

Switching OTT Platforms: PPM Framework to Identify Consumers’ Behavior

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Cite this paper as: Mini Rajora, Dr. Aurobindo KiriyaKere , Dr. Pratika Mishra , (2025) Switching OTT Platforms: PPM Framework to Identify Consumers’ Behavior *Advances in Consumer Research*, 2 (6), 294-305

KEYWORDS <i>Over-the-Top (OTT) platforms; Consumer switching intention; Push–Pull–Mooring (PPM) framework; Subscription costs; Personalization; Ease of use; Viewing habits; Digital media consumption; Structural Equation Modeling (SEM)..</i>	ABSTRACT The rapid expansion of over-the-top (OTT) platforms has transformed media consumption patterns in India, creating intense competition between global and regional service providers. This study applies the Push–Pull–Mooring (PPM) framework to examine the switching intentions of consumers in Bengaluru from international to regional OTT platforms. Using a quantitative, cross-sectional survey of active subscribers, the research investigates the influence of push factors (satisfaction level and subscription fees), pull factors (personalization and ease of use), and mooring factors (habits), with gender as a potential moderator. Partial least squares structural equation modeling (PLS-SEM) revealed that both push and pull factors significantly drive switching intentions, while habits moderated these relationships, highlighting the role of entrenched viewing patterns as both barriers and enablers of migration. However, gender did not significantly affect switching behavior. The findings reinforce the applicability of the PPM framework in the OTT context and emphasize the need for global platforms to address affordability and satisfaction, while regional platforms can attract users through affordability, vernacular content, and personalization. This study contributes to understanding consumer migration in digital media markets and provides actionable insights for service providers to enhance retention and acquisition strategies... ..
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1. INTRODUCTION

In digitalization era, the introduction of smart devices, improved network connectivity with affordable internet pack and technological innovations have significantly propelled the growth of the over-the-top (OTT) industry across the world (Singh et al., 2021; Mulla, 2022; Khanna et al., 2025). In the past, people relied solely on traditional cable for watching programs. Nowadays, customers can view them through OTT platforms by using the internet, bypassing the necessity for traditional distribution channels (Papathanasopoulos and Varoutas, 2024). Unlike traditional TV networks, this video streaming service allows consumers to access their desired content via websites and applications on computers, smart TVs, mobile phones and tablets (Induparvathy and Thomas, 2023; Papathanasopoulos and Varoutas, 2024). These platforms also give users the freedom to access content on-demand irrespective of place and time (Kumar et al., 2025). Because OTT media generate revenue primarily through subscription fees rather than advertisements, consumers gain limited ads or even ad-free viewing experience (Jain et al., 2021; Nilesh Anute, 2025). Furthermore, customers can watch programs through OTT platforms that are not only supported with original content but also with diverse content from different cultures and languages (Jihye, 2023; Panda et al., 2023). These advantages have marked a revolutionary shift in the media industry and have fundamentally altered consumers' media consumption behavior (Koul et al., 2021).



In India, the high internet cost initially limited access to OTT platforms to a select group of individuals, while a significant proportion relied on television channels due to affordability constraints (Vaghela and Pandya, 2024). Introduction of high-speed internet at affordable rate by Reliance Jio enables easier access to streaming services for middle-class viewers (Jain, 2020; Khurana, 2021) and aids in driving the substantial consumption of OTT platforms in the country (Sundaravel and Elangovan, 2020). The content consumption of video streaming platforms surged during and after the Covid-19 pandemic when online activities became the norm, leading people toward digital entertainment (Gupta and Singharia, 2021; Mahendher and Hans, 2021). Global OTT platforms like Netflix, Disney + Hotstar, Amazon Prime Video and YouTube Premium have gained immense popularity in India by providing a diverse array of international and Indian content (Bhattacharyya et al., 2020; Jain, 2021). Additionally, domestic OTT players such as Voot, SonyLiv, Zee5, MxPlayer, Eros Now and AltBalaji have recently entered the market and competed with global platforms (Sundaravel and Elangovan, 2020). This is reflected from substantial growth in subscriptions for both global and regional OTT platforms in recent years. India's OTT video market is on a strong growth trajectory, with revenue projected to reach ₹376.72 billion in 2025 and expand to ₹547.18 billion by 2030 at a CAGR of 6.9%. The largest segment is Video Streaming (SVoD), expected to generate ₹192.78 billion in 2025, while user penetration is set to climb to 2.0% by 2030, with over 662 million users. With Hotstar

already commanding 35% of the SVoD market share, the sector's expansion is being fueled by India's demand for affordable, localized, and diverse content over traditional television (Statista Market Insights, 2025).

