Dr. Subrat Narayan

A COMPARATIVE STUDY OF CONSUMER PREFERENCE TOWARDS NETFLIX, AMAZON PRIME, AND DISNEY+ HOTSTA...

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ABSTRACT

The present investigation studied how Indian customers choose between Netflix and Amazon Prime Video and Disney+ Hotstar/JioHotstar after researchers collected primary survey data from 70 OTT users. The research evaluated platform selection together with the investigation of how price value assessment and content selection and user interface and user satisfaction determine users' decision to continue using the platform. The results showed that Amazon Prime Video was the top choice among users through its selection by 30 respondents who made up 42.86 percent of the total. The most common reasons for preference were content variety which received 22 votes at 31.43 percent and price value which received 18 votes at 25.71 percent and sports live content which received 14 votes at 20.00 percent. The results of correlation analysis and regression analysis showed that user experience ($r = 0.731$; $\beta = 0.417$) and content preference ($r = 0.684$; $\beta = 0.351$) and price value perception ($r = 0.612$; $\beta = 0.284$) together with satisfaction create a strong effect on consumer preference while satisfaction shows a strong connection to the prediction of continuing use ($\beta = 0.563$). The primary method through which users discover platforms comes from platform suggestions which account for 30 users who make up 42.86 of the total users and 46 respondents who represent 65.71 of the total users showed they would probably or definitely renew their subscription. One-way ANOVA confirmed that users who use different primary platforms show different levels of satisfaction ($F = 5.286$, $p = 0.007$) and users from various age groups select platforms differently ($F = 3.914$, $p = 0.012$). The research shows that Indian broadcasting platforms use value perception and content relevance together with user-friendly design to create rivalry which leads to customer satisfaction that drives user retention.

Keywords: OTT platforms; Consumer preference; Price–value perception; Content attractiveness; User experience; Continuance intention

CHAPTER 1

INTRODUCTION

India's video entertainment industry has undergone fundamental changes because subscription-based OTT services distribute content through their own channels while their competitors provide content libraries and user experience design and perceived value to customers who want to watch their programs (Nagaraj et al., 2021; Polisetty et al., 2023). Indian consumers use Netflix and Amazon Prime Video and Disney+ Hotstar as the main reference brands which research can use to study how users develop preferences between different streaming services (Verma & Yadav, 2023; Shah & Mehta, 2023). Consumers prefer OTT services because they provide practical advantages which include viewing content at any time and watching high-quality videos and using an easy-to-navigate interface while also delivering positive experiences which include entertainment and different types of content and newly introduced material (Gupta & Singharia, 2021; Verma & Yadav, 2023). The Indian market presents unique challenges because various communities experience different internet access levels which businesses must address together with their customers' unique language needs and their customers' financial restrictions when they develop adoption strategies and methods for keeping customers (Nagaraj et al., 2021; Patnaik et al., 2024).

Theoretical research shows that digital subscription choices follow technology adoption and use models which explain how people decide to use technology through their understanding of its practical value and ease of use and the available support systems (Davis, 1989; Venkatesh et al., 2003). The research results show that Indian customers use multiple service attributes to evaluate OTT services based on content and convenience and features and price and quality (Nagaraj et al. 2021; Zeithaml 1988) because the price creates a negative effect when customers think the benefits do not exceed the value of their expenses. Indian users increased their OTT platform usage from the COVID-19 pandemic to the present time because they found affordable content which provided convenience and high-quality content to be important for their satisfaction with streaming services (Gupta & Singharia 2021; Verma & Yadav 2023). The satisfaction and ongoing subscription rates to different

platforms depend on OTT services which customers experience through digital content delivery because service quality and system quality including efficiency and reliability and privacy protection serve as essential factors (Parasuraman et al. 2005; Verma & Yadav 2023). The UTAUT model shows that users base their streaming platform preferences on performance expectations and effort expectations and facilitating conditions and social effects according to research conducted in the OTT sector which uses this model to study how Indian viewers choose between Netflix and Prime Video and Hotstar (Shah & Mehta 2023; Venkatesh et al. 2003).

Research on consumer platform choice in India provides academic value because it enables researchers to measure how customers balance subscription costs against perceived value and content relevance and streaming quality when making decisions about their preferred services and overall satisfaction (Zeithaml 1988; Polisetty et al. 2023). The comparison carries important managerial implications because platform strategies depend on three factors which include friction reduction (ease of use) and improved experiential quality (reliability and responsiveness) and content portfolio alignment with specific audience preferences to achieve fair pricing in cost-sensitive markets (Parasuraman et al., 2005; Nagaraj et al., 2021).The research about India demonstrates that people face two barriers which stop them from using technology because their internal economic situations and technological access fail to control their behaviour which leads to different consumer groups developing different preferences (Patnaik et al., 2024; Shah & Mehta, 2023).The study will show how people in India choose between Netflix and Amazon Prime Video and Disney+ Hotstar because it will provide research results which help make decisions about market segmentation and brand positioning and customer retention practices in the competitive streaming market (Verma & Yadav, 2023; Gupta & Singharia, 2021).

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1.1 GROWTH OF OTT PLATFORMS IN INDIA

The Indian OTT (over-the-top) video industry has developed into its present state because people now watch streaming content as their primary entertainment option due to decreased data prices and the spread of low-cost smart devices and the widespread adoption of streaming services by all social classes. The research on Indian consumer behavior demonstrates that people find streaming more appealing than traditional television because of its easier usability and various content options

and affordable pricing which especially draws younger viewers who watch media on their mobile devices. (Nagaraj et al., 2021; Bhattacharyya et al., 2021)

The growth of India's OTT market shows that it operates as both an access story and a fit story because platforms achieve successful expansion through content that matches different languages and regional preferences and popular cultural content while their users experience affordable and smooth platform operation. The research on India-based studies shows that people prefer OTT services when platforms offer extensive content libraries and allow them to watch shows on multiple devices because they make it easy to transition from television to streaming through familiar content and indigenous storytelling. (Biswas, 2025; Puthiyakath & Goswami, 2021)

The pandemic period accelerated OTT diffusion by intensifying at-home entertainment demand the research results show that people continue to use OTT services after the pandemic because they receive benefits from the service which include relaxation and binge-watching and entertainment and easy-to-use interfaces. The OTT growth in India shows that viewers now watch streaming content as a common practice because they want to maintain their subscription which makes them loyal to specific platforms. (Gupta & Singharia, 2021; Menon, 2022)

The growth trajectory also reflects an emerging maturation of the market The market for OTT services has reached new levels of growth because consumers now assess services through multiple factors which include price value and content availability and trust and perceived quality. The research shows that satisfaction and trust interact with content availability and habit to shape ongoing use and commitment. The sustained growth of the Indian market needs both attractive content libraries and reliable platform operation. (Soren & Chakraborty, 2024; Mondal & Panda, 2026)

1.2 OVERVIEW OF NETFLIX, AMAZON PRIME VIDEO AND DISNEY+ HOTSTAR / JIOHOTSTAR IN INDIA

Netflix Amazon Prime Video and Disney+ Hotstar which now operates under the "JioHotstar" brand after its merger in India present three different competitive systems which use similar competition methods. Netflix operates as a premium streaming service which uses data to maintain its position as a global competitor. Prime Video functions as a streaming service which users obtain through their

membership bundles. Hotstar operates as a streaming service which established its market position by delivering extensive local television content and sports programming. Indian streaming research shows that platform performance depends on how content and pricing and cultural elements are localized by platforms because the Indian market demands localized content and price-sensitive customers. (Biswas, 2025; Nagaraj et al., 2021)

Academics view Netflix's expansion in India as a case study which shows how global companies face local limitations on premium products because Indian customers prefer affordable solutions which local language services provide while competitors use hybrid advertising and subscription models. Research about streaming in India shows that Netflix creates unique content through its advanced user interface which provides access to a wide international content library and exclusive original programming. The platform faces challenges for user growth because customers perceive its service as expensive and its content library falls short of what domestic competitors offer through their traditional television systems. (Biswas, 2025; Bhattacharyya et al., 2021)

Amazon Prime Video operates its service in India through ecosystem advantages and its commitment to local content production which uses Prime membership as its core distribution method while creating Indian shows and offering content in multiple languages. The research about global streaming platforms shows that Prime Video functions as an integrated part of its platform strategy which lets it grow through additional value from shopping and logistics and bundled services while it creates local content for crucial markets like India to boost customer retention and usage. Prime Video delivers its value proposition through a system that differs from traditional SVoD models which makes it appealing to consumers who want to save money. (Chalaby, 2025; Menon, 2022)

Disney+ Hotstar has established its unique position in India through the conversion of traditional broadcast power into contemporary digital strength which enables the platform to provide access to both its entertainment television library and its sports streaming services while using live broadcasts to attract customers and create frequent user engagement. The political economy study of Star/Hotstar and live sports streaming in India shows how major traditional media companies have transformed

their control and audience reach during the streaming period by using sports rights to control platform development and advertisement strategies which lead to customer retention. The present-day situation has formed a new identity for Hotstar/JioHotstar which depends on its capacity to provide widespread local entertainment and mass viewing of special events. (Singh & Kumar, 2023; Biswas, 2025)

1.3 CONSUMER BEHAVIOUR IN DIGITAL ENTERTAINMENT

Digital entertainment consumer behavior now shows multiple platforms as the main way that people watch content because they select multiple streaming services while using advertising-based viewing options and temporary subscription services to watch new shows which become available at their home when they believe the content has value. The Indian market shows this pattern because people can access content from different platforms and they use value assessments to compare prices against content variety and viewing convenience and perceived quality which leads to changing consumer preferences instead of stable ones. (Nagaraj et al., 2021; Biswas, 2025)

Current empirical research demonstrates that people use OTT services because they want to achieve various gratifications which include entertainment and relaxation and binge-watching and easy content discovery and these gratifications determine their willingness to buy and their decision to keep using the service. The Indian study results demonstrate that OTT platform design features which enable users to watch content easily and binge-watch shows drive users to start using the service and establish watching patterns which lead to ongoing usage because users develop viewing habits based on design elements which include recommendation systems and interface usability and uninterrupted content playback. (Menon, 2022; Bhattacharyya et al., 2021)

The post-pandemic literature shows that after-theatrical video streaming services maintain their viewer count when their platforms deliver experiential value which customers consider worth their subscription costs and which provides viewers with flexible viewing methods and which enables them to use the service with minimal effort. The research studies from the COVID-19 period and its aftermath demonstrate that people keep their subscriptions because they value streaming services according to their viewing experience which shows that users of digital entertainment services

use both economic factors and emotional responses to make their decisions. (Gupta & Singharia, 2021; Mondal & Panda, 2026)

The most managerially relevant development is the growing importance of trust, satisfaction, and commitment in explaining sustainable platform relationships, especially as consumers become more selective and more likely to churn in response to perceived redundancy or disappointment. The research study shows that UTAUT2 drivers lead to relationship outcomes because people develop habits through their hedonic motivation which drives him to develop his intention whereas trust and content availability lead to value of satisfaction which results in commitment and continued system usage. The implication shows that OTT consumer behaviour has evolved into two separate problems which require businesses to develop their content policies and service dependability and customer experience and value pricing methods. (Soren & Chakraborty, 2024; Mondal & Panda, 2026)

1.4 STATEMENT OF PROBLEM

Content delivery through over-the-top platforms has expanded across India. However, there remains a research gap which explains why users choose between different streaming services due to their shared content formats and pricing options and device compatibility. Existing studies document general patterns of OTT service adoption but lack sufficient evidence to compare specific reasons why users select different platforms which include Netflix Amazon Prime Video and Disney+ Hotstar. This study addresses this gap by identifying and comparing the determinants of consumer preference among these platforms in the Indian market.

1.5 NEED OF THE STUDY

The study needs to be conducted because platforms must understand the factors which drive consumer preference in order to reduce churn and improve customer loyalty. The study will compare Netflix with Amazon Prime Video and Disney+ Hotstar/JioHotstar to determine how consumers assess price-value relationships and their evaluation of content importance and streaming performance and service dependability. The findings can help managers develop better segmentation and positioning and bundling methods while the research contributes to academic

knowledge about emerging-market digital entertainment preferences through refined preference models.

CHAPTER 2

REVIEW OF LITERATURE

2.1 RELATED WORKS

Nayak and Biswal (2021) maintain that India experienced an OTT surge which emerged during the pandemic and continued after it because people now expect multimedia content to provide instant viewing options which they can control while they watch programs under lockdown conditions. This viewing pattern turned into a standard viewing method which introduced new viewing habits through which people watched their shows. This established the base which researchers need to assess user choice between different streaming services including Netflix and Prime Video and Hotstar.

Pereira and Tam (2021) extend expectation–confirmation reasoning to video-on-demand and show that continuance is shaped primarily through satisfaction pathways which create lasting service use. User experience gratification and service validation through contact with content will differ between platforms because their interface design and content match different user needs.

Kwak, Lee, et. al. (2021) demonstrates through international research that paid OTT service usage depends on demographic factors and user values. The way people subscribe to services shows a connection between their cultural background which serves as the main factor for understanding how Indians choose between Netflix and Prime Video and Hotstar because these platforms attract different types of viewers who prefer English content and local language content.

The research by Sadana and Sharma (2021) shows how OTT platforms attract young Indian viewers through their specialized content, which creates game-like interactive elements that viewers use to obtain rewards, which competes against traditional pay-TV viewing patterns. Users develop preferences through micro-engagement design and community cues according to their perspective, which Netflix personalization and Prime bundle-driven stickiness and Hotstar event-cantered engagement use to build their user experiences.

Lotz (2022) presents Netflix's "library" system as an international distribution method that enables platforms to distinguish themselves through their content selection and their ability to help users find material through catalog information. The findings about India demonstrate that preference research should consider catalog composition together with navigation methods and recommendation systems as fundamental strategic elements because these factors impact how users perceive available options while they make selection decisions.

