



## OTT consumption patterns and consumer experience: An integrated study in Chennai

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### Abstract

Rapid globalization and technological progress, media consumption patterns have significantly evolved, especially with the rise of over-the-top (OTT) services. The current research examines customer usage patterns, preferences and experiences with over-the-top services in Chennai. Primary data was collected using an online questionnaire distributed via google form, while secondary data was retrieved from OTT platform websites through Google Scholar search results. Responses received from 150 consumers were evaluated using convenience sampling and statistical methods including Correlation, Chi-square and ANOVA. The results indicate that young individuals mostly engage with films and web series on OTT platforms, motivated by the accessibility of original and unfiltered content. The research underscores the necessity for improved and adaptable subscription structures to cater to sporadic users. The research offers insights into the changing behavior of OTT consumption and underscores the continuous adaptations and innovations necessary to enhance the OTT service landscape.

**Keywords:** Over-the-top (ott), consumption pattern, genre preference, digital media, premium payment, ott platforms, consumption patterns, consumer experience

### Introduction

In this fast-moving world, People started to work in different shifts due to globalization and to meet the work life balance Entertainment sector plays a major role, The media is a part of everyday life and has a big impact on society. The significance of media is increasing daily due to the high level of global connectedness. The fact that the media not only conveys information but also presents its own viewpoint on every event must be considered. Modern technology is still changing the planet. With the addition of ease and luxury, new inventions change people's lives. People's attitudes regarding technology are dynamic as a result of these advancement in technology. The emergence of the internet is responsible for the shift in the manner that video content is viewed. There is no denying that the TV landscape has changed significantly during the past ten years. The development of Over-the-Top (OTT) is the most important shift in the television industry. The entertainment industry is now unhinged due to the rise of OTT. It has made all programs more widely available and reasonably priced for a larger group of consumers. Any software can be accessed from anywhere in the globe by anyone having a mobile device and an internet connection. Around the world, digitalization has changed how people use media. Because of the proliferation of smartphones, more reasonably priced internet, improved networks, and technological advancements, over-the-top (OTT) media has emerged, providing viewers with high-quality services directly through the internet. Any streaming service that provides consumers with content via the internet is referred to as over-the-top, or OTT. Websites and apps typically access them via computers, laptops, tablets, smartphones, smart TVs, etc.

### OTT Services

What we call "over-the-top" services are those that bypass traditional television distribution methods like cable and

satellite by sending movies and TV shows directly to digital users. According to the US Federal Communications Commission (2013), over-the-top (OTT) services are those that offer video content through the internet. The rise of internet video consumption has catapulted the media and entertainment industries to the forefront of the over-the-top market.

### OTT Services in India

The major OTT services in India include Jio+Hotstar, ZEE5, SonyLIV, Voot, Sun NXT, Netflix, Amazon Prime Video, and YouTube Premium.

### Review of Literature

Kour G; Chhabria B (2022) <sup>[1]</sup> the authors conducted qualitative interviews with 16 Indian OTT platform industry experts and marketing professionals, employing an inductive qualitative design. The data included industry landscape, CONSUMER value, consumer experience, engagement, and platform stickiness. Thematic analysis was used to identify relevant semantic elements. This study revealed that in India, Client satisfaction, product uniqueness, client perceptions as well as dedication, with network growth to be value boosters are vital strategies for increasing platform stickiness. Archana (2023) <sup>[2]</sup> Researcher found that paper seeks to examine the shift from traditional media to OTT platforms, exploring the numerous reasons behind this transition. It focuses on the growing preference for web series over TV serials. The research employs Uses and Gratifications Theory (UGT) and a quantitative approach, with a focus on Chennai city. R. Bargavi (2024) <sup>[3]</sup> this study provides insights into the digital entertainment landscape and potential future trends, while also addressing the current financial and competitive challenges Hotstar faces and the need for new strategies. It traces Hotstar's journey from its inception to its expansion into international markets, highlighting the technological

innovations and strategic decisions that have fueled its success. Additionally, it examines Hotstar's impact on sports broadcasting and its competition with traditional broadcasters. Prateek Khanna (2024) this study examines prior literature to comprehend contemporary advancements in the field. The authors identify six principal issues regarding OTT: advancements in OTT infrastructure and technology, consuming behavior related to OTT, developing trends towards OTT platforms, audience interaction with digital media, the global OTT business, and OTT regulations and regulatory frameworks. Choi, Y.-W (2024) [5] this study uses 2020 Media Panel data from 423,851 personal media diaries to evaluate how individual attributes, contextual variables, and temporal factors affect platform choice. The findings suggest a “Friday effect” and OTT platform preference in the afternoon (12:00–16:00) and late night (00:00–04:00). OTT platforms are more available late at night. Male gender, younger age, better education, and money increased OTT platform choice. Environment factors like unlimited data and tablet PCs predicted OTT preference. Being near a beam projector at night and living in a multi-person household in the afternoon enhanced OTT use. The study found that traditional television and OTT stakeholders can use data-driven ideas to allocate resources by day and time.