The proliferation of numerous OTT platforms and their growing popularity has enhanced competition among providers. To captivate new audiences and distinguish themselves in a crowded market, each platform is striving to offer distinctive and original content or features (Dhiman, 2023). Consequently, this trend fostering an increased inclination among users to switch from their current OTT service and opt for a better one (Yoon and Kim, 2023) due to several influencing factors (Mulla, 2022). While many studies have focused on consumer usage intention of OTT platforms and their adoption over traditional platforms in India (Nagaraj et al., 2021; Sadana and Sharma, 2021; Bhattacharyya et al., 2022), a dearth of research exists in examining the distinctions in preferences among Indian consumers regarding global and regional OTT platforms, including the drivers and barriers influencing these choices. To fill this research gap, the present research aims to explore the switching intention behavior from global to local OTT platforms in the context of Bangalore utilizing the push-pull-mooring (PPM) model. It seeks to identify the pattern of engagement of this group with international or homegrown OTT platforms. It also investigates the impacts of push and pull factors on consumer's switching intention behavior. In addition, the moderating roles of consumer's OTT platform use habits and gender on their switching pattern were explored.

Hypothesis Development

Push-Pull-Mooring (PPM) Framework

The push-pull-mooring (PPM) is a conceptual framework developed to explain the reason for migration of individuals from the point of origin to the point of destination (Bansal et al., 2005). The migration model initially encompassed two factors i.e., push and pull but later is extended by incorporating mooring factor to explain migration behavior more thoroughly (Moon, 1995). The Push factors include unfavorable conditions that encourage people to leave the point of origin whereas pull factors focus on favorable conditions that attract them towards the destination point. Mooring factors, on the other hand, includes variables that inhibit or facilitate consumer's migration decision. The frame work is widely adopted to determine factors that influence consumer behavior to switch to other products or services (Al-Mashraie et al., 2020; Xu et al., 2021).

Customer satisfaction plays a pivotal role in determining individuals' adoption of offline or online media services (Han, 2017). Dissatisfaction with established online service providers often prompts customers to discontinue using their current services and shift to other providers (Hou et al., 2011). Such direct correlation between user's satisfaction and the intention to continue using Netflix was highlighted by (Chung and Zhang 2020). Similarly, OTT media subscription cost can shape users' inclination toward adopting new OTT platforms (Chakraborty et al., 2022). High subscription fee and additional cost of internet connectivity were recognized as barriers for non-subscribers (Nagaraj et al., 2021). The comparatively lower subscription plans offered by regional OTT platforms compared to global ones have enhanced their popularity in India (Jain, 2021a), attracting customers who prioritize affordability. Based on these evidences, it is assumed that:

H1: Push factors (customer satisfaction and subscription fee) related to OTT platforms exert positive and significant influence on user's switching intention behavior.

Personalization involves tailoring products to meet customers' specific needs (Aguirre et al., 2015; Bleier et al., 2018). Because media consumption has become goal-oriented (Katz et al., 1974), OTT platforms enable audiences to personalize their content choices, allowing them to select content types and quantities they wish to watch (Bossen and Kottasz, 2020). Such personalized services boost customer satisfaction (Zhu et al., 2022), engagement (Park, 2014) and stickiness to internet-driven OTT platforms (Peraiya and Nandukrishna, 2023) by creating a strong emotional connection between service providers and users (Saari et al., 2004). Moreover, users perceive OTT platforms as convenient alternatives to watch a variety of advertisement-free programs (Yeole et al., 2022). OTT's flexibility in terms of timing, location, content selection, cost-effectiveness and ability to watch entire series in one go have made them user-friendly which significantly influenced the usage and promotion of OTT platforms (Yeole et al., 2022) by enhancing viewer satisfaction (Sujith and Sumathy, 2021). Accordingly, it is assumed that:



H2: Pull factors (personalization and ease of use) related to OTT platforms exert positive and significant influence on user's switching intention behavior.