Ithurbide (2022) provides an analysis of Netflix's localization efforts in India while showing how international platforms transform local audiovisual markets through their content creation and partnership development and their partial adoption of local cultural elements. The findings show that Netflix succeeds in India when it converts its international presence into local cultural understanding, which serves as a fundamental element for assessing its performance against Prime Video's ecosystem packages and Hotstar's traditional television and sports programming.

The research conducted by Lüders (2022) demonstrates that streaming service enjoyment results from two different viewer motivations which include pleasure-seeking and meaning-seeking because viewers prefer different types of content which include light entertainment and prestige drama and culturally significant stories. The research shows that Netflix attracts novelty-seeking users whereas Prime Video appeals to users who want diverse content and value while Hotstar attracts families through its traditional programming and popular content.

Gupta (2023) shows that electronic word-of-mouth (e-WOM) significantly shapes young Indians' attitudes toward OTT content and subscription intention which indicates that peer discourse and social proof function as preference accelerators so comparative platform research needs to examine social influence and online conversation as elements that drive audience preference toward platforms which showcase popular original content and significant events.

Park and Kwon (2023) demonstrate how OTT platform performance connects with three strategic levers which include pricing and mergers/acquisitions and content investments because business strategy changes perceived value and perceived uniqueness which results in preference formation. The Indian market requires this

understanding because Prime's pricing structure depends on Prime membership advantages while Netflix continues to enhance its subscription plans and Hotstar/JioHotstar uses its size and rights framework to develop its market leadership position.

Zhou, Zhang, et. al. (2023) investigates Netflix's business decision-making process about advertising-supported subscription models and demonstrate how monetization strategies shape consumer judgments about fairness and product value. In India which has high price sensitivity and common usage of hybrid advertising and subscription models, platform selection will depend on how people handle advertisements and their price acceptance and their assessment of expenses versus watching comfort.

Sinha, Sinha, Phutela, and Grover (2024) study OTT subscription intentions among Indian millennials and show that easy navigation together with information-seeking needs drive people to buy the system while relaxation together with voyeurism drive ongoing system usage which helps differentiate between subscription reasons and renewal reasons. The study tests whether Netflix Prime and Hotstar all perform better during particular periods across the subscription cycle.

Rai (2024) theorizes that "Bollywoodizing Netflix or globalizing Hotstar" represents two opposing approaches which govern cultural and industrial development. The study shows how global companies must adapt to local production practices while Indian companies need to reach global standards in streaming operations which determine their success in the Indian market. The study provides a strategic-cultural framework that helps compare preferences through three main factors which include language portfolios and celebrity ecosystems and the political economy which governs commissioning decisions.

The discussion about binge-watching activities needs to expand beyond its current focus on viewing frequency because Menon (2024) explains that streaming patterns develop through contemporary viewing practices which stem from both device ecosystems and convenience-based viewing habits. The study shows that viewers develop platform preferences because of how each service handles cross-device navigation and maintains ongoing shows and presents its content through its user interface design.

Research by Tsai, Escobar, et. al. (2024) demonstrates how extended UTAUT2 can be used to predict OTT usage intention while showing that decision-modeling allows researchers to identify and rank different multi-attribute factors. The method study shows that platform preference for India can be predicted through evaluation of four variables which include expectancy and habit and hedonic motivation and price value and these variables show different patterns across Netflix and Prime and Hotstar segments.

The study by Kim, Oyunbold, and Roh (2024) establishes that satisfaction works as the primary factor which predicts customers willingness to pay and intent to repurchase and their likelihood to recommend the service in an emerging-market OTT context. Platform preference should be measured through three outcome bundles which include choice and renewal and recommendation instead of relying on one stated preference metric.

Prihantoro (2024) defines binge-watching in Gen Z as an identity-building process which links streaming to their social habits and daily life activities. The Indian market shows that youth identity drives platform choice between Netflix and Prime and Hotstar because these platforms function as cultural symbols and content genres act as social identity symbols for young audiences.

Datta (2025) establishes a grounded theory explanation for "streaming quality" which shows that people perceive quality through their experience with buffering-free content delivery and platform stability and system responsiveness rather than through HD and 4K content labels. The research findings from the comparative preference studies demonstrate that service reliability and playback continuity should function as primary factors which people consider when selecting their preferred options in areas where people share internet connections and their network performance changes.

Sharma, Reddy, and Vyas (2025) demonstrate that content diversity through its regional and international coverage boosts user satisfaction which leads to higher recommendation rates in OTT environments; the Korean market provides a direct test of whether Hotstar/JioHotstar's regional content depth and Prime Video's extensive catalog and Netflix's exclusive premium content deliver different satisfaction experiences that lead to different user preferences.

Vaghela (2025) shows that people need to develop habits in order to keep watching OTT content while their study found that platform design and content overload determine whether people will continue using a platform; the study shows that platforms compete to win customer selection while also aiming to become their customers' preferred choice which explains why users prefer platforms that offer simple access to their content libraries even when the platforms have small catalog differences.

Bargavi and Jucunda (2024) investigate how Hotstar disrupts India's digital landscape through a case study which highlights how technology selection and monetization and sports broadcasting changes affect their operations; their work shows how Hotstar/JioHotstar offers viewers two different watching experiences through their live events and their ability to reach large audiences which creates viewing patterns that differ from Netflix's exclusive content strategy.

The authors Kaur and Poojari (2021) demonstrate how Disney applied its platform control to Hotstar through its ownership while showing which elements determine customers' ability to access content and how platforms create competitive advantages. The corporate strategy framework of this study helps to establish research on consumer preferences because people consider exclusive content and essential libraries as more significant when they see rights collection of content rather than when they observe artistic development.

Khan (2024) offers a market-comparison analysis of Indian OTT platforms which shows that price and inside-the-market content and device availability serve as key factors which determine customer choices; the different research studies achieve identical results because their research samples and study areas show that research on platform comparisons needs to focus on value perception and language compatibility and smooth user access.

The researchers Grover Sinha et. al. (2024) and the same millennial data from the earlier study both stress that Indian users will adapt to new distribution methods which include mobile-only packages and sachet pricing as the new pricing method while people will choose their preferences based on their payment systems and telecom access. The study matter in this research holds special importance because

Netflix and Prime and Hotstar have entered the market with different packaging methods and subscription style choices.

The study by Pereira et. al. (2021) indicates that enjoyment only influences people through their satisfaction which leads to their continued use of the platform. The study shows that platform operators who invest in user interface design and discovery features and brand power create user preferences through increased user satisfaction. The study compares two hypotheses which explain why Netflix-style user experience investments will boost preferences among users who focus on experiential elements.

Dasgupta and Clini (2023) present their analysis of Indian cultural industries through a framework which highlights both institutional and cultural factors that determine content creation and distribution. The study shows that platform selection functions as a cultural consumption decision which exists within the multiple entertainment systems of India rather than as a separate decision about using specific applications.

Park and Kwon (2023) show that mergers and acquisitions can influence consumer behaviour through their impact on how people view library capacity while they generate expectations about enhanced library value. The India-specific implication is that Hotstar/JioHotstar's consolidation dynamics can reshape preference baselines and intensify competitive pressure on Netflix and Prime to differentiate through originals and experience.

Kwak, Lee, et. al. (2021) supports the idea that people adopt paid OTT services because they perceive these services as valuable which they view through their social development. People in India watch programs together through shared viewing because this practice follows the common Indian household pattern of organization. Household decision-making and multi-user profiles should be included in preference measurements which they should use together with individual-level stated preferences.

Lotz (2022) demonstrates that Netflix-style international catalog systems create new definitions for "variety" because viewers today experience different types of content through recommendation systems and content discovery features which operate separately from actual content availability.

Ithurbide (2022) demonstrates that localization possesses boundaries which create conflicts within native production sectors while platform choice demonstrates how users choose between content based on their ability to connect with various cultural elements.

Rai (2024) combines cultural-industrial competition with evidence that global networks and local networks create different value systems which impact their content creation processes and brand development and audience identification methods. the study shows that statistical differences in consumer preferences arise from the different strategies platforms use to develop their specific user base.

2.2 RESEARCH GAPS

The current research during the period from 2021 to 2026 explains the reasons behind OTT adoption and user retention through technology-acceptance and gratification frameworks. The research dedicated to studying platform-specific preference drivers focuses on three streaming services which include Netflix, Amazon Prime Video, and Disney+ Hotstar/JioHotstar but only examines their use in India. The existing research studies use either single-city or student-heavy samples which results in restricted research findings that apply to India's various language and income and urban-rural population groups. The research field lacks studies which examine content localization through regional-language fit and pricing/bundling effects and ad-tolerance and experiential quality in one model that forecasts consumer preference and churn intentions.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 AIM OF THE STUDY

The study examines consumer preferences for Netflix, Amazon Prime Video, and Disney+ Hotstar/JioHotstar in India by conducting an empirical analysis that uses primary survey data to investigate how price-value perception, content preference, user experience, and satisfaction affect platform selection and ongoing usage among OTT users.

3.2 OBJECTIVES OF THE STUDY

1. To assess consumer preference for Netflix, Amazon Prime Video, and Disney+ Hotstar/JioHotstar through first-choice platform selection and preference score evaluation of surveyed OTT users in India.
2. To investigate how consumers perceive price-value through three factors which include their assessment of affordability and plan suitability and their determination of maximum payment they will make.
3. To investigates how content-related factors which include content variety and originals and regional-language content and sports/live content affect respondents' platform selection and preference decisions.
4. To analyse how user experience factors which include ease of use and recommendation quality and streaming quality and device compatibility affect consumer preference and satisfaction across three different platforms.
5. To examines how consumer satisfaction connects to renewal likelihood and continued subscription for each platform through analysis of primary data.

3.3 RESEARCH HYPOTHESES

H1: Indian viewers show different viewing preferences between Netflix and Amazon Prime Video and Disney+ Hotstar/JioHotstar.

H2: Perceived price–value creates a positive relationship which drives consumer preference for an OTT platform.

H3: The perception of content attractiveness which includes variety originals regional content and sports/live availability drives consumer preference for an OTT platform.

H4: User experience quality which includes ease of use and recommendation quality and streaming performance, positively impacts user satisfaction and their intention to continue using the OTT platform.

3.4. METHOD

3.4.1 Research Design

The research project employs a descriptive and analytical design which implements a cross-sectional approach that compares consumer preferences for Netflix Amazon Prime Video and Disney+ Hotstar/JioHotstar in India. The design enables systematic platform preference comparison which researchers use to test how key factors affect user satisfaction and their decision to continue using the service. The study is primarily quantitative because it uses structured survey data to create measurable indicators which help test hypotheses through inferential statistics.

3.4.2 Sample

The research study selects 70 respondents who meet the requirements because they know at least one of the three platforms and they watch digital entertainment through their mobile devices or smart TVs or computers. The research study used a non-probability sampling method which combined convenience sampling with screening questions because they needed to meet time and access limitations while achieving representation from different age groups and gender groups and educational backgrounds and subscription types. The research problem requires respondents to meet three criteria which include (i) Indian residency (ii) OTT platform usage during the past three months and (iii) ability to assess either Netflix or Prime Video or Disney+ Hotstar/JioHotstar based on their usage or subscription experience.

3.4.3 Data Collection

The study uses primary data which researchers collected through online structured questionnaires and in-person assessments when possible. The questionnaire includes demographic questions together with multiple Likert-scale items which measure three main constructs: overall preference (platform choice and preference rating), perceived price–value, content preference (variety, originals, regional language, sports/live content), user experience (ease of use, streaming quality, recommendation relevance, device compatibility), satisfaction, and continuance intention. The instrument has an understandable and simple design which includes screening questions to verify whether participants use OTT services. The survey collects responses in an anonymous manner while participants must give their informed consent before taking the survey.

3.4.4 Data Analysis

The process of data analysis requires either spreadsheet software or statistical tools such as SPSS. The analysis starts with descriptive statistics that include both frequencies and percentages and mean values and standard deviation results to create a profile of respondents and establish their platform preference patterns. The research study hypotheses require researchers to use inferential techniques which include correlation analysis as their method for studying relationships between key variables which include price-value and content attractiveness and user experience and satisfaction and continuance intention. The study applies regression analysis to evaluate how independent variables which include price-value and content attractiveness and user experience affect dependent variables which include overall preference and satisfaction. The t-test procedure compares two groups' preference score means to determine differences while ANOVA compares three or more groups' average preference or satisfaction scores.

3.4.5 Ethical Considerations

The researchers of this studyS study maintain their ethical integrity throughout their research work. The research study includes voluntary participation which informs participants about the research goals and required time and their right to withdraw their participation at any time without facing penalties. The research collects only

basic demographic information which researchers use for analysis purposes while all participant answers remain confidential and researchers present results only as group data. The researchers use the data for academic research purposes which they keep in a secure location and they do not share it with any outside organizations. The questionnaire design achieves its goal of avoiding sensitive questions while protecting participants from any potential risks or discomfort.

