# Impact Assessment of Over-The-Top (OTT) Platforms on Youth: A Survey Questionnaire Study

**Dikscha Sapra[1], Sakshi Taaresh Khanna*[2], , Vashu Tangri[3] , Anukool Johri[4] , Gautam Gupta[5]**

**Abstract:** This study analyzes how rapid expansion in Over-The-Top (OTT) platforms affects audience behavior and preferences. It studies consumer demographics, spending, and content preferences. Audience demographics, monthly income and OTT expenditure, platform choice considerations, sharing behaviors, OTT time spent, language preferences, preferred platforms, content satisfaction, watching devices, genres, and subscriber retention methods are important.  Age and OTT spending, gender and platform preference, city type and viewing time, educational level and genre preference, employment status and willingness to pay for premium features, salary bracket and platform recommendations, language and content preference, engagement duration and content satisfaction, binge-watching behavior, and retention strategies for shared accounts. Data shows strong demographic correlations with OTT consumption. Younger people binge-watch and spend more on OTT services, while elderly viewers value content quality and recommendations. Gender affects genre and platform. The survey highlights personalized suggestions and smooth-watching experiences as major customer happiness and loyalty drivers. These insights help content creators, marketers, and OTT providers improve user experiences, personalize content, and develop retention tactics to increase user engagement and happiness.

## 1. Introduction

India, a country with a population of more than 130 crore people leads the world as the country with the second largest population of internet users in the world. With over 85 crore people using the internet connection, it has become one of the biggest audiences for OTT platforms. OTT stands for Over The Top which means going above and beyond traditional cable services. With over 46 OTT service providers in India, it is one of the most competitive industries in India.  In India, OTT was introduced a long way back in 2008 by Reliance named as BigFlix. After those new platforms like nexGTV and Hotstar launched their mobile app and paved a step in the OTT industry. The boom of the internet industry in India by Jio led to rapid growth of internet users in India. Foreign ventures like Netflix, Amazon Prime, Disney, etc didn't want to waste this opportunity and entered the Indian market.  Earlier OTT platforms were considered a luxury but now it is regarded as a need. So much competition and pressure

have always troubled the customers and service providers in some way or another. For customers, choosing the right platform becomes difficult, whereas competition among the service providers makes them question how to make customers retain their platform.  Due to the arrival of foreign OTT platforms, westernized content involving nudity and bold scenes brought a sphere of resistance by religious communities and political groups. But this also leads the viewers to know more about diverse cultures and ideologies which indirectly incorporated westernization in India. OTT platforms brought a different wave of ideology and vision that users had toward various aspects of life. Earlier platforms used to publish already released content by production houses. But now these platforms have also started in-house productions and delivered various masterpieces. This led to the discovery of various local talents, directors, and heart-touching storylines. OTT provided various benefits than traditional services. Earlier people had to watch content that the channels wanted them to show. But through OTT one can watch any genre of content at any moment with some simple clicks. Now one doesn't need to check channel schedules and wait for their favorite movie to be broadcast. Apart from this, India, whose major population is middle class, can access international shows, web series, sports telecasts, and much more in a more cost-effective manner. Due to all this understanding dynamics of OTT platforms is very important. So, through this research paper, we aim to shed light on how genre and platform are related to age and also on what kind of content is preferred on which platform.

[1] Department of Computer Science, Ram Lal Anand College, University of Delhi-110021, INDIA. Email: dikscha.cs@rla.du.ac.in
ORCID ID:  0009-0002-8977-6755

[2*] Department of Computer Science, Ram Lal Anand College, University of Delhi-110021, INDIA
Corresponding Author Email: sakshitaareshkhanna@gmail.com
ORCID ID:  0009-0006-2936-8708

[3] Department of Computer Science, Ram Lal Anand College, University of Delhi-110021, INDIA. Email: vashu4146@rla.du.ac.in
ORCID ID:  0009-0004-0398-0195

[2] Department of Computer Science, Ram Lal Anand College, University of Delhi-110021, INDIA. Email: anukool4028@rla.du.ac.in
ORCID ID:  0009-0002-9028-8011

[4] Department of Computer Science, Ram Lal Anand College, University of Delhi-110021, INDIA. Email: gautam4113@rla.du.ac.in
ORCID ID:  0009-0008-2381-2163

## 1.1. Objectives

The objective of the research paper is to offer a thorough examination of user preferences and behavior about Over-The-Top (OTT) platforms. The study aims to uncover critical insights that can inform the strategies of content creators and service providers by investigating the influence of various demographic factors on OTT consumption patterns. The principal objectives of this research are as follows:

- Comprehending Demographics and Audience

- Monthly salary and OTT expenditures - Justification for selecting an OTT platform - Sharing of the OTT platform - Time spent on OTT and the times at which it is used - Language preference - Favorite OTT platform

- Ratings and satisfaction with content recommendations

- Device of choice for viewing content

- Content type and preferred disciplines (and their justifications)

- Strategy for retaining subscribers

The purpose of these objectives is to illuminate the numerous factors that influence user engagement with OTT platforms, thereby allowing stakeholders to improve the user experience and optimize content delivery strategies. The entire paper is divided into 7 sections. Section 2 focuses on the literature review. The next subsequent section 3 is research methodology. Section 4 is data interpretation and outcomes; section 5 is Analysis and section 6 is Discussion. The last section 7 is Conclusion.

## 2. Literature Review

The rise in the popularity of Over-The-Top (OTT) platforms has resulted in extensive studies focused on comprehending user behavior, preferences, and engagement patterns. This literature study consolidates recent research conducted between 2020 and 2024, examining many facets of OTT consumption. These facets include the impact of demographics, spending patterns, content preferences, and ways to enhance user happiness and retention. Multiple studies have emphasized the significance of demographic characteristics in influencing over-the-top (OTT) consumption behaviors. A study conducted by Kumar et al. (2021) investigated the impact of age and gender on the selection of OTT platforms. The findings indicated that younger individuals are more inclined towards platforms that provide a wide range of interactive content, whereas older users prefer easily accessible and conventional content. In a similar vein, Kim and Lee (2022) discovered that individuals living in metropolitan locations allocate a greater amount of time to

OTT services than their counterparts in rural regions. The presence of superior internet infrastructure and higher levels of disposable income primarily influences this trend.

The study conducted by Singh et al. (2023) established a definitive association between individuals' monthly income and their spending on over-the-top (OTT) services. Individuals in higher income groups have shown a propensity for having numerous subscriptions and a readiness to pay for premium features, suggesting that economic variables significantly influence spending behavior in the realm of over-the-top (OTT) services. These results align with previous research conducted by Johnson et al. (2020), which found that financial competence has a substantial influence on the probability of subscribing to several over-the-top (OTT) platforms. The reasons for choosing particular over-the-top (OTT) platforms have been thoroughly examined. In their study, Lee and Park (2021) identified content diversity, user interface, and cost as the main elements that influence the choice of a platform. In addition, the study conducted by Chen et al. (2022) emphasized the importance of having exclusive material as a key factor. The study revealed that platforms that provide distinct and innovative series or movies tend to have higher subscription rates.

