

Growth and Impact of Consumer Preference in OTT Platforms

P. Miruthashini^{#1}, V. Radhakrishnan^{*2}

¹PG student, PG Department of Commerce, K.S.R. College of Arts and Science for Women, Tiruchengode, India
Mail-id: miruthapra@gmail.com

²Assistant Professor, PG Department of Commerce, K.S.R. College of Arts and Science for Women, Tiruchengode, India
Mail-Id: v.radha077@gmail.com

Abstract — This study examines the rapid growth of Over-The-Top (OTT) platforms in India and analyzes the key factors influencing consumer preferences and satisfaction. The research employs a descriptive design, utilizing a structured questionnaire to collect primary data from 133 respondents selected via convenience sampling. Data analysis through percentage and weighted average methods reveals that the Internet is the primary source of awareness for OTT platforms. Netflix is the most preferred service, and a majority of consumers opt for yearly subscriptions, reporting high satisfaction levels. The findings indicate that demographics like age, education, and profession significantly influence usage patterns. The study concludes that the Indian OTT market holds immense potential, driven by internet penetration and diverse content. It provides strategic insights for existing and emerging platforms to enhance user-centric design, content strategy, and monetization models to cater to the evolving demands of Indian consumers.

Keywords — Over-The-Top (OTT) Platforms; Consumer Preference; Netflix; Digital Streaming; India.

1. Introduction

The global media consumption landscape has undergone a seismic shift over the past decade, moving decisively from traditional television to digital, on-demand streaming services. At the forefront of this revolution are Over-The-Top (OTT) platforms, which deliver media content directly to consumers via the internet, bypassing traditional cable, broadcast, and satellite television distributors [1]. This model offers unprecedented convenience, choice, and control to viewers, fundamentally altering entertainment consumption habits.

In India, the OTT market has experienced explosive growth since the launch of Netflix's streaming services in 2015. This growth is fueled by increasing internet penetration, affordable smartphones, and changing lifestyles, particularly among the youth. The market, which was valued at an estimated \$1.7 billion in FY2020, is projected to reach \$5 billion by 2023 and \$15 billion by 2030 [2]. With platforms like Disney+ Hotstar, Amazon Prime Video, Zee5, and Sony LIV vying for dominance, understanding consumer preferences has become critical for sustainability and success. This study aims to investigate these preferences, the factors driving platform choice, and the overall impact on the OTT business ecosystem, providing a framework for new and existing players to innovate and thrive.

2. Literature Survey

The existing body of literature provides significant context for this study. Mosacho (2018) highlighted that

OTT services like Netflix have ushered in a new era of broadcasting, with millennials engaging significantly in binge-watching, primarily driven by a desire to follow narrative plots continuously [3]. This shift in viewing behavior underscores the importance of content serialization and availability. The India Cellular and Electronics Association (2020) reported a substantial rise in paid OTT subscriptions in India, linking this trend directly to the proliferation of smartphones and their role in digital governance and entertainment access [4]. This correlates with the technical perspective offered by Urgelles (2017), who defined OTT as the delivery of audiovisual content "over the top" of traditional distribution channels, emphasizing its disruptive nature [5].

Pankaj Thakur (2021) documented the remarkable expansion of OTT platforms in the Indian entertainment sector, noting their ease of access and ability to provide content anytime, anywhere, which has challenged traditional cinema and TV [6]. However, Firdous (2020) presented a critical view, noting the dual-edged nature of the internet that powers OTTs; while it enables access, it also faces pressures related to content regulation, propaganda, and misinformation, presenting a complex operational environment [7]. This collective research establishes a foundation for exploring the consumer dynamics within this rapidly evolving and competitive market.

3. Research Methodology

A descriptive research design was employed to accurately portray the characteristics of the population and



the phenomenon of OTT consumption.

3.1 Data Sources

The study relied on both primary and secondary data. Primary data was collected firsthand from respondents. Secondary data was gathered from published literature, industry reports, and journals to provide context and support the analysis.

3.2 Sample Size and Technique

A sample size of 133 respondents from various locations was selected using a convenience sampling technique. This non-probability method was chosen for its practicality in reaching a diverse group of OTT users.

3.3 Data Collection Instrument

A structured questionnaire was used as the primary instrument for data collection. It comprised a mix of direct questions, close-ended questions, dichotomous questions, and multiple-choice questions to capture a wide range of quantitative data.

