

Determinants of Continuance Intentions Toward Global OTT Video Streaming Service Platforms Among Thai Gen Y and Gen Z in Chiang Mai

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Abstract

This study examines factors influencing continuance intentions toward global Over-the-Top (OTT) video streaming services among Thai Generation Y and Generation Z consumers in Chiang Mai. It focuses on five service-related determinants, including content quality, pricing, accessibility, entertainment, and social interaction. Survey data from 450 respondents were analyzed using exploratory factor analysis, multiple regression, and an independent samples t-test. The results indicate that all five factors significantly and positively affect continuance intentions, with social interaction exerting the strongest influence, followed by accessibility, while content quality, pricing, and entertainment also support continued OTT usage. No significant differences were found between Generation Y and Generation Z, suggesting that younger Thai cohorts share similar motivations for ongoing OTT consumption in Chiang Mai. Theoretically, the study extends OTT continuance research by highlighting social interaction as a central determinant and by providing empirical evidence from a major regional urban center beyond Bangkok. Practically, the findings underscore the need for global OTT providers to strengthen social features, ensure seamless cross-device access, deliver diverse high-quality content, and design flexible pricing options to improve user retention among Thai Gen Y and Gen Z consumers.

Keywords: Over-the-top (OTT), Video streaming service, Continuance intention

Introduction

The rapid expansion of Over-the-Top (OTT) video streaming has reshaped global media consumption patterns, as audiences increasingly shift from linear broadcasting to on-demand, internet-based content. This transformation has been enabled by widespread smartphone adoption, the proliferation of connected devices, and improved broadband infrastructure, which collectively facilitate anytime-anywhere access to video services. In emerging and developed markets alike, OTT platforms have become central to everyday entertainment, intensifying competition among both global and regional providers.

In Thailand, this broader trend is reflected in the strong presence of major international platforms such as Netflix, Disney+ Hotstar, Amazon Prime Video, HBO Go, Apple TV+, VIU, WeTV, and iQIYI, alongside an expanding set of local services. As the market becomes increasingly crowded and switching costs remain relatively low, user acquisition and, more importantly, user retention have emerged as critical strategic priorities for OTT service providers (Chang & Chiu, 2023).

In response to this shift, accumulating academic research has examined the factors that shape users' adoption and ongoing use of OTT and video streaming services. A growing number of works identifies content- and service-related attributes as central to explaining why users continue to engage with specific platforms over time. Such factors as content quality—encompassing variety, originality, and perceived relevance—have been shown to play an important role in sustaining engagement with streaming services (Walsh & Singh, 2022; Lo et al., 2024). At the same time, other factors have also been identified as key drivers of users' adoption. They include accessibility factors such as ease of use, cross-device availability, and interface design, along with perceived monetary value, influence users' evaluations of OTT services and their willingness to maintain or upgrade subscriptions (Walsh & Singh, 2022; Jia et al., 2023).

Recently, there have been an increasing number of works on continuance intention, conceptualized as the user's willingness to continue using an OTT or video streaming service over time (Jia et al., 2023). According to Walsh and Singh (2022), continuance intention is shaped not only by functional and economic assessments, but also by affective and self-expressive benefits. Based on the framework of the technology acceptance model, their findings highlight that ease of use, convenience value, monetary value, emotional value, and identity salience are positively associated with Millennials' intentions to maintain or increase their use of video streaming services. Extending this perspective, Lo et al. (2024) apply the Stimulus–Organism–Response (SOR) model to Malaysian OTT users and show that content quality and accessibility act as stimuli that influence perceived hedonic value and user attitudes, which in turn affect satisfaction and continuance usage intention. Collectively, these studies underscore the need to understand continuance as a multi-dimensional outcome, driven by content, service experience, and psychological gratifications.

Despite this emerging literature, empirical evidence focusing specifically on continuance intentions among younger audiences—Generation Y and Generation Z—remains relatively limited. Many existing studies examine adoption or initial subscription decisions, or focus on a single generational group, often without explicitly analyzing sustained usage (Koul et al., 2020; Walsh & Singh, 2022). Even when both groups of audiences are included, much of the emphasis has been on adoption and early usage stages, leaving the determinants of longer-term continuance underexplored (Bhattacharyya et al., 2021). This gap is notable because industry and academic evidence consistently identify Generation Y and Generation Z as key drivers of video-on-demand and OTT consumption. Having grown up with digital technologies and internet-based media, these generations tend to consume more streaming

content and display a higher propensity to pay for premium services than older generations (Choudhary et al., 2024; Walsh & Singh, 2022). Understanding what sustains their engagement is therefore essential for both theory and practice.

