

Original Article

FROM INTERFACE TO IMMERSION: EXAMINING RELATIONSHIP BETWEEN PLATFORM FEATURES AND INTERFACE OF OTT PLATFORM AND BINGE-WATCHING BEHAVIOR AMONG COLLEGE STUDENTS

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ABSTRACT

Over-The-Top (OTT) streaming platforms have significantly transformed media consumption habits, particularly among youth, ushering in an era of personalized, on-demand entertainment. This shift has transformed traditional media consumption behaviour and given rise to new consumption patterns, especially among younger audiences. One of the most prominent behavioral changes emerging from this shift is binge-watching. While extensive research has examined various factors driving OTT consumption, limited attention has been given to the role of OTT platform's features and interface design in enabling or accelerating binge-watching behavior. This study investigates whether there is any association between platform feature and interface design of OTT platforms on binge-watching behavior among OTT users. This study Uses and Gratifications Theory 2.0 (UGT 2.0). Employing a quantitative survey among 203 young adults college students, identified by purposive sampling method from the Coimbatore district of Tamil Nadu, indicate that binge-watching is not only content-driven but also influenced by platform features and interface design. Pearson Correlation revealed that there is a statistically significant strong positive relationship between platform features and interface and binge watching behaviour ($r=0.694$, $p<.001$). Descriptive statistics for platform features and interface ($M= 4.200$, $SD=0.645$) and binge watching ($M=4.244$, $SD = 0.674$) was relatively high among young college students using OTT platforms. Multiple regression analysis revealed that platform features and interface strongly predicted binge watching behaviour, explaining 48% of variance in the binge watching behaviour of young adults ($R = .694$, $R^2= .481$, $p<0.01$). Standardized beta co-efficient indicates that platform features and interface has a positive effect on binge watching ($\beta= 0.69$, $p<0.01$). Findings suggest autoplay, recommendations, and interface usability encourage prolonged viewing. This research stands out by positioning the interface of a media platform as a behavioral trigger and will contribute to the evolving discourse on interface-induced behavioral patterns across other digital consumption platforms.

Keywords: Binge Watching, OTT, Webseries, Streaming Service

INTRODUCTION

Innovations in digital technologies have revolutionised how individuals access and engage with various content across media platforms. OTT platforms have reshaped consumption patterns by giving the audience wider control and autonomy over content and media [Yadav and Rabindranath \(2022\)](#). Following the global trends, India has become one of the largest OTT markets in the world.

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India will be the world's fastest-growing OTT video-streaming market by 2028 with a CAGR of 7.1%. India's OTT video market is projected to reach 29.9 million users by 2030, with user penetration rising from 1.7% in 2025 to 2.0% by 2030.

Young audiences in India form the core consumer base of OTT platforms. The growth and popularity of OTT platforms, has led to behavioural shifts and has altered media consumption patterns among the young users [Ahuja \(2023\)](#). Binge watching is one such novel form of engagement that has emerged with the rise of OTT platforms. Binge watching refers to watching multiple episodes of a content in rapid succession [Fernandes and Pinto \(2020\)](#). While extensive research has examined content quality and viewer motivations, design and functional architecture of OTT platforms also play a significant role in shaping how users engage with content. This study investigates the association between the platform feature and interface design and binge-watching behavior, with a focus on how interactive, personalized, and automated features contribute to prolonged viewing.

REVIEW OF LITERATURE

OTT PLATFORMS AND NEW CONSUMPTION BEHAVIOUR

OTT platforms have become a new choice for entertainment consumption swaying away consumers from television [Kumar and Gangwar \(2021\)](#). Availability of content variety, autonomy over watching time and device, and rapid access draw Indian youth towards OTT platforms [Tryon \(2015\)](#). This wide popularity has in turn led to new consumption patterns and behavioural shifts among youngsters [Ahuja \(2025\)](#). Increased web series consumption through OTT platforms seems to increase binge watching tendencies [Kumar and Gangwar \(2021\)](#). Young adults now prefer to watch more episodes in a single sitting has increased watching hours.

