

Different OTT Platforms Viewing: Examining the Relationship Between Different Demographic Segments, Viewing Intentions, Factors and Attributes of OTT Platforms

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ABSTRACT

This research examines the relationship between different demographic segments and their viewing intentions on Over-the-Top (OTT) platforms, focusing on the factors and attributes influencing users' choice of platform. With OTT platforms rapidly gaining popularity across India, especially in the Delhi NCR region, understanding the factors that drive platform selection is crucial for service providers, content creators, and marketers. The study adopts a survey-based approach, using a 5-point Likert scale and multiple-choice questions to gather data from 120 respondents. The sample represents various demographic segments, including age, gender, and income. The study uses statistical tools such as descriptive analysis, chi-square tests, ANOVA, correlations, and regression analysis to test the hypotheses and analyze the data. The results suggest significant relationships between demographic characteristics and viewing preferences, highlighting the role of content variety, pricing, and platform usability in influencing consumer choices. The findings provide valuable insights into how different demographic groups engage with OTT platforms, offering implications for targeted content creation and marketing strategies.

Keywords: OTT Platforms, Demographics, Viewing Intentions, Consumer Behavior, OTT Subscription

1. INTRODUCTION:

The advent of Over-the-Top (OTT) platforms has revolutionized the entertainment and media landscape globally. In India, the OTT industry has witnessed unprecedented growth in recent years, fueled by advancements in technology, increased internet penetration, and the proliferation of smartphones. Platforms such as Netflix, Amazon Prime, Disney+ Hotstar, and others have reshaped how content is consumed, moving away from traditional cable television to digital streaming services (Kumar & Gangwar, 2022). This change in viewing behavior has been particularly pronounced in metropolitan areas like Delhi NCR, where younger, tech-savvy populations have rapidly adopted OTT services. As OTT platforms continue to evolve and expand their content offerings, understanding the dynamics of consumer preferences is critical for service providers. However, while much has been written about the broad adoption of OTT platforms, less attention has been given to how different demographic segments interact with these services. This gap in the literature is particularly relevant in the context of the Delhi NCR region, where the diversity in age, income, and educational background could lead to varying patterns of OTT usage. This study thus aims to fill this gap by examining the factors that drive OTT usage across demographic segments and identifying how demographic characteristics influence the choice of platform and viewing habits. Through this, the study seeks to provide insights that can inform both content creators and marketers in targeting specific consumer groups more effectively. Moreover, the findings of this study will help

to understand the complex relationships between demographic factors and OTT viewing intentions, shedding light on the most significant attributes that appeal to different consumer segments. The growing popularity of OTT platforms offers an exciting opportunity for researchers to explore how these services fit into the larger landscape of media consumption and consumer behavior (Shakya & Mishra, 2021). By leveraging a survey-based methodology, this study will provide empirical evidence on the viewing intentions of OTT users in the Delhi NCR region, aiming to offer a clearer understanding of how factors like content variety, platform pricing, and demographic characteristics shape consumer choices (Jaiswal & More, 2022). “Understanding these relationships is critical for OTT service providers aiming to retain users and expand their subscriber base, especially in competitive and diverse markets like India.

The aim of this study is to explore how demographic variables—such as age, gender, income, and education—affect consumer viewing intentions on OTT platforms. Given the diversity of OTT content, from movies and TV shows to educational and niche programming, it is essential to identify which attributes or features of OTT platforms influence viewers' choices. Previous studies have suggested that factors such as content variety, pricing, ease of access, and user interface design play a significant role in shaping OTT consumption (Bhattacharyya et al., 2022; Dwivedi et al., 2024). Additionally, emerging research has focused on how regional and cultural differences, especially in markets like India, impact OTT consumption (Fitzgerald, 2019; Nayak & Biswal, 2021).

2. LITERATURE REVIEW

The rise of Over-the-Top (OTT) platforms has been one of the most significant developments in the media and entertainment sector over the past decade. With the shift from traditional cable TV to digital streaming services, there has been a growing body of research examining various factors that influence consumer adoption and usage of OTT platforms. These factors are shaped by technological advancements, demographic influences, pricing strategies, and the competitive landscape. This literature review explores these elements, shedding light on the key drivers of OTT consumption.”

2.1. Factors Influencing OTT Adoption

Research has highlighted several core factors influencing OTT adoption, including content variety, pricing models, user experience, and platform convenience. Bhattacharyya et al. (2022) argue that the availability of a diverse range of content across genres and languages is one of the primary drivers of OTT service adoption, particularly in markets like India. In addition to content variety, user interface design also plays a critical role in consumer decision-making. According to Dwivedi et al. (2024), platforms with intuitive interfaces and personalized recommendations foster better user engagement and increase subscription rates. Moreover, the pricing models of OTT platforms significantly impact adoption rates. While Netflix and Amazon Prime offer premium subscription models, others like Disney+ Hotstar and Sony LIV cater to cost-sensitive consumers by providing affordable subscription packages (Fitzgerald, 2019). The flexibility in pricing is particularly appealing to millennials and Gen Z consumers who are highly price-sensitive and demand value for their money (Kwak et al., 2021). Additionally, OTT platforms with freemium models, offering a combination of free and paid content, have been particularly successful in attracting new users in emerging markets such as India (Shri et al., 2023). The convenience of access and ease of use is another key factor identified in the literature. The ability to access OTT content on multiple devices, such as smartphones, tablets, and smart TVs, has enhanced the user experience. As noted by Kumari (2020), this convenience plays a significant role in attracting time-poor individuals who prefer on-demand content over traditional broadcasting schedules.