The concept of sharing platforms, especially among family and friends, has garnered significant attention. According to a study conducted by Patel and Sharma (2022), it was found that the practice of sharing accounts is widespread, particularly among younger users, as a means of lowering individual expenses. Nevertheless, this method presents difficulties for OTT providers regarding financial decline and precise user analytics. Multiple studies have investigated the duration of time that users dedicate to over-the-top (OTT) services and their patterns of viewing. Zhang et al. (2021) found that the most common periods for watching are in the evening, which corresponds to the hours when users are often free for leisure activities. Furthermore, a study conducted by Wang et al. (2023) emphasized that binge-watching is a prevalent activity, especially among millennials and Gen Z, motivated by the accessibility of complete series and the convenience of on-demand viewing. Several scholars have investigated the influence of language on OTT content selection. Gupta and Mehta (2020) state that there is a growing trend in the popularity of regional language content. Platforms are now allocating more resources towards creating local productions to meet the needs of varied linguistic consumers. Chen et al. (2021) found that there was a notable rise in subscriptions in areas where platforms provided content in the native language, which supports this trend. User satisfaction is inextricably linked to platform usability and content recommendations, as demonstrated by numerous studies. Lim and Tan (2022) conducted a study that demonstrated that personalized

content choices substantially increase user satisfaction, resulting in higher retention rates. Additionally, Park and Kim (2023) identified user-friendly interfaces and simplicity of navigation as crucial variables in user satisfaction. The selection of devices for consuming OTT video has progressed, with smartphones and smart TVs emerging as the most favored options. Based on a study conducted by Singh et al. (2021), smartphones are widely preferred by younger users due to their portability, whilst smart TVs are liked for their exceptional viewing experience. Regarding genres, Patel et al. (2022) conducted a study that revealed that drama, comedy, and action are the genres that are most favored. However, the preferences for these genres vary greatly among various demographic groups.

OTT platforms rely on effective retention methods for their long-term viability. The significance of tailored marketing and targeted promotions in subscriber retention was underscored in a study conducted by Lee and Park (2022). In addition, Kim et al. (2023) emphasized that offering unique information, timely notifications, and interactive user interfaces are crucial tactics for increasing user loyalty and decreasing customer attrition rates. Bivariate studies offer a more profound understanding of the connections between several factors that influence OTT use. For instance, Zhang et al. (2023) conducted a study that investigated the correlation between age and monthly spending on OTT. The findings indicated that younger individuals are more inclined to allocate a larger amount of their money towards OTT services. In a similar vein, the study conducted by Kim and Lee (2022) examined the relationship between job status and the inclination toward paying for premium features. The findings revealed that those who are working and have consistent incomes are more inclined to pay for access to premium services.

## 3. Research Methodology

### 3.1. Survey Design

The process of collecting data likely included the creation of a structured questionnaire or survey instrument. The survey was designed to collect information about people's usage of OTT platforms and their behaviors using a comprehensive set of 27 questions. The majority of questions were closed-ended, consisting mainly of multiple-choice, binary, and 1 to 5 scale options. The survey questions were arranged in a sequence to sustain audience engagement. Google Forms was chosen as the platform for data collection. Google Forms provides a user-friendly interface for both survey creation and data collection, making it accessible to a wide range of participants.

### 3.2. Data Collection Steps

i.  Preparation and Configuration: - The survey questionnaire was drafted and organized to ensure clarity, logical flow, and relevance to the research objectives. This involved creating a mix of multiple-choice questions, Likert scale questions, and open-ended questions.

ii.  Survey Introduction and Consent: - The survey commenced with an introductory section explaining the purpose of the research, assuring respondents of the anonymity of their responses, and obtaining informed consent. Participants were informed that their participation was entirely voluntary.

iii.  Distribution Channels: - The survey link was distributed through various channels, including email invitations, social media platforms (e.g., Twitter, Facebook, and LinkedIn), and targeted online communities related to OTT platforms and media consumption.

iv.  Once the data was collected it was exported from Google Forms to CSV format.

Using Google Forms for data collection offered a reliable and efficient method to gather valuable insights into the OTT industry and user behaviors. The ensuing data analysis aims to reveal patterns, trends, and correlations within the dataset, advancing our comprehension of the research objectives.

### 3.3. Bivariate Analysis

To gain a more comprehensive understanding of the relationships between the various demographic and behavioral factors that influence the utilization of OTT platforms, the authors conducted a series of bivariate analyses. The objective of these analyses was to identify significant correlations and patterns that can offer a more profound understanding of user behavior and preferences. The subsequent bivariate relationships were investigated:

**Monthly Expenditure on OTT vs. Age:** This analysis investigates the allocation of budget for OTT services among various age groups, emphasizing trends in purchasing behavior across a variety of age demographics.

**Favorite OTT Platform vs. Gender:** This investigation investigates the preferred OTT platforms among various genders, revealing gender-specific preferences in platform selection.

**Metropolitan City vs. Time Spent on OTT:** This analysis examines the time spent on OTT platforms by users residing in metropolitan areas, thereby offering a glimpse into urban viewing habits.

**Educational Qualification vs. Preferred Genres:** This investigates the relationship between the educational origins of users and their preferred genres, thereby

demonstrating the impact of education on content preferences.

**Willingness to Pay for Premium Features vs. Employment Status:** This analysis examines the correlation between users' willingness to pay for premium OTT features and their employment status, emphasizing the economic factors that influence subscription decisions.

**Likelihood to Recommend Platform vs. Monthly Salary Bracket:** This investigates the correlation between the income levels of users and their propensity to recommend their preferred OTT platforms, thereby offering a deeper understanding of the influence of financial capacity on platform loyalty.

**Language of Choice on OTT vs. Content Preference:** This study examines the impact of users' preferred languages for content viewing on their genre and content type preferences.

**Satisfaction with Content Recommendation vs. Engagement Time Frame on OTT:** The purpose of this analysis is to investigate the relationship between the duration of time users spend engaging with OTT platforms and their satisfaction with the content recommendations they receive.

**Binge-Watching Behavior vs. Impact of OTT on Popular Culture:** This investigation investigates the degree to which users' perceptions and interactions with popular culture are influenced by their binge-watching behaviors.

**Subscriber Retention Strategies vs. Shared OTT Account:** This analysis examines the prevalence of shared OTT accounts and their implications for subscriber retention strategies, identifying potential areas for enhancing user retention.

The purpose of these bivariate analyses is to get valuable insights into user behavior and preferences, enabling OTT service providers to customize their offers and improve user satisfaction and engagement.

## 4. Data Interpretation and Outcomes

### 4.1. Demographic Insights

**Information of respondents:** The graph in Fig. 1 displays the age distribution of responses based on predefined age categories. The studied categories encompass the following age ranges: under 18, 19-23, 23-30, 31-40, 41-50, 51-60, and above 60. This distribution offers valuable information on the diverse age categories that are actively using OTT services. The graph illustrates the age distribution of respondents, indicating that the largest number of respondents were from the 19-23 and 23-30 age categories, with the 31-40 age group coming next. Younger and middle-aged viewers demonstrate a significant level of
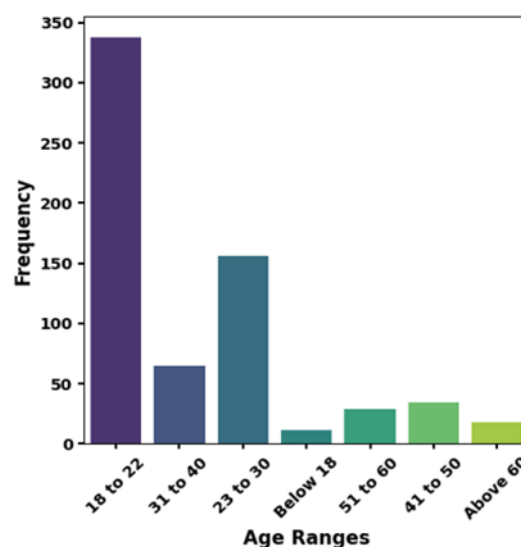
involvement with OTT services.



