A STUDY ON GEN Z CONSUMER ATTITUDES TOWARDS OTT (OVER-THE-TOP)

PLATFORMS IN INDIA AND ITS IMPACT ON ONLINE PIRACY

by

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Admissions Director

Dedication

To my parents, wife and daughter for their unwavering support and belief in me.

Acknowledgements

ABSTRACT

A STUDY ON GEN Z CONSUMER ATTITUDES TOWARDS OTT (OVER-THE-TOP) PLATFORMS IN INDIA AND ITS IMPACT ON ONLINE PIRACY

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2025

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This thesis examines Generation Z's attitudes toward Over-the-Top (OTT) platforms in India and their role in online piracy, based on a quantitative survey of 1000 respondents conducted from December 2024 to January 2025. The study meets five objectives: identifying OTT preference drivers, uncovering piracy motivations, applying the Theory of Planned Behaviour (TPB) and Social Learning Theory (SLT), and pinpointing factors driving OTT piracy. Results reveal JioCinema and Netflix as favoured platforms due to cost and content variety, yet piracy thrives among 16-19-year-olds and college students, driven by Fear of Missing Out (FOMO), limited content availability, social influence, and easy internet access via VPNs. Hypotheses linking piracy to FOMO, low legal awareness, and content scarcity were strongly supported, with TPB highlighting social norms and weak perceived control, and SLT highlighting peer reinforcement and accessible technology. While platform preference showed a weak direct link to piracy, unavailable content and peer-driven motives emerged as dominant forces. These findings align with prior research. Eight recommendations emerged which covered affordable subscriptions, synchronized releases, and awareness campaigns—target Gen Z's tech-savvy piracy habits. Limited by an urban focus and pre-merger data gaps, the study suggests future rural and longitudinal research. Bridging theory and practice, it provides Indian OTT providers and policymakers actionable strategies to curb piracy in India's evolving media landscape.

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CHAPTER I

INTRODUCTION

1.1 Introduction

The world is witnessing a swift change in how people consume media, largely due to the rise of Over-the-Top (OTT) media services (Gupta & Singharia, 2021; Tanushree, 2022; Prasad, 2022). OTT media services are characterized by streaming content on a wide variety of devices, providing viewers with greater access and convenience which became extremely popular during the onset of Covid-19 and lockdown restrictions worldwide (Sharma & Lulandala, 2023). However, the issue of piracy of OTT media has also become a growing concern (Shukla, 2023). India has an estimated population of 140 crore *(approximately 1.4 billion)* out of which 47.2 crore (approximately 470 million) are Gen Zs (people born between 1997 and 2012). Gen Z in India is like their counterparts in other countries in many ways, such as being tech-savvy and having a strong sense of individuality. However, unique characteristics that set them apart which will be highlighted later in this thesis. Several management-related theories and concepts have been explored in this thesis to understand the motivations and behaviours of individuals and groups who pirate OTT content.

1.2 Research problem

An OTT (over-the-top media service) is a digital distribution service offered directly to viewers via the public Internet, rather than through an over-the-air, cable, or satellite-based provider. In many countries, it is also known as streaming platforms (Netflix, Amazon Prime Video, etc.) which have subscription options. With the phenomenal growth of OTT around the world (Bose, 2022) and the rise of millennials and Gen-Z as the largest segment of consumers (Somani et al, 2024) it becomes clear that there is immense scope in studying this trend further. To make it

more interesting, there has also been a surge in Piracy of OTT (Over-the-top) content among Gen Z and this is what the research is addressing – what are the factors leading to this rise? Whilst many researchers have attempted to understand the same in different parts of the world including India – so far, there is hardly any quantitative studies and factors that were drawn out, mainly due to the other objectives being addressed, sample size limitations and feasibility issues.

1.3 Purpose of Research

The quantitative research aims to understand young adults those born between 1997 and 2012 **(Gen Z)** and their consumer attitudes towards OTT platforms in India and its impact on online piracy. The quantitative study was done on the factors that lead to their motivations for using these services, their perceptions of the legal and ethical implications of OTT piracy, and the factors that influence their decision making in the backdrop of established theories.

The researcher is a professor and business consultant by profession and deals with a lot of studies that revolve around ethical issues in international marketing. This topic was chosen by the researcher because of the constant discussions on various topics that take place among young students in colleges usually pursuing their undergraduate and post-graduate degrees. One of the topics which was discussed but never dissected in depth was the easy access to pirated content available on popular paid and subscribed OTT channels and other Internet platforms showcasing copyrighted content. This piqued the curiosity of the researcher in terms of its ethical existence and rising popularity especially among Gen Z in India. The researcher then decided to study this area in depth regarding the reasons driving the rise of the same. There are 2 main purposes of doing this research:

Firstly, to identify the factors that influence Gen Z to view OTT platforms in India

Secondly, to find out the reasons that drives online piracy of OTT content in India among Gen Z

This quantitative research will benefit OTT content creators, OTT content producers, telecom authorities, marketers and researchers alike - as remedial efforts can be discussed and implemented to address this situation in India after determining what is most likely causing this to happen in such a large scale. As noted by Sardanelli *et al.* (2019) and Ravi *et al.* (2018), the negative effects of increased digital piracy include significant financial losses for the media industry, including OTT companies.

1.4 Definition of Terms

FOMO – It stands for Fear of Missing Out. It is a psychological phenomenon characterized by the anxiety or fear of being left out of exciting or rewarding experiences, activities, or opportunities that others are engaging in (explained further in Literature Review Chapter)

Gen Z - Generation Z also known as Zoomers, is the demographic cohort succeeding Millennials and preceding Generation Alpha - with the generation most frequently being defined as people born from 1997 to 2012.

OTT – It stands for "over-the-top". It's a way of streaming content directly to a user's device over the internet. Its services allow users to stream content over the internet on their computers, smartphones, and other devices, rather than through traditional broadcast TV, satellite, or cable boxes. This allows users to bypass traditional content distributors and allows users to choose what content they want to watch, when they want to watch it, and in what order they want to watch it.

Piracy – In this research, it refers to the digital space where illegal copying or distribution of copyrighted material is done via the Internet. It negatively affects the creative industries,

including film, TV, publishing, music and gaming. In this research – we will be restricting digital piracy to OTT.

SLT – Social Learning Theory (Explained further in Literature Review Chapter)

TPB – Theory of Planned Behaviour (Explained further in Literature Review Chapter)

VPN – a virtual private network, that establishes a digital connection between a computer and a remote server owned by a VPN provider, creating a point-to-point tunnel that encrypts your personal data, masks your IP address, and lets you sidestep website blocks and firewalls on the internet.

Objectives of Research

Refer Chapter 3 for detailed explanation.

The thesis research has five core objectives and four sets of hypotheses:

Objective 1 – To Identify the Factors that influence Gen Z to view OTT platforms in India

Objective 2 – To find out the reasons that drive online piracy of OTT content in India among Gen Z

Objective 3 – To study the impact of Theory of Planned Behaviour (TPB) on digital piracy behaviour among Gen Z in India

Objective 4 - To Study Whether Social Learning Theory (SLT) Affects Digital Piracy Behaviour Among Gen Z in India

Objective 5 - To Determine Factors Motivating Online Piracy in OTT Services Among Gen Z in India (MOT)

Hypotheses undertaken for testing (H1A/B to H4A/B):

H1A: There is a relation between FOMO and digital piracy behaviour among Gen Z in India

H1B: There is no relation between FOMO and digital piracy behaviour among Gen Z in India

H2A: Lack of awareness about online piracy and its effects has an impact on digital piracy behaviour among Gen Z in India

H2B: Lack of awareness about online piracy and its effects has no impact on digital piracy behaviour among Gen Z in India

H3A: Easy and affordable access to high-speed internet leads to digital piracy behaviour among Gen Z in India

H3B: Easy and affordable access to high-speed internet does not lead to digital piracy behaviour among Gen Z in India

H4A: Limited access to international OTT content leads to digital piracy behaviour among Gen Z in India.

H4B: Limited access to international OTT content does not lead to digital piracy behaviour among Gen Z in India.

These hypotheses mentioned above are focusing on Fear of Missing Out (FOMO), awareness, internet access, and content availability.

CHAPTER II

LITERATURE REVIEW

This literature review examines the factors driving OTT piracy among Gen Z in India. While previous research has explored the general effects the same, this review will specifically investigate the role of certain consumer attitudes that are the main motivators for a surge in this behaviour. This review will examine studies that use quantitative methodologies and will include sources published within the last decade. The review will first examine factors that influence piracy of OTT among Gen Z in India and finally it will examine the theories and concepts that can be used to explain or analyse piracy of OTT content.

2.1 Factors that influence OTT Piracy among Indian Gen Z

Most data indicate lack of affordable and quality content that caters to Gen Z on traditional TV or modern OTT platforms in India (Jha, 2023; Mathur, 2020; Bafna M. & Srivastava, 2019). The OTT industry in India is estimated to grow 17% over FY22 to touch a revenue of Rs.33,800 crore (nearly $6.4 billion) by FY23. Still, it loses up to 30% of revenue to piracy (Jha, 2023). As per Indian Express (2022) India ranks third globally for consuming pirated content in 2021. According to Investopedia's survey (Morelli, 2022), Gen Z is the most internet-savvy age group when it comes to learning about new things via YouTube, followed by chats with family, friends, Internet searches, Reels, etc. India has an approximate 27% Gen Z population according to Business Insider India Bureau (2020). An entire literature review analysis by Mulla (2022) studied many other factors influencing the adoption of OTT platforms from 2007 to 2021 which helped in establishing a review that encompasses studies in the last two decades to ensure an up-to-date analysis. Several factors contribute to the high levels of OTT piracy in India which will be highlighted in this paper. People may be motivated to pirate OTT content

(Saldhana 2021; Biswas & Ghosh, 2022; Sahni & Gupta, 2019) for a variety of reasons such as:

1. **Lack of access to affordable, legitimate streaming options:** A holistic view of the literature comprising of research articles and newspapers (Shoham *et al*, 2008; Arli *et al*, 2018; Nagaraj *et al*, 2021; Sharma *et al*, 2023; Subburayan, 2023) indicates that in India, many people come from lower middle-income families especially Gen Z are they are unable to afford subscription-based streaming services and may turn to pirated content as a cheaper and attractive alternative. Considering a large Gen Z population in India, it is essential to understand some of the demographics from the view of social economics and its impact on this topic.

2. **Limited availability of local & international content:** Many OTT platforms in India have a limited content production and marketing budget, making it difficult for them to compete with larger, more established players. In some cases, popular movies and TV shows may not be available on legal streaming platforms in India, which may prompt some viewers in this case Gen Z to seek out pirated versions of the content. A noticeable gap in the literature review (Anand & Srinivas, 2020; Sharma & Harsora, 2023) emerges when we look at India which has 22 official languages, and the OTT industry is dominated mainly by Bollywood and state-wise regional language content. Since all the content is not available in a specific language on most OTT platforms, Gen-Z may turn to pirated content to easily access shows or movies in their preferred language.

3. **High-speed internet and web-savvy:** Despite the existing literature (Miller, 2023; Mude & Undale, 2023; Ayyar, 2023; Moochhala, 2018; Ganguly *et al*, 2022), there is limited investigation into the increasing access to high-speed internet and the widespread use of mobile devices among Gen Z users, as it has become easier for them to access and share pirated content. Authors such as Arar (2018) and Schwieger & Ladwig (2018) argue even

further that Gen Z are creative and efficient internet technology users, multitaskers, and individualistic, hence may require more soft skills to fit in any workplace. Since Gen Z is the first generation to grow up with technology and the internet, they may be more likely to have the technical knowledge and skills needed to access and download pirated content.

4. **<u>Lack of awareness and law enforcement:</u>** This issue is of significant relevance due to its impact on the existence of laws and regulations to combat piracy, enforcement efforts in India which have been largely ineffective, as many people including Gen Z may not be aware that accessing pirated content is illegal and may not realize the negative impact that piracy can have on the film and television industry indirectly allowing pirates to operate with relative impunity. This was explored in detail by many researchers and news articles (Shukla, 2023; Yadav & Singh, 2023; Jha L., 2023; IDERTO, 2017)

5. **<u>FOMO and Focused Marketing and Promotion:</u>** Many researchers (Dhir et al., 2018; Przybylski et al., 2013, Vacalares et al, 2023; Herawati et al, 2022) have identified and explained that FOMO (fear of Missing Out) refers to individuals' apprehension or concerns about missing or being absent or disconnected from an experience that others *(i.e., peers, friends, family)* might receive or enjoy and is highlighted as a key driver of Gen Z's social media use). These research articles were very relevant and lays foundation for further exploration to the research at hand and could help in determining if this is one of the main causes of piracy among Gen Z. Despite the literature on this existing topic, a few researchers (Bhatt, 2023; (Srivastava & Pachauri, 2023) note that OTT platforms may be more successful in marketing and promoting their content specifically to Gen Z, through social media, influencer marketing and other digital means, which can drive peer pressure and social influence to watch the latest and trending shows/movies urgently thereby increasing consumption among this age group.

6. **Discoverability via Socializing:** A lot of literature by authors in this field (Desch, 2023; Miller, 2023; Vacalares *et al*, 2023, Nandakumar & Krishna, 2023; Tanushree, 2022; Prasad, 2022;) constantly point out that OTT platforms have personalized recommendations and suggestions, which help Gen Z to discover new content that aligns with their interests, and identity hence appealing for them. With OTT platforms offering options to watch and discuss shows and movies together online, Gen Z uses it to socialize with their peers. This needs to be studied further as the insights gathered in this review may help in further investigation into whether socializing encourages online piracy behaviour among Gen Z in India.

2.2 Theories/ Concepts to analyse piracy of OTT content

2.2.1 Theory of Planned Behaviour

The theory of Planned behaviour (TPB) is a psychological concept used by marketers and researchers alike to recognise how individuals make decisions and engage in behaviours such as piracy. It was proposed by Azjen (1991) and was revised from TRA (Theory of reasoned action) which was earlier published in 1985 by Fishbein & Azjen through the inclusion of perceived behavioural control to ensure that intentions and behaviours are affected by human attitudes and subjective norms. Many past studies have applied the TPB to investigate digital piracy behaviour [Yoon, 2011; Wang & McClung, 2011; Cronan & Rafee, 2008; Arli et al., 2018, Jain V., 2014]. The TRA earlier suggested that an individual's intention to carry out the desired behaviour is mainly driven by two important factors *(attitude and subjective norm)* under the assumptions that human beings make rational choices by taking account of the information available to them and by making a careful assessment of the implications of their actions before acting them. Simply put, if an individual is sure that he does not have the resources *(example – affordable broadband access)* then it is less likely for the individual to

have an intention to buy a product legally regardless of the individual having a positive attitude to buy the product. Hence, perceived behavioural control (PBC) was added as a central precursor of behavioural intentions to overcome the TRA limitation and improve the accuracy in predicting intentions. When it comes to piracy of OTT content, the TPB would suggest that an individual's intention to pirate is influenced by their attitudes towards piracy *(positive or negative),* the subjective norms or perceived social pressure from their peers, and their perceived behavioural control or ease of accessing pirated content. TPB model of behavioural intentions affects pirated content as individual attitudes toward piracy software (pirated products) indicate the personal attitudes of that behaviour's results. If an individual has a strong tendency towards pirated products, he will probably intend to use a pirated product. Conversely, if a person has a weak tendency towards pirated products, they will tend to have an intention not to use pirated digital products [Yoon, 2011; Petrescu, Gironda & Korgaonkar, 2018; Pham, Dang & Nguyen, 2020]. Through integration of this literature it becomes evident that this theme will play an important role in this study.

2.2.2 Theory of Marketing Ethics

This further leads to the Hunt-Vitell Theory (Theory of Marketing Ethics) which was introduced in 1986 and revised in 1993 due to the evaluation of the researchers of the previous model. Many researchers would accept this model as a base to expand the body of knowledge about the process of ethical decision-making in business in general and marketing. In the Hunt-Vitell model, moral judgment and intentional morality must be better predictors of behaviour when moral issues are significant as the theoretical basis and focus on the importance of morality and the intensity of moral problems as the key to understanding morality when the content is intended to be ethical. This theory has been further researched by Mayo & Marks (1990) using scenario techniques. Another author Thompson (1995) suggests that naturalistic research approaches are best suited for exploring conceptual issues

in marketing ethics, given the complex philosophical assumptions underlying theoretical accounts. All the previous studies [Muncy & Vitell, 1992; Brennan *et al*, 2010; Yoon C, 2011; Shoham *et al*, 2008; Taylor *et al*, 2009] exploring this theory identify a set of factors from a consumer perspective that affect their ethical decision making related to digital piracy mainly music and software. The insights gathered from this literature review have significant implications for the study of online piracy in OTT among Gen Z.

2.2.3 Social Learning Theory (SLT)

This theory of Social Learning (SLT) was first proposed by Albert Bandura in 1977. Then in 2002 it was applied in a cultural context - which focused on explaining the learning process of individuals when they are in social contexts. Authors such as Akers (1998) developed the social cognitive theory which is an extension of the social learning theory and describes a dynamic and shared interaction of person, environment, and their human behaviour. According to SLT, individuals who relate differently with their family, peers and other people will display themselves to attitude towards deviance or unusual conduct (Lowenstein, 2020; Lee et al., 2018). Furthermore, Bandura (2002) suggested 4 stages in understanding SLT – Attention, Retention, Reproduction & Motivation (incentive) which can be applied to piracy of OTT content where when people want to learn something on the internet, they visit a social media forum where there are posts or videos of someone demonstrating how to do a task or describing a specific behaviour (e.g. piracy), which in turn would motivate Gen Z to acquire new knowledge and skills. This same line of studies has been done by various researchers (Brown et al, 2005; Akers & Sellers, 2012). This review lays the foundation for further exploration into the factors that may drive online piracy among Gen Z.

2.2.4 Digital Piracy Behaviour

The focus here has been to examine to examine and synthesize the current state of knowledge on digital piracy. According to Kim et al (2022) digital Piracy has been the most critical worldwide issue in the media industry. Authors such as Siponen & Vartianen (2004) state that different from other unlawful activities, digital piracy is perceived as an un-harmful activity. However, according to Jha (2023) it causes a huge economic loss for software companies, OTT content production, and provider-platform companies in general. Digital piracy behaviour refers to the consumption of an unlawful copy of online digital goods, content, or service such as software, films, video, music, or e-book without the payment to or approval from the copyright owners (Pham, et al, 2020; Hinduja, 2012). Generally, most studies on piracy behaviour is mainly focused on behavioural intentions (Belleflamme & Peitz, 2014; Pham et al., 2020, Eisend, 2019 & Phau, Lim, Liang & Lwin, 2013). It is regularly presumed that intentions strongly predict actual behaviour (Ramayah, Ahmad, Chin & Lo, 2009). Dejean (2009) and Das (2022) referred to this as digital piracy or piracy through peer-to-peer (P2P) networks as it involves the replication of intellectual property through the internet using file sharing via Torrents or messaging apps such as Telegram that can bypass Indian regulations. A report released by Blackburn et al. (2019) calculated both industry loss from piracy and the value of illegally accessed content in the US estimated that piracy cost the country's film and TV industry between US\$29.2 billion to US\$71.0 billion.

2.2.5 Over-the-Top (OTT) Streaming Services

Given the growing concern of online piracy, it becomes imperative to understand the fundamentals of OTT services. Since the OTT market is still growing and new, multiple definitions are available as it depends on the platform or region mentioned. The classification of over-the-top (OTT) media has seen considerable exploration in recent years (Banerji et al.,

2014; Moochhala, 2018; Mulla, 2022), but there are still many unknowns because of constant changes. According to Jones (2009), the number of devices capable of supporting digital media has increased along with internet access speed, allowing consumers to interact anywhere without worrying about the restrictions on what they can watch and do. In 2008, there were only 5 million subscribers to Netflix and Hulu which has now crossed over 100 million as digital supply of OTT content remains in prominence across platforms like Amazon Prime Video, Hulu, Disney+, and HBO Now, which offer unlimited streaming for an annual fee (Westcott et al., 2019). Previous studies reveal functional features offered by OTT services such as preference, convenience, flexibility, and cost-advantage may lead to cord-cutting (Bhullar and Chaudhary, 2020; Cha, 2013; Park, 2019). Research into the reasons behind the surge of OTT also shows an increase in demand for higher bandwidth internet connections, more affordable internet worldwide attached with increased awareness among consumers about digital streaming technologies - all factors leading towards greater adoption (Sharma et al, 2023; Bhullar and Chaudhary, 2020, Madnani et al., 2020; Nagaraj et al, 2021). In 2021, the Indian government introduced new rules that require all OTT platforms to self-regulate their content and provide a complaints mechanism for viewers (Business Today, 2023).

2.3 Summary

This literature review investigates the surge in OTT piracy among Gen Z in India, focusing on consumer attitudes as key motivators. Drawing on quantitative studies from the past decade, it identifies several influential factors. First, the lack of affordable, quality content on OTT platforms drives Gen Z, a significant 27% of India's population, toward piracy, with the industry losing up to 30% of its Rs.33,800 crore revenue in FY23 (Jha, 2023). Second, limited availability of local and international content, compounded by India's linguistic diversity, pushes Gen Z to pirated sources (Anand & Srinivas, 2020). Third, high-speed internet and Gen Z's tech-savviness facilitate easy access to pirated content (Miller, 2023). Fourth, weak law

enforcement and low awareness of piracy's illegality further enable this behavior (Shukla, 2023). Additional drivers include FOMO, driven by peer pressure and targeted marketing (Dhir et al., 2018), and socializing through content discovery (Vacalares et al., 2023). The review also explores theoretical frameworks like the Theory of Planned Behaviour, which links attitudes, norms, and control to piracy intentions (Ajzen, 1991), alongside the Hunt-Vitell Theory of Marketing Ethics and Social Learning Theory, providing a robust basis for analysing OTT piracy among Gen Z.

CHAPTER III

METHODOLOGY

This chapter called research methodology, is the process and set of principles employed in the design, planning, and execution of a research study (Scholtz *et al*., 2020). This chapter focuses on the research methodology with which the primary objectives can be addressed along with finding which hypotheses can be accepted or rejected. This research method must be selected to find how the variables can be measured along with an explanation of the sample size. The following sections will discuss the overall research design, by outlining the approach to the data collection method, the questionnaire design, and the sampling method. A diagrammatic presentation of the conceptual framework has also been provided to summarize how the variables, objectives and hypotheses are interconnected. Furthermore, the guidelines and ethical protocols from SSBM were followed to ensure participants' protection during and after research completion.

3.1 Research Paradigm

The theoretical underpinnings and methodical approach of research techniques are what makes research possible. It includes the policies, methods, and strategies applied in the gathering, processing, and interpretation of data (Punch, 2020). During the research of the author in the literature review – it became clear that there is a gap in understanding why this rise in OTT piracy among Gen-Z taking place exists, especially in a country like India. Whilst there are studies which reflect qualitative studies with very small samples – the researcher aims to a wider quantitative study instead.