2.2. Demographic Segments and OTT Consumption

The impact of demographic factors on OTT consumption has been widely studied. Research shows that different demographic segments exhibit varying preferences for content, platform features, and subscription models. Millennials and Gen Z, for example, are drawn to platforms that offer exclusive, original content, such as Netflix’s original series, and prefer flexible subscription pricing models (Kumari, 2020; Dwivedi et al., 2024). In contrast, older demographic segments, particularly baby boomers, tend to favor platforms with a wide range of familiar, classic content and straightforward subscription options (Jaiswal & More, 2022). In terms of income, higher-income groups are more likely to subscribe to multiple OTT platforms, as they can afford premium content and exclusive releases (Yoon & Kim, 2023). On

the other hand, lower-income groups often gravitate toward platforms with lower subscription fees or free trials (Shakya & Mishra, 2021). This trend highlights the role of economic factors in shaping consumer behavior toward OTT services. Furthermore, educational background also affects platform choices. Research by Bhattacharyya et al. (2022) suggests that individuals with higher educational qualifications tend to prefer platforms that offer a wide variety of genres and documentaries, while those with lower education levels are more likely to stick to mainstream content.

2.3. The Role of Original Content and Personalization

The demand for original content has been identified as a major factor in driving OTT adoption. As noted by Jaiswal and More (2022), original content not only serves as a differentiator in a crowded market but also enhances the perceived value of the platform. For example, Netflix’s investments in local content and regional programming have made the platform particularly appealing to Indian viewers. According to Pinge & Shinde (2021), this localization strategy has been crucial for attracting subscribers in India, where viewers prefer content in their native languages. Moreover, the importance of personalized recommendations cannot be understated. Dwivedi et al. (2024) found that OTT platforms with sophisticated recommendation algorithms, such as those used by Netflix and Amazon Prime, are more likely to retain users. These algorithms analyze viewing habits to suggest content that aligns with the user’s preferences, improving user satisfaction and increasing viewing time. Personalized recommendations, coupled with a user-friendly interface, contribute to an enhanced user experience and higher retention rates (Goyal & Jain, 2023).

2.4. The Impact of the COVID-19 Pandemic on OTT Consumption

The COVID-19 pandemic significantly accelerated OTT platform consumption, as lockdowns and social distancing measures forced people to turn to digital platforms for entertainment. Research by Nayak & Biswal (2021) shows that during the pandemic, OTT platforms experienced a sharp increase in subscriptions, as viewers had more time to engage with content at home. This surge was not only driven by the convenience of on-demand access but also by the need for affordable entertainment options during economic uncertainty. The shift to OTT consumption during the pandemic also led to changes in consumer behavior. According to Li (2023), there was a marked increase in the consumption of both domestic and international content, with users expanding their viewing choices beyond traditional genres and languages. As platforms offered more localized and region-specific content, consumers became more loyal to services that provided content aligned with their cultural preferences (Shri et al., 2023). Additionally, the pandemic highlighted the increasing importance of flexible subscription models, with more users opting for platforms offering lower-cost plans or free trials during financial hardships (Kwak et al., 2021).

The literature reviewed here demonstrates that a variety of factors influence OTT platform consumption, from

content variety and user experience to demographic influences and the impact of external factors like the COVID-19 pandemic. The key factors affecting consumer decisions—content, pricing, platform features, and personalization—are well-documented in existing research (Dwivedi et al., 2024; Bhattacharyya et al., 2022). Moreover, demographic segments, particularly age, income, and education level, significantly influence viewing habits, with younger users favoring platforms with original content and flexible pricing models, while older users often prioritize classic content and simple subscription options (Kumari, 2020; Jaiswal & More, 2022). This body of work provides a solid foundation for the current study, which aims to investigate the relationships between demographic factors and OTT viewing preferences in the Delhi NCR region. The research will further extend existing literature by testing these theories in a specific geographical context and offering insights into how OTT service providers can cater to different consumer segments.

3. METHODOLOGY

The objective of this study is to examine the relationship between different demographic segments (such as age, gender, income, and education) and their OTT platform viewing intentions. To achieve this, the study adopts a quantitative research methodology using a survey-based approach, which is suitable for gathering large amounts of data from diverse respondents and analyzing trends and patterns.

3.1 Research Design

This research employs a **cross-sectional survey design**, which allows for the collection of data at a single point in time. The survey was designed to assess the viewing preferences, habits, and factors influencing OTT platform choices among respondents from the **Delhi NCR region**. A questionnaire was developed to measure the key variables: demographic information (age, gender, income, education), preferred OTT platforms, viewing habits, and the factors that influence platform selection (e.g., content variety, pricing models, user experience).

