Entrepreneurial Innovation in Digital Entertainment: A Viewer-Centric Analysis of OTT Platform Adoption in India

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Abstract

The Over-the-Top (OTT) media ecosystem in India exemplifies entrepreneurial innovation within the digital entertainment industry. Once a niche alternative, OTT platforms have rapidly evolved into mainstream channels of content consumption, driven by widespread smartphone penetration, affordable internet access, and changing consumer lifestyles. This transformation is not only technological but also entrepreneurial in nature—fuelled by agile content strategies, regional language integration, and innovative pricing models that cater to a diverse audience base. This study adopts a viewer-centric lens to examine the behavioural and demographic factors influencing OTT platform adoption in India. Utilizing a quantitative research methodology, the study combines primary and secondary data to analyse correlations between user traits—such as age, income, and geographic location—and key determinants like content accessibility, usability, and perceived value. Findings reveal that platform innovation—reflected in personalized content delivery, intuitive interfaces, and multi-device accessibility—plays a critical role in driving engagement and retention. The paper offers insights into how OTT platforms can refine their market strategies by aligning technological advancement with evolving viewer preferences, thereby sustaining their competitive edge in a rapidly transforming digital landscape.

KeyWords: Over-the-Top (OTT) Media Services, Digital Consumer Behaviour, Streaming Media Adoption, Audience Demographics and Media Use

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Introduction

The recent years have seen an increasing number of consumers preferring to consume video content through Over the Top (OTT) media platforms. Television channels started disrupting the content viewing in the Indian Markets with many Satellite Channels coming in the early 2000's. With the rise in the OTT platforms over the recent years in India is showing significant migration to the new technology which in turn gives flexibility to watch content at the own preferred time of the consumer, quality of content, and the new technology like Smartphones, reducing data costs etc.

Once regarded as a luxury, online streaming has now become a mainstream choice for a growing number of Indians opting to cut the cord. Although the Video-on-Demand (VoD) industry in India is still in its early stages, the entry of over 40 VoD platforms within just three years highlights its immense growth potential. According to *TechArc (2019)*, nearly four out of five smartphone users (79%) in India consume content on at least one OTT platform. Remarkably, OTT applications have emerged as the most downloaded app category in the country—surpassing even social networking giants like Facebook, messaging services like WhatsApp, and leading e-commerce apps such as Amazon and Flipkart. As reported by Statista, (Revenue in the Video Streaming (SVoD) segment is projected to reach US$1,223m in 2021. Revenue is expected to show an annual growth rate (CAGR 2021-2025) of 20.27%, resulting in a projected market volume of US$2,558m by 2025. User penetration will be 4.8% in 2021 and is expected to hit 7.5% by 2025.) Google's YouTube, Amazon Prime Video, Disney's Hotstar and Netflix are the big four in the Indian streaming video or over-the-top (OTT) market. It has over 50 brands, many of them from global majors, fighting for a foothold in a market with 600 million broadband users. This intense competition will push up investments in original content to $1.4 billion by 2024 — a 13 per cent compound annual growth rate from 2019. YouTube's market dominance is being challenged, as emerging home-grown and Chinese user-generated content platforms flood the market with fresh content and ideas. *(Kohli & Khandekar, 2019)* The streaming segment is projected to contribute approximately 46% of the total growth in India's entertainment and media industry between 2017 and 2022. This paper explores the rise and expansion of Over-the-Top (OTT) platforms in India, examining key players, commonly consumed content, audience demographics, prevalent challenges, and the future outlook of the industry. The subsequent sections delve into the underlying drivers behind the rapid surge in the Video-on-Demand (VoD) market. The primary objective of this study is to assess the extent to which various factors influence the consumption of video content via OTT platforms. Furthermore, the research aims to analyze the relationship between demographic characteristics and the key determinants that shape viewer preferences and decision-making.