Ontologies are theories of what exists (Runes, 1984; Urmson & Ree, 1991) and a methodology is driven by the researcher's ontological and epistemological beliefs. According to Guba & Lincoln (1994) the ontological, epistemological and methodological assumptions in research

paradigms are so interrelated that answering one question shapes how others can be answered. This in turn shows the ontological aspect which was studied during the literature review which helped guide the researcher to narrow down certain variables to be studied.

The researcher uses the deductive approach of positivism which stresses the acknowledgement of the possibility that reason could discover underlying links between phenomena. Positivism was popular because it placed a strong focus on objectivity and held up the possibility of discovering universal truths (Aliyu *et al*, 2014). To test theories and determine correlations between variables, this research methodology makes use of numerical data and statistical analysis.

Cross-sectional research has been conducted by the researcher as links or associations between certain variables can be established quicker in a larger sample size as compared to longitudinal studies and is described as taking a snapshot of a group of individuals (Carlson & Morisson, 2009). The subjects in a cross-sectional study are simply chosen from an available population of potential relevance to the study question and there is no follow-up unlike a longitudinal study. Once the subjects are selected, the researcher will collect the data and assess the associations between chosen variables.

Hence, in this research, for understanding piracy behaviour of Gen Z, cross-sectional research has been chosen as it will be faster, cost-effective, and is well-suited for identifying potential correlations between variables. In general, surveys, experiments, and content analysis of numerical data are proven examples of common methodologies (Sekaran & Bougie, 2016) used in this kind of a research. In this research, the researcher employs structured questionnaires - to collect data from a sizable sample of participants, this in turn method enables researchers to extrapolate findings to a larger population (Babbie, 2020).

In short, the researcher has explained why he has chosen the ontological approach which then leads to a cross-sectional, data-driven, hypothetical-deductive research, using a positivist tradition.

3.2 Research Objectives & Hypotheses

Objective 1 – To Identify the Factors that influence Gen Z to view OTT platforms in India

Objective 2 – To find out the reasons that drive online piracy of OTT content in India among Gen Z

Objective 3 – To study the impact of Theory of Planned Behaviour (TPB) on digital piracy behaviour among Gen Z in India

Objective 4 - To Study Whether Social Learning Theory (SLT) Affects Digital Piracy Behaviour Among Gen Z in India

Objective 5 - To Determine Factors Motivating Online Piracy in OTT Services Among Gen Z in India (MOT)

H1 - FOMO (Fear of Missing Out)

H1A: There is a relation between FOMO and digital piracy behaviour among Gen Z in India

H1B: There is no relation between FOMO and digital piracy behaviour among Gen Z in India

H2 - LOAOP (Lack of Awareness about Online Piracy)

H2A: Lack of awareness about online piracy and its effects has an impact on digital piracy behaviour among Gen Z in India

H2B: Lack of awareness about online piracy and its effects does not have any impact on digital piracy behaviour among Gen Z in India

H3 - EAHSIA (Easy & affordable high-speed internet access)

H3A: Easy and affordable access to high-speed internet leads to digital piracy behaviour among Gen Z in India

H3B: Easy and affordable access to high-speed internet does not lead to digital piracy behaviour among Gen Z in India

H4 - LOC (Limited access to international OTT content)

H4A: Limited access to international OTT content leads to digital piracy behaviour among Gen Z in India.

H4B: Limited access to international OTT content does not lead to digital piracy behaviour among Gen Z in India.

Refer Chapter 1 for further context.

Table 1.1

Theoretical Research Objective Variable	Foundational References
TPB	*Azjen (1991); Fishbein & Azjen (1975); Yoon (2022); Cronan & Rafee (2008); Arli et al (2018); Petrescu et al (2018); Pham et al (2020).*
SLT	*Bandura (1977, 2002); Akers (1998); Lowenstein (2020); Lee et al (2018); Brown et al (2005); Akers & Sellers (2012)*
MOT (Motivation)	*Mulla (2022); Saldanha (2021); Subburayan (2023); Henkel et al (2016); Shoham et al (2008)*

Furthermore, apart from the objectives, there are 4 <u>hypotheses</u> that will be tested based on the aim of the research and its primary objectives :

Hypothesis Variable	Foundational references
FOMO	*Przybylski, A. K., & Weinstein, N. (2013); Groenestein, E., et al (2024); Mazlum, M., & Atalay, A. (2022); Park I. & Kim H. (2024); Dhir et al (2018); Przybylski et al (2013); Vacalares et al (2023); Herawati et al (2022); Almeida, F., et al (2024); Bhatt (2023); Srivastava & Pachauri (2023); Gopakumar S. & Dananjayan M. P. (2024)*
LOAOP	*Sahni, S. P., & Gupta, I. (2019); Fakude, N., & Kritzinger, E. (2022). Shukla (2023); Yadav & Singh (2023); Jha L. (2023); Sundaravel, E., & Elangovan, N. (2020); Rajavi K.,et al (2024); Pathak P. (2022)*
EAHSIA	*Kridel, D., Rappoport, P., & Taylor, L. (2002); Sawehli, A., Al-Rashdan, M. A. E. N, & Al-Maatouk, Q. U. S. A. Y. (2019); Mude & Undale (2023); Ayyar (2023); Ganguli et al (2022); Arar (2018); Schwieger & Ladwig (2018); Gaurav K. et al (2022); Sharma M, et al (2023)*
LOC	*Quinn, J. (2021); Amponsah, K. D. (2022); Sharma & Harsora (2023); Anand & Srinivas (2020); Koay, K. Y., et al. (2022); Ghalawat, S., et al (2021); Nagaraj, et al (2021).*

3.3 Theoretical Model

Figure 1
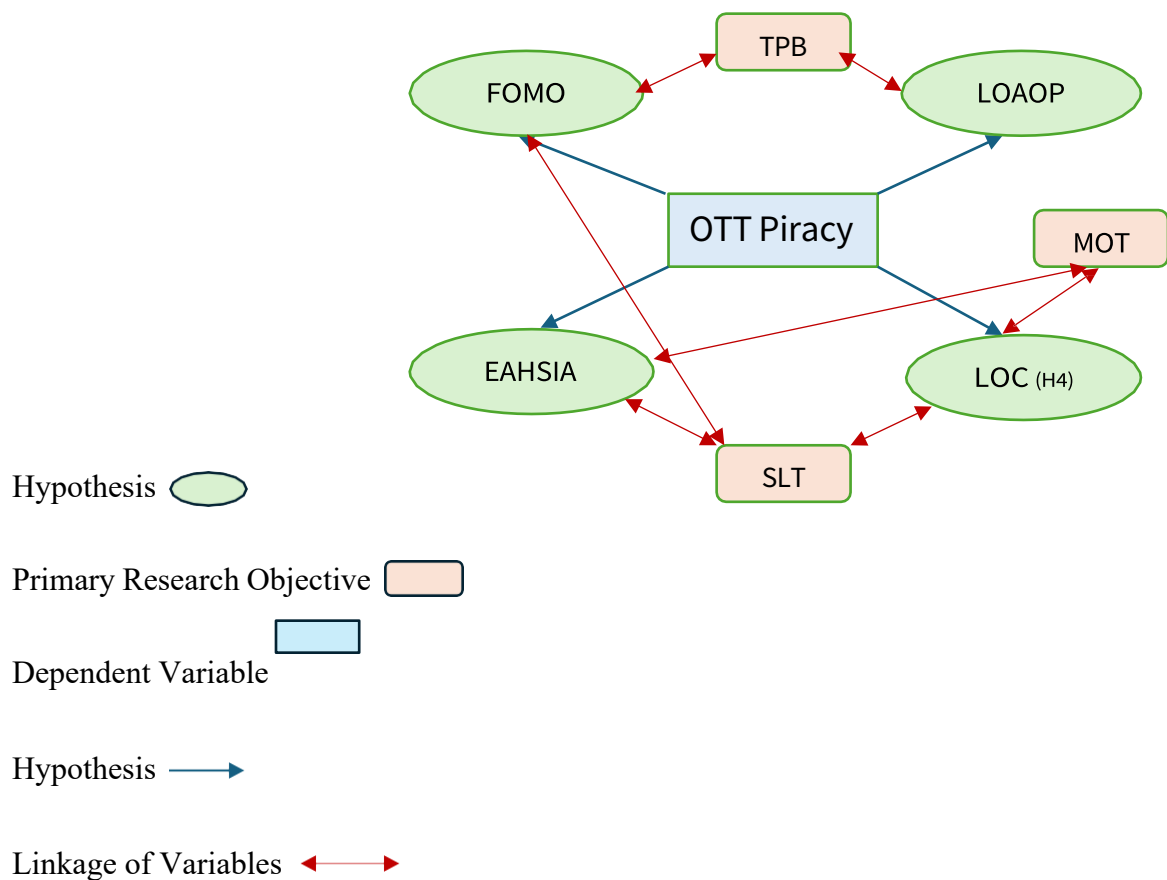
1. **To study the impact of Theory of Planned Behaviour affecting digital piracy behaviour among Gen Z in India [TPB]**

Previous studies have often focused on qualitative data or small sample sizes, limiting the generalizability of their findings (Ajzen, 1991; Fishbein & Ajzen, 1985). By employing a quantitative approach and utilizing the TPB framework, this research aims to provide a comprehensive understanding of the behavioural intentions and attitudes that drive digital piracy among Gen Z in India. This addresses the gap by offering statistically significant insights that can be generalized to a larger population (Yoon, 2022; Cronan & Rafee, 2008).

2. **To study whether Social Learning Theory affects digital piracy behaviour among Gen Z in India [SLT]**

While existing literature has explored SLT in various contexts (Bandura, 1977, 2002), its application to digital piracy behaviour among Gen Z in India remains under-researched (Akers, 1998; Lowenstein, 2020). This objective aims to fill this gap by examining how observational learning, reinforcement, and developing influence piracy behaviours in this demographic, using a robust quantitative methodology (Lee *et al.,* 2018; Brown *et al.,* 2005; Akers & Sellers, 2012).

3. To determine which factors, play a role in the motivation of online piracy in OTT services among Gen Z in India [MOT]

The current body of research often lacks a detailed exploration of the specific motivational factors behind online piracy in the context of OTT services. This research seeks to identify and analyze these factors using a large sample size and validated theoretical frameworks, thereby providing actionable insights for stakeholders in the OTT industry and contributing to the development of targeted anti-piracy strategies (Mulla, 2022; Saldanha, 2021; Miller, 2023).

3.4 Statistical Tests for Testing Hypotheses

In this research study, SPSS will primarily be utilized to perform descriptive and inferential statistical analyses. Descriptive statistics such as frequency distribution, measures of central tendency, and measures of dispersion will be used to summarize the demographic characteristics and viewing habits of the sample. Cross-tabulation will be employed to explore associations between categorical variables.

For inferential statistics, Pearson correlation analysis and Factor Analysis will be used to measure the relationship between perceived behavioural control and digital piracy behaviour. Multiple regression analysis will predict the impact of factors such as FOMO, LOAOP, and EAHSIA internet access on piracy behaviour. Chi-square tests will be conducted to examine

the association between awareness of online piracy campaigns and actual piracy behaviour among Gen Z respondents.

3.5 Sampling

3.5.1 Access to Sample Population

As a professor and consultant in marketing, the researcher had access to student communities and business networks across India, facilitating the reach to the target segment. Protecting the confidentiality of participants is a priority, as emphasized by Putra (2023). By approaching individuals within the target groups, the researcher could interact well with the offline participants as they will be more honest and more transparent to not withhold information. Purposive sampling ensures the sample matches the research question, thereby improving the trustworthiness of the study's results (Campbell *et al.*, 2020).

The overall target population is Gen-Z in India and in order to narrow down to a manageable sampling frame, sub-groups mainly in urban areas which includes residential neighbourhoods and college campuses that are known personally to the researcher have been selected. All the respondents were from urban areas and rural areas have been excluded and the reason for this has been explained in the 'Limitations' section later in this chapter.

3.5.2 Sampling Method

The subgroups within the Gen Z segment will be differentiated mainly by age, gender, and occupation. The purposive sampling method, complemented by quota sampling, ensures proportionate representation across these subgroups (Sarker & Al-Muaalemi, 2022). Snowball sampling will be employed as a contingency measure to fulfil quotas, leveraging existing networks to recruit eligible participants (Leighton *et al.*, 2021).

In addition to the purposive and quota sampling method – the research was open to snowball sampling as the electronic link can be easily shared by existing respondents. This was only to be used as a contingency measure in case the intended quota sample falls short. Snowball sampling helps connect the researcher with the target population and allows the researcher to use their connections to recruit eligible participants (Leighton *et al*., 2021). This helped in fulfilling quotas for collecting data via electronic questionnaires offering anonymity.

3.5.3 Sampling Frame and Size

Bekele and Ago (2022) emphasized the importance of examining the scope, nature, and research design to justify the sample size. With an estimated Gen Z population of 377 million in India (Economic Times, 2024), a sample size of 1068 is calculated to achieve a 95% confidence level and a 3% margin of error. The researcher aimed to target at least 1000 respondents, with a contingency plan for a minimum of 500 respondents after data cleaning (Jaeger & Cardello, 2022). The entire sample size of 1000 respondents was fulfilled during the months of December 2024 and January 2025 after data cleaning.

3.5.4 Pilot Testing

DeJonckheere *et al* (2019) stated that researchers should inform participants of the length of time needed for the interview and the purpose of the research - this has been mentioned at the beginning of each questionnaire. After conducting 18 pilot test interviews among different subgroups of Gen Z, it took the participants close to 10 minutes to complete the questionnaire. The respondents could find the language and technical aspects of OTT and piracy-based questions easy to understand. The length of the questionnaire was initially at 35 questions and was then reduced to 32 questions to remove repetitive questions, response fatigue and the ones which had similarity bias.

3.6 Research Instrument & Distribution Plan

As the researcher is responsible for data collection, analysis, and presentation of findings (Yoon & Uliassi, 2022), a quantitative research approach was chosen. After reading several research papers (Nayak & Narayan, 2019; Buchanan & Hivizdak, 2009; Clark A. 2006), on data collection tools, maintenance of anonymity and studying the strengths and weakness of each method, the researcher decided to go for quantitative research which would focus more on volume of responses and used 3 ways to collect responses anonymously via questionnaires:

a) **Pen & Paper method** (printed questionnaire) forms distributed in known neighbourhoods, and college campuses (Oinas, S. & Hotulainen, R., 2022). This involved a small amount of conversation as physical interactions among potential respondents did take place. In this method - Pen-and-paper, 130 responses were collected, and only **80 were usable after data cleaning**

b) **Google Form on Researcher's Tablet device** at college campuses where the researcher works as a visiting faculty member and was known to the students. This method leveraged the existing familiarity and trust between the researcher and students and ensured a higher response rate. In this method, **170 responses** were collected after data cleaning.

c) **Google Form via online link** shared on Social Media groups personally known to the researcher (WhatsApp and Telegram). This method targeted a broader audience within the Gen Z demographic and is convenient for online respondents and allows for anonymous participation, increasing the likelihood of honest and uninhibited responses. In this method, **750 responses** were collected after data cleaning.

The researcher also anticipated that there may be many respondents who abandon the survey electronically due to sensitivity of the questions (Ong & Weiss, 2000) or may not follow the

rules properly when filling out pen and paper questionnaires. Efforts to maintain respondent anonymity have been emphasized.

3.6.1 Data Cleaning

Initial responses came to a total of 1,050 (920 online, 130 pen-and-paper), but data cleaning removed 50 faulty pen-and-paper questionnaires (e.g., double responses, blanks), yielding a **final sample of 1,000 (920 online, 80 pen-and-paper).**

Responses were compiled into an Excel sheet, cleaned, and exported to SPSS for analysis, with variables coded and open-ended answers summarized into keywords. This process, spanning over one week, ensured robust data for addressing the study's five objectives and testing four hypotheses.

3.6.2 Ethical Considerations

To ensure data security and ethical handling, several measures have been implemented:

1. **Non-Collection of Personal Identifiers:** For online methods, the Google Forms settings are configured to 'Do Not Collect' email addresses, ensuring respondent anonymity.

2. **Confidentiality Assurance:** Verbal assurances were provided during the pilot test, and final collection that a disclaimer at the beginning of the questionnaire reiterates the confidentiality and academic purpose of the study (Tourangeau & Yan, 2007).

3. **Secure Data Storage:** All collected data will be securely stored by the researcher and will be deleted two years after the publication of the research findings to prevent unauthorized access and misuse.

4. **Ethical Guidelines Compliance:** The research adhered to ethical protocols outlined by SSBM, ensuring that participants' rights and privacy are protected throughout the study.

3.7 Questionnaire Structure

Questionnaires are widely used in educational and evaluation research to gather information on behaviours, knowledge, facts, attitudes, opinions, and other aspects (Bhattacharya *et al*., 2017). To address the research objectives and hypotheses, a pilot test was conducted with 18 participants to refine the questions, ensuring clarity and logical flow. Double-barrelled and loaded questions were identified and removed based on pilot test feedback.

The questionnaire was validated by referencing measures from prior studies, strengthening the theoretical grounding of the objectives and hypotheses being addressed (de Jong, 2018). Contextual questions were included to understand the specific environment, situation, or background of respondents, facilitating better interpretation of the survey results.

After reviewing various research papers (Tomczyk, 2021; Smith *et al*., 2019; Henkel *et al*., 2016; Pham *et al*., 2020), the final questionnaire consists of 32 items: 14 Likert Scale Questions, 2 Dichotomous questions, 14 closed-ended Multiple Choice Questions (MCQs), and 2 open-ended questions. The initial screening questions (Q.2 & Q.3) are designed to filter out respondents who do not meet specific criteria, thereby ensuring that only eligible participants are included in the study. For instance, questions related to age, gender, and occupation help segregate data into relevant sub-groups within Gen Z. This approach not only streamlines the data collection process but also enhances the accuracy and relevance of the findings. Furthermore, by identifying specific demographic segments, the screening questions assist in addressing secondary objectives such as understanding the role of demographics in OTT piracy (Kukla-Gryz *et al*., 2021).

The questions progress from general OTT viewing preferences and habits to piracy-related questions from the 8th question onwards. All questions are mandatory and were administered both online (Google Forms) and offline (pen & paper).

To ensure data completeness and validity, all questions in the questionnaire are marked as mandatory as mentioned above. Mandatory responses were crucial because they prevent missing data, which can lead to biased results and weaken the reliability of the research. By requiring respondents to answer each question, the researcher can maintain the integrity of the dataset and ensure that the analysis accurately reflects the participants' views and behaviours. This approach was particularly important in a study aiming to uncover complex relationships between multiple variables.

For offline questionnaires, the researcher was physically present to address any queries and ensure completeness. Incomplete electronic questionnaires were discarded to avoid bias. A disclaimer at the beginning of the questionnaire informed respondents about the research purpose.

Refer **Appendix Q** for the sample questionnaire that will be distributed.

Table 2.1

Closed-Ended Questions (Multiple Choice Questions - MCQs)	Q1. Which gender best identifies you?
	Q2. Which Gen Z age group do you currently belong to?
	Q3. What is your current occupation?
	Q4. Which OTT platform in India from the list below would you prefer the most in terms of viewing?
	Q5. What is the most important reason for choosing the above preferred OTT platform?
	Q6. Which plan of subscription to an OTT platform would you prefer most?
	Q7. How do you recommend your friends/peers to watch the content you think is worth a watch?

	Q8. From which source do you rely most to acquire pirated OTT media content?
	Q9. Which language do you prefer most to watch pirated OTT content?
	Q11. Which genre do you prefer most to view in pirated OTT?
	Q12. Which type of pirated content format do you view the most in India?
	Q20. Which method do you prefer most to view pirated OTT content on?
	Q.23. How much do you prefer watching international OTT content over local Indian OTT content?
Dichotomous Questions	Q10. Do subtitles play an important role when watching pirated OTT content?
	Q17. Have you seen or heard about any campaigns against online piracy?
Likert Scale Questions	Q13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?
	Q14. To what extent do you agree that seeing others discuss a show or movie makes you want to watch relevant OTT content immediately?
	Q15. Is it essential for you to watch new releases on OTT as soon as they become available?
	Q16. You are completely aware of the legal consequences of accessing pirated OTT content in India.
	Q18. I do not believe that accessing pirated content harms the OTT industry – to what extent do you agree?

	Q.21. Affordable internet services contribute to increased OTT content consumption - to what extent do you agree?

Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) – to what extent do you agree?

Q24. How much do you prefer watching international OTT content over local Indian OTT content?

Q25. Government regulation in censoring/banning certain OTT content in India plays a role in forcing people to opt for pirated content - to what extent do you agree?

Q.25. It is unethical to pirate OTT content, regardless of cost - to what extent do you agree?

Q.26. I feel guilty when I watch pirated OTT content - to what extent do you agree?

Q.27. Companies make too much money anyway, so pirating is justified - to what extent do you agree?

Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Q.29. I expect that using pirated content will give me access to shows and movies that are otherwise unavailable, based on what I have observed.

Q.30. I watch how others use pirated OTT content before deciding to do the same. |
| **Open-Ended Questions** | Q.31. What other factors motivate you to use pirated OTT content? |

	Q.32. Can you describe a situation where you chose to watch pirated content instead of using a legal OTT service? What were your reasons for doing so?

Table 2.2

VALIDATED MEASURES LINKAGE		
MOT	**Q.9:** Which language do you prefer most to watch pirated OTT content?	Deci, E.L., & Ryan, R.M. (1985).
MOT	**Q.10:** Do subtitles play an important role when watching pirated OTT content?	Ryan, R.M., & Deci, E.L. (2000)
MOT	**Q.11:** Which genre do you prefer most to view in pirated OTT?	Vallerand, R.J. (1997).
MOT	**Q.12:** Which type of pirated content format do you view the most in India?	Bandura, A. (1977).
FOMO **(Fear of** **Missing Out)**	**Q.13:** You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	Przybylski, A. K., & Weinstein, N. (2013).
FOMO	**Q.14:** To what extent do you agree that seeing others discuss a show or movie makes you want to watch relevant OTT content immediately?	Mazlum, M. M., & Atalay, A. (2022).
FOMO	**Q.15:** Is it essential for you to watch new releases on OTT as soon as they become available?	Durao M. *et al* (2024)

LOAOP **(Lack of** **Awareness)**	**Q.16:** You are completely aware of the legal consequences of accessing pirated OTT content in India.	Cronan, T. P., & Al Rafee, Z. (2008)
LOAOP	**Q.17:** Have you seen or heard about any campaigns against online piracy?	Sahni, S. P., & Gupta, I. (2019)
LOAOP	**Q.18.** I do not believe that accessing pirated content harms the OTT industry – to what extent do you agree?	Fakude, N., & Kritzinger, E. (2022, August)
EAHSIA	**Q.19:** How often do you stream OTT content using high-speed internet?	Kim, M.S. e*t al* (2017)
EAHSIA	**Q.20:** Which method do you prefer most to view pirated OTT content on?	Kridel, D., Rappoport, P., & Taylor, L. (2002).
EAHSIA	**Q.21:** Affordable internet services contribute to increased OTT content consumption - to what extent do you agree?	Sawehli, A., Al-Rashdan, M. A. E. N, & Al-Maatouk, Q. U. S. A. Y. (2019);
LOC **(lack of** **International** **Content)**	**Q.22:** You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) – to what extent do you agree?	Quinn, J. (2021); Smith, M.D, Telang, R., & Zhang, Y. (2019)
LOC	**Q.23:** How much do you prefer watching international OTT content over local Indian OTT content?	Amponsah, K. D. (2022); Borja, K., Rodriguez, S., & Roby, C. (2024).