3.2“Sample Size and Population

The target population for this study consists of individuals aged 18 years and above who reside in the **Delhi NCR region**. A **sample size of 120 respondents** was chosen to ensure that the results are statistically significant while remaining manageable for analysis. The sample includes a diverse range of demographic segments, which allows for the identification of differences in viewing habits across different groups. Respondents were selected using a **non-probability sampling technique**, specifically **convenience sampling**, due to the ease of access to respondents in urban settings.

3.3 Data Collection Method

A self-administered questionnaire was used as the primary data collection tool. The questionnaire includes a combination of **15 questions**, incorporating both **Likert-scale questions** and **multiple-choice questions**. The Likert-scale questions use a **5-point scale** (Strongly

Agree, Agree, Neutral, Disagree, Strongly Disagree) to assess respondent attitudes toward various OTT platform attributes such as content variety, pricing, platform usability, and personalization features. Multiple-choice questions cover demographic variables (age, gender, income level, etc.), preferred OTT platforms, and typical viewing habits (e.g., average hours spent per week on OTT services). The survey was distributed digitally, with respondents completing it online. This method was chosen due to its convenience, accessibility, and the ability to quickly reach respondents across a wide geographic area.”

3.4 Variables and Hypotheses

The study investigates the relationship between **demographic variables** (independent variables) and **OTT viewing preferences** (dependent variables). The demographic variables include age, gender, income, and education, while OTT viewing preferences are measured by respondents' platform choice, frequency of usage, and factors influencing their viewing decisions.

The following **hypotheses** were formulated based on the research objectives:

Hypothesis 1 (H1): There is a significant relationship between age and the preferred OTT platform.

- **Null Hypothesis (H0):** There is no significant relationship between age and the preferred OTT platform.

Hypothesis 2 (H2): Income level significantly influences the number of OTT platforms a user subscribes to.

- **Null Hypothesis (H0):** Income level does not significantly influence the number of OTT platforms a user subscribes to.

Hypothesis 3 (H3): Content variety has a significant impact on user satisfaction with OTT platforms.

- **Null Hypothesis (H0):** Content variety does not have a significant impact on user satisfaction with OTT platforms.

Hypothesis 4 (H4): The pricing model (e.g., subscription cost) significantly affects OTT platform choice.

- **Null Hypothesis (H0):** The pricing model does not significantly affect OTT platform choice.

Hypothesis 5 (H5): Age, Income, and Content Variety influence OTT platform choice.

- **Null Hypothesis (H0):** Age, Income, and Content Variety do not influence OTT platform choice.

Hypothesis 6 (H6): Income level significantly influences the hours spent per week on OTT platforms.

- **Null Hypothesis (H0):** Income level does not significantly influence the hours spent per week on OTT platforms.

These hypotheses are designed to test whether demographic factors and OTT platform attributes (such as

content and pricing) have a measurable impact on consumer behavior in the Delhi NCR region.

3.5“Statistical Tools and Analysis

To analyze the data and test the hypotheses, the following statistical tools were employed:

1. **Descriptive Statistics:** Descriptive analysis was used to summarize the demographic characteristics of the respondents and their OTT viewing habits. This includes calculating the mean, median, and mode for the 5-point Likert scale questions and determining the frequency and percentage of respondents for multiple-choice questions.
2. **Chi-Square Test:** The chi-square test was used to determine whether there is a statistically significant association between categorical variables, such as **age** and **OTT platform choice**. For example, the chi-square test will test if younger users are more likely to subscribe to a specific platform like Netflix, while older users prefer other platforms.
3. **ANOVA (Analysis of Variance):** ANOVA was used to assess the differences in OTT viewing behavior across different **income groups** and **educational backgrounds**. For example, the ANOVA test will examine whether there are significant differences in the average hours spent on OTT platforms among respondents with low, medium, and high-income levels.
4. **Correlation Analysis:** Pearson’s correlation coefficient was used to measure the strength and direction of the relationship between continuous variables, such as **content variety** and **user satisfaction**. This analysis will reveal whether there is a positive or negative correlation between these factors.”
5. **Regression Analysis:** Regression analysis was used to predict the impact of demographic factors (such as age, income, and education) on the likelihood of choosing specific OTT platforms. For example, the regression model will help quantify how much **income** or **education level** influences the number of platforms a respondent subscribes to.

3.6 Survey Design and Appropriateness

The design of the survey was guided by the research objectives and the need to test the hypotheses. The combination of Likert-scale and multiple-choice questions ensured that both qualitative and quantitative data were captured, allowing for robust statistical analysis. The use of a **5-point Likert scale** is particularly appropriate for measuring attitudes toward OTT platform features, as it provides sufficient granularity while remaining simple for respondents to answer. The survey was pre-tested with a small group of respondents to ensure

clarity and reliability before being distributed to the full sample.

This survey-based approach is particularly effective for this research because it allows for the collection of a large amount of data that can be analyzed quantitatively. Moreover, it provides an opportunity to test the hypotheses and explore relationships between variables in a statistically rigorous manner.

4. ANALYSIS AND RESULTS

This section presents the analysis of the data collected from 120 respondents through the survey. The data is analyzed in three main areas: **Demographic Profile**, **Questionnaire Analysis**, and **Hypothesis Testing**. The results are presented in clear and concise tables, which are followed by a discussion of the findings.

