ADOPTION OF OTT STREAMING SERVICE BY GENERATION Z OF BANGLADESH FOR ENTERTAINMENT PURPOSES.

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of MS in MIS

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APPROVAL

This Project titled "Adoption of OTT Streaming service by Generation Z of Bangladesh for entertainment purposes", submitted by **Md Sharfaraj Hussain**, ID No: **232-17-011** to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 11th January 2025.

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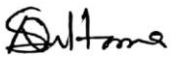

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I hereby declare that this research has been done by me under the supervision of Dr. Arif Mahmud. Associate Professor, Department of CSE, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

The rapid proliferation of Over-the-Top (OTT) streaming services has revolutionized the entertainment landscape, particularly among Generation Z. This thesis investigates the factors influencing the adoption of OTT streaming services by Generation Z in Bangladesh for entertainment purposes. Utilizing a mixed-methods approach, this study encompasses quantitative surveys and qualitative interviews to explore user behavior, preferences, and satisfaction levels. The findings indicate that ease of access, diverse content, and cost-effectiveness are the primary drivers of OTT service adoption among Generation Z. Additionally, the study reveals significant correlations between social influence, perceived usefulness, and user engagement with OTT platforms. This research contributes to a deeper understanding of the consumption patterns and preferences of Generation Z in Bangladesh, offering valuable insights for service providers to enhance their offerings and cater to this dynamic demographic. The implications of these findings suggest strategies for improving user retention and engagement, thus driving the growth of the OTT industry in Bangladesh. The **Attitude–Social Influence–Self-Efficacy (ASE) model** is a theoretical framework used to understand and predict behavior by examining three key factors: attitude**,** social influence**,** and self-efficacy. We used this model to set some structured Question. SmartPLS used to deliver measurement and structure model which reflect the support on hypothesis.

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CHAPTER1
Introduction

1.1 Introduction

OTT streaming services dominate the entertainment industry by delivering digital media to subscribers online. It is not dependent on satellite or cable networks. All forms of digital content are available on OTT, offering a variety of subscription models to cater to different audience needs. The flexibility, convenience, and diverse content library provided by OTT services have made them increasingly popular, especially among younger generations who prefer digital consumption over traditional media. As technology continues to advance, the OTT market is expected to grow even further, bringing more innovative and personalized viewing experiences to audiences worldwide.

Amazon Prime, Netflix, and HBO are international OTT service providers. In Bangladesh Chorki, bongo, Hoichoi etc are doing well as OTT platforms.

People born from 1990 to 2010 are generally known as Gen-Z. They have grown with technology like the internet, smartphones, and computers. Their characteristics are influenced by modern thought. They got access to information more than the previous generation. They value experiences over possessions, and their consumption habits reflect a preference for on-demand content, sustainable products, and brands that align with their values. In the workplace, they seek flexibility, meaningful work, and a strong emphasis on work-life balance. As they continue to shape the future, Gen Z's influence is evident in various spheres, from social justice movements to the digital transformation of industries.

Generation Z (Gen Z) and OTT (Over-The-Top) streaming services share a dynamic and mutually influential relationship. Gen Z, having grown up in a digital-first world, naturally gravitates towards OTT platforms like Netflix, Amazon Prime Video, and Disney+, which offer the on-demand, flexible viewing experiences they crave. These platforms cater to Gen Z's desire for diverse and engaging content that they can access anywhere and anytime. Gen Z's preference for mobile devices and their inclination to share and discuss content on social media further amplify the reach and influence of OTT services. On the other hand, OTT platforms closely monitor the preferences and behaviors of Gen Z to create content that resonates with them, often focusing on authenticity, inclusivity, and trending topics. This synergy between Gen Z and OTT services is reshaping the entertainment landscape, driving innovation, and transforming how media is consumed.

In this research, we look at the Adoption of OTT Streaming service by Generation Z of Bangladesh for entertainment purpose.

1.2 Motivation:

The future of OTT (Over-The-Top) streaming services is set to be vibrant and innovative, driven by continuous growth in internet accessibility and the escalating demand for on-demand content. With enhanced AI and machine learning, OTT platforms will offer highly personalized content recommendations, enriching user experiences. Investments in exclusive original content will remain a priority to attract and retain subscribers. Additionally, global expansion with localized content, interactive features, and the adoption of ad-supported models will broaden the audience base. Advances in streaming technology, such as 4K, HDR, and virtual reality, will further enhance the viewing experience, ensuring OTT services continue to transform the entertainment landscape and meet the evolving preferences of viewers worldwide.

Research on the adoption of OTT (Over-The-Top) streaming services is crucial for understanding the rapid transformation in the way people consume media and entertainment. By examining the factors driving OTT adoption, researchers can identify trends, preferences, and behaviors that shape the market. This research helps content creators and providers tailor their offerings to meet the evolving demands of viewers, ensuring relevance and engagement. Moreover, understanding the challenges and barriers to OTT adoption, such as technological limitations or socio-economic factors, can guide policy and infrastructure improvements to enhance accessibility. Ultimately, research on OTT adoption supports the growth and sustainability of the industry, providing insights that enable stakeholders to innovate, compete, and deliver better user experiences.

1.3 Rationale of the study:

The rationale for studying the adoption of OTT (Over-The-Top) streaming services lies in the profound impact these platforms have on the entertainment industry and consumer behavior. By investigating the factors influencing OTT adoption, researchers can gain insights into user preferences, viewing habits, and the socioeconomic factors that drive the shift from traditional media to digital streaming. Understanding these dynamics enables content creators and service providers to develop strategies that cater to the evolving demands of viewers, ensuring greater engagement and satisfaction. Additionally, this research can inform policymakers and industry stakeholders about the infrastructure and regulatory needs to support the growth and accessibility of OTT services. Ultimately, studying OTT adoption helps to anticipate future trends, foster

innovation, and enhance the overall user experience in the digital entertainment landscape.

As OTT is a promising and fast-growing sector of entertainment, this type of research will help entrepreneurs make better decisions about its future advancement.

