A study on the factors impacting the customers’ preferences towards digital media platforms in Chennai

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Abstract Presently, there is a growing population of Indian users who are increasingly drawn to digital media platforms like Netflix, Amazon Prime, and Hotstar. The transition from television to these platforms commenced with the surge in smartphone usage in recent years, along with the availability of a wide array of content ranging from Western shows and Hollywood movies to local languages, all conveniently accessible in a single location. Following the lifting of the lockdown, there has been a significant surge in the number of these users. Regardless of age, individuals have shown a strong inclination towards new shows and a willingness to engage in prolonged viewing sessions from the convenience of their residences. This study report examines the factors that have contributed to the preference of Chennai users for the popular platforms Netflix, Amazon Prime, and Hotstar. The analysis additionally emphasizes the factors contributing to a substantial decline in cable and satellite television subscribers. The study aims to comprehend the factors that attract users to these platforms and provide further insight into their advantages and disadvantages. This study will provide solid data on the percentage of the population, categorized by age groups, that are more prone to watch specific OTT platforms. Consider, for instance, the vast majority of the Indian populace, particularly the elderly, who have a keen interest in viewing Amazon Prime videos due to the presence of religious content. The study has emphasized the significant impact of the COVID lockout and the subsequent rise in platform utilization. Additionally, it has identified emerging tendencies among users.

Keywords: over-the-top (OTT) platforms, digital entertainment, digital platforms

1. Introduction

The current era is experiencing rapid expansion in all areas due to digitalization. The impact of digitalization in the entertainment sector and the growing influence of digital and social media platforms on consumers worldwide are undeniable. Netflix, Amazon Prime, and Hotstar, which are currently popular in India, have been drawing a significant client base from diverse origins, hobbies, age groups, and social categories. Each platform has cultivated a distinctive Unique Selling Proposition (USP) and attracts a specific group of consumers that consistently utilize it. Amidst the COVID pandemic, when governments worldwide enforced lockdown measures, there was a significant surge in the number of new memberships. Netflix, in particular, recorded a staggering 16 million new sign-ups in the initial quarter of 2020. In India, the allure of cinema and regional shows has always captivated the population. However, the emergence and accessibility of these three platforms have significantly influenced their preferences, establishing a fresh paradigm. There is a noticeable frenzy surrounding popular shows such as Money Heist on Netflix and the large audience that tunes in to watch live IPL matches on Hotstar. Amazon has focused its efforts on the movie platform, particularly in India, and has become a prominent streaming partner in the country. Amidst the COVID pandemic, numerous films were launched immediately on Amazon Prime, garnering an overwhelmingly positive reception.

Research objective: This study aims to investigate the various elements that appealed to customers from all backgrounds and age groups in using OTT platforms during the COVID-19 pandemic.

Proposed Hypothesis:
H1: To examine the correlation between age and consumer preferences for these over-the-top (OTT) applications.

Purpose: To assess the potential and user preferences for over-the-top (OTT) platforms.

Study Outline: Collect data from clients of Netflix, Amazon Prime, and Hotstar. Examine the transition from traditional television (TV) to over-the-top (OTT) streaming services and provide a comprehensive analysis of the underlying factors driving this movement.
2. Literature review

Extensive research is being conducted on digital platforms to comprehend and assess the growing global usage rate. Singh (2019) has conducted a comprehensive examination of the evolution of these contemporary digital channels for entertainment. He posits that new media is an emerging global trend that is profoundly transforming our daily existence and highlights the swift and significant influence of the internet on Indian cinema. Users can access a variety of new films, internet collections, documentaries, information, and brief movies on these new media platforms at convenient times and inexpensive prices, as emphasized by the research.

This study demonstrates the extensive adoption and utilization of these platforms in India. The primary factors contributing to this phenomenon include the widespread use of mobile devices, worldwide partnerships among influential media figures, the cost-effectiveness of these platforms, and the convenience they provide in a virtual environment.