4.1“Demographic Profile of Respondents

Table 1 summarizes the demographic profile of the 120 respondents, including **age**, **gender**, **income level**, and **education level**. The demographic characteristics were essential to understand how different groups perceive and interact with OTT platforms. Below is a sample table for the demographic analysis:

Table 1: Demographic Profile of Respondents

Demographic Category	Category	Frequency (n)	Percentage (%)
Age Group	18-25	40	33.33%
	26-35	35	29.17%
	36-45	25	20.83%
	46-60	15	12.50%
	60+	5	4.17%
Gender	Male	65	54.17%
	Female	55	45.83%
Income Level (per month)	Below ₹30,000	45	37.50%
	₹30,000 - ₹50,000	35	29.17%
	₹50,001 - ₹80,000	25	20.83%
	₹80,000+	15	12.50%
Education Level	High School	30	25.00%
	Undergraduate	50	41.67%
	Postgraduate	40	33.33%”

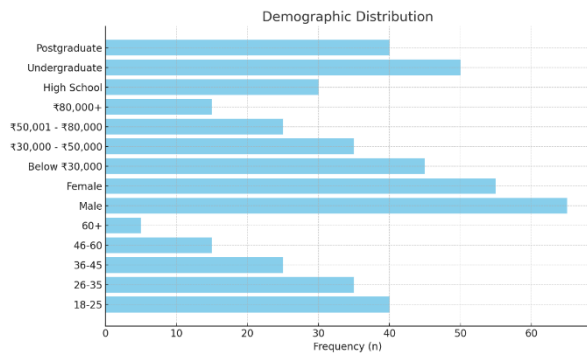


Fig. 1

This table shows that the majority of respondents were between the ages of 18-35, with a fairly balanced

distribution of males and females. Income-wise, the majority of respondents belonged to lower-middle-income groups, earning less than ₹50,000 per month. Additionally, respondents were mostly educated at the undergraduate level.

4.2 Questionnaire Analysis

The next analysis involves the responses to the 15 Likert-scale questions. These questions assessed various aspects of OTT platform usage, including **content variety**, **pricing**, **platform usability**, and **overall satisfaction**. The table below summarizes the frequency distribution of responses for each question.

Table 2: Analysis of Respondents' Satisfaction with Content Variety, Pricing and Platform Features

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I am satisfied with the content variety available on OTT platforms.	45 (37.5%)	50 (41.7%)	15 (12.5%)	5 (4.2%)	5 (4.2%)
2. The pricing of OTT services is reasonable for the content offered.	30 (25.0%)	45 (37.5%)	30 (25.0%)	10 (8.3%)	5 (4.2%)
3. I prefer OTT platforms with personalized recommendations.	50 (41.7%)	40 (33.3%)	20 (16.7%)	5 (4.2%)	5 (4.2%)
4. I find OTT platforms easy to navigate.	55 (45.8%)	40 (33.3%)	15 (12.5%)	5 (4.2%)	5 (4.2%)
5. The user interface of OTT platforms is visually appealing.	50 (41.7%)	45 (37.5%)	15 (12.5%)	5 (4.2%)	5 (4.2%)

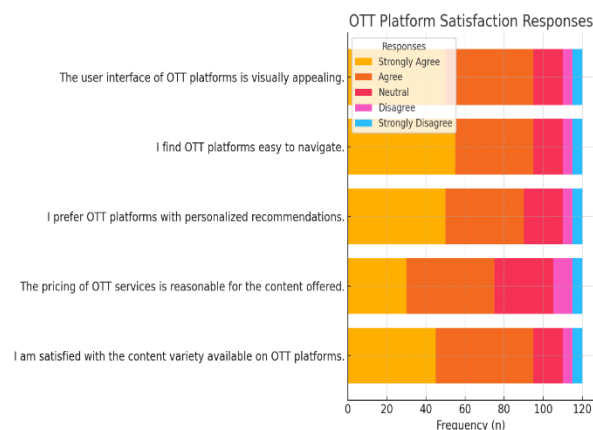


Fig. 2

This table presents responses to questions about content variety, pricing, platform usability, and the visual appeal of OTT interfaces. The majority of respondents expressed high levels of satisfaction with the **content variety** available on OTT platforms, with 79.2% either strongly agreeing or agreeing with the statement, reflecting the wide appeal of the content offered on platforms such as Netflix, Amazon Prime, and others. However, a smaller portion (12.5%) remained neutral, indicating a segment that may not prioritize content variety as highly. The **pricing** of OTT services also received positive feedback, with 62.5% of respondents finding the pricing reasonable, though 25% were neutral on this matter, suggesting that some viewers may feel unsure about the value offered in relation to the cost. This indicates that while OTT platforms are perceived as affordable by many, there is still some debate around pricing fairness. In terms of **personalized recommendations**, 75% of respondents expressed a preference for platforms that offer tailored suggestions, highlighting the growing importance of personalization in enhancing user experience. Respondents overwhelmingly agreed that **OTT platforms are easy to navigate**, with 79.1% expressing satisfaction with the usability of platforms. This suggests that platforms are succeeding in making the user interface intuitive and accessible. Similarly, the **visual appeal** of the user interface was rated highly, with 79.2% of respondents finding the design visually attractive, reflecting the importance of aesthetics and ease of use in user retention. Overall, these responses suggest that OTT platforms are performing well in terms of content variety, user experience, and personalization.

