

Consumer Preferences for OTT Platforms in India: A Behavioral Study

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Abstract: *This research paper aims to provide thorough insights into the potential of Indian viewers about Over-The-Top (OTT) platforms. With 231 replies from the general public. This survey is conducted in Indian and the top 5 OTT providers in India is considered, which include Jio Cinema, Netflix, Amazon Prime, Hotstar, and Zee5. And attempts to figure out the reasons behind Indian audience on selecting these providers over competitors. The research proposes discussing how your decision to use an OTT platform is influenced by the Factors influencing their preference, the types of content watch on OTT platforms and how often do they use OTT platforms. Also, considering the age group and educational qualifications of the respondent. By revealing the complicated relationship between each of those elements, this study not only provides priceless insights into the nature of the Indian OTT Platform, but also addresses issues concerning the transformed viewing habits of the people in India, eventually contributing to a deeper understanding of the growth of the Indian entertainment industry.*

Keywords: OTT platform, preference, entertainment, content

1. Introduction

The emergence of Over-the-top (OTT) platforms in India has made a dramatic transition in the Indian entertainment industry in over the last few years. This platform has created a wide variety of digital content, have not only transformed viewers habits in the Indian entertainment, has increased the digital connectivity and widespread use of smartphones has led to fierce competition in the in the Indian entertainment industry. India's diverse culture, varied languages, and the growing digital connectivity. Has inspired me to conduct this study in order to understand Indian viewers preferences for OTT platforms and out of personal curiosity, why the Indian visitors choose these OTT platforms over their rivals.

The introduction and rapid expansion of OTT platforms in India have created opportunities for content creators, vendors, and most importantly customers to enjoy entertainment that is not their own. India's OTT is as diverse as the country itself, which is known for its long history of movies and passionate storytelling culture. The OTT platforms allowed the users to get access to a wide range of audio and video content directly from their devices at anytime, anywhere and to everyone, without the need to depend on the traditional cable and satellite subscriptions.

The first OTT platform which was introduced in India was in the late 2000s, with the launch of services like Netflix and Amazon Prime Video. During those time the platform only provided a limited TV shows and movies, which was not able to make a major impact in the India, because it mainly targeted the urban and English-speaking audience in India.

Star India which introduced Hotstar in the year 2015 marked the beginning of the real rise of OTT platforms among Indian audiences. Because of the platforms throughout coverage of the IPL (Indian Premier League), it immediately gained popularity. One of the most well-known cricket leagues in the world is the IPL, and Hotstar's live coverage of the league pushed consumer engagement and boosted the platform's popularity. Along with live sports, the portal also

offered a combination of TV shows and movies. The platform also produced its own original shows and licensed content from international studios like HBO and Showtime. This made the platform more appealing to a wider target group and encouraged Indian audience to coming back to the platform.

The COVID-19 pandemic has brought out the value of OTT structures further inside the Indian entertainment industry. The pandemic forced us all completely isolated from the outside world, and it also caused a significant increase in OTT usage in India, giving us the ability to immerse ourselves in worlds that differed from our own and, threatening the television industry. According to BARC India data, there was an 8% rise in TV consumption across India during the shutdown. Mega Cities had a 22 percent rise in viewership, with Mumbai and Delhi seeing the biggest increases at 28 percent and 22 percent, respectively. For OTT platform it marked a turning point, there was an unbelievable surge in OTT usage by 70%, was valued at INR 86.98 billion in the financial year 2020. The rise was caused by the spread of high-speed internet, which allowed for simple access to OTT material. Broadband customers skyrocketed from 6 million in 2010 to over 635 million in 2020. On-the-go streaming was made possible by the boom in phone penetration, which is expected to reach over 500 million users by 2020. The number of OTT customers has increased dramatically throughout this breakthrough period. Undoubtedly, OTT plans will play an important part in the future of the Indian entertainment sector. According to projections, India would have 4,216,3 million OTT video subscribers by 2027, with a penetration rate of 53.0% per person. The industry's astounding compound annual growth rate (CAGR) of 16% over the past few years shows the crucial role that OTT services have played in influencing India's entertainment industry.

OTT platforms have become a force for change, using digital connectivity and expanding target audience opportunities. The OTT industry has experienced rapid growth, encouraged by changes in consumer behaviour and

technology advancements. OTT structures will likely evolve more as a result of the combination of cutting-edge technology such as Artificial Intelligence and Big Data Analysis, creating personalized content recommendations and boosting user experience. The possibilities for OTT systems appear brighter than ever as India moves toward the implementation of 5G networks and continuously improving its technological infrastructure, consolidating their place as an essential component of India's entertainment industry.