LOC	**Q.24:** Government regulation in censoring/banning certain OTT content in India plays a role in forcing people to opt for pirated content - to what extent do you agree**?**	Biradar, A., & Bhale, A. (2022); Ajzen, I. (1991).
Ethical Attitudes Towards Piracy	**Q.25:** It is unethical to pirate OTT content, regardless of cost - to what extent do you agree?	Cronan, T. P., & Al Rafee, Z. (2008).
Ethical Attitudes Towards Piracy	**Q.26:** I feel guilty when I watch pirated OTT content - to what extent do you agree?	Cronan, T. P., & Al Rafee, Z. (2008).
TPB	**Q.27.** Companies make too much money anyway, so pirating is justified - to what extent do you agree?	Ajzen, I. (1991).
(SLT) Social Learning Theory	**Q.28:** If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	Bandura, A. (1977)
SLT	**Q.29:** I expect that using pirated content will give me access to shows and movies that are otherwise unavailable, based on what I have observed.	Bandura, A. (1986)
SLT	**Q.30:** I watch how others use pirated OTT content before deciding to do the same.	Lowenstein (2020); Lee *et al* (2019)

TPB	Q.31: What other factors motivate you to use pirated OTT content?	Meireles, R. E. M. (2015); Sharon Knowles (2021)
TPB	Q.32: Can you describe a situation where you chose to watch pirated content instead of using a legal OTT service? What were your reasons for doing so?	Udo, G., Bagchi, K., & Maity, M. (2016)

Reliability & Validity

Reliability

Once the data was collected, a Cronbach's Alpha test using SPSS was conducted for internal consistency on the Likert-scale items. This test showed how closely related a set of items are as a group and is a way of assessing reliability by comparing the amount of shared variance (covariance), among the items to the overall variance. A Cronbach's Alpha value of 0.7 or higher is generally considered acceptable.

Kennedy (2022) recommends test-retest reliability which helps measure the stability of the scores of a stable construct obtained from the same person on two or more separate occasions. Here, reliability concerns the degree to which scores can be distinguished from each other, despite measurement error. It is commonly estimated by calculating the correlation coefficient of the measured values at two separate time points. In this method, a higher correlation between the values of the two test occasions indicates greater temporal stability or test-retest reliability. The researcher has used Pearson's r, using a two-week interval between the test and retest which is used to establish evidence of test-retest reliability.

Validity

<u>Face Validity</u>

It is about whether a test appears to measure what it is supposed to measure. This type of validity is concerned with whether a measure seems relevant and appropriate for what it is assessing only on the surface.

In establishing the face validity of the questionnaire, the researcher undertook a multi-step process involving expert review, pilot testing, and feedback incorporation. Experts in educational research and psychology assessed the questionnaire items to ensure they accurately reflected constructs such as MOT, FOMO, LOAOP, EAHSIA, LOC, Ethical Attitudes, and SLT. Their feedback led to the refinement of several questions, enhancing clarity and relevance. Additionally, the researcher conducted a pilot test with 18 Gen Z participants, incorporating their feedback to remove ambiguities and improve the logical flow of questions. This has been explained in the earlier 'Pilot Testing' section.

Referencing validated measures from prior studies, such as those by Cronan and Al Rafee (2008) and Przybylski and Weinstein (2013), etc. further strengthened the questionnaire's face validity. With this, the researcher was confident that the questionnaire presents a credible tool for investigating the factors influencing OTT content piracy in India among Gen Z.

<u>Construct validity</u>

It addresses the measurement of a concept or construct (Cozby, 2015). The researcher performed cross-tabulations between variables to address the study objectives. By creating a cross-tabulation table, the researcher assessed how well the categories of one variable map onto another, which is a key aspect of construct validity (Voorhees *et al*., 2016). Additionally, exploratory factor analysis (EFA) using SPSS was conducted to determine if the survey items accurately capture the intended underlying concepts. This method will explore the data

structure and identify the number of factors emergent in the data, as well as the loadings of each question on these factors, simplifying subsequent analyses (Tavakol & Wetzel, 2020).

<u>Content validity</u>

It is a measurement validity that assesses how well a research instrument measures what its intended to measure for researchers. Rubio *et al*. (2003) stated that researchers conducting content validation should receive some constructive feedback for developing measurement tools. It is important because it shows how accurately a test measures a construct, which is a theoretical concept, theme, or idea that cannot usually be measured directly. Rubio *et al*. (2003) also defined experts as professionals having a few publications and experiences in related fields. Experts, defined as professionals with publications and experience in related fields, reviewed the questionnaire items, and their constructive feedback was incorporated to enhance the measurement tools. The researcher relied on the pilot test study to refine the research instrument.

3.8 Summary:

This chapter outlined the research problem, research purpose, and research design. By using purposive quota sampling, this study focuses on the Gen Z age group and the reasons behind the rise of piracy in OTT content. The methods of data collection, the structure of the questionnaire, ethical considerations, and the research limitations were also discussed in detail. This will create the foundations of the findings which will be in the next chapter.

CHAPTER IV

FINDINGS

4.1 Introduction

This chapter presents the results of a quantitative study exploring over-the-top (OTT) content piracy among Generation Z (Gen Z) in India, **conducted between December 2024 and January 2025**. The survey targeted 1,000 respondents, achieved through three anonymous data collection methods:

Pen-and-paper (130 collected, 80 usable), Google Forms (online) on a researcher's tablet (170), and Online Google Form URL link (750).

Initial responses came to a total of 1,050 (920 online, 130 pen-and-paper), but data cleaning removed 50 faulty pen-and-paper questionnaires (e.g., double responses, blanks), yielding a **final sample of 1,000 (920 online, 80 pen-and-paper).**

Responses were compiled into an Excel sheet, cleaned, and exported to SPSS for analysis, with variables coded and open-ended answers summarized into keywords. This process, spanning over one week, ensured robust data for addressing the study's five objectives and testing four hypotheses. These hypotheses mentioned above are focusing on Fear of Missing Out (FOMO), awareness, internet access, and content availability. This chapter is then structured into 5 thematic sections:

  i.   Demographic influences on OTT preferences (Findings 1–5),

  ii.   Piracy behaviours and sources (Findings 6–9),

  iii. Theoretical insights from TPB (Findings 10–15)

  iv.   SLT (Findings 16–19),

  v.   Motivational factors (Findings 20–22).

Each section presents statistical results, its interpretation and a transition to the next finding offering a foundation for understanding Gen Z's piracy trends, with broader implications reserved for the next chapter 'Discussion of Findings'. This will be followed by a chapter on recommendations, followed by limitations of the study and the overall conclusion of the study. The Appendices at the end provide the necessary graphs and tables relevant to all the findings.

4.2 : Demographic Influences on OTT Preferences (Findings 1-5)

Finding 1: OTT Platform Preferences and Demographics

Descriptive statistics for OTT platform preferences among 1,000 respondents show a mean score of 5.48 (SD = 2.711) on Q4, favouring JioCinema and Netflix, with high variability suggesting diverse preferences. Reasons for choosing platforms (Q5: M = 3.32, SD = 1.431) emphasize Diverse Content and Attractive Pricing, while subscription preferences (Q6: M = 3.50, SD = 1.727) lean toward Annual Plans. An ANOVA, testing differences across groups, shows significant variation in Q5 reasons across 10 Q4 platforms [$F_{(9, 990)} = 45.32$, $p < .001$].

Check **Appendix A & B** for further visualizations of data.

Descriptive Statistics

Table 3	N	Minimum	Maximum	Mean	Std. Deviation
Q.4. Which OTT platform in India from the list below would you prefer the most in terms of viewing?	1000	1	12	5.48	2.711
Q.5. What is the most important reason for choosing the above preferred OTT platform?	1000	2	6	3.32	1.431
Q.6. Which plan of subscription to an OTT platform would you prefer most?	1000	1	6	3.50	1.727
Valid N (listwise)	1000				

- **Age Distribution:** The sample includes 45.1% (N = 451) aged 16-19, 26.5% (N = 265) aged 20-23, 28.0% (N = 280) aged 24-27, and 0.4% (N = 4) aged 12-15. **(Refer Figure B1)**

- **Gender Distribution:** Males make up 53.0% (N = 530), females 46.7% (N = 467), and "Other" 0.3% (N = 3). **(Refer Figure B2)**

- **Occupation Distribution:** High school students lead at 44.6% (N = 446), followed by college students (33.2%, N = 332), employed individuals (21.1%, N = 211), and others (0.7%, N = 7). **(Refer Figure B2)**

Interpretation: Cost and content variety shape OTT preferences, with students and the 16-19 age group as key users. JioCinema and Netflix lead due to cost and content, with students and 16-19-year-olds dominant. This finding addresses Objective 1 by identifying preference drivers.

Hypothesis Outcome: It accepts H4A (limited content access drives piracy) and rejects H4B, as cost and content gaps hint at piracy risks.

Transition: These demographic trends lead into how age, gender, and occupation influence specific preferences leading to **Finding 2.**

Finding 2: Variations in OTT Preferences by Demographics

A Chi-square test, which examines relationships between categorical variables, shows age significantly shapes OTT preferences, refer **Appendix C - Table C1** ($\chi^2 = 975.156$, df = 30, p < .001, Cramer's V = .49, indicating a strong effect). Younger Gen Z (16-19) favour JioCinema (30.8%), while older groups (24-27) prefer Netflix (18.0%).

Figure 2

Q.3. What is your current occupation?
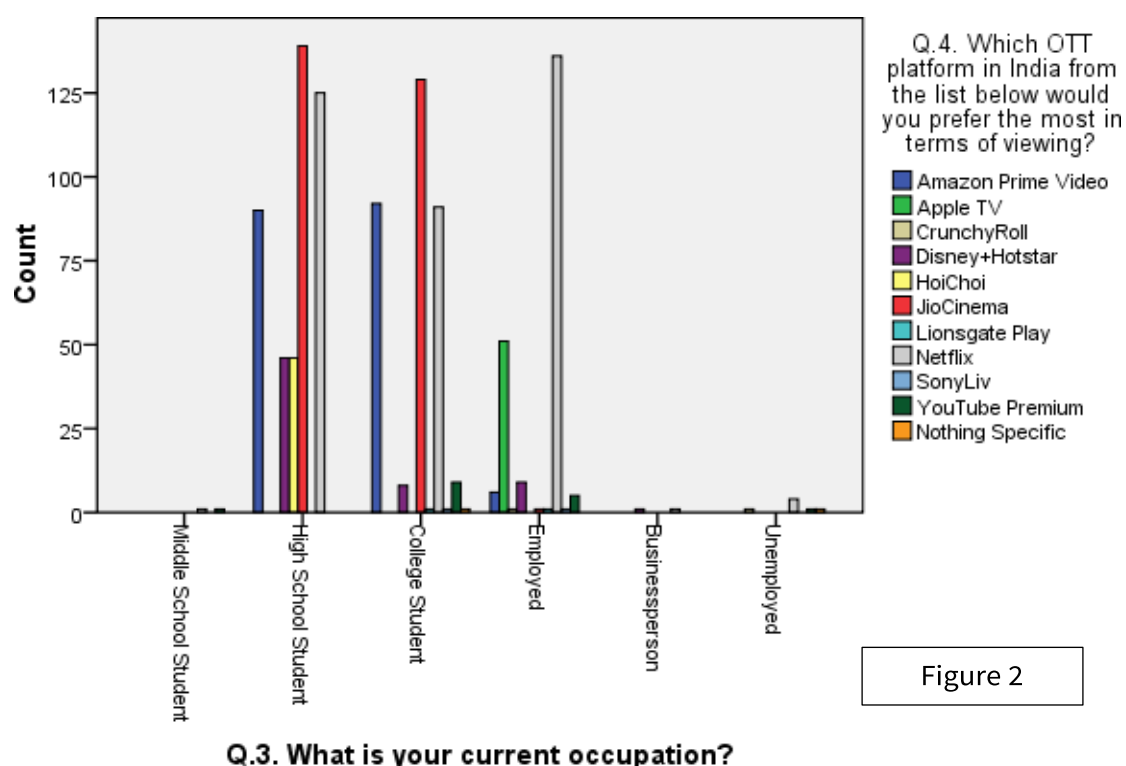
Figure 2 above also shows that Occupation also influences choices, refer **Table C2** ($\chi^2 = 655.193$, df = 50, p < .001, V = .41, moderate-to-strong effect), with high school students choosing JioCinema (31.2%) and employed individuals opting for Netflix (13.6%). Gender differences are notable, refer **Table C3** ($\chi^2 = 383.117$, df = 20, p < .001, V = .31, moderate effect), with males preferring Netflix (28.4%) and females JioCinema (19.2%).

Interpretation: Age, occupation, and gender drive distinct OTT platform preferences, reflecting economic and content needs. Economic capacity drives choices, with students

leaning toward free options. Occupation drives platform choice, with students favouring affordable JioCinema and employed Gen Z opting for Netflix's variety. This highlights economic factors in OTT adoption, potentially linking to piracy when cost barriers arise. This further addresses Objective 1.

Hypothesis Outcome: Accepts H4A (limited content access drives piracy) and rejects H4B, as preference shifts suggest access barriers.

Transition: These preferences tie to reasons and subscription choices leading to Finding 3.

Finding 3: Reasons and Subscription Preferences

Table 4

Q.4. Which OTT platform in India from the list below would you prefer the most in terms of viewing? * Q.5. What is the most important reason for choosing the above preferred OTT platform? Crosstabulation

Count

		Q.5. What is the most important reason for choosing the above preferred OTT platform?					
		Attractive Pricing	Diverse Content	Easy to Navigate	Playback Speed Options	Social Influence	Total
Q.4. Which OTT platform in India from the list below would you prefer the most in terms of viewing?	Amazon Prime Video	12	55	3	1	117	188
	Apple TV	51	0	0	0	0	51
	CrunchyRoll	0	2	0	0	0	2
	Disney+Hotstar	49	9	5	0	1	64
	HoiChoi	46	0	0	0	0	46
	JioCinema	100	119	50	0	0	269
	Lionsgate Play	1	1	0	0	0	2
	Netflix	133	76	16	125	8	358
	SonyLiv	1	1	0	0	0	2
	YouTube Premium	7	5	2	0	2	16
	Nothing Specific	0	0	0	1	1	2
Total		400	268	76	127	129	1000

Table 5

Q.2. Which Gen Z age group do you currently belong to? * Q.6. Which plan of subscription to an OTT platform would you prefer most? Crosstabulation

Count

		Q.6. Which plan of subscription to an OTT platform would you prefer most?						
		Time-bound Rental	1-month Trial	6 months	Annual Plan	Only subscribe for a particular title	Nothing Specific	Total
Q.2. Which Gen Z age group do you currently belong to?	12-15	0	1	1	1	0	1	4
	16-19	2	170	47	140	0	92	451
	20-23	53	12	8	103	3	86	265
	24-27	106	26	10	55	58	25	280
Total		161	209	66	299	61	204	1000

Cross-tabulations **(Table 4 & Table 5)** above show Attractive Pricing (40%, N = 400) and Diverse Content (25%) as top reasons for platform choice (Q5), with Netflix leading in Playback Speed (12.5%). Age influences subscription preferences, with 16-19-year-olds favouring 1-month trials (37.7%) and 24-27-year-olds preferring rentals (10.6%). Refer **Appendix E - Figures E1 & E2 for further visualization.**

Interpretation: Cost and variety dominate platform appeal, while subscription flexibility

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varies by age. This supports Objective 1 by pinpointing key drivers.

Hypothesis Outcome: Accepts H4A (limited content access drives piracy) and rejects H4B, as cost barriers may push users to piracy.

Transition: These differences are quantified across age groups taking the study further to Finding 4.

Finding 4: Age Differences in Preferences

The ANOVA in Table 6 below shows age effects on Q5 reasons (F = 45.32, p < .001) and Q6 subscriptions (F = 197.551, p < .001). Q5 scores are stable (3.5–4.0), while Q6 peaks at 20-23 (around 4.0) and drops for 24-27 (2.5).

Table 6

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q.2. Which Gen Z age group do you currently belong to?	Between Groups	110.642	4	27.661	45.543	.000
	Within Groups	604.317	995	.607		
	Total	714.959	999			
Q.6. Which plan of subscription to an OTT platform would you prefer most?	Between Groups	1319.069	4	329.767	197.551	.000
	Within Groups	1660.927	995	1.669		
	Total	2979.996	999			

Figure 3
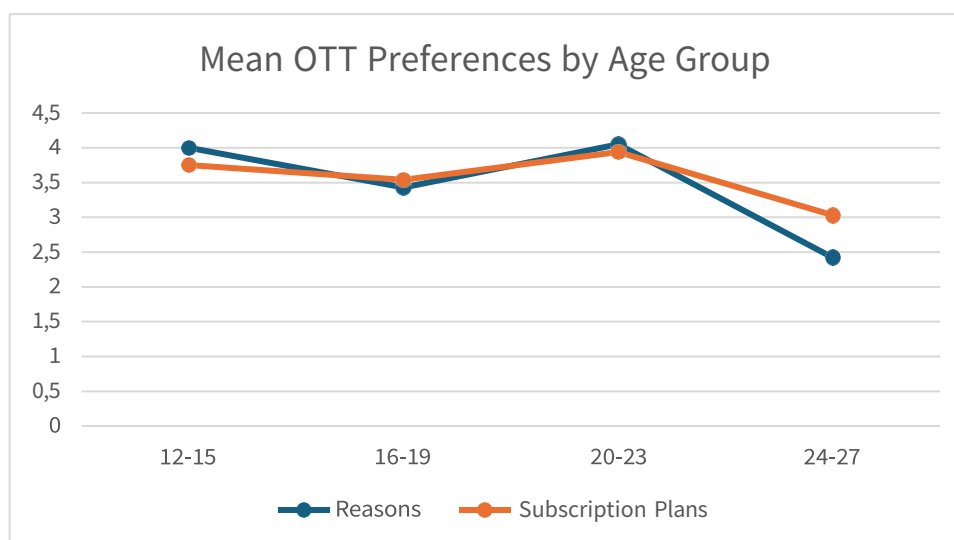
The Line graph plotting above, in Figure 2, mean Q5 (Reasons, blue line) and Q6 (Subscription Plans, orange line) scores across age groups (x-axis: 12-15, 16-19, 20-23, 24-27). The graph shows Q5 scores remaining stable (3.5–4.0) across all age groups, while Q6 scores peak at 20-23 (around 4.0) and drop sharply for 24-27 (around 2.5). For Q.5. (age groups and reasons for choosing OTT platforms), respondents who value "Attractive Pricing" have a mean score of 3.01 with a standard deviation of 0.984 suggesting moderate influence across age groups.

Interpretation: Younger Gen Z prioritize pricing, older groups content, fulfilling Objective 1. This supports Objective 1 by revealing subscription preferences, with younger users' trial preference possibly linked to H4 (limited content access) barriers. Age-driven motives (pricing for youth, content for adults) suggest tailored OTT strategies.

Hypothesis Outcome: Accepts H4A, rejects H4B, as subscription gaps may fuel piracy.

Transition: Predictors link preferences to piracy leading to Finding 5.

<u>Finding 5: Predictors of Platform Choice and Piracy Intent</u>

Among the predictors, the reasons for <u>choosing the platform (Q.5) and subscription plan preference (Q.6)</u> have significant negative standardized coefficients (β = -0.240, p < 0.000; β = -0.420, p < 0.000, respectively), indicating that **as these factors increase, the likelihood of choosing a particular OTT platform decreases.** Refer **Appendix F – Tables F1 & F2.** Conversely, age group (Q.2) and occupation (Q.3) **do not significantly contribute to the model (p > 0.05).**

Figure 4
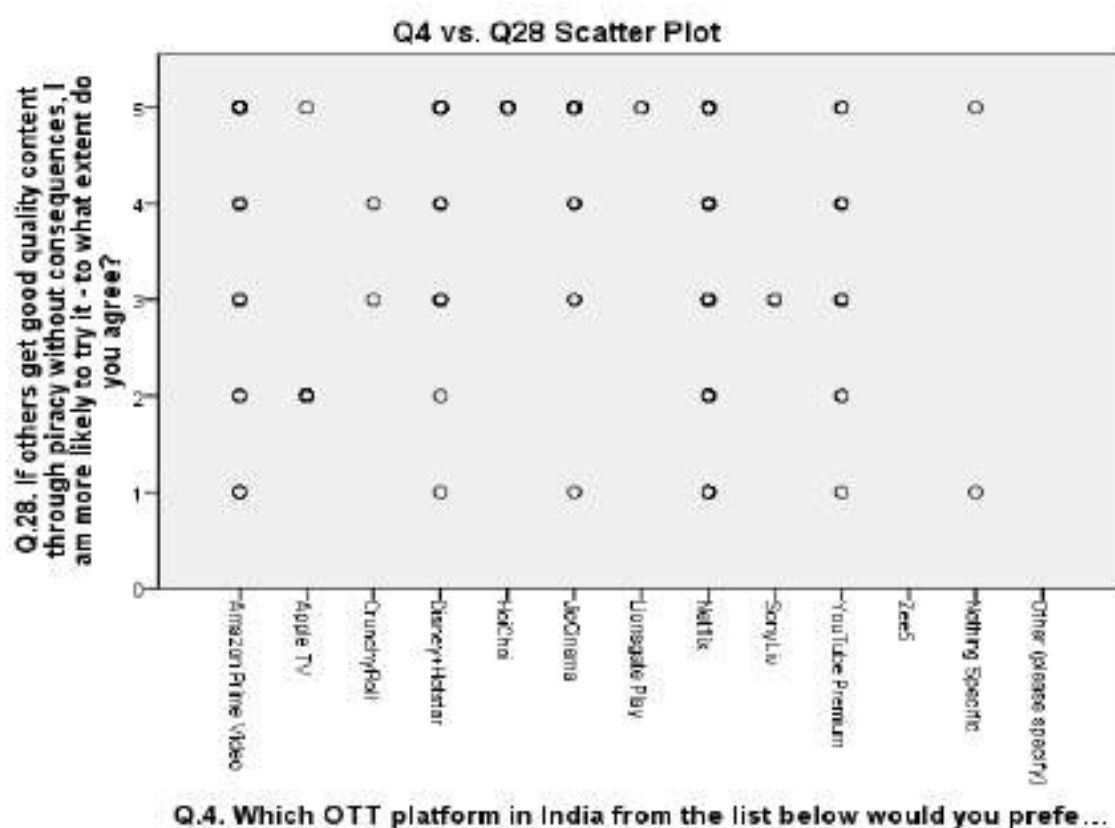
Scatter plot above, in **Figure 4,** of Q.4 (OTT platform preference, x-axis: Amazon Prime Video to Nothing Specific, coded 1–12) versus Q.28 (likelihood of piracy intent, y-axis: 0–5 scale), showing a flat and scattered distribution of data points with no clear trend, reflecting the weak relationship.