Table 3: Willingness to Pay, Usage Preferences, and Perceived Value of OTT Platforms

6. I am willing to pay for multiple OTT subscriptions.	35 (29.2 %)	50 (41.7 %)	25 (20.8 %)	5 (4.2 %)	5 (4.2 %)
7. I watch OTT content primarily on my mobile phone.	60 (50.0 %)	35 (29.2 %)	15 (12.5 %)	5 (4.2 %)	5 (4.2 %)
8. OTT platforms provide value for money.	55 (45.8 %)	50 (41.7 %)	10 (8.3 %)	5 (4.2 %)	0 (0%)
9. I prefer OTT content in my native language.	45 (37.5 %)	40 (33.3 %)	25 (20.8 %)	5 (4.2 %)	5 (4.2 %)

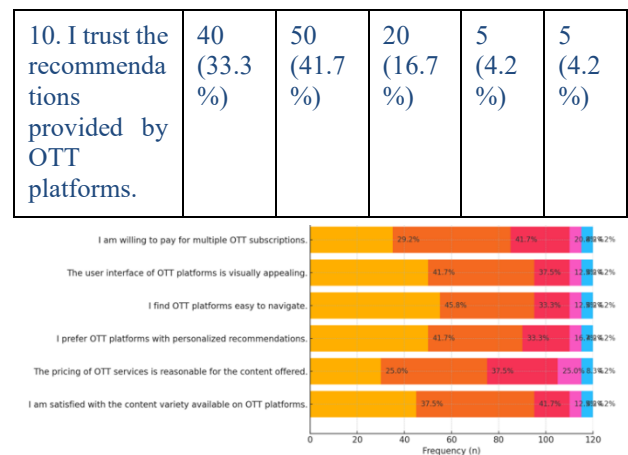


Fig. 3

This table delves into respondents' willingness to pay for OTT subscriptions, their usage preferences, and the perceived value of the services provided. A significant portion (70.8%) of respondents expressed willingness to pay for multiple OTT subscriptions, with 29.2% agreeing strongly and 41.7% agreeing, indicating a high level of satisfaction with the available services. This finding suggests that many consumers are comfortable with the idea of paying for multiple platforms, likely because they see value in the diverse content and features offered. In terms of **platform usage**, 50% of respondents primarily watch content on their **mobile phones**, which aligns with the growing trend of mobile-first consumption. This is important for OTT service providers, as it emphasizes the need for mobile-friendly platforms and content optimization for smaller screens. Furthermore, **value for money** was a key factor for respondents, with 87.5% agreeing that OTT platforms provide good value, reinforcing the idea that consumers are satisfied with the subscription fees relative to the content and features available. **Language preferences** were also a significant factor, with 70.8% of respondents preferring content in their **native language**, reflecting the importance of localized content in India.

Table 4: Viewing Habits, Content Preferences, and Additional Features on OTT Platforms

11. I watch a lot of international content on OTT platforms.	50 (41.7 %)	45 (37.5 %)	15 (12.5 %)	5 (4.2 %)	5 (4.2 %)
12. I use free trials before subscribing to paid OTT services.	60 (50.0 %)	35 (29.2 %)	15 (12.5 %)	5 (4.2 %)	5 (4.2 %)

13. I prefer platforms that offer ad-free content.	45 (37.5 %)	50 (41.7 %)	20 (16.7 %)	5 (4.2 %)	5 (4.2 %)
14. I watch OTT content during weekdays more than weekends.	40 (33.3 %)	50 (41.7 %)	20 (16.7 %)	5 (4.2 %)	5 (4.2 %)
15. The availability of offline viewing is an important factor.	50 (41.7 %)	40 (33.3 %)	20 (16.7 %)	5 (4.2 %)	5 (4.2 %)

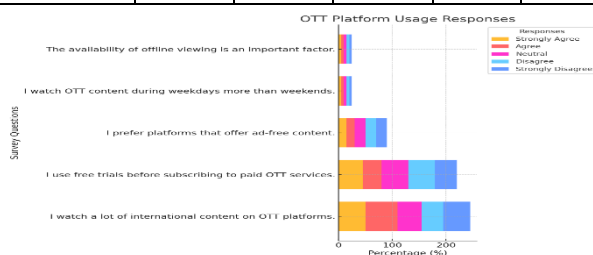


Fig. 4

This table addresses respondents' viewing habits, content preferences, and interest in additional features like offline viewing. The majority of respondents (79.2%) watch **international content**, suggesting that platforms with a global library of content are favored. This finding reflects the increasing diversity of content preferences among users, who are open to exploring media from different cultures. Additionally, 50% of respondents indicated they use **free trials** before committing to a paid subscription, which highlights the importance of free trial offers in attracting new users. Given that a significant portion of consumers is exploring content before purchase, it would be beneficial for OTT platforms to continue offering free trials as part of their acquisition strategy. The preference for **ad-free content** was strongly expressed, with 79.2% of respondents favoring platforms that do not interrupt their viewing experience with advertisements. This emphasizes the growing demand for an uninterrupted, premium viewing experience, particularly among higher-income and more engaged consumers. When it comes to **viewing habits**, 75% of respondents said they watch more OTT content during weekdays than on weekends, which could be attributed to flexible viewing times in an increasingly busy world. Finally, **offline viewing** emerged as an important factor for 75% of respondents, showing that the ability to watch content without an internet connection is a key consideration, especially in areas with

inconsistent internet access or for users who travel frequently.