**Fig 1.** Showing Frequency Distribution of Age Ranges

**Gender Distribution:** The pie chart in Fig. 2 depicts the distribution of respondents in the survey according to their gender. The male population represents the majority, with 63.1%, while the female population accounts for 26.9%.
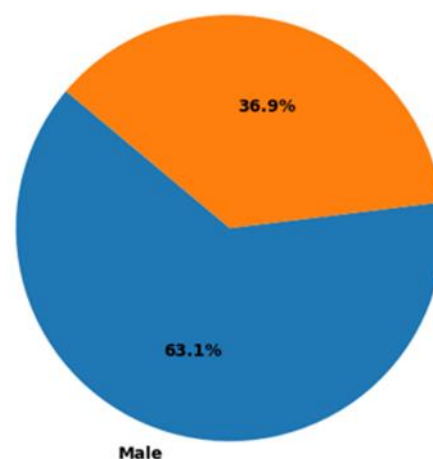


**Fig 2.** Pie Chart Showing Gender Distribution

**Geographical Distribution of respondents:** The pie chart in Fig. 3 demonstrates that the majority of respondents, specifically 78.3%, live in metropolitan cities, whilst 21.7% come from non-metropolitan regions. Urban dwellers show a greater level of involvement with OTT services, as evidenced by this demographic imbalance.
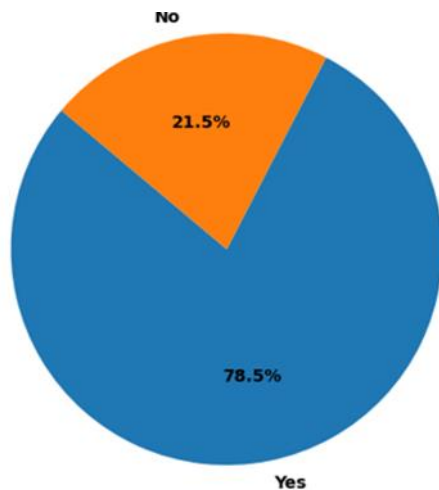
**Fig 3.** Pie Chart Showing Metropolitan City Distribution

**Distribution based on Qualification:** The bar chart of Fig. 4 illustrates the distribution of respondents' educational qualifications, with the majority consisting of individuals who have completed undergraduate and postgraduate studies. This is followed by those who have completed education up to the school level, and a tiny proportion of respondents who have no formal education. The distribution of survey participants underscores the wide range of educational backgrounds.
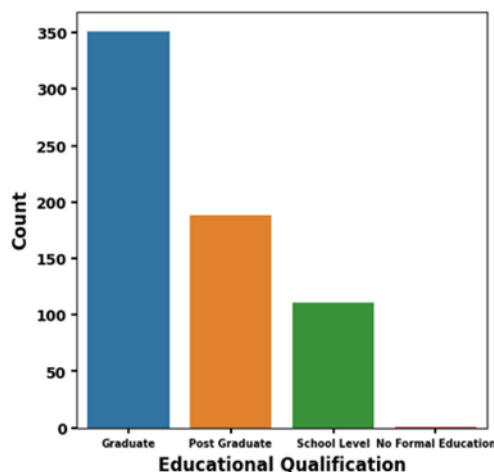


**Fig 4.** Bar Chart Showing Education Qualification Distribution

**Distribution based on Employment status:** The pie chart in Fig. 5 illustrates the distribution of respondents based on their employment status. The largest group comprises those currently

employed, followed by those seeking opportunities, self-employed individuals, homemakers, and retirees. This distribution reflects the varied employment backgrounds of the survey participants.
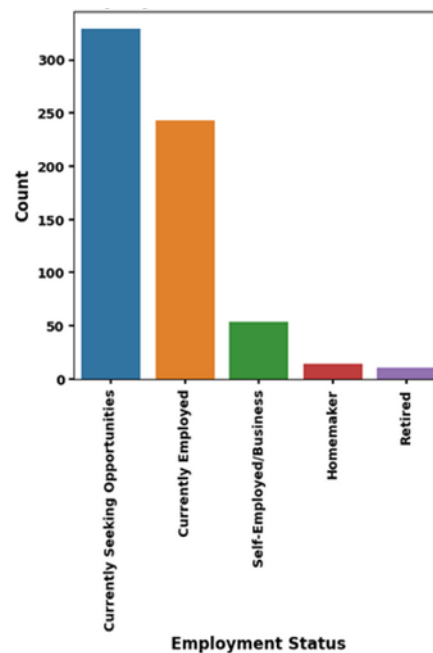


**Fig 5.** Bar Chart Showing Employment Status Distribution

**Distribution based on Monthly Salary:** The bar chart in Fig. 6 illustrates the distribution of respondents according to their monthly salary brackets. The majority of individuals did not wish to disclose their salary, with those earning more than ₹70,000 following suit. Other noteworthy brackets consist of ₹10,000 or less, ₹25,000 to ₹50,000, ₹10,000 to ₹24,999, and ₹50,000 to ₹69,999.
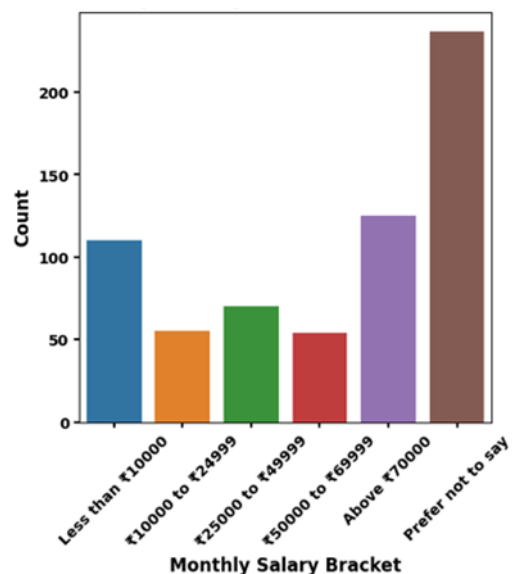


**Fig 6.** Bar Chart Showing Employment Monthly Salary Distribution

### 4.2 Monthly expenditure on OTT

The distribution of respondents' monthly expenditures on OTT services is depicted in the bar chart as shown in Fig. 7. The majority of respondents spend between ₹299 and ₹499, with those who prefer not to spend or spend less than ₹200 following in that order. A nearly equal number of respondents selected the ₹500 to ₹799 range, with a

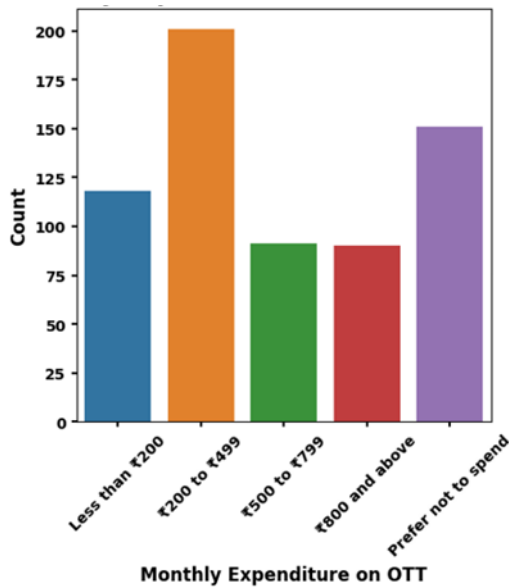smaller number opting for ₹800 and above.