Habit discourages individuals from migrating (Bansal 2005) and serves as a barrier while switching to other online services (Li and Ku, 2018). Instead of actively seeking alternatives, users tend to adhere to their current behavior. This preference is driven by the perceived benefits of avoiding stress associated with change (Chan-Olmsted et al., 2019). Moreover, (Chang and Chiu, 2023a) elucidated how habit, as a mooring effect, moderates the push and pull effects on switching intention among users. In light of this, the study proposes the following hypotheses:

H3a: Mooring factor (user's OTT platform use habit) positively moderates the relationship between push factor and switching intention behavior.

H3b: Mooring factor (user's OTT platform use habit) moderates the relationship between pull factor and switching intention behavior.

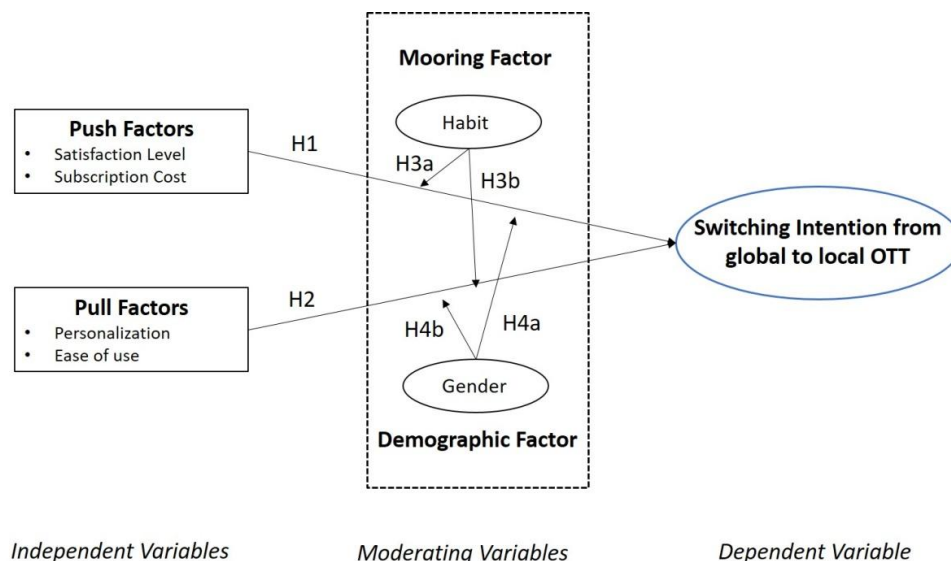
Studies regarding the role of gender on customer's switching behavior in different contexts showed mixed results. For instances, gender significantly influenced switching behavior of Sharia banking customers (Siswanto et al., 2020) as well as consumer's pattern towards OTT platform (Choudhary et al., 2023). However, this variable was not a predictive factor for the switching behavior of mobile subscribers (Nimako and Nyame, 2015) or OTT subscription (Chakkambath et al., 2023). Furthermore, (Handayani et al., 2020) demonstrated the moderating effect of gender on influencing factors associated with customer intention to switch. Based on these varying findings, it has been predicted that:

H4a: User's gender moderates the relationship between push factor and switching intention behavior.

H4b: User's gender moderates the relationship between pull factor and switching intention behavior.

Based on abovementioned hypotheses, a conceptual framework was designed (Figure 1). This model included five constructs such as, push (satisfaction level, subscription cost) and pull (personalization, ease of use) factors behaved as independent variables, mooring factor (OTT platform use habit) and gender as moderating variables whereas consumer's switching intention behavior as a dependent variable.

Figure 1 Conceptual framework



2. METHODOLOGY

Study Design

The present empirical research followed a positivistic research philosophy along with a deductive research approach. A cross-sectional and quantitative methods, utilizing surveys to investigate how push (customer satisfaction level and subscription fees), pull (personalization and ease of use) and mooring (platform use habit) factors influenced participants' intentions to switch OTT platforms and adopt regional ones.

Questionnaire

A structured and self-administered questionnaire was designed based on existing literatures and experts' recommendations. Accordingly, the instrument was divided into three sections. Section I focused on gathering demographic information from participants, encompassing gender, family structure, residential location, educational background, occupation, monthly income, employment sector and nature of work. Section II included questions aimed at gauging the usage pattern of participants of international and/or regional OTT services, exploring what, how and why they engaged with these platforms.



