AN EMPIRICAL STUDY ON PAID SUBSCRIBERS' AWARENESS AND PREFERENCES TOWARDS OVER-THE-TOP (OTT) PLATFORMS

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ABSTRACT

This empirical study explores the awareness and preferences of paid subscribers towards Over-the-Top (OTT) platforms in Bangalore, with a focus on factors influencing their adoption and usage. The outcomes of 150 participants' responses show a high level of awareness of OTT services, the researchers with Netflix and Amazon Prime distinguishing out as the most popular services because of their user experience and high-quality content. Privacy, content variety, device accessibility, and content quality are important variables that impact subscription decisions. Although reactions to sensual and romantic content varied, suggesting personal and multicultural awareness, comedy, thrillers, and action are obviously preferred genres. Statistically significant variances in platform and content choices (Chi-square p-values about 0.000) demonstrate inconsistent user action. According to the survey, in order to draw and keep customers in the cutthroat world of digital entertainment, OTT service providers must prioritize premium, varied, and locally relevant content, improved privacy features, and adjustable pricing.

Keywords: OTT Platforms, Subscriber Preferences, Content Consumption, Digital Entertainment and User Awareness

1. INTRODUCTION

An OTT stands for "Over the top" platforms refers to the form of internet streaming services through the audio, video and other contents which reach the users/audience/viewers by the paid subscription and also with free from some platforms with Ads without using any form of cable system. In now a days it is most convenient mode of entertainment and having large contents like Movies, Sports, Documentaries and Tv shows and many more also available and it had a lot of regional contents to the subscribers with many option to them for choosing the OTT platforms motivating the subscribers to increasingly to service like Amazon prime video, Netflix Jio Hotstar and others, The number of paid subscribers increasingly as the result of this trends. Here the subscribers are transformed after using these platforms especially after the covid-19 pandemic, initially freemium subscription has running with ads (AVOD) but after some days viewers are become attached to the paid subscribers (SVOD), additionally demands for convenience and the raising the demand for a different kinds of contents have significantly growth of OTT platforms.

2. REVIEW OF LITERATURE

Hafeez et.al (2024) In this study highlights that shifting of consumers in media habit towards OTT platforms. This study contributes insight into analysing how affordable, convenience and flexibility of OTT usage in devices. That changed the shape of consumption of traditional media and into decline stage also. The OTT platforms are produced an original content to

build the loyal subscribers bases is also proven. This study conducted surveys and interviews to attract diver's consumer motivations, additional it had global and cultural context, regional preferences in adoption. The study found that the convenience factor, contents availability and flexibility changes the consumers, with access in devices in convenient time into usage OTT platforms.

Dilshan et.al (2025) in this study investigates how television changing in Indian society with the sudden rise and usage of OTT platforms, during covid-19 pandemic peoples are turned to digitalisation for all kind of activities then after digital entertainment as came into create the trend in market to become access easily for the peoples, in this study 100respondents taken to conduct survey in Kerela,it provides an insight of user preference and experience that are specific to certain region. The study found that youth dominance is highlight, economic accessibility, and one of the important factors pushing the advancement of OTT is frequent use of smartphones. For the purpose to show how OTT platforms maintained the adaptablity during the covid-19 crisis, the study also evaluates content preferences and level of satisfaction. The study provides effects on strategic expansion of the industry in addition examine existing trends.in this study all are considered and it enhances literature by relating customer happiness, growth of industry and technological access.

Dilip et.al (2025) This study highlights that evolution of consumption media situating OTT platforms within wide technological changes, through interviews and mapping capturing the awareness and preferences of consumer in a structured way, analysis revealed that students with medium income, the study found that the word of mouth through their relatives and friends plays a vital role in spreading awareness about the OTT platfroms. netflix,hotstar and amazon prime are most platforms are preferred by consumers because of lot of contents, flexible feature and good quality, overall this study provides useful insights into consumer satisfaction and perception.

Joyeeta et.al (2024) the study explores the transformation of consumer in India with the boom of OTT platforms, especially in the time of covid-19 pandemic. The study conduct the surveys and focus group discussions, it identifies key determinants such as a content, convenience, time, satisfaction and mainly is work from home culture. The study found that sharp increases in viewership hours and willingness to pay, it indicates a shift in spend patterns. Satisfaction is motivated by content quality, family members viewing space, and devices prefernces.the research highlights the role of demographics like age. Income and occupation in shapes the usage. As a whole it offers valuable insights into the emerging Indian OTT market and its competitive capability.