1.1 Objective of the Study

- The purpose of this study is to determine which OTT platforms Indian viewers prefer.
- Determine which generation enjoys OTT platforms the most: gen x, millennials, or gen z.
- Gain an understanding of about the impact aneducational qualification of a individuals has on the OTT platform.
- Discover which OTT platform is most popular among Indian viewers
- Discover what factors influences their choice of OTT platform.
- Recognize the kinds of content that Indian viewers prefer in the OTT.
- Figure out the frequency with which Indian viewers use OTT platforms.

1.2 Significance of the Study

- Understand the importance of OTT platform in the lives of Indian viewers and will it have a negative impact on the traditional cable and satellite subscriptions
- Is the age group and the educational qualifications of the Indian viewers has a impact on the OTT platform preference.
- Know which platform is mostly preferred by the Indian viewers and why they prefer those OTT platforms.
- Discover which kind of content is mostly preferred by the Indian viewers and the future on the OTT platform.
- The importance to know that how often does the Indian viewers use OTT platform and to know the OTT platform became a addiction to the Indians viewers.

1.3 Limitation of the Study

- This research paper is only limited to the Indian audience.
- The study is only limited to the top 5, OTT platforms in India
- The study does not show the changing variables for possibly misleading variables like internet speed, mobile accessibility, or family size.
- The study looks at a variety of material options, but it does not identify certain genres or categories that viewers may enjoy or dislike.
- The study can be outdated rapidly because of the changing consumer preference.
- The study has only 231responses from the general public.
- The study does not show the seasonal variation of the OTT platform preference.

- The study generally focuses on users of OTT platforms and will not capture the preferences of those who do not use these platforms anymore.

2. Review of Literature

- According to Vivek Patadiya study on the consumer behaviour towards OTT platforms in India during covid era, during the pandemic there has been an unbelievable surge in the growth of OTT platform. OTT services have gained popularity in place of traditional cable and satellite TV for computers, such as Netflix, Amazon Prime, Hotstar, and Jio Cinema. The market for OTT video services in India is anticipated to reach USD 5.12 billion by 2026.
- According to S. Gokilavani, N. Kavitha, S. Udhaya, M. Esther Krupa, & After COVID 19, a study was conducted on how viewers preferred OTT (Over-the-Top) release platforms for commercial movies. It demonstrates how the lockdown increased OTT platforms like Hotstar, Netflix, and Amazon Prime in popularity. The study investigates viewer awareness of various OTT platforms, the streaming formats they employ, language options, movie genres, and everyday enjoyment. Using standardized questionnaires, 120 respondents provided information, which was then analysed using statistical programs.
- According to Manoj Patel, Rahul Khadia, and Gajendra Singh Awasya's study on OTT watching during the lockdown, people in India have significantly increased their viewing time during long lockdown periods as a result of movie theatre closures. The study aims to investigate how the increase in OTT viewership during the closure may affect everyone's enjoyment of seeing movies in Indian theatres after they reopen. It examines Indian views toward movie theatres and evaluates the evolving viewing experience.
- According to Unnamalai Swetha CT and Shruthi TN on consumer choices, OTT platforms over theatres post-COVID-19, OTT structures in India are well known shows fast boom in subscribership because of convenience, affordability, and telephone accessibility. The young population of India is what fuels viewing on websites like YouTube, Disney Hotstar, Netflix, and Amazon Prime. The use of OTT for streaming different types of content is encouraged by Digital India, and multi-device viewing presents a significant problem for OTT systems.
- According to Himanshu Vaidya, Semila Fernandes, & Rajesh Panda's study on the adoption & usage of Over-the-Top (OTT) entertainment services, OTT refers to online media entertainment that bypasses traditional mediums. In order to identify important topics linked to OTT acceptance and usage, includes an overall evaluation of the literature comprising 94 research publications. It covers both well-researched and less-studied themes linked to OTT entertainment, such as adoption, usage, changes in consumption channels, and the influence of OTT on related technologies.
- According to a study by Sristy Lalaika V, Kalathila Uthej, and Shreeya Rishi K, the COVID-19 pandemic has significantly boosted the media and entertainment

industry, notably through Over-the-Top (OTT) systems. OTTs saw a spike in media consumption during lockdowns, becoming a popular form of entertainment for a growing number of internet users. This rise provided unbiased platforms with a chance to compete against well-established behemoths like Netflix and Amazon Prime. To reach more users, telecom carriers are streamlining their processes with content marketing and advertising sales strategies. The uses quantitative content analysis to understand how the lockdown in India affected traditional verbal exchange tactics and why OTT viewership among millennials increased during that time.