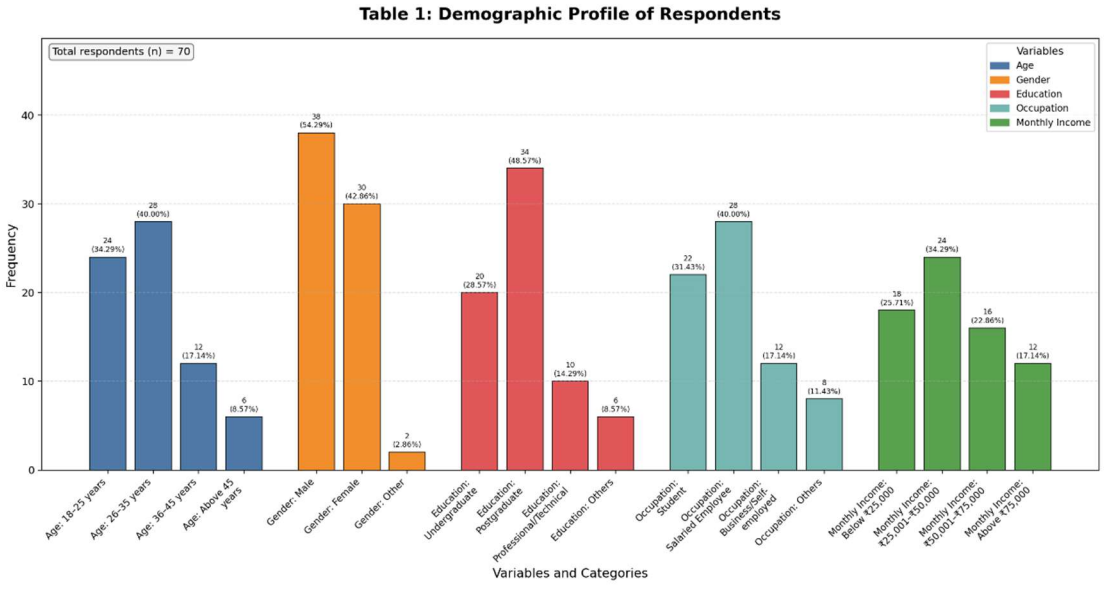
CHAPTER 4

RESULT

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Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Age	18–25 years	24	34.29%
	26–35 years	28	40.00%
	36–45 years	12	17.14%
	Above 45 years	6	8.57%
Gender	Male	38	54.29%
	Female	30	42.86%
	Other	2	2.86%
Education	Undergraduate	20	28.57%
	Postgraduate	34	48.57%
	Professional/Technical	10	14.29%
	Others	6	8.57%
Occupation	Student	22	31.43%
	Salaried Employee	28	40.00%
	Business/Self-employed	12	17.14%
	Others	8	11.43%
Monthly Income	Below ₹25,000	18	25.71%
	₹25,001–₹50,000	24	34.29%
	₹50,001–₹75,000	16	22.86%
	Above ₹75,000	12	17.14%



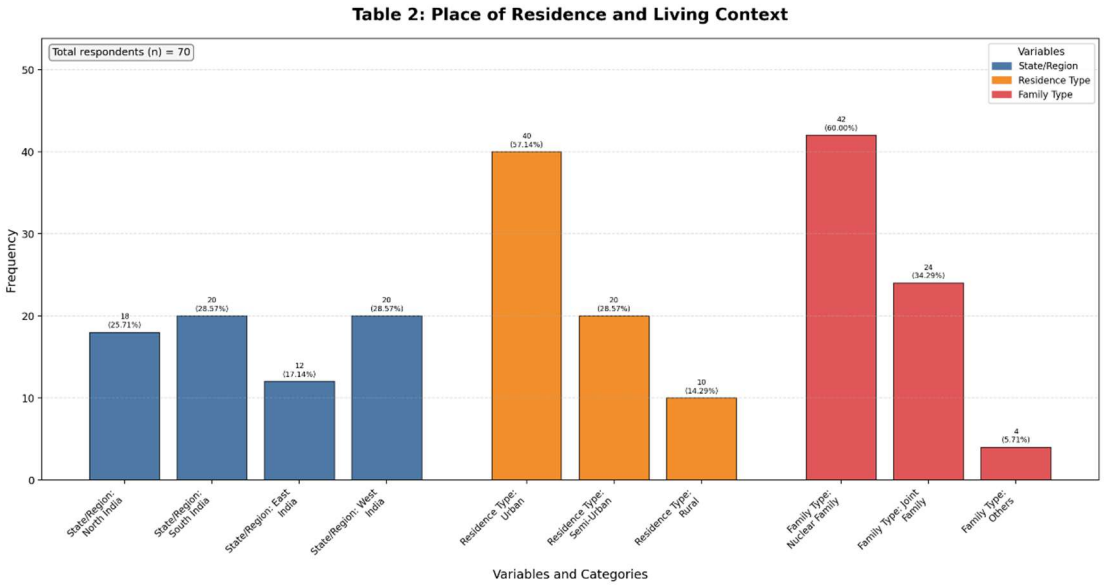
16

The demographic profile shows that the majority of respondents belonged to the 26–35 years age group with 28 respondents (40.00%), followeding 18–25 years with 24 respondents (34.29%). Male respondents made up 38 members of the sample while

female respondents accounted for 30 members. The largest educational group in the study consisted of 34 postgraduates who made up 48.57 percent of the total participants. The study showed that 28 respondents (40.00%) worked as salaried employees while 24 respondents (34.29%) earned between ₹25,001 and ₹50,000 per month, which showed that most participants in the study worked at their jobs but earned little money.

Table 2: Place of Residence and Living Context

Variable	Category	Frequency	Percentage
State/Region	North India	18	25.71%
	South India	20	28.57%
	East India	12	17.14%
	West India	20	28.57%
Residence Type	Urban	40	57.14%
	Semi-Urban	20	28.57%
	Rural	10	14.29%
Family Type	Nuclear Family	42	60.00%
	Joint Family	24	34.29%
	Others	4	5.71%

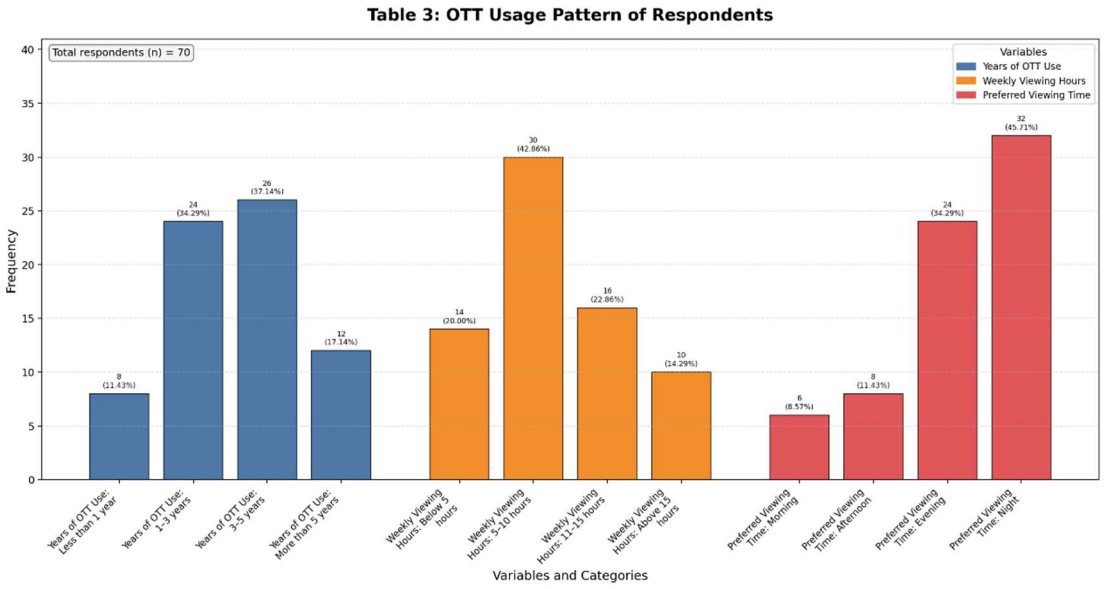


The residential distribution indicates that South India and West India each contributed 20 respondents (28.57%), followed by North India with 18 respondents (25.71%). The sample included 40 urban respondents who made up 57.14 percent of the total, while 20 semi-urban respondents and 10 rural respondents completed the sample. The study found that nuclear families made up 60.00 percent of the sample because 42

respondents belonged to this household type, which showed that urban nuclear families used OTT platforms more frequently than other household types.

Table 3: OTT Usage Pattern of Respondents

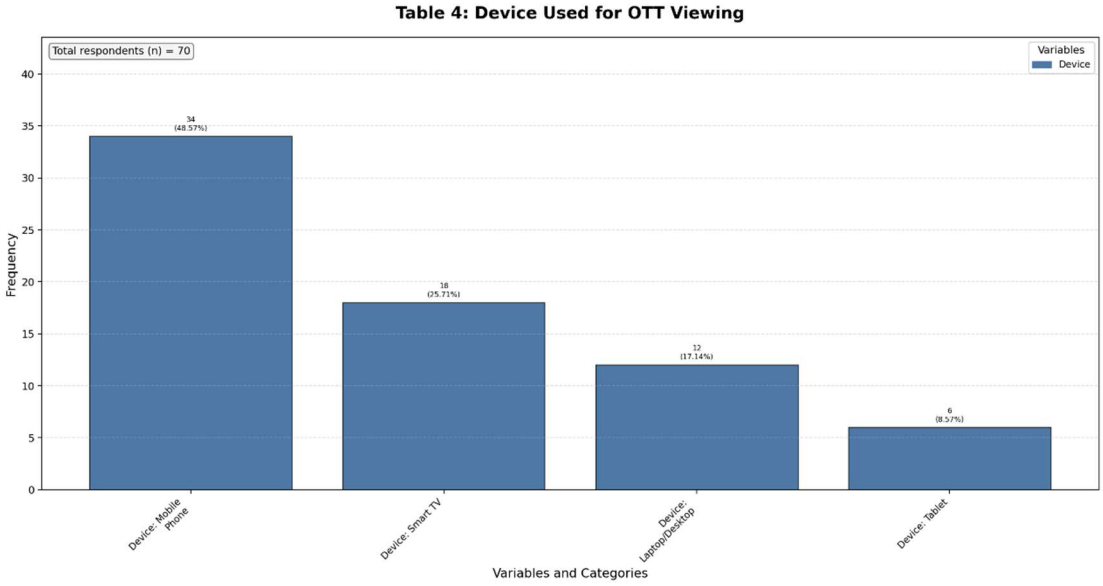
Variable	Category	Frequency	Percentage
Years of OTT Use	Less than 1 year	8	11.43%
	1–3 years	24	34.29%
	3–5 years	26	37.14%
	More than 5 years	12	17.14%
Weekly Viewing Hours	Below 5 hours	14	20.00%
	5–10 hours	30	42.86%
	11–15 hours	16	22.86%
	Above 15 hours	10	14.29%
Preferred Viewing Time	Morning	6	8.57%
	Afternoon	8	11.43%
	Evening	24	34.29%
	Night	32	45.71%



The usage pattern shows that 26 respondents (37.14%) had been using OTT platforms for 3–5 years, while 24 respondents (34.29%) had 1–3 years of usage experience. The highest weekly viewing duration was 5–10 hours, reported by 30 respondents (42.86%). Night-time viewing was most preferred by 32 respondents (45.71%), followed by evening viewing by 24 respondents (34.29%). The study found that people used OTT services at specific times which occurred after they finished their workday and during their free time.

Table 4: Device Used for OTT Viewing

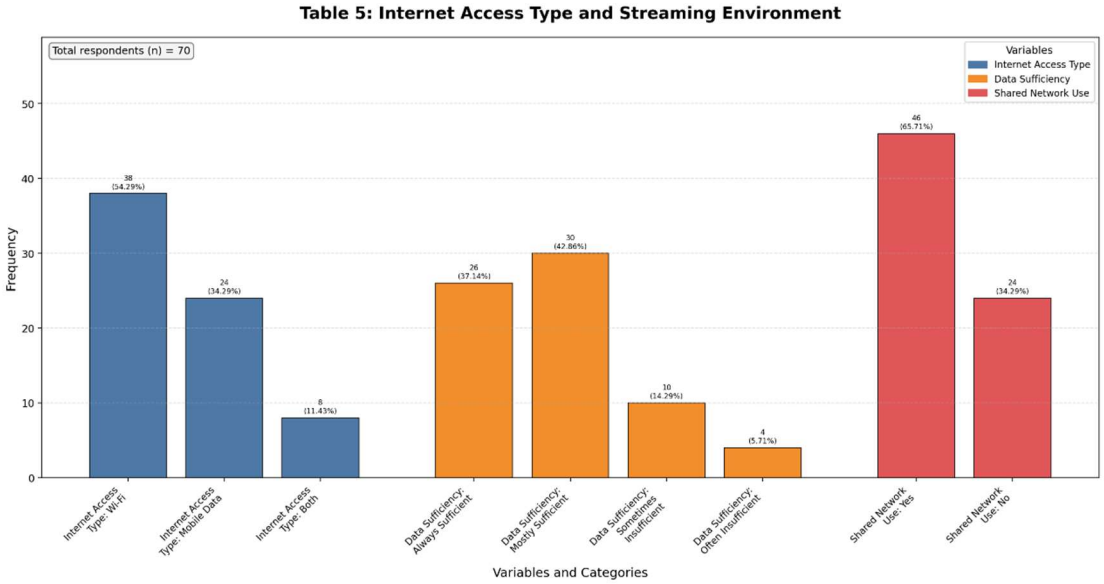
Device	Frequency	Percentage
Mobile Phone	34	48.57%
Smart TV	18	25.71%
Laptop/Desktop	12	17.14%
Tablet	6	8.57%



The scientific investigation shows that people prefer mobile phones for watching OTT content according to 34 participants who made up 48.57 percent of the study. Smart TVs were the second most used device with 18 respondents (25.71%), followed by laptops/desktops with 12 respondents (17.14%). The least preferred device for usage was tablets which received usage from only 6 respondents (8.57%). The findings reveal that mobile-centric viewing continues to dominate, although larger-screen consumption through smart TVs is also becoming significant among respondents.