To examine the drivers for continuance usage among Generation Y and Generation Z, this study focuses on Chiang Mai, Thailand for two main reasons. Firstly, prior empirical work on OTT and related digital media services has largely focused on factors influencing subscription decisions, satisfaction, and adoption within Bangkok and its surrounding metropolitan areas (Phaowijarn, 2019; Dananansuk & Tubtiang, 2020). Although these studies provide valuable insights into urban Thai consumers' responses to streaming services, they offer limited evidence on continuance intentions. Secondly, the strong concentration on the capital city ignores Thailand's pronounced regional diversity. Several communication research indicates that Generation Y's media uses and gratifications differ between Bangkok and upcountry areas (Chaihanchanchai & Anantachart, 2024). In particular, users outside Bangkok have been found to exhibit more communal and interconnected social patterns. Such characteristics may influence how they engage with and derive gratifications from digital platforms (Chaihanchanchai & Anantachart, 2024).

As a major regional urban hub in Northern Thailand, Chiang Mai combines a sizable youth and student population with growing digital infrastructure, while retaining distinctive regional cultural characteristics. This makes it a suitable focus for this research. According to prior work on Thai media audiences, regional users may place greater emphasis on shared viewing, social interaction, and community-oriented activities than the audiences from the capital (Chaihanchanchai & Anantachart, 2024). These patterns imply that the determinants of continuance intention among younger users in Chiang Mai may not fully mirror those observed in Bangkok, particularly with respect to socially oriented gratifications and local lifestyle factors.

Therefore, this study investigates how service-related factors—content quality, pricing, accessibility, entertainment, and social interaction—influence continuance intention among Gen Y and Gen Z in Chiang Mai. By integrating insights from the continuance-intention literature (Jia et al., 2023; Lo et al., 2024; Walsh & Singh, 2022) with evidence on Thai regional media behavior (Chaihanchanchai & Anantachart, 2024), the study addresses three interrelated gaps. First, it contributes to OTT continuance research by focusing explicitly on younger audiences, rather than treating them as a residual category within broader samples. Second, it extends the geographical scope of Thai OTT research beyond the capital to a major regional city, thereby including socio-cultural variation into the analysis of continuance intention. Third, by combining social interaction with content, price, accessibility, and entertainment, the study explores whether social and communal dimensions play a particularly salient role in sustaining OTT usage among Thai Generation Y and Generation Z in a regional urban environment.

The findings are expected to offer theoretical insights into the role of service-related and social factors in shaping continuance intentions and to provide practical implications for global OTT providers seeking to retain younger users in Thailand's regional markets.

Objectives

1. To identify the key determinants influencing continuance intentions toward global OTT video streaming service platforms among Thai Generation Y and Generation Z consumers in Chiang Mai.
2. To examine whether there are significant differences in continuance intentions between Thai Generation Y and Generation Z consumers.
3. To propose practical implications for global OTT service providers to enhance user retention and sustained engagement among younger consumer cohorts in Thailand.



Literature Review

Recent research on OTT and video streaming services identifies several service-related factors that shape user retention and continuance intention, including content quality, pricing, accessibility, entertainment, and social dimensions. Studies conducted in the last five years highlight that these factors jointly influence satisfaction, perceived value, and intentions to maintain or increase OTT usage over time (Walsh & Singh, 2022; Sahu, Gaur, & Singh, 2021; Lo et al., 2024; Chavadi et al., 2025). This section reviews recent empirical evidence for each construct and its expected relationship with continuance intention.

Content Quality

Content quality is defined as the attributes of content created by specific professionals or communities, such as OTT service providers, intended for use by a large audience. In OTT services, values are broadly segmented into ‘content’ and ‘user experience’. Focusing on the ‘content segment’, multiple dimensions such as the variety and amount of content, the quality of original content, and the quality of all other content have been found to play a role in shaping consumer perceptions of value (Langston Co., 2019). Recent studies provided evidence on the positive influence of the diverse range of content on OTT platforms, customized to suit viewer preferences towards purchase decisions (Chopra, 2021). Therefore, content quality is hypothesized to have a positive impact on continuance intention.