- According to Dr. Varsha Bihade and Mrityunjay Kumar, the study was based on India’s customer preference for Ott platforms. India is seeing a significant increase in the appeal of Over-the-Top (OTT) media. This increase is caused by widespread smartphone use and affordable data bundles, which helps both urban and rural populations. The OTT industry has a lot of potential for future growth thanks to favourable demographics, content, free services, and subscription options. People may now access their preferred content on many displays, where they spend a large portion of their waking hours. Different local, national, and international players adopted unique trends for content delivery and revenue generation.
- According to Dr. T. M. Hemalatha, Mr. Kishore Kumar A and Mr. Sathish Kumar S conducted a study on consumer satisfaction with OTT platforms during the COVID-19 pandemic OTT services disregard traditional channels of distribution like cable and satellite TV for computers and instantly deliver media content through the internet. This change, which has been amplified by COVID-19, has led to competition among streaming providers for users' attention during lockdowns.
- According to Srivarshini V's study on the rise of selected video OTT structures in Chennai during COVID-19, Over-the-Top (OTT) structures. the factors that went into choosing OTT structures and how individuals feel about them. Also, it increases awareness of how online streaming affects the environment. As technology advances and the internet becomes more accessible, these structures have gained awareness. With its rapid spread, the COVID-19 pandemic caused nationwide lockdowns, including in India, where people turned to online resources for entertainment. OTT structures have been a useful source of entertainment during the lockdown.
- According to Priya Malhotra, Akshay Kumar, and Assistant Professor Anu Yadav's study on Market Research and Analytics on Rise of OTT Platforms India, changing media consumption habits are being brought on by advances in technology and higher internet penetration. Popular OTT services such as Netflix, Amazon Prime, Disney Hotstar, Sony Liv, and Zee5 Despite being priced higher than traditional television, OTT systems provide advantages including fewer ads and simpler access to international programming with subtitles. Learn about how consumers interact with OTT platforms, considering their age, purchasing habits, platform preferences, content preferences, reasons they choose OTT over TV, and levels of satisfaction. To gain

insights into people's perspectives of OTT structures, data collected from 402 respondents in a wide age organization random sampling have been examined.

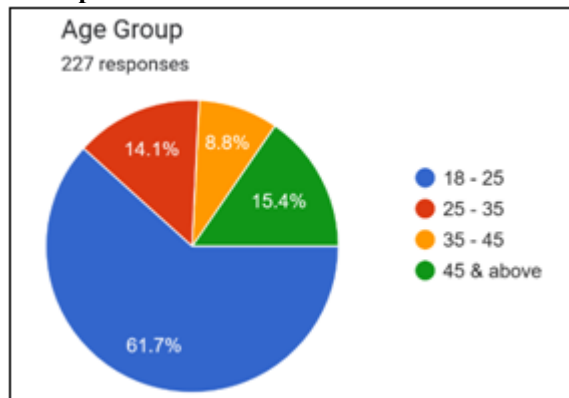
3. Methodology

The aim of this research is to identify Indian viewers' preference for OTT platforms. In this research article, I am using primary data and received 231 responses from the survey I conducted from the general population. In this research, I have taken the top 5 OTT platforms in India, which included Netflix, Amazon Prime, Hotstar, Zee5, and Jio Cinema.

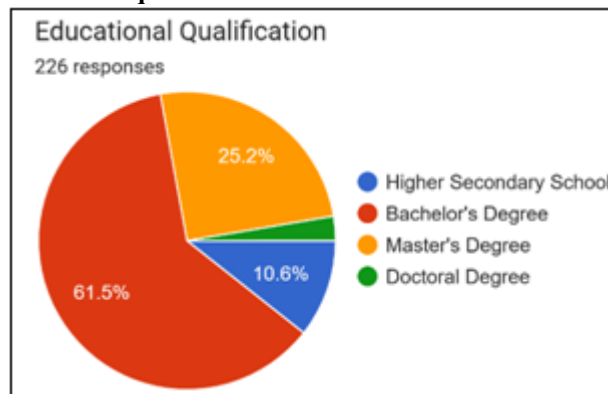
First, respondents were asked to rank some of the OTT platform based on their personal preference which ranges from 1 to 5, in which 5 is the highest and 1 as the lowest. Also. the factors influencing these preferences, along with the content variety, User interface (UI), pricing, and recommendations/Personalization. We looked at the kind of content that users on those platforms most used, including movies, TV shows, sports, and documentaries. Respondents were also asked how frequently and for how long they used their OTT platforms, providing crucial data on the degree to which those platforms have been a part of our daily lives. This information was used to gain insights and understanding of OTT platform which is preferred by the Indian viewers.