Interpretation: Cost and flexibility shape preferences, but piracy links are weak, addressing Objective 1 and partially Objective 5. Reasons for choosing platforms (e.g., pricing, content) and subscription preferences (e.g., trials, annual plans) are the strongest predictors of OTT platform choice, overshadowing age and occupation in this model. The weak link between platform preference and piracy intent suggests that other factors, such as content access or social influences, may play a larger role. The negative coefficients suggest that Gen Z favouring flexibility (e.g., trials) or social-driven choices opt for mainstream platforms (e.g., Netflix, JioCinema) over niche ones (e.g., Zee5).

Hypothesis Outcome: Rejects H4A, accepts H4B, suggesting indirect effects.

Transition: Piracy behaviours emerge next in Finding 6.

4.3 : Piracy behaviours and Sources (Finding 6-9)

Finding 6: Piracy Behaviours and Sources

Among 1,000 Gen Z respondents, piracy behaviours are evident across multiple dimensions. In **Table 7** below, reliance on piracy sources (Q8: M = 2.87, SD = 1.754) shows a moderate tendency toward torrents, with variability suggesting diverse methods. Legal awareness is low (Q16: M = 2.21, SD = 1.223), indicating many lack full understanding of consequences. Piracy intent is high (Q28: M = 4.53, SD = 0.996), with 77.9% strongly agreeing they would pirate if they saw others access high-quality content without repercussions.

Table 7

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q.8. From which source do you rely most to acquire pirated OTT media content?	1000	1	5	2.87	1.754
Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.	1000	1	5	2.21	1.223
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	1000	1	5	4.53	.996
Valid N (listwise)	1000				

In terms of sources, a pie chart reveals **(Refer Figure H1)** VPN-based downloads lead (38.6%, N = 386), followed by friends (31.4%, N = 314), online forums (28.1%, N = 281), family (1.0%, N = 10), and bootleg copies (0.9%, N = 9). This aligns with Q8's bar chart, emphasizing VPNs as the primary method.

In terms of motivation to pirate OTT, **(refer Figure H2)** Open-ended responses (Q31) identify ad-free experience (17.2%), high prices (13.7%), and content unavailability (12.9%) as top motivators, complementing Q8's VPN reliance (38.6%).

When it comes to situational drivers, a pie chart **(refer Figure H3)** shows FOMO (37.4%) as the leading situational driver, followed by unawareness (14.4%) and content bans (13.4%).

Lesser factors include ease of sharing (7.2%), uncensored content (6.6%), subscription expiration (6.2%), and pricing (3.6%).

In terms of viewing methods, **Table 8 & Figure 5** below, shows a Chi-square test, which examines relationships between categorical variables, shows a significant association between piracy sources and methods (χ^2 = 409.361, df = 24, p < .001, Cramer's V = .29, moderate effect). Notably, 63.0% of VPN users (N = 386) prefer link sharing, 77.6% of forum users (N = 281) favour link sharing, 53.2% of friend-sourced users (N = 314) use streaming websites, and 44.4% of bootleg buyers (N = 9) use torrents.

Table 8

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	409.361	24	.000
Likelihood Ratio	361.674	24	.000
Linear-by-Linear Association	82.104	1	.000
N of Valid Cases	1000		

Figure 5

Piracy Sources by Preferred Viewing Method
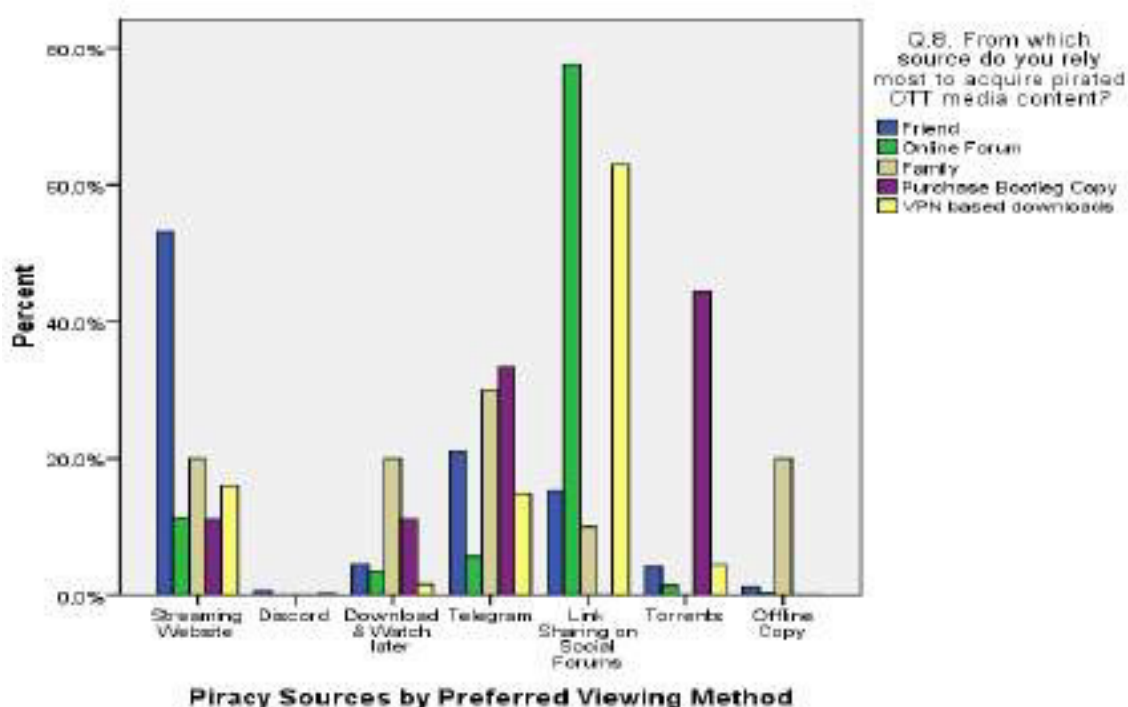
Interpretation: Gen Z's piracy thrives on accessible technology (VPNs), social reinforcement (friends, FOMO), and economic/content gaps (high prices, unavailability). Low awareness and perceived low risk amplify intent, particularly among the 16-19 age group (45.1%, Finding 1) and students (77.8%, Finding 1). Tech methods amplify piracy access. This addresses Objective 2 by identifying key piracy drivers—technological facilitators, peer influence, and content scarcity. The interplay of VPN reliance (38.6%) and link sharing (63.0%) suggests tech-savvy methods dominate, while FOMO (37.4%) and unawareness (14.4%) reflect social and knowledge gaps.

Hypothesis Outcome: Accepts H1A (FOMO drives piracy), H2A (lack of awareness impacts piracy), H3A (internet access enables piracy), and H4A (limited content access drives piracy), while rejecting H1B, H2B, H3B, and H4B.

Transition: These behaviours are shaped by demographic and contextual factors which will be seen in Finding 7.

Finding 7: Demographic and Contextual Influences on Piracy

Among 1,000 Gen Z respondents, piracy behaviours are shaped by demographic and contextual factors. Age influences piracy sources, awareness affects intent, and content/internet access drive behaviour.

Figure 6.1
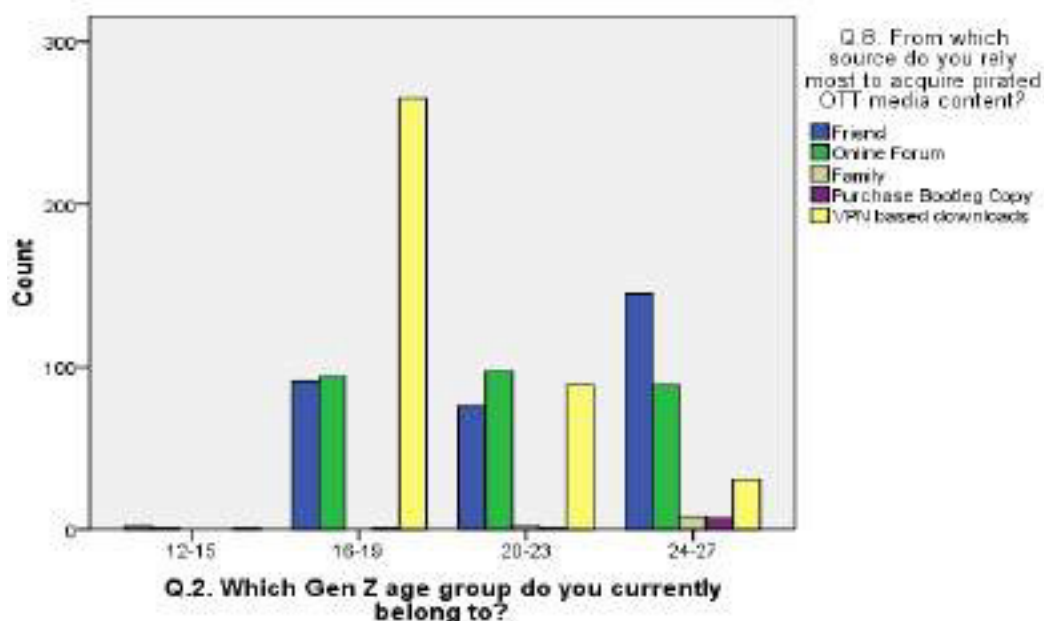
Age and Piracy Sources: Kindly refer Appendix I, **Table I 1**, for the Chi-square test, which examines relationships between categorical variables, shows age significantly shapes piracy sources (χ^2 = 202.699, df = 12, p < .001, Cramer's V = .26, moderate effect). From Figure 6 above, the 16-19 group leads VPN use (58.8%, N = 265 of 451), while 24-27 rely more on friends.

Awareness and Piracy Intent: Refer Appendix I, **Table I 2**, Table **I 3**, Chi-square analysis links low awareness to high intent (χ^2 = 438.872, df = 16, p < .001, V = .33, moderate effect). From Figure 6 above, of those unaware of legal consequences (Q16), 93.9% intend to pirate (Q28), dropping to 52.2% among the somewhat aware.

51

Figure 6.2

Q.16. You are completely aware of the legal
consequences of accessing pirated OTT content
in India.

Awareness and Piracy Intent: Refer Appendix I, **Table I 2**, Table **I 3**, Chi-square analysis links

low awareness to high intent (χ^2 = 438.872, df = 16, p < .001, V = .33, moderate effect). From

Figure 6 above, of those unaware of legal consequences (Q16), 93.9% intend to pirate (Q28),

dropping to 52.2% among the somewhat aware.

Figure 6.3

Q.22. You always find that the OTT content you
want to watch is unavailable on Indian-based OTT
platform(s) - " to what extent do you agree?
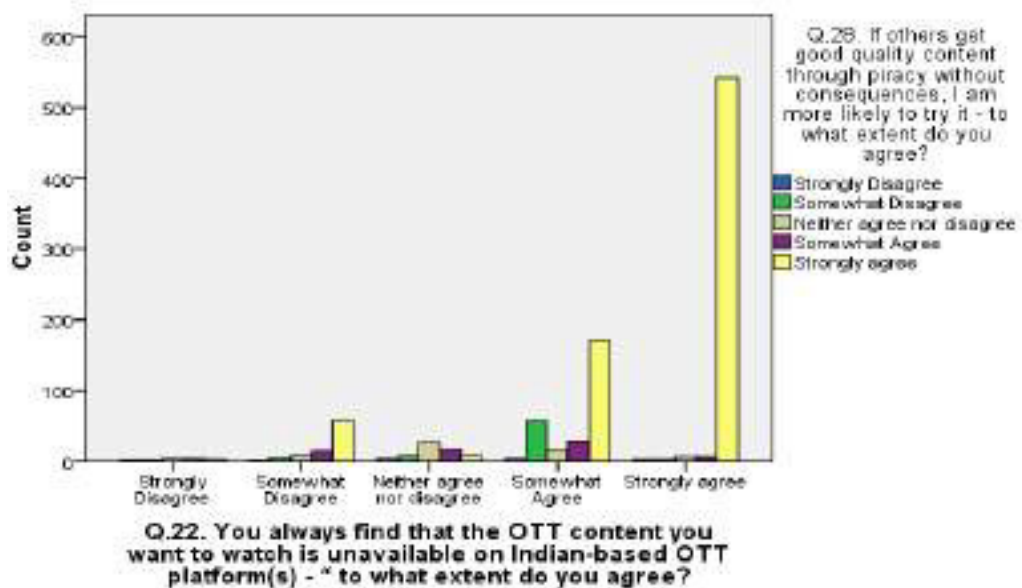
Content Unavailability and Piracy: From Appendix I, refer **Table I 4 & Table I 5** , Chi-square shows content unavailability strongly drives piracy (χ^2 = 461.655, df = 16, p < .001, V = .34, moderate effect), with 96.4% of those noting unavailable content (Q22) intending to pirate (Q28). Refer **Figure 6.3** above for visualization.

Figure 6.4
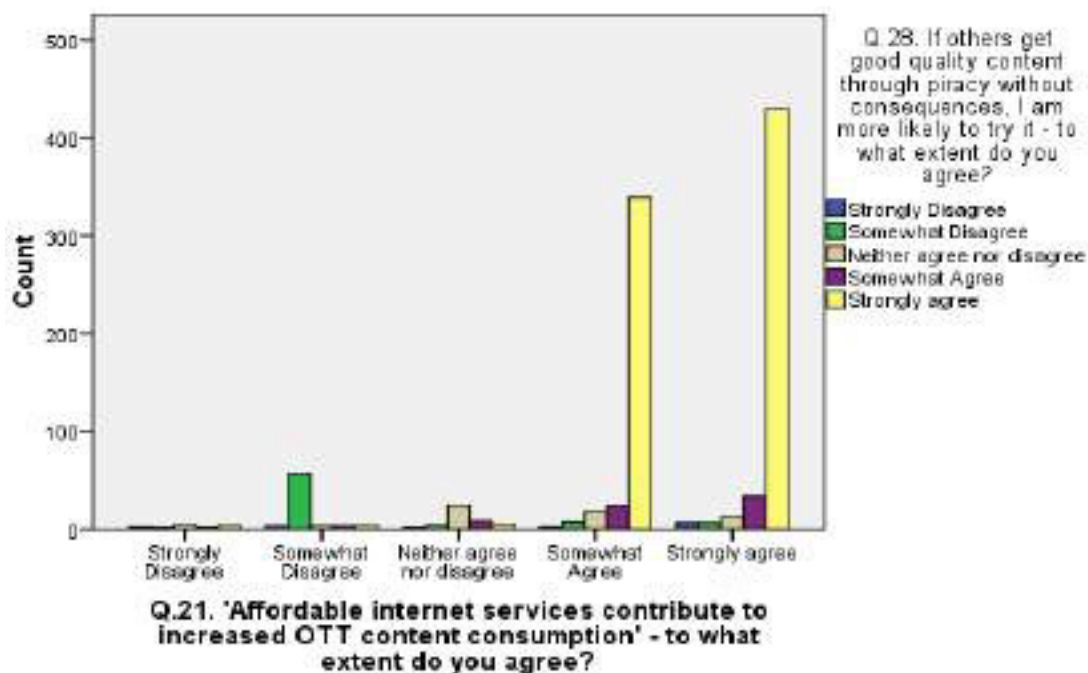
Internet Affordability and Piracy: Refer **Table I 6**, Chi-square links affordable internet to piracy intent (χ^2 = 889.760, df = 16, p < .001, V = .47, strong effect), with 88% of those agreeing (Q21) intending to pirate (Q28). Refer **Figure 6.4** above for visualization.

Interpretation: Younger Gen Z (16-19, 45.1% of sample) use VPNs due to tech access, while low awareness (Q16: M = 2.21) and content scarcity (96.4%) amplify piracy intent across groups. Affordable internet (Q21: M = 4.27) enables this behavior, particularly among students (77.8%, Finding 1). This addresses Objective 2 by showing how demographics and context fuel piracy. OTT platforms could mitigate this by expanding libraries or offering affordable global content, offering competitive pricing or exclusive content, leveraging affordability to

retain users legally by offering OTT platforms targets for intervention (e.g., affordable youth plans, peer-influence campaigns).

Hypothesis Outcome: Finding 7 enables acceptance of H2A (lack of awareness impacts piracy), H3A (internet access enables piracy), and H4A (limited content access drives piracy), whilst rejecting H2B, H3B, and H4B.

Transition: Social influences further explain piracy intent will be seen in Finding 8.

Finding 8: Social Influence on Piracy Intent

Correlations below reveal strong social drivers of piracy intent (Q28). Agreement with watching content due to friends/social media (Q13: $r = .710$, $p < .01$) and urgency from others' discussions (Q14: $r = .739$, $p < .01$) link to piracy intent, with a strong correlation between Q13 and Q14 ($r = .755$, $p < .01$)

Table 9

Correlations

		Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?	Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?
Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	Pearson Correlation	1	.755**	.710**
	Sig. (2-tailed)		.000	.000
	N	1000	1000	1000
Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?	Pearson Correlation	.755**	1	.739**
	Sig. (2-tailed)	.000		.000
	N	1000	1000	1000
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	Pearson Correlation	.710**	.739**	1
	Sig. (2-tailed)	.000	.000	
	N	1000	1000	1000

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation: Peer suggestions and FOMO significantly increase piracy likelihood, especially when risk seems low (Q28: M = 4.53). This addresses Objective 2 by highlighting social reinforcement, aligning with the 16-19 group's high FOMO (Finding 12). This indicates that Gen Z's susceptibility to peer and social media buzz, combined with perceived low risk, significantly increases piracy likelihood—especially for trending or exclusive content. OTT platforms could counter this by leveraging social media for legal promotions or offering instant access to hyped titles, reducing the FOMO-piracy link.

Hypothesis Outcome: Acceptance of H1A (FOMO drives piracy), rejection of H1B.

Transition: These social factors predict piracy intent will lead to Finding 9.

Finding 9: Predictors of Piracy Intent

With reference to Appendix J – **Tables J1 & J2**, the Regression analysis predicts piracy intent

(Q28) with R^2 = .655, meaning 65.5% of variance is explained (F(4, 995) = 473.12, p < .001).

From **Table 10** below, Key predictors include social influence (Q13: β = .368, p < .001), FOMO

urgency (Q14: β = .239, p < .001), internet affordability (Q21: β = .299, p < .001), and

awareness (Q16: β = -.119, p < .001). Conversely, awareness of legal consequences (β = -.119,

p < .001) decreases this likelihood.

Table 10

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.374	.128		10.749	.000
	Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	.312	.025	.368	12.410	.000
	Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?	.211	.033	.239	6.436	.000
	Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.	-.097	.020	-.119	-4.877	.000
	Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	.327	.026	.299	12.483	.000
	Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - " to what extent do you agree?	-.040	.022	-.040	-1.834	.067

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Interpretation: Social pressure, FOMO, and easy internet access strongly drive piracy, while

awareness reduces it. This supports Objective 2 by identifying predictive factors, consistent

with VPN reliance (Finding 6) and content gaps (Finding 7). This also highlights piracy as a

socially driven, accessibility-enabled behaviour, with OTT platforms potentially curbing it

through peer-targeted promotions, affordable plans, and stronger legal education.

Hypothesis Outcome: Acceptance of H1A (FOMO drives piracy), H2A (lack of awareness

impacts piracy), and H3A (internet access enables piracy), rejecting H1B, H2B, and H3B.

Transition: TPB provides a theoretical lens for these drivers for moving to Finding 10.

4.4 : Theoretical Insights from TPB

Finding 10: TPB Descriptive Statistics

Social influence (Q13: M = 3.97, SD = 1.175), FOMO urgency (Q14: M = 4.25, SD = 1.129), and piracy intent (Q28: M = 4.53, SD = 0.996) show strong social drivers, with tight SDs indicating consensus. The higher mean score of 4.25 (SD = 1.129) for Q.14, suggests that seeing others discuss a show or movie significantly increases the desire to watch the relevant content immediately, that social buzz drives urgency, a FOMO hallmark. Refer to Appendix K, **Figures K1, K2 & K3** for descriptive statistics visualization.

Table 11

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	1000	1	5	3.97	1.175
Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?	1000	1	5	4.25	1.129
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	1000	1	5	4.53	.996
Valid N (listwise)	1000				

Interpretation: Norms and FOMO shape piracy intent, addressing Objective 3 via TPB. High means suggest widespread influence among Gen Z. This addresses Objective 3 by showing TPB constructs, supporting H1 (FOMO) as a driver of piracy intent. High means for Q13 (3.97) and Q14 (4.25) suggest subjective norms and FOMO strongly shape Gen Z's OTT engagement, with Q14's urgency aligning with H1's FOMO construct. The even higher Q28 mean (4.53) indicates this social influence extends to piracy intent, a TPB outcome, hinting at H1A's plausibility (FOMO relates to piracy). Moderate SDs (1.175, 1.129, 0.996) show consistent agreement, especially for Q28, reinforcing a socially driven piracy culture. These findings

emphasize that subjective norms and FOMO are critical drivers of digital piracy among Gen Z in India, aligning with the Theory of Planned Behaviour (TPB).

Hypothesis Outcome: Supports H1A (FOMO drives piracy), rejects H1B.

Transition: Correlations quantify these relationships which will be seen in Finding 11.

<u>Finding 11: TPB Correlations</u>

The significant Pearson correlation coefficients (r = .710, p < .01) between Q.13 (You watch OTT content just because your friends/social media suggest it) and Q.28 *(If others get good quality content through piracy without consequences, I am more likely to try it),* as well as (r = .739, p < .01) between Q.14 and Q.28, indicate strong positive relationships. The correlation analysis fulfills H1A and supports the objectives of TPB by highlighting the critical role of FOMO and social influence in digital piracy behavior among Gen Z in India. Refer **Table 9** in **Finding 8** for statistical data.

Interpretation: Peer influence and FOMO strongly correlate with piracy intent, fulfilling Objective 3. This aligns with Finding 6's FOMO (37.4%). Subjective norms boost piracy intent. For Objective 3, this confirms TPB's norm-intent link, fulfilling H1A (FOMO drives piracy). OTT platforms could mitigate this by syncing or timing releases with advertisements and social buzz, reducing FOMO's piracy pull.

Hypothesis Outcome: Accepts H1A, rejects H1B.

Transition: Regression tests their predictive power in Finding 12.

Finding 12: TPB Regression and FOMO Variations

In **Appendix L**, refer **Tables L1 & L2**, the Regression predicts Q28 (R^2 = .600, 60% variance explained; $F(2, 997)$ = 746.797, p < .001), with Q13 (β = .355, p < .001) and Q14 (β = .471, p < .001).   Gender and FOMO: A t-test shows no FOMO difference between males (M = 4.1151, SD = 1.05666) and females (M = 4.1913, SD = 0.90490) [$t(994.206)$ = -1.226, p = .220].