**Fig 7.** Bar Chart Showing Monthly Expenditure on OTT Distribution

## 4.3 Preferred OTT Platforms

The bar chart in Fig. 8 illustrates the rationale behind respondents' preferences for specific OTT platforms. The grade of the available content was the most frequently selected option, followed by the ability to access new content at a faster pace. Additional extraneous reasons, a straightforward user interface, and reduced subscription prices are also contributing factors.
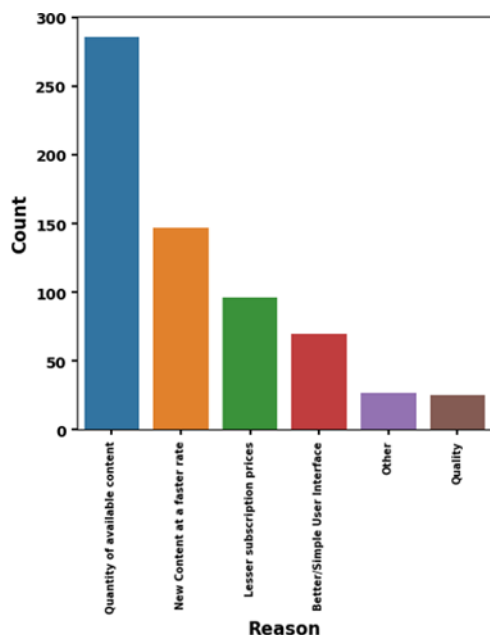


**Fig 8.** Bar Chart Showing Reason for Preferred OTT Distribution

## 4.4 Time Spent on OTT

The bar chart in Fig. 9 depicts the allocation of time dedicated to Over-The-Top (OTT) platforms among the participants. The majority of participants indicated that they watched over-the-top (OTT) content for a duration of 1 to 2 hours every day, with a smaller number reporting less than 1 hour, 2 to 3 hours, and more than 3 hours.
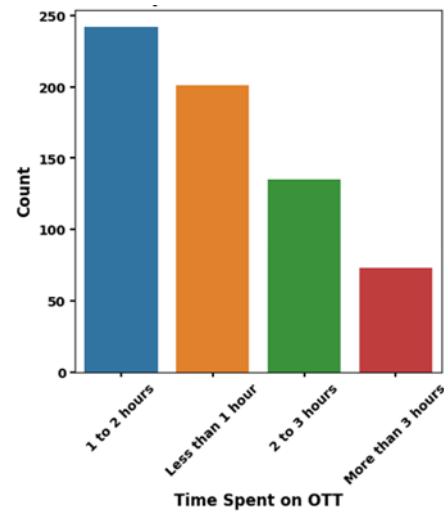


**Fig 9.** Bar Chart Showing Time Spent on OTT Distribution

## 4.5 Engagement Time Frame on OTT Distribution

The pie chart in Fig. 10 illustrates the allocation of interaction periods on over-the-top (OTT) services. The majority of respondents indicated a preference for watching content during the time frame of 8 pm to 12 am. This was followed by a preference for watching after midnight, in the evening (4 pm to 8 pm), and in the afternoon (12 pm to 4 pm). The least engagement was observed during the time period of 8 am to 12 noon.
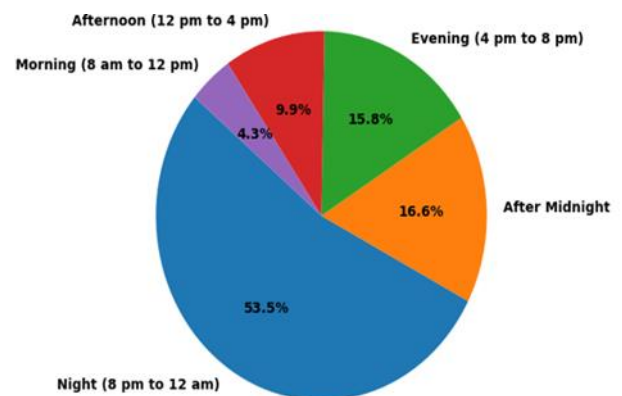


**Fig 10.** Pie Chart Showing Engagement Time Frame on OTT Distribution

## 4.6 Satisfaction level with the content

The bar chart in Fig. 11 depicts the allocation of satisfaction levels for content recommendations. Most participants expressed a high level of satisfaction, with the majority giving a rating of 4 out of 5. The next most common rating was 3, while a significant number of respondents also gave a rating of 5.
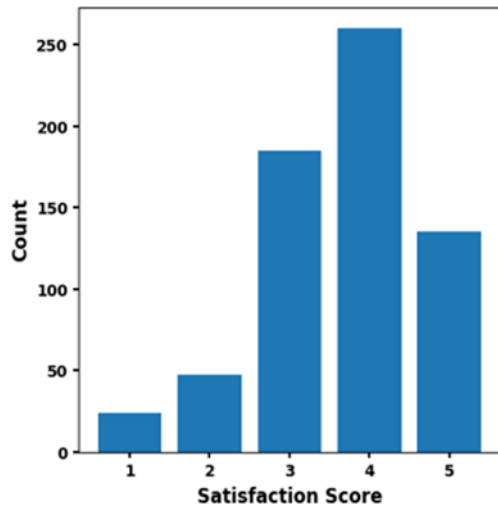
**Fig 11.** Bar Chart Showing Satisfaction with Content Recommendation Distribution

### 4.7 Influence of Rating on Content choice

The bar chart in Fig. 12 illustrates the correlation between ratings and content choice, with the majority of participants expressing that ratings have a substantial influence on their judgments regarding content selection. Merely a small number of participants chose the option "No," indicating that ratings have a significant impact on their decisions on what to watch.
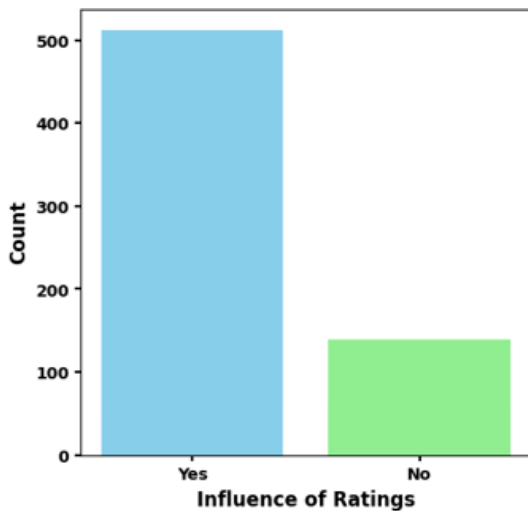