Dr. Joyeeta Chatterjee, (2024) this study focused on the growth of media adoption in India from CDs, DVDs, and cable TV to the current prominence of OTT platforms, it underlines how affordable internet and a large youth generation have driven requirement for diver's local regional and international content. The covid-19 lockdown rapidly advanced OTT adoption, with subscriptions rising as people opted for alternative modes in home entertainment, device compatibility, flexibility in subscription cost and shared usage to family members and friends strengthened the appeal of OTT platforms. However the non-availability of movies in big screens cinematic experience remains a boundaries .overall the study highlights the role of changing preference of consumer and digital wider availability of the internet is expansion the OTT growth in India.

Jayashree et.al (2022) this study focused on factors which influencing OTT app preference with special reference to Chennai city, based on sample of 150 respondents analysed through SPSS.This study reveals that Netflix is the most preferred platform in Chennai city with cost

effectiveness evolving into the primary factor in affecting subscription. The majority viewers /users are female students aged between 18-21, earning below 10, 000, engaged in 1-2 hours usage of OTT. Income considerably impacts the number of subscriptions, no significant relation shows between age and viewing time. Network issues are also the problem for smooth usage .all over how budget friendly pricing and wide ranging contents make OTT platforms highly attractive.

3. STATEMENT OF THE PROBLEM

The rapid growth of Over the top platforms has significantly changes the media consumption. Subscribers now have diverse digital content to access with multiple platform providers. Most of the studies draw attention to the general usage patterns rather than paid subscriber habits. Limited research has studies the awareness and preferences of paid subscribers some users are initially access free contents from some providers now it attached and become paid subscription somewhere it raises issues of affordability and platform content value. Subscribers' choices are affected by features such as pricing, contents, quality and user experience. This extent to which these factors increase sign ups choices is not completely known. Demographic and behaviral gap among subscribers remain underexplored. There is a gap in understanding how that awareness structures preferences and satisfaction levels. Thus the study seeks to identify paid subscribers awareness and preferences to guide both the industry and academia.

4. SIGNIFICANCE OF THE STUDY

Over the top (OTT) platforms have reshaped the digital entertainment business in a radical transformation in the last few years. Paid subscriptions are also diverse changes the pattern of the growth.as competitions raises among providers, understanding the awareness, preferences and satisfaction levels of subscribers has become important to the providers .this study is important as it indicate the gap between by the earlier research, which largely focused on general usage users rather than the specific behaviours of paying consumers.by evaluating factor such as pricing models,affordability,content diversity, quality of streaming and user experience, the study provides understanding the factors of subscription choice. The finding will value creation for OTT providers by enabling them to structure that improve consumer loyalty or sustenance of subscribers, while also contributing to academic analysing underscoring demographic and behavioural difference among subscribers/users in a fast changing digital landscape

5. OBJECTIVES OF THE STUDY

1. To examine the awareness and preferences of selected subscribers towards OTT platforms.

2. To analyse subscriber preferences regarding the content offered on OTT platforms.

3. To evaluate the relative importance of various factors influencing the adoption and usage of OTT platforms.

6. HYPOTHESES OF THE STUDY

1. **H$_1$:** There is a significant relationship between subscriber awareness of OTT platforms and their platform preferences.

2. **H$_2$:** There is a **significant association** between the type of OTT platform and the level of user preference.

7. RESEARCH METHODOLOGY

1. **Research Design**: To investigate user awareness, preferences, and influencing variables about Over-The-Top (OTT) platforms, the study uses a descriptive research approach. It seeks to learn more about Bangalore consumers' opinions and behavior about digital streaming services.

2. **Study Area**: Bangalore City, Karnataka, a significant urban center with a high proportion of OTT users and digitally aware customers, served as the study's site.

3. **Population and Sample**: People who utilize or are aware of OTT services like Netflix, Amazon Prime, Jio-Hotstar, Zee5, etc. make up the target population.

4. **Sample Size**: For the study, 150 respondents in total were chosen.

5. **Sampling Method**: Taking into account participant availability, time, and willingness to reply, the study employed a non-probability convenience sampling technique. To guarantee a broad representation, respondents were chosen from a range of Bangalore neighborhoods, occupations, and age categories.

6. **Data Collection Method**: A structured questionnaire that was given both online and offline was used to gather primary data. Closed-ended questions about OTT platform awareness, usage frequency, preferred content genres, platform features, and subscription-influencing factors were all included in the survey.