4. Data Collected

Age Group

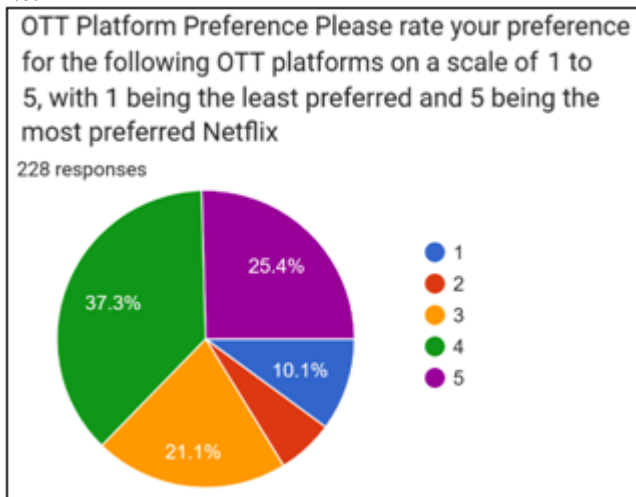


Educational qualification

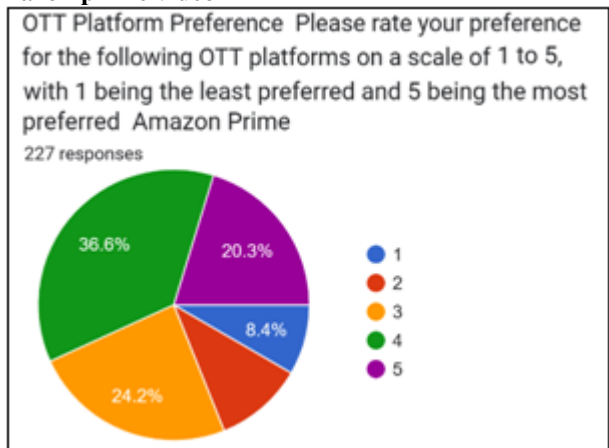


OTT Platform Preference

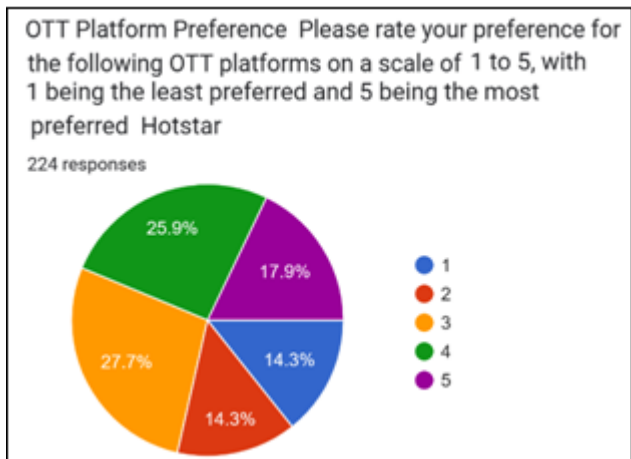
Netflix



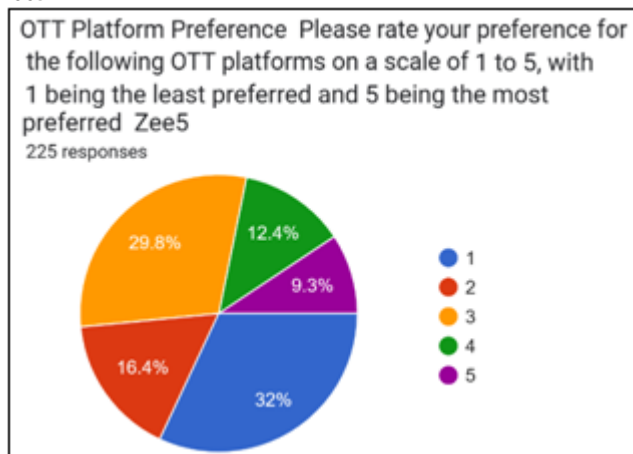
Amazon prime video



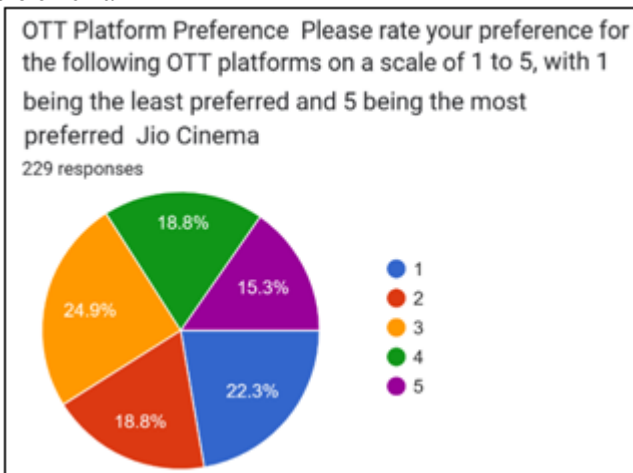
Hotstar



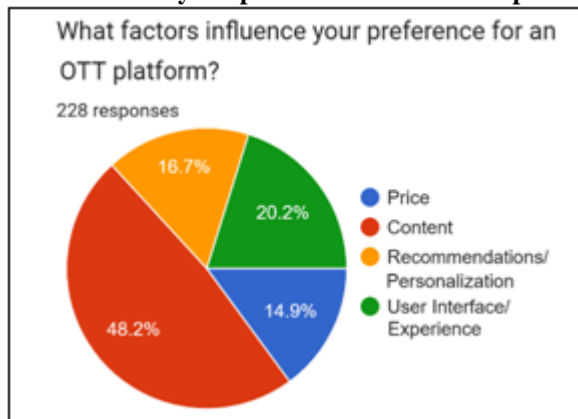
Zee5



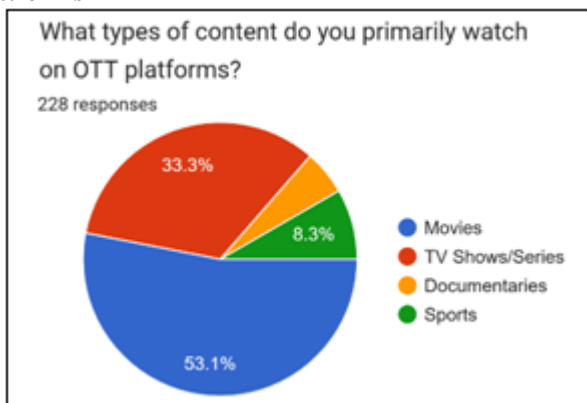
Jio cinema



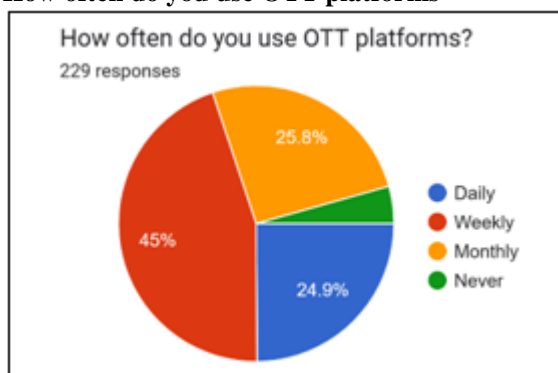
Factors influence your preference for an OTT platform



What types of content do you primarily watch on OTT platforms



How often do you use OTT platforms



5. Analysis

(1) Age Group (227 response)

- As per the response I received from the survey,
- I got 140 responses from the age group of 18 -25 which is 61.7% of response from the survey
 - 32 responses from 25-35 which is 14.1%
 - 20 responses from 35-45 which is 8.8%
 - Finally, 35 responses from 45 & above age group with a 15.4% of response from the survey.

(2) Educational qualification (226 response)

- As per the response I received from the survey,
- I got 24 responses with the educational qualification of Higher Secondary School which is 10.6% of response from the survey
 - 139 responses from Bachelor's Degree which is 61.5%
 - 57 responses from Master's Degree which is 25.2%
 - Finally, 6 responses from Doctoral Degree with a 2.7% of response from the survey.

(3) OTT Platform Preference (228 response)

(a) Netflix (228 response)

- In this the respondents are asked to rate their preferred OTT platform from a scale of 1 to 5, where 1 being the least preferred and 5 being the most preferred. As per the response I received from the survey,
- I got 23 responses as 1, which is 10.1% of response from the survey
 - 14 responses as 2, which is 6.1%
 - 48 responses as 3. Which is 21.1%
 - 85 responses as 4, which is 37.3%

- Finally, 58 responses as 5, which is 25.4% of response from the survey.