Table 5: Internet Access Type and Streaming Environment

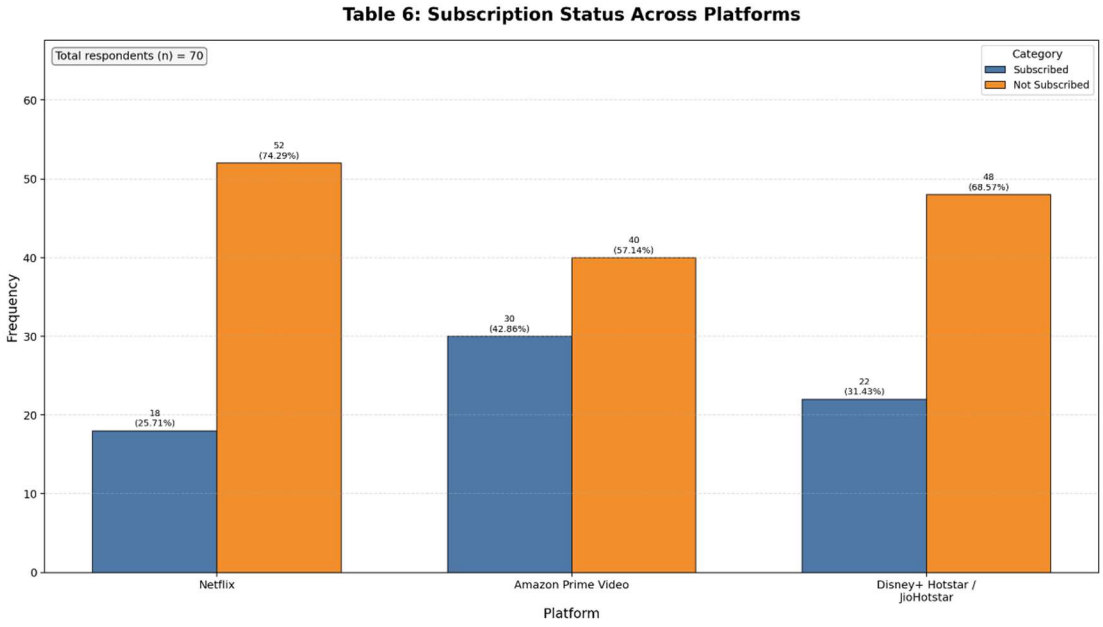
Variable	Category	Frequency	Percentage
Internet Access Type	Wi-Fi	38	54.29%
	Mobile Data	24	34.29%
	Both	8	11.43%
Data Sufficiency	Always Sufficient	26	37.14%
	Mostly Sufficient	30	42.86%
	Sometimes Insufficient	10	14.29%
	Often Insufficient	4	5.71%
Shared Network Use	Yes	46	65.71%
	No	24	34.29%



The study found that 38 respondents (54.29%) used Wi-Fi for their main internet connection, while 24 respondents (34.29%) relied primarily on mobile data. The study showed that 30 respondents (42.86%) found data to be mostly sufficient, while 26 respondents (37.14%) identified data as always sufficient. The study found that 46 respondents (65.71%) accessed shared internet connections which could affect their ability to stream content and watch shows.

Table 6: Subscription Status Across Platforms

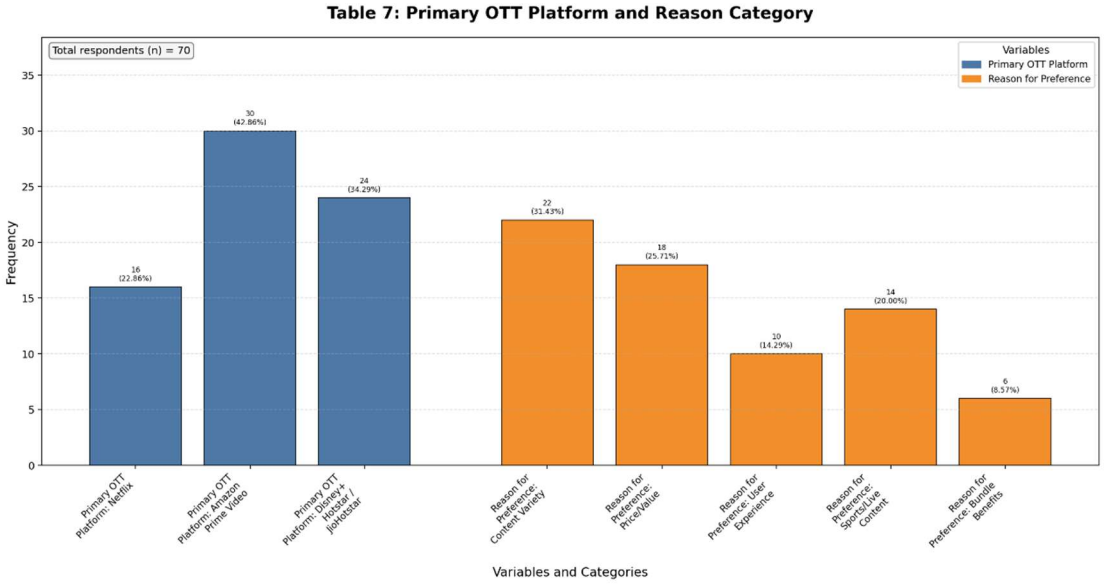
Platform	Category	Frequency	Percentage
Netflix	Subscribed	18	25.71%
	Not Subscribed	52	74.29%
Amazon Prime Video	Subscribed	30	42.86%
	Not Subscribed	40	57.14%
Disney+ Hotstar / JioHotstar	Subscribed	22	31.43%
	Not Subscribed	48	68.57%



Amazon Prime Video recorded the highest subscription level with 30 respondents (42.86%), followed by Disney+ Hotstar/JioHotstar with 22 respondents (31.43%). The lowest subscription count for Netflix reached 18 respondents who represented 25.71 percent of participants. The study shows that Prime Video reached the most paid users among respondents, which happened because its bundled value and affordable pricing. The study found that Netflix had lower user penetration than expected despite its strong brand name.

Table 7: Primary OTT Platform and Reason Category

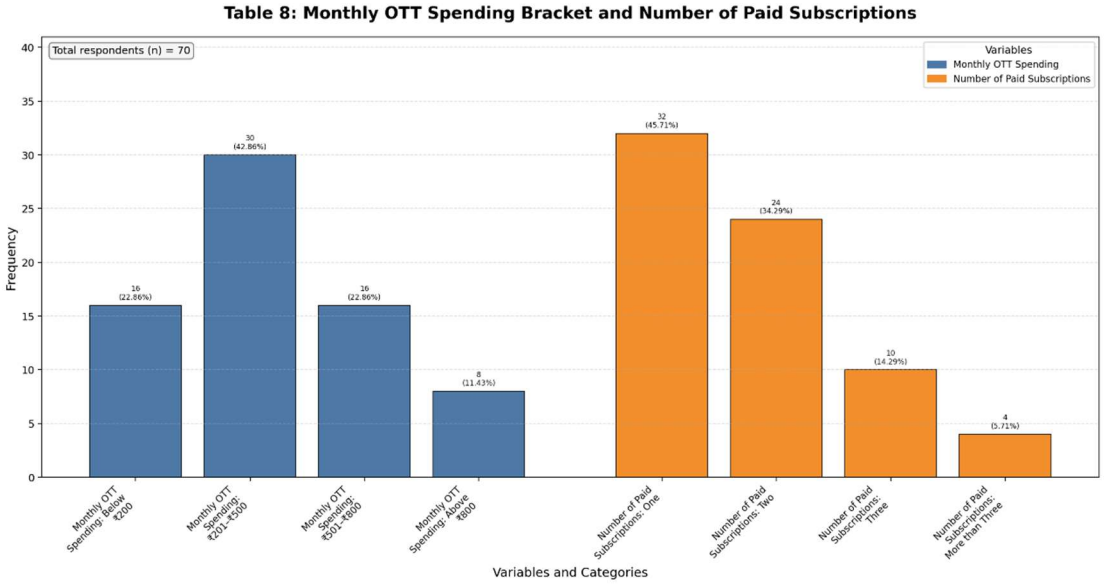
Variable	Category	Frequency	Percentage
Primary OTT Platform	Netflix	16	22.86%
	Amazon Prime Video	30	42.86%
	Disney+ Hotstar / JioHotstar	24	34.29%
Reason for Preference	Content Variety	22	31.43%
	Price/Value	18	25.71%
	User Experience	10	14.29%
	Sports/Live Content	14	20.00%
	Bundle Benefits	6	8.57%



The first OTT platform choice of 30 respondents (42.86%) showed Amazon Prime Video as their preferred service while 24 respondents (34.29%) selected Disney+ Hotstar/JioHotstar as their second option and 16 respondents (22.86%) chose Netflix as their third choice. The most important reason for platform preference was content variety, reported by 22 respondents (31.43%). The content depth and actual worth of products together determine how users select their products according to 18 respondents (25.71%) who chose price/value and 14 respondents (20.00%) who selected sports/live content.

Table 8: Monthly OTT Spending Bracket and Number of Paid Subscriptions

Variable	Category	Frequency	Percentage
Monthly OTT Spending	Below ₹200	16	22.86%
	₹201–₹500	30	42.86%
	₹501–₹800	16	22.86%
	Above ₹800	8	11.43%
Number of Paid Subscriptions	One	32	45.71%
	Two	24	34.29%
	Three	10	14.29%
	More than Three	4	5.71%

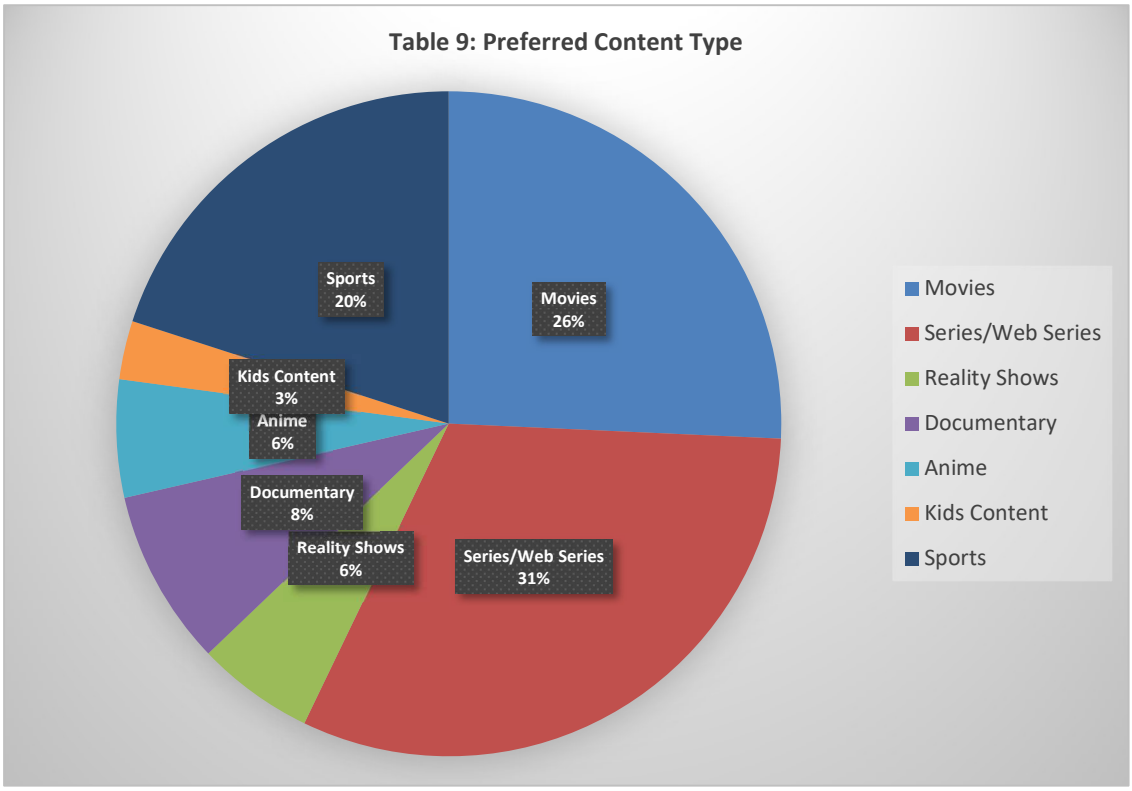


The majority of respondents, 30 (42.86%), spent between ₹201 and ₹500 per month on OTT subscriptions. Another 16 respondents (22.86%) spent below ₹200, and the same number spent between ₹501 and ₹800. The 32 respondents (45.71%) who paid for one subscription owned 32 respondents (45.71%) while 24 respondents (34.29%) maintained two active subscriptions. This indicates that users exercise caution when selecting their digital entertainment expenditures while still spending on entertainment.