Table 12

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.564	.079		19.669	.000
	Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	.301	.026	.355	11.597	.000
	Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?	.416	.027	.471	15.398	.000

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Figure 7

FOMO score by Gender
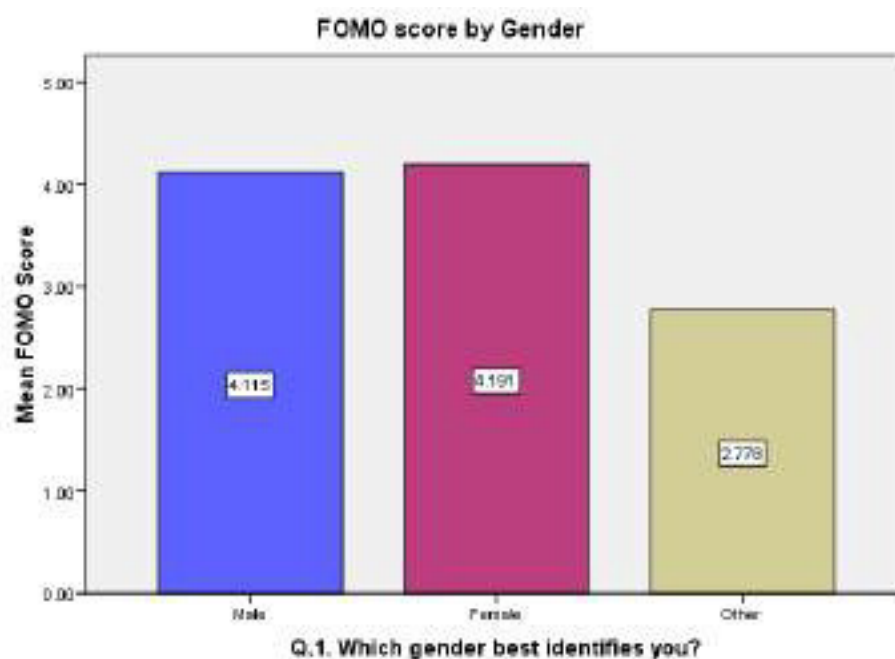
Footnote: The 'other' category (N = 3, mean = 2.778) is included for descriptive purposes but was excluded from statistical analysis due to small sample size.

A composite FOMO score in **Table L7** was also computed to assess gender differences (Q.1) among Gen Z (N = 1000) as seen in **Figure 7** above. Age, Gender, and FOMO: Two-way

ANOVA (F(9, 990) = 103.485, p < .001, R² = .485) shows 16-19 with highest FOMO (M = 4.6755), with males peaking at 20-23 (M = 4.6610).

Figure 7.2

Estimated Marginal Means of FOMO_Score

Non-estimable means are not plotted
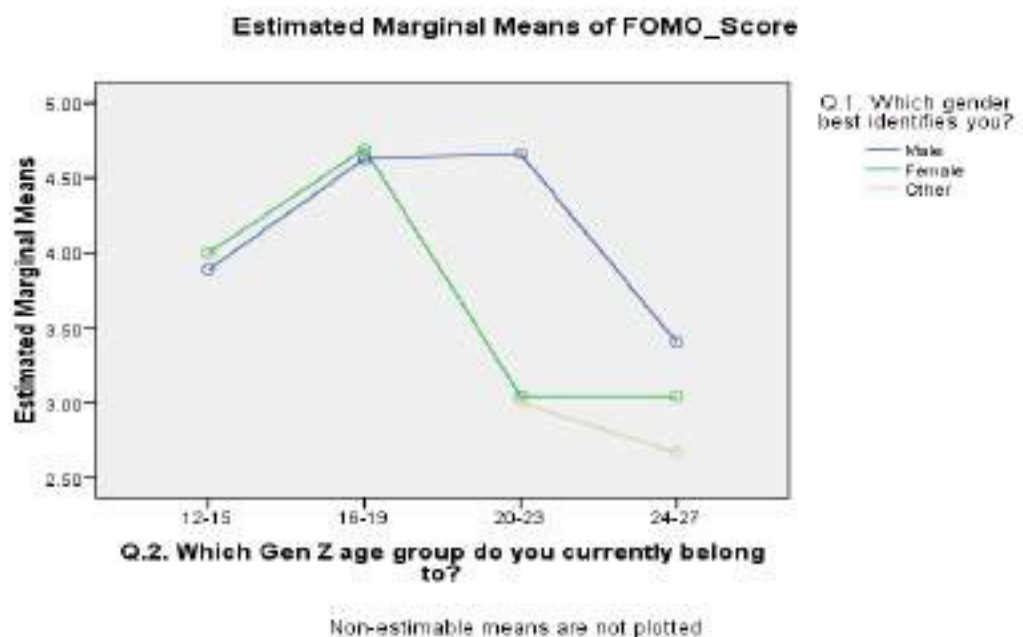
A two-way ANOVA was conducted to examine the effects of age and gender on FOMO_Score in **Tables L5 & L6.** The model was significant, F(9, 990) = 103.485, p < .001, explaining 48.5% of the variance in FOMO_Score (R² = .485). **Table L5** shows <u>Levene's test</u> indicated **unequal variances (p < .001),** though mitigated by large sample size, but still the large sample size (N = 1000) supports the robustness of results. In Appendix L - **Table L7** shows the <u>Post-hoc Tukey tests</u> for age that revealed the 16-19 age group had **significantly higher FOMO** than the 20-23 group and 24-27 group, while 20-23 exceeded 24-27 (p < .001). The 12-15 group showed no significant differences, likely due to its small sample size.

Overall, females had slightly higher FOMO than males, but the small effect size (η² = .007) and prior non-significant t-test (Finding 12a: p = .220) suggest limited practical significance; the "Other" category is unreliable due to small N.

The interaction (refer Appendix L for more details), showed distinct patterns: in the 16-19 group, females (M = 4.6944) slightly exceeded males (M = 4.6273); in the 20-23 group, males (M = 4.6610) had much higher FOMO than females (M = 3.0449), a gap of 1.6161; and in the 24-27 group, males (M = 3.4044) exceeded females (M = 3.0440) by 0.3604. Since FOMO is uniform, anti-piracy campaigns can target both genders equally, focusing on social engagement to mitigate FOMO-driven piracy. Also, the 16-19 and 20-23 male groups exhibit peak FOMO, with age and gender interactions shaping these trends, **consistent with prior studies on peer influence in digital consumption**

Interpretation: Social norms and FOMO predict piracy, with 16-19 most affected (Finding 1: 45.1%), addressing Objective 3. Gender uniformity and age variance highlight key groups.

Hypothesis Outcome: Accepts H1A (FOMO drives piracy), rejects H1B.

Transition: Awareness adds further insight in the next Finding 13.

Finding 13: Awareness and Attitudes

From **Table 12 below**, Low awareness (Q16: M = 2.21, SD = 1.223), minimal campaign exposure (Q17: M = 1.86, SD = 0.343; 86% "No"), and neutral attitudes (Q18: M = 3.53, SD = 1.434) align with high piracy intent (Q28: M = 4.53, SD = 0.996). This suggests a relatively low level of awareness about the legal consequences of accessing pirated OTT content.

Table 13

Descriptive Statistics

|	N	Minimum	Maximum	Mean	Std. Deviation
Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.	1000	1	5	2.21	1.223
Q.17. Have you seen or heard about any campaigns against online piracy?	1000	1	2	1.86	.343
Q.18. 'I do not believe that accessing pirated content harms the OTT industry' - to what extent do you agree?	1000	1	5	3.53	1.434
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	1000	1	5	4.53	.996
Valid N (listwise)	1000				

Conversely, the high mean score for Q.28 (4.53, SD = 0.996) reflects a strong inclination to try pirated content if others obtain it without consequences. Low awareness of legal consequences (Q16 mean = 2.21) and minimal exposure to anti-piracy campaigns (86% "No" on Q17) coincide with a neutral-to-positive attitude toward piracy's impact (Q18 mean = 3.53) and high piracy intent (Q28 mean = 4.53), **aligning with TPB's attitudinal influence on behaviour.** This is further supported by Q.17, (See **Table 13 on next page**) where the majority of respondents have not seen or heard about any campaigns against online piracy, indicating a significant gap in anti-piracy education and awareness efforts.

Figure 8

Q.17. Have you seen or heard about any campaigns against online piracy?
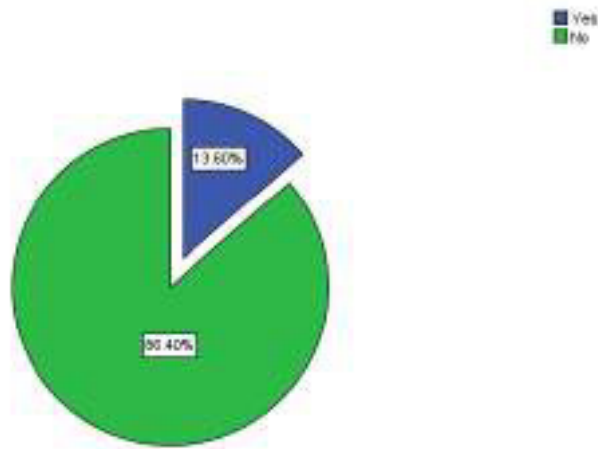
This suggests lack of awareness (H2A) may fuel piracy by reducing perceived risk or harm, **consistent with Finding 7'**s 93.9% piracy intent among unaware respondents. High SDs (e.g., 1.434 for Q18) indicate varied attitudes, but Q28's low SD (0.996) reflects near-universal intent.

Interpretation: Ignorance and neutral views toward piracy's harm support intent, addressing Objective 3. High SD in Q18 shows varied attitudes.

Hypothesis Outcome: Supports H2A (lack of awareness impacts piracy), rejects H2B.

Transition: Awareness directly influences intent will be highlighted in Finding 14.

Finding 14: Awareness and Piracy Intent

Refer Appendix M – **Table M7** for Chi-square analysis (χ^2 = 438.872, df = 16, p < .001, V = .33, moderate effect) shows 93.9% of unaware respondents (Q16) intend to pirate (Q28), dropping to 52.2% among the somewhat aware. Lack of awareness of legal consequences (Q16) strongly correlates with higher piracy intent (Q28), supporting H2A and rejecting H2B. For frequency count, refer Appendix M - **Table M8.** The stark gradient—93.9% intent among the unaware vs. 52.2% among the somewhat aware—**aligns with TPB's perceived behavioural control**, where low awareness (mean = 2.21, Finding 13) reduces perceived risk, boosting intent (Q28 mean = 4.53). Supports **Finding 9's** β = -.119 for Q16. For visualization, refer **Figure 6.2** in **Finding 7** earlier.

Interpretation: Low awareness strongly boosts piracy intent, fulfilling Objective 3, consistent with Finding 7. Enhanced anti-piracy education could raise Q16, lowering piracy by increasing perceived consequences.

Hypothesis Outcome: Acceptance of H2A, rejection of H2B.

Transition: Regression quantifies this effect leading to Finding 15.

Finding 15: Awareness Regression

To test H2A/H2B under Objective 3, a linear regression analysis was conducted. Refer **Appendix N – Table N1 & Table N2** where Regression predicts Q28 (R^2 = .201, 20.1% variance explained; F = 125.321, p < .001), with awareness (Q16: β = -.411, p < .001), where low awareness (mean = 2.21, Finding 13) reduces perceived risk, boosting Q28's intent (mean = 4.53). Q17's positive β (.101) is unexpected—exposure (14% "Yes," Finding 13) may reflect awareness without deterrence, possibly due to ineffective campaigns or reverse causation (piracy-prone seek campaigns) reducing intent and campaign exposure (Q17: β = .101, p = .001) slightly increasing it.

Table 14

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.718	.182		25.872	.000
	Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.	-.335	.024	-.411	-14.001	.000
	Q.17. Have you seen or heard about any campaigns against online piracy?	.293	.085	.101	3.434	.001

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

The coefficients, above in **Table 14,** reveal that awareness of legal consequences (Q.16: β = -.411, p < .001) significantly reduces the likelihood of engaging in piracy, while exposure to anti-piracy campaigns (Q.17: β = .101, p = .001) also influences this likelihood, though to a lesser extent. Compared to Finding 12's R^2 = .600 (norms), this R^2 = .201 suggests awareness plays a secondary role to social influence (Q13, Q14).

Interpretation: Awareness deters piracy, while limited campaign exposure has a minor, unexpected positive effect, addressing Objective 3. This aligns with Finding 13's low awareness.

Hypothesis Outcome: Acceptance of H2A, rejection of H2B.

Transition: SLT explores access-driven piracy leads to Finding 16.

4.5 : Theoretical Insights from SLT (Findings 16-19)

<u>Finding 16: SLT Descriptive Statistics</u>

Table 15

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	1000	1	5	4.27	.911
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	1000	1	5	4.53	.996
Valid N (listwise)	1000				

Tabel 15 above shows Internet affordability (Q21: M = 4.27, SD = 0.911) and piracy intent (Q28: M = 4.53, SD = 0.996) show strong agreement, with low SDs indicating consensus. The high mean indicates strong agreement that affordable internet drives OTT consumption, with a low SD reflecting consensus, while Q.28's near-ceiling score shows a consistent inclination to pirate when peers succeed without consequences, reinforced by a tight SD. For descriptive statistic visualizations refer Figure 6.4 earlier in Finding 7 and **Appendix N – Tables N3 & N4.**

Interpretation: Affordable internet enables piracy intent, addressing Objective 4 via SLT, consistent with Finding 7(88%). OTT platforms could counter this SLT-driven cycle with affordable legal options or enhanced legitimate streaming value to disrupt piracy's social appeal.

Hypothesis Outcome: Acceptance of H3A (internet access enables piracy), rejection of H3B.

Transition: Correlation tests this link leading to Finding 17

Finding 17: SLT Correlation

In **Table 16.1** below, the Pearson correlation (r = .601, p < .01) reveals a strong positive relationship between these variables, suggesting that perceptions of internet affordability (Q.21) substantially heighten piracy intent (Q.28). Q.21 and Q.28 correlate strongly (r = .601), supporting H3A.

Table 16.1

Correlations

		Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?
Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	Pearson Correlation	1	.601**
	Sig. (2-tailed)		.000
	N	1000	1000
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	Pearson Correlation	.601**	1
	Sig. (2-tailed)	.000	
	N	1000	1000

**. Correlation is significant at the 0.01 level (2-tailed).

In **Table 16.2 below**, Q.21's mean of 4.28 reflects strong agreement that affordable internet boosts OTT content consumption, with a low SD (.911) indicating consensus, while Q.28's mean of 4.53 demonstrates a near-universal inclination to engage in piracy when peers access high-quality content without consequences, supported by a tight SD (.996).

Table 16.2

Descriptive Statistics

	Mean	Std. Deviation	N
Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	4.28	.911	1000
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	4.53	.996	1000

Interpretation: Affordable internet significantly increases piracy intent, fulfilling Objective 4, aligning with Finding 6a's VPN use (38.6%). OTT platforms could mitigate this by offering cost-competitive legal alternatives or enhancing legitimate streaming's appeal to disrupt the SLT-driven cycle.

Hypothesis Outcome: Acceptance of H3A, rejection of H3B.

Transition: Regression quantifies Finding 18.

Finding 18: SLT Regression

In Table 17.1 below, Regression predicts Q28 ($R^2 = .361$, 36.1% variance explained; $F(1, 998)$ = 563.204, $p < .001$), with Q21 ($\beta = .601$, $p < .001$).

Table 17.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601[a]	.361	.360	.797

a. Predictors: (Constant), Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?

The ANOVA in **Table 17.2** below, confirms model significance ($F(1, 998) = 563.204$, $p < .001$), while the coefficients reveal a strong positive effect ($B = .657$, $SE = .028$, $\beta = .601$, $t = 23.732$, $p < .001$), suggesting that each unit increase in agreement with Q.21 raises Q.28 by 0.657 units. Q.21 predicts Q.28 ($R^2 = .361$, $\beta = .601$), confirming H3A (Refer **Table 17.3 below** for coefficients).

Table 17.2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	357.638	1	357.638	563.204	.000[a]
	Residual	633.737	998	.635		
	Total	991.375	999			

a. Predictors: (Constant), Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?

b. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Table 17.3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.718	.121		14.203	.000
	Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	.657	.028	.601	23.732	.000

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

This **proves Social Learning Theory (SLT),** as affordable internet (Q.21) enhances piracy's observability and feasibility, with Q.28's high mean reflecting reinforcement via peer success, a link reinforced by prior findings 7 & 8.

Interpretation: Internet affordability strongly drives piracy, addressing Objective 4, reinforcing Finding 7's 88% concurrence. OTT platforms might counter this SLT-driven trend with affordable legal subscriptions or enhanced legitimate streaming value to disrupt piracy's social reinforcement.

Hypothesis Outcome: Acceptance of H3A, rejection of H3B.

Transition: Multiple predictors enhance this and lead to Finding 19.

Finding 19: Multiple Predictors in SLT

Regression in Table 18.1 below, predicts Q28 (R^2 = .612, 61.2% variance explained; F = not specified, p < .001), with social influence (Q13: β = .553, p < .001), viewing method (Q20: β = .097, p < .001), and internet affordability (Q21: β = .366, p < .001).

Table 18.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782[a]	.612	.611	.622

a. Predictors: (Constant), Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?, Q.20. Which method do you prefer most to view pirated OTT content on?, Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?

Coefficients in Table 18.2 below, reveal strong positive effects Q.13 (β = .553), Q.20 (β = .097), and Q.21 (β = .366) predict Q.28 (R^2 = .612), reinforcing SLT and suggesting that peer influence, internet affordability, and access tools significantly drive piracy intent.

Table 18.2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.746	.114		6.541	.000
	Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	.469	.019	.553	25.005	.000
	Q.20. Which method do you prefer most to view pirated OTT content on?	.055	.011	.097	4.831	.000
	Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	.400	.024	.366	16.384	.000

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

This also aligns robustly with Social Learning Theory (SLT), as Q.21 facilitates feasibility, Q.13 amplifies observational learning (r = .710 with Q.28, Finding 8), and Q.20 enables action, reinforced by Q.28's peer-success trigger, consistent with prior findings: 88% Q.21-Q.28 overlap (Finding 7, χ^2 = 889.760, p < .001), FOMO (Q.14, r = .739, p < .01, Finding 8), and low legal awareness (Q.16, mean = 2.21, Finding 13).

Interpretation: Social learning, access tools, and affordability predict piracy, fulfilling Objective 4. This ties to Finding 6's link sharing (63.0%) and Finding 9's social drivers. OTT platforms could mitigate this SLT-driven behaviour with cost-effective legal subscriptions and socially engaging content to disrupt piracy's reinforcement cycle.

Hypothesis Outcome: Acceptance of H1A (FOMO drives piracy) and H3A (internet access enables piracy), and rejection of H1B and H3B.

Transition: Motivational factors conclude this analysis and lead to Finding 20.

4.6: Motivational Factors (Findings 20-22)

Finding 20: Content Unavailability

Moving on to **Objective 5,** a regression analysis, **refer Table 19** below, with Q.28 (mean = 4.53, SD = .996, N = 1000) as the dependent variable and Q.22 (mean = 4.28, SD = 1.012, N = 1000) as the sole predictor, yields an R² of .143 (adjusted R² = .142), indicating that 14.3% of the variance in piracy intent is explained by the perceived unavailability of desired OTT content on Indian platforms, with model significance confirmed by $F(1, 998) = 166.994$, $p < .001$. For further statistical context, refer **Appendix O** – Table O 1 for testing, Table O 2 for Coefficients of Q.13, Q.16, Q.21 & Q.22.

Table 19

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - " to what extent do you agree?	1000	1	5	4.28	1.012
Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?	1000	1	5	4.53	.996
Valid N (listwise)	1000				

Interpretation: Scarcity motivates piracy intent, addressing Objective 5, consistent with Finding 7 (96.4%). Limited content access is a significant motivator of piracy rather than a neutral factor, urging OTT platforms to expand international content offerings to address this motivational gap.

Hypothesis Outcome: Accepts H4A (limited content access drives piracy), rejects H4B.

Transition: Access expectations further this trend leads to Finding 21.

Finding 21: Access Expectations

In **Tables 20.1, 20.2 & 20.3 below**, the Regression predicts Q28 (R^2 = .154, 15.4% variance explained; $F(1, 998)$ = 181.753, $p < .001$), with expectations of piracy access (Q29: β = .393, $p < .001$).

Table 20.1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393ª	.154	.153	.917

a. Predictors: (Constant), Q.29. 'I expect that using pirated content will give me access to shows and movies that are otherwise unavailable, based on what I have observed' - to what extent do you agree?

Table 20.2

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.913	.123		23.666	.000
	Q.29. 'I expect that using pirated content will give me access to shows and movies that are otherwise unavailable, based on what I have observed' - to what extent do you agree?	.360	.027	.393	13.482	.000

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

The coefficient in **Table 20.2** above shows a significant positive effect suggesting that each unit increase in agreement with Q.29 elevates Q.28 by 0.360 units. This strongly supports H4A under Objective 5 (MOT), as the expectation of overcoming limited access to content (Q.29) directly motivates piracy intent (Q.28), aligning with Finding 20 and Finding 7's Chi-Square, while decisively rejecting H4B, as Q.29's strong effect refutes any neutral role for content scarcity.

Table 20.3

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.731	1	152.731	181.753	.000[a]
	Residual	838.644	998	.840		
	Total	991.375	999			

a. Predictors: (Constant), Q.29. 'I expect that using pirated content will give me access to shows and movies that are otherwise unavailable, based on what I have observed' - to what extent do you agree?

b. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Interpretation: Belief in piracy's ability to provide content drives intent, fulfilling Objective 5, aligning with Finding 6b (12.9%). This finding emphasizes **limited content access** as a key piracy driver, complementing prior results (e.g., H1A, Q.13 β = .553, Finding 19; H3A, Q.21 β = .366), and can be used to urge OTT platforms to expand international content offerings to mitigate this motivational factor among Gen Z.

Hypothesis Outcome: Acceptance of H4A, rejection of H4B.

Finding 22: Factor Analysis

Table 21.1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	6358.183
	df	45
	Sig.	.000

Table 21.2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.605	46.050	46.050	4.605	46.050	46.050	2.895	28.948	28.948
2	1.890	18.905	64.955	1.890	18.905	64.955	2.772	27.717	56.664
3	.927	9.274	74.228	.927	9.274	74.228	1.756	17.564	74.228
4	.874	8.736	82.965						
5	.577	5.769	88.734						
6	.344	3.437	92.172						
7	.272	2.716	94.887						
8	.220	2.199	97.086						
9	.180	1.798	98.884						
10	.112	1.116	100.000						

Extraction Method: Principal Component Analysis.