(b) Amazon Prime video (227 response)

- In this the respondents are asked to rate their preferred OTT platform from a scale of 1 to 5, where 1 being the least preferred and 5 being the most preferred. As per the response I received from the survey,
- I got 19 responses as 1, which is 8.4% of response from the survey
 - 24 responses as 2, which is 10.6%
 - 83 responses as 3. Which is 36.6%
 - 55 responses as 4, which is 24.2%
 - Finally, 46 responses as 5, which is 20.3% of response from the survey

(c) Hotstar (224 response)

- In this the respondents are asked to rate their preferred OTT platform from a scale of 1 to 5, where 1 being the least preferred and 5 being the most preferred. As per the response I received from the survey,
- I got 32 responses as 1, which is 14.3% of response from the survey
 - 32 responses as 2, which is 14.3%
 - 62 responses as 3. Which is 27.7%
 - 58 responses as 4, which is 25.9%
 - Finally, 40 responses as 5, which is 17.9% of response from the survey

(d) Zee5 (225 response)

- In this the respondents are asked to rate their preferred OTT platform from a scale of 1 to 5, where 1 being the least preferred and 5 being the most preferred. As per the response I received from the survey,
- I got 72 responses as 1, which is 32% of response from the survey
 - 37 responses as 2, which is 16.3%
 - 67 responses as 3. Which is 29.8%
 - 28 responses as 4, which is 12.4%
 - Finally, 21 responses as 5, which is 9.3% of response from the survey

(e) Jio Cinema (229 response)

- In this the respondents are asked to rate their preferred OTT platform from a scale of 1 to 5, where 1 being the least preferred and 5 being the most preferred. As per the response I received from the survey,
- I got 72 responses as 1, which is 32% of response from the survey
 - 37 responses as 2, which is 16.3%
 - 67 responses as 3. Which is 29.8%
 - 28 responses as 4, which is 12.4%
 - Finally, 21 responses as 5, which is 9.3% of response from the survey

(4) The factors influence your preference for an OTT platform(228 response)

- As per the response I received from the survey,
- I got 34 responses as price as the factor influencing their preference for OTT platform, which is 14.9% of response from the survey

- 110 responses as content as the factor influencing their preference for OTT platform which is 48.2%
- 38 responses as Recommendations/Personalization as the factor influencing their preference for OTT platform which is 16.7%
- Finally, 46 as User Interface/Experience Personalization (UI/UX) as the factor influencing their preference for OTT platform which is 20.2%

(5) What types of content do you primarily watch on OTT platforms (228 response)

As per the response I received from the survey,

- I got 121 responses as movies is the type of content that the general public prefer, which is 53.1% of response from the survey
- 76 responses as TV shows/Series, which is 33.3%
- 12 responses as documentaries, which is 5.3%
- Finally, 19 responses as sports, which is 8.3% of response from the survey.

(6) How often do you use OTT platforms (229 response)

As per the response I received from the survey,

- I got 57 responses as daily, they use OTT platform, which is 24.9% of response from the survey
- 103 responses as weekly, which is 45%
- 59 responses as monthly, which is 25.8%
- Finally, 10responses as never, which is 4.4% of response from the survey.

6. Interpretation

According to the survey, I received 231 responses; yet, some of the responses I received were blank, leaving 216 responses that were filled data.

1) Recognise which OTT platform is mostly preferred by the Indian audience.

In this the respondents are asked to rate their preferred OTT platform from a scale of 1 to 5, where 1 being the least preferred, 2 Moderately preferred, 3Neutral, 4 as Fairly preferred and 5 being the most preferred.

Netflix

Question 1 a	Numerical Value	Number of respondents	Total
Least	1	19	19
Moderately preferred	2	14	28
Neutral	3	46	138
Fairly preferred	4	83	332
Most	5	54	270
Total number of respondents		216	787
$787/216 = 3.64$			

Question 1	Mean	Least 1	Moderately preferred2	Neutral3	Fairly preferred4	Most5
Netflix	3.64	19	14	46	83	54
Amazon Prime	3.49	18	23	52	81	42
Hotstar	3.18	31	30	61	56	38
Zee5	2.48	70	35	66	26	19
Jio Cinema	2.87	47	42	52	41	34

From the above data we can understand that Netflix is the most preferred OTT platform as compared to its competitors. Because Netflix has a mean of 3.64, which

Amazon Prime

Question 1 b	Numerical Value	Number of respondents	Total
Least	1	18	18
Moderately preferred	2	23	46
Neutral	3	52	156
Fairly preferred	4	81	324
Most	5	42	210
Total number of respondents		216	754
$754/216 = 3.49$			

Hotstar

Question 1 c	Numerical Value	Number of respondents	Total
Least	1	31	31
Moderately preferred	2	30	60
Neutral	3	61	183
Fairly preferred	4	56	224
Most	5	38	190
Total number of respondents		216	688
$688/216 = 3.18$			