1.4 Research Questions:

Here are some research questions on the adoption of OTT (Over-The-Top) streaming services:

1. What are the primary factors influencing the adoption of OTT services among different age groups?
2. How do socioeconomic factors impact the adoption and usage of OTT platforms?
3. What role does internet accessibility and quality play in adopting OTT streaming services?
4. How does the availability of localized content affect the adoption of OTT platforms in different regions?
5. What are the perceived advantages and disadvantages of OTT services compared to traditional TV among users?
6. How do pricing models and subscription costs influence the adoption and retention of OTT services?

1.5 Expected Output:

The expected output of a research study on the adoption of OTT (Over-The-Top) streaming services could include the following:

1. Identification of Key Factors: A detailed analysis of the primary factors driving the adoption of OTT services, including technological, economic, social, and demographic influences.
2. User Behavior Insights: Comprehensive data on user preferences, viewing habits, and content consumption patterns across different age groups and regions.
3. Barriers and Challenges: An assessment of the challenges and barriers to OTT adoption, particularly in developing markets, and potential solutions to overcome these obstacles.
4. Market Segmentation: Segmentation of the OTT market based on user demographics, preferences, and behaviors, providing a clearer understanding of target audiences.
5. Impact of Socioeconomic Factors: Insights into how socioeconomic factors such as income, education, and urbanization affect OTT adoption and usage.
6. Effectiveness of Pricing Models: Evaluation of different subscription and pricing models and their impact on user adoption and retention.

CHAPTER 2
Background

2.1 Introduction:

OTT, or "Over-The-Top," refers to delivering media content directly to viewers via the Internet, bypassing traditional distribution channels like cable or satellite television.

Current status of OTT streaming service for entertainment purposes worldwide.

The Over-the-Top (OTT) streaming industry has grown rapidly in recent years. In 2007, Netflix introduced streaming services, allowing users to watch content directly online. Several OTT platforms are active in global as well as local markets with their unique content. Netflix, Amazon Prime Video, Hulu, Disney, and HBO Max are some of the top OTT worldwide. In Bangladesh, the local OTT service is doing well. Bongo, Bioscope Live, Binge, and Chorki are the dominant OTT platforms in Bangladesh.

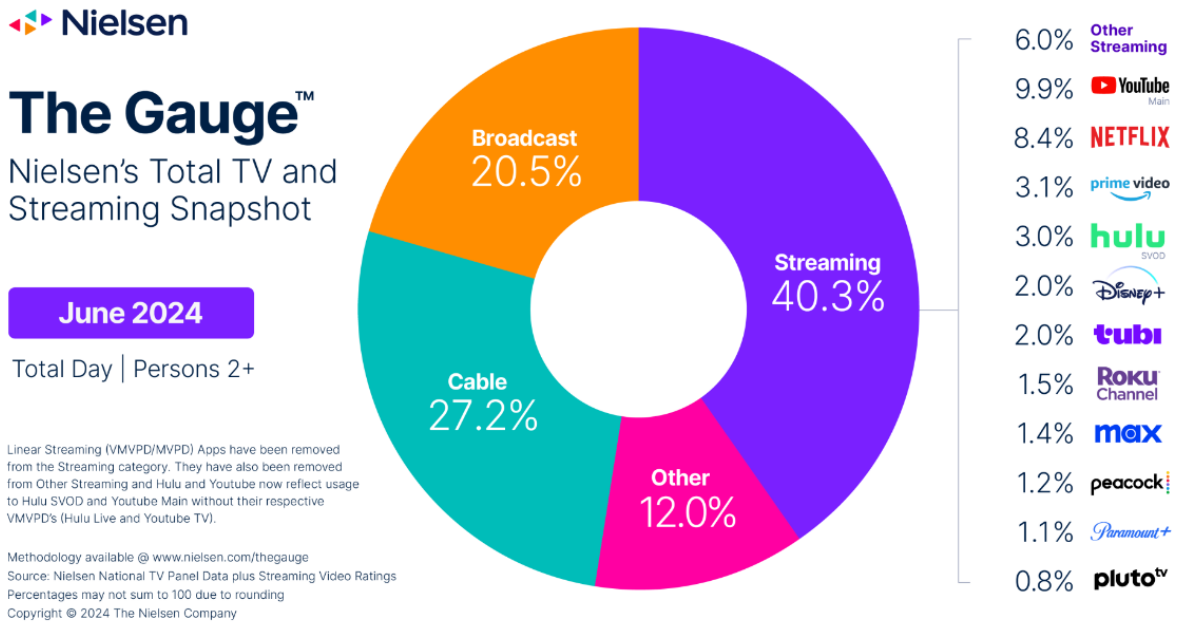

Figure 1: Shows 40.3% of the share is held by streaming services with the participants and their market penetration.

2.2 Previous Work:

Research on OTT (Over-The-Top) consumption is essential to understanding the shifting dynamics of media consumption in the digital age. This research explores how viewers engage with streaming services, including their preferences for content, viewing habits, and the devices they use. By analyzing demographic factors, such as age, gender, and socioeconomic status, researchers can identify trends and patterns in OTT usage. The findings offer valuable insights into the reasons behind the increasing popularity of OTT platforms, such as the demand for flexible, on-demand content and the decline of traditional TV viewership. Additionally, this research can highlight the impact of localized and original content on subscriber growth and retention. Ultimately, studying OTT consumption helps content creators and service providers to tailor their offerings, improve user experience, and stay competitive in a rapidly evolving market.

OTT is a relatively new media than others, so few works have been found on this topic for Bangladesh. Some of them are mentioned below.

"A Study on Over-the-Top (OTT) Video Streaming Platforms in Bangladesh"
S. M. Imran Hossain
"Department of Television, Film and Photography, University of Dhaka, Dhaka, Bangladesh."