Table 21.3

SplitVar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	502	50.2	50.2	50.2
	1.00	498	49.8	49.8	100.0
	Total	1000	100.0	100.0	

From **Table 21.1 above**, the KMO shows 767 (>.7, strong sampling adequacy) and Bartlett's Test show χ^2 = 6358.183, df = 45, p < .001 (significant, confirming correlations). A Split-sample validation in **Table 21.3 above**, confirms stability. To validate this structure, the dataset was randomly split into two halves (Subsample 1: N = 502, SplitVar = 0; Subsample 2: N = 498, SplitVar = 1) using RV.BINOM(1, 0.5). Factor analysis on Subsample 1 (KMO = .733, 73.878% variance) yielded Component 1 (29.134%) with Q.15 (.820), Q.22 (.793), Q.29 (.842), Q.13 (.683); Component 2 (27.926%) with Q.16 (-.849), Q.18 (.851), Q.24 (.824); and

Component 3 (16.818%) with Q.14 (.629), Q.21 (.731), Q.23 (.817). Subsample 2 (KMO = .760, 75.155% variance) showed Component 1 (27.532%) with Q.15 (.832), Q.24 (.903), Q.18 (.856); Component 2 (26.859%) with Q.16 (-.840), Q.22 (.856), Q.29 (.872); and Component 3 (20.764%) with Q.13 (.670), Q.14 (.683), Q.21 (.896) (Refer Appendix P – Table P2 for loadings).

Figure 9

Scree Plot
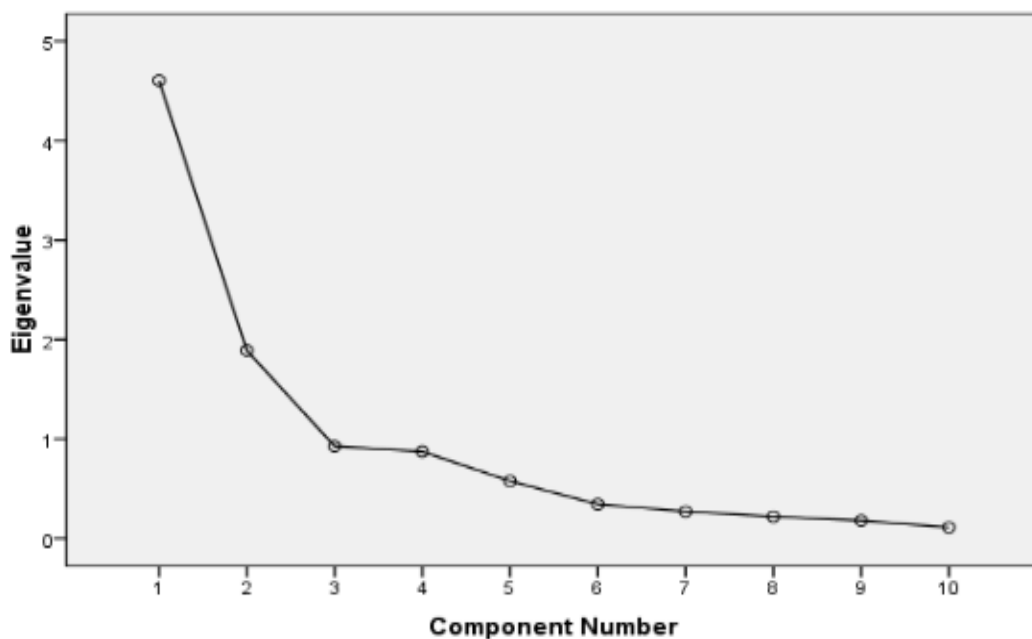
From **Figure 9 above**, the **Scree Plot** shows a sharp drop after Component 1 (Eigenvalue ≈ 4.6), a notable bend after Component 2 (≈ 1.9), and a slight inflection at Component 3 (≈ 0.9), supporting a **3-factor extraction.**

From **Table 28 above**, the three factors explain 74.228% variance: content-driven (28.948%, Q.29 .874), awareness-regulatory (27.717%, Q.18 .868), and access-preference (17.564%, Q.21 .798). Refer **Appendix P – Tables P1 & P2** for Varimax Rotation and Rotated Component Matrix loadings.

Factor analysis explains 74.228% variance across three factors:

1. **Content-Driven (Component 1):** 28.948% variance, with strong loadings from Q29 (.874), Q15 (.836), Q22 (.816), and Q13 (.630).

2. **Awareness-Regulatory (Component 2):** 27.717% variance, with Q18 (.868), Q24 (.855), and Q16 (-.844).

3. **Access-Preference (Component 3):** 17.564% variance, with Q21 (.798), Q23 (.735), and Q14 (.476).

Interpretation: Content scarcity, awareness gaps, and access/preference motivate piracy, addressing Objective 5. This aligns with Findings 6, 7, and 9, confirming key drivers. These **3 refined factors affirm all four hypotheses (H1A, H2A, H3A, H4A)** as significant motivators, with Components 1 and 2 emphasizing content scarcity (H4A) as a pivotal driver, urging OTT platforms to expand international offerings and enhance awareness to curb Gen Z's piracy. Component 3 shows that easy-internet access and preferences do matter.

Hypothesis Outcome: This enables acceptance of H1A, H2A, H3A, and H4A, and supports rejection of H1B, H2B, H3B, and H4B.

Transition: These findings inform broader trends and lead to the conclusion of all the findings.

4.7 Conclusion of Findings:

This chapter presents key findings on OTT piracy among Gen Z in India, revealing distinct trends. Demographic influences (Findings 1–5) show cost and content driving JioCinema and Netflix preferences, with students (77.8%) and 16-19-year-olds (45.1%) dominant, though piracy links are weak ($R^2 = .002$).

Piracy behaviours (Findings 6–9) highlight VPN use (38.6%), low awareness (93.9% intend to pirate), and social drivers ($R^2 = .655$), with FOMO (37.4%) and content scarcity (96.4%) as key predictors.

TPB (Findings 10–15) confirms norms ($R^2 = .600$) and awareness gaps ($R^2 = .201$), with 16-19 showing peak FOMO ($M = 4.6755$).

SLT (Findings 16–19) emphasizes access ($R^2 = .612$), reinforced by tech methods (63.0% link sharing).

Motivational factors (Findings 20–22) underscore content unavailability ($R^2 = .143–.154$), validated by factor analysis (74.228%). H1A, H2A, H3A, and H4A are supported, rejecting H1B, H2B, H3B, and H4B. Social influence, content scarcity, and access stand out, offering insights for OTT providers and Indian policymakers, which will be explored in the 'Discussion of Findings' chapter.

CHAPTER V

DISCUSSION OF FINDINGS

This chapter interprets the results of the quantitative study on OTT content piracy among Generation Z (Gen Z) in India, conducted from December 2024 to January 2025. It addresses all the 22 findings under five objectives and four hypotheses highlighted in the beginning of the Findings chapter. The findings tested four hypothesis pairs (H1A/B–H4A/B), with H1A, H2A, H3A, and H4A supported, rejecting their counterparts. This discussion integrates these results with prior research, explores their implications, and highlights how social influence, content scarcity, and access shape Gen Z's piracy trends.

5.1 Prior Studies

The Literature Review chapter provides a foundation for interpreting these findings:

OTT Preferences and Piracy: Jha (2023) estimates India's OTT industry loses 30% of revenue to piracy, driven by cost barriers. Nagaraj et al. (2021) emphasize content variety as a key preference driver, aligning with economic and access issues.

FOMO and Social Influence: Przybylski et al. (2013) link FOMO to digital urgency, while Dhir et al. (2018) connect peer influence to consumption, particularly among youth.

TPB (Theory of Planned Behaviour): Ajzen (1991) frames TPB's subjective norms and perceived control as predictors of intent, validated by Yoon (2011) in digital piracy contexts.

SLT (Social Learning Theory): Bandura (2002) and Akers (1998) highlight observational learning and reinforcement, with Mude and Undale (2023) noting internet access's role in piracy.

Awareness and Content Access: Yadav and Singh (2023) tie low awareness to piracy, while Anand and Srinivas (2020) and Sharma and Harsora (2023) underscore content unavailability as a driver.

5.2 Discussion of Results

5.2.1 Demographic Influences on OTT Preferences (Findings 1–5)

Findings 1–5 reveal cost and content diversity as primary drivers of OTT preferences, with JioCinema and Netflix leading among Gen Z (Finding 1). This aligns with Jha (2023), who notes cost sensitivity in India's OTT market, and Nagaraj et al. (2021), who emphasize diverse content. The dominance of students (77.8%) and 16-19-year-olds (45.1%) (Finding 1) reflects a youth-driven market, consistent with Miller (2023) on tech-savvy Gen Z. Age ($\chi^2 = 975.156$, Finding 2), occupation ($\chi^2 = 655.193$), and gender ($\chi^2 = 383.117$) shape preferences, supporting H4A (limited content access drives piracy) as cost barriers and content gaps emerge (Finding 3: 40% pricing). However, the weak link between platform choice and piracy intent ($R^2 = .002$, Finding 5) contradicts expectations from H4A, suggesting mediators like FOMO (Finding 6: 37.4%) or content unavailability (Finding 7: 96.4%) dominate, as per Sharma and Harsora (2023). This highlights a nuanced market where legal preferences do not directly translate to piracy avoidance, enhancing research by questioning direct causality.

5.2.2 Piracy Behaviours and Sources (Findings 6–9)

Finding 6 shows piracy thrives on VPNs (38.6%), low awareness (Q16: M = 2.21), and high intent (Q28: M = 4.53), driven by FOMO (37.4%), content gaps (12.9%), and tech access (63.0% link sharing). This aligns with Mude and Undale (2023) on internet-enabled piracy and Shukla (2023) on social reinforcement. Finding 7 confirms demographic influences, with 16-19 leading VPN use (58.8%) and 93.9% of unaware intending to pirate, supporting H2A, H3A, and H4A. The strong social predictors ($R^2 = .655$, Finding 9) echo Przybylski

et al. (2013), emphasizing FOMO's role (β = .239) over awareness (β = -.119), contrasting with Yadav and Singh (2023), who prioritize education. This suggests India's piracy is more socially than regulatorily driven, extending research by highlighting peer networks (Finding 6: 31.4% friends) as key channels.

5.2.3 TPB Insights (Findings 10–15)

TPB findings validate subjective norms (Q13: M = 3.97) and FOMO (Q14: M = 4.25) as piracy predictors (R^2 = .600, Finding 12), supporting H1A over H1B, consistent with Ajzen (1991) and Yoon (2011). The 16-19 group's peak FOMO (M = 4.6755, Finding 12b) aligns with Dhir et al. (2018), showing youth susceptibility. Low awareness (Q16: M = 2.21, Finding 13) and its negative effect (β = -.411, Finding 15) support H2A, reinforcing Petrescu et al. (2018) on perceived control, though the minor campaign effect (β = .101) suggests ineffective outreach, differing from Yadav and Singh (2023). This deepens TPB's application by showing norms outweigh awareness in India's context, urging focus on social dynamics.

5.2.4 SLT Insights (Findings 16–19)

SLT findings emphasize internet affordability (Q21: M = 4.27, R^2 = .361, Finding 18) as a piracy enabler, supporting H3A, aligning with Bandura (2002) and Mude and Undale (2023). The multi-predictor model (R^2 = .612, Finding 19) integrates social influence (β = .553) and access (β = .366), echoing Akers (1998) on reinforcement via peers (Finding 6: 31.4%) and tech (Finding 6: 63.0%). This extends SLT by quantifying access's role alongside social learning, contrasting with studies prioritizing content alone (Anand & Srinivas, 2020), and highlights India's unique tech-driven piracy landscape.

5.2.5 Motivational Factors (Findings 20–22)

Content unavailability (R^2 = .143, Finding 20) and access expectations (R^2 = .154, Finding 21) motivate piracy, supporting H4A, consistent with Anand and Srinivas (2020). Factor analysis (74.228%, Finding 22) synthesizes content (28.948%), awareness (27.717%), and access (17.564%), reinforcing all hypotheses. This aligns with Sharma and Harsora (2023) on scarcity but adds social and regulatory dimensions (Finding 6c: 13.4% bans), enhancing research by showing multi-faceted motivators beyond economics (Finding 6: 13.7% prices).

5.2.6 Implications

For **OTT Providers,** the findings suggest affordable, content-rich plans (Finding 3) and synchronized releases (Finding 12) to counter FOMO and scarcity (Finding 7: 96.4%). The JioCinema-Hotstar-Disney+ merger which took place in February 2025 could leverage this (Finding 1). For **Indian Govt. Policymakers**, stricter VPN enforcement (Finding 6) and awareness campaigns targeting 16-19-year-olds (Finding 7) align with India's 2021 OTT rules (Business Today, 2023), addressing low awareness (Finding 14). Finally, **Theoretical Contribution** Validates TPB and SLT in India's digital context, emphasizing social over regulatory drivers (Finding 9 vs. Finding 15).

5.7 Summary of Findings

This discussion confirms social influence (R^2 = .655), content scarcity (96.4%), and internet access (R^2 = .612) as dominant piracy drivers among Gen Z in India, supporting H1A, H2A, H3A, and H4A. It extends prior work by quantifying these factors in a youth-centric, tech-savvy market, offering actionable insights for OTT strategies and policy under India's evolving landscape. Limitations (e.g., urban bias) and future directions (e.g., merger impact) are addressed separately in the chapter of 'Limitations of Study'.

CHAPTER VI

RECOMMENDATIONS

This chapter outlines key recommendations to reduce OTT content piracy among Generation Z (Gen Z) in India, based on the interpretation of the 22 findings. The recommendations offer strategies that target Indian OTT providers and Indian policymakers, leveraging insights from demographic preferences (Findings 1–5), piracy behaviours (Findings 6–9), TPB (Findings 10–15), SLT (Findings 16–19), and motivational factors (Findings 20–22). These 8 recommendations also address the supported hypotheses: H1A (FOMO drives piracy), H2A (lack of awareness impacts piracy), H3A (internet access enables piracy), and H4A (limited content access drives piracy).

Key 8 recommendations for this study are:

1. **Enhance Legal Content Availability and Affordability**

   Content unavailability, with 96.4% intending to pirate as per Finding 7, and high prices, noted in Finding 6 with 13.7%, motivate piracy, supporting H4A, while cost drives preferences for JioCinema and Netflix, as shown in Finding 1 with 40% citing pricing, particularly among students at 77.8% and 16-19-year-olds at 45.1%. OTT providers should offer tiered pricing models, such as ₹99/month student plans with ad-supported international content, inspired by Sharma et al. (2023), and expand content libraries following the JioCinema-Hotstar-Disney+ merger in February 2025 from Finding 1 to address scarcity, as indicated by Finding 20 with $R^2 = .143$, ultimately reducing economic and access barriers to target the cost-sensitive youth demographic highlighted in Finding 3.

2. **Synchronize Content Releases to Mitigate FOMO**

   FOMO, with 37.4% in Finding 6, and social influence, with $\beta = .368$ in Finding 9, strongly predict piracy intent with $R^2 = .655$, supporting H1A, particularly amplified among the 16-

19 group showing peak FOMO in Finding 12b with M = 4.6755, so adopting global synchronized release strategies, such as those from U.S. and South Korea models per Bhatt (2023), for trending titles can reduce the urgency to pirate as evidenced by Finding 11 with r = .739, while promoting releases via social media leverages peer influence from Finding 8 with r = .710, diminishing the FOMO-piracy link and retaining users legally as supported by Finding 12 with R^2 = .600.

3. **Strengthen Awareness Campaigns Targeting Social Norms**

Low awareness, where 93.9% of those unaware intend to pirate per Finding 7 and Q16 shows M = 2.21, supports H2A, with minimal campaign exposure at 86% saying "No" in Finding 13 and social reinforcement from 31.4% citing friends in Finding 6 amplifying this, so launching influencer-led campaigns on Instagram and WhatsApp, where 28.1% use forums per Finding 6, targeting 16-19-year-olds from Finding 1 at 45.1%, emphasizing legal consequences and ethical viewing by adapting U.S. models from Blackburn et al. (2019) can shift norms, increasing perceived risk with β = -.411 in Finding 15 and countering ignorance and peer-driven piracy.

4. **Disrupt VPN-Based Piracy Networks**

VPN reliance, at 38.6% in Finding 6 and 58.8% among 16-19-year-olds in Finding 7, alongside affordable internet at 88% in Finding 7, enables piracy, supporting H3A, with link sharing dominating at 63.0% in Finding 6, so OTT platforms need to collaborate with ISPs to block VPN access to piracy sites, drawing from South Korea's tactics per Park & Kwon (2019), while enhancing legal streaming value through options like ad-free trials from Finding 6 at 17.2% to compete with tech methods, reducing piracy feasibility as shown in Finding 18 with R^2 = .361 and targeting tech-savvy youth.

5. **Tailor Subscription Plans to Age-Specific Needs**

Age shapes preferences, with F = 197.551 in Finding 4, where 16-19-year-olds favour trials at 37.7% per Finding 3 and 24-27-year-olds prefer rentals at 10.6%, supporting H4A's access focus, so OTT platforms should offer flexible plans like 1-month trials for 16-19 and time-bound rentals for 24-27 to address content scarcity from Finding 20 and FOMO from Finding 5 with a weak piracy link at R^2 = .002, enhancing retention by matching user needs and reducing piracy incentives.

6. **Engage Gen Z Through Peer-Driven Initiatives**

Social influence, with β = .553 in Finding 9, and FOMO, with R^2 = .600 in Finding 12, drive piracy, supporting H1A, with friends at 31.4% and forums at 28.1% as key sources in Finding 6, so launching a 'Gen Z Content Creator Challenge' on social media platforms in India, rewarding 16-19-year-olds from Finding 1 for legal content like reviews and offering exclusive access noted at 6.6% for uncensored content in Finding 6, redirects peer influence toward legal engagement as per Finding 19 with R^2 = .612, cutting down piracy appeal.

7. **Expand Language and International Offerings**

Gender preferences, with females at 19.2% for JioCinema in Finding 2, and content unavailability at 96.4% in Finding 7c support H4A, with bans motivating piracy at 13.4% in Finding 6, so increasing regional language content and international titles, with R^2 = .154 in Finding 21, leveraging the 2025 merger to address scarcity reflected in Finding 22 at 28.948% variance, meets diverse needs and reduces reliance on pirated sources noted at 12.9% in Finding 6.

8. **Strengthen Regulatory Collaboration**

Low awareness from Finding 14 and content bans, with 27.717% variance in Finding 22, fuel piracy, supporting H2A and H4A, with India's 2021 OTT rules underutilized per

Business Today (2023), so enforcing stricter anti-piracy laws via government-OTT partnerships targeting VPNs from Finding 6 and educating youth, where 93.9% are unaware per Finding 7, bolsters legal frameworks and reduces piracy intent as shown in Finding 15 with $R^2 = .201$.

CHAPTER VII

LIMITATIONS OF THE STUDY

This chapter outlines the overall limitations of the quantitative study on OTT content piracy among Generation Z (Gen Z) in India, conducted from December 2024 to January 2025. While the 22 findings provide robust insights into piracy behaviours and preferences (Findings 1–22), several constraints affect their scope, reliability, and applicability. These limitations are critical for interpreting the results and guiding future research.

1. Self-Reported Data Bias

The study relies on self-reported responses (e.g., Q28: M = 4.53, Finding 6; Q16: M = 2.21, Finding 13), which may overestimate piracy intent or awareness due to social desirability or recall inaccuracies. High FOMO (Finding 6: 37.4%) or intent (Finding 7: 93.9%) could be inflated, skewing predictors (Finding 9: R^2 = .655), as noted in digital behavior studies (Petrescu et al., 2018). For mitigation - Objective measures (e.g., piracy logs) were impractical but could refine accuracy.

2. Cross-Sectional Design

The snapshot design (December 2024–January 2025) limits causal inferences about dynamic factors like FOMO (Finding 12: R^2 = .600) or content unavailability (Finding 7: 96.4%). Temporal changes (e.g., post-merger content shifts, Finding 1) are not captured, a gap highlighted by Sharma et al. (2023) for longitudinal needs. For mitigation - A single timeframe was chosen for feasibility, but trends may evolve.

3. Underrepresentation of Younger Gen Z (12-15 Age Group)

The 12-15 age group is underrepresented (0.4%, N = 4, Finding 1), due to parental consent and access issues, limiting insights into early piracy patterns. Findings focus on 16-19 (45.1%, Finding 7: 58.8% VPN use), potentially missing younger behaviours, as noted by Anand and Srinivas (2020). To mitigate this - it should have included a key developmental stage, while sampling prioritized accessible ages.

4. Urban and Tech-Savvy Bias

The sample likely skews urban and tech-savvy (Finding 6a: 38.6% VPN use; Finding 7d: 88% internet affordability), underrepresenting rural or less-connected Gen Z. Piracy drivers (e.g., Finding 2: 30.8% JioCinema) and access (Finding 18: R^2 = .361) may not generalize to rural contexts, per Mude and Undale (2023). For mitigation - Urban focus reflects OTT penetration, but rural data is lacking.

5. Analytical and Coding Constraints

Limited variance analysis for gender (Finding 1: 53.0% male) and occupation (77.8% students) in piracy intent (Finding 5: R^2 = .002) and FOMO (Finding 12: p = .220), plus Q4's categorical coding (Finding 1: SD = 2.711), may oversimplify patterns. Content-driven piracy (Finding 22: 28.948%) might be underestimated, as per Dhir et al. (2018) and Sharma and Harsora (2023). For mitigation, but richer analytics were perhaps constrained by data structure as coding followed survey design.

6. Lack of Rural Socioeconomic Context

With over half of India's population rural (World Bank, 2024 *https://data.worldbank.org/topic/agriculture-and-rural-development*), the study lacks socioeconomic data influencing cost barriers (Finding 3: 40%) and motivators (Finding 6: 13.7% prices). Applicability across diverse economic landscapes is limited, a gap noted by Nagaraj et al. (2021). Urban sampling was practical, but rural inclusion was unfeasible.

7. Understudied Censorship Impact

Censorship as a driver (Finding 6c: 13.4% bans) lacks depth, potentially underestimating its role in content unavailability (Finding 7c: 96.4%) and regulatory barriers (Finding 22: 27.717%). Regulatory effects (Business Today, 2023) may be underrepresented relative to social factors (Finding 9). Focus was on primary drivers, but censorship demands more exploration.

8. Post-Merger Data Gap

The JioCinema-Hotstar-Disney+ merger (February 14, 2025) occurred after data collection, omitting its impact on content access (Finding 20: R^2 = .143) and piracy rates (Finding 6: 38.6%). Impact: Temporal bias limits relevance to India's evolving OTT landscape (Jha, 2023). It must be noted that study timing was fixed, but merger effects are speculative.

CHAPTER VIII

FUTURE RESEARCH DIRECTIONS

This chapter suggests future research paths to build on the quantitative study of OTT content piracy among Generation Z (Gen Z) in India, conducted from December 2024 to January 2025. Drawing from the findings (1–22) and limitations, these directions aim to address gaps and extend insights into piracy behaviours, preferences, and motivators, refining Objectives 1–5 and hypotheses.

1 Longitudinal Study of Younger Gen Z (12-15 Age Group)

Given the scant representation of 12-15-year-olds in this study (0.4%, Finding 1), a longitudinal approach tracking this group as they transition into the 16-19 bracket could reveal how piracy evolves over time. With only 4 respondents in this age range, early patterns remain unclear, yet their eventual exposure to internet access (Finding 7: 88%, H3A) and content scarcity (Finding 7: 96.4%, H4A) could mirror the current 16-19 trends. Such a study, inspired by Bandura's (2002) SLT focus on reinforcement (Finding 19: R^2 = .612), would overcome the cross-sectional limitation and offer a developmental perspective on piracy.