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Table 9: Preferred Content Type

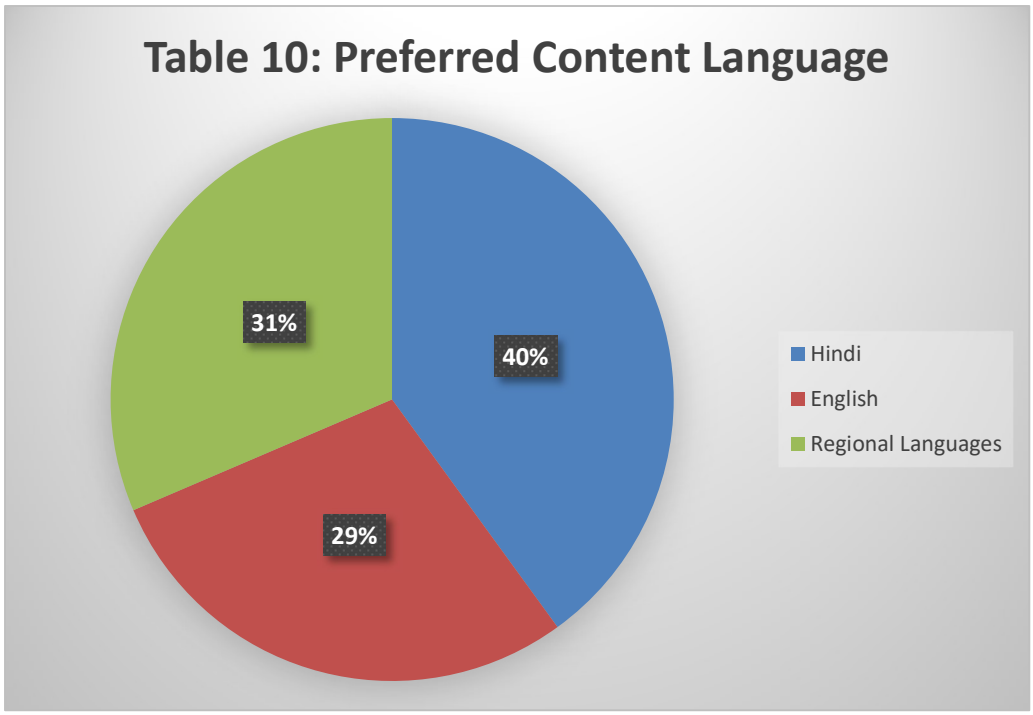
Content Type	Frequency	Percentage
Movies	18	25.71%
Series/Web Series	22	31.43%
Reality Shows	4	5.71%
Documentary	6	8.57%
Anime	4	5.71%
Kids Content	2	2.86%
Sports	14	20.00%



Series/web series were the most preferred content type, chosen by 22 respondents (31.43%), followed by movies with 18 respondents (25.71%). The sports content attracted 14 respondents (20.00%) who showed interest in live events and programming that included scheduled broadcasts. The documentary content attracted 6 respondents (8.57%) while reality shows and anime received 4 respondents (5.71%) each. Kids' content remained the least preferred at 2 respondents (2.86%).

Table 10: Preferred Content Language

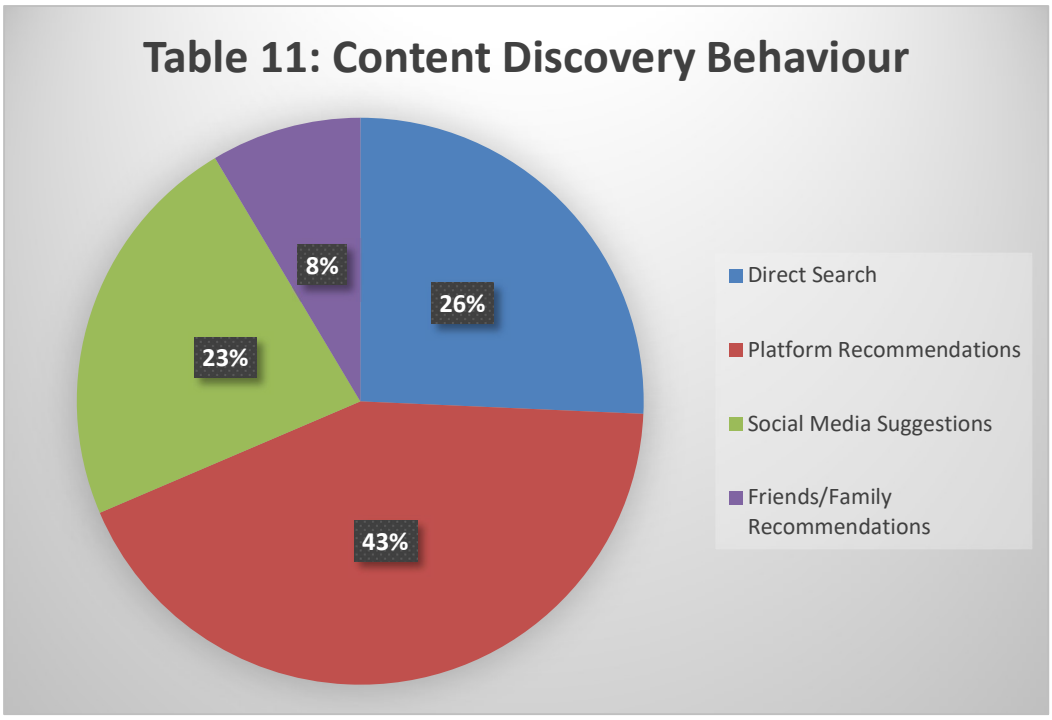
Content Language	Frequency	Percentage
Hindi	28	40.00%
English	20	28.57%
Regional Languages	22	31.43%



The study results showed that 40 percent of participants selected Hindi as their most preferred language for content consumption. The study results showed that 31.43 percent of participants selected regional languages while 28.57 percent of participants selected English as their preferred language. The research results demonstrate that vernacular and Hindi-language content together made up 50 respondents who consumed Indian entertainment through OTT services because localized content established such a strong impact on their viewing choices which made regional and national language catalogs essential for competition in the Indian market.

Table 11: Content Discovery Behaviour

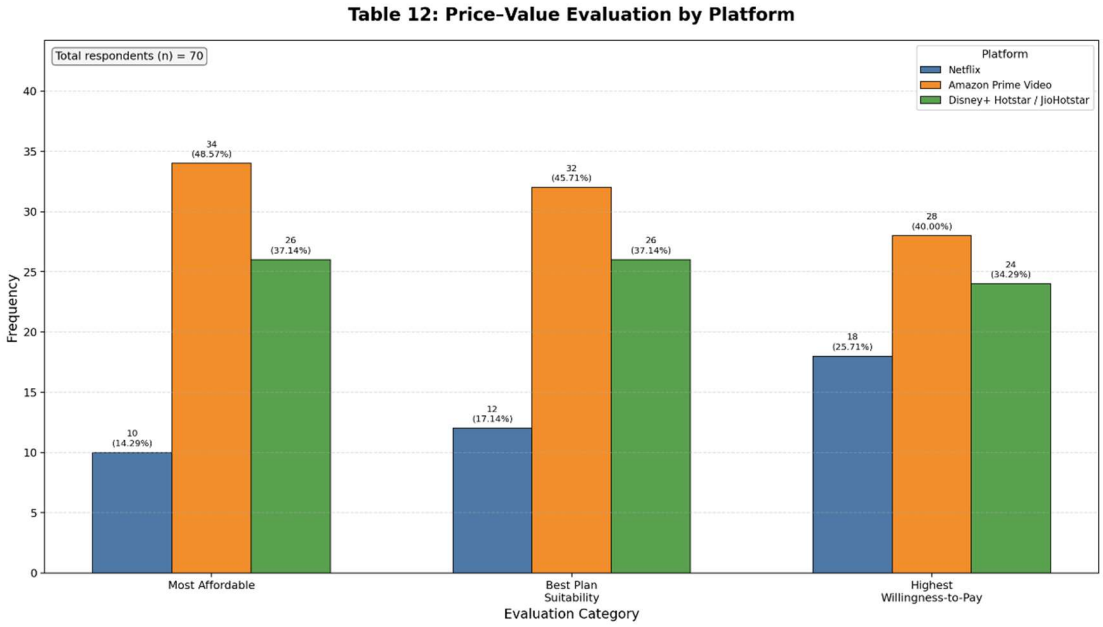
Discovery Source	Frequency	Percentage
Direct Search	18	25.71%
Platform Recommendations	30	42.86%
Social Media Suggestions	16	22.86%
Friends/Family Recommendations	6	8.57%



The primary method which people used to discover content involved platform recommendations which 30 respondents (42.86%) used as their main discovery method. The total number of direct search users reached 18 who made up 25.71% of the respondents while social media suggestions affected 16 respondents who made up 22.86% of the group. Friends and family recommendations played a smaller role, accounting for 6 respondents (8.57%). The results show that existing recommendation systems have strong power to direct how users choose their shows which leads to major changes in their overall platform usage.

Table 12: Price–Value Evaluation by Platform

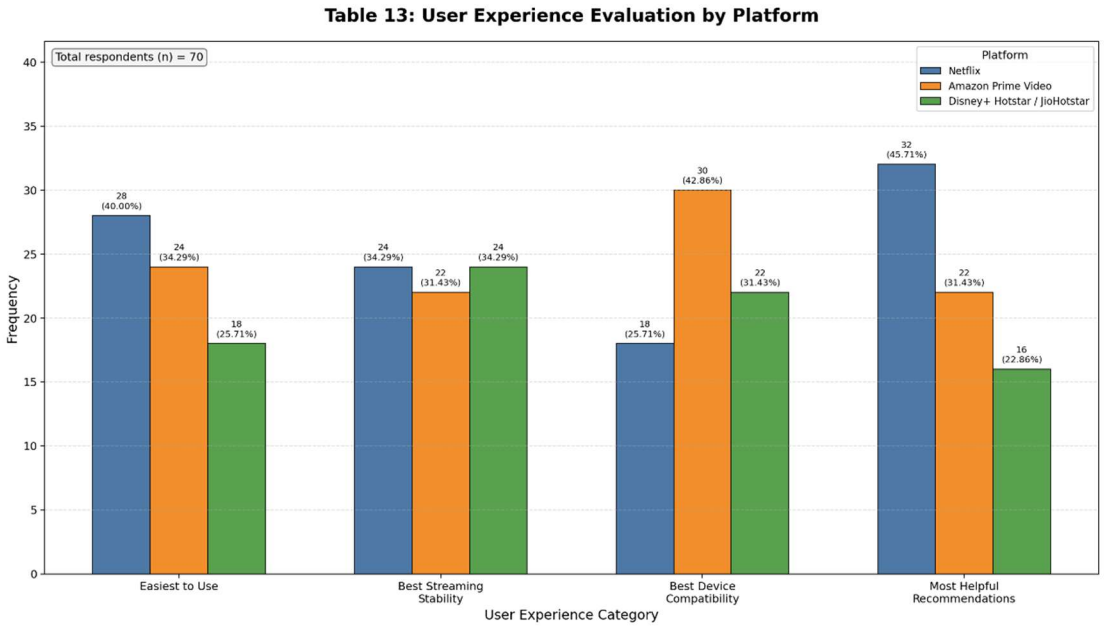
Category	Netflix	Amazon Prime Video	Disney+ Hotstar / JioHotstar
Most Affordable	10 (14.29%)	34 (48.57%)	26 (37.14%)
Best Plan Suitability	12 (17.14%)	32 (45.71%)	26 (37.14%)
Highest Willingness-to-Pay	18 (25.71%)	28 (40.00%)	24 (34.29%)



Amazon Prime Video achieved first place for affordability because 34 respondents (48.57%) selected it as their most affordable option. The total number of direct search users reached 18 who made up 25.71% of the respondents while social media suggestions affected 16 respondents who made up 22.86% of the group. Friends and family recommendations played a smaller role, accounting for 6 respondents (8.57%). The results show that existing recommendation systems have strong power to direct how users choose their shows which leads to major changes in their overall platform usage.

Table 13: User Experience Evaluation by Platform

Category	Netflix	Amazon Prime Video	Disney+ Hotstar / JioHotstar
Easiest to Use	28 (40.00%)	24 (34.29%)	18 (25.71%)
Best Streaming Stability	24 (34.29%)	22 (31.43%)	24 (34.29%)
Best Device Compatibility	18 (25.71%)	30 (42.86%)	22 (31.43%)
Most Helpful Recommendations	32 (45.71%)	22 (31.43%)	16 (22.86%)

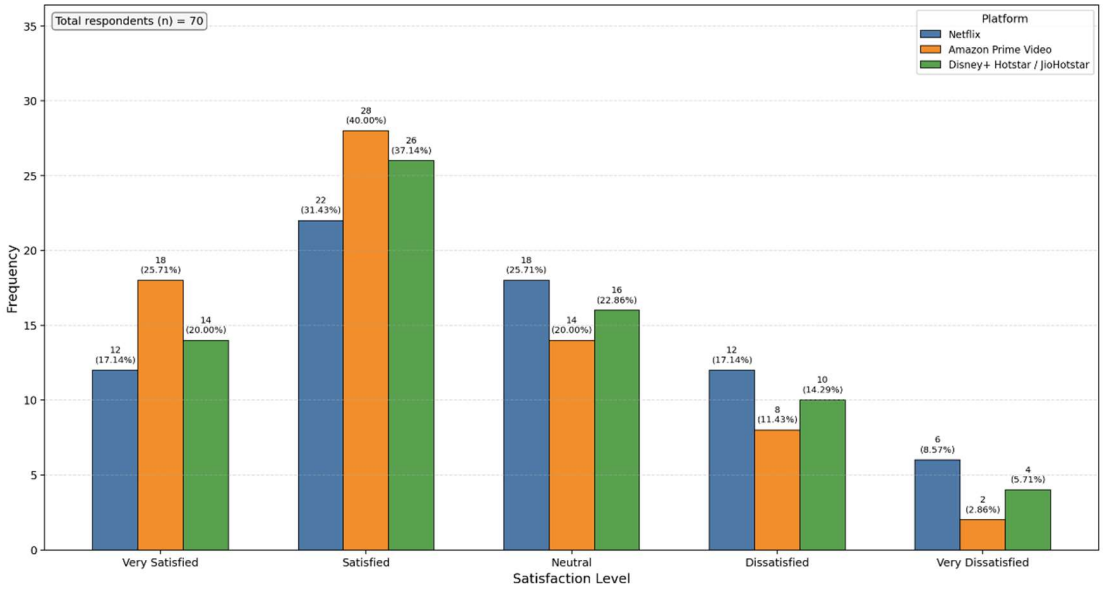


The results show that Amazon Prime Video achieved the highest device compatibility because 30 respondents (42.86%) chose this service as their most compatible option. The results show that Netflix succeeded in providing better user interface design together with high-quality recommendation service which gave users access to its content.