"OTT Usage Pattern of the Bangladeshi Youth: A Benign Sign for the Native Ones"
Authors:
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"Emergence of Over-the-top (OTT) Industry and Entertainment in Bangladesh An Analytical Study"
July 2022
Authors:
Mamunor Rashid
University of Southern Mississippi

2.3 Comparative Analysis and Summary:

A comparative analysis of OTT (Over-The-Top) streaming service users in Bangladesh reveals an evolving and dynamic landscape. Popular platforms like Netflix, Chorki, Hoichoi, and Prime Video dominate the market, offering a blend of local and international content to cater to diverse viewer preferences. The user base in Bangladesh is rapidly expanding, driven by increased internet penetration and the widespread availability of affordable smartphones. Notably, Bangladeshi viewers exhibit a strong preference for local content, which has contributed to the success of regional platforms such as Chorki and Hoichoi. These platforms prioritize producing and streaming local movies, TV shows, and web series, resonating with the cultural tastes of the audience. Additionally, the majority of OTT content consumption occurs on smartphones, highlighting the importance of mobile-friendly interfaces and high-quality streaming. The OTT video market in Bangladesh is poised for significant growth, with revenue projections reaching $239.20 million in 2024 and an annual growth rate of 10.91% from 2024 to 2029. This trend underscores the increasing demand for digital content and the potential for further market expansion, as more users turn to OTT services for their entertainment needs.

2.4 Scope of the problem:

The scope of problems for OTT (Over-The-Top) users in Bangladesh includes several key challenges:

1. **Internet Accessibility**: While internet penetration is increasing, there are still areas with limited or unreliable internet access, affecting the streaming experience.
2. **Regulatory Issues**: The lack of clear regulatory frameworks and frequent changes in policies create uncertainties for OTT platforms and users.
3. **Content Availability**: Although there is a growing demand for local content, the availability and variety of such content are still limited compared to international offerings2.
4. **Pricing and Affordability**: Subscription costs can be a barrier for many users, especially in a market where disposable incomes are relatively low.
5. **Technical Issues**: Frequent internet outages and slow speeds can disrupt streaming services, leading to user dissatisfaction.
6. **Competition with Traditional Media**: OTT platforms face competition from traditional TV and cable services, which still hold a significant market share.

Addressing these challenges is crucial for the continued growth and success of OTT services in Bangladesh.

2.5 Challenges

OTT (Over-The-Top) streaming services in Bangladesh face several challenges, impacting their growth and user satisfaction. Here are some of the key issues:

1. **Internet Infrastructure**: Despite improvements, internet connectivity remains inconsistent in many areas, with frequent outages and slow speeds affecting streaming quality.
2. **Limited Local Content**: While there is a growing demand for local content, the production and availability of high-quality local content are still limited compared to international offerings.
3. **Affordability**: Subscription fees can be a barrier for many users, especially given the relatively low average income levels. Cost-effective pricing models are needed to make OTT services more accessible.
4. **Regulatory Environment**: The lack of clear regulatory guidelines and frequent changes in policies can create uncertainties for OTT providers and users, affecting service delivery and compliance.
5. **Competition**: OTT platforms compete with traditional media such as cable TV, which still holds a significant market share due to its established presence and affordability.
6. **Piracy**: Content piracy is a significant issue, with many users accessing pirated versions of shows and movies, affecting revenue for legitimate OTT services.
7. **Payment Systems**: The availability of convenient and secure payment options is limited, which can hinder subscription renewals and user retention.

Addressing these challenges requires coordinated efforts from service providers, policymakers, and stakeholders to create a more supportive environment for the growth of OTT services in Bangladesh.

CHAPTER 3
Research Methodology

3.1 Introduction

The research methodology for studying OTT (Over-The-Top) streaming service GEN-Z in Bangladesh should be comprehensive and well-structured to capture the complexities of user behavior and preferences. This involves a mixed-methods approach, combining both quantitative and qualitative data collection techniques. Quantitative methods could include online surveys and structured questionnaires distributed to a diverse sample of OTT users to gather data on demographics, viewing habits, content preferences, and subscription patterns. Qualitative methods might involve in-depth interviews, focus groups, and case studies to explore user experiences, motivations, and challenges in greater detail. Additionally, secondary data analysis of existing market reports and industry statistics can provide contextual insights. Ensuring a representative sample, considering factors such as age, gender, socioeconomic status, and geographic location, is crucial for the validity of the study. Data analysis techniques, including statistical analysis and thematic coding, will help in identifying key trends, patterns, and insights. Ethical considerations, such as informed consent and data privacy, must be upheld throughout the research process. This methodology will provide a holistic understanding of the OTT user landscape in Bangladesh, informing strategies for service improvement and market expansion.

From a broader view, it starts with research design, data collection, data process, and report generation.

3.2 Research subject and instrumentation

Research Subject: Our research aims to understand how Generation Z of Bangladesh is adopting OTT streaming services for entertainment purposes. We use structured question sets to determine what influences Gen Z OTT users. Examining potential barriers and influencing factors may also fall under this topic.

Instrumentation: Various equipment can be used to collect data. Using Google Forms we have collected the data in a Google sheet. After some basic processes like removing invalid data and outliers, we process the data using smart PLS to extract information and to produce charts and trees for better presentation.

3.2.1 Research process

A systematic approach is taken to gather and process data, interviews, and focus groups. Sampling involves selecting a representative group of OTT users considering various demographic factors. Data collection follows, utilizing structured questionnaires and in-depth interviews to gather detailed information. The collected data is then analyzed using statistical methods and thematic coding to identify trends and insights. The findings are interpreted in the context of the research questions, and a detailed report is compiled, including conclusions and actionable recommendations. Throughout the process, ethical considerations like informed consent and data privacy are maintained to ensure the integrity of the research. This structured approach ensures that the research provides valuable insights into the factors influencing OTT adoption in Bangladesh by GEN-Z.

Figure 2: Research Process

3.2.2 Research paradigm

The research paradigm for studying the adoption of OTT (Over-The-Top) streaming services in Bangladesh is grounded in a pragmatic approach, integrating both positivist and interpretivist paradigms to provide a comprehensive understanding of the phenomenon. The positivist paradigm focuses on quantifiable data and observable phenomena, using structured methodologies like surveys and statistical analysis to identify patterns and correlations. This helps in understanding the broader trends and factors influencing OTT adoption. On the other hand, the interpretive paradigm emphasizes the subjective experiences and social contexts of users, employing qualitative methods such as in-depth interviews and focus groups. This approach allows researchers to explore the nuanced motivations, behaviors, and perceptions of OTT users. By combining these paradigms, the research can yield robust, actionable insights that reflect both the measurable aspects of OTT adoption and the rich, contextual details of user experiences. This dual approach ensures a well-rounded analysis, addressing both the macro and micro-level dimensions of the research questions.