2 Impact of JioCinema-Hotstar-Disney+ Merger

The JioCinema-Hotstar-Disney+ merger (February 14, 2025), occurring post-data collection, introduces a gap in understanding its effects on content access (Finding 20: R^2 = .143) and piracy rates (Finding 6a: 38.6%). Future research should examine how this consolidation impacts 16-19-year-olds (Finding 1: 45.1%), testing whether broader content libraries curb piracy driven by scarcity (Finding 22: 28.948%, H4A) and meets language preferences (Finding 2: 19.2% JioCinema). This aligns with Sharma and Harsora (2023) and would keep findings relevant to India's shifting OTT landscape.

3 AI and Blockchain for Piracy Detection

With VPNs enabling piracy among 58.8% of 16-19-year-olds (Finding 7) and 63.0% using link sharing (Finding 6), exploring AI-driven detection and blockchain for content verification could address H3A's focus on internet access. This study didn't test countermeasures, but future work could assess their feasibility for tech-savvy youth, building on SLT's emphasis on access tools (Finding 9, Akers, 1998). Such research, per Jha (2023), could reduce piracy's technical ease and inform practical solutions.

4 Rural Gen Z Piracy Behaviour

The urban bias in this study (e.g., Finding 6: 38.6% VPN use) overlooks rural Gen Z, where cost barriers (Finding 3) and motivators (Finding 6) might differ. A future study comparing rural and urban piracy could test awareness gaps (Finding 15, H2A) and access (Finding 18: $R^2 = .361$) across contexts. This would validate findings beyond urban limits, as Mude and Undale (2023) suggest, ensuring broader applicability in India's diverse setting.

5 Gender and Occupation Variance in Piracy Intent

Limited analysis of gender (Finding 1: 53.0% male) and occupation (77.8% students) variance in piracy intent (Finding 5) and FOMO (Finding 12) leaves subgroup differences unclear. Future research could explore specific clusters, like female students, to uncover unique drivers, building on H1A (Finding 12: $R^2 = .600$). This would refine demographic insights, as Dhir et al. (2018) recommend, enhancing the study's precision.

6 Experimental Design on FOMO Interventions

FOMO's strong influence (Finding 6; Finding 12) drives piracy (H1A), yet interventions remain untested. An experimental study testing synchronized releases (Finding 4) on piracy rates among high-FOMO groups (Finding 12) could integrate TPB norms (Finding 11). This approach, per Bhatt (2023), would evaluate practical solutions and their impact on reducing piracy intent.

7 Impact of Censorship on Content Access

Censorship's role in piracy (Finding 6) and content unavailability (Finding 7) is underexplored, despite supporting H4A. Future research should analyse regulatory barriers (Finding 22) and their effect on piracy intent (Finding 20), addressing this limitation. This could clarify policy impacts, as Business Today (2023) notes, enriching the study's regulatory perspective.

8 Comparative Policy Analysis with Global Models

India's 2021 OTT rules (Finding 8) lag in global enforcement, affecting awareness (Finding 7: H2A). A comparative study with South Korea's ISP blocks (Park & Kwon, 2019) and U.S. education models (Blackburn et al., 2019) could assess their efficacy post-merger (Finding 6). This would inform policy improvements, broadening the study's regulatory scope.

9 Socioeconomic Influence on Pricing Sensitivity

The absence of rural socioeconomic data limits understanding of pricing sensitivity (Finding 3: 40%) and subscriptions (Finding 3: 37.7% trials), key to H4A. Future research should examine income's role in cost-driven piracy (Finding 6b: 13.7%) across urban-rural divides. This would expand economic insights, as Nagaraj et al. (2021) suggest, addressing a critical contextual gap.

10 Longitudinal Impact of Awareness Campaigns

Low awareness drives piracy (Finding 14: 93.9%, H2A), but campaign effects (Finding 15: $\beta = .101$) are unclear short-term. A longitudinal study assessing campaign impacts on 16-19-year-olds (Finding 1: 45.1%) and students (77.8%), using TPB's control (Finding 13: Q16 M = 2.21), could refine H2A strategies. This aligns with Yadav and Singh (2023), offering a long-term view on education's efficacy.

CHAPTER IX

CONCLUSION

"In an age where streaming reigns supreme, piracy lurks as the shadow that tests the boundaries of access and ethics."

This study rigorously explored OTT content piracy among Generation Z (Gen Z) in India through a quantitative survey conducted between December 2024 and January 2025. It successfully met its five objectives: identifying factors shaping OTT platform preferences, uncovering the drivers of online piracy, applying the Theory of Planned Behaviour (TPB) and Social Learning Theory (SLT) to understand piracy behavior, and determining what motivates piracy in OTT services. The results highlight Gen Z's digital habits, with JioCinema and Netflix emerging as top choices due to cost and content diversity, while piracy flourishes through social influence, content scarcity, and easy internet access. The hypotheses positing that FOMO, lack of awareness, internet access, and limited content availability drive piracy were consistently supported, firmly establishing these as dominant forces.

The study paints a youth-centric piracy landscape, with 16-19-year-olds and college students leading the charge, propelled by FOMO and limited awareness of legal consequences. TPB reveals the power of social norms and gaps in perceived control, while SLT emphasizes the role of accessible technology and peer reinforcement, all validated through comprehensive analysis. Though the direct link between platform preference and piracy proved weak, the pull of unavailable content and peer-driven motivations stood out as critical. These insights resonate with existing research—such as work on cost-driven piracy (Jha, 2023), FOMO's digital pull (Przybylski et al., 2013), and content scarcity (Anand & Srinivas, 2020)—while offering a fresh, India-specific lens rooted in the context of the 2021 OTT rules (Business Today, 2023).

Eight practical recommendations emerged, including affordable subscription plans, synchronized content releases, and targeted awareness campaigns, all aimed at curbing the tech-savvy piracy habits of the 16-19 age group, particularly their reliance on VPNs. However, limitations like an urban focus and the absence of post-merger data temper the findings' broader applicability, while future research paths—such as longitudinal studies and rural explorations—promise to sharpen these insights. Together, this study delivers actionable guidance for OTT providers and policymakers, spotlighting the pivotal role of social learning in digital behavior. As Bandura (2002) observed, "Learning would be exceedingly laborious, if people had to rely solely on the effects of their own actions," a truth reflected in Gen Z's dependence on peers and accessible tech. This work bridges theoretical understanding and practical solutions, shedding light on piracy's roots and remedies in India's dynamic digital era.

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Appendix A

Figure A1

Platform Viewing Frequencies

Figure A2

Choice for choosing OTT platform for viewing

Figure A3

Subscription Plan choice for OTT
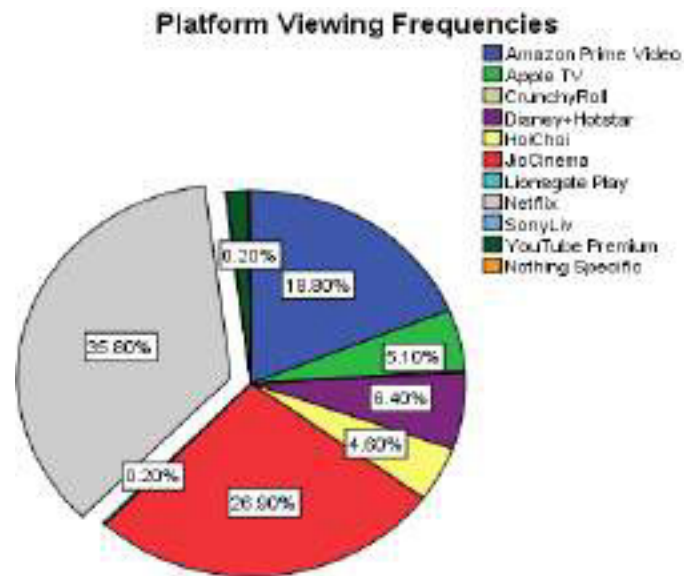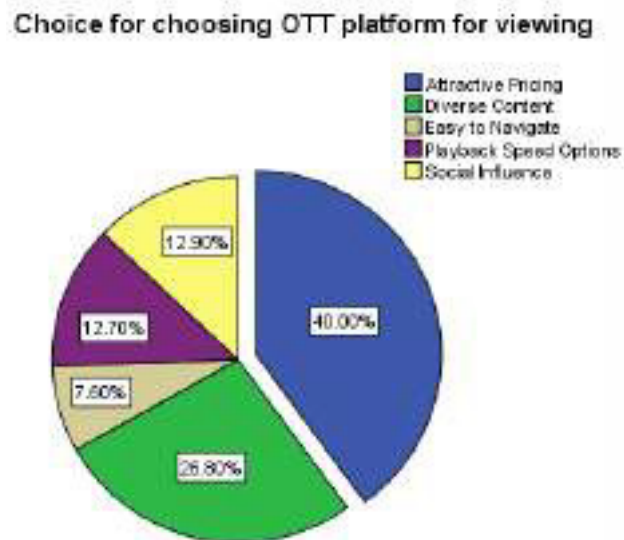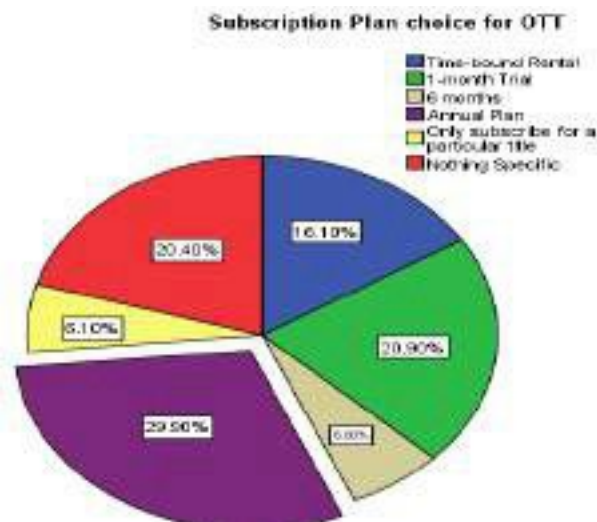
Appendix B

Age, Gender & Occupation Distribution Q.2.,Q.1 & Q.3

<u>Figure B1</u>

Age Distribution of Gen Z sample (Q.2.)

<u>Figure B2</u>

Gender Distribution of Gen Z Sample (Q.1)

<u>Figure B3</u>

Occupation Distribution among Gen Z (Q.3)

Q.3. What is your current occupation?
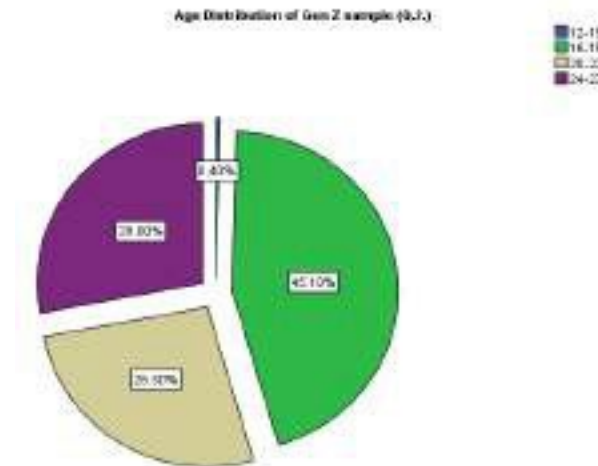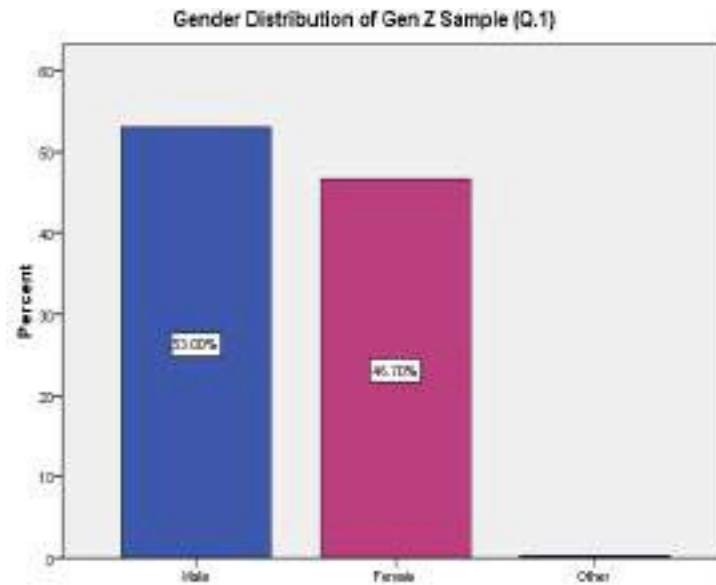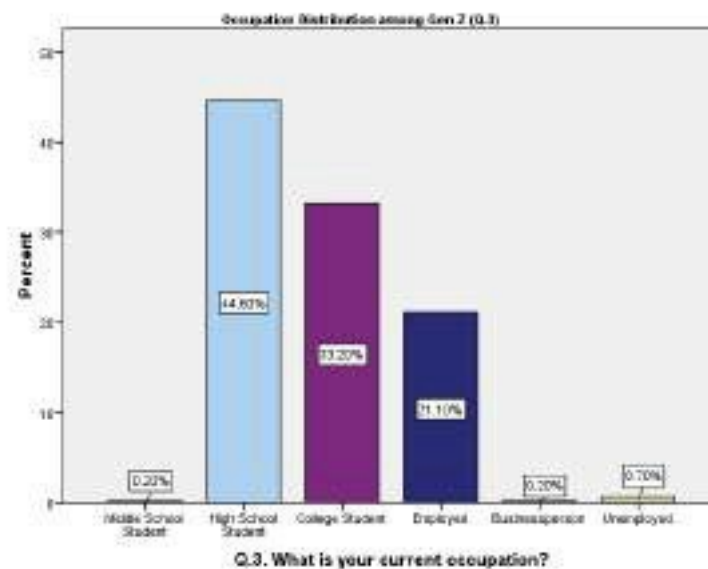
Appendix C

Table C1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	975.156	30	.000
Likelihood Ratio	565.058	30	.000
Linear-by-Linear Association	15.590	1	.000
N of Valid Cases	1000		

Table C2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	655.193	50	.000
Likelihood Ratio	551.855	50	.000
Linear-by-Linear Association	17.728	1	.000
N of Valid Cases	1000		

Table C3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	383.117	20	.000
Likelihood Ratio	362.116	20	.000
Linear-by-Linear Association	22.874	1	.000
N of Valid Cases	1000		

Appendix D

Figure D1
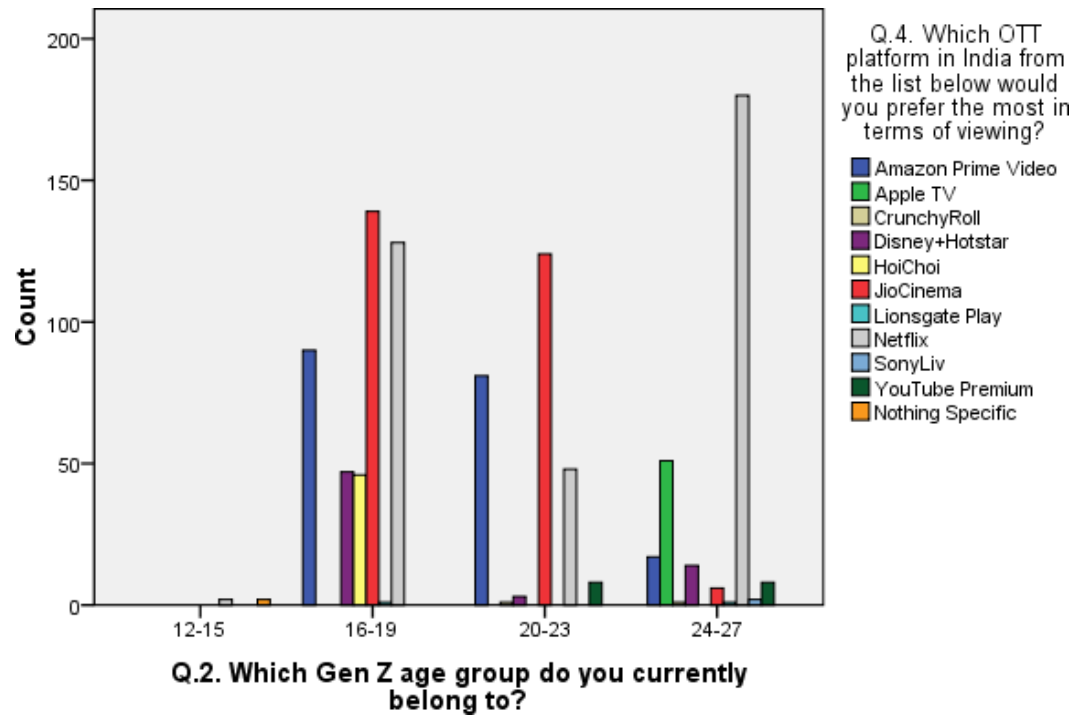
Figure D2

Appendix E

Figure E1

Q.5. What is the most important reason for choosing the above preferred OTT platform?
- Attractive Pricing
- Diverse Content
- Easy to Navigate
- Playback Speed Options
- Social Influence

Q.4. Which OTT platform in India from the list …

Figure E2

Q.6. Which plan of subscription to an OTT platform would you prefer most?
- Time-bound Rental
- 1-month Trial
- 6 months
- Annual Plan
- Only subscribe for a particular title
- Nothing Specific

Q.2. Which Gen Z age group do you currently belong to?

Appendix F

Table F1

Coefficients[a]

... ...,		Unstandardized Coefficients		Standardized Coefficients	t	Sia.
		B	Std. Error	Beta		
1	(Constant)	9.060	.419		21.630	.000
	Q.2. Which Gen Z age group do you currently belong to?	-.060	.189	-.019	-.317	.751
	Q.3. What is your current occupation?	.144	.191	.044	.757	.449
	Q.5. What is the most important reason for choosing the above preferred OTT platform?	-.455	.055	-.240	-8.328	.000
	Q.6. Which plan of subscription to an OTT platform would you prefer most?	-.659	.044	-.420	-14.961	.000

a. Dependent Variable: Q.4. Which OTT platform in India from the list below would you prefer the most in terms of viewing?

Table F2

ANOVA[b]

�Anrlol		Sum of Sauares	df	rvlean Sauare	F	Sia.
1	Regression	1699.526	4	424.881	74.932	.000a
	Residual	5641.898	995	5.670		
	Total	7341.424	999			

a. Predictors: (Constant), Q.6. Which plan of subscription to an OTT platform would you prefer most?, Q.5. What is the most important reason for choosing the above preferred OTT platform?, Q.3. What is your current occupation?, Q.2. Which Gen Z age group do you currently belong to?

b. Dependent Variable: Q.4. Which OTT platform in India from the list below would you prefer the most in terms of viewing?

Appendix G

Figure G1

Q.8. From which source do you rely most to acquire pirated OTT media content?

Figure G2

Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.