Sujata et al. (2015) elucidate the dynamic nature of the business and technological landscape. This research has observed the increasing demand for Over-The-Top (OTT) services in the telecommunications industry.

This article explores the correlation between evolving client preferences and the motivation to achieve them.

Research Gap 1.

The research demonstrates a gradual transformation in the influence of Over-The-Top (OTT) services on the preexisting telecommunications industry in India. The user adoption rate of over-the-top (OTT) platforms in India has been steadily increasing in recent years.

This paper aims to analyze the transition of Over-The-Top (OTT) services from traditional local cable TV operators and dish TV operators in the telecommunications industry.

The future of Over-The-Top (OTT) services in India.

The subsequent article (Moochhala, 2018) discusses the forthcoming emphasis on Over-The-Top (OTT) platforms in India. This parameter elucidates the transition of conventional consumers towards the Internet and over-the-top (OTT) platforms, as observed through the analysis of primary and secondary data.

The report emphasizes the prominent internet companies and repositions India as a Digital India. This demonstrates the trajectory towards success and the notable rise in both affordability and utilization.

Research gap 2

Through extensive research, it has been determined that the rapid advancement of technology is the primary driving force behind the development of Digital India.

Solution for Research Gap 2: This research aims to ascertain the forthcoming customer preferences in the realm of OTT platforms.

2.1. OTT Marketing

The author (Silky Gaur, 2019) has referenced another article that explores the 7Ps of marketing and their influence on video streaming service providers in India.

This paper aims to correlate the seven Ps of marketing mix and paradigm with the current trends, if applicable in this context, and present the findings.

The study employed a case study methodology and identified the findings and recommendations for future examination. The subsequent scholarly publication (Farooq & Raju, 2019) highlights a surge in internet users by around 16 million in December 2017.

This article has specifically addressed the challenges faced by the telecommunications industry in Pakistan and emphasizes the need for value-added marketing strategies in resolving these concerns.

The poll findings indicate that embracing digital platforms and services alongside traditional ones while comprehending customer preferences will foster more growth in the sector.

Research gap 3

The significance of marketing and the elements that allure clients are unquestionably valuable.

The proposed solution for Research Gap 3 is a concentrated effort to ascertain client preferences for Over-The-Top (OTT) services, as well as the factors that are perceived as both favorable and unfavorable by customers. Marketers can leverage this prominent aspect to appeal to a broader customer demographic.

2.4. The content delivered through Over-The-Top (OTT) platforms:

The digital platform has augmented the growth prospects for artists in the film industry (Mehta & Kaye, 2019).

This study examines the motivational level, digital media growth, and potential of ten online producers.

Undoubtedly, the fan base of these young creators has been attracted by the plentiful and valuable content they provide.

The research referenced (Das, 2020) has emphasized the remarkable surge in popularity of online video streaming platforms such as Netflix and Amazon Prime, notably in India.

The study discusses the portrayal of new age shows violently and disrespectfully.
It is crucial to acknowledge and understand the reasons behind such actions within their specific environment. This article further examines the extra consequences faced while attempting to establish guidelines for sexually explicit online content, despite many exceeding the allowable boundaries, which could be considered punishable offenses under Indian legislation.

Research gap 4:
This study will concentrate on elucidating the material favored by customers and discerning the benefits and drawbacks linked with it.

2.2. Key determinants influencing the expansion of over-the-top (OTT) services

The study conducted by Elangovan (2020) asserts that over-the-top (OTT) video platforms have become commonplace items in today's society. In India, there is a diverse range of buyers who are embracing it. Although Indian streaming platforms such as Hot Star and Jio Cinema have gained a strong position, global players like Netflix and Amazon Prime have consistently increased their market share in India. (Khanna, 2016) have examined the concerns over the pricing structure of the digital streaming service Netflix and its consequent effects.

This report acknowledges the reasons behind the low subscription fee and proposes strategies to achieve more expansion. This report offers management insights as it identifies pricing, loss of local content, and price alternatives as the key factors leading to low subscription fees for Netflix in India.