Section III consisted of statements to assess the impacts of push, pull and mooring factors on respondents' decisions to switch from global to local OTT platforms. The push factor gauged satisfaction levels and subscription costs related to existing OTT platforms, prompting participants to reject these services. The pull factor measured indicators associated with personalization and ease of use that are effective in drawing participants toward local OTT platforms in the market. The mooring factor included statements to measure respondents' use habits for OTT platforms. It also included items regarding their intention to switch from global to local OTT platforms. Items used in last three sections were developed according to previous studies (Agarwal et al., 2023; Gupta and Singharia, 2021; Menon, 2022; Nagaraj et al., 2021; Widodo et al., 2019; M. Xu et al., 2023; Ye et al., 2022). All questions were close-ended to analyze the collected data statistically. The questions in first two sections (sections I and II) were mostly designed in multiple-choice format, with some utilizing rating scales and dichotomous (yes/no) questions (Widodo et al., 2019; Ye et al., 2022). In the following section (section III), responses were scored using a five-points Likert scale where 1 and 5 indicated "strongly disagree" and "strongly agree" respectively. The questionnaire was pre-tested by 30 participants to check reliability and validity of data. Based on the results, changes were made in survey questions to finalize the tool by removing items which were unambiguous or contradictory. The questionnaire was originally written in English but was translated into Kannada language for native-speaking participants to avoid blank responses and it was ensured that the translated form carried the same meaning.

Sample Population and Sampling Method

This study recruited individuals through purposive sampling as it is best suited for its efficiency, cost-effectiveness and direct access to the specific target population (Bakkalbasioglu, 2020). Using this method, individuals living in Bengaluru for the past 10 years and had experiences in consumption of OTT media services in the past three months were selected as the participants of this survey. As the present study focused on the impact of push and pull factors on consumer switching behavior in context to OTT platform, only those who had subscriptions in any OTT platforms (either international or national or both) were allowed to complete the survey. This selective approach ensured the direct connection of respondents to the research topic which enhanced the reliability and relevance of the collected data to draw the conclusion.

Data Collection

For primary data collection, an online questionnaire in Google form was distributed to 550 individuals from target population during September–October 2023 and circulated through various social networking sites and other digital communication channels to ensure wide reach. Such online survey helps people to complete the questionnaire in their free time without any hurdles (Aden et al., 2022).

In total, 420 responses were received, which were further scrutinized to remove incomplete or invalid entries. After screening, 385 valid responses were retained for analysis, yielding a 70% response rate. To justify the adequacy of the sample size, Krejcie and Morgan, (1970) table and Krejcie and Morgan, (1970) formula were applied. Using a 95% confidence level ($Z = 1.96$), an estimated population proportion ($p = 0.5$ for maximum variability), and a 5% margin of error ($e = 0.05$), the required sample size was 385 which completely satisfy the sample size in the present study. Ethical consent was obtained from all individuals before participation.

Statistical Analysis

Data was analyzed statistically using Statistical Package for Social Sciences (SPSS) software (24.0) of IBM Corporation. Participants' background information was evaluated by frequency and percentage distribution. Partial least squares structural equation modeling (PLS-SEM) approach was then employed using Smart-PLS 3 software to validate the proposed theoretical model. The measurement model was used to check the reliability and validity of the constructs. The structural model was assessed to analyze proposed hypotheses through path analysis using bootstrapping commands with 5000 bootstrap re-sampling (Hair et al., 2017; Ramayah et al., 2018). Satisfaction level, subscription cost, personalization, ease of use, habit and switching intention behavior were set as latent variables while items under each construct behaved as observed variables. SPSS Process Macro (version 3.4) was used to determine the moderating role of gender in the relationship of pull and push factors with switching intention behavior.

3. RESULTS

Sample Characteristics

The study surveyed OTT platform users in Bengaluru across different age groups where the majority falls within the age bracket of 31–60 years (86%). A majority of respondents were female (70.4%) and educated at least to the graduate level. Most respondents were between 31–50 years of age, indicating that OTT usage is prominent among working-age adults rather than just youth (Table 1).