3.2.3 Research Methods

Combining both quantitative and qualitative methodologies to gain a comprehensive understanding of the subject is the best method. This mixed-methods approach integrates the positivist paradigm, which focuses on measurable, observable phenomena and employs structured techniques like surveys and statistical analysis to identify patterns and correlations in OTT adoption. Simultaneously, it incorporates the interpretivist paradigm, which delves into the subjective experiences and social contexts of users through qualitative methods such as in-depth interviews and focus groups. By blending these paradigms, researchers can capture both the broad trends and the nuanced, individual experiences that drive OTT usage. This dual approach ensures a robust analysis that addresses both macro-level trends and micro-level insights, providing a holistic view of the factors influencing OTT adoption in GEN-Z of Bangladesh.

3.3 Data Collection Procedure/Dataset Utilized

I have collected information from the z-generation of Bangladesh. The collection procedure is as follows:

3.3.1 Selection of Respondents

Information is collected from Z-generation age between the 15–26 age range and using any local or international OTT services for entertainment purposes. He must be Bangladeshi.

3.3.2 Data collection sources

The Bangladeshi people who were born between 1990 - 2010 having experience of OTT platform are selected and requested to fill the form.

Primary data was collected online through Google Forms. A survey form was developed and circulated to different ages, regions, and places people through different media and relatives. Collected data is expected to be a reflection of their experience.

3.3.3 Collection of Data from the participants

As mentioned above, the data was collected from GEN-Z of different ages between 15-26 who prefer to use OTT services as they are familiar with the technology.

Data was collected over a two-month period. From September 2024 through an online survey using Google Forms.

Using Google Forms for data collection is a highly efficient and user-friendly approach, particularly suited for gathering responses from a diverse audience. Additionally, Google Forms provides options for conditional logic, enabling a tailored survey experience based on respondents' answers. This method is cost-effective, accessible, and scalable, making it an ideal tool for collecting quantitative and qualitative data in research projects.

A data validity test is done to ensure the accuracy and dependability of collected data.

3.3.4 Pre-test of the survey instrument

Pre-test performed to check reliability and effectiveness.

Google forms was used to collect data. Microsoft excel and smartPls used to process data.

The survey Questions are as follows:

Step 1:
Do you use an OTT Streaming service for entertainment purposes? Yes No
Are you between 15-26 years? Yes No
……
Step 2:

- Gender

    - Male
    - Female
- Age
    - 15-16 years
    - 17-18 years
    - 19-20 years
    - 21-22 years
    - 23-24 years
    - 25-26 years
- Marital status
    - Married
    - Single

- Academic qualification
    - No recognized academic degree
    - SSC or equivalent
    - HSC or equivalent
    - Diploma or equivalent
    - Honors or equivalent
    - Masters or equivalent
    - PhD or equivalent
    - Post Doctorate or equivalent
    - Others
- Profession
    - Don’t work
    - Public sector
    - Private sector
    - Student
    - Business
    - Freelancing
    - Others

- OTT Streaming service usage experience
    - Less than 1 year
    - 1-2 years
    - 2-4 years
    - More than 4 years

3.5 Statistical Analysis

Statistical analysis of survey data involves a systematic approach to interpreting the responses collected, providing meaningful insights into the research questions. The process begins with data cleaning, where researchers identify and address any inconsistencies or errors in the dataset. Descriptive statistics are then used to summarize the data, offering an overview of key metrics such as means, medians, modes, frequencies, and standard deviations. By leveraging statistical analysis, researchers can uncover patterns, test hypotheses, and generate evidence-based insights that inform decision-making and advance the understanding of the subject under study.

Comprehensive statistical analysis broadens our understanding of the variables that influence of Adoption of OTT Streaming services by Generation Z of Bangladesh.

3.5.1 Data preparation

Data preparation involves findings of missing data, common method variance, and outliers.

3.5.2 Missing Data and Outliers

If we find any missing data in the data set we have to remove the set. Same to outliers, if a dataset is much different than the others or than the statistical mean this may happen due to a mistake. We generally filter the data with expected criteria. The output is expected to be proper to present the real scenario.

3.5.3 Data Analysis

Our data analysis is divided into two parts.

1. Measuring model.
2. Structural model.

Other related factors are presented below.

3.5.4 Factor Loading

Indicator loading or factor loading defines how the construct affects the indicator. 0.7 is the minimum value for an acceptable result.

3.5.5 Multicollinearity

It describes the interaction of exogenous variables of a regression model.

3.5.6 Convergent Validity

It is the degree of different corresponding items of different instruments with different variables. AVE = average variance extracted. It is the mean of the squared factor loadings of a variable, 0.5 is the recommended threshold value for AVE.

3.5.7 Discriminating Validity

The discriminating validity shows the variation in measurement where many variablesare present in one aspect.

Validity	Criteria	Threshold Value and Guideline
The validity of the model	Path coefficient (β)	β > 0.1 or, β > 0.2
	Coefficient of determination (R2)	Substantial→0.67, moderate→0.33, weak→0.19 or, Substantial→0.75, moderate →0.50, weak →0.25
	Cross-validated redundancy (Q2)	Q2> 0
	Effect size (f2)	0.01<= f2 < 0.02 → very small effect 0.02 <= f 2 < 0.15 → small effect 0.15 <= f 2 < 0.35 → medium effect f 2 >= 0.35 → large effect

Table 1 : Measurement model of validity standard.

3.5.8 Coefficient of Determination

R^2 is Coefficient of Determination. As a statistical measurement it assesses the proportion of variance in the dependent variable which is predictable from the independent variables.

3.5.9 Cross Validated Redundancy

Q^2 is cross-validated redundancy. It is a statistical metric, it used to evaluate the predictive accuracy and relevance of a structural equation model. It's threshold value = Q2 > 0.

3.5.10 Path coefficient

Path coefficient is a standardized regression coefficient. It represents the strength and direction of the relationship between variables. The values of path coefficients range from -1 to +1, where a positive value indicates a positive relationship and a negative value indicates a negative relationship.

3.5.11 Effect size

According to Urbach and Alleman (2010), the magnitude of change depends heavily on the variables [35]. Similarly, when Cohen's f 2 is achieved, the researcher can determine the significance of each sample, and the sample size depends on the F2 statistic. It can be small (usually 0.02 <= f 2 < 0.15), medium (when 0.15 <= f 2 < 0.35), or large (when f2 >= 0.35). Others in 2009 also suggested that the effect size can be small. Section 3.4 describes the reliability statistics used to test the model structure.