In a research paper by Fitzgerald (2019), the rapid growth of over-the-top (OTT) video services in India, such as Voot, Hotstar, Netflix, Amazon, and others, is evaluated. The essay examines the specific dynamics of the entertainment media industry's rapid growth in the United States, particularly in relation to the interplay between emerging virtual infrastructures such as fiber-optic cables, broadband networks, and worldwide connectivity.

Research gap 5:
This article will investigate the demographic and preference criteria, such as subscription pricing and content quality, specifically among customers residing in metropolitan and urban zones in India, based on the citations above.

3. Experimental Procedures

A systematic approach was employed to research the diverse customer preferences regarding digital platforms. The study used a quantitative research approach to gather data on selected digital media platforms, customer preference variables, and the influencing attributes that affect their preference rates.

3.1. The process of selecting a representative subset of a population for analysis or study

The samples utilized in this study encompassed individuals from various age groups and diverse backgrounds who engage with OTT platforms in Chennai. We employed a random sampling technique to ensure impartiality, thereby achieving our goal of finding the characteristics that influence all age groups.

The data collection process was carefully designed to ensure that there was no discrimination based on gender or any other background. This was achieved through rigorous data quality and transparency measures. The data obtained from children and adolescents were collected under the supervision and assistance of their parents or guardians. A total of 75 samples were taken.

<table>
<thead>
<tr>
<th>Sample – Distinction</th>
<th>No. of samples – Data collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Child (5-12 years)</td>
<td>5</td>
</tr>
<tr>
<td>2. Adolescence (13-17 years)</td>
<td>22</td>
</tr>
<tr>
<td>3. Adult (18-59 years)</td>
<td>34</td>
</tr>
<tr>
<td>4. Senior Citizen (Above 60 yrs.)</td>
<td>14</td>
</tr>
</tbody>
</table>

The formula used to calculate the sample size is: \( n = \frac{N \times X}{X + N - 1} \) where \( X = Z_{0.05}^2 \times p^2(1-p) / MOE^2 \). In this formula, \( Z_{0.05}^2 \) represents the critical value of the Normal distribution at \( \alpha/2 \) (for example, for a confidence level of 95%, \( \alpha \) is 0.05, and the critical value is 1.96). MOE refers to the margin of error, \( p \) represents the sample proportion, and \( N \) is the population size.

3.2. Gathering of data

The data was obtained by a method of surveying utilizing questionnaires, where the same set of questions was distributed randomly across the population, and samples were collected. The sample collection was conducted online through the distribution of Google Forms via email and instant messaging platforms such as WhatsApp. For participants who were minors, the email and WhatsApp questionnaires were forwarded to their parents to be completed on behalf of their children. The acquired data were utilized to study and interpret the diverse aspects that allure customers of all age groups to
these digital platforms. The research also adhered to the necessary ethical criteria to maintain the confidentiality of the participants. The study ensures the protection of respondents’ data privacy by refraining from using any personal information in its analysis or interpretation.

The requirements for collecting sample data are as follows: the participants must be residents of Chennai, aged between 5 and 60 years, and possess a comprehension of the study’s aims and objectives.

Prior consent for WhatsApp was gained from familiar sources by direct messaging, and individuals who preferred to complete the questionnaire via email were also provided with the questionnaire accordingly.

The questionnaire comprised fundamental inquiries that were directly pertinent to the investigation and necessitated responses. Several previous questionnaires were examined and subsequently modified for the present study. The questionnaire consisted of a total of 18 questions.

The questionnaire’s validity was assessed through the testing of both content and face validity.

3.3. Thematic framework

The analysis was conducted using hypothesis testing to examine the dependent and independent variables listed below.