Zee5

Question 1 d	Numerical Value	Number of respondents	Total
Least	1	70	70
Moderately preferred	2	35	70
Neutral	3	66	198
Fairly preferred	4	26	104
Most	5	19	95
Total number of respondents		216	537
$537/216 = 2.48$			

Jio Cinema

Question 1 e	Numerical Value	Number of respondents	Total
Least	1	47	47
Moderately preferred	2	42	84
Neutral	3	52	156
Fairly preferred	4	41	164
Most	5	34	170
Total number of respondents		216	621
$621/216 = 2.87$			

I have made use of the response in each question under the OTT preferred platform and I have made use of Mean for this analysis. Now let us compare and see which OTT platform is mostly preferred by the Indian audience.

shows that the mean value is more than the neutral, which is 3 and is slightly moving towards the fairly preferred, which is 4, also it is 2nd place in the least preferred OTT platform

as it has 19 response which is more than Amazon Prime and as compared to other OTT platform the Netflix has the highest number of fairly preferred i.e., 83 and most preferred, which is 54 responses.

The second place goes to Amazon prime, which has 3.49, which shows that the mean value is more than the neutral, which is 3 and is slightly moving towards the fairly preferred, but it not as much as Netflix as we understand from the data and it is 1st place in the least preferred OTT platform as it has 18 response which is less than Netflix, which now stands in the top position and as compared to other OTT platform the Amazon Prime has the second highest number of fairly preferred i.e., 81 and most preferred, which is 42 responses. If amazon prime tries to strengthen its advertisement and provide better price and content to the Indian audience they can overtake Netflix in no time.

The third place goes to Hotstar, we can say that Hotstar is neutral in this study. Which has 3.18 as its means which is just around the Neutral and its stand 3rd because as all its values are balanced as per my understanding of the survey and Hotstar must put some efforts to reach Amazon prime and Netflix level of success.

The fourth places go to Jio Cinema, which as a mean value of 2.87, which is greater than Zee5 and as compared to Zee5 it is greater in all aspects. Also, Jio Cinema is very close to Hotstar, if they put some efforts, they can overtake Hotstar in no time.

The final place of the least preferred OTT platform from the companies I have taken in this study is Zee5. The company has the highest response as 1, which is 70 and highest Neutral value, which is 3. As per my understanding the company must make a dramatic change in their overall way in which they manage the company and should investigate other aspects to get a competitive advantage over its competitors

2) What factors influence your preference for an OTT platform

As per the survey I have conducted, I get to know the most of the response I got is from 18 – 25 age group, who are 16 in Higher secondary school (HSS), 99 in Bachelor graduates (UG), 35 in Master degree (PG) and 3 Doctoral Degree (Dr).

Age Group	Price	Content	Recommendation	UI/UX
18 – 25 (total)	22	70	16	26
HSS	2	10	1	3
UG	17	45	10	17
PG	3	13	5	6
Dr		2		
25– 35 (total)	3	14	6	6
HSS		1	1	1
UG	2	8	2	4
PG	1	5	2	1
Dr			1	
35 – 45 (total)	2	8	5	4
HSS				
UG	1	4	2	3
PG	1	3	3	1
Dr		1		
45 & above (total)	5	14	8	7
HSS		1	1	1

UG	4	11	2	4
PG	1	2	5	1
Dr				1
Total	32	106	35	43

As per my understanding of the survey, majority of the response I got for the factors influencing their preference in OTT platform is content, which had a total of 106 response in total and in that 106 response, 70 response from 18 – 25, then both 25 – 35 and 45 & above prefer content and the remaining 8 are in the 35 – 45 age group which has the least response.

Then UI/UX comes in second place that has a total of 43 response. In which 26 response are from 18 – 25 age group with 26 responses, followed by 45 & above with 7 responses, then comes the 25 – 35 has 6 response and finally 35 – 45 has r response.

There after recommendation comes with a total of 35 response, with 18 -25 age group the highest response which is 16 and followed by 45 & above with 8 responses.

Finally comes the price which is the least bothered, factor that is influencing their preference towards an OTT platform.

3) What types of content do you primarily watch on OTT platforms

Content	Movies	Tv Shows	Documentaries	Sports
18 – 25 (total)	63	54	5	12
HSS	8	8		
UG	41	37	2	9
PG	14	7	3	3
Dr		2		
25– 35 (total)	9	4	1	2
HSS	2			1
UG	4			
PG	3	4	1	1
Dr				
35 – 45 (total)	11	14		1
HSS				
UG	4	5		1
PG	6	8		
Dr	1	1		
45 & above (total)	20	8	3	3
HSS	1	1		1
HSS	13	5	2	1
UG	5	2	1	1
PG	1			
Dr				
Total	103	80	9	18

As per my understanding of the survey, majority of the response I got for the types of content do you primarily watch on OTT platforms is Movies that has a total of 103 responses, in which the 18 – 25 age group has the highest interest in movies that has 63 responses (HSS – 8, UG – 41, PG – 14), which is followed by 45 & above age group that gave 20 responses (HSS -1, UG – 13, PG – 5, Dr -1) and 25 – 35 has the least interest in movie content. This shows that they prefer movies over all other content.