Validity	**Criteria**	**Threshold Value and Guideline**
The validity of the model	Path coefficient (β)	β > 0.1 or, β > 0.2
	Coefficient of determination (R2)	Substantial→0.67, moderate→0.33, weak→0.19 or, Substantial→0.75, moderate →0.50, weak →0.25
	Cross-validated redundancy (Q2)	Q2 > 0
	Effect size (f2)	0.01<= f2 < 0.02 → very small effect 0.02 <= f 2 < 0.15 → small effect 0.15 <= f 2 < 0.35 → medium effect f 2 >= 0.35 → large effect

Table 2: Summary of Validity Standards for the Structural Model

3.5.12 Pilot test process

We have performed a small-scale test to identify potential problems and areas for improvement before fully implementing or launching it.

- **Pilot test respondents**

OTT platform users aged between 15 - 26 are the target audience.

- **Sample size for the pilot test**

The pilot test is done with 30 surveyors. They asked to fill out the online form over the Internet.

- **Demographic Profile of the Respondents**

21 are men and 9 are women among them. 85.4 % of them are unmarried. 18 - 24 is the age range. 80 percent of them using OTT for more then 1 year.

- **Pilot test results**

This pilot test shows the reliability and validity of the data before final survey. If it shows an acceptable range further survey conducted.

3.6 Recommended Procedure/Active Tool

meticulous planning and meticulous evaluation of a number of aspects go into designing a methodology for a study on the adoption of a mobile payment system. Here is a suggested approach that you might modify according to the particular circumstances and goals of your research:

1. Research Goals:
Clearly state what your study's goals are. What are you hoping to accomplish with this study? Are you trying to find adoption barriers, gauge user pleasure, or comprehend the components impacting adoption?

2. Review of Literature:
Review the body of research on the adoption of mobile payment systems in detail. Choose important models, theories, and pertinent research that will help you with your investigation.

3. Theoretical Structure:
Create a conceptual framework by utilizing the literature review as a guide. Your research should be guided by this framework, which identifies important variables, their interactions, and potential influencing factors.

4. Design of Research:
Based on your goals, select a suitable study design. Experiments, longitudinal studies, and cross-sectional surveys are common study types for adoption investigations.

5. Sample and Population:
Establish the sampling strategy and the population of interest (such as smartphone users or particular demographic categories). You may choose to use purposive, stratified, or random sampling, depending on the characteristics of your target group.

6. Information Gathering:
Select data-gathering techniques in accordance with your study plan. Surveys, interviews, focus groups and observation are typical techniques.

Create a systematic interview guide or questionnaire to guarantee consistency in the way that data is gathered.

7. Measurements and Variables:

The variables of interest, including user demographics, perceived risks and advantages, ease of use, and intention to adopt, should be clearly defined.
To measure these characteristics, modify current instruments or use scales that have been validated.

8. Pilot Study:

To find and fix any problems with your interview guide or questionnaire's readability, comprehensibility, or clarity, run a pilot test.

9. Analysis of Data:

Depending on your study design and goals, select the statistical or qualitative analysis methods that are best for you. Regression analysis, factor analysis, content analysis, and theme coding are examples of common analyses.

3.7 Implementation Requirements

covariance-based methodology and partial least square are two approaches taken to process data. 3.9 version of SmartPLS and 23 version of SPSS used here.

3.7.1 Structural Equation Modeling

Structural Equation Modeling (SEM) is a comprehensive statistical technique used to test and estimate causal relationships among variables. It combines multiple regression analyses and factor analyses to assess the structure of relationships within a set of variables.

3.7.2 Statistical package for the social sciences

“Statistical Software for Social Science (SPSS)” Version 23 was used to process the preliminary data and demographic questionnaire.

3.7.3 SmartPLS

SmartPLS is a second-order equation modelling tool used in information systems and analytics. Considering its advantages and general use, it is one of the most used tools. In addition, many SEM algorithms have similar drawbacks. For example, compared to Visual-PLS and PLS-GUI, LVPLS is difficult to implement, requires good programming skills, and is difficult to handle with complex data. Other PLS-SEM methods still use it. This study focuses on SmartPLS because of its flexibility.