**Fig 12.** Bar Chart Showing Influence of Rating on Content Choice Distribution

### 4.8. Preferred device to view OTT

The bar chart in Fig. 13 depicts the favored devices for consuming OTT material, with a significant majority of participants expressing a preference for televisions. Smartphones rank as the second most favored option, with laptops coming in next, while tablets are the least favored device.
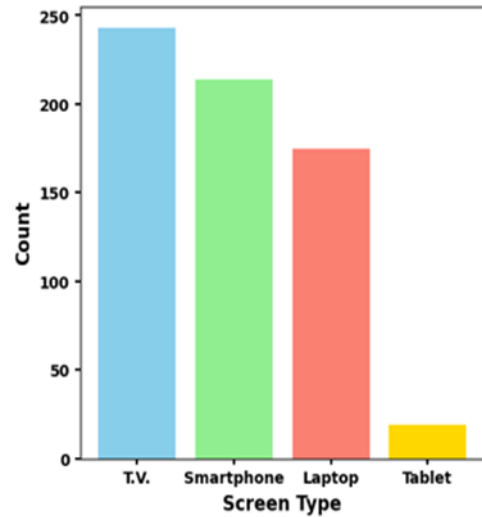


**Fig 13.** Bar Chart Showing Preferred device to view OTT

### 4.9 Distribution of Preferred Genres

The bar chart in Fig. 14 illustrates the allocation of favored genres among survey participants. The genre that is most preferred by audiences is action, with comedy and crime being the next most popular choices. Documentaries and dramas are also highly favored, with some respondents choosing sci-fi, thriller, fantasy, and other genres.
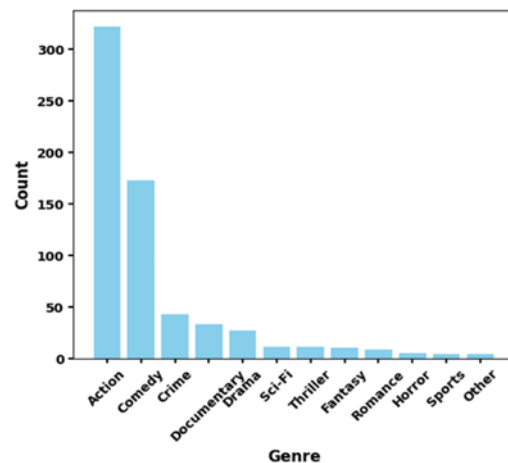


**Fig 14.** Bar Chart Showing Preferred Genres Distribution

### 4.10 Content Preferences

The bar chart in Fig. 15 depicts the allocation of content preferences among the participants. Series are the predominant preference, followed by films and television programs. Documentaries garner significant curiosity, whilst audiobooks are the least favored.
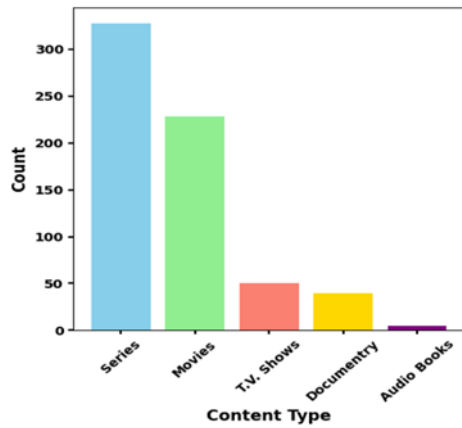
**Fig 15.** Bar Chart Showing Content Preference Distribution

## 4.11 Factors Affecting Content Choice

The bar chart in Fig. 16 depicts the variables that influence the selection of content among the participants. The primary determinant is popularity, followed by rating, content duration, and the presence of language options and subtitles.
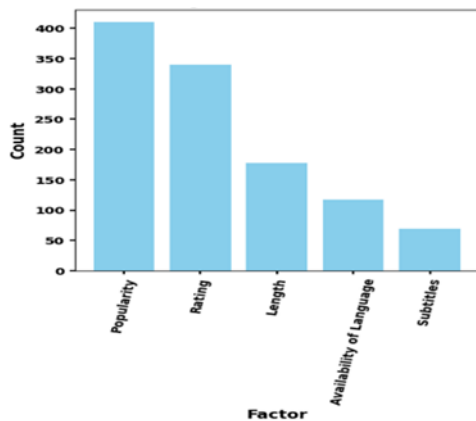


**Fig 16.** Bar Chart Showing Factors Affecting Content Choice Distribution

## 4.12 Subscriber Retention Policy

The bar chart of Fig. 17 depicts the suggested methods employed to retain subscribers, with a significant proportion of participants expressing a preference for price reductions. Subsequently, there is a desire for increased frequency of fresh content, less advertising, availability of live sports, and implementation of other tactics.
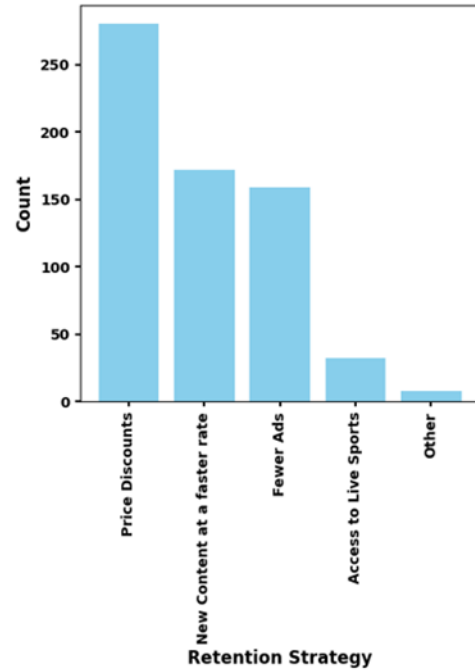


**Fig 17.** Bar Chart Showings Subscriber Retention Strategy Distribution

## 4.13 Willingness to pay for premium features

The bar chart of Fig. 18 illustrates the distribution of respondents' willingness to pay for premium services, with the bulk of respondents selecting "no" and a smaller part indicating "yes."
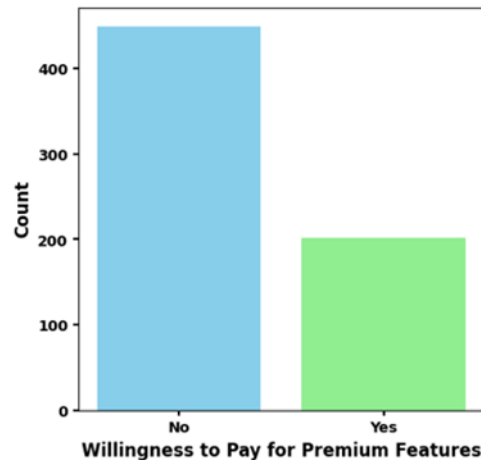


**Fig 18.** Bar Chart Showings Willingness to pay for Premium Features Distribution

## 5. Analysis

This section explores the detailed examination of different demographic aspects, subscription and usage habits, content choices, societal impacts, and business issues related to OTT platforms. Our study found a notable association between age and monthly spending on OTT subscriptions, suggesting that younger persons tend to allocate more funds towards these services. There was a high correlation between gender and preferred OTT platforms, with clear differences in preferences between

male and female respondents. Residing in a metropolitan location was directly correlated with the amount of time devoted to OTT platforms, most likely because of the enhanced availability and greater internet usage in urban regions. Educational credentials significantly influenced content preferences, as persons with greater levels of education displayed a clear preference for specialist and documentary genres. The propensity to pay for premium over-the-top (OTT) features is greatly influenced by employment status, with employed individuals showing a higher likelihood of investing in premium subscriptions. The probability of recommending an OTT platform was influenced by monthly pay ranges, with those who earned higher incomes being more likely to endorse their favorite services.