<table>
<thead>
<tr>
<th>Dependent factors</th>
<th>Independent factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction</td>
<td>Age</td>
</tr>
<tr>
<td>Customer preferences</td>
<td>Other factors like subscription rates</td>
</tr>
<tr>
<td>Future prospects in OTT platforms</td>
<td>Existing content quality in OTT platforms</td>
</tr>
</tbody>
</table>

4. Findings and Analysis

4.1. Examination

a) The age distribution of the respondents: The adult category constituted the largest proportion of respondents (45%), followed by the adolescent age group (29%). The elderly population contributes approximately 18%, whereas children make the smallest amount, specifically 7%.

The user’s text is empty. The majority of participants in the questionnaire survey are adults, as opposed to teenagers, seniors, and children.

1. Which age group do you belong to?

75 responses

- a. Child (0-12 yrs)
- b. Adolescence (13-18 yrs)
- c. Adult (19-59 yrs)
- d. Senior Citizen (60 yrs & above)

Figure 1 The age group of the respondents.

The poll has encountered less difficulty in reaching adults compared to the other age cohorts.

b) Preferred OTT platform: Amazon Prime was favored by almost 40% of the respondents, while Hotstar was deemed the preferred alternative by 34% of the respondents, and Netflix was chosen by 25% of the respondents.

The majority of the polled respondents expressed a preference for Amazon Prime over Hotstar and Netflix, mostly because Amazon Prime offers a wider selection of regional movies.
c) Respondent demographics: The largest proportion of respondents, accounting for 41%, were students. This was followed by 27% of respondents who were working professionals, while the remaining 32% consisted of homemakers and retired individuals.

Consequently, the comments primarily reflect the viewpoint of the student.

d) Income group: The bulk of the respondents, 51%, belonged to a low-income group of less than 10,000, while 17% of the professional group respondents were from the income range of 25,000-50,000. The top income bracket, ranging from 50,000 to 1 lakh INR, accounted for 13% of the research contribution, while the lowest income group, earning between 10,000 and 25,000 INR per month, constituted 10%

Since the bulk of the responders are students, the resulting income category is predominantly low.
e) The majority of respondents, over 60%, favored Amazon Prime for Regional movies. Approximately 50-60% of the group selected Netflix for viewing international movies, web programs, and other series. Simultaneously, half of the participants chose Hotstar as their preferred platform for viewing regional television series, live broadcasts, and other sports-related content.

The majority of the survey participants show a preference for Amazon Prime mostly because of its extensive collection of regional movies.

6. For the contents given below, choose the platform preferred by you:

![Platform Preferences Chart]

Figure 5 Most Preferred content in each Platform.

f) The survey results indicate that 35% of the respondents favored movies as their preferred web material, while 24% selected TV shows, 23% preferred web shows, and the remaining 18% chose sports and news programs.

The majority of respondents have a preference for watching movies rather than programs and sports.

8. Which type of web content you like to watch more?

75 responses

![Content Preference Chart]

Figure 6 Preferred web-content.

g) The majority of consumers, around 60%, dedicate 2-5 hours per day to OTT platforms, whereas 23% spend roughly 2 hours per day consuming material on these selected platforms. Approximately 10% of the respondents acknowledged that they dedicate more than 5 hours each day to these over-the-top (OTT) platforms.

The majority of the participants engage in OTT viewing for 2-5 hours per day.
h) Binge-watching: A significant proportion of the participants exhibited binge-watching tendencies. Specifically, 50% of them binge-watch for less than 8 hours, whereas 19% engage in binge-watching for about 8-15 hours every day. The remaining 31% do not have a preference for abstaining from binge-watching any content.

i) Movie-Marathons: 56% of individuals have engaged in movie-marathons infrequently, only once or twice, with their friends and family; 24% have never participated in any movie-marathons, and 20% of them engage in movie-marathons frequently.

The bulk of the respondents have engaged in binge-watching only once or twice.
j) The majority (67%) of respondents believe that senior citizens have a low preference rate (less than 40%) for using OTT platforms. A quarter (25%) of respondents think that senior citizens have an average preference rate of around 60%, while only 8% believe that senior citizens have a higher preference rate of about 70%.