7. **Data Analysis Tools**: To assess the associations between variables and check for statistical significance, data were analyzed using descriptive statistics (frequencies, percentages) and inferential statistics (Chi-square test).

8. LIMITATIONS:

➢ The non-probability convenience sampling technique used in the study might not fully represent Bangalore's OTT user base. Because of this, the results might not be as applicable to other areas or larger populations.

➢ The study may not fully depict the range of user behavior, interests, and demographic variances in a big, diverse metropolis like Bangalore because of its small sample size of 150 respondents.

➢ A structured, self-administered questionnaire was used to gather the data, and this could lead to response bias due to social desirability or erroneous self-evaluation. This might have an impact on how genuine the answers are.

9. DATA INTERPRETATIONS AND ANALYSIS:

Table 1 clearly shows the respondents' OTT awareness in the study area, Bangalore. The majority of respondents (52 out of 150, 34.7%) are familiar with all four OTT platforms, indicating a strong overall market exposure. A sizable proportion (41 respondents, 27.3%) is aware of three platforms, indicating widespread yet slightly limited familiarity. Those who are aware of only two platforms account for 22%, indicating moderate selective exposure. Just 16% are aware of only one platform, indicating a small segment with little interaction or brand reach. Overall, 84% of respondents are aware of three or more platforms, indicating substantial brand penetration in the OTT segment

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Table-1 Respondents for the OTT Awareness in the Study Area

Awareness Type	Description	Frequency	Percentage (%)
Aware of Only One Platform	Aware of only **Netflix** or **Amazon Prime** or **Hotstar** or **Others**	24	16.00%
Aware of Any Two Platforms	Aware of any **two** of the above platforms	33	22.00%
Aware of Any Three Platforms	Aware of **three** of the platforms	41	27.30%
Aware of All Four Platforms	Aware of **Netflix**, **Amazon Prime**, **Hotstar**, and **Others**	52	34.70%
Total		**150**	**100.00%**

Source: Primary Data

Figure-1: Percentage Respondents for the OTT Awareness in the Study Area
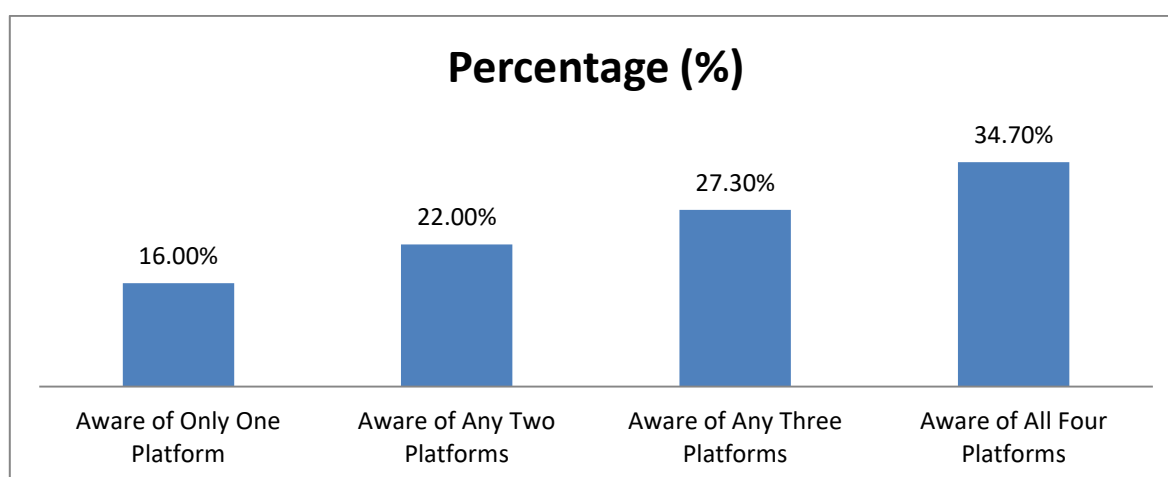

Table-2: Respondents for the Preferred for the Selected OTT Platforms in the Study Area.