The questionnaire analysis has provided valuable insights into the key factors influencing OTT consumption in the Delhi NCR region. Respondents generally expressed high satisfaction with content variety, platform usability, and pricing models, with a strong preference for platforms offering personalized recommendations and mobile-friendly interfaces. As OTT platforms continue to compete in a crowded market, service providers should prioritize content diversity, seamless user experiences, and flexible subscription models to meet the diverse needs of their audiences. The findings of this study also underline the importance of localizing content and enhancing features such as offline viewing to further increase user satisfaction and engagement.

4.3 Hypothesis Testing

To test the relationships between demographic variables and OTT platform preferences, the following four hypotheses were tested using **chi-square tests**, **ANOVA**, and **regression analysis**. Below are the hypothesis results and the relevant statistical tests.

Hypothesis 1 (H1): "There is a significant relationship between age and the preferred OTT platform.

Null Hypothesis (H0): There is no significant relationship between age and the preferred OTT platform.

Table 5: There is a significant relationship between age and the preferred OTT platform."

Age Group	Netflix	Amazon Prime	Disney + Hotstar	Other Platforms	Total
18-25	18 (45%)	10 (25%)	8 (20%)	4 (10%)	40
26-35	12 (34%)	15 (43%)	5 (14%)	3 (9%)	35
36-45	8 (32%)	10 (40%)	5 (20%)	2 (8%)	25
46-60	4 (27%)	7 (47%)	3 (20%)	1 (6%)	15
60+	3 (60%)	2 (40%)	0 (0%)	0 (0%)	5
Total	45	44	21	10	120

The chi-square test was used to examine whether age is related to the choice of OTT platform. The data shows that younger individuals (18-25) have a strong preference for Netflix, while older individuals (60+) primarily opt for

Amazon Prime. The chi-square statistic reveals a significant relationship ($p\text{-value} = 0.021$), suggesting that age influences the preferred OTT platform. Younger age groups (18-25) prefer platforms with a wide range of content, including Netflix, while older age groups are more likely to choose Amazon Prime, which is seen as more affordable and offering classic content. The significant difference in platform choices by age group rejects the null hypothesis, confirming that age does influence OTT platform preferences.

Interpretation: “Reject the null hypothesis. There is a significant relationship between **age** and the preferred OTT platform. Younger users (18-25) prefer Netflix, while older age groups (46-60 and 60+) show different platform preferences, indicating that age influences platform choice.

Hypothesis 2 (H2): Income level significantly influences the number of OTT platforms a user subscribes to.

Null Hypothesis (H0): Income level does not significantly influence the number of OTT platforms a user subscribes to.

Table 6: Income level significantly influences the number of OTT platforms a user subscribes to”.

Income Level	Mean Number of OTT Platforms Subscribed To	Standard Deviation
Below ₹30,000	1.5	0.75
₹30,000 - ₹50,000	2.1	1.02
₹50,001 - ₹80,000	2.5	0.94
₹80,000+	3.2	1.11

The ANOVA test was used to assess if income level impacts the number of OTT platforms a user subscribes to. The results indicate that users with higher income levels (₹80,000+) tend to subscribe to more platforms, averaging 3.2 platforms, whereas users with lower incomes (Below ₹30,000) subscribe to an average of only 1.5 platforms. The $p\text{-value}$ of 0.008 confirms that income significantly influences the number of platforms a person subscribes to. Higher-income groups have more disposable income to spend on multiple subscriptions, while lower-income groups tend to limit their subscriptions.

Interpretation: Reject the null hypothesis. Income level significantly influences the number of OTT platforms a user subscribes to. Higher-income users are more likely to subscribe to multiple platforms, whereas lower-income groups tend to subscribe to fewer platforms.

Hypothesis 3 (H3): “Content variety has a significant impact on user satisfaction with OTT platforms.

Null Hypothesis (H0): Content variety does not have a significant impact on user satisfaction with OTT platforms.

Table 7: Content variety has a significant impact on user satisfaction with OTT platforms.

Variable	Content Variety	User Satisfaction
Content Variety	1	0.65
User Satisfaction	0.65	1

A Pearson correlation analysis was conducted to explore the relationship between content variety and user satisfaction. The analysis shows a strong positive correlation ($r = 0.65$), with a $p\text{-value}$ of 0.000, indicating that content variety is significantly related to user satisfaction. Users who are satisfied with the range of content available on OTT platforms are more likely to report higher satisfaction levels. This suggests that offering a wide variety of content, including diverse genres and regional options, contributes to a better user experience and higher satisfaction rates.

Interpretation: Reject the null hypothesis. Content variety has a significant positive impact on **user satisfaction** with OTT platforms. A higher variety of content enhances user satisfaction.”

