 have been retained.

Table 2: Shows the Demographic information

		Count	Column N %
Gender	Female	91	50.6%
	Male	89	49.4%
Age	18-24 year	68	37.8%
	25-34 year	47	26.1%
	35-44 year	23	12.8%
	Above 45 year	12	6.7%
	Below 18 year	30	16.7%
Occupation	Government sector employee	26	14.4%
	Homemaker	14	7.8%
	Others	6	3.3%
	Private sector employee	51	28.3%
	Retired	2	1.1%
	Self-employed	23	12.8%
	Student	58	32.2%
Education	10th pass	5	2.8%
	12th pass	48	26.7%
	Doctorate	10	5.6%
	Graduates	68	37.8%
	Others	8	4.4%
	Post-Graduates	41	22.8%
OTT Platform name	Amazon prime video	29	16.1%
	Amazon prime video, Disney+Hotstar	3	1.7%
	Amazon prime video, Disney+Hotstar, JioCinema	1	0.6%
	Amazon prime video, Disney+Hotstar, Maxplayer	1	0.6%
	Amazon prime video, Disney+Hotstar, Maxplayer, Other	1	0.6%
	Amazon prime video, Disney+Hotstar, Other	2	1.1%
	Amazon prime video, Disney+Hotstar, SonyLIV	2	1.1%
	Amazon prime video, JioCinema	2	1.1%
	Amazon prime video, Maxplayer	7	3.9%
	Amazon prime video, Other	7	3.9%
	Disney+Hotstar	6	3.3%
	Disney+Hotstar,	1	0.6%
	Disney+Hotstar, JioCinema	1	0.6%
	Disney+Hotstar, Maxplayer	1	0.6%
	Disney+Hotstar, Other	1	0.6%
	Disney+Hotstar, Zee5 SonyLIV	1	0.6%
	Disney+Hotstar, Zee5 SonyLIV, Maxplayer	1	0.6%
	JioCinema	1	0.6%
	JioCinema, Other	3	1.7%
	Maxplayer	3	1.7%
	Netflix	34	18.9%
	Netflix, Amazon prime video	19	10.6%
	Netflix, Amazon prime video, Disney+Hotstar	11	6.1%
	Netflix, Amazon prime video, Disney+Hotstar, JioCinema	1	0.6%
	Netflix, Amazon prime video, Disney+Hotstar, SonyLIV	1	0.6%
	Netflix, Amazon prime video, Maxplayer	3	1.7%

	Netflix, Amazon prime video, Other	3	1.7%
	Netflix, Amazon prime video, Zee5, SonyLIV	1	0.6%
	Netflix, Amazon prime video, Zee5, SonyLIV, JioCinema	1	0.6%
	Netflix, Disney+Hotstar	1	0.6%
	Netflix, Disney+Hotstar, JioCinema	5	2.8%
	Netflix, JioCinema	2	1.1%
	Netflix, Maxplayer	5	2.8%
	Netflix, Maxplayer, JioCinema	1	0.6%
	Netflix, Maxplayer, Other	2	1.1%
	Netflix, Other	6	3.3%
	Netflix, SonyLIV, Maxplayer	1	0.6%
	Netflix, SonyLIV, Maxplayer, Other	1	0.6%
	Netflix, Zee5, SonyLIV, JioCinema	1	0.6%
	Netflix, Zee5 SonyLIV, Maxplayer	2	1.1%
	Netflix, Zee5, SonyLIV	2	1.1%
	Netflix, Zee5, SonyLIV, JioCinema	1	0.6%
	Zee5, SonyLIV	1	0.6%
	Zee5, SonyLIV, Other	1	0.6%
Content types	Documentary, Reality Shows, Regional content	2	1.1%
	Documentary, Regional content, Other	2	1.1%
	Movie	1	0.6%
	Movie, Documentary, Regional content	1	0.6%
	Movie, Animated content	2	1.1%
	Movie, Documentary	1	0.6%
	Movie, Documentary, Regional content	5	2.8%
	Movie, Reality Shows, Regional content	1	0.6%
	Movie, Regional content	27	15.0%
	Movie, Regional content, Devotional	1	0.6%
	Movie, Web series	18	10.0%
	Movie, Web series, Animated content	2	1.1%
	Movie, web series, Devotional	5	2.8%
	Movie, Web series, Documentary	16	8.9%
	Movie, Web series, Documentary, Regional content	4	2.2%
	Movie, Web series, Other	7	3.9%
	Movie, Web series, Regional content	31	17.2%
	Movie, Web series, Regional content, Animated content	2	1.1%
	Reality Shows, Animated content, Devotional	2	1.1%
	Reality Shows, Regional content	4	2.2%
	Reality Shows, Regional content, Devotional	2	1.1%
	Regional content, Animated content, Devotional	2	1.1%
	Regional content, Devotional	4	2.2%
	Regional content, Other	4	2.2%
	Web series, Documentary, Reality Shows	1	0.6%
	Web series, Documentary, Regional content	11	6.1%
	Web series, Other	1	0.6%
	Web series, Reality Shows, Devotional	1	0.6%
	Web series, Reality Shows, Regional content	2	1.1%
	Web series, Regional content	14	7.8%
	Web series, Regional content, Animated content	4	2.2%