BINGE WATCHING

Binge-watching has been studied as both a hedonic and problematic behaviour. Binge watching has emerged as a novel behavior among youth, which in turn causes anxiety, lack of sleep and preference for isolation [Kumar and Gangwar \(2021\)](#). Social pressure, the desire to escape from reality, and easy access to content are the basic motivators of binge watching [Panda and Pandey \(2017\)](#). [Ahuja \(2023\)](#) reveals that excessive binge-watching on OTT platforms contributes to social, psychological, and academic difficulties among young people. The negative effects intensify with higher daily screen time, indicating a strong association between prolonged viewing and adverse outcomes.

WHAT IS BEHIND BINGEING?

Several researchers have analysed reasons behind binge watching behaviour. Socio cognitive reasons play a crucial role in binge-watching behaviour. Youngsters binge watch to participate in conversations within their peer groups and to avoid feelings of exclusion [Panda and Pandey \(2017\)](#). Youngsters also binge watch to ensure their belonging to friends and peer groups, to escape reality and for entertainment [Fernandes and Pinto \(2020\)](#). [Shao and Benaza \(2023\)](#) also found that enjoyment and social recommendations aid this behaviour. Engaging content also increases the screen time and induces binge watching behaviour [Rastogi \(2023\)](#).

RESEARCH GAP AND OBJECTIVE OF THE STUDY

Most of the existing research on binge watching behaviour focussed on socio-cognitive reasons behind it. When it comes to a technologically advanced platform like OTT, affordances of the platform might also have a role in changing the user behaviour, especially among young adults. Design features affect users' sense of agency. A survey of 120 U.S. users showed that autoplay, ads, and recommendations often reduced youtube users' feeling of control, while search, playlists, subscriptions, play controls, and watch history/stats enhanced it [Lukoff et al. \(2021\)](#). The existing studies related to preference of OTT streaming platforms have already identified platform affordances as a core motivation [Evens et al. \(2024\)](#). [Steiner and Xu \(2018\)](#) has qualitatively identified that technological affordances of streaming platforms including ad-free viewing and in-episode navigability triggers binge-watching. At this juncture, it is important to quantitatively measure platform features and interface design of OTT platform as a unified construct and empirically test its predictive relationship with binge-watching behaviour among young adults. This study attempts to address this gap. The objective of the study is to quantitatively examine the association between platform features and interface design of OTT platforms and binge-watching behaviour among young adult OTT users, and to empirically test the extent to which platform features and interface design predict binge-watching behaviour in this population.

RQ1: Is there a statistically significant relationship between platform features and interface design of OTT platforms and binge-watching behaviour among young college student OTT users?

RQ2: To what extent do platform features and interface design predict binge-watching behaviour among young college student OTT users?

THEORETICAL FRAMEWORK

This study uses Uses and Gratifications Theory 2.0 (UGT 2.0.) to explore how platform features and interface is associated with binge watching behaviour. Traditional UGT posits that media users are active participants who intentionally select specific media platforms. If researchers can explain users' motives behind media use, their media behaviour can be further explored [Haridakis and Rubin \(2009\)](#). Uses and Gratifications Theory has demonstrated remarkable adaptability in the face of rapidly evolving digital media landscapes, expanding UGT beyond its traditional conceptualizations. [Sundar and Limperos \(2013\)](#) expands uses and gratification theory giving UGT 2.0, a new framework to study how digital affordances have created novel gratification opportunities that transcend conventional categories. UGT 2.0 proposes that technological affordances (modality, agency, interactivity, and navigability) actively generate novel gratifications. Considering interface design as a technological affordance, it can influence user action.