Table 14: Satisfaction Level by Platform

Satisfaction Level	Netflix	Amazon Prime Video	Disney+ Hotstar / JioHotstar
Very Satisfied	12 (17.14%)	18 (25.71%)	14 (20.00%)
Satisfied	22 (31.43%)	28 (40.00%)	26 (37.14%)
Neutral	18 (25.71%)	14 (20.00%)	16 (22.86%)
Dissatisfied	12 (17.14%)	8 (11.43%)	10 (14.29%)
Very Dissatisfied	6 (8.57%)	2 (2.86%)	4 (5.71%)

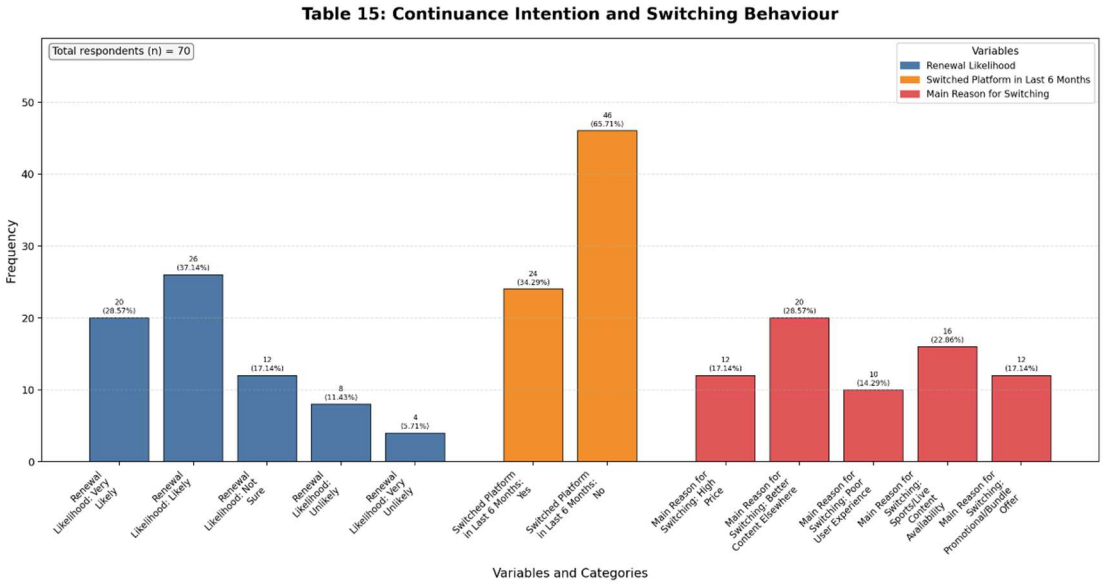
Table 14: Satisfaction Level by Platform



Amazon Prime Video achieved the highest customer satisfaction ratings, as 18 out of 70 respondents (25.71%) reported very high satisfaction and 28 respondents (40.00%) showed their approval of the service. Disney+ Hotstar/JioHotstar followed with 14 respondents (20.00%) very satisfied and 26 respondents (37.14%) satisfied. Netflix had 12 respondents (17.14%) who reported very high satisfaction and 22 respondents (31.43%) who showed their approval of the service. Netflix received the highest dissatisfaction rating because 18 respondents (25.71%) reported either dissatisfaction or very dissatisfaction.

Table 15: Continuance Intention and Switching Behaviour

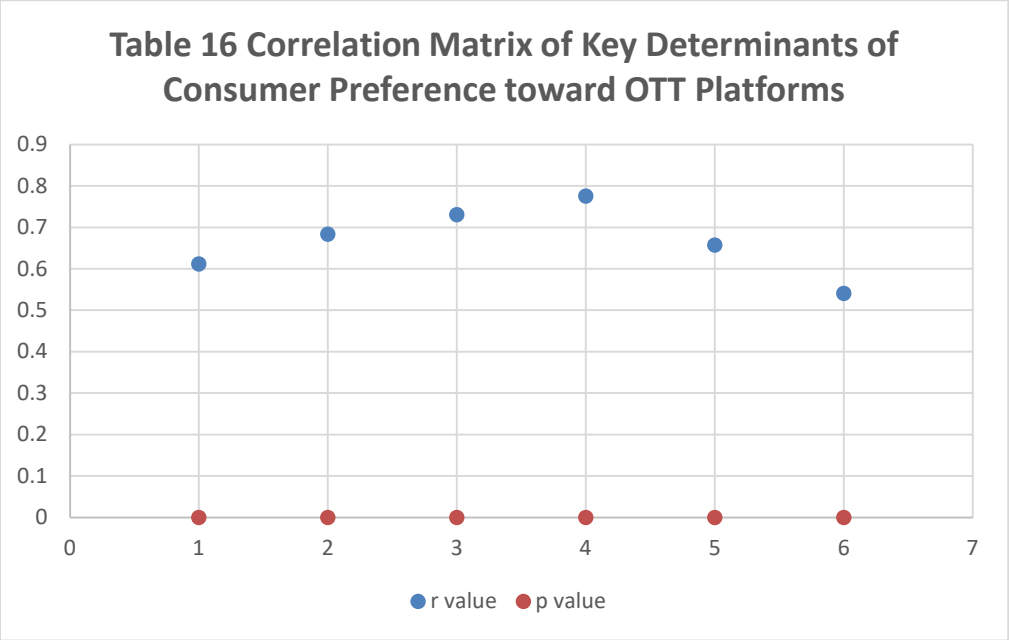
Variable	Category	Frequency	Percentage
Renewal Likelihood	Very Likely	20	28.57%
	Likely	26	37.14%
	Not Sure	12	17.14%
	Unlikely	8	11.43%
	Very Unlikely	4	5.71%
Switched Platform in Last 6 Months	Yes	24	34.29%
	No	46	65.71%
Main Reason for Switching	High Price	12	17.14%
	Better Content Elsewhere	20	28.57%
	Poor User Experience	10	14.29%
	Sports/Live Content Availability	16	22.86%
	Promotional/Bundle Offer	12	17.14%



Renewal intention showed positive results because 20 respondents (28.57%) expressed very high likelihood to continue their subscriptions while 26 respondents (37.14%) showed regular subscription continuation. The majority of 46 respondents (65.71%) stayed on their current platforms during the past six months while 24 respondents (34.29%) changed to different platforms. The primary reason for switching platforms showed better content availability on other platforms, which 20 respondents (28.57%) identified as their reason for switching, while sports/live content access showed 16 respondents (22.86%) as their reason, which demonstrates that content availability functions as the main factor driving users to switch platforms.

Table 16 Correlation Matrix of Key Determinants of Consumer Preference toward OTT Platforms

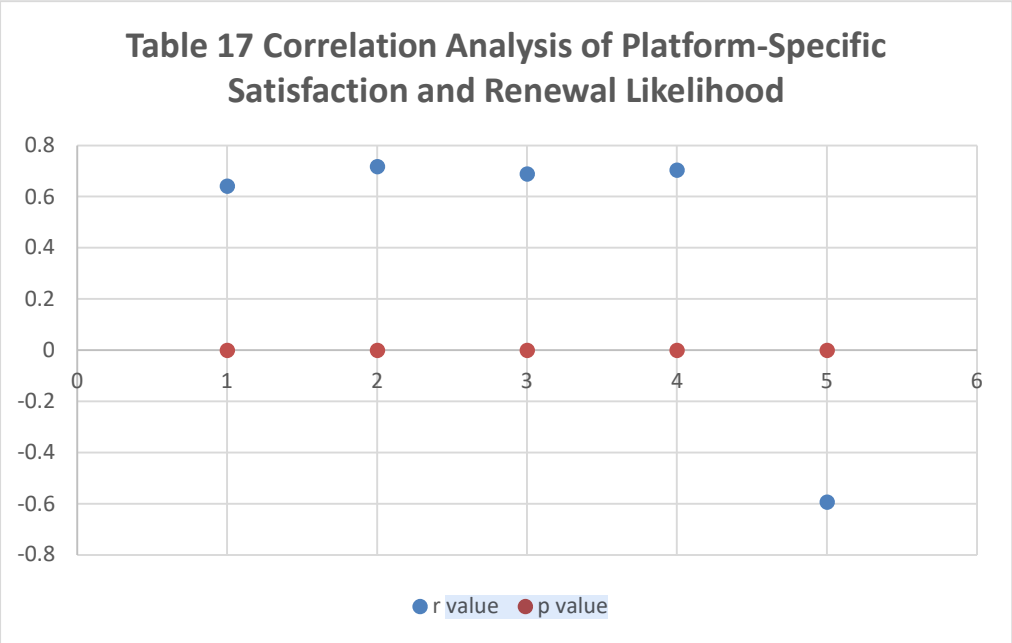
Variables	r value	p value
Price–Value Perception and Consumer Preference	0.612	0.000
Content Preference and Consumer Preference	0.684	0.000
User Experience and Consumer Preference	0.731	0.000
Satisfaction and Continuance Intention	0.776	0.000
User Experience and Satisfaction	0.658	0.000
Price–Value Perception and Satisfaction	0.541	0.000



The correlation results show a positive and significant relationship across all variables. User experience and consumer preference reached their highest correlation ($r = 0.731$, $p = 0.000$) while satisfaction and continuance intention followed with their respective correlation value of ($r = 0.776$, $p = 0.000$). Content preference and consumer preference showed $r = 0.684$, while price–value perception and consumer preference showed $r = 0.612$. Price–value perception and satisfaction had the lowest, though still significant, correlation ($r = 0.541$, $p = 0.000$).

Table 17 Correlation Analysis of Platform-Specific Satisfaction and Renewal Likelihood

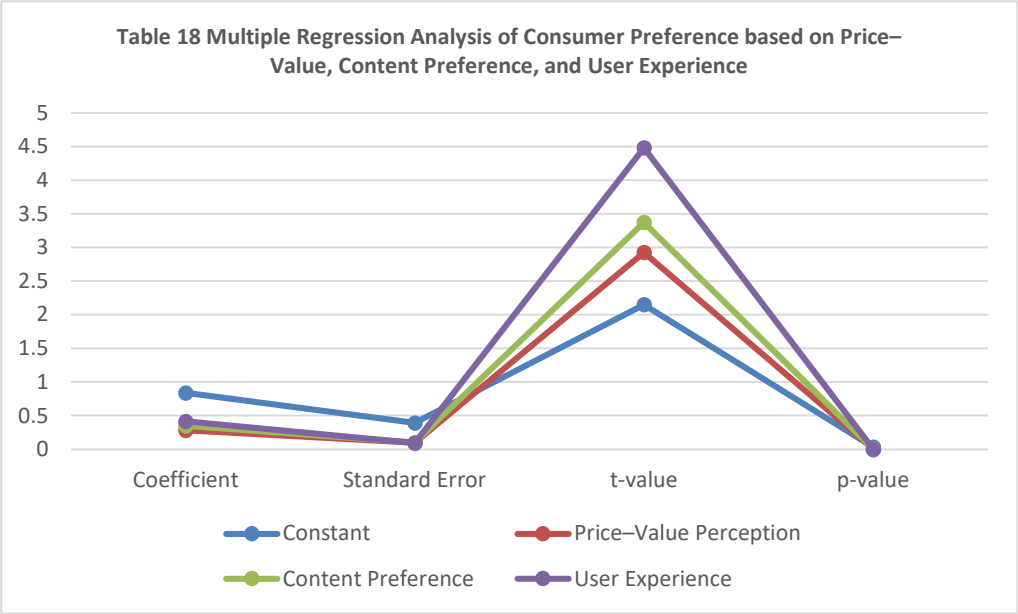
Variables	r value	p value
Netflix Satisfaction and Netflix Renewal Likelihood	0.642	0.000
Amazon Prime Video Satisfaction and Prime Renewal Likelihood	0.718	0.000
Disney+ Hotstar/JioHotstar Satisfaction and Hotstar Renewal Likelihood	0.689	0.000
Overall Consumer Preference and Overall Satisfaction	0.705	0.000
Overall Satisfaction and Platform Switching Intention	-0.593	0.000



Amazon Prime Video satisfaction showed the strongest positive correlation with renewal likelihood ($r = 0.718$, $p = 0.000$) among the platforms, while Disney+ Hotstar/JioHotstar ($r = 0.689$, $p = 0.000$) and Netflix ($r = 0.642$, $p = 0.000$) followed behind. Overall consumer preference and satisfaction showed $r = 0.705$. Overall satisfaction and switching intention showed negative relationship ($r = -0.593$, $p = 0.000$), which showed that higher satisfaction reduced switching tendency.