Figure G3

Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Appendix H

Figure H1

Sources of Pirated OTT Media Content

Figure H2

Motivations for Viewing Pirated OTT Content
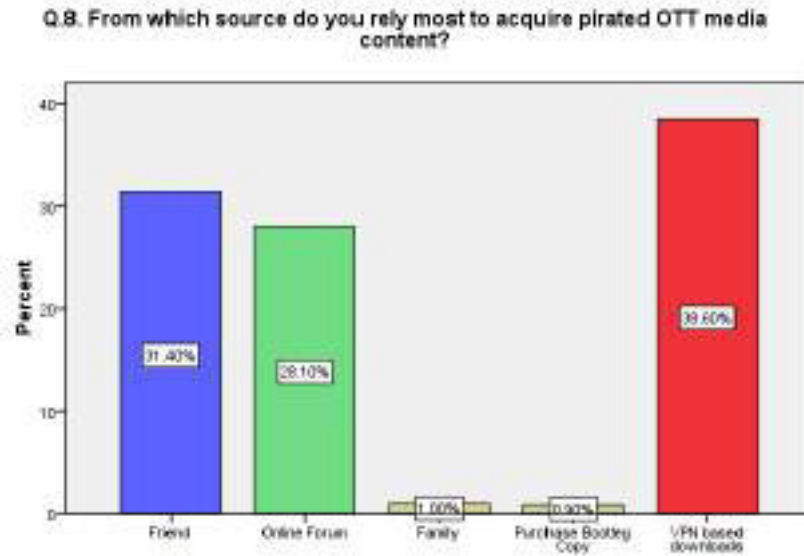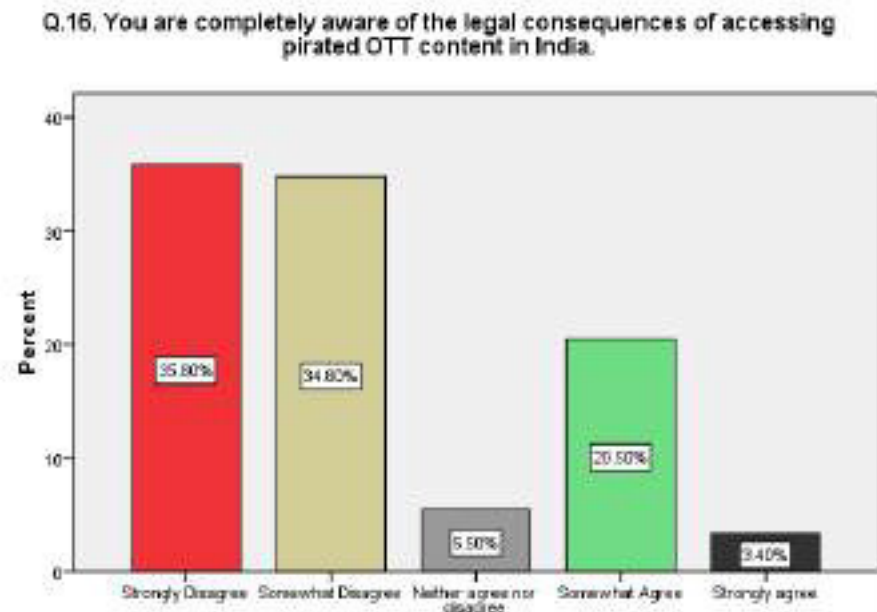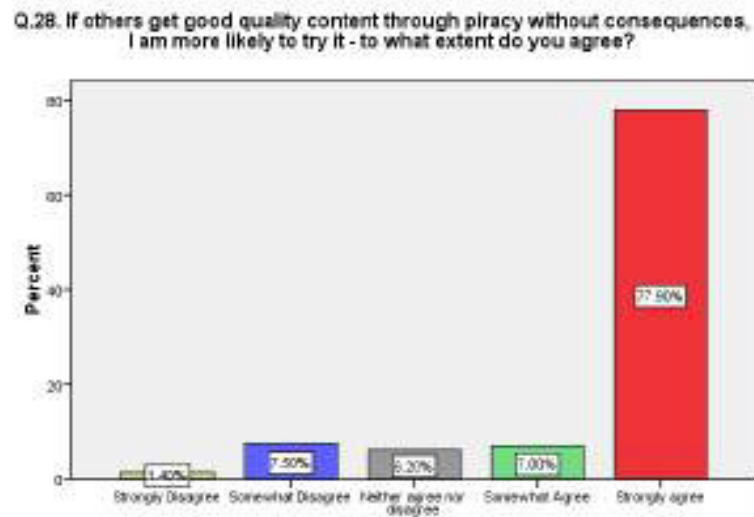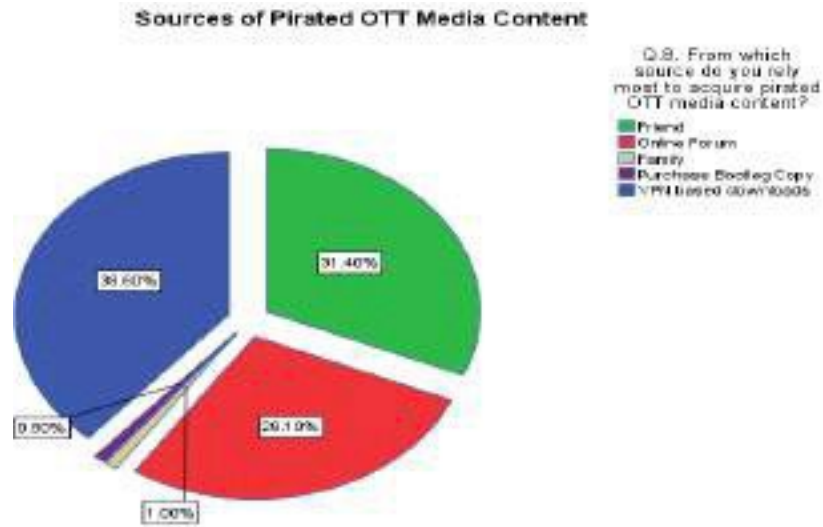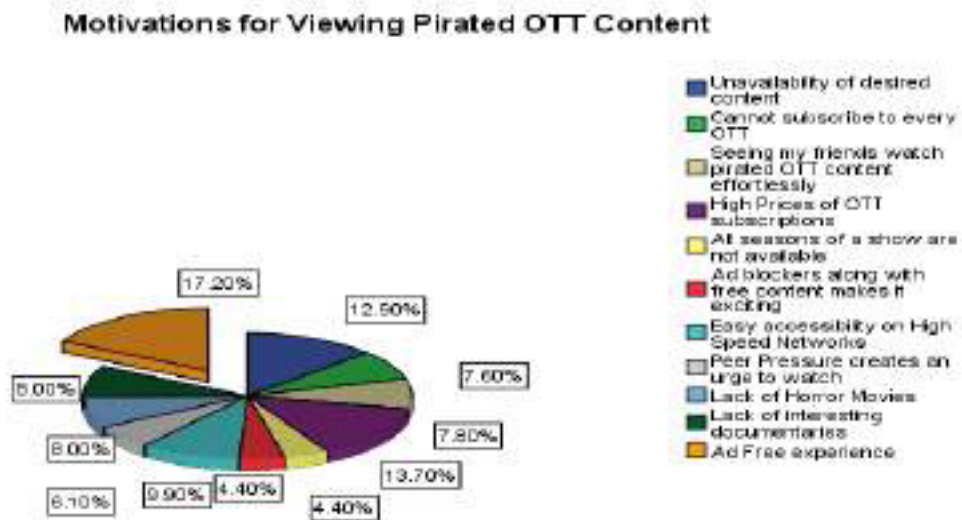
Figure H3
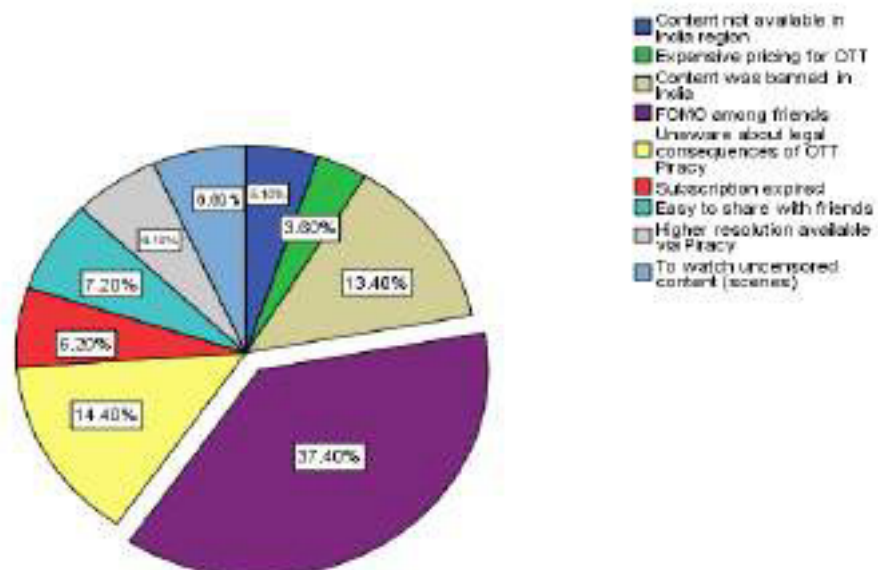
Appendix I

Table I 1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	202.699	12	.000
Likelihood Ratio	214.567	12	.000
Linear-by-Linear Association	153.939	1	.000
N of Valid Cases	1000		

Table I 2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	438.872ᵃ	16	.000
Likelihood Ratio	359.259	16	.000
Linear-by-Linear Association	191.249	1	.000
N of Valid Cases	1000		

Table I 3

Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India. * Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree? Crosstabulation

Count

		Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?					Total
		Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly agree	
Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.	Strongly Disagree	5	4	8	5	336	358
	Somewhat Disagree	0	8	10	14	316	348
	Neither agree nor disagree	1	9	17	21	7	55
	Somewhat Agree	4	53	19	22	107	205
	Strongly agree	4	1	8	8	13	34
Total		14	75	62	70	779	1000

Table I 4

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	461.655ᵃ	16	.000
Likelihood Ratio	394.620	16	.000
Linear-by-Linear Association	143.200	1	.000
N of Valid Cases	1000		

Table I 5

Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - " to what extent do you agree? * Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree? Crosstabulation

Count

		Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?					Total
		Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly agree	
Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - " to what extent do you agree?	Strongly Disagree	2	2	4	4	3	15
	Somewhat Disagree	1	5	9	14	57	86
	Neither agree nor disagree	4	8	27	16	8	63
	Somewhat Agree	4	57	15	29	170	275
	Strongly agree	3	3	7	7	541	561
Total		14	75	62	70	779	1000

Table I 6

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	889.760	16	.000
Likelihood Ratio	475.480	16	.000
Linear-by-Linear Association	360.389	1	.000
N of Valid Cases	1000		

Appendix J

Table J1

Model Summary

	R	R Snuare	Adjusted R Snuare	Std. Error of the Estimate
1	.809"	.655	.653	.587

a. Predictors: (Constant), Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s)-" to what extent do you agree?,Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India., Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?, Q.13. You watch OTT content just because your friends/social media suggest it- to what extent do you agree?,Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?

Table J2

ANOVA[0]

•""riPl	Sum of Sauares	df	Mean Sauare	F	Sia.
1 Regression	648.881	5	129.776	376.642	.000•
Residual	342.494	994	.345		
Total	991.375	999			

a. Predictors: (Constant), Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - "to what extent do you agree?, Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India., Q.21. 'Affordable internet services contribute to increased OTT content consumption' – to what extent do you agree?, Q.13. You watch OTT content just because your friends/social media suggest it– to what extent do you agree?, Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?

b. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it– to what extent do you agree?

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Appendix K

Figure K1

Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Figure K2

Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?
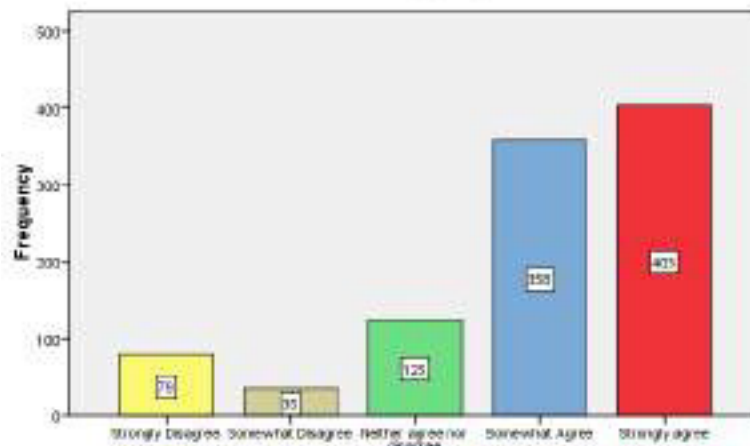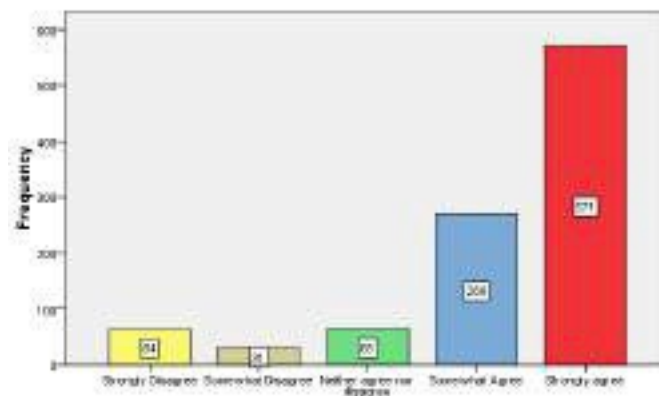
Figure K3

Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?

Appendix L

Table L1 & L2

Model Summary

!Anrlcl	R	R Sauare	,Adjusted R Sauare	Std. Error of the Estimate
1	.774'	.600	.599	.631

a. Predictors (Constant), Q.14. To what extent do)QU agree that seeing others discuss a show or movie make)QU want to watch relevant OTT content immediately?,Q.13. You watch OTT content just because)()Ur friends/socialmedia suggest it- to whatextent do)QU agree?

, .. ,ao,		Sum of Sauares	df	�an Sauare	F	Sia.
1	Regression	594.522	2	297.261	746.797	.000'
	Residual	396.853	997	.398		
	Total	991.375	999			

a. Predictors:(Constant), Q.14. To whatextent do)IJU agree that seeing others discuss a show or mm,ie make)IJU wantto watchrelevant OTT content immediately?,Q.13. You watchOTT content just because)IJUr friends/social media suggest it- to what extent do)IJUagree?

b. Dependent Variable:Q.28. If others get good quality content through piracy without consequences, I am more likely to tryit- to whatextent do)IJU agree?

Table L3

Q-oup Statistics

n 1 \A/h;nh nnnrlM hnn> ;r1nn,;""" ,.n, ?		N	l'v1ean	Std. Deviation	Std. Error l'v1ean
FOMO_Score	Male	530	4.1151	1.05666	.04590
	Female	467	4.1913	.90490	.04187

Table L4

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Eaualitvof �ans						
									95% Confidence Interval of the Difference	
		F	Sia.	I	df	Sia. 12-tailedl	r.'ean Difference	Std. Error Difference	Lower	Uooer
FO�_Score	Equal variances assumed	4.952	.026	-1.215	995	.225	-.07620	.06274	-.19931	.04691
	Equal variances not assumed			-1.226	994.206	.220	-.07620	.06213	-.19812	.04572

Table L5 & L6

Levene's Test of Equality of Error Variances•

De endent Variable:FOMO_Score

F	df1	df2	Si ,
67.704	9	990	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept+ AgeGroup + Gender+ AgeGroup • Gender

Between-Subjects Factors

		Value Label	N
Q.2. Which Gen Z age group do you currently belong to?	1	12-15	4
	2	16-19	451
	3	20-23	265
	4	24-27	280
Q.1. Which gender best identifies you?	1	Male	530
	2	Female	467
	3	Other	3

Table L7

FOMO_Score

TukevHsoa ..b .c.

n "> \J/hi....h. t-:!,......7 .,,,,.,"" ...., , ... rln ...."".....+h h.,........... tn?	N	Subset		
		1	2	3
24-27	280	3.3310		
12-15	4	3.9167	3.9167	
20-23	265		4.1119	4.1119
16-19	451			4.6755
Sig.		.104	.873	.127

Means for groups in homogeneous subsets are displayed.
Based on observed means.
The error term is Mean Square(Error) = .510.

a. Uses Harmonic Mean Sample Size= 15.411.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Alpha = .05.

Appendix M

Table M1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	438.872	16	.000
Likelihood Ratio	359.259	16	.000
Linear-by-Linear Association	191.249	1	.000
N of Valid Cases	1000		

Table M2

Count

		Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?					Total
		Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly agree	
Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.	Strongly Disagree	5	4	8	5	336	358
	Somewhat Disagree	0	8	10	14	316	348
	Neither agree nor disagree	1	9	17	21	7	55
	Somewhat Agree	4	53	19	22	107	205
	Strongly agree	4	1	8	8	13	34
Total		14	75	62	70	779	1000

Appendix N

Table N1

Model Summary

MllrlAl	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448a	.201	.199	.891

a. Predictors: (Constant), Q.17. Have you seen or heard about any campaigns against online piracy?,Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.

Table N2

ANOVAᵇ

φ,1,-,r1.,1		Sum of Sauares	df	Mean Sauare	F	Sia.
1	Regression	199.159	2	99.580	125.321	.000a
	Residual	792.216	997	.795		
	Total	991.375	999			

a. Predictors: (Constant), Q.17. Have you seen or heard about any campaigns against online piracy?, Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.

b. Dependent Variable: Q.28. Ifothers get good quality content through piracy without consequences, I am more likely to try it- to what extent do you agree?

Table N3

Q.28. If others get good quality content through piracy without consequences, I am more likely to try it• to what extent do you agree?

		Freauencv	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	1.4	1.4	1.4
	Somewhat Disagree	75	7.5	7.5	8.9
	Neither agree nor disagree	62	6.2	6.2	15.1
	Somewhat♦ree	70	7.0	7.0	22.1
	Strongly agree	779	77.8	77.9	100.0
	Total	1000	99.9	100.0	
Missing	System	1	.1		
Total		1001	100.0		

Table N4

Q.21.'Affordable internet services contribute to increased OTT content consumption'• to what extent do you agree?

		Freauencv	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	1.1	1.1	1.1
	Somewhat Disagree	69	6.9	6.9	8.0
	Neither agree nor disagree	42	4.2	4.2	12.2
	Somewhatl>,Jree	390	39.0	39.0	51.2
	Strongly agree	488	48.8	48.8	100.0
	Total	1000	99.9	100.0	
Missing	System	1	.1		
Total		1001	100.0		

Appendix O

Table O 1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	461.655	16	.000
Likelihood Ratio	394.620	16	.000
Linear-by-Linear Association	143.200	1	.000
N of Valid Cases	1000		

Table O 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.696	.120		14.128	.000
	Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	.406	.021	.479	19.455	.000
	Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.	-.169	.017	-.207	-10.031	.000
	Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?	.403	.024	.369	16.870	.000
	Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - " to what extent do you agree?	-.031	.022	-.031	-1.412	.158

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Table O 3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.930	.127		23.107	.000
	Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - " to what extent do you agree?	.373	.029	.379	12.923	.000

a. Dependent Variable: Q.28. If others get good quality content through piracy without consequences, I am more likely to try it - to what extent do you agree?

Appendix P

Table P1

Component Transformation Matrix

r.nmnnnP.nl	1	2	3
1	.666	.580	.469
2	.593	-.793	.140
3	-.453	-.185	.872

Extraction rvlethod: Principal Component Analysis.
Rotation rvlethod: Varimax with Kaiser Normalization.

Table P2

Rotated Component Matrix•

	Comoonent		
	1	2	3
Q.29. 'I expect that using pirated content will give me access to shows and movies that are otherwise unavailable, based on what I have observed' - to what extent do you agree?	.874		
Q.15. Is it essential for you to watch new releases on OTTas soon as they become available?	.836		
Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) - "to what extent do you agree?	.816		
Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?	.630		
Q.18. 'I do not believe that accessing pirated content harms the OTT industry'- to what extent do you agree?		.868	
Q.24. Government regulation in censoring/banning certain OTT content in India plays a role in forcing people to opt for pirated content - to what extent do you agree?		.855	
Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.		-.844	
Q.14. To what extent do you agree that seeing others discuss a show or movie make you wantto watch relevant OTT content immediately?	.475	.597	.476
Q.21. 'Affordable internet services contribute to increased OTTcontent consumption' - to what extent do you agree?			.798
Q.23. How much do you prefer watching international OTTcontent over local Indian OTT content?			.735

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Appendix Q

Questionnaire on Piracy of OTT content among Gen Z

Purpose:

As the topic suggests, I, the researcher, am pursuing my Doctoral degree (DBA) from SSBM (Geneva) to explore what motivates the Gen Z age group (12-27) to engage in pirated OTT (Over-the-top) content in India. Your information will be valuable as it can help change the way OTT content is uploaded, viewed, and shared on online OTT platforms available in India. Your participation will help the researcher immensely to establish and test the factors leading to a rise in the piracy of OTT content. I humbly request you to take a couple of minutes (approx. 10-12 minutes) to fill out this survey.

Disclaimer:

All the data pertaining to this research is being used for academic research purposes only. Due to the nature of the research topic, all data collected in this form will remain anonymous and confidential. No names or contact details of the survey participants are required.

Instructions:

Kindly choose only one option for each question. All responses will be recorded anonymously. For open ended questions, be brief and try to answer in less than 50 words. No individual participant details will be shared with anyone—so do not worry and kindly provide honest answers to the best of your knowledge!

Q.1. Which gender best identifies you?

☐ Male ☐ Female ☐ Other

Q.2. Which Gen Z age group do you currently belong to?

☐ 12-15 ☐ 16-19 ☐ 20-23 ☐ 24-27

Q.3. What is your current occupation?

☐ Middle School Student ☐ High School Student ☐ College Student

☐ Employed ☐ Businessperson ☐ Unemployed

☐ Other (please specify) _____

Q.4. Which OTT platform in India from the list below would you prefer the most in terms of viewing?

☐ Amazon Prime Video ☐ Apple TV ☐ CrunchyRoll ☐ Disney+ Hotstar

☐ HoiChoi ☐ JioCinema ☐ Lionsgate Play ☐ Netflix ☐ SonyLiv

☐ YouTube Premium ☐ Zee5 ☐ Nothing specific

☐ Other (please specify) _____

Q.5. What is the most important reason for choosing the above preferred OTT platform?

☐ Ad-free Experience ☐ Attractive Pricing ☐ Diverse Content ☐ Easy to Navigate

☐ Playback speed options ☐ Social Influence

Q.6. Which plan of subscription to an OTT platform would you prefer most?

☐ Time-bound Rental   ☐ 1 month trial   ☐ 6 months   ☐ Annual Plan

☐ Only subscribe for a particular title   ☐ Nothing specific

Q.7. How do you mostly recommend your friends/peers to watch the content you think is worth a watch?

☐ In-person   ☐ Phone call   ☐ Message on social media   ☐ Use a share feature on the OTT platform

Piracy / pirated content – Illegally acquiring copyrighted content online or offline

Q.8. From which source do you rely most to acquire pirated OTT media content?

☐ Friend   ☐ Online Forum   ☐ Family   ☐ Purchase Bootleg copy *(pirated)*

☐ VPN based downloads *(Virtual Private Network is a tool that hides your internet activity and masks your location to access banned URLs and content)*

Q.9. Which language do you prefer most to watch pirated OTT content?

☐ English   ☐ Hindi   ☐ Tamil   ☐ Malayalam ☐ Punjabi   ☐ Bengali

☐ Bhojpuri   ☐ Telugu   ☐ Gujarati   ☐ Urdu   ☐ Kannada

☐ Other (please specify) _____

Q.10. Do subtitles play an important role when watching pirated OTT content?

☐ Yes   ☐ No

Q.11. Which genre do you prefer most to view in pirated OTT?

☐ Action   ☐ Drama   ☐ Comedy   ☐ Romance   ☐ Thriller   ☐ Crime

☐ Fantasy   ☐ Sci-Fi   ☐ Horror   ☐ Animation   ☐ X-Rated   ☐ K-Drama

☐ Other (please specify) _____

Q.12. Which type of pirated content format do you view the most in India?

☐ TV Shows (Series)   ☐ Movies   ☐ Stand-Up Shows   ☐ Anime

☐ Documentaries   ☐ Reality Shows   ☐ Competitive Shows   ☐ X-Rated

☐ Live Events   ☐ Rom-Com   ☐ K-Drama   ☐ Banned Content in India

Q.13. You watch OTT content just because your friends/social media suggest it - to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

        ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

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Q.14. To what extent do you agree that seeing others discuss a show or movie make you want to watch relevant OTT content immediately?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Q.15. Is it essential for you to watch new releases on OTT as soon as they become available?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Q.16. You are completely aware of the legal consequences of accessing pirated OTT content in India.

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Q.17. Have you seen or heard about any campaigns against online piracy?

☐ Yes ☐ No

Q.18. 'I do not believe that accessing pirated content harms the OTT industry' – to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Q.19. How often do you stream OTT content using high-speed internet?

☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always

Q.20. Which method do you prefer most to view pirated OTT content on?

☐ Streaming Website ☐ Discord ☐ Download and watch later ☐ Telegram

☐ Link Sharing on Social Forums *(URL)* ☐ Torrents (P2P)

☐ Offline Copy *(USB stick, Shared Cloud Service)*

Q.21. 'Affordable internet services contribute to increased OTT content consumption' - to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Q.22. You always find that the OTT content you want to watch is unavailable on Indian-based OTT platform(s) – to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Q.23. How much do you prefer watching international OTT content over local Indian OTT content?

☐ Not at all   ☐ To a small extent   ☐ To a moderate extent   ☐ To a large extent

☐ To a very large extent

Q.24. Government regulation in censoring/banning certain OTT content in India plays a role in forcing people to opt for pirated content - to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Q.25. 'It is unethical to pirate OTT content, regardless of cost'– to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Q.26. I feel guilty when I watch pirated OTT content -– to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5

Q.27. Companies make too much money anyway, so pirating is justified – to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

□ 1 □ 2 □ 3 □ 4 □ 5

Q.28. If others get good quality content through piracy without consequences, I am more likely to try it – to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

□ 1 □ 2 □ 3 □ 4 □ 5

Q.29. I expect that using pirated content will give me access to shows and movies that are otherwise unavailable, based on what I have observed.

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

□ 1 □ 2 □ 3 □ 4 □ 5

Q.30. 'I watch how others use pirated OTT content before deciding to do the same' – to what extent do you agree?

(on a scale of 1 to 5 where 1 is Strongly Disagree, 2 is Somewhat Disagree, 3 is Neither agree nor disagree, 4 is Somewhat Agree, and 5 is Strongly Agree)

□ 1 □ 2 □ 3 □ 4 □ 5

Q.31. What other factors motivate you to view/use pirated OTT content?

_____

_____

_____

Q.32. Can you describe a situation where you chose to watch pirated content instead of using a legal OTT service? What were your reasons for doing so?

_____

_____

_____

THANK YOU FOR YOUR TIME!