Pricing

Pricing is rooted in the economic theory of exchange, where the set price forms a critical component of the transactional exchange for goods or services (Safari & Albaum, 2019). This pricing consequently provides perceived benefits to the purchasers (Aruan & Felicia, 2019). Additionally, a customer's willingness to pay for a subscription may fluctuate based on different perceptions, as the act of paying the subscription fee represents a financial commitment. The concept of willingness to pay acts as a valuable metric to determine the estimated financial value of goods and services and is widely recognized as a method to capture customer evaluations of these goods or services and their perceived values (Park & Park, 2014). In the context of OTT services, monetary factors influence customer decisions regarding the continuation of the service (Walsh & Singh, 2022). Therefore, it is hypothesized that pricing plays a crucial role in influencing the continuance intention among OTT service users.

Accessibility

Accessibility, understood as perceived ease of access and use across devices and contexts, has emerged as a key predictor of OTT adoption and ongoing use in recent studies. Venkatesh et al. (2012) identified ease of effort as a key aspect of the simplicity associated with using technological systems, which is a fundamental component of accessibility. Greer & Ferguson (2015) further observed that devices like PCs, smartphones, tablets, and iPads enhanced flexibility and mobility, which in turn contributes to perceived ease of access and time savings, thereby creating hedonic value for users. Extending this notion, Bhattacharyya et al. (2021) posited that the ease of use of OTT services, by enhancing their accessibility, increased the likelihood of consumer adoption of these platforms. Additionally, accessibility encompasses the convenience that allows users to access OTT video streaming content from anywhere at any time (Sahu, Gaur, & Singh, 2021). Unlike traditional TV networks that adhere to fixed programming schedules, OTT platforms offer continuous series marathons, allowing viewers to consume content at their convenience and thus fostering a positive attitude towards these platforms (Lu et al., 2017; Le & Wang, 2022). Consequently, accessibility is hypothesized to have a positive impact on continuance intention.

Entertainment

In the context of hedonic digital services, perceived enjoyment and entertainment remain central drivers of continued use. Recent OTT studies consistently find that entertainment gratifications—such as relaxation, escapism, and enjoyment—are strongly associated with positive attitudes and ongoing engagement. Sahu et al. (2021) show that entertainment and relaxation motivations significantly shape users' affinity with OTT platforms and their willingness to cut the cable cord, highlighting the importance of intrinsic enjoyment for subscription and retention. Lo et al. (2024) provide complementary evidence by demonstrating that hedonic value, derived from enjoyable content experiences, has a direct positive effect on continuance usage intention among OTT viewers. Additional research on OTT viewing patterns indicates that users who perceive streaming as a primary source of entertainment exhibit stronger loyalty and higher intentions to maintain subscriptions (Chavadi et al., 2025; Choudhary et al., 2024). Given that OTT platforms are primarily hedonic services, entertainment is expected to exert a positive effect on continuance intention.

Social Interaction

Social and communal dimensions of OTT use have gained increased attention in recent years as platforms incorporate more sharing and co-viewing features. Sahu et al. (2021) identify social gratifications, including community connection and shared viewing experiences, as meaningful predictors of OTT affinity and satisfaction, suggesting that users value the ability to discuss and experience content with others. Recent work on OTT habit and continuous usage further indicates that social viewing practices—such as watching series with friends or family and engaging in online discussions—can reinforce engagement and encourage recurrent platform use (Bhattacharyya et al., 2021). Chavadi et al. (2025) also find that engagement and experiential factors, which include social elements, are related to continuance and recommendation behaviors in OTT settings. These findings imply that social interaction around OTT content may enhance perceived value and attachment to platforms, thereby supporting long-term retention. Hence, social interaction is hypothesized to positively influence continuance intention on OTT platforms.

Continual Subscription Intent

Recent digital-service research conceptualizes continuance intention and repurchase intention as key indicators of users' propensity to maintain their relationship with a subscription service. In streaming and OTT contexts, continuance intention typically refers to the intention to renew or maintain subscriptions and to continue using a platform regularly. Jia et al. (2023) show that confirmation of expectations, perceived value, and satisfaction jointly drive continuance intention in short-form video platforms. OTT-specific studies similarly report that content quality, price value, accessibility, entertainment, and social gratifications operate through satisfaction and perceived benefits to influence users' intentions to continue or intensify their use (Walsh & Singh, 2022; Lo et al., 2024; Sahu et al., 2021; Chavadi et al., 2025). In line with this recent evidence, the present study conceptualizes continual subscription intent as users' continuance intention toward global OTT platforms and posits that content quality (CQ), pricing (PC), accessibility (AC), entertainment (ET), and social interaction (SI) exert positive effects on this outcome.