Literature Review

The consumption of video and audio content has undergone a significant transformation over the decades. Earlier, theatres, radios, and televisions were the primary modes of entertainment. With the advent of home video technology, a new industry emerged that gradually evolved into today's Over-the-Top (OTT) streaming platforms. This technological shift has not only changed how content is consumed but also redefined the business models and user engagement patterns in the entertainment sector. OTT platforms rely on stable internet connectivity to deliver high-quality video and audio content directly to users, bypassing traditional distribution channels. According to *Statista (2021*), the OTT industry in India has grown into a massive ₹188.7 billion sector and is projected to expand at a Compound Annual Growth Rate (CAGR) of 21.22%. This revenue includes video streaming services, pay-per-view models, video downloads, and OTT video advertising. User penetration currently stands at 24.74%, placing India 43rd globally. However, the potential for growth remains immense due to widespread data availability at relatively low costs. In response, global and local players such as Amazon Prime Video, Netflix, and Hotstar have increased investment in original content tailored to Indian audiences. The outbreak of the COVID-19 pandemic in 2020 accelerated this shift dramatically. With lockdowns forcing cinema halls to shut down, consumers turned to

digital platforms for their entertainment needs. As a result, the number of OTT service providers in India skyrocketed from just two in 2012 to over 40 by the end of 2020 *(Hughes, 2020)*.

Several key factors have driven this surge in OTT consumption:

Government Initiatives and Digital Infrastructure:

The 'Digital India' mission and investments in broadband internet have enabled affordable and widespread internet access across the country.

Rural Market Penetration:

Low data costs have allowed OTT platforms to reach rural users, prompting a rise in regional language content to cater to local preferences.

Increased Viewing Time:

The average content viewing time has jumped from one hour to over three hours daily, encouraging OTT platforms to become full-scale digital production houses.

Telecom Partnerships:

Competitive pressures in the telecom sector have led providers to bundle OTT subscriptions with mobile data plans, making them more accessible and affordable.

Sports Content:

The popularity of live sports, especially cricket through events like the IPL, has contributed significantly to OTT viewership. Platforms like Amazon Prime and Eros Now are even bidding for exclusive sports streaming rights.

Beyond sports and entertainment, OTT platforms are now expanding into areas such as fitness, education, corporate training, and gaming—indicating a diversification in content offerings *(Sarkar, 2021)*.The user experience on OTT platforms has also played a crucial role in their adoption. According to Jose (2020), factors such as content variety and user-friendliness are among the top reasons users are shifting from traditional TV to OTT platforms. The younger demographic, particularly middle- and upper-income groups, appear to be the most influential in driving this change. Data from *RedSeer Consulting (2021)* shows a sharp rise in monthly OTT content consumption throughout 2020, with noticeable spikes during the IPL season from September to November. These insights highlight how both content and context (such as the pandemic) are shaping viewer habits. As *Ota et al. (2020)* noted, the pandemic disrupted industries that depend on social gathering, including traditional cinema. However, the entertainment industry quickly adapted by transitioning its offerings online. What was once considered a luxury has now become an essential part of daily life for many.

India's OTT Landscape: A Shifting Consumer Behavior

In the early stages of India's OTT revolution, the primary audience comprised young, tech-savvy individuals with access to smartphones, smart TVs, tablets, and laptops. However, the post-COVID-19 scenario has dramatically transformed this consumer profile, broadening its reach across different age groups, geographies, and demographics.

According to a BCG report *(cited in KPMG, 2017),* OTT users in India can broadly be classified into three categories:

- *Traditionalists,* who prefer conventional TV and cinema as their primary entertainment

source.

- *OTT Experimenters,* who use a mix of traditional and streaming platforms.

- *Early Adopters,* who have shifted their primary consumption preference to OTT platforms, mostly from urban areas—though this trend is steadily penetrating rural markets as well.

A significant shift in content strategy by streaming platforms has contributed to this expansion. OTT providers began producing original regional language content and acquiring rights to stream existing popular shows in regional languages. This localization strategy resonated strongly with audiences across India and even among regional language-speaking communities abroad. As a result, regional actors, along with mainstream Bollywood celebrities, began to feature in OTT-exclusive releases, further boosting acceptance and popularity of the platforms.