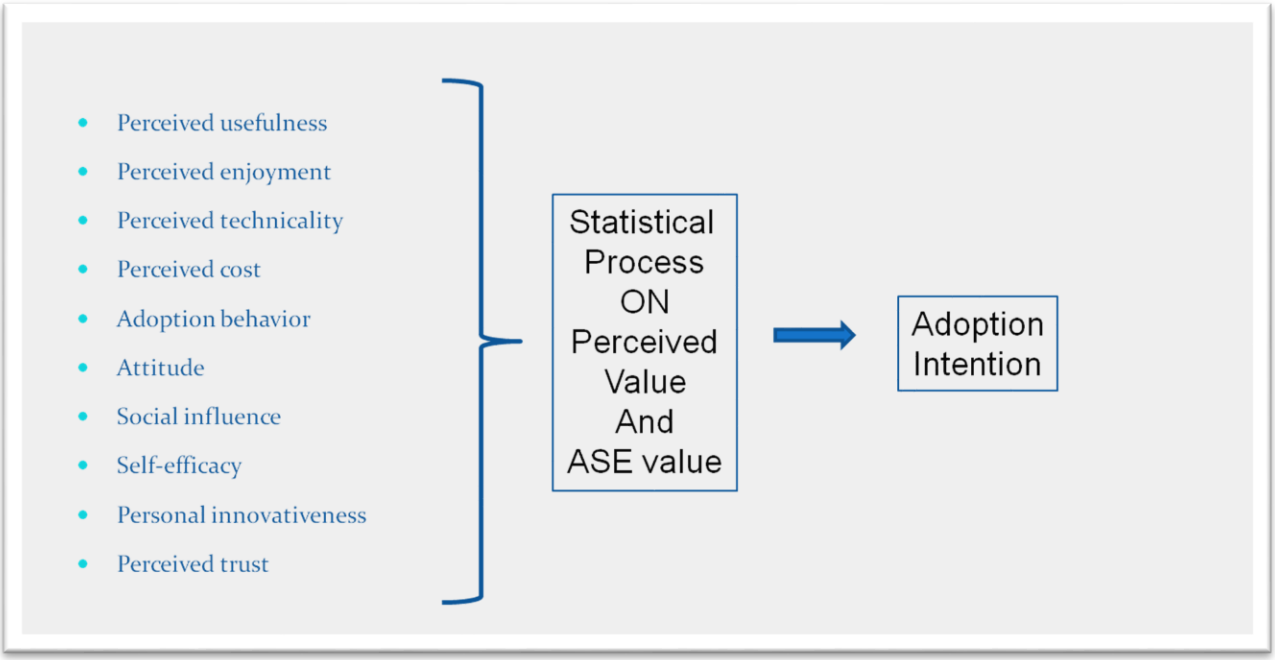

Figure 2: SmartPLS Model

CHAPTER 4
Experimental result and discussion

4.1 Experimental setup

To study Gen-Z's adoption of an OTT, we created an integrated test environment to analyze the variables that influence users' adoption and use of the system. Applicants were selected from a diverse population to ensure a representative sample. The test included surveys, usability tests, and real-world scenarios to measure user experience, perceived value, and behavioral intentions to adopt OTT for entertainment purposes.

4.2 Preparation of data

Snowball sampling was used to obtain information about Gen Z (aged 15-26) who are likely to use the OTT platform in Bangladesh. Data was collected from the internet through Google Forms. From the data, 202 responses were selected for further analysis.

4.2.1 Analysis missing values

It is not necessary to measure all the value of the material for this analysis. However, most of the data collected consisted of online surveys (300 out of 250 survey questions). This program effectively evaluates users with incomplete responses in online surveys. Therefore, all answers are easy to understand and contain all the necessary information.

4.3 Experimental Results & Analysis

According to our findings, the adoption of OTT by consumers is becoming increasingly popular. Through research and actual usage metrics, there is a significant increase in adoption by partners, demonstrating the adoption of the OTT for entertainment by Gen-Z.

4.4 Demographic statistics

Data of mobile payment users can be seen in Table 4.1, their age is between 15 and 26 years old. Out of 202 respondents, 21.78% are married, 78.21% are single, and the male-to-female ratio is 56.4% / 43.6%. All the demographic statistics data present in the table below.

Variables	Category	Frequency	Percentage
Q1	Do you use OTT	202	100
Q2	Do you live in Bangladesh?	202	100
Gender	Male	114	56.4
	Female	88	43.6
Age	15-16 years	20	9.9
	17-18 years	31	15.34
	19-20 years	38	18.81
	21-22 years	41	20.29
	23-24 years	38	18.81
	25-26 years	34	16.83
Academic Qualification	No recognized academic degree	23	11.44278607
	SSC or equivalent	54	26.86567164
	HSC or equivalent	53	26.3681592
	Diploma or equivalent	31	15.42288557
	Honours or equivalent	26	12.93532338
	Master's or equivalent	14	6.965174129
	PhD or equivalent	1	0.5
	Post Doctorate or equivalent	0	0
	Others	0	0

Marital Status	Married	44	21.78
	Single	158	78.21
Profession	Don’t work	38	18.81188119
	Public sector	15	7.425742574
	Private sector	35	17.32673267
	Student	71	35.14851485
	Business	32	15.84158416
	Freelancing	11	5.445544554
	• Others	0	0

Table 3: Demographic statistics

4.4.1 Indicator Reliability

The weight is used to determine the content. This factor loading is retained although another factor, CMP3, has a value of 0.698 because the AVE value is similar to the other factors. Overall, Table 4 shows that the other factors loading are fully integrated, indicating a significant relationship between these factors and the construct.

	AB	ATT	SE	SI
AB1	0.753			
AB3	0.833			
ATT1		0.878		
ATT2		0.738		
ATT3		0.869		
ATT4		0.818		
SE1			0.982	
SE3			0.283	
SI1				0.918
SI2				0.901
SI3				0.897

Table 4: Indicator Reliability

4.4.2 Indicator validity

The variance inflation factor (VIF) measures the difference between the independent variables in a regression model. Multicollinearity analysis is important because the existence of multicollinearity does not reduce the model's explanatory power, but it reduces the statistical significance of the independent variables.

	VIF
AB1	1.074
AB3	1.074
ATT1	2.439
ATT2	1.446
ATT3	2.578
ATT4	2.043
SE1	1.010
SE3	1.010
SI1	2.953
SI2	2.448
SI3	2.549

Table 5: Outer VIF Values

4.4.2 Internal consistency reliability

Composite reliability (CR) tests assess reliability and consistency within the test sample. If the model (CR ≥ 0.6) is valid. The CR for each construct is above the model threshold, between 0.932 and 0.627, as shown in Table 6. This shows that the internal consistency of the model can be considered very reliable.

4.4.3 Convergent Validity

The average variance extracted (AVE) determines discriminant validity ranges from 0.820 to 0.523

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AB	0.416	0.423	0.773	0.630
ATT	0.844	0.846	0.896	0.685
SE	0.180	0.508	0.627	0.523
SI	0.890	0.891	0.932	0.820

Table 6: Construct Reliability and Validity

4.4.4 Discriminant validity

The discriminant validity of the scale was assessed using the Fornell and Larcker (1981) scale. [32]. In addition, the sum of the residual correlation coefficients is the square root of the sum of the long-term AVE values. Long-term value. Move the complex values into rows and columns as shown in Figure 4.6. Therefore, the model is generally applicable.