Language selection on OTT platforms was strongly correlated with content preferences, indicating that users mostly selected content in their mother tongue or languages they are proficient in. Furthermore, it was discovered that the length of time spent on OTT platforms is closely linked to content recommendation satisfaction. This indicates that personalized recommendations are crucial for keeping users engaged and satisfied. Research has demonstrated that engaging in binge-watching behavior significantly influences how consumers perceive the influence of over-the-top (OTT) platforms on popular culture. This activity frequently resulted in an increased feeling of connection with contemporary cultural trends and discussions, highlighting the social impact of consuming OTT content. The act of sharing over-the-top (OTT) accounts has become a prominent aspect that affects tactics for retaining subscribers. Platforms that permitted the sharing of accounts experienced increased rates of customer retention, suggesting that implementing flexible sharing policies could improve subscriber loyalty and engagement. These findings emphasize the complex and varied aspects of OTT platform usage and offer valuable insights for stakeholders seeking to improve user experience, content delivery, and retention strategies.

The following is a list of factors considered for analysis:

**a) Demographic factors:**

   i) The correlation between age and monthly expenditure on OTT subscriptions.

   ii) The association between gender and preferred OTT platform.

   iii) The relationship between living in a metropolitan city and time spent on OTT platforms.

   iv) The connection between educational qualifications and preferred content genres.

**b) Subscription and usage:**

   i) The impact of employment status on willingness to pay for premium OTT features.

   ii) The influence of monthly salary brackets on the likelihood of recommending an OTT platform.

**c) Content and preferences:**

   i) The relationship between language chosen on OTT platforms and content preference.

   ii) The connection between engagement time frame on OTT platforms and satisfaction with content recommendations.

**d) Social impact and trends:**

   i) The effect of binge-watching behavior on user perception of the impact of OTT platforms on popular culture.

**e) Business considerations:**

   i) The influence of shared OTT accounts on subscriber retention strategies for OTT platforms.

**f) Relationship between monthly expenditure on OTT services and age**

The graph in Fig. 19 suggests that individuals aged 31 to 40 spend more on OTT services, especially in the "₹500 to ₹799" category, while the 23 to 30 age group shows more variability and reluctance to spend, clustering around lower expenditure categories.
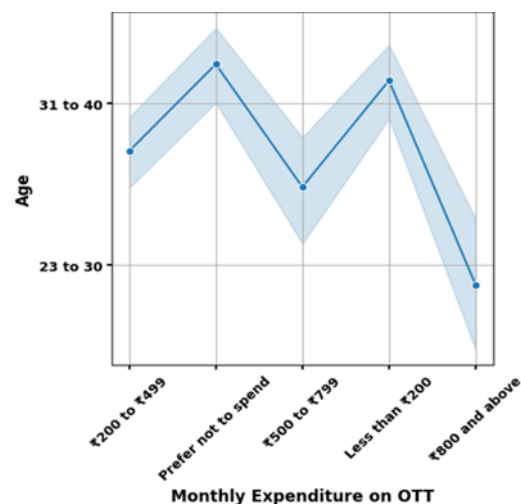


**Fig19.** Monthly Expenditure on OTT

**g) Relationship between Favorite OTT platform by Gender**

Netflix is the most preferred OTT platform among both genders, followed by Amazon Prime. Males show higher preferences for Amazon Prime, YouTube Premium, Disney+ Hotstar, Zee5, and SonyLiv compared to females. Zee5 and SonyLiv are the least popular, while 'Other' platforms have moderate popularity. The Fig. 20 shows this distribution:
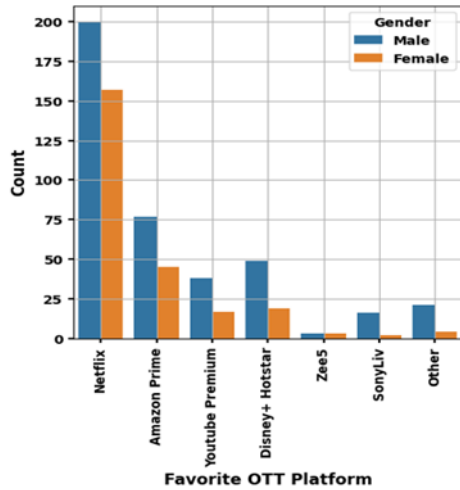
**Fig20.** Favorite OTT Platform of Respondents

**h) Relationship between Metropolitan City and Time Spent on OTT**

Individuals in metropolitan cities generally spend more time on OTT platforms: 199 watch 1-2 hours, 106 watch 2-3 hours, 163 watch less than 1 hour, and 60 watch more than 3 hours daily. In contrast, non-metropolitan residents have lower engagement: 48 watch 1-2 hours, 30 watch 2-3 hours, 54 watch less than 1 hour, and 14 watch more than 3 hours daily. This is shown in Fig. 21 (a) & (b) given below:
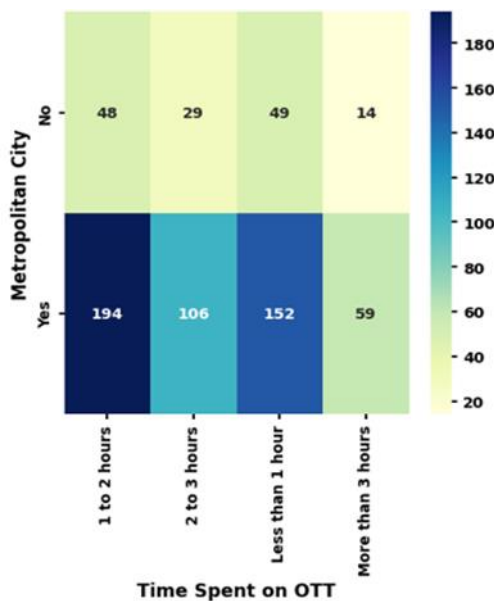