Followed by Tv series, which has a total response of 80, in which 54 response is from 18 –25 age group, which is followed by 14 responses from 35 – 45 age group and 25 – 35 who are least interested in Tv series. Then comes sports that has a total of 18 response in which 12 are from 18 – 25 age group, which is followed by 3 responses from 45 & above age group and 35 – 45 age group has the least interest with only 1 response.

Finally comes the documentary which has a total response of 9, in which 5 are from 18 – 25 age group with 12 responses, which is followed by 45 & above which got 3 response and 35 – 45 age group that has only 1 response.

4) How often do you use OTT platforms

OTT USAGE	DAILY	Weekly	Monthly	Never
18 – 25 (total)	11	36	8	2
HSS	3	4	1	
UG	6	23	5	1
PG	2	9	2	1
Dr				
25– 35 (total)	2	8	5	1
HSS			2	
UG	1	7	3	
PG	1	1		1
Dr				
35 – 45 (total)	5	5	3	1
HSS				
UG	3	1	2	1
PG	2	3	1	
Dr		1		
45 & above (total)	2	10	8	
HSS	2	5	6	
UG		3	2	
PG		1		
Dr				
Total	20	59	24	4

As per my understanding of the survey, majority of the response I got for ,How often do you use OTT platforms is Weekly that has a total of 59 responses, in which the 18 – 25 age group has the highest interest that has 36 responses (HSS – 4, UG – 23, PG – 9), which is followed by 45 & above age group that gave 10 responses (HSS -1, UG – 5, PG – 3, Dr -1) and 35 - 45 has the least interest. This shows that they prefer movies over all other content

Followed by monthly, which has a total response of 24, in which response is from 18 – 25 age group, which is followed by 8 responses from 45 & above and 35 – 45 have the least interested with 3 responses. Then comes daily that has a total of 20 response in which 11 are from 18 – 25 age group, which is followed by 5 responses from 35 – 45 age group and 25 – 35 and 45 & above age group both have the least interest with only 2 response each and making a total of 4 response.

Finally, come the never that has 4 responses in total and 18 – 25 has the highest response of 2, followed by the other age groups with a response of 1 each.

7. Final Discussion

According to survey that i have conducted Netflix has a mean score of 3.64, making it clear that Indian audience prefer Netflix has compared to its competitors. Amazon Prime closely behind Netflix but still needs to improve in content creation and price in order to surpass Netflix. Hotstar is neutral in this study and is in the 3rd position and there is a scope for improvement if it is planning to reach the levels of success attained by Netflix and Amazon Prime. Jio Cinema is now ahead of Zee5 in the fourth place, but with an appropriate strategy, it might succeed in the future.

According to factors influencing OTT platform choice, content is most preferred, especially among Indian audience who are in a age group of the 18 to 25 age group. User interface/experience (UI/UX) comes in second, and Price is the least essential factor.

The most types of content do you primarily watch on OTT platforms is movies, especially among Indian audience who are in a age group of 18 to 25. Followed by TV series in popularity and documentaries is the least preferred in the type of content that is watched on OTT platform

In terms of frequency of use, the majority of respondents use OTT systems once a week, especially among Indian audience who are in a age group 18 to 25, being the most engaged. Following is monthly use and Some respondent would never use any OTT platform.

8. Conclusion

In conclusion, this research has provided valuable information into Indian viewers' preferences, recognizing Netflix as the top choice, closely followed by Amazon Prime, while platforms like Hotstar, Jio Cinema, and Zee5 have some room for growth. Content remains the most preferred factor in the OTT platform, especially among the younger generation, with user interface/user experiences (UI/UX) and price being the least prefeed. Movies and TV shows dominate in the content, preference of the Indian audience, which is indicating a desire for entertainment as compared to sports and documentaries which is the least prefeed by the Indian audience.OTT systems have the potential to increase significant impact in the Indian entertainment industry as they continue to evolve. The OTT platform will keep on evolving with its content and better user experiences (UI/UX), followed by better movies and Tv shows that can be enjoyed at any time weekly or monthly according to the user’s preference and this will play an important part in India's shaping the future of Indian entertainment industry.

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