**Objective of the Study**

1. To analyze the patterns and determinants of time spent on OTT platforms

2. To examine the genre preference in OTT platform.
3. To understand the problems faced by consumer and identify areas of improvement in OTT.

**Research Methodology**

- The primary data was collected using an online Survey.
- Secondary data was sourced from different OTT platform websites, Google scholar.
- Samples were selected using the convenience sampling method.
- A total of 150 consumer respondents from Chennai City were chosen for the study.
- Appropriate statistical tools, such as Correlation, Chi-square, Anova.

**Analysis**

**1. Consumer satisfaction and watching OTT by paying Premium.**

**Hypothesis**

**H<sub>0</sub> (Null Hypothesis):** There is no significant relationship between Premium payment and Consumer satisfaction of OTT platforms.

**H<sub>1</sub> (Alternative Hypothesis):** There is a significant relationship between Premium payment and Consumer satisfaction of OTT platforms.

**Statistical Test: Correlation**

Correlations			
		Paid subscription for premium content	Satisfaction over ott platform
Paid subscription for premium content	Pearson Correlation	1	-.071
	Sig. (2-tailed)		.472
	N	104	104
Satisfaction over ott platform	Pearson Correlation	-.071	1
	Sig. (2-tailed)	.472	
	N	104	104

**Interpretations**

The two variables have a weak negative correlation of -0.071. As one variable rises, the other falls slightly, but the relationship is weak. Hence H1 is accepted.

Premium subscribers are slightly less satisfied with the OTT platform.

**2. Time spent on OTT platform and Occupation of the respondent**

**Hypothesis**

**H<sub>0</sub> (Null Hypothesis):** There is no significant relationship between time spend on OTT platform and Occupation of the respondent.

**H<sub>1</sub> (Alternative Hypothesis):** There is a significant relationship between time spent on OTT platform and Occupation of the respondent.

**Statistical Test: Chi-Square Test**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.030 <sup>a</sup>	15	.050
Likelihood Ratio	25.314	15	.046
N of Valid Cases	102		

**Interpretation:** The Pearson Chi-Square test and Likelihood Ratio test demonstrate a statistically significant

link between the two categorical variables, but the Pearson test is marginally significant (p-value of 0.050) while the

Likelihood Ratio test is more significant (0.046). hence H1 is accepted. Time spend on OTT platform depends upon the occupation of the consumer.

**3. Age group and Genre preference**

**Hypothesis**

**H<sub>0</sub> (Null Hypothesis):** There is no significant relationship between Age group on Genre preference of OTT platform.

**H<sub>1</sub> (Alternative Hypothesis):** There is a significant relationship between Age group and genre preference of OTT platform.

**Statistical Test: ANOVA.**

**ANOVA**

Most preferred genre on OTT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.222	3	.741	.699	.555
Within Groups	101.778	96	1.060		
Total	104.000	99			

**Interpretation**

The F-value (0.699) and p-value (0.555) show that the most chosen genre does not differ by age group. We cannot prove that age significantly impacts the most chosen genre on OTT platforms because the p-value is more than 0.05. Age group does not affect the preference of genre.

**Findings**

Enhanced and efficient subscription plans has to be implemented to address the demands of the bulk of consumers who intermittently utilize OTT services. Films and web series are the most seen on OTT platforms among the youth, favored for their availability of original content that is free from restriction. The OTT will undergo numerous modifications and enhancements to achieve the optimal model. The study's findings indicates OTT consumption patterns and consumer experience for OTT platforms.

**Conclusion**

According to the study on OTT consumption patterns and customer experiences, OTT platforms have become an important aspect of modern entertainment, especially among younger and urban consumers. Users like these platforms because they provide convenience, flexible watching options, reasonable subscription plans, and a diverse range of content in multiple languages and genres. The findings show that content quality, simplicity of use, pricing, and streaming performance have a significant impact on user happiness and retention. The study also reveals that consumers are more likely to choose platforms that provide original content, strong regional language support, and good value for money. Although premium payments do affect satisfaction, viewers place greater importance on meaningful and engaging content, along with a smooth viewing experience. The increasing adoption of OTT services is further supported by the availability of digital devices, low-cost internet, and changing lifestyle preferences. In conclusion, OTT platforms must continue to innovate, improve user experience, and offer region-specific content to attract and retain viewers. As consumer

expectations continue to evolve, platforms that successfully combine quality, affordability, and personalized content delivery will gain a stronger competitive advantage in the growing OTT market. The study also found that consumers choose platforms that offer original content, robust regional language support, and high value for money. Although premium payments influence satisfaction, viewers place a higher value on meaningful and entertaining material, as well as a smooth viewing experience. The availability of digital gadgets, low-cost internet, and changing lifestyle tastes all contribute to an increase in OTT service use. Finally, OTT platforms must continue to innovate, improve user experience, and provide region-specific content in order to attract and retain consumers. As customer expectations shift, platforms that successfully balance quality, cost, and personalised content distribution will gain a competitive advantage in the expanding OTT industry.

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