Theoretical Framework

With the preceding literature as a foundation, the theoretical framework for this study was adapted from Lo et al.'s (2024) Stimulus–Organism–Response (SOR) model of OTT continuance, which specifies content quality, accessibility, and entertainment as stimuli shaping hedonic value, attitude, satisfaction, and continuance usage intention.



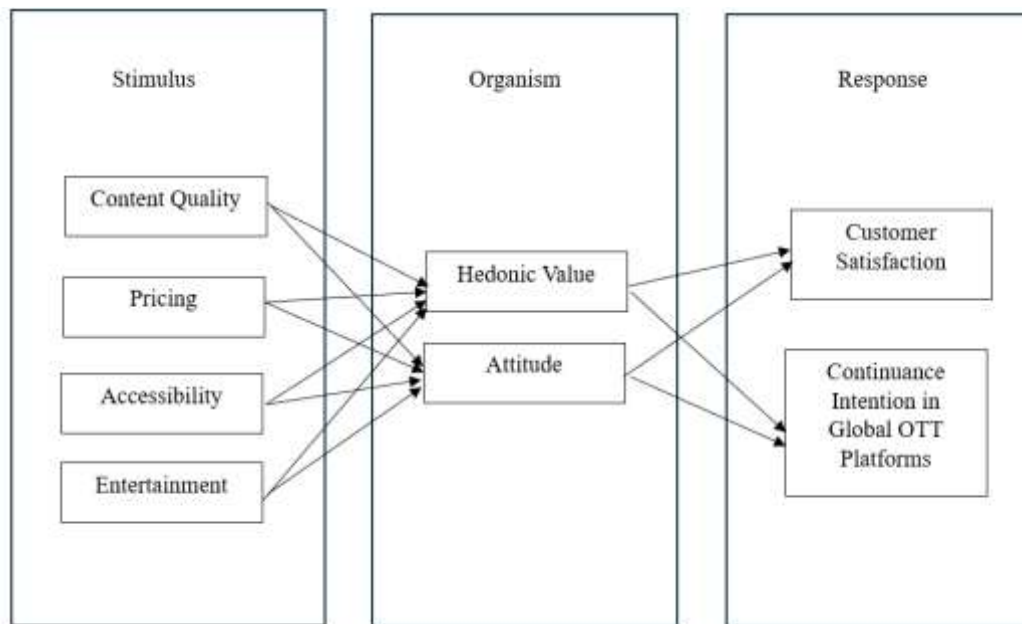


Figure 1 Theoretical Framework

Methodology

Population and Sampling

The target population for this study comprises Thai individuals from Generation Y (27–42 years in 2025) and Generation Z (11–26 years in 2025) who are current or former users of global OTT video streaming service platforms and reside in Chiang Mai Province, Thailand. Given that the total population size is unknown, the minimum sample size was estimated using Cochran's (1953) formula for large populations, assuming a 5 percent margin of error and a 95 percent confidence level. The calculation yielded a required sample of approximately 384 respondents, which was rounded up to 450 to enhance statistical precision and reduce sampling error. The final sample was stratified by cohort, with 250 respondents from Generation Y and 200 from Generation Z. Due to resource constraints, convenience sampling was used. A dual-data collection both online and paper-based questionnaires was used to maximize coverage and facilitate participation among diverse respondent groups. It is important to note that the non-probability nature of this sampling approach limits the extent to which the findings can be generalized beyond the sampled population.

Research Instruments

Data were collected using a structured questionnaire. The instrument, used in this study, consisted of four sections: 1) respondents' demographic characteristics, 2) usage and viewing behavior related to global OTT video streaming platforms, 3) measures of the factors influencing continuance intentions toward global OTT services among Thai Generation Y and Generation Z consumers, and 4) an open section for additional comments and suggestions. Items in the third section were measured using a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). To ensure comprehensibility and cultural appropriateness, the questionnaire scale items were adapted from established English-language instruments in prior OTT and digital-service studies and then translated into Thai. A translation–back-translation procedure was employed to ensure semantic equivalence. The complete instrument was subsequently reviewed by the co-authors to verify content relevance, clarity, and alignment with the research objectives before field administration.