Studies exploring technology acceptance among Indian consumers identify several factors that influence OTT adoption:

- *Perceived ease of use and usefulness*
- *Perceived enjoyment*
- *Content quality and relevance*
- *User interface and customization*
- *Compatibility with user habits and preferences*

Jannach and Adomavicius (2016) observed that while younger viewers appreciate the flexibility and variety of OTT content, traditional viewing modes still hold emotional and cultural value in Indian households. Scheduled TV viewing is often associated with family bonding, a deep-rooted aspect of Indian culture. However, with changing lifestyles and social structures, the demand for personalized and on-demand entertainment is gaining ground. As *Kim et al. (2017)* point out, time-starved consumers increasingly prioritize entertainment that suits their schedules and tastes. Streaming platforms offer tailored experiences, covering diverse genres like romance, action, drama, and more—often blending Bollywood, regional, and international content to appeal to wide-ranging interests. The exponential growth of global platforms such as Netflix, Hulu, and Amazon Prime in India illustrates the immense scalability of OTT compared to traditional media. *Paul (2020)* projects that by 2030, India could become the world's largest video-viewing market, with nearly every citizen accessing the internet via smartphones. From the literature reviewed, it is evident that consumer behaviour toward OTT platforms has undergone a significant shift in the wake of the pandemic. While the groundwork for growth was laid through affordable data and increased internet access, the pandemic and subsequent lockdowns served as a tipping point. The OTT market in India, once a niche sector, is now poised to become a dominant force in entertainment. Looking ahead, the Indian OTT ecosystem is expected to rival—or even surpass—traditional platforms, driven by consumers' appetite for convenience, customization, and diversity in content. As digital consumption becomes mainstream, the preference for OTT services continues to redefine the country's entertainment landscape

Research Gap

Limited Exploration of Viewer Behaviour Post-COVID

Existing studies provide minimal insights into evolving OTT consumption patterns influenced by pandemic-driven digital acceleration.

Underrepresentation of Rural and Tier-II/Tier-III Markets

Most research focuses on urban users, overlooking regional dynamics critical to entrepreneurial growth and content innovation.

Insufficient Analysis of Demographic Influence on Innovation Adoption

Demographic variables such as age, income, and digital readiness remain underexplored in the context of viewer-driven innovation in OTT platforms.

Lack of Comparative Assessment with Traditional Media

Few studies contrast entrepreneurial strategies of OTT platforms with those of legacy entertainment channels, missing critical innovation insights.

Neglect of Hybrid Viewer Segments (OTT Experimenters)

The behaviour of users engaging with both traditional and OTT media remains insufficiently studied, limiting strategy formulation for content diversification.

Underexplored Role of AI-driven Recommendation Systems

The impact of personalized algorithms on user engagement and platform loyalty has not been thoroughly investigated from an innovation standpoint.

OTT's Potential Beyond Entertainment Unexamined

Emerging uses of OTT platforms in education, fitness, and corporate training are often overlooked, despite their entrepreneurial relevance.

Research Objectives

- To examine the key factors influencing consumer viewing decisions on OTT platforms in the context of evolving digital entertainment innovations.
- To analyse the strength of association between demographic variables and viewer behaviour attributes related to OTT platform adoption and usage patterns.

Research Method

Type of Research

In this study descriptive cross sectional design has been observed.

Scope of the Study

The study targeted individuals aged between 18 to 60 years to obtain a diverse and unbiased representation of OTT consumption behaviour. A *convenience snowball sampling method* was employed to gather responses from a wide demographic, including males and females, married and unmarried individuals, professionals, homemakers, self-employed persons, and employees. All participants were required to be at least high school graduates (12th pass) and above 18 years of age. The survey was conducted online, focusing primarily on metro, Tier 1, and Tier 2 cities with populations exceeding 2 million. A total of 294 valid respon**ses** were received and analysed, reflecting the OTT viewing patterns of a significant cross-section of urban India.