Table 1 Demographic characteristics of the respondents

	Frequency (%)
Age	
21-30	36 (9.4%)
31-40	87 (22.6%)
41-50	136 (35.3%)
51-60	108 (28.1%)
>60	18 (4.7%)
Gender	
Male	114 (29.6%)
Female	271 (70.4%)
Education	
Diploma/Graduate	180 (46.8%)
Postgraduate	205 (53.2%)

In terms of platform subscriptions, international OTT services such as Amazon Prime (80%), Netflix (78.7%), and Hotstar (69.9%) dominated usage, while Indian platforms like Sony Liv (52.7%), Zee5 (50.4%), and Jio Cinema (37.1%) showed substantial but comparatively lower penetration. Viewers preferred television (51.9%) over Smartphone (12.5%) for streaming; highlighting that OTT consumption is still largely a family or shared activity. Usage peaked during weekends (50.1%), aligning with leisure time availability (Table 2).

Table 2 OTT platform usage patterns among respondents

	Frequency (%)
International OTT service subscription (Only respondents give yes)	
Netflix	303 (78.7%)
Amazon Prime	308 (80%)
YouTube Premium	112 (29.1%)
Hot Star	269 (69.9%)
Indian OTT service subscription (Only respondents give yes)	
Voot	96 (24.9%)
Sony Live	203 (52.7%)
Zee 5	194 (50.4%)
Mx Player	30 (7.8%)
Jio Cinema	143 (37.1%)
Other	28 (7.3%)
Preferred mode of OTT watch	
Smartphone	48 (12.5%)



	Frequency (%)
Multiple device	110 (28.6%)
Television	200 (51.9%)
Laptop	27 (7%)
When do you watch OTT platforms most	
Holidays	75 (19.5%)
Weekdays	114 (29.6%)
Weekends	193 (50.1%)
Festivals	3 (0.8%)

Structural Equation Modeling

Measurement Model

All constructs (Push, Pull, Mooring, and Switching Intentions) demonstrated high internal consistency, with Cronbach's alpha values exceeding 0.9, except for Mooring Factors (Habits), which recorded a value of 0.713. Although lower than the other constructs, this still lies within the acceptable threshold of ≥ 0.70 commonly recommended in exploratory research (Edelsbrunner et al., 2025). Furthermore, the constructs also exhibited strong convergent validity, with AVE values exceeding 0.7 (Table A1; Figure A1), thereby confirming the adequacy of the measurement model (Cheung et al., 2024). These results indicate that the measurement model is statistically robust, and the items used in the questionnaire were reliable in capturing the intended dimensions. In particular, the findings confirm that the scales effectively reflect dissatisfaction and cost-related triggers (push factors), personalization and usability benefits (pull factors), and habitual tendencies (mooring effects), along with the overall construct of switching intentions. This ensures that the study's analytical outcomes are built on a valid and reliable measurement foundation, enhancing the credibility of subsequent structural model interpretations.

All HTMT (Heterotrait–Monotrait) values were found to be below the recommended threshold of 0.90 (Table A2) (Gupta and Singharia, 2021). Constructs are sufficiently distinct. Push, Pull, Habits, and Switching Intention behaviors capture unique dimensions of OTT switching and are not overlapping. Diagonal AVE values are greater than correlations with other constructs, confirms discriminant validity, meaning that each construct represents a unique factor in the switching model (Table A3).

The results of the coefficient of determination (Table 3) show that the model explains a substantial proportion of variance in switching intention behavior, with an R^2 value of 0.772 and an adjusted R^2 of 0.760, indicating that about 76% of the variance is accounted for by the predictors. This suggests that the model possesses strong explanatory power and robustness, with minimal shrinkage between R^2 and adjusted R^2 . The model fit indices further support this conclusion, as the SRMR value of 0.076 for both the saturated and estimated models is below the recommended threshold of 0.08 (Sahoo, 2019), confirming a satisfactory overall fit. Additionally, the predictive relevance results are positive, with Q^2 values of 0.231 for the saturated model and 0.451 for the estimated model, both exceeding zero and demonstrating predictive validity (Chin, 2009). Together, these findings indicate that the structural model is both statistically sound and practically meaningful, providing strong explanatory and predictive power in capturing switching intention behavior, and reinforcing the reliability of the proposed framework in theory testing and practical application.

Table 3 Coefficient of determination and model fitness results

Variables	Coefficient of Determination (R^2)	
	R^2	Adj. R^2
Switching intention behavior	0.772	0.760
Model fit summary	Saturated model	Estimated model
SRMR	0.076	0.076
Q^2	0.231	0.451

Structural Model Analysis



Figure A2 presents the structural model for the moderator variable (Habits), illustrating the direct and moderating relationships tested in this study. The results of hypothesis testing are summarized in Table 4.