Reliability

A pilot test was conducted on 26 December 2024 with 30 respondents from the target population to evaluate the reliability of the instrument prior to the main data collection. Cronbach's alpha was used to assess the internal consistency reliability for the multi-item scales (CQ, PC, AC, ET, HV, AT, CS, and CT). As a measure of the extent to which items within a construct are inter-correlated and consistently capture the same underlying concept, values of 0.70 or higher are generally acceptable. Following Hair et al., 2019, values above 0.60 may be regarded as adequate in exploratory research, especially when constructs are examined in new cultural or contextual settings.

The pilot results showed that most constructs met or exceeded the 0.70 threshold: Pricing (PC) ($\alpha = 0.767$), Accessibility (AC) ($\alpha = 0.801$), Hedonic Value (HV) ($\alpha = 0.825$), Attitude (AT) ($\alpha = 0.701$), Customer Satisfaction (CS) ($\alpha = 0.923$), and Continuance Intention (CT) ($\alpha = 0.866$). Content Quality (CQ) ($\alpha = 0.665$) and Entertainment (ET) ($\alpha = 0.698$) yielded coefficients slightly below 0.70 but above 0.60, which falls within the acceptable range for exploratory work.

Given the exploratory focus on continuance intentions toward global OTT platforms in a regional Thai context, the CQ and ET scales were retained. This decision was guided by their theoretical importance in the proposed framework and their satisfactory item loadings and factor structure in subsequent analyses, rather than by alpha values alone.

The somewhat lower reliability coefficients for CQ and ET are acknowledged as a limitation and indicate that future studies could further refine these scales to improve internal consistency.

Table 1 Reliability of coefficients of the constructs

Construct	Code	No. of items retained	Cronbach's alpha
Content Quality	CQ	6	0.665
Pricing	PC	5	0.767
Accessibility	AC	7	0.801
Entertainment	ET	6	0.698
Hedonic Value	HV	5	0.825
Attitude	AT	4	0.701
Customer Satisfaction	CS	4	0.923
Continuance Intention	CT	4	0.866

Data Collection

In this study, data were gathered from both primary and secondary sources. First, the primary data were collected through questionnaires distributed to Thai individuals from Generation Y and Generation Z, who are current or former users of global OTT video streaming service platforms. Data were gathered both in hardcopy format and online. Second, the secondary data were utilized from sources such as articles, journals, and previous research to construct the theoretical framework, develop hypotheses, determine the sample size, and perform data analysis.

Data Analysis

Descriptive statistics were used to understand the respondents' demographics, along with usage behavior of the global OTT platforms.

Prior to conducting the main statistical analyses, data screening procedures were performed to assess response validity and ensure data quality. The dataset was examined for missing values and incomplete responses. Potential outliers were inspected, and no evidence of substantial distortion was identified. The normality of the data distribution was evaluated



using skewness and kurtosis statistics. Although some variables exhibited moderate deviations, no severe violations of normality were detected. Given the relatively large sample size ($n = 450$), the data were considered appropriate for subsequent parametric analyses.

Then, the Exploratory Factor Analysis was performed to verify the suitability of the data for the model, after which the Multiple Regression Analysis was used to determine the influence of various factors on the continuance intentions of global OTT video streaming service platforms among Thai Generation Y and Generation Z consumers. Finally, an Independent Samples t-test was used to assess differences between Generation Y and Generation Z. For all these steps, SPSS was used to support quantitative analysis.

Results

Descriptive statistics

The demographic profile indicates that the sample was mainly female, single, and university educated, with a large proportion of respondents identifying as students and reporting a monthly income of 10,000 Baht or less. Detailed demographic characteristics are presented in Table 2.

Regarding OTT usage, Netflix was the most frequently preferred platform among both Generation Y and Generation Z respondents, followed by WeTV, iQIYI and Disney+ Hotstar. Romance was the most favored genre, followed by fantasy/science fiction and comedy, and most respondents preferred series over movies. South Korean content emerged as the most popular, ahead of Western, Chinese and Thai productions, and the majority of respondents subscribed as single users rather than via shared or family packages (Table 3).