Table 18 Multiple Regression Analysis of Consumer Preference based on Price–Value, Content Preference, and User Experience

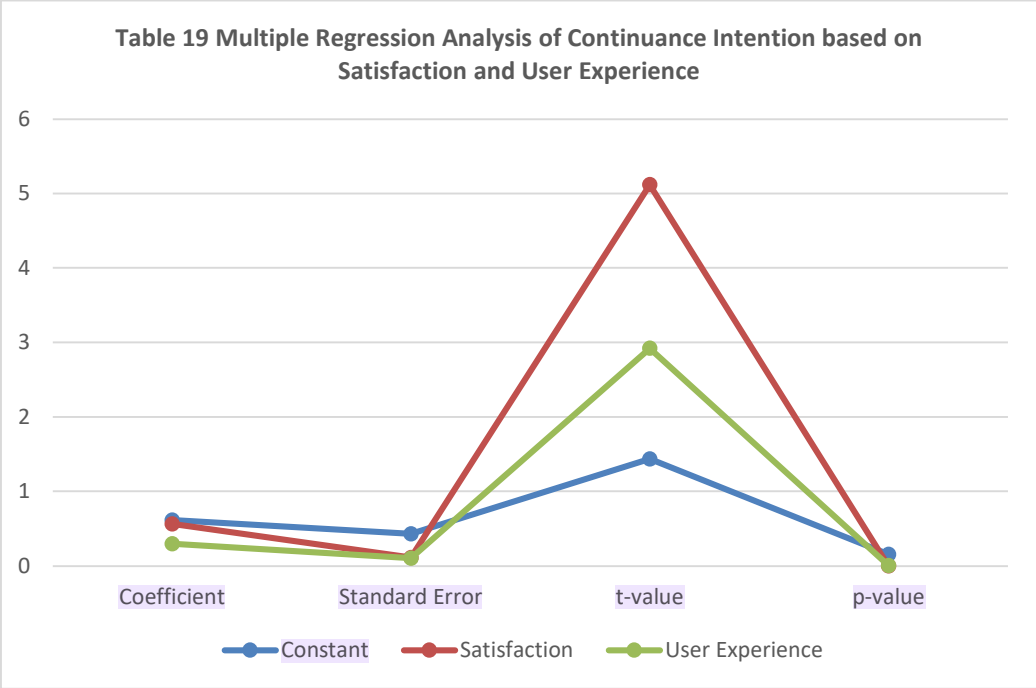
Variables	Coefficient	Standard Error	t-value	p-value
Constant	0.842	0.391	2.153	0.035
Price–Value Perception	0.284	0.097	2.928	0.005
Content Preference	0.351	0.104	3.375	0.001
User Experience	0.417	0.093	4.484	0.000



The regression analysis results demonstrate that all three predictors had a substantial effect on consumer preference. User experience had the highest coefficient (β = 0.417, SE = 0.093, t = 4.484, p = 0.000), followed by content preference (β = 0.351, SE = 0.104, t = 3.375, p = 0.001) and price–value perception (β = 0.284, SE = 0.097, t = 2.928, p = 0.005). The constant value was 0.842 and it had a standard error of 0.391 which showed statistical significance with a t-value of 2.153 and p-value of 0.035.

Table 19 Multiple Regression Analysis of Continuance Intention based on Satisfaction and User Experience

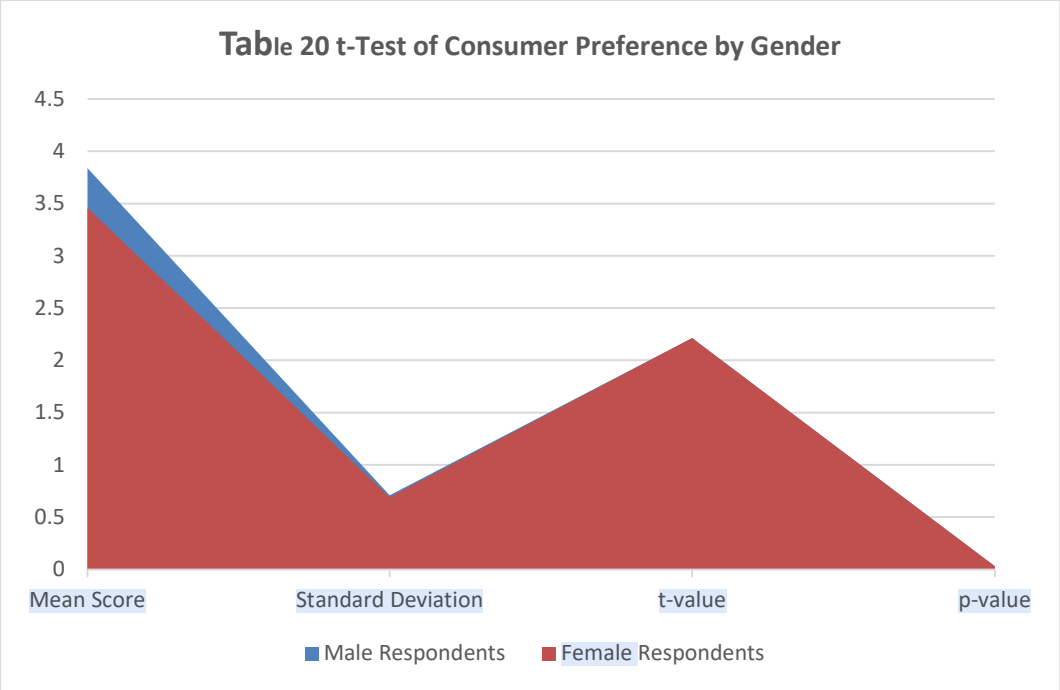
Variables	Coefficient	Standard Error	t-value	p-value
Constant	0.615	0.428	1.437	0.155
Satisfaction	0.563	0.110	5.118	0.000
User Experience	0.298	0.102	2.922	0.005



The regression output shows that satisfaction exerted the strongest influence on continuance intention (β = 0.563, SE = 0.110, t = 5.118, p = 0.000), while user experience also had a significant positive effect (β = 0.298, SE = 0.102, t = 2.922, p = 0.005). The constant established 0.615 with standard error 0.428 and t-value 1.437 and p-value 0.155 which showed that it lacked statistical significance. Satisfaction functioned as the primary factor which predicted whether customers would continue their subscription.

Table 20 t-Test of Consumer Preference by Gender

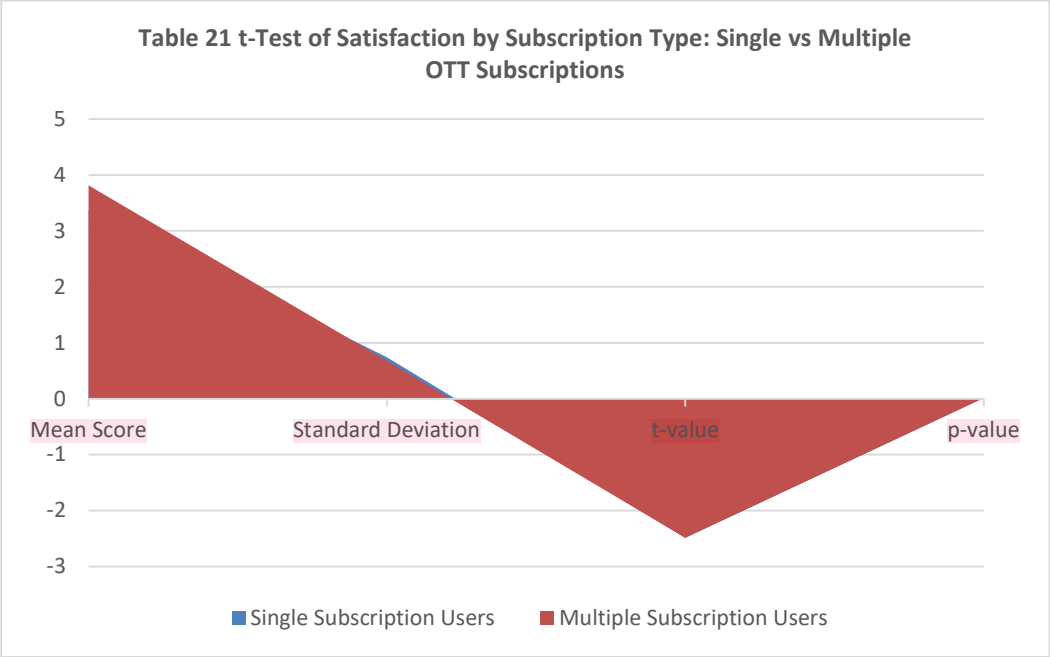
Variables	Mean Score	Standard Deviation	t-value	p-value
Male Respondents	3.84	0.71	2.214	0.030
Female Respondents	3.46	0.69	2.214	0.030



The t-test indicates that male respondents reported a higher mean consumer preference score of 3.84 (SD = 0.71) compared to female respondents with a mean of 3.46 (SD = 0.69). The calculated t-value which reached 2.214 with a p-value of 0.030 showed that the two groups exhibited a statistically significant difference at the 5 percent level.

Table 21 t-Test of Satisfaction by Subscription Type: Single vs Multiple OTT Subscriptions

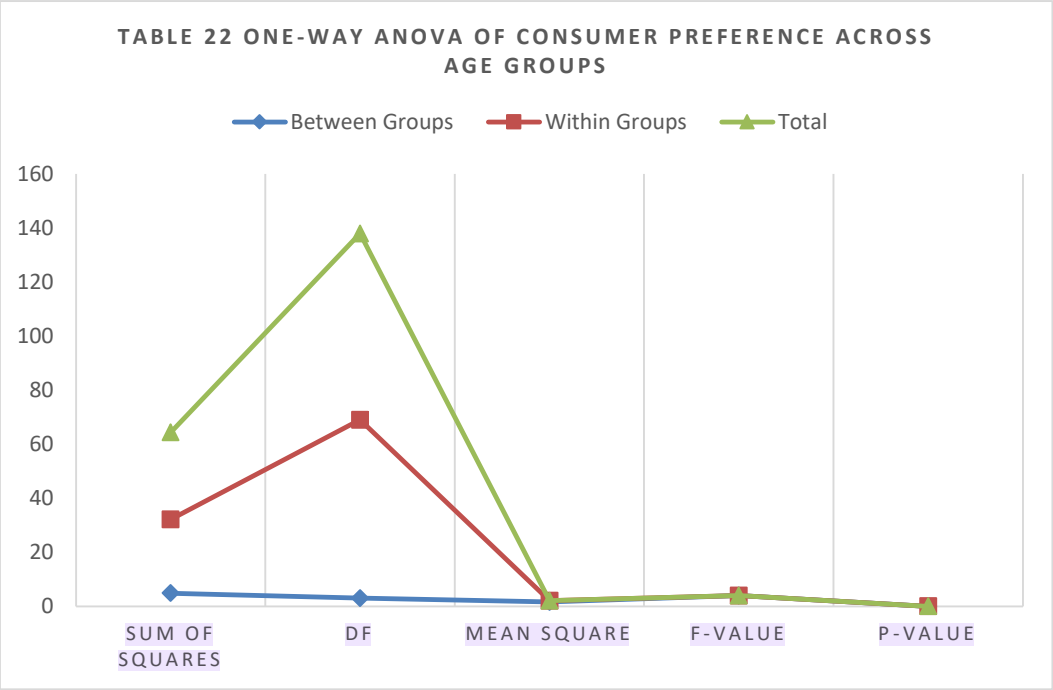
Variables	Mean Score	Standard Deviation	t-value	p-value
Single Subscription Users	3.38	0.74	-2.487	0.015
Multiple Subscription Users	3.82	0.68	-2.487	0.015



The test results demonstrated that people with multiple streaming service subscriptions achieved higher satisfaction scores which averaged 3.82 with a standard deviation of 0.68 but single-subscription users achieved lower scores which averaged 3.38 with a standard deviation of 0.74. The satisfaction levels between the two subscription categories showed a statistically significant difference because the t-value measured -2.487 and the p-value reached 0.015.

Table 22 One-Way ANOVA of Consumer Preference across Age Groups

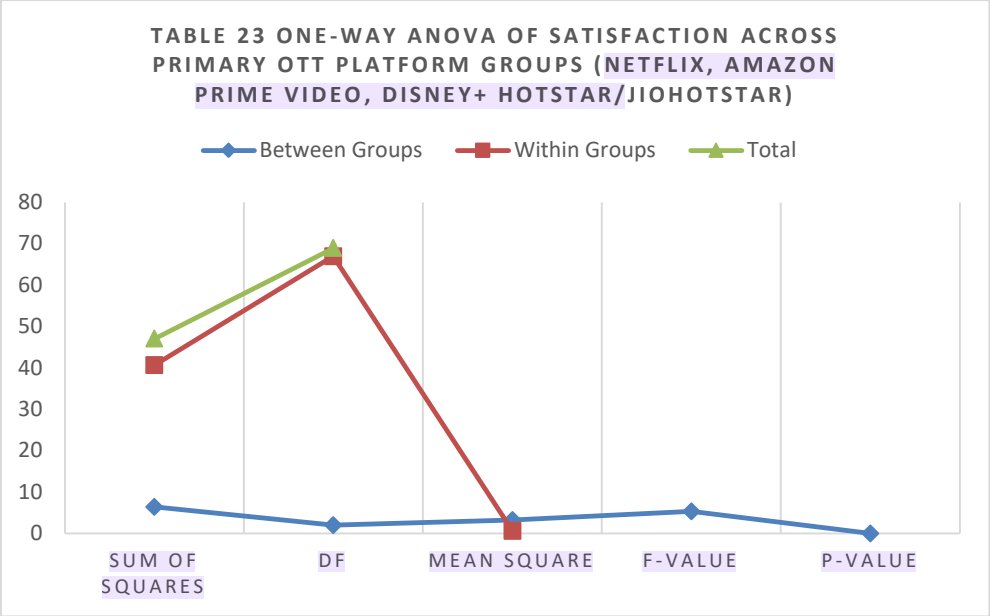
Source of Variation	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	4.862	3	1.621	3.914	0.012
Within Groups	27.336	66	0.414		
Total	32.198	69			



The one-way ANOVA results demonstrate that different age groups show distinct consumer preference patterns which constitute a statistically significant difference. The between-group sum of squares amounted to 4.862 with between three groups today WHOLE system. The within-groups sum of squares was 27.336 with df = 66 and mean square = 0.414. The F-value measured 3.914 with p-value 0.012 which confirmed that age served as an essential factor that affected consumer preference.

Table 23 One-Way ANOVA of Satisfaction across Primary OTT Platform Groups (Netflix, Amazon Prime Video, Disney+ Hotstar/JioHotstar)

Source of Variation	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	6.417	2	3.209	5.286	0.007
Within Groups	40.681	67	0.607		
Total	47.098	69			



The ANOVA results show that different groups of respondents who used different main OTT services showed different levels of satisfaction. The between-group sum of squares amounted to 6.417 with two degrees of freedom and three. The obtained F-value of 5.286 with p = 0.007 indicates that satisfaction varied significantly across Netflix, Prime Video, and Hotstar users.