Data Collection Methodology

Data was gathered using a self-administered structured questionnaire comprising close-ended questions. Respondents were asked to rate various factors influencing their OTT content consumption using a four-point Likert scale. To ensure the validity of the instrument, a pilot test was conducted with 56 participants, and their feedback was incorporated into the final version of the questionnaire. Data collection was carried out over a three-month period, from August to November 2024.Out of 350 distributed questionnaires, 294 complete responses were received, resulting in a high response rate of 84%. In addition to primary data, secondary data was sourced from relevant academic journals, books, newspapers, and other credible publications to support the research framework. For data analysis, several statistical techniques were applied, including descriptive statistics, KMO and Bartlett's Test, factor analysis, chi-square test, Cramer's V, reliability testing, mean analysis, and cross-tabulation. All analyses were performed using IBM SPSS Statistics Version 23.0 for Windows.

Hypothesis

12 Hypothesis were tested

Table 1 : Hypothesis Statement

Hypothesis	Statement
H 1.1	There is no significant association between Core Element and Age
H 1.2	There is no significant association between Core Element and Gender
H 1.3	There is no significant association between Core Element and Qualification
H 1.4	There is no significant association between Core Element and Occupation
H 1.5	There is no significant association between Core Element and Yearly Family Income
H 1.6	There is no significant association between Core Element and Marital Status
H 2.1	There is no significant association between Augmented Element and Age
H 2.2	There is no significant association between Augmented Element and Gender
H 2.3	There is no significant association between Augmented Element and Qualification
H 2.4	There is no significant association between Augmented Element and Occupation
H 2.5	There is no significant association between Augmented Element and Yearly Family Income
H 2.6	There is no significant association between Augmented Element and Marital Status

Data Analysis & Discussion

Descriptive Statistics

•Demographic Profile of Respondents (as per Table 2):

- Gender distribution shows that out of the total respondents, 213 were male and 81 were female.
- In terms of age, a major portion of respondents (56.8%) belong to the 30–45 years age group.
- Educational qualifications of the respondents indicate that 49% are postgraduates, 35% are graduates, and 10.5% hold professional qualifications in their respective fields.

- With respect to occupation, 56.8% of respondents are salaried employees, 19.7% are professionals or self-employed, and 10.9% are students.

- Analysis of annual family income shows that 21.4% of the respondents have income less than ₹5,00,000; 44.9% fall in the income range of ₹5,00,000 to ₹15,00,000; 20.4% have income between ₹15,00,000 to ₹25,00,000; and 13.3% have income above ₹25,00,000. This suggests that the majority of the participants belong to the middle-class and upper-middle-class segments.

- Regarding marital status, 60.2% of the respondents are married while 37.4% are single.

Table 2: Demographic Detail

Age				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
18 to 30	95	32.3	32.3	32.3
30 to 45	167	56.8	56.8	89.1
45 to 60	32	10.9	10.9	100.0
Total	294	100.0	100.0	
Gender				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Male	213	72.4	72.4	72.4
Female	81	27.6	27.6	100.0
Total	294	100.0	100.0	
Qualification				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
12th Pass	16	5.4	5.4	5.4
Graduate	103	35.0	35.0	40.5
Post Graduate	144	49.0	49.0	89.5
Professional	31	10.5	10.5	100.0
Total	294	100.0	100.0	
Occupation				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Student	32	10.9	10.9	10.9
Service / Job	167	56.8	56.8	67.7
Business	20	6.8	6.8	74.5
Self Employed / Professional	58	19.7	19.7	94.2
Home Makers	17	5.8	5.8	100.0
Total	294	100.0	100.0	

Yearly Family Income				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Less than 5 Lakhs	63	21.4	21.4	21.4
5 lakhs to 15 Lakhs	132	44.9	44.9	66.3
15 Lakhs to 25 lakhs	60	20.4	20.4	86.7
Above 25 Lakhs	39	13.3	13.3	100.0
Total	294	100.0	100.0	
Marital Status				
	Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Single	110	37.4	37.4	37.4
Married	177	60.2	60.2	97.6
Divorced	7	2.4	2.4	100.0
Total	294	100.0	100.0	

Reliability Test

To assess the reliability of the dependent variables, Cronbach's Alpha test was applied. The resulting Alpha value was 0.930, indicating a high level of internal consistency. This suggests that the scale used in the study is highly reliable.