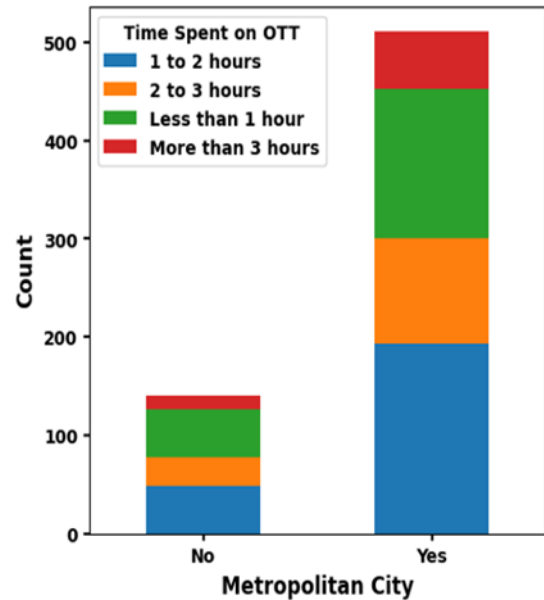**Fig 21.** (a) Time Spent on OTT



**Fig 21. (b)** Relationship between the metropolitan city and time spent on OTT

**i) Relationship between Educational Qualification and Preferred Genres**

The graph in Fig. 22 (a) and (b) indicates that individuals with postgraduate degrees demonstrate a higher preference for documentary and fantasy genres compared to those with lower educational qualifications. Conversely, individuals with lower educational qualifications exhibit a higher preference for comedy, crime, drama, horror, and romance genres relative to those with higher educational qualifications.
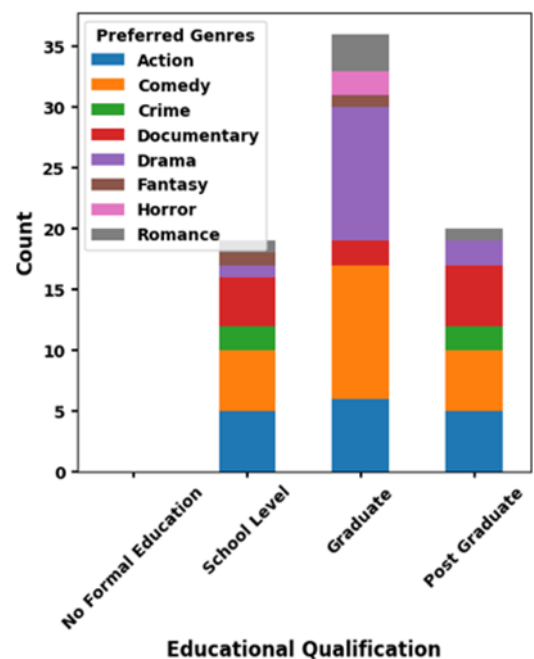


**Fig 22. (a)** Relationship between educational qualification and Preferred Genres
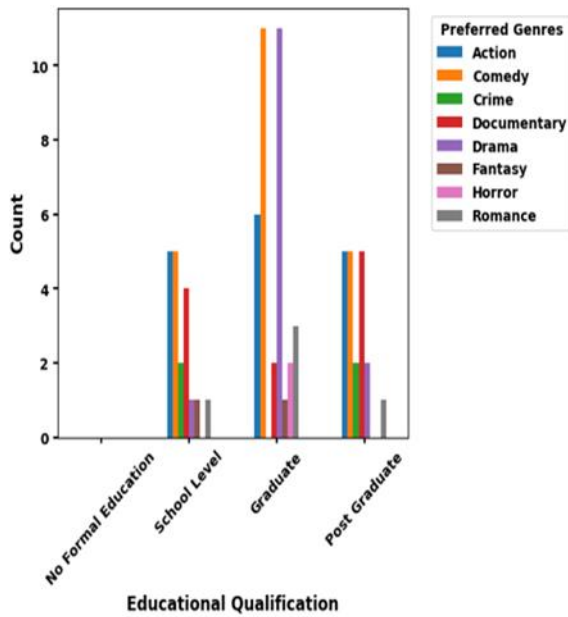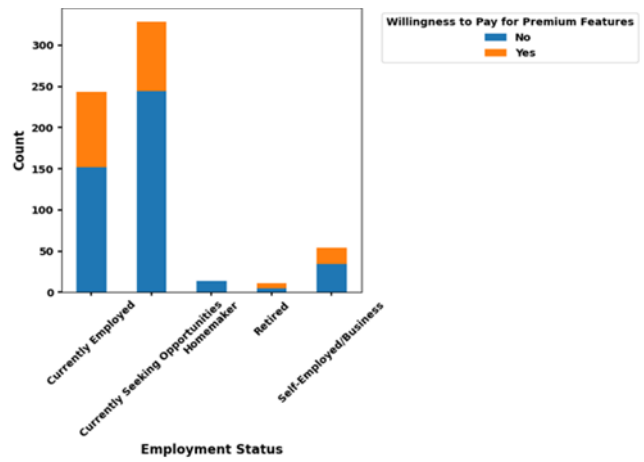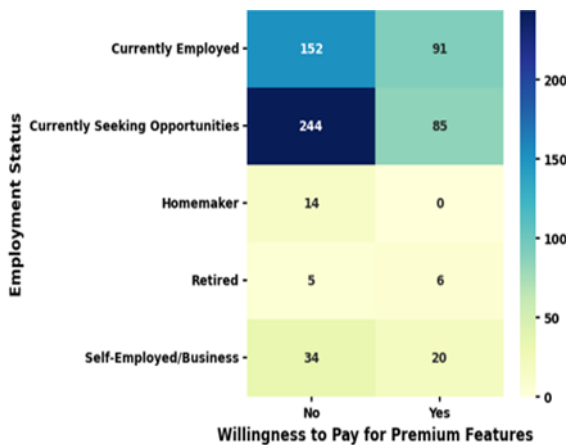
**Fig 22. (b)** Relationship between educational qualification and preferred genres

## j) Relationship between Employment Status and Willingness to Pay for Premium Features

Employment status strongly correlates with willingness to pay for premium OTT features. Among 250 employed respondents, 158 (63.2%) expressed willingness to pay, whereas among 254 unemployed respondents, only 86 (33.9%) showed similar willingness as shown in Fig. 23 (a) and (b) below:





(b)

**Fig 23.** (a) and (b) shows relationship between employment status and willingness to pay for premium features

## k) Relationship between Salary Bracket and Likelihood to Recommend Platform

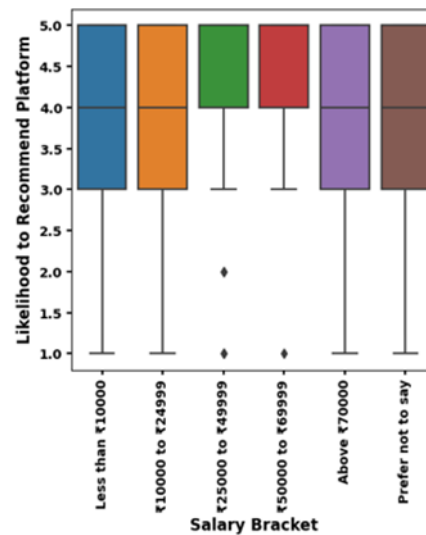Fig. 24 shows the relationship between Salary Bracket and Likelihood to recommend a platform to others.



