

# Determinants of Actual OTT SVOD Usage: Extending the UTAUT2 Framework in Digital Streaming Consumption

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**Abstract:** The proliferation of digital infrastructure in the media and entertainment industry has positioned SVOD (Subscription Video on Demand) platforms as a paradigmatic shift, offering an on-demand and personalized viewing ecosystem for consumers worldwide. Integrating the UTAUT2 framework, this study analyzes the factors driving the actual usage of SVOD services. Primary data were collected across Punjab, India, using a purposive sampling technique, resulting in 512 valid structured questionnaire responses. The study utilizes 'PLS-SEM' to empirically test the proposed framework. The findings revealed that performance expectancy, social influence, hedonic motivation and habit significantly dictate SVOD actual usage. The model demonstrates moderate explanatory power and strong predictive relevance, thereby confirming the adequacy of proposed model. The study indicates that OTT success depends on fostering habit and performance expectancy through superior content; because price value does not significantly impact usage. Providers should shift their strategy from price-based competition to enhancing personalized user utility and platform engagement.

**Keywords:** SVOD, OTT Platforms, UTAUT2, Actual Usage, PLS-SEM, Punjab, Digital Transformation

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