

Adoption of OTT and Acceptance of Product Placement: A Systematic Review of Changing Viewer Preferences in India

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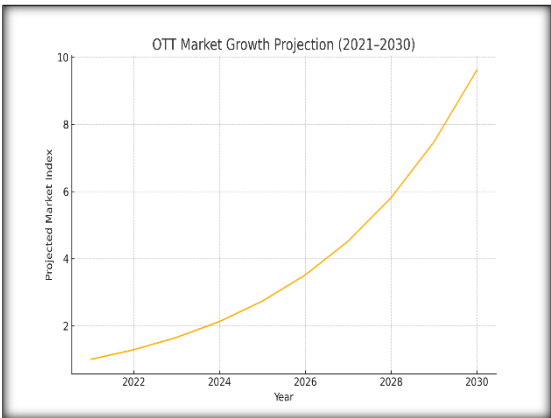
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ABSTRACT

This systematic review brings together academic research, empirical evidence, and industry reports to explore two major developments in India’s media landscape: the widespread adoption of OTT streaming platforms and the growing acceptance of product placement as a marketing strategy. Drawing from studies in communication, consumer behaviour, marketing, and media economics, the review identifies three forces driving this transformation—rapid technological progress, increasing demand for diverse and localized digital content, and the evolution of product placement techniques across cinema, streaming platforms, and mobile environments. The study introduces a conceptual model that explains how platform features, access to digital technology, and content attributes shape viewer attitudes and influence brand recall, while demographic factors and screen-specific behaviours moderate these effects. The findings suggest that as viewers shift toward personalized and mobile-first consumption, product placement has become more dynamic, data-informed, and context-sensitive than in traditional cinema. The review underscores important implications for marketers, platform designers, and researchers, highlighting the need for adaptive storytelling, analytically guided placement strategies, and closer attention to ethical challenges. Overall, this work offers an integrated framework for understanding how digital innovation continues to reshape both OTT adoption and product placement practices in India’s rapidly evolving entertainment ecosystem...

1. INTRODUCTION:

The Indian media and entertainment industry has undergone a profound transformation driven by the proliferation of OTT platforms and widespread adoption of smartphones. Once considered premium entertainment channels, OTT platforms have evolved into everyday commodities, supporting diverse content consumption behaviours. Concurrently, product placement—long utilized in cinema—has adapted to multi-screen ecosystems, offering marketers new avenues to embed branded messages within narratives. This review examines two interlinked shifts: (a) the accelerating adoption of OTT platforms in India, and (b) changing attributes of product placement across theatre, OTT, and mobile viewing contexts. By consolidating insights from existing scholarship, the study offers a research model explaining how platform type, viewer engagement, content strategies, and demographic factors interact to shape brand recall and acceptance of product placement.



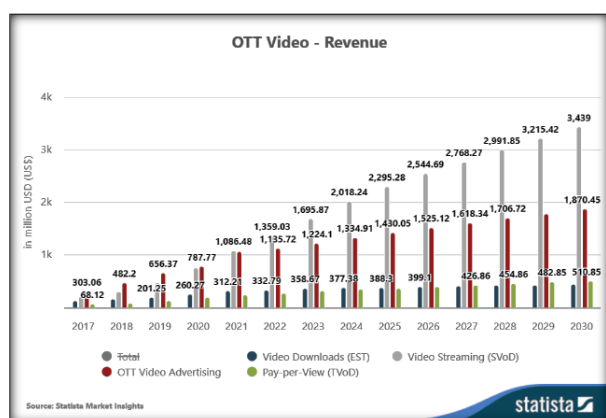
Source: OTT Market Growth Projection (2021–2030). Adapted from KPMG Media and Entertainment Report (2024).

Caption: Projected growth path of the Indian OTT market from 2021 to 2030, illustrating a steady rise in the early years followed by accelerated expansion toward the end of the decade, reflecting the sector’s shift toward rapid, technology-driven adoption.