OTT Platform	Most Preferred	%	Moderately Preferred	%	Least Preferred	%	Not Preferred	%	Total	%
Netflix	62	41.33	47	31.33	21	14.00	20	13.33	150	100.00
Amazon Prime Video	58	38.67	45	30.00	23	15.33	24	16.00	150	100.00
Jio- Hotstar	42	28.00	38	25.33	38	25.33	32	21.33	150	100.00
Others *(e.g., SonyLIV, Zee5, etc.)*	18	11.54	35	22.44	52	33.33	51	32.69	156	100.00
Chi-square Value: 0.000										

Source: Primary Data

Figure-2: Respondents for the Preferred for the Selected OTT Platforms in the Study Area.
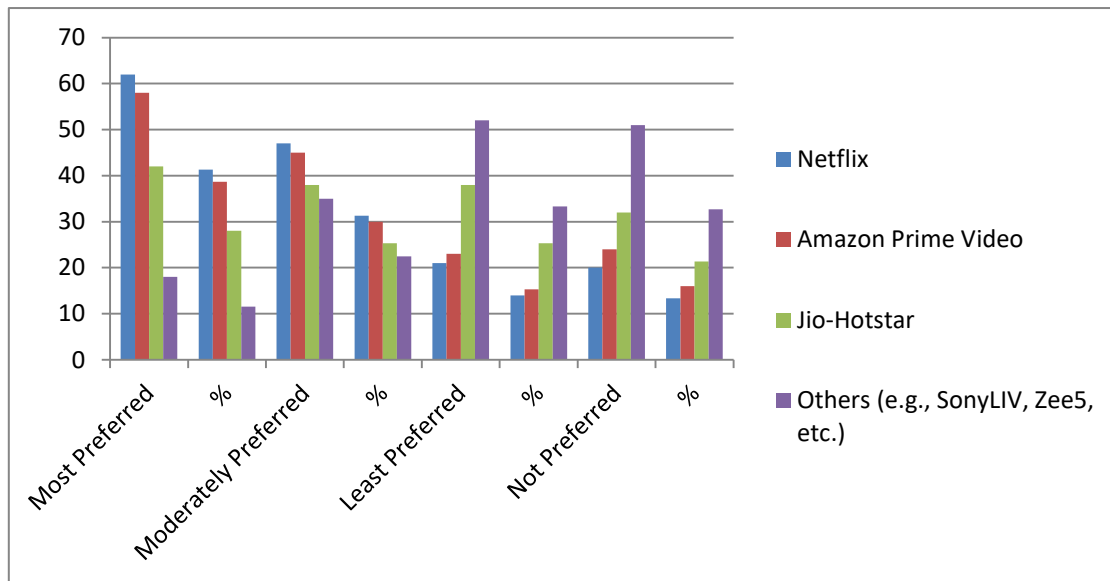

Table-2 clearly indicates that the respondents for the preferred for the selected OTT platforms in the study area i.e., Bangalore city**.** Netflix is the most preferred platform overall, with 62 out of 150 respondents (41.3%) rating it as their top choice. Amazon Prime Video follows closely, with 58 (38.7%) marking it as most preferred — indicating high popularity. Jio-Hotstar has a more balanced distribution, but notably higher values in "Least Preferred" (25.3%) and "Not Preferred" (21.3%) compared to Netflix/Prime. Other platforms (SonyLIV, Zee5, etc.) are least favored overall, with a combined 66.0% of respondents rating them as least or not preferred. The variety in preferences between platforms indicates that user attitude varies greatly by platform, either as a result of exclusive shows, UI/UX, subscription fees, or content quality. Consequently, there is a statistically significant correlation between OTT platforms and user preference levels, as indicated by the Chi-square p-value (0.000) < 0.05. This means user preferences are not evenly distributed across platforms — some platforms are clearly more favored than others. In other practical terms, Netflix and Prime are clearly leading in preference, while alternatives like SonyLIV and Zee5 struggle to gain favor.

Table-3: Respondents for the Level of Importance of the factors OTT Platforms in the Study Area

Features / Factors	Most Important	%	Moderately Important	%	Least Important	%	Not Important	%	Total	%
Variety of Entertainment Contents	118	78.67	18	12.00	6	4.00	8	5.33	150	100.00
Freshness and Originality of Entertainment Contents	102	68.46	35	23.49	7	4.70	5	3.36	149	100.00
Quality of Entertainment	106	70.67	27	18.00	9	6.00	8	5.33	150	100.00

Contents										
Multilingual Entertainment Contents	51	34.00	69	46.00	21	14.00	9	6.00	150	100.00
Subscription Plan / Charges	78	52.00	45	30.00	19	12.67	8	5.33	150	100.00
User-friendly Interface	84	56.00	45	30.00	14	9.33	7	4.67	150	100.00
Availability on Any Device (mobile, laptop, tablet, TV)	112	74.67	33	22.00	4	2.67	1	0.67	150	100.00
Privacy	114	76.00	25	16.67	7	4.67	4	2.67	150	100.00