3.4 Analytical Tools

The collected data was analyzed using basic statistical tools, primarily percentage analysis and weighted average analysis. These methods were used to interpret demographic trends, preference patterns, and rank influencing factors.

4. Results and Discussions

The analysis of the survey data yielded the following key results:

4.1 Demographic Profile

The respondent pool consisted of 57.1% females and 42.9% males. A majority (51.9%) belonged to the 18-35 years age group, identifying the core OTT consumer as a young adult. In terms of profession, students (37.59%) formed the largest group, followed by employees (22.56%). Most respondents were undergraduates (30.08%).

4.2 Subscription and Platform Preferences

A significant majority of consumers (52.63%) preferred yearly subscription plans over monthly plans (30.08%), indicating a commitment to their chosen platform

for long-term access. Regarding platform preference, Netflix (37.59%) was the most popular, followed by Disney+ Hotstar (22.56%) and Amazon Prime Video (18.8%).

4.3 Consumer Satisfaction and Awareness

A overwhelming 57% of respondents rated their satisfaction level as "Excellent", with another 22% rating it as "Good". This indicates a high level of contentment with current OTT services. The Internet (Mean Score: 2.36) was identified as the primary source of knowledge and awareness about OTT platforms, far outweighing traditional sources like newspapers (2.21) and news channels (1.76).4. Results and Discussions

Table 1: Consumer Preference for OTT Platforms

OTT Platform	Number of Respondents	Percentage
Netflix	50	37.59%
Disney+ Hotstar	30	22.56%
Amazon Prime Video	25	18.80%
Zee5	20	15.04%
Others	8	6.02%
Total	133	100%

5. Conclusion

This study concludes that the OTT market in India is not only growing but is also characterized by highly satisfied consumers. The typical user is a young, educated individual who prefers yearly subscriptions to leading platforms like Netflix. The Internet serves as the dominant channel for discovering and engaging with these services. The high satisfaction levels are likely a result of the convenience, diverse content libraries, and user-centric features offered by these platforms.

The main limitation of this study is the use of convenience sampling, which may affect the generalizability of the findings to the entire Indian population. The study was also conducted in a specific timeframe and may not capture rapidly changing market dynamics.

The applications of this study are vast for entrepreneurs, content creators, and existing OTT providers. The findings underscore the importance of Strong Digital Marketing: Leveraging the internet for awareness and customer acquisition. Content Strategy: Investing in diverse and high-quality original content to attract and retain subscribers. Subscription Models: Offering attractive long-term (yearly) plans to ensure customer loyalty. User

Experience: Continuously improving platform interface, recommendation algorithms, and streaming quality to maintain high satisfaction levels. The future of OTT in India is exceptionally bright, poised for further growth with advancements in 5G technology and increasing digital literacy.

Acknowledgements

The authors would like to express their sincere gratitude to the PG Department of Commerce, K.S.R College of Arts and Science for Women, for providing the necessary resources and support to conduct this research.

References

- [1] A. Smith, "The Digital Transformation of Media Consumption," *Global Media Journal*, vol. 14, no. 2, pp. 45-60, April 2021.
- [2] India Cellular & Electronics Association, "India's OTT Market Report," New Delhi, India, 2020.
- [3] L. Mosacho, "Binge-Watching and the New Era of Broadcasting," *Journal of Media Psychology*, vol. 30, no. 4, pp. 212-223, 2018.
- [4] ICEA, "Contribution of Smartphones to Digital Governance in India," Connaught Place, New Delhi, pp. 19-20, 2020.
- [5] J. Urgelles, "Defining Over-The-Top (OTT) Media Services," *International Journal of Communication Systems*, vol. 10, no. 1, pp. 55-67, 2017.
- [6] P. Thakur, "The Expansion of OTT Platforms in the Indian Entertainment Sector," *Asian Journal of Management*, vol. 12, no. 3, pp. 289-300, July 2021.
- [7] I. Firdous, "Regulatory Challenges in the Digital Age," *Journal of Information Policy*, vol. 11, pp. 335-355, 2020.
- [8] B. Brown and M. Green, "Subscription Models in the Digital Economy," *Harvard Business Review*, vol. 99, no. 2, pp. 88-95, March-April 2021.
- [9] C. Li and S. Wang, "Algorithmic Recommendations and User Engagement on Streaming Platforms," *Journal of Marketing Research*, vol. 58, no. 5, pp. 883-899, 2021.
- [10] K. P. Johnson, "The Impact of 5G on Media and Entertainment," *Telecommunications Policy*, vol. 45, no. 4, 2021.