Table 2 Descriptive statistics of demographic profile

Variable	Items	Frequency	Percentage (%)
Gender	Male	135	30.00
	Female	280	62.20
	LGBTQ	35	7.80
Status	Single	380	84.40
	Married	69	15.30
	Divorced	1	0.20
Education	Less than Bachelor's Degree	127	28.20
	Bachelor's Degree	292	64.90
	Higher than Bachelor's Degree	31	6.90
Occupation	Student	198	44.00
	Government employee/Public servant	41	9.10
	Private sector employee	90	20.00
	Freelancer (Self-employed)	56	12.40
	Entrepreneur	54	12.00
	Others	11	2.40
Income	Less than or equal to 10,000 Baht	194	43.10
	10,001 - 20,000 Baht	128	28.40
	20,001 - 30,000 Baht	81	18.00
	30,001 – 40,000 Baht	22	4.90
	40,001 – 50,000 Baht	9	2.00
	More than 50,001 Baht	16	3.60

Table 3 Descriptive statistics of usage behavior

Variable	Items	Frequency	Percentage (%)
Favorite Global OTT Platforms	Netflix	307	68.20
	Disney+ Hotstar	34	7.60
	Amazon Prime Video	2	0.40
	HBO Go	2	0.40
	Apple TV+	5	1.10
	VIU	9	2.00
	WeTV	49	10.90
	iQIYI	42	9.30
Favorite OTT Content Genre Rankings	1st: Romance	87	19.30
	2nd: Fantasy/Sci-Fi	66	14.70
	3rd: Comedy	63	14.00
Favorite OTT Content Category	Movies	180	40.00
	Series	241	53.60
	Entertainment/Variety Shows	23	5.10
	Others	6	1.30
Favorite OTT Content Country	Thailand	89	19.80
	South Korea	129	28.70
	China	100	22.20
	Western countries	121	26.90
	Others	11	2.40
Subscription Types	Family Package for use by the entire family	108	24.00
	Family Package and share the subscription cost and usage with friends	101	22.40
	Single User	234	52.00
	Others	7	1.60

Exploratory Factor Analysis

Exploratory factor analysis using principal component extraction with Varimax rotation was undertaken to examine the dimensionality of the measurement items. The Kaiser–Meyer–Olkin (KMO) value was 0.957, indicating superb sampling adequacy, and Bartlett’s Test of Sphericity was significant ($\chi^2 = 12,218.815$, $df = 820$, $p < 0.001$), confirming the suitability of the data for factor analysis (Table 4). Items with primary loadings of at least 0.50 and without problematic cross-loadings were retained. Six components with eigenvalues greater than one were extracted. Items initially assigned to Attitude, Customer Satisfaction and Continuance Intention loaded on a single factor capturing respondents’ overall commitment to continued OTT use; this factor was therefore conceptualized as Continual Subscription Intent (CSI). Items reflecting shared viewing experiences and interpersonal engagement—originally drawn from the Entertainment, Attitude and Hedonic Value scales—loaded together on a distinct factor and were re-specified as Social Interaction (SI). Items failing to meet loading criteria or exhibiting substantial cross-loadings were removed. The retained constructs, items and loading ranges are shown in Table 5, and the resulting research model is depicted in Figure 2.

Table 4 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.957
Bartlett's Test of Sphericity	Approx. Chi-Square	12218.815
	df	820
	Sig.	0.000

Table 5 Measurement model results

Constructs	No. of items	Items	Loading
Content quality	5	CQ1	0.668
		CQ2	0.645
		CQ3	0.533
		CQ4	0.504
		CQ5	0.503
Pricing	5	PC1	0.573
		PC2	0.749
		PC3	0.781
		PC4	0.805
		PC5	0.752
Accessibility	4	AC1	0.722
		AC2	0.753
		AC3	0.678
		AC4	0.733
Entertainment	2	ET1	0.650
		ET2	0.649
Social Interaction	5	SI1	0.700
		SI2	0.718
		SI3	0.669
		SI4	0.649
		SI5	0.708
Continual Subscription Intent	8	CSI1	0.525
		CSI2	0.649
		CSI3	0.627
		CSI4	0.534
		CSI5	0.779
		CSI6	0.796
		CSI7	0.747
		CSI8	0.618

Figure 2 presents the research model, adjusted from the theoretical framework based on the results of the EFA. This revised model identifies the key factors, and their interrelationships hypothesized to influence continuance intentions, laying the groundwork for further examination through multiple regression analysis.