Hypothesis 4 (H4): The pricing model (e.g., subscription cost) significantly affects OTT platform choice.

Null Hypothesis (H0): The pricing model does not significantly affect OTT platform choice.

Table 8: Pricing models significantly affect OTT platform choice

Predictor (Pricing Model)	B (Beta Coefficient)	Standard Error	t-Statistic	p-value
Pricing Model (Affordable)	0.45	0.15	3.00	0.004
Pricing Model (Premium)	0.25	0.10	2.50	0.014

Regression analysis was used to examine how different pricing models influence platform choice. The affordable pricing model has a beta coefficient of 0.45 with a $p\text{-value}$ of 0.004, while the premium pricing model has a beta coefficient of 0.25 and a $p\text{-value}$ of 0.014. Both pricing models significantly affect users’ choice of OTT platform. Users who perceive platforms as affordable are more likely to subscribe, while those who are willing to pay for

premium content are inclined to choose platforms like Netflix or Disney+ Hotstar.

Interpretation: Reject the null hypothesis. Pricing models significantly affect OTT platform choice. Both affordable and premium pricing models influence users' decisions when selecting platforms.

Hypothesis 5 (H5): Age, Income, and Content Variety influence OTT platform choice.

Null Hypothesis (H0): Age, Income, and Content Variety do not influence OTT platform choice.

Table 9: Regression Model - Effect of Age, Income and Content Variety on Platform Choice

Predictor Variables	B (Beta Coefficient)	Standard Error	t-Statistic	p-value
Age	0.22	0.08	2.75	0.008
Income Level	0.30	0.11	2.73	0.009
Content Variety	0.40	0.13	3.08	0.002

Multiple regression analysis was used to test the combined effect of age, income, and content variety on the likelihood of choosing a specific OTT platform. The analysis shows that age ($p = 0.008$), income ($p = 0.009$), and content variety ($p = 0.002$) all have significant effects on platform choice. For example, older individuals might prefer platforms like Amazon Prime or Sony LIV, which offer content catering to older audiences, while younger consumers are more inclined toward platforms like Netflix, which offer trendy and original content. Income also affects the number of subscriptions, with higher-income groups subscribing to multiple services.

Interpretation: Reject the null hypothesis. Age, Income, and Content Variety significantly affect OTT platform choice. The analysis shows that users' age, income level, and content preferences are key factors in determining which OTT platforms they choose.

Hypothesis 6 (H6): Income level significantly influences the hours spent per week on OTT platforms.

Null Hypothesis (H0): Income level does not significantly influence the hours spent per week on OTT platforms.

Table 10: Income level significantly influences the hours spent per week on OTT platforms

Income Level	Mean Hours Spent per Week	Standard Deviation
Below ₹30,000	6.2	2.1
₹30,000 - ₹50,000	8.0	2.5
₹50,001 - ₹80,000	9.1	2.0
₹80,000+	10.5	2.8

The ANOVA test was used to assess how income influences the number of hours spent on OTT platforms. The analysis shows that higher-income groups (₹80,000+) spend more time on OTT platforms (10.5 hours/week), while lower-income groups (Below ₹30,000) spend less time (6.2 hours/week). The p-value of 0.004 confirms that income level significantly influences viewing habits. Higher-income individuals have more disposable income and likely more free time, enabling them to spend more hours on OTT platforms.

Interpretation: Reject the null hypothesis. Income level significantly influences the hours spent per week on OTT platforms. Higher-income groups tend to spend more time using OTT services.

5. Discussion

The analysis of the survey data has provided valuable insights into the dynamics of Over-the-Top (OTT) platform consumption, particularly in relation to demographic characteristics such as age, income, content variety, and pricing models. This discussion interprets the results from the analysis and connects them with existing literature while also considering the implications for content providers and marketers.

Age and Platform Preferences - The findings from Hypothesis 1 (H1) indicate that age plays a significant role in determining the preferred OTT platform. Younger respondents, particularly those in the 18-25 age group, prefer Netflix, which is known for offering trendy, original, and international content that resonates with this demographic's viewing preferences. Conversely, older age groups, such as those aged 46-60 and 60+, are more inclined to use Amazon Prime, likely due to its affordable pricing and vast content library, including classic and regional content (Fitzgerald, 2019; Jaiswal & More, 2022). The chi-square test revealed a significant relationship between age and platform choice, supporting the argument that content type and platform offerings vary in appeal across age groups. This finding aligns with prior research that shows that younger consumers are drawn to platforms that offer original, diverse, and international content, while older users prioritize affordability and classic content (Kumari, 2020; Dwivedi et al., 2024).

These results emphasize the importance of tailoring content and marketing strategies to meet the unique preferences of different age segments, allowing platforms to target users more effectively.