Table 3: Reliability Statistics

Cronbach's Alpha	N of Items
.930	19

Ranking of Identified factors based on mean analysis

Table 4: Mean Analysis

S No	Factors	Minimum	Maximum	Mean
1	Convenience	1.00	4.00	3.4014
2	Streaming Quality	1.00	4.00	3.3435
3	Ensured Connectivity	1.00	4.00	3.2959
4	Anywhere Availability	1.00	4.00	3.2585
5	Display Feature	1.00	4.00	3.2279
6	Easy Classification of Contents	1.00	4.00	3.2177
7	Web Series Collection	1.00	4.00	3.2109
8	Number of New Releases	1.00	4.00	3.1871
9	Movie Library	1.00	4.00	3.1327
10	Content Search Engine	1.00	4.00	3.1259
11	Content on Demand	1.00	4.00	3.1156
12	Genre Variety	1.00	4.00	3.0952
13	Customer Service	1.00	4.00	3.0680
14	App Interface on TV or laptop	1.00	4.00	3.0510
15	App Interface on Mobile	1.00	4.00	3.0374
16	Multiple Profile Availability	1.00	4.00	3.0102
17	Variety of Language	1.00	4.00	3.0000
18	Mobility	1.00	4.00	2.9660
19	Subscription Rate	1.00	4.00	2.8435
	Average of all Mean			3.1362

Mean analysis was applied on said factors to know which factor is considered as most influencing among shortlisted variables by respondents. Ranking of factor was done based on high mean score. Convenience has highest mean score followed by streaming quality, connectivity, anywhere availability & display feature. Mean of all mean is 3.13, there are 9 factors above mean average which can be considered as influencing or viewers give due weightage while taking decision.

KMO and Bartlett's Test

If measure of sampling adequacy as per KMO lie between .8 and 1 then sampling is considered to be acceptable. If value by any chance is less than .6 then sampling is not considered satisfactory and appropriate action is recommended. Values generally close to 1 indicates that factor analysis can be initiated. In *Bartlett's test of sphericity* Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with data.(IBM, 2019). In this case researcher on the basis of above result decided to go ahead with factor analysis.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.931
Bartlett's Test of Sphericity	Approx. Chi-Square	2978.554
	df	171
	Sig.	0.000

Factor Analysis

With aim of evaluating the dimensionality of the scale Principle component analysis is applied just to see whether common factors are grouped around the component which they are suppose to evaluate. The measure and identify the factors that influence the customer viewing habits on OTT, the scale was measured by 19 items taken from the various past research papers. The dimension core comprised of 12 items which are content on demand, subscription rate, classification of content, new releases, multiple profile, content search engine, Genre variety, Movie library, Web series collection, streaming quality, ensured connectivity & display feature. The second dimension of Augmented elements comprised of 7 items which are mobility, customer services, anywhere availability, language variety, App Mobile Interface, App laptop/TV interface & Convenience.

Table 6: Total Variance Explained

Component	Initial Eigenvalues			Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.670	45.631	45.631	8.670	45.631	45.631	5.660	29.790	29.790
2	1.299	6.835	52.466	1.299	6.835	52.466	4.308	22.675	52.466
3	.991	5.215	57.681						
4	.935	4.924	62.605						
5	.909	4.785	67.390						
6	.797	4.196	71.586						
7	.713	3.753	75.339						
8	.665	3.499	78.838						
9	.596	3.139	81.978						
10	.526	2.771	84.748						
11	.478	2.515	87.263						
12	.434	2.285	89.548						
13	.371	1.955	91.503						
14	.341	1.794	93.297						
15	.298	1.566	94.863						
16	.285	1.502	96.366						
17	.260	1.370	97.735						
18	.241	1.271	99.006						
19	.189	.994	100.000						

Extraction Method: Principal Component Analysis.

The dimensions of influencing factors were measured by the 4-point scale, where 1 means "not at all influencing", 2 means "least influencing", 3 means "influencing" and 4 means "most influencing". As mentioned above, these 19 variables make a combination of factors, variables with high Eigenvalue were extracted. As seen in the rotated component mix table above, dimensions having Eigenvalue close to 0.7 i.e. are considered as high loading factors but sometime comparatively high values can also be considered therefore, 12 variable are combined together are "*Basic feature"* and the combination is named as "Core elements". On the other hand, the remaining 7 variables have comparative high Eigenvalue are extracted and are more likely to be considered as high loading factors, therefore these variables are combined together are "added feature" and the combination is named "Augmented Elements*"*. Details can be referred from Table 6 and 7.