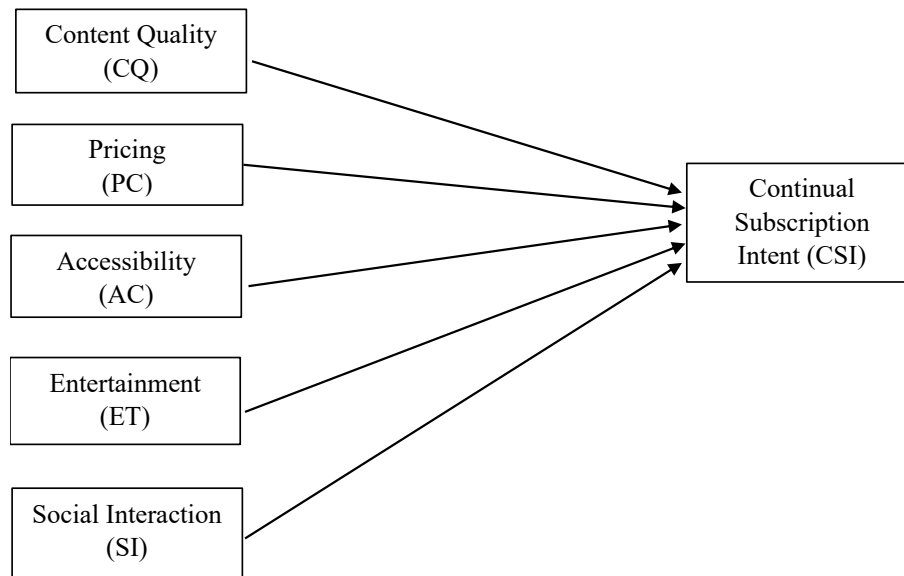


Fig 2 Conceptual Framework (Research Model)

Multiple regression analysis

Regression assumptions were examined prior to hypothesis testing. The histogram and normal probability (P–P) plot of standardized residuals indicated approximate normality. The scatterplot of standardized residuals against standardized predicted values showed no clear pattern, suggesting homoscedasticity. Variance inflation factor (VIF) values ranged from 1.367 to 2.054, well below 10, indicating that multicollinearity was not a concern.

Multiple regression analysis was then used to assess the effects of Content Quality (CQ), Pricing (PC), Accessibility (AC), Entertainment (ET) and Social Interaction (SI) on CSI. The overall model was significant ($F = 134.993$, $p < 0.001$), with an R^2 of 0.603 (adjusted $R^2 = 0.599$), indicating that the predictors jointly explained 60.3% of the variance in CSI (Table 6). All hypothesized paths were supported: SI ($\beta = 0.307$, $t = 7.760$, $p < 0.001$), AC ($\beta = 0.284$, $t = 7.021$, $p < 0.001$), CQ ($\beta = 0.168$, $t = 3.912$, $p < 0.001$), PC ($\beta = 0.147$, $t = 4.216$, $p < 0.001$) and ET ($\beta = 0.096$, $t = 2.362$, $p = 0.019$) exerted significant positive effects on CSI.

Table 6 Regression model results

Hypotheses	Hypothesized paths	Standardized Coefficient (β)	t-value	p-value	Hypothesis supported?
H1	CQ $\rightarrow$ CSI	0.168	3.912	< 0.001	Yes
H2	PC $\rightarrow$ CSI	0.147	4.216	< 0.001	Yes
H3	AC $\rightarrow$ CSI	0.284	7.021	< 0.001	Yes
H4	ET $\rightarrow$ CSI	0.096	2.362	0.019	Yes
H5	SI $\rightarrow$ CSI	0.307	7.760	< 0.001	Yes
Observation	450				
F-statistic	134.993				
R Square	0.603				
Adjusted R2	0.599				
Standard Error	0.427				

To check whether there was a difference between the two groups, an independent samples t-test was conducted. The results showed that Generation Y respondents ($M = 4.25$, $SD = 0.75$) and Generation Z respondents ($M = 4.15$, $SD = 0.56$) reported similar levels of continuance subscription intention. The difference between the two groups was not statistically significant ($t = 1.552$, $df = 446.533$, $p = 0.121$, Cohen's $d = 0.14$). The small effect size indicates a negligible difference between Generation Y and Generation Z. These findings suggest that the intention to continue subscriptions to global OTT platforms does not differ significantly between Generation Y and Generation Z consumers in Chiang Mai.

Discussions

This study finds that Accessibility, Social Interaction, Content Quality, Pricing and Entertainment are all significant, positive predictors of Continual Subscription Intent (CSI) toward global OTT video streaming platforms among Thai Generation Y and Generation Z consumers in Chiang Mai. The results are broadly consistent with recent OTT continuance research, while highlighting the particularly strong role of social interaction in this regional urban context.