13. If you are a senior citizen or you have one in your home, what is their average preference rate in watching these OTT platforms?

75 responses

Figure 10 Senior-Citizen preference in watching OTT platforms.

k) The age group and factors that drew them: 30% were drawn to this OTT content through social media; 28% replied on online dating websites and sources, and their peer group influenced 22%. The advertisement aspect additionally contributed to a 20% rate of interest among the responders.

The majority of the participants, who are students, show a preference for over-the-top (OTT) content consumption through social media platforms.

14. According to your age group which factor from the below increases your attraction towards these platforms?

75 responses

Figure 11 Age group and attracting factor.

l) Variables affecting OTT platforms: Approximately 30 respondents experienced significant health difficulties, over 40 respondents perceived minimal influence on family time and expenditure on digital entertainment, and less than 20 respondents reported no psychological impact.

The majority of responders have a diminished influence on the amount of time they spend with their families.
m) The respondents exhibited a strong inclination (40%) towards the trend of rewatching their preferred shows and movies, although 17% and 18% of individuals expressed a liking for the trend of viewing international shows and Live TV, respectively. A total of 12% of respondents favored the direction of movie marathons, while 9% showed a preference for binge-watching.

The majority of the respondents rewatch their favorite movies.

n) In terms of preference for utilizing OTT platforms vs Dish or cable networks, 52% of respondents favored using OTT platforms exclusively, 40% opted for using both platforms, and 8% expressed a desire to continue using only Dish or cable networks.

A significant majority of the respondents express a preference for over-the-top (OTT) platforms over traditional TV cable networks.

15. In the below-listed variables select the impact level of these OTT platforms.

Figure 12 Variables impacting OTT platforms.

16. From the below OTT platform select which new trend you like the most?

75 responses

Figure 13 New Trendsetter.

17. Will you prefer to stop using the local cable/dish TVs at your home?

75 responses

Figure 14 Preference on using OTT platforms vs Dish or cable networks.
m) The lockdown and COVID-19 had a significant effect on the utilization rate of OTT platforms, with 88% of the respondents acknowledging an increase in their usage. This was impacted by the lockdowns implemented as a result of the COVID pandemic.

The majority of respondents firmly feel that there has been a significant increase in the consumption of over-the-top (OTT) content during and during the COVID-19 pandemic.

18. Does the lockdown/ COVID situation influence you towards these OTT platforms? 75 responses

![Figure 15](https://www.malque.pub/ojs/index.php/msj)

**Figure 15** Effect of Lockdown and COVID towards usage rate of OTT.

### 4.2. Statistical analysis

Chi-square Test: i.) Examining the association between age group and preference for OTT platform: To assess the extent of independence between the age group and their importance for OTT platforms.

H0: There is no correlation between age and choice for the OTT platform.

Indeed, there exists a correlation between age and the inclination towards the OTT platform.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amazon Prime</th>
<th>Hotstar</th>
<th>Netflix</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Child (5-12 yrs.)</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>b. Adolescence (13-18 yrs.)</td>
<td>9</td>
<td>9</td>
<td>4</td>
<td>22</td>
</tr>
<tr>
<td>c. Adult (19-59 yrs.)</td>
<td>14</td>
<td>6</td>
<td>14</td>
<td>34</td>
</tr>
<tr>
<td>d. Senior Citizen (60 yrs.)</td>
<td>5</td>
<td>8</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>26</td>
<td>20</td>
<td>75</td>
</tr>
</tbody>
</table>

Result/ Output: The chi-square statistic is 11.983 with a p-value of 0.06235 at a significance level of 0.05. Since the p-value is less than 0.05, the result is not statistically significant. Therefore, the null hypothesis Ho can be deemed acceptable.

The two variables exhibit independence, indicating a lack of correlation between the age group and their preference for OTT platforms.