Source: Primary Data

Figure3: Respondents for the Level of Importance of the factors OTT Platforms in the Study Area
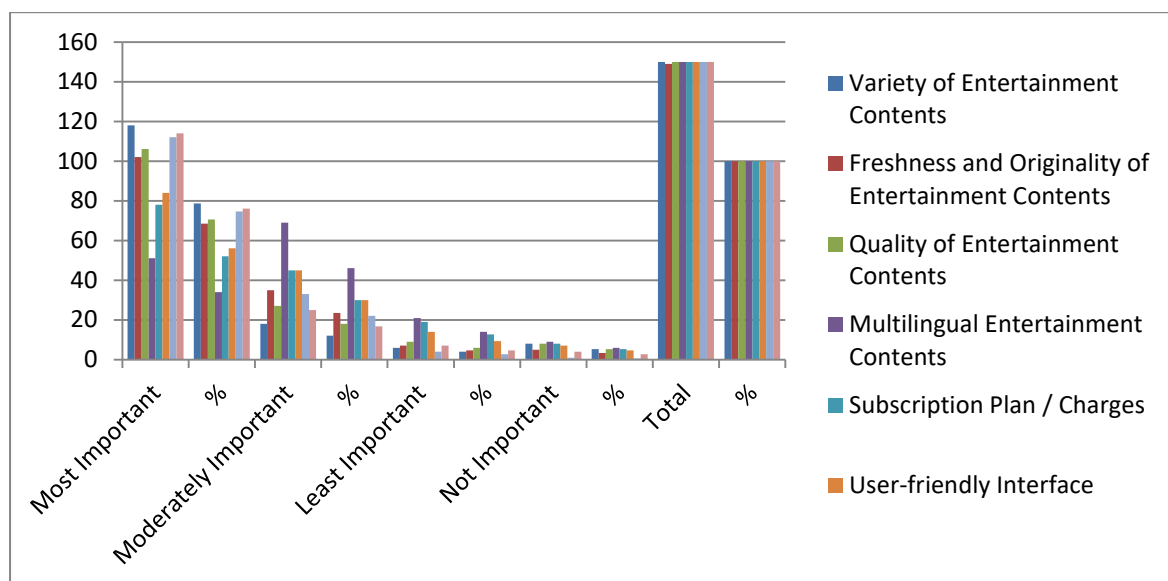

Table-3 Clearly shows the respondents for the level of importance of the factors OTT platforms in the study area, i.e., Bangalore City. Privacy is rated as **"Most Important"** by 76%, showing users are highly concerned about how their data is handled. Availability on any device is critical, with 75% marking it as "Most Important"—cross-device access is now expected by default. Users demand a wide range of entertaining alternatives; therefore, variety is ranked as a particularly important aspect by over 79% of respondents. 71 percent of the respondents emphasize the quality of content, indicating that viewers expect well-produced and captivating content. 68 percent of respondents prioritize freshness and originality, indicating that they choose original information over repetition. User-friendly interfaces are important to over 55%—platforms must focus on intuitive design and easy navigation. Subscription plans and charges are considered "Most Important" by 52%,

indicating price matters, but not more than content quality. The fact that 46 percent of respondents evaluate multilingual content as "Moderately Important" while just 34 percent feel it is "Most Important" demonstrates the value of this type of content for a variety of consumers. Very few users gave any feature a "Not Important" rating, indicating that all aspects are significant and shouldn't be disregarded.

Table-4: Respondents for the Genre Entertainment Content on OTT Platforms in the Study area.

Genre	Mostly Preferred (f)	%	Moderately Preferred (f)	%	Least Preferred (f)	%	Not Preferred (f)	%	Total	%
Drama	67	44.67	52	34.67	16	10.67	15	10.00	150	100.00
Romance	45	30.00	58	38.67	32	21.33	15	10.00	150	100.00
Horror	72	48.00	31	20.67	36	24.00	11	7.33	150	100.00
Thriller/Suspense/Crime	102	67.55	41	27.15	6	3.97	2	1.32	151	100.00
Comedy	102	68.00	41	27.33	5	3.33	2	1.33	150	100.00
Erotic	45	30.00	42	28.00	35	23.33	28	18.67	150	100.00
Action	85	56.67	46	30.67	15	10.00	4	2.67	150	100.00
Mythological (Religious)	36	24.00	47	31.33	35	23.33	32	21.33	150	100.00
Sports	65	43.33	57	38.00	16	10.67	12	8.00	150	100.00
News	27	18.00	31	20.67	45	30.00	47	31.33	150	100.00
Cartoon/Animated Show	42	28.00	23	15.33	32	21.33	53	35.33	150	100.00
Chi-square Value: 0.001										