First, Social Interaction (SI) was the strongest predictor of CSI, indicating that interpersonal engagement around OTT content is particularly salient for younger users in Chiang Mai. This extends recent OTT studies which suggest that social and communal dimensions—such as shared viewing, discussion of series and peer recommendations—can reinforce engagement and encourage continued use (Sahu et al., 2021; Chavadi et al., 2025). The EFA-derived SI construct, capturing shared leisure activities and opinion exchange, underscores that OTT consumption in this setting is embedded in social relationships rather than being purely individual. Given prior evidence of communal orientations among regional Thai audiences, the prominence of SI suggests that social motives may be a distinctive feature of OTT continuance in Chiang Mai.

Second, accessibility emerged as a key determinant of CSI, confirming that convenient, cross-device access and ease of use are central to sustaining OTT usage. This aligns with evidence that “convenient navigability” and enhanced viewing experiences are important gratifications driving OTT affinity, satisfaction and cord-cutting intentions (Sahu et al., 2021; Lo et al., 2024). In line with this literature, respondents who perceived global OTT platforms as easy to use and accessible via multiple devices reported stronger intentions to continue subscribing.

Third, Content Quality (CQ) also exerted a significant positive effect on CSI, supporting findings that content richness, relevance and perceived quality are central to sustained engagement with streaming services (Walsh & Singh, 2022; Lo et al., 2024). Respondents who perceived global OTT platforms as offering diverse, high-quality content were more likely to maintain their subscriptions, reinforcing the notion that content remains a foundational driver of continuance, even when social and accessibility factors are strong.

Fourth, Pricing (PC) had a significant, albeit more moderate, positive effect on CSI. This is consistent with recent work showing that perceived monetary value and affordability influence renewal and continued usage decisions in subscription markets (Walsh & Singh, 2022; Nazir et al., 2023). The findings suggest that respondents' evaluations of whether subscription fees are reasonable relative to the benefits received contribute meaningfully to continuance intention.

Finally, Entertainment (ET) also positively influenced CSI, consistent with the view of OTT platforms as hedonic services and with studies linking entertainment gratifications and hedonic value to positive attitudes and continuance intentions (Sahu et al., 2021; Lo et al., 2024; Chavadi et al., 2025). The comparatively smaller coefficient for ET suggests that while

entertainment is an important intrinsic motivator, it may form part of a broader value package in which social interaction and accessibility differentiate higher from lower levels of continuance intention among younger users in Chiang Mai.

It is important to note that there is no significant difference in CSI between Generation Y and Generation Z. It implies that both cohorts share broadly similar motivations for continued OTT use in this context. This is consistent with research identifying both groups as core OTT user segments with high levels of digital familiarity and streaming engagement. For practitioners, this suggests that retention strategies focused on convenience, social features, content quality and value for money are likely to be effective across both age groups.

Conclusion and suggestions

The study contributes to the OTT continuance literature by examining determinants of Continual Subscription Intent among Generation Y and Generation Z users in a major regional Thai city. The findings show that Social Interaction and Accessibility are the strongest predictors of CSI, followed by Content Quality, Pricing and Entertainment, and that continuance intention does not differ significantly between the two generations.

For global OTT providers, several implications emerge. First, ensuring seamless accessibility across devices and network conditions should be a priority, as convenience and ease of use are strongly associated with continuance intention. Second, maintaining a diverse and high-quality content portfolio, aligned with local preferences such as romance and fantasy/science fiction series, can reinforce perceived value. Third, pricing strategies that communicate clear value for money and offer flexible options for single-user and shared subscriptions may support retention in segments with relatively modest incomes. Finally, given the central role of Social Interaction, platforms may benefit from enhancing social features (e.g., shared viewing, social recommendations, engagement tools) and positioning OTT consumption as both an individual leisure activity and a shared social experience.

New knowledge and the effects on society and communities

By identifying Social Interaction as the strongest driver of continuance intention, this study offers novel evidence that global OTT platforms function as socially embedded digital spaces for younger users in Chiang Mai, rather than solely as individual entertainment services. This extends prior work that has focused primarily on content, convenience or price by demonstrating the importance of social motives in sustaining OTT usage in a regional Thai context.

The lack of significant generational differences further suggests that shared social motivations toward OTT consumption operate similarly across Generation Y and Generation Z in this setting. In a context where family ties, peer networks and community-oriented lifestyles remain salient, OTT viewing appears to facilitate shared experiences, interpersonal communication and everyday social connection, including when users are physically apart. These findings imply that global OTT platforms have implications not only for individual media consumption but also for local social dynamics, through practices of discussion, recommendation and shared viewing within families and peer groups.

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