Over time, the ways in which audiences consume films and video content have transformed significantly. Early reliance on cinema halls and broadcast television gradually expanded to include home-based formats such as VHS (Video Home System) tapes, DVDs, and cable services. Advances in digital technology have since introduced more convenient forms of access through

online streaming and Video on Demand (VoD) platforms, collectively referred to as Over-The-Top (OTT) services. These platforms allow viewers to watch content on a wide range of Internet-connected devices and provide greater flexibility by reducing traditional geographic and censorship limitations. They also offer improved audio-visual quality, contributing to the rising popularity of digital video consumption. As engagement with VoD services continues to grow, the industry is experiencing a period of substantial opportunity for content creators. Furthermore, the expansion of 5G networks is expected to support the development of new media products and services, strengthening the evolution of the entertainment sector (Sundaravel, E., & Elangovan. N, 2020).

One of the most notable developments in the media landscape is the rapid growth of online streaming platforms, which has significantly reshaped advertising practices and contributed to substantial increases in web traffic—reported in some cases to reach up to 80 percent. As the consumption of television series, films, sports, and other digital media becomes increasingly data-driven, major companies are integrating Over-The-Top (OTT) advertising into their broader performance strategies. This shift reflects a move toward more targeted, technology-enabled marketing approaches that align with current audience behaviors (Singh, S, 2023).



Product placement refers to the intentional incorporation of branded products or brand identifiers into media content—most commonly films and television programs—with the objective of shaping audience attitudes and perceptions. This strategy has gained prominence as a credible and attractive marketing tool, driven in part by the rising costs associated with traditional advertising and the increasing saturation of conventional media channels (Mridanish Jha, 2012).

In response, marketers are pursuing more distinctive and engaging avenues through which to reach target audiences and enhance the effectiveness of their communication efforts, thereby strengthening brand visibility. Cinema, in particular, has demonstrated considerable potential as a medium for consumer engagement and offers substantial opportunities for seamless product integration. Moreover, product placements are frequently accompanied by complementary promotional activities designed to highlight the collaboration between the brand and the entertainment content (Mridanish Jha, 2012).

Objectives:

To study the factors that will affecting for the growth rate of OTT platforms in India.

To study the shifting Attributes of Product Placement in the Indian Media Landscape.

2. METHODOLOGY

This paper adopts a systematic approach to synthesize peer-reviewed literature, industry reports, and analytical studies.

2.1 Databases & Sources Searched

Google Scholar; Scopus; Web of Science; Industry reports (KPMG, Deloitte, FICCI-EY)

2.2 Keywords Used

"OTT adoption", "product placement", "digital advertising India", "viewer preferences", "mobile viewing behavior", "brand recall", "digital product placement", "streaming platforms India".

2.3 Inclusion Criteria

Publications between 2012–2025; Studies focusing on India or emerging markets with comparable digital ecosystems; Empirical, conceptual, or analytical studies on OTT, product placement, or digital advertising behaviour.

3. Literature Review

3.1 Growth of OTT Platforms in India

Research consistently attributes OTT growth to improved digital infrastructure, increased smartphone penetration, and affordable data access (Sontakke, 2021). The market is projected to reach USD 12.5 billion by 2030, supported by hybrid revenue models combining subscription and advertising (Vora & Thakkar, 2024). Localization strategies—especially regional content—significantly enhance viewer engagement and platform loyalty (Khan, 2024).

Regulatory developments, such as OTT Rules 2023, focus on content moderation and consumer protection, though practical implementation challenges persist (Jena et al., 2024). Studies further highlight that preferences differ across age groups: younger viewers prefer series and romance genres, while older viewers gravitate toward films and documentaries (Sundaravel & Elangovan, 2020).

Recent scholarship highlights the rapid growth and transformation of the Over-the-Top (OTT) media sector, particularly within the Indian market. Sontakke (2021) notes that the expansion of OTT services has been accelerated by increasing internet affordability and lockdown-induced shifts in entertainment consumption patterns. This growth has supported greater production of regional content and enabled the coexistence of television, film, and digital platforms. Complementing this perspective, Khan, Vora, and Thakkar (2024) emphasize that rising smartphone adoption and evolving audience preferences for on-demand digital content have driven OTT platforms to prioritize original, culturally relevant programming. Their work underscores the role of

localization and tailored content strategies in sustaining competitive advantage.