Analysis Conclusion: The analysis has unambiguously determined the degree of independence between age and preference criteria for the OTT platforms.

This indicates that regardless of age, there is a universal inclination and enthusiasm to stream and view material on all three OTT platforms.

ii.) Examining the correlation between age group and the factors that influence decision-making towards OTT platforms in order to determine their level of independence.

H0: There is no correlation between age and affecting factors.

Indeed, a correlation exists between age and several influencing elements.

<table>
<thead>
<tr>
<th>Category</th>
<th>Variety of shows</th>
<th>Low subscription rate</th>
<th>Niche Content</th>
<th>Live TV programs</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Child (5-12 yrs.)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>b. Adolescence (13-18 yrs.)</td>
<td>14</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>c. Adult (19-59 yrs.)</td>
<td>13</td>
<td>7</td>
<td>10</td>
<td>4</td>
<td>34</td>
</tr>
<tr>
<td>d. Senior Citizen (60 yrs)</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
<td>15</td>
<td>15</td>
<td>13</td>
<td>75</td>
</tr>
</tbody>
</table>
The research emphasizes that individuals of all age brackets have a preference for consuming material through over-the-top (OTT) platforms. The survey demonstrated that approximately 18% of respondents in the senior-age group actively engaged and articulated their views. This shows the growing client interest in the emerging digital entertainment industry. According to the report, 40% of the respondents indicated that they favor Amazon Prime over other platforms. The examination of the respondents' group revealed that the bulk of the participants were students with a low income level below 10K. Streaming content on OTT platforms is particularly favored by students and working professionals who belong to the adolescent and adult age groups.

The study also indicated that, regarding satisfactory factors, over 50 of the 75 respondents expressed a high level of satisfaction with the streaming material quality on these three digital platforms. The survey also uncovers the unique selling propositions (USPs) of the three platforms based on the preferred rate of the respondents.

The graphical analysis also unveiled the primary aspects that significantly impact decision-making, such as the diversity of shows and specialized material available on these three platforms. The respondents exhibited a preference for consuming movies and shows rather than sports and news on these digital channels. The study additionally revealed that customers expressed a desire for enhancements in areas such as a greater selection of high-quality specialty shows and the production of Indian or regional web content in the future.

The report also emphasizes the emerging patterns and behaviors that customers are adopting, which exert a greater impact on these digital platforms. Over half of the participants have embraced the practice of binge-watching (50%) and movie-marathoning (56%) on these digital platforms. The statistics also indicate that the average daily time spent using these platforms has been increasing, ranging from 2 to 5 hours. The data analysis reveals that the senior age group exhibits a preference rate of only 40% towards these OTT platforms. However, 19 respondents acknowledge a gradual increase in the average preference rate, reaching about 60%.

The data research has revealed the shift in customer preference towards selecting Over-The-Top (OTT) platforms. The transition from traditional cable or satellite television to the utilization of over-the-top (OTT) services is quite evident in this context. A majority of 56% of individuals agree that they have a preference for digital platforms, such as OTT platforms, over traditional Dish and cable networks due to the favorable slope associated with them. The analysis also demonstrates the evolving preferences of elderly folks, with around 30% of the respondents acknowledging their engagement with these OTT platforms. A significant change in the inclination toward viewing international shows and Hollywood movies is seen among a group of 60 individuals. Furthermore, there is a notable inclination toward the want to consume a diverse range of television programs. Additionally, a significant 33% of individuals now articulate their increasing demand for higher quality specialized shows.

The data indicates that multiple influential elements, such as the internet, social media, and peer group influence, have made an equal impact. Rewatching the movies and series of their favorite actors was the most favored trend across 42% of the samples. The primary discovery in the graphical analysis demonstrated the correlation and influence of the lockdown on the heightened utilization of these three platforms.

The additional factors that contribute to the appeal and allure of OTT platforms, as indicated by feedback, are as follows: superior content quality, an extensive selection of shows, live streaming, and television programming, and access to internationally renowned shows.