METHODOLOGY

This study adopts a quantitative research approach using a structured survey questionnaire. A sample of 203 college students from Coimbatore district of Tamil Nadu with the age group ranging from 18 to 29 years was selected for the study using the convenient sampling method. This method was adopted based on accessibility and availability of respondents. The study uses two distinct constructs, which include Likert scale items; answer choices range from 1 (Strongly Disagree) to 5 (Strongly Agree). Platform interface and design (PFI) measures interface functionalities and features of the platform. Binge Watching (BW) measures frequency, intensity, and compulsive tendencies of users' binge-watching behaviour on OTT platforms. SPSS software was used for reliability analysis, pearson correlation statistics and regression analysis

RESULTS AND DISCUSSION

DESCRIPTIVE STATISTICS AND RELIABILITY ANALYSIS

Table 1

No.	Scale	Mean	SD	Level
1	Platform Features and Interface	4.2	0.645	High
2	Binge Watching	4.244	0.674	High

Table 2

No.	Scale	No. of Items	Cronbach's Alpha
1	Platform Features and Interface	6	0.89
2	Binge Watching	5	0.914

Descriptive statistics include means and standard deviations for each construct. The mean score of platform feature and interface (M= 4.2, SD= 0.644) indicates a positive attitude and the mean score of binge watching (M= 4.24, SD= 0.6736) also indicates a positive perception. This implies that platform features are linked with increased binge-watching tendencies. Previous studies (Gupta, 2023; Sharma, 2025) also showed that binge watching is a prominent habit among youngsters. Table 1 shows the means and standard deviation to the scales. The measures were highly reliable and have a satisfactory Cronbach's alpha values ($\alpha=0.89$, M=4.20, SD=0.64), ($\alpha=0.91$, M=4.24, SD=0.67). Table 2 shows the values of the Cronbach's alpha coefficients for each scale.

CORRELATION ANALYSIS

Table 3

Variables	Pearson's r	Sig. (2-tailed)	N
Platform Features and Interface ↔ Binge Watching	0.694**	0	203

** CORRELATION IS SIGNIFICANT AT THE 0.01 LEVEL (2-TAILED).

To assess the strength of association among the variables, correlation was conducted. There is a positive strong correlation between platform features and interface with binge watching ($r = 0.694$, $p < 0.01$). This implies that platform features are linked with increased binge-watching tendencies. The results are shown in table 3.

REGRESSION ANALYSIS

Table 4

Model	B	Std. Error	Beta (β)	t	Sig.
(Constant)	1.198	0.226	–	5.311	0
Platform Features and Interface	0.725	0.053	0.694	13.658	0

MODEL SUMMARY

R	R ²	Adjusted R ^{2*}
0.694	0.481	0.479

* ADJUSTED R² AND F-STATISTIC WERE BACK-CALCULATED ($F \approx T^2$ FOR A SINGLE-PREDICTOR MODEL); VERIFY AGAINST THE ORIGINAL SPSS ANOVA AND MODEL SUMMARY OUTPUT BEFORE PUBLICATION.

NOTE: N = 203. PREDICTOR: PLATFORM FEATURES AND INTERFACE.

Perception of platform features and interface explains 48% of variance in the binge watching behaviour of young adults ($R = .694$, $R^2 = .481$, $p < 0.01$). Standardized beta co-efficient indicates that platform features and interface significantly and strongly predict young adult's binge watching behaviour ($\beta = 0.69$, $p < 0.01$).

SUMMARY OF FINDINGS

The statistical findings indicate that binge-watching among young adult OTT users is shaped by platform features and interface design such as interface usability, functionalities and features. This supports the study's theoretical positioning (UGT 2.0) that platform affordances function as active behavioral triggers, extending beyond traditional socio cognitive and content based motives identified in earlier binge-watching literature [Steiner and Xu \(2018\)](#), [Lukoff et al. \(2021\)](#). The substantial variance explained (48%) suggests that platform design is not a peripheral influence but one of the primary drivers of binge-watching among young adults.

CONCLUSION

This study examined the relationship between platform features and interface design of OTT platforms and binge-watching behaviour among young adult users. The findings widens the understanding by empirically demonstrating the role of technological affordances of OTT platforms on binge watching behaviour and confirming that platform design significantly predicts binge-watching behaviour. Future research can adopt longitudinal or experimental designs to establish causal relationships between platform features and binge-watching behaviour, rather than relying solely on cross-sectional correlational data.

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