**Fig 24.** Relationship between salary brackets and likelihood to recommended platform

## l) Relationship between Language of Choice on OTT and Content Preference

English-speaking users exhibit a broader genre interest as shown in graph in Fig. 25, prioritizing documentaries, movies, and TV shows. In contrast, Hindi-speaking users predominantly favor movies and TV shows, displaying lesser interest in documentaries and audiobooks. Users opting for other languages also prioritize movies and TV shows, showing relatively lower interest in documentaries and audiobooks compared to Hindi speakers.
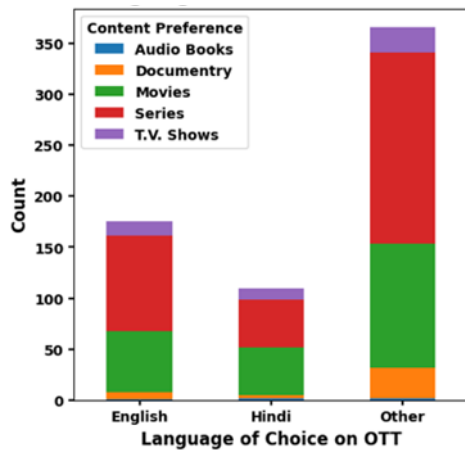
**Fig25.** Relationship between language of choice and content preference

**m) Relationship between Subscriber Retention Strategies by Shared OTT account**

Based on the graph "Subscriber Retention Strategies by Shared OTT Account" shown below in Fig. 26 offering discounts is the most common method used by OTT platforms with shared accounts to retain subscribers. This strategy is favored over introducing new content, providing live sports access, and other methods, indicating its effectiveness in keeping subscribers engaged.
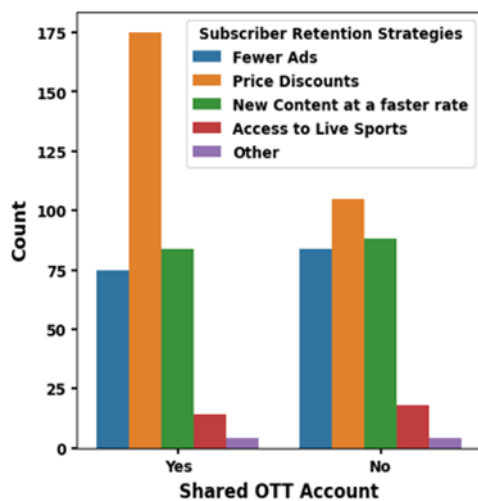


**Fig26.** Suggested Subscriber retention strategies

**6. Discussion**

Our dataset's research produces several informative conclusions regarding OTT platform users' characteristics, inclinations, and actions. These results can assist over-the-top (OTT) service providers in customizing their products to better suit the tastes and demands of their wide range of customers.

a Demographic Factors and Spending Patterns: According to our research, the age group of 31 to 40 represents the largest spenders on over-the-top (OTT) services, especially in the "₹500 to ₹799" expenditure category. This implies that people in this age range

are more likely to be able or ready to invest in premium content. The age group of 23 to 30 years old, on the other hand, shows greater variation in their spending habits, with a propensity towards lower expenditure categories. This group's unwillingness to spend more may be brought on by varying content consumption habits or economic considerations.

b Platform and Gender Preferences: Netflix is the most favored OTT platform for both genders, demonstrating its widespread use and market share. But there are clear disparities based on gender: men seem to have greater preferences than women do for sites like Zee5, Amazon Prime, YouTube Premium, Disney+ Hotstar, and SonyLiv. Given this disparity in preferences, content producers could stand to gain from using gender-specific marketing techniques to increase subscriptions and engagement.

c Urban vs. Rural Engagement: Based on the research, people who live in cities often spend more time on OTT platforms than people who live in rural areas. In particular, city dwellers are more likely to watch for one to two hours each day, and a sizable portion of them may even watch for three or more hours. On the other hand, people living outside of cities have lower levels of general participation. Better internet connectivity, more disposable cash, and easier access to material in urban regions could all be contributing factors to this discrepancy.

d Educational Background and Content choices: It seems that a person's educational background has a big impact on their choices for content. Those with postgraduate degrees have a stronger preference for the fantasy and documentary genres, indicating a taste for more creative and thought-provoking material. Conversely, those with less education tend to enjoy genres like romance, horror, comedy, crime, and drama. These results emphasize the necessity of varied content to meet the needs of various educational demographics.

e Work Status and Willingness to Pay: There is a significant relationship between employment status and willingness to pay for premium over-the-top services. While just 33.9% of unemployed respondents are willing to invest in premium services, the majority of respondents who are employed (63.2%) are willing to do so. The aforementioned association highlights the significance of economic stability in shaping decisions about premium subscriptions. It also implies that specific pricing and marketing tactics may be useful in drawing in distinct user demographics.

f   Language Preferences and Genre Interest: Content selection is heavily influenced by language preference. English-speaking users prioritize TV series, movies, and documentaries over other genres. Hindi-speaking consumers are less interested in documentaries and audiobooks and more interested in movies and TV series. When compared to Hindi speakers, users who choose other languages similarly value movies and TV series, but they are less interested in documentaries and audiobooks. This understanding is essential for over-the-top (OTT) platforms that want to improve user pleasure by offering localized and language-specific content.

g   Subscriber Retention Strategies: After analyzing several approaches, it is found that the most popular and successful way to keep subscribers—especially those with shared accounts—is to provide discounts. This approach is favored above adding new content or giving access to live sports, demonstrating how successful it is at retaining member loyalty. This research implies that financial incentives are important for retention and should be an important area of concentration for over-the-top (OTT) platforms.

h   To sum up, these results provide a thorough grasp of the several elements affecting the preferences and usage of OTT platforms. OTT service providers can improve customer engagement and happiness by creating more individualized marketing, content, and retention strategies for their diverse user base by taking these findings into account.

## 7. Conclusion

This research offers valuable insights into the demographics, preferences, and behaviors of OTT platform users, which are crucial for the optimization of service offerings and the improvement of user satisfaction. The analysis indicates that OTT spending and engagement are substantially influenced by age, gender, and urban-rural residence. In particular, the age group of 31 to 40 is the most significant spender, while the 23 to 30 age group exhibits a greater degree of variability in their propensity to spend on OTT services. Gender-based preferences suggest that males have a greater affinity for a broader variety of platforms, underscoring the necessity of gender-specific marketing strategies. Compared to their non-metropolitan counterparts, urban residents demonstrate a higher level of OTT engagement, which implies that factors such as improved internet connectivity and higher disposable incomes are involved. Content preferences are also influenced by educational qualifications. Postgraduate degree holders exhibit a preference for documentary and fantasy genres, while individuals with lower educational qualifications prefer comedy, crime, drama, horror, and romance.

The significance of economic stability in subscription decisions is underscored by the strong correlation between employment status and the propensity to pay for premium OTT features. The content choices of users are considerably influenced by their language preferences, with English-speaking users exhibiting a broader genre interest and Hindi-speaking users predominantly favoring movies and TV shows. Finally, the research demonstrates that the most effective strategy for retaining subscribers is to offer reductions, underscoring the significance of financial incentives in the preservation of user loyalty. In conclusion, these results provide a thorough comprehension of the variables that influence the utilization of OTT platforms. By capitalizing on these insights, OTT service providers can customize their offerings to more effectively address the diverse requirements of their user base, thereby enhancing engagement and satisfaction.

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