Table 7: Rotated Component Matrix[a]

	Component	
	1	2
Content on Demand	.410	.258
Subscription Rate	.398	.256
Mobility	.158	.728
Customer Service	.220	.749
Anywhere Availability	.352	.692
Variety of Language	.287	.534
App Interface on Mobile	.170	.670
App Interface on TV or laptop	.374	.508
Convinience	.487	.629
Easy Classifiction of Contents	.558	.535
Number of New Releases	.646	.275
Multiple Profile Availability	.671	.254
Content Search Engine	.667	.330
Genre Variety	.800	.236
Movie Library	.792	.169
Web Series Collection	.755	.172
Streaming Quality	.684	.368
Ensured Connectivity	.636	.459
Display Feature	.560	.472
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a] a. Rotation converged in 3 iterations.		

Table 8: Mean Analysis

	Minimum	Maximum	Mean
Core Element	1.00	4.00	3.2075
Augmented Element	1.00	4.00	3.1395

Post factor analysis researchers grouped 19 variables into two and named it as core and augmented. Further based on table 8 mean analysis core elements can be said to be more influencing than Augmented.

Testing of Hypothesis (Chi Square)

Table 9: Hypothesis Statement Core Element & Demographic Variables

Hypothesis	Statement	Sig	Remark
H 1.1	There is no significant association between Core Element and Age	0.403	Hypothesis Accepted
H 1.2	There is no significant association between Core Element and Gender	0.042	Hypothesis Rejected
H 1.3	There is no significant association between Core Element and Qualification	0.374	Hypothesis Accepted
H 1.4	There is no significant association between Core Element and Occupation	0.024	Hypothesis Rejected
H 1.5	There is no significant association between Core Element and Yearly Family Income	0.001	Hypothesis Rejected
H 1.6	There is no significant association between Core Element and Marital Status	0.019	Hypothesis Rejected

Chi square was applied between Core element and various demographic factors. At 5% significance level Hypothesis H1.2, H1.4, H1.5 & H 1.6 is rejected as value is less than .05, and alternate hypothesis is accepted thus there is association between Core element with gender, occupation, yearly family income and marital status factors. Strength of association will be observed through Cramer's V.

Table 10: Strength of Association between Core Element & Demographic Variables

Hypothesis	Statement	Cramer V	Contingency Cooeficient
H 1.2	There is no significant association between Core Element and Gender	0.167	0.165
H 1.4	There is no significant association between Core Element and Occupation	0.163	0.272
H 1.5	There is no significant association between Core Element and Yearly Family Income	0.179	0.296
H 1.6	There is no significant association between Core Element and Marital Status	0.16	0.221

Value of Cramer's V for H1.2, H 1.4 H1.5 and H 1.6 is below .19 which imply that association between variables is weak (.1 to.19 considered weak) . Even Contingency coefficient also giving same results. If value of contingency coefficient is near zero (or equal to zero) it can be conclude that variables are independent of each other; there is no association between them. If C is away from zero there is some relationship.

Table 11: Hypothesis Statement Augmented Element & Demographic Variables

Hypothesis	Statement	Sig	Remark
H 2.1	There is no significant association between Augmented Element and Age	0.019	Hypothesis Rejected
H 2.2	There is no significant association between Augmented Element and Gender	0.696	Hypothesis Accepted
H 2.3	There is no significant association between Augmented Element and Qualification	0.312	Hypothesis Accepted
H 2.4	There is no significant association between AugmentedElement and Occupation	0.954	Hypothesis Accepted
H 2.5	There is no significant association between Augmented Element and Yearly Family Income	0.073	Hypothesis Accepted
H 2.6	There is no significant association between Augmented Element and Marital Status	0.233	Hypothesis Accepted

Hypothesis H 2.1 is rejected, as value is less than .05, which means that there is significant association between variables. Strength of association will be detected through Cramer's V.H 2.2 to 2.6 is accepted as value is above .05 which means the variables have no significant association. Strength of association of H 2.1 will be observed through Cramer's V.