The analysis revealed that H1 was supported, as push factors (customer dissatisfaction and subscription fees) had a significant influence on switching intention ($t = 3.075$, $p = 0.001$). This finding confirms that dissatisfaction with content quality or rising subscription costs drives users to consider alternative platforms. Similarly, H2 was supported, with pull factors (personalization and ease of use) showing a significant effect on switching intention ($t = 3.148$, $p = 0.001$), indicating that appealing platform features such as tailored recommendations and ease of use encourage users to adopt regional OTT services.

Regarding the moderating role of habits, the results were mixed. H3a was supported, as the interaction effect of Habits \times Push was significant ($t = 1.957$, $p = 0.025$), suggesting that while dissatisfied users with weaker viewing habits are more likely to switch, heavy users resist change even in the face of dissatisfaction. Also, H3b was supported, since the interaction effect of Habits \times Pull was statistically significant ($t = 2.77$, $p = 0.039$), falling above the critical threshold ($t > 1.96$) (Dul et al., 2020). This indicates that user habits significantly moderate the relationship between pull factors and switching intention.

These findings provide support for the moderating role of habits within the PPM framework. Push and pull factors were confirmed as direct drivers of switching intention, and the moderation of habits on both push and pull factors was validated.

Table 4 Results of direct and moderating effects

	T-value	p-value	Decision
Direct effects			
Push -> Switching intention behavior	3.075	0.001	Supported
Pull -> Switching intention behavior	3.148	0.001	Supported
Moderating effects (Habits)			
Habit \times Pull -> Switching intention behavior	2.77	0.039	Supported
Habit \times Push -> Switching intention behavior	1.957	0.025	Supported

Moderating Effect of Gender on the Relationship between Push and Pull Factors Switching Behavior

The moderating role of gender was investigated which is illustrated in **Error! Reference source not found.5**. Two model was run to determine the moderating role of gender on the effect of push factor on switching intention of users, and moderation effect in the relationship between pull factor and switching intention. Both the model demonstrated that gender do not have any significant moderating role in any of the relationships (For push effect: $t = -0.207$; $p > 0.05$ and for pull effect: $t = -0.803$; $p > 0.05$), therefore H4a and H4b were not supported. Although gender did not have any statistically significant moderating influence, male and female consumers do have different influence on the switching intention behavior (Figure 2).

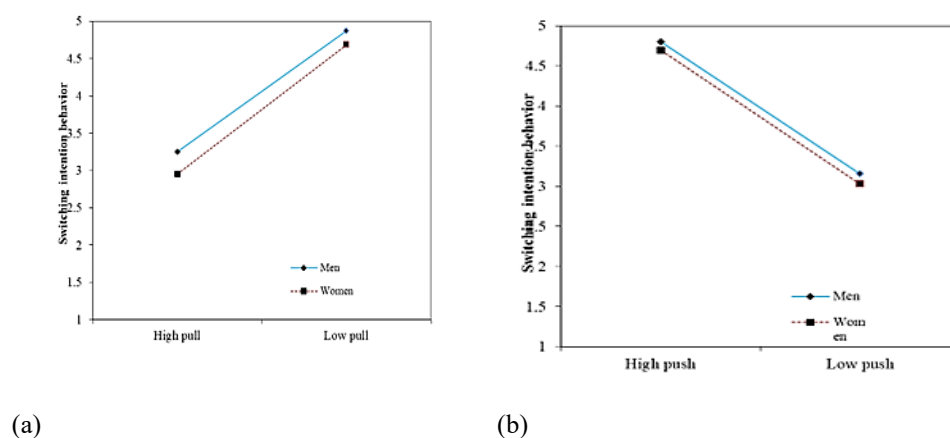
Table 5 Gender as a moderator for push and pull effects on switching intention behavior

Variables	Model 1 (Push)	Model 2 (Pull)
Independent Variables		
Gender	-0.084 (-0.537)	-0.472 (-1.629)
Push	0.814 (-6.225)***	
Pull		0.803 (6.183)***
Moderating Variable		
Push \times Gender	-0.015 (-0.207)	
Pull \times Gender		0.058 (0.815)
Conditional effect of X on Y		