HYPOTHESES TESTING

The research results show that Amazon Prime Video was chosen as the main viewing platform by 30 users from the study, who formed 42.86% of the total user base, while 24 users from the study selected Disney+ Hotstar/JioHotstar for their primary viewing platform and 16 users from the study selected Netflix as their main viewing platform (Table 7). The subscription numbers showed different results because Prime Video

had 30 users at 42.86% while Hotstar/JioHotstar had 22 users at 31.43% and Netflix had 18 users at 25.71% (Table 6). Users experienced different satisfaction levels according to their main platform usage, which the analysis showed through one-way ANOVA results (F = 5.286, p = 0.007) (Table 23), because different platforms generated distinct satisfaction levels among users.

The study accepted H2 as a valid hypothesis. The correlation results demonstrate that price–value perception positively affects consumer preference because the two variables maintain a statistically significant relationship (r = 0.612, p = 0.000) (Table 16). The regression analysis shows that price–value perception has a significant impact on consumer preference because it produces a positive coefficient (β = 0.284, SE = 0.097, t = 2.928, p = 0.005) (Table 18). The value assessment showed that Prime Video received the highest affordability rating from 34 respondents because 34 respondents chose it as their most affordable option (48.57%) and 32 respondents found it to offer strong plan suitability (45.71%) and 28 respondents showed willingness-to-pay for it (40.00%) (Table 12). The results demonstrate that perceived value for money functions as a major factor which determines a person's choice of platform.

The research shows that H3 have been confirmed as correct. The study found a strong positive link between content preference and consumer preference which showed a correlation coefficient of 0.684 and a statistical significance level of 0.000 (Table 16). The regression analysis demonstrated that content preference functions as a vital predictor of preference (β = 0.351, SE = 0.104, t = 3.375, p = 0.001) (Table 18). The main reason for preference selection showed content variety as the top choice which 22 respondents (31.43%) selected while people changed platforms because they discovered better content elsewhere (20 respondents) and sports/live content (16; 22.86%) which they watched on Table 15. Content attractiveness functions as a primary driver which determines how consumers select products and switch between them.

The research shows that H4 have been confirmed as correct. User experience has two main connections with consumer preference and satisfaction which show strong positive relationships (r = 0.731, p = 0.000) and (r = 0.658, p = 0.000) (Table 16). User experience functions as a decisive factor which determines consumer preference

according to regression results (β = 0.417, SE = 0.093, t = 4.484, p = 0.000) (Table 18) and it also predicts how users will continue using the product (β = 0.298, SE = 0.102, t = 2.922, p = 0.005) (Table 19). Netflix leads in user accessibility which 28 users (40.00%) found easy to use and 32 users (45.71%) found helpful for recommendations (Table 13) and 20 users (28.57%) and 26 users (37.14%) indicated they would probably subscribe again. User experience functions as the key element which leads people to feel satisfied and maintain their subscription plans.

CHAPTER 5

DISCUSSION

The researchers used a sample of 70 participants to conduct their investigation. The demographic profile showed that 28 respondents (40.00%) belonged to the 26–35 years age group, while 24 respondents (34.29%) belonged to the 18–25 years age group, and 12 respondents (17.14%) belonged to the 36–45 years age group, and 6 respondents (8.57%) belonged to the age group of 45 years and above. The study found that 38 respondents (54.29%) identified as male, while 30 respondents (42.86%) identified as female, and 2 respondents (2.86%) identified as other gender categories. The educational background of respondents showed that 34 respondents (48.57%) had completed postgraduate education, while 20 respondents (28.57%) had obtained undergraduate degrees, and 10 respondents (14.29%) held professional or technical degrees, and 6 respondents (8.57%) belonged to other educational categories. The study found that 28 respondents (40.00%) worked as salaried employees, while 22 respondents (31.43%) were students and 12 respondents (17.14%) operated their own businesses, and 8 respondents (11.43%) worked in different jobs. The respondents reported their monthly income, which showed that 24 respondents (34.29%) earned between ₹25,001 and ₹50,000, 18 respondents (25.71%) earned less than ₹25,000, 16 respondents (22.86%) earned between ₹50,001 and ₹75,000, and 12 respondents (17.14%) earned more than ₹75,000.

The study found that 20 respondents (28.57%) originated from South India and 20 respondents (28.57%) originated from West India, while 18 respondents (25.71%) originated from North India and 12 respondents (17.14%) originated from East India. The study found that 40 respondents (57.14%) lived in urban areas, while 20 respondents (28.57%) lived in semi-urban areas, and 10 respondents (14.29%) lived in rural areas. The study divided participants into three family types, which showed that 42 respondents (60.00%) belonged to nuclear families, while 24 respondents (34.29%) belonged to joint families, and 4 respondents (5.71%) belonged to other family types. The respondents who participated in OTT usage research showed that 26 respondents (37.14%) had been using OTT for 3–5 years, 24 (34.29%) for 1–3 years, 12 (17.14%) for more than 5 years, and 8 (11.43%) for less than 1 year. The 5–

10 hours category recorded its highest viewing hours because 30 respondents (42.86%) watched shows during that time while 16 (22.86%) watched between 11–15 hours and 14 (20.00%) watched for less than 5 hours and 10 (14.29%) watched for more than 15 hours. Night viewing was preferred by 32 respondents (45.71%), evening by 24 (34.29%), afternoon by 8 (11.43%), and morning by 6 (8.57%).

The respondents in this study used devices for their research with 34 respondents (48.57%) using mobile phones and 18 (25.71%) using smart TVs and 12 (17.14%) using laptops/desktops and 6 (8.57%) using tablets. The respondents used Wi-Fi for their internet access which 38 respondents (54.29%) used while 24 (34.29%) used mobile data and 8 (11.43%) used both. The participants reported their data needs as mostly sufficient to 30 respondents (42.86%) while 26 (37.14%) found their needs met all the time and 10 (14.29%) had their needs met at times and 4 (5.71%) faced needs that were met only a limited amount of time. The respondents in this study reported using shared networks according to their responses which 46 respondents (65.71%) confirmed. Amazon Prime Video had the highest subscriber count with 30 respondents (42.86%) while Disney+ Hotstar/JioHotstar came next with 22 (31.43%) and Netflix followed with 18 (25.71%).

Amazon Prime Video served as the main OTT platform which received 30 votes from respondents who made up 42.86 percent of the total. Disney+ Hotstar/JioHotstar received 24 votes from respondents who made up 34.29 percent of the total while Netflix received 16 votes from users who made up 22.86 percent of the total. Content variety served as the main reason for preference among 22 respondents while price/value reached 18 respondents and sports/live content attracted 14 users and user experience drew 10 users and bundle benefits satisfied 6 users. The highest monthly OTT spending occurred in the ₹201–₹500 bracket which 30 respondents (42.86%) selected as their spending range. The subscription distribution showed that 32 respondents held one paid subscription 24 respondents held two subscriptions and 10 respondents held three subscriptions while 4 respondents had more than three subscriptions.

The content preference findings revealed that 22 respondents preferred series/web series content while 18 respondents preferred movies and 14 respondents preferred sports content. Six respondents preferred documentaries four respondents preferred reality shows and four respondents preferred anime while two respondents preferred kids' content. Hindi emerged as the top language choice for 28 respondents who preferred it while 22 respondents chose regional languages and 20 respondents preferred English. Content discovery mainly occurred through platform recommendations for 30 respondents (42.86%) while direct search methods used by 18 respondents (25.71%) and social media suggestions used by 16 respondents (22.86%) and friends/family recommendations used by 6 respondents (8.57%) contributed to the process.

Amazon Prime Video achieved first place in price-value assessment through its 34 respondents who found it most affordable and 32 users who preferred its plan and 28 users who wanted to pay for its content. The user experience study showed Netflix provided better service through its 28 users who found it easy to use and its 32 users who found its recommendations useful, while Amazon Prime Video provided better device compatibility through its 30 users who used multiple devices. The streaming stability of Netflix and Hotstar received equal ratings because 24 respondents (34.29%) assessed both services. Amazon Prime Video received the highest satisfaction rating because 18 respondents (25.71%) expressed complete satisfaction and 28 users (40.00%) reported they were satisfied. Twenty respondents (28.57%) showed strong intention to renew service while 26 respondents (37.14%) showed moderate renewal intention. The study used correlation analysis regression analysis t-test analysis and ANOVA analysis to show that user experience ($r = 0.731$; $\beta = 0.417$) content preference ($r = 0.684$; $\beta = 0.351$) price-value perception ($r = 0.612$; $\beta = 0.284$) and satisfaction ($\beta = 0.563$) determined customer preference and their decision to keep using the service. Age ($F = 3.914$, $p = 0.012$) and platform group ($F = 5.286$, $p = 0.007$) showed significant differences in the study results.

CHAPTER 6

CONCLUSION

6.1. CONCLUSION

The research demonstrates through actual evidence that Indian consumers show different preferences for Netflix and Amazon Prime Video and Disney+ Hotstar/JioHotstar which result from their perceived value and content appeal and their overall experience with the platforms. The 70 respondents showed uneven preference patterns because 30 respondents chose Amazon Prime Video as their first choice while 24 respondents selected Disney+ Hotstar/JioHotstar and 16 respondents picked Netflix as their first choice. The subscription profile showed higher user base for Prime Video which had 30 subscribers at 42.86% compared to Hotstar/JioHotstar which had 22 users at 31.43% and Netflix which had 18 users at 25.71%. The results show that Indian platform competition extends beyond brand competition because it depends on how customers evaluate the complete benefits and worth of their products.

The descriptive findings confirm that content together with perceived value determines preference more than any other factor. Content variety was cited as the leading reason for preference by 22 respondents (31.43%), followed by price/value (18; 25.71%) and sports/live content (14; 20.00%). The respondents displayed cost-conscious behaviour because 30 of them (42.86%) spent between ₹201 and ₹500 on OTT services per month while 32 of them (45.71%) kept only one paid subscription which showed they controlled their spending and picked their subscriptions carefully. The patterns of content consumption show high interest in series/web series which 22 people (31.43%) watched and movies which 18 people (25.71%) watched while people preferred to watch contents in their native languages which 28 people (40.00%) watched in Hindi and 22 people (31.43%) watched in regional languages. The platforms create their design systems which direct user behaviour through their system design methods. The study results show that the system design of platforms controls user behaviour through its system design methods as 30 respondents (42.86%) reacted to the recommendations. The inferential results provide the statistical evidence which supports these findings. User experience had the strongest relationship with consumer preference ($r = 0.731$, $p = 0.000$) and was the most

influential predictor in the regression model (β = 0.417, p = 0.000). Content preference also significantly influenced preference (r = 0.684; β = 0.351, p = 0.001), while price–value perception remained a significant driver (r = 0.612; β = 0.284, p = 0.005). The relationship between satisfaction and continuance intention showed a strong connection (r = 0.776, p = 0.000), while satisfaction predicted continuance intention with a strong effect (β = 0.563, p = 0.000). The participants displayed different satisfaction levels between different platform groups (F = 5.286, p = 0.007), which showed that platform-specific experiences determine how users assess services. The research results indicate that Indian OTT preferences result from rational-experiential processes which develop through user experience and content fit and perceived value and content fit and user experience and contents which users find most crucial.

6.2 RECOMMENDATIONS

1. Netflix needs to enhance its perceived cost and its value for different local markets. The data shows that only 10 respondents rated Netflix as the most affordable option while 18 users subscribed to the service which means Netflix needs to implement more distinct service packages together with special subscription options for students and families and partnership deals that help reduce membership expenses without compromising premium service quality.
2. Netflix dominates in perceived recommendations with 32 people showing 45.71 percent satisfaction and 28 people showing 40.00 percent satisfaction with platform usability. Netflix needs to expand its regional language content library to strengthen its existing content advantage which will attract more viewers who use Hindi as their first language. Amazon Prime Video needs to maintain its value leadership position while it enhances content discovery functions.
3. Prime was rated most affordable by 34 respondents (48.57%) and held the highest primary preference (30; 42.86%) and satisfaction profile (very satisfied 18; 25.71%).
4. The company must maintain its current position by investing in necessary original content which requires better content management systems and better

system performance to decrease customer churn. Disney+ Hotstar/JioHotstar needs to use its sports and family viewing content to create better recommendation systems. Sports/live content drives switching for 16 respondents (22.86%), and Hotstar's strength can be sustained through reliable live streaming, affordable family plans, and stronger personalization (only 16; 22.86% rated recommendations most helpful).

5. Organizations across all platforms need to increase user satisfaction because it functions as a key factor that determines whether users will continue using the service for ongoing time periods.

6.3 LIMITATIONS OF THE STUDY

The research study faces restrictions because it contains 70 participants who were selected through non-probability convenience sampling methods, which makes it impossible to represent the entire Indian OTT audience. The study collected data through self-reported answers which may contain recall bias and social desirability effects. The study captures behaviour at a single point in time, so researchers cannot determine causal relationships or seasonal changes in platform preference which includes new releases and sports seasons. The study compares user experiences which differ based on their device selection and network conditions and their subscription plan.

6.4 IMPLICATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The findings show that OTT managers need to develop an integrated approach which connects content relevance with price fairness and user experience because these elements together determine customer satisfaction and their willingness to renew contracts. Future research can strengthen external validity through two methods which involve using larger samples that follow probability-based methods and expanding research activities to both rural areas and additional states. Longitudinal study designs enable researchers to track changes in content preferences as new shows become available and sports events occur, while researchers can use qualitative interviews to discover the fundamental reasons people pick different career paths. Future studies will analyse the differences between ad-supported and subscription-only plans which

will show how recommendation transparency and privacy concerns and household decision-making processes affect consumer preferences.