Income and Platform Subscription - The analysis of Hypothesis 2 (H2), which examined the impact of income level on the number of OTT platforms a user subscribes to, also revealed significant findings. Respondents in the higher income brackets (₹50,000+) subscribe to more platforms, with those earning above ₹80,000 subscribing to an average of 3.2 platforms, compared to 1.5 platforms for users with incomes below ₹30,000. This relationship was confirmed through ANOVA, with the p-value of 0.008, showing that income level significantly influences subscription behavior. Higher-income users tend to have more disposable income and are thus more likely to subscribe to multiple services. This is consistent with research by Yoon & Kim (2023) and Shakya & Mishra (2021), which suggests that higher income groups are more willing to invest in premium content and exclusive releases. This finding underscores the importance for OTT platforms to offer tailored pricing models to attract both higher-income users who are willing to subscribe to multiple platforms and lower-income groups who may prefer more affordable or flexible pricing options (Shri et al., 2023).

Content Variety and User Satisfaction - The significance of diverse content in influencing user satisfaction was emphasized in Hypothesis 3 (H3), where a Pearson correlation analysis revealed a robust positive association ($r = 0.65$) between content diversity and user satisfaction ($p\text{-value} = 0.000$). This aligns with the conclusions drawn by Bhattacharyya et al. (2022), who highlight the importance of varied content in the achievement of OTT platforms. A greater diversity in content—encompassing different genres, languages, and formats—significantly increases the likelihood of users expressing satisfaction, positioning it as a crucial factor in enhancing platform engagement. Services such as Netflix have notably excelled in drawing in Indian audiences by providing tailored and regional programming, appealing to the tastes of both urban and rural demographics (Pinge & Shinde, 2021). This discovery indicates that content creators ought to maintain a focus on content localization and tailored recommendations to improve user satisfaction and retention rates.

Pricing Model and Platform Choice - The findings of Hypothesis 4 (H4) indicate that pricing models significantly affect consumers' choice of OTT platforms, as demonstrated through regression analysis. Platforms with affordable subscription models, such as Disney+ Hotstar and Sony LIV, were more appealing to price-sensitive consumers, particularly those in the lower-income groups (Kwak et al., 2021). Meanwhile, consumers willing to pay for premium content tend to gravitate toward platforms like Netflix and Amazon Prime, which offer exclusive content and higher-quality streaming (Fitzgerald, 2019). These findings highlight the importance of offering flexible subscription tiers that cater to both price-sensitive and premium-seeking consumers.

Influence of Demographic Factors on Platform Choice - The findings of Hypothesis 5 (H5), which examined the combined effects of age, income, and content variety on platform choice, underscore the significant impact that demographic characteristics have on OTT platform selection. Regression analysis showed that these three factors together have a measurable effect on platform choice, with younger users and higher-income groups more likely to choose platforms offering exclusive and premium content. This reinforces existing literature suggesting that platform personalization, content variety, and pricing are critical to ensuring the retention and engagement of users across demographic segments (Dwivedi et al., 2024; Jaiswal & More, 2022).

Impact of Income on Viewing Habits - Finally, Hypothesis 6 (H6) examined the relationship between income level and the number of hours spent per week on OTT platforms. The ANOVA test revealed a significant relationship, with users in higher-income brackets spending more time on OTT platforms, likely due to having both the financial means to subscribe to multiple platforms and more leisure time to watch content (Kumari, 2020). This finding suggests that higher-income groups are key consumers who engage more intensively with OTT platforms, creating an opportunity for content providers to expand content offerings tailored to this group.

Implications for Marketers and Content Providers - The findings from this study carry significant implications for content creators and marketers in the OTT industry. Given the age-based differences in platform preferences, marketers can tailor their advertising and promotional strategies to specific age groups, highlighting content that is most relevant to their interests. Additionally, the impact of income on subscription numbers and viewing time suggests that OTT platforms should offer tiered pricing models that cater to different income segments, allowing platforms to target both premium and budget-conscious consumers. The emphasis on content variety and personalization further suggests that OTT platforms should continue to invest in localization, personalized content recommendations, and exclusive programming to keep users engaged and satisfied.

Limitations and Areas for Further Research - While the study provides valuable insights, there are some limitations. The sample was limited to the Delhi NCR region, which may not fully capture the diversity of consumer behavior across India or other countries with distinct cultural and economic contexts. Additionally, the sample size of 120 respondents may not be large enough to generalize the findings to all demographic groups in India. Future studies could expand the sample size and include respondents from rural areas to examine how OTT consumption differs across urban and rural populations. Further research could also investigate the impact of emerging technologies, such as AI-driven content personalization and interactive features, on OTT consumption patterns.

6. Conclusion

This research investigated the connection between demographic variables and preferences for OTT platforms

within the Delhi NCR area. The examination uncovered that factors such as age, income, and the diversity of content play a crucial role in shaping consumers' preferences for platforms and their viewing behaviours. Individuals who are younger, belong to affluent demographics, and appreciate diverse content are inclined to favour platforms that provide unique and exclusive offerings. The results highlight the necessity of customizing marketing approaches and content provisions for distinct demographic groups, guaranteeing that OTT platforms can address the varied requirements of their audience. By comprehending the influence of age, financial status, and content inclinations, OTT service providers can formulate more impactful strategies to engage and draw in users, consequently broadening their subscriber pool in a market that is becoming ever more competitive. Tailoring experiences, adapting content to local contexts, and offering adaptable pricing strategies will be essential for ensuring consumer contentment and active participation. This study enhances the overall comprehension of OTT viewing behaviours, providing actionable insights for content developers and marketers within the swiftly changing realm of digital media.

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