Rotated Component Matrix

Table 3: Shows the factor loading of all 21 explored items

	Component				
	Personal Engagement Motivation	**Regional Content Affinity**	**Social Influence**	**Cultural Identity & Relevance**	**Family Influence**
I watch trending OTT content because my peers are talking about it			.681		
I start watching OTT content that is currently trending among people I know			.553		
Seeing others like or share OTT content makes me more likely to engage with it too.			.743		
Social media buzz influences my content selection			.528		
I prefer OTT content that reflects Indian values				.618	
I engage with OTT content like traditional music, dance, or food shows that reflect my cultural heritage.				.772	
watch OTT content that helps me learn about the history, traditions, or customs of my cultural or ethnic group.				.586	
I watch content on OTT platforms that is recommended by my family members					.799
My family members influence the genres I watch.					.608
I mostly consume content that can be enjoyed with family members					.551
Regional content makes me feel more emotionally connected		.609			
I actively search movies or shows that are Produced in my own region		.829			
I feel proud when regional content become popular across India		.579			
I relate more to the character and stories in regional OTT content then any other content		.643			
I recommend regional content to friend and family more often then other content		.571			
I watched content because I find it fun and enjoyable	.684				
I engage with shows that make me relax and happy	.682				
I choose OTT content that excites and trills me (e.g. Suspense, Action)	.744				

I watch OTT content to escape from the stress of everyday life	.726				
I enjoyed OTT content that offers rich visuals, music and cultural storytelling .	.662				
I find more meaning in OTT shows when they featured everyday experiences like my life	.620				
Cronbach's Alpha	0.814	0.799	0.744	0.694	0.685
Eigen Value	7.130	1.876	1.530	1.277	1.129
Explained Variance %	33.951	42.884	50.172	56.251	61.627

Item D10 & D11 were dropped due to less factor loading which was less than 0.5 (Hair et al.,2010). After dropping these two item factor 6 have only 2 item namely:- D15 & D16, so these two items were also dropped. Dropping item D15 & D16 item D2 & D6 were not loading with any drivers or factor so these are also removed. Factor loading of all the remaining 21 items has mentioned in table 3, which factor loading have above 0.5 and not a single item have cross factor loading.

Results and Discussion

EFA was performed on 27 items and based upon principal components analysis using varimax rotation. For factor analysis Bartlett's test of sphericity and the KMO test were used to test suitability of the data (Kaiser, 1974). The test result of KMO is 0.864, which is more than the recommended value 0.5 for performing factor analysis (Hair et. al., 1998). Total 5 factors are taken as shown in table 3. Each items have higher factor loading more than 0.5 and any factor have no cross loading, hence it is showing accurate convergent and discriminants validity. The eigenvalues is more than 1 and we have used cumulative variance for factor extraction. According the nature and suitability of the each determinants, name is assigned. Personal Engagement Motivation is the first determinants and its show factor loading more than 0.6 (Fun, relaxed, excited, enjoy and everyday experience), which are related with personal motivation behind watching different types of content. Five item were loaded with second determinants (Emotionally connected, produced in my own region, feel proud, relate more with regional content and recommend to friends and family) and named as Regional content affinity. Third determinants is Social influences which have four items (Peer are talking about content, trending among people, others sharing patterns and social media buzz). Three-three items were loaded in determinants four and five -Cultural identity & relevancy and Family influence respectively. Seeing table 4 it can be said that items D22 to D27 are more priorities, which comes under personal engagement motivation due to highest average of loading 0.686, and also highly correlated due to highest Cronbach's Alpha 0.814. Eigenvalue of personal engagement is 7.130 and it is more important than all remaining factors or drivers. Cumulative variance explained is 61.627%. means if the ranking has been given on the basis of eigenvalue so personal engagement motivation on 1, regional content affinity on 2, social influence on 3, cultural identity on 4, and family influence on 5th position.

Table 4: Shows Average of Loading under each Factors' Items

S. No.	Factor	Average of Loading
1	Personal Engagement Motivation	0.686
2	Regional Content Affinity	0.636
3	Social Influence	0.626
4	Cultural Identity & Relevance	0.659
5	Family Influence	0.653

Implications

This study has empirically identified the socio-cultural drivers or factors which play an important role for consumer engagement with different content on OTT platforms. It examined the motivation or drivers that influence consumer choice for content selection. Considering this drivers in mind OTT users, content creators, advertiser, policy maker select content, make region specific content, advertised on the basis of this drivers and make policy that not affect anyone's' emotions and culture. This study also

contributes an important role for enriching the existing literature because no study have done on socio-cultural drivers using EFA.

Conclusion

The study is focused on drivers which influenced consumer to engaging with different types of content available on OTT platforms. Initial 27 items were selected from the previous literature for performing EFA. After performing EFA on these items 21 items have taken as a drivers. EFA has divided these all 21 items into 5 factors namely- Personal engagement motivation, Regional content affinity, Social influence, Cultural identity & Relevancy and Family influence. The cumulative variance explained by the extracted factors was 61.27%, which exceeds the commonly accepted limits of 60% (Hair et al., 2010).On the basis of eigenvalue 7.130 factor personal engagement motivation is more important than all other factor.

Limitation and Future Work

This study is based on Exploratory factor analysis and the sample size is small due to time limit. So future researchers should used large sample size. Other method like CFA and SEM can be also used future researcher for the study on the extracted factors for confirming this factors. Finally, this study give the foundation for future researcher to understand the socio-cultural factors in the city like Lucknow (Tier-2) but also developed practical implication for OTT stakeholders.

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