Vora and Thakkar (2024) further examine the financial dimension of OTT operations, identifying hybrid revenue models—combining subscription and advertising streams—as critical to enhancing economic sustainability despite challenges related to pricing and operational efficiency. Regulatory developments have also shaped the sector. According to Jena et al. (2024), the introduction of frameworks such as the OTT Rules 2023 reflects attempts to address concerns around content moderation and consumer protection, though consistent enforcement remains a challenge for policymakers and platforms alike.

International perspectives broaden the discussion. Xu (2024) demonstrates how platforms such as Bili Bili have benefited from diversified revenue mechanisms, including value-added services and IP-driven offerings, which help maintain long-term viability amid shifting user demands. Similarly, Osemwegie (2025) argues that cross-cultural narrative strategies, adaptive storytelling models, and data-driven personalization systems significantly enhance global user engagement and retention. Research on consumer behaviour also highlights generational patterns: Skudiene et al. (2025) illustrate that Gen Z's platform loyalty is strongly shaped by personalized digital interactions and expectations of platform performance, while Nwabekee et al. (2024) show that culturally resonant storytelling and analytics-based content optimization contribute to stronger community building and brand equity in diverse markets.

Audience segmentation studies support these findings. Sundaravel and Elangovan (2020) report notable differences in content preferences across age groups, with younger viewers more inclined toward TV series—especially romance, drama, and thrillers—while older viewers gravitate toward films, documentaries, and action-oriented genres. Collectively, this body of literature illustrates that technological access, cultural relevance, innovative monetization models, regulatory pressures, and demographic shifts jointly shape the dynamic evolution of the OTT ecosystem.

3.2 Product Placement Trends across Viewing Platforms

3.2.1 Theatrical (Traditional) Environment

Product placement in traditional cinema environments operates within a highly controlled and immersive setting that offers unique advantages for brand visibility. As Kaur and Garg (2016) explain, the theatrical context—characterized by large screens, darkened auditoriums, and the absence of external distractions—creates a captive audience that cannot skip or fast-forward through scenes, thereby enabling brands to secure uninterrupted exposure. This immersive setting strengthens the influence of product integration on audience perception. Reddy and Kumar (2013) similarly emphasize that the scale of the cinema screen allows for both overt and subtle placements to be displayed with maximum visual impact, enhancing the likelihood that viewers will notice and remember branded elements. They note that Indian filmmakers have increasingly incorporated products ranging from electronics to automobiles and beverages directly into narrative sequences, leveraging the collective viewing

experience to reinforce brand recall through shared attention.

Industry analyses further highlight structural advantages and constraints associated with cinematic product placement. According to FICCI and EY (2025), once a brand is embedded in a film's original footage, the placement becomes permanent across all subsequent distribution channels—including theatrical releases, television broadcasts, and digital streaming—which ensures long-term, consistent visibility. However, this permanence also entails substantial upfront investment and offers limited flexibility for later modifications. Moreover, cinematic placements lack personalization; all viewers, regardless of demographic background or prior consumption patterns, encounter the same brand integrations. As a result, measurement techniques remain relatively broad, relying primarily on box-office performance indicators and large-scale recall studies rather than detailed analytics on individual audience engagement.

3.2.2 OTT Platforms (Modern Environment)

The emergence and rapid adoption of OTT platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar have reshaped the dynamics of product placement in India, altering both viewer behavior and brand exposure strategies. Sharma and Batra (2020) argue that binge watching, a defining feature of OTT consumption, intensifies the frequency with which audiences encounter branded content, as users often watch multiple episodes or films in a single sitting. In contrast to theatrical releases—where exposure is time-bound—OTT content remains continuously accessible, extending the lifespan of product placements and enabling prolonged audience contact with integrated brands. However, this environment also presents unique challenges. Gupta and Singh (2021) observe that viewers frequently skip intros, ignore promotional segments, and increasingly expect ad-free experiences, especially when subscribing to premium plans. As a result, brands must rely on more seamless and natural integration within narratives to maintain visibility. Additionally, the interactive nature of OTT platforms allows users to pause, multitask, or fast-forward, potentially diminishing the effectiveness of subtle placements and making it essential for marketers to design integrations that can withstand fragmented viewing patterns.