6. The implications on consumer behaviour and market trends

1. The increase in the number of customers watching OTT has led to a significant rise in subscription rates.
2. A greater assortment of series, shows, documentaries, docuseries, and movies have been lately included.
3. The selection of series and movies includes a diverse range of languages, such as Nollywood, Korean, Japanese, Chinese, and Indonesian, which previously needed to be more familiar to customers.
4. In response to increased demand, Amazon Prime subscriptions now include a Rent or Buy Gold Subscription option as a marketing tool to attract more customers and generate higher revenue.
5. Prime offers a complimentary episode of a select series, allowing customers to determine their interest in watching more. Naturally, customers may be enticed to purchase the full subscription after viewing the free episode.

6. Upon seeing a specific series or film, these over-the-top (OTT) platforms provide the opportunity to watch further series or movies of the same genre, thereby enhancing the customer’s ability to enjoy content that aligns with their preferences.

7. Summary and Suggestions

The analysis highlights the increasing popularity of digital platforms and the gradual decline of cable TVs and dish choices in the market. The media primarily exert influence by offering diverse and distinct sorts of content. Every forum has established its unique selling points (USPs) and is gradually venturing into different genres to gain a larger subscriber base. According to the study, the increasing demand for these digital platforms is accompanied by certain drawbacks or disadvantages, such as health problems and reduced family time. A significant number of respondents expressed varying degrees of impact resulting from the escalating utilization of digital entertainment. Undoubtedly, all age groups have a preference for watching digital platforms, but their selection is contingent upon several influential circumstances. The majority of clients in the adult and teenage demographic prioritized specialized content shows and were willing to spend more money on them. Additionally, it is worth noting that older individuals are increasingly drawn to regional content and live TV streaming on internet platforms now.

The study has identified a significant correlation between the COVID lockdown and the heightened usage of these platforms. Additionally, it has also revealed the emergence of new patterns among the users. The increasing adoption of new habits and preferences, such as binge-watching both new and old shows, marathon-viewing classic movies, and frequently rewatching films, demonstrates the promising growth prospects and opportunities in the digital entertainment industry in the forthcoming decades. Undoubtedly, the industry is experiencing significant growth and attracting a larger customer base due to its expanding appeal. The COVID scenario has also led to a surge in the regular distribution of mainstream movies featuring big cinema actors on OTT platforms. The expanding opportunities and emerging trends will continue to allure a broader range of clients from diverse backgrounds and age demographics to these platforms.

Based on the findings above and the analysis, the report presents several robust recommendations: The growing use rate may result in a probable increase in the subscription fees of these three platforms in the forthcoming decades. The platforms should take into account the economic circumstances of all client segments and use cost-effective strategies to ensure customer retention. Customers should also consider the limitations of emerging habits such as binge-watching and movie marathons. Excessive consumption can lead to long-term health problems, posing a threat to the growth of the digital business. All digital platforms must do ongoing customer preference research in order to maintain a stable position amidst increasing competition. Digital media have the potential to promote ecologically sustainable practices among customers by showcasing shows and movies, benefiting from their wide reach and raising usage rates.

8. Limitations

The present investigation was conducted in Chennai, a city located in southern India. In order to validate the findings and deductions, it is possible to extend the same research to many cities across India. Augmenting the quantity of samples could enhance the precision of the outcomes.

9. Potential for further investigation

The investigation has identified various areas that offer potential for further analysis and interpretation. Highlighted below are a few of them: The escalating utilization of OTT platforms has resulted in detrimental effects on health. A study comparing cable networks and digital media focuses on the aspects that can support the continued success of cable operations in the market. The future expansion of these digital platforms in the upcoming decades, etc.

Ethical considerations

The authors affirm that the study adhered to the ethical guidelines for a questionnaire study and obtained consent from all participants. The poll respondents were cognizant of the research.

Conflict of Interest

The authors declare no conflicts of interest.

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References