Source: Primary Data

Table-4 clearly indicates that respondents for the genre entertainment content on OTT platforms in the study area. Comedy and Thriller/Suspense/Crime are the most preferred genres, each with around 68%–67% rating them as "Mostly Preferred"—they strongly appeal to a wide audience. The fact that 46 percent of respondents evaluate multilingual content as "Moderately Important" while only 34 percent feel it is "Most Important" demonstrates the value of this type of content for a variety of consumers. Very few users gave any feature a "Not Important" rating, indicating that all aspects are significant and shouldn't be disregarded.

Romance and Erotic genres show mixed opinions, with moderate "Mostly Preferred" scores (30%) and relatively high percentages in "Least" and "Not Preferred" categories—indicative of divided audience preferences. Mythological (Religious) content has low top preference (24%) and a high "Not Preferred" rate (21%), suggesting it appeals mainly to niche audiences. News is the least preferred, with only 18% saying it is "Mostly Preferred" and 61% rating it "Least" or "Not Preferred"—likely due to entertainment context. Cartoon/Animated Shows also scored low, with 28% "Mostly Preferred" but over 56% in the "Least" and "Not Preferred" categories—perhaps due to age demographics. The Chi-square value of 0.001 (very small) suggests statistically significant variation in preferences across genres, confirming that genre popularity is not uniform—audiences have clear and distinct genre tastes.

10. MAJOR FINDINGS:

- ➢ Strong OTT market penetration and digital literacy in the research area are indicated by the noteworthy 84% of respondents who are aware of three or more OTT platforms.

- ➢ The two most popular platforms are Netflix and Amazon Prime.

- ➢ In contrast to Jio-Hotstar and other options, Netflix (41.3%) and Amazon Prime (38.7%) are the most popular over-the-top (OTT) services, demonstrating excellent brand positioning and content offerings.

- ➢ Minimal Preference for Alternative Platforms More than 66% of users rate platforms like SonyLIV, Zee5, and others as "Least Preferred" or "Not Preferred," indicating a need for better marketing or content.

- ➢ When selecting an over-the-top (OTT) platform, users rank privacy (76%) as the "Most Important" criteria, followed by diversity of entertainment content (79%), and quality (71%).

- ➢ Accessibility between Devices is Essential Any device availability is rated as "Most Important" by 74.7% of respondents, indicating that easy access on phones, laptops, TVs, and tablets is a major requirement.

- ➢ The most popular "Mostly Preferred" genres are comedy (68%), action (56.7%), and thriller/suspense/crime (67.5%), indicating a desire for interesting and quick-paced material.

- ➢ Contradictory Preferences for Erotic and Romantic Genres. The fact that just 30% of respondents rated these genres as "Mostly Preferred" and that a sizable portion fell into the "Least" and "Not Preferred" categories suggests that people have different cultural or personal sensitivities.

- ➢ The platform and genre preferences chi-square test scores (0.000 and 0.001) show that user preferences are not evenly distributed; consumers' choices of platforms and content differ greatly from one another.

11. SUGGESTIONS:

- ➢ Enhance Cross-Platform Integration
- ➢ Focus on Strengthening Privacy Policies and Transparency
- ➢ Continue Investing in High-Quality and Diverse Content
- ➢ Capitalize on Popular Genres (Comedy, Thriller, and Action).

- ➢ Address the Low Preference for Other Platforms Through Differentiation.
- ➢ Target Niche Audiences with Tailored Content.
- ➢ Introduce Flexible and Value-Based Subscription Plan
- ➢ Leverage Local Language and Regional Content Creatively

CONCLUSION:

This study concluded that respondents in Bangalore got an extensive range of OTT literacy and usage, with Netflix and Amazon Prime being the most popular platforms because of their excellent content selection and user experience. Viewer interest is dominated by genres including comedy, thriller, and action, but privacy, variety of material, and device accessibility are important variables determining user preference. The importance of cultural congruence and focused tactics is shown by the mixed or low adoption of alternative platforms and certain genres, such as romance and pornographic content. In order to remain competitive and expand the number of their subscribers, OTT service suppliers need to put a high priority on personalization, regional content inclusion, flexible pricing, and enhanced privacy and accessibility features. This phenomenon will ensure that all user groups have a more satisfying and inclusive watching experiences.

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