Table 12: Strength of Association between Augmented Element & Demographic Variables

Hypothesis	Statement	Cramer V	Contingency Cooeficient
H 1.2	There is no significant association between Augmented Element and Age	0.16	0.221

Value of Cramer's V for H1.2, H 1.4 H1.5 and H 1.6 is below .19 which imply that association between variables is weak. Even Contingency coefficient also giving same results.

Table 13: Mean Analysis of Supplementary Questions

	Minimum	Maximum	Mean
mobile Instrument to steam	1.00	4.00	2.9218
Smart TV	1.00	4.00	2.8741
Laptop	1.00	4.00	2.6156

Some additional questions were asked although not related to research objective. It was observed that People like to stream the content more on Mobile than other medium like Smart TV and laptop. It was further observed that annual subscription is most preferred mode.

Research Findings

- Convenience is the most influential factor among OTT viewing preferences, followed by streaming quality and connectivity.
- Nine factors scored above the mean (3.13), indicating they significantly influence viewer decisions.
- Factor analysis grouped 19 variables into two key dimensions:

- Core Elements (e.g., content variety, streaming quality)
- Augmented Elements (e.g., app interface, customer service)
- Core Elements were found to be more influential than Augmented Elements.
- Chi-square tests showed significant (but weak) associations between Core Elements and demographic factors like gender, occupation, income, and marital status.
- Mobile devices are the most preferred streaming medium.
- Annual subscriptions are the most favoured payment model.

Conclusion

The research examined multiple dimensions influencing consumer preferences and decision-making patterns regarding OTT platform usage. Based on data collected through quantitative methods, it was found that a combination of content-related and experience-driven factors shape viewing behaviour. Key insights include the identification of 19 variables that potentially impact user choices. Among them, factors such as convenience, streaming quality, reliable connectivity, accessibility across devices, and display features emerged as top influencers. Interestingly, the cost of subscription was perceived as relatively less significant compared to service quality and content delivery attributes.

The study further divided influencing variables into two categories—Core Elements and Augmented Elements. Core Elements, which included 12 content and platform-related attributes, had a stronger influence on decision-making than Augmented Elements, which encompassed additional service features. Gender, income level, occupation, and marital status showed weak associations with Core Elements, while age was marginally linked with preferences for Augmented Elements. Mobile phones were the most preferred medium for OTT consumption, followed by laptops and smart TVs. Most users preferred annual subscriptions, while half-yearly plans were the least chosen. Cross-tabulations between demographic traits and identified elements further confirmed the importance of both sets of variables in shaping user decisions.

Recommendations

- OTT providers should prioritize optimizing mobile interfaces, given their high usage preference.
- Enhancing Core Elements such as content quality, ease of discovery, and personalized recommendations should remain a strategic focus.
- Annual subscription packages should be promoted more actively, as they appeal to a majority of users.
- Providers could consider improving multi-device compatibility to make viewing experiences more consistent.

Limitations

- The study covered only a limited geographic area, mainly central and southern parts of India.
- With a sample size of 294, broader generalizations should be approached with caution.

- Non-probabilistic snowball sampling, while practical, may introduce bias and affect the representativeness of the data.

- The cross-sectional nature of data collection limits the study from capturing behavioural changes over time.

- Some respondents may not have answered all questions with equal attentiveness, possibly impacting data accuracy.

Scope for Future Research

- Future studies can expand the scope of demographic profiling by including variables such as cultural background, religious affiliation, and city classification (tier 1, 2, and 3 cities) to better understand content preferences.

- A longitudinal research design could help in tracking how viewer behaviour and OTT platform engagement evolve over time, especially post-COVID.

- Comparative analysis between urban and rural OTT consumption patterns may offer valuable insights into regional content strategy, accessibility, and digital literacy levels.

- Further research can investigate the impact of personalized content recommendations and AI-driven algorithms on viewer satisfaction and platform loyalty.

- Studies could also focus on emerging OTT use-cases beyond entertainment—such as fitness, education, and corporate training—to explore the platform's expanding role in daily life.

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