	AB	ATT	SE	SI
AB	0.794			
ATT	0.858	0.827		
SE	0.581	0.671	0.723	
SI	0.742	0.633	0.264	0.905

Table 7: Discriminant Validity

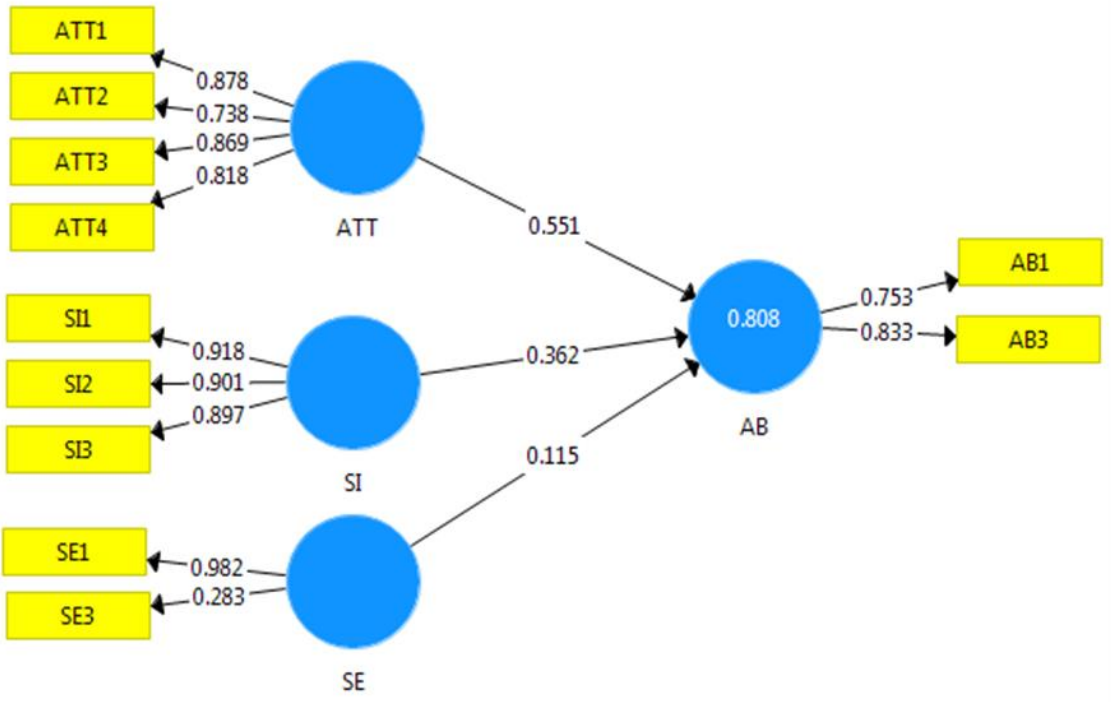

Figure 4: Reasult of Measurement Model

4.4.5 Determination of Coefficient

The SmartPLS tool is used to calculate the R2 in this investigation. The variance of the model, which is 80%, is shown in Table 8..

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Coefficient of Determination

	R Square	**R Square Adjusted**
AB	0.808	0.805

Table 8: Coefficient of Determination

4.4.6 Cross-Validated Redundancy

The Q^2 value of AI is 49.2%, which is more than 0, indicating that the model is sufficiently predictive (see Table 9).

	SSO	SSE	Q^2 (=1-SSE/SSO)
AB	402.000	204.158	0.492
ATT	804.000	804.000	
SE	402.000	402.000	
SI	603.000	603.000	

Table 9: Predictive Relevance

4.4.7 Path Coefficient

To determine the significance of each relationship, statistics were calculated. Table 4.8 also shows the parameters of method, sample mean, standard deviation, t-value, and p-value. Additionally, the correlation is displayed in red when the p-value is greater than 0.05.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ATT -> AB	0.551	0.551	0.070	7.854	0.000
SE -> AB	0.115	0.118	0.056	2.040	0.042
SI -> AB	0.362	0.363	0.058	6.236	0.000

Table 10: Path Coefficient

4.4.8 Hypotheses testing

The results of SmartPLS on the six dimensions of expected performance ($O = 0.012$, $p < 0.05$), quality ($O = 0.114$, $p < 0.001$), and expectedness ($O = 0.250$, $p < 0.05$) showed supernatural. of technology and how it is used ($O = 0.204$, $p < 0.01$) and the benefits and contributions of technology ($O = 0.136$, $p < 0.01$) had a positive effect on cognitive skills. Received.In addition, the response levels are related to purchase intention and are closely related to ability expectations, personality traits, performance expectations, technical ability, technology use, and service use. Depending on the P value, the significance will be:

Hypotheses Testing Results

NO	Hypotheses	Result
H1	Positive attitudes increase the likelihood of using the OTT platform by Gen-Z	Supported
H2	Social influence leads to high adoption of OTT platform by Gen-Z	Supported
H3	Personal efficiency encourages the adoption of OTT platform by Gen-Z	Supported
H4	Personal innovativeness leads to high adoption of OTT platform by Gen-Z	Supported
H5	The perceived trust encourages the use OTT platform by Gen-Z	Supported

Table 11: Hypotheses Testing Results

4.4.9 Effect Sizes

A very minor effect was found in the relationship.