Variables	Model 1 (Push)	Model 2 (Pull)
Male	-0.829 (-13.083)***	0.861 (13.687)***
Female	-0.844 (-26.012)***	0.918 (28.323)***
R ²	0.692	0.724
F value	285.667***	333.26***
ΔR^2 (Interaction)	0.000	0.000
Partial F value	0.043	0.664
Degrees of Freedom (df1 / df2)	3 / 381	3 / 381

Figure 2 Moderating effect of Gender on (a) pull and (b) push factors on switching intention



4. DISCUSSION

This study examines the factors influencing consumer switching intentions from global to regional OTT platforms using the Push–Pull–Mooring (PPM) framework. The findings offer important insights into how dissatisfaction, attraction, and habits collectively shape consumer migration patterns in the OTT sector. First, the results confirmed that push factors such as subscription costs and dissatisfaction with content or service quality significantly influenced switching intentions. This finding is consistent with earlier studies (Mannan et al., 2017; Prabhavathy and Senthilkumar, 2025), which demonstrated that perceived service inadequacies and financial burdens prompt users to abandon existing platforms. In the context of India, where price sensitivity is high, rising subscription fees on global platforms have accelerated the inclination toward affordable regional alternatives (Goswami et al., 2023). Secondly, pull factors such as personalization and ease of use having a significant influence on switching intentions is in-line with prior work (Pekpazar et al., 2023; Yadav, 2024) showing that tailored recommendations and platform usability enhance user satisfaction and encourage adoption. For Indian users, regional platforms offering content in local languages and simple navigation systems appear to be particularly appealing, further explaining their growing popularity (Sridevi et al., 2023). Third, the study established that habits act as a critical mooring factor that moderates the relationship between push/pull factors and switching behavior. Users with entrenched OTT habits were less likely to switch despite experiencing dissatisfaction, supporting the view that habitual media consumption fosters user stickiness (Chang and Chiu, 2023b; Tsai, 2023). Conversely, users with weaker habits were more open to migrating when dissatisfied or attracted by better alternatives (Lin et al., 2017). This highlights the dual role of habit as both a barrier and a facilitator of switching, underscoring its importance in retention strategies. However, gender did not significantly moderate the relationship between push/pull factors and switching intentions. This aligns with findings by Karunakaran et al., (2023), who reported no gender influence on OTT subscription behavior. The lack of significant differences suggests that both male and female consumers evaluate OTT services based on similar criteria, making gender-neutral strategies more effective for platform providers. From a theoretical standpoint, these findings validate the applicability of the PPM framework in the OTT context, demonstrating that switching intentions are driven by a combination of dissatisfaction with existing platforms, the attractiveness of alternatives, and the strength of established habits. From a practical perspective, global OTT providers must address concerns around affordability and content satisfaction to reduce churn, while regional platforms can strengthen their position by leveraging personalization, vernacular content, and usability to attract new users.

5. CONCLUSION



The current study set out to understand the factors influencing consumer switching intentions from global to regional OTT platforms in India. The results confirm that dissatisfaction with service quality and subscription costs (push factors) and attractive features such as personalization and ease of use (pull factors) both strongly influence switching behavior. At the same time, viewing habits emerged as an important mooring factor that moderates these effects, with heavy users showing resistance to change despite dissatisfaction, while lighter users demonstrated greater willingness to migrate. Notably, gender was found to have no significant moderating role, suggesting that switching drivers operate similarly across male and female users.

The research validates the PPM framework in the OTT context, showing that switching is shaped by a dynamic interaction between dissatisfaction, attraction, and habit strength. From a practical standpoint, global OTT providers must focus on affordability, diverse content offerings, and consistent service quality to retain users, whereas regional platforms can strengthen their market share by emphasizing personalized recommendations, language-driven content, and user-friendly interfaces. Overall, this study deepens the understanding of digital consumer behavior in India's fast-growing OTT sector and provides insights for developing strategies to balance retention and acquisition in an increasingly competitive marketplace. Moreover, as habit is acting as a significant moderating factor for switching intention, OTT platforms should consider in habit-building mechanisms by providing more personalized content or building user-friendly interface. Although the study provides significant implications for OTT platforms, certain limitations exist. Firstly, this study is a cross-sectional one limiting to understand the changing mindset of OTT consumers. Moreover, this study is limited to a metropolitan city in India which restricts to capture the perception of OTT users less urbanized and culturally exclusive cities..

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