The diversity of India's OTT audience further complicates placement decisions; given the wide range of demographic groups and content preferences served by these platforms, brand managers must carefully select programs that align with their target segments. At the same time, the rise of regional-language content has opened new avenues for localized placement strategies, enabling companies to engage more authentically with specific linguistic and cultural communities across India. Moreover, the OTT ecosystem has introduced sophisticated data analytics capabilities that were previously unavailable in traditional media environments. According to KPMG International (2024), platforms can now track granular behavioral metrics—such as pause frequency, episode completion rates, and correlations

between placement type and viewer retention—allowing advertisers to evaluate return on investment (ROI) with far greater precision. Collectively, these developments demonstrate how OTT platforms have transformed product placement from a static, exposure-based tactic into a dynamic, data-driven marketing strategy.

3.2.3 Mobile & Tablet Viewing (Personalized Digital Environment)

The expansion of tablet and mobile viewing has transformed product placement strategies by enabling highly personalized and context-sensitive brand integrations. Deloitte (2025) notes that mobile platforms allow advertisers to tailor embedded products to individual viewers by using data derived from user profiles, viewing histories, and geographic indicators. As a result, two viewers watching the same scene may encounter different branded elements—for example, a viewer in Delhi may see signage featuring a competing brand, whereas a viewer in Mumbai may be shown a promotion for a local financial institution. Mobile viewing also supports real-time transactional interactions, creating opportunities for “shoppable” placements in which viewers can directly tap a product displayed on-screen and be redirected to an associated e-commerce page, further blurring boundaries between entertainment and commercial activity. These shifts require advertisers to design placements that function effectively on small screens, relying on close-up visuals, prominent logos, and simplified imagery because subtle background placements often lose visibility on handheld devices. The dominance of mobile viewing in India reinforces this approach; Kumar et al. (2019) observe that smartphones and tablets have become the primary content-consumption devices for younger audiences and for viewers in tier-2 and tier-3 cities, where mobile penetration surpasses access to traditional television. However, mobile viewing also brings challenges.

Patel and Desai (2022) emphasize that multitasking, short attention spans, and the distractions inherent in mobile consumption reduce the likelihood that viewers will process subtle brand cues, making it essential for product placements to coincide with central narrative moments. At the same time, the intimate nature of mobile viewing—often accompanied by headphone use—enhances the effectiveness of audio-based integrations, giving brands additional pathways for sensory engagement.

Beyond personalization, the digital shift toward tablet and mobile consumption has created new opportunities for interactive, adaptive, and data-driven product placement strategies. As brands seek to navigate an increasingly dynamic media landscape, digital platforms allow for more immersive and emotionally engaging advertising experiences that strengthen audience connection and improve brand recall. DeLegge (2024) argues that digital product placement (DPP) technologies have reshaped content production by enabling more flexible monetization models and granting advertisers greater control over placement prominence across formats such as films, television episodes, online videos, and streaming media. The effectiveness of these strategies depends on a nuanced understanding of contextual, technological, and

consumer factors. Grewal et al. (2015) find that mobile advertising can deliver highly relevant promotional content when organizations align environmental cues, consumer behaviours, and technological affordances with clear advertising objectives. Location-based advertising (LBA) further enhances the precision of product placement.

Bauer and Strauss (2016) show that mobile devices enable advertisers to target users not only on an individual level but also according to their real-time geographic positions, allowing dynamic adjustments to messaging through remote content replacement. The integration of digital product placement with eye-tracking research offers additional insight into how audiences perceive branded content. Kim and Shin (2017), examining responses to digital PPL within OTT environments, identify patterns of visual attention and categorize user attitudes into pragmatic, conservative, and rational orientations, emphasizing the need to position branded elements in visually optimal locations that naturally attract viewer focus.

Digital ecosystems also facilitate more meaningful forms of engagement by making product placements participatory and transactional. Zindler and Zimmermann (2015) describe systems that allow viewers to interact directly with products featured in a digital video through on-screen shopping indicators that appear when merchandise enters the frame; viewers can pause the video to access product details and purchase items instantly. This interactivity extends the role of product placement beyond passive exposure, transforming it into a seamless point-of-sale mechanism embedded within entertainment.