f Square

	AB
AB	
ATT	0.517
SE	0.035
SI	0.378

Table 12: Effect Size

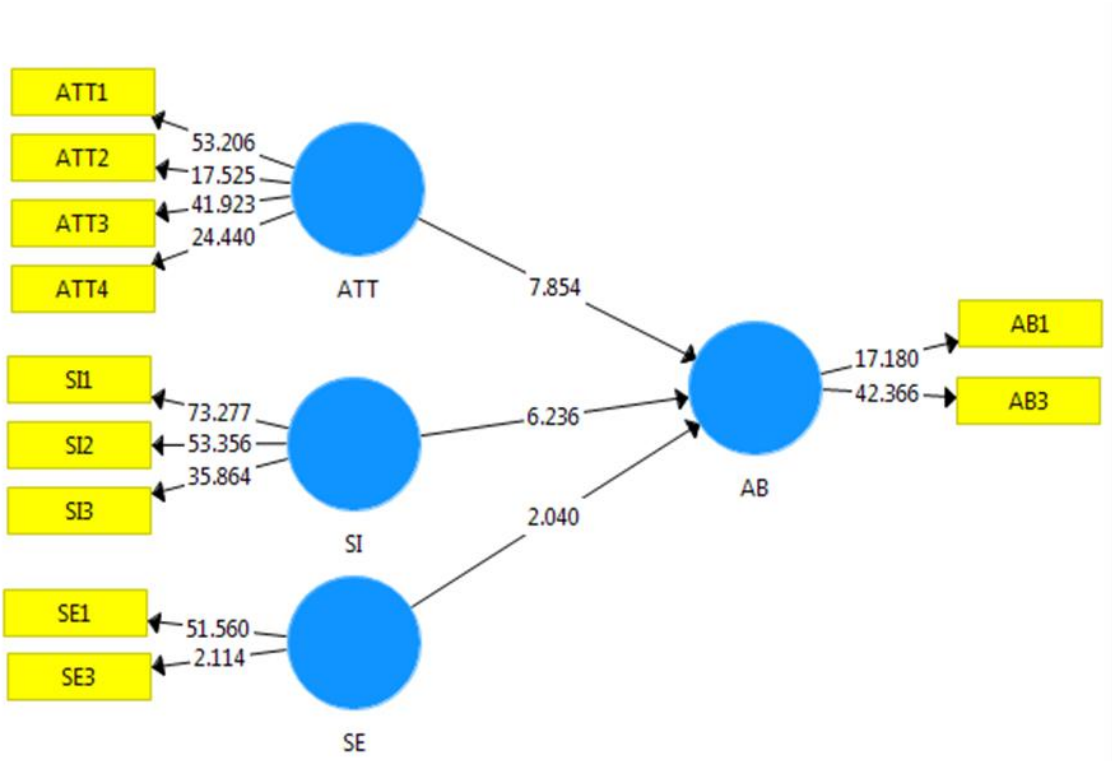

Table 5: Results of the structural model of the SmartPLS tool

4.5 Discussion

To study the model Partial least squares (PLS) analysis was used. The outcome is measurement and structural model. Path coefficient (c), effect sizes (f 2), hypothesis testing, coefficient of determination (R2), and cross-verified redundancy (Q2) present the structural model. Here we used Partial least squares (PLS) analysis method. We found important details from each hypothesis.

CHAPTER 5

Impact on society, Environment and sustainability

5.1 Introduction

Results from above have an impact on society, the environment, and sustainability. In society, we have observed that day by day the use of OTT services is increasing day by day. Generation Z also adopting OTT services for entertainment purposes. It has a negative impact on our society because excessive use of smart devices makes us unsocial and awareness about the environment is reducing day by day. The future of the OTT platform is sustainable.

5.2 Impact on society

The adoption of Over-The-Top (OTT) media services has significantly impacted society, altering the landscape of entertainment consumption. By providing on-demand streaming of content directly to users via the internet, OTT services have democratized access to diverse media, allowing individuals to enjoy global content anytime and anywhere. This shift has disrupted traditional broadcasting models, reducing reliance on cable and satellite TV, and has given rise to new business models centered on subscription-based and ad-supported services. Moreover, OTT platforms have empowered independent creators, offering them a direct channel to reach audiences without gatekeepers. However, the convenience of OTT has also sparked concerns over screen time, content regulation, and data privacy, prompting discussions on the need for balanced consumption and safeguards. Overall, OTT adoption has redefined how society engages with media, fostering greater connectivity and content diversity.

5.3 Impact of environment

The adoption of Over-The-Top (OTT) media services has environmental implications that extend beyond just the technological advancements. On one hand, OTT platforms have reduced the need for physical media distribution, such as DVDs and CDs, thereby cutting down on the associated

plastic waste and carbon emissions from manufacturing and transportation. The shift towards digital streaming also means fewer trips to retail stores, contributing to lower carbon footprints from consumer activities.

However, the environmental impact of OTT is not entirely positive. The data centers that support OTT streaming consume vast amounts of electricity, often derived from non-renewable sources, leading to significant carbon emissions. Additionally, the continuous demand for high-definition and ultra-high-definition streaming results in increased energy consumption. As more consumers adopt OTT services, the strain on network infrastructure grows, requiring ongoing investments in hardware and maintenance, which also have environmental costs.

To address these challenges, there is a growing emphasis on developing energy-efficient data centers, investing in renewable energy sources, and optimizing streaming technologies to reduce bandwidth usage. As the OTT industry continues to evolve, balancing environmental sustainability with technological advancement remains a critical goal.

5.4 Ethical Aspects

The adoption of Over-The-Top (OTT) media services presents several ethical considerations that warrant attention. One key issue is data privacy. OTT platforms often collect and analyze vast amounts of user data to personalize content recommendations and target advertisements. This practice raises concerns about user consent, data security, and the potential for misuse of personal information. Transparency and robust data protection measures are essential to ensure user trust and compliance with privacy regulations.

Another ethical aspect is content regulation. While OTT services provide a platform for diverse voices and independent creators, the absence of traditional gatekeeping can lead to the spread of misinformation, inappropriate content, and harmful material. Ethical content moderation and responsible curation are crucial to maintaining a safe and respectful digital environment.

Additionally, the competitive landscape of the OTT industry poses ethical challenges related to market dominance and fair competition. Major players may engage in practices that stifle smaller

competitors and limit consumer choice. Promoting fair competition and preventing monopolistic behavior are essential to fostering innovation and diversity in the media landscape.

Overall, the ethical implications of OTT adoption call for a balanced approach that prioritizes user rights, responsible content management, and fair market practices.

5.4 Sustainability Plan

Creating a sustainable OTT adoption plan involves investing in energy-efficient data centers, transitioning to renewable energy sources, and optimizing streaming technologies to reduce environmental impact. Ethical content management, robust data privacy, and strong security measures are also critical to fostering user trust. Additionally, promoting digital literacy and responsible media consumption, along with continuous assessment and improvement of sustainability practices, helps ensure a balanced approach that supports both technological advancement and environmental stewardship. Partnering with environmental organizations and setting measurable sustainability goals further enhances the overall impact of the plan.

CHAPTER 6
Summary, conclusion, recommendation and implication for future research

6.1 Summary of the study

The study of OTT adoption by Gen-Z examines the factors that influence the acceptance and use of these platforms. The study examines consumer behavior, preferences, and technology features that have the greatest impact on the adoption process. This review is based on several factors including ease of use, security, and social impact.

6.2 Conclusions

The findings of this study on OTT adaptation by gen Z for entertainment purpose is significant. First, by identifying the influencing factors and conducting thorough research. If a larger survey and study performed, it may guide the future of entertainment industry.

As a future research project we can use different model with different generation of people to get more clear idea of OTT industry.

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OTT Streaming service

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