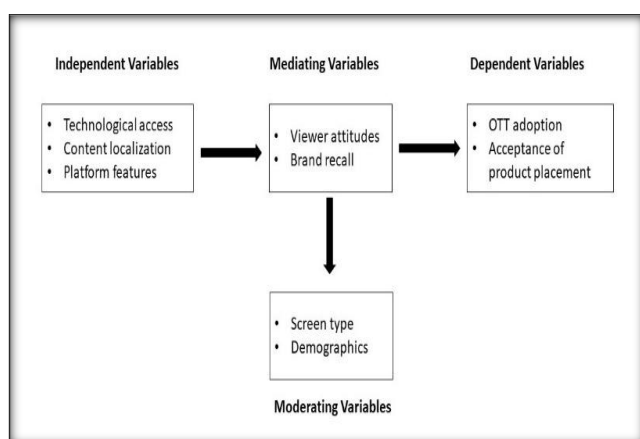
Veloso et al. (2016) highlight the broader infrastructural challenge of delivering such personalized placements in real time, proposing a system in which viewer profiles, metadata-driven product descriptions, and advertiser objectives are synchronized through a negotiation platform that renders customized product placements at the viewer’s device level. Collectively, these technological advances demonstrate how digital consumption environments are redefining product placement strategies by enabling personalization, interactivity, and real-time adaptation—ultimately shifting branded integration from a static exposure-based model to a dynamic, data-driven, user-cantered marketing system.

3.3 Viewer Attitudes, Recall, and Behavioral Responses

Studies find that product placement enhances realism and narrative authenticity (Srivastava, 2018). Prominent placements improve recognition, while familiarity boosts unassisted recall (Rohit, 2015). Mobile viewers display lower recall for subtle placements but higher recall for audio-integrated brand cues (Patel & Desai, 2022).

Product placement can positively affect purchase intent and social media engagement, especially when integrated verbally or closely tied to plot developments (Fossen & Schweidel, 2019).

4. Research Model



Caption: This conceptual framework illustrates the relationships among core constructs: independent variables (technological access, content localization, platform features), mediating variables (viewer attitudes, brand recall), moderating variables (screen type, demographics), and dependent variables (OTT adoption, acceptance of product placement). Directional arrows indicate hypothesized causal pathways.

5. Discussion

The review identifies a major structural shift in product placement dynamics, triggered by technological change, platform design, and evolving consumer habits. Theatrical placement remains visually dominant but lacks personalization. OTT environments support narrative-driven, culturally embedded branded content, strengthened by user analytics. Mobile devices introduce both challenges (short attention spans) and opportunities (shoppable placements, location-based personalization).

Viewer acceptance depends heavily on perceived relevance, subtlety, and contribution to storytelling. Brand recall varies by screen size, placement prominence, and viewer engagement patterns. The interplay of these factors shapes the commercial value of integrated advertising in India's digital ecosystems.

6. Conclusion

The findings of this systematic review demonstrate that India's media ecosystem is undergoing a profound transformation driven by rapid technological development, shifting viewer preferences, and the diversification of content delivery platforms. As audiences transition from traditional cinema halls to OTT services and mobile devices, product placement strategies have evolved from static, universally delivered integrations to highly dynamic, data-driven, and personalized communication tools. Theatrical environments continue to offer immersive and uninterrupted brand exposure, yet lack flexibility and personalization. OTT platforms, by contrast, introduce a hybrid space where narrative-embedded placements, cultural relevance, and advanced analytics converge to refine brand visibility. Mobile and tablet screens add an additional layer of complexity by enabling individualized, shoppable, and interactive placements that align with India's growing mobile-first consumption patterns.

Across these environments, viewers exhibit diverse behavioural tendencies shaped by screen size, attention span, cultural background, and technological familiarity. The evidence suggests that product placement effectiveness now relies on context-sensitive design, platform compatibility, and the strategic use of personalization technologies. As the entertainment landscape becomes increasingly algorithmic and user-centric, brands must embrace adaptive storytelling, digital integration, and real-time data insights to sustain engagement and improve recall outcomes.

Ultimately, the future of product placement in India will be determined by the interplay between evolving digital infrastructures, consumer expectations for seamless content experiences, and the capacity of marketers to balance creativity with analytics-driven precision. These developments indicate that product placement is shifting from a supplemental promotional technique to a core component of integrated marketing communication in the digital era.

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