

## **TO STUDY THE ASSOCIATION BETWEEN DEMOGRAPHIC FACTORS AND PREFERENCE OF OTT PLATFORMS**

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### **ABSTRACT**

This study explores the relationship between demographic factors and preferences for leading OTT platforms, Netflix, Amazon Prime, and Jio Hotstar, among a sample of 80 respondents. By analyzing variables such as age, gender, educational qualification, occupation, and income, the research aims to understand how these factors influence users' platform choices. Data were collected through a structured questionnaire, and statistical tools like Chi-Square tests and crosstab analysis were employed to test hypotheses regarding the association between age, qualification, and OTT platform preference. The results reveal significant associations for Netflix and Jio Hotstar with both age and educational qualification, while no significant link was found for Amazon Prime. The findings indicate that younger respondents, particularly those under 30, are more active users of OTT platforms, with Jio Hotstar being the most popular choice overall, followed by Netflix. Educational qualification also impacts platform preference, as users with lower to mid-level education tend to favor Netflix and Jio Hotstar, whereas Amazon Prime usage is more evenly spread across all qualifications. These insights provide valuable implications for content providers and marketers to tailor their strategies according to demographic profiles, enhancing user engagement and satisfaction in the growing digital streaming market.

**Keywords:** Association, Preference, OTT platform

### **INTRODUCTION:**

OTT (Over-The-Top) platforms are digital streaming services that deliver video, audio, and other media content directly to users via the internet, bypassing traditional cable, satellite, or broadcast television systems. Unlike conventional TV services, OTT platforms do not require users to subscribe to a specific cable or satellite provider, enabling greater accessibility and convenience. Users can watch content on multiple devices such as smartphones, tablets, smart TVs, and computers, making OTT platforms highly flexible and user-friendly. Popular OTT services include Netflix, Amazon Prime Video, Disney+ Hotstar, and many others that offer a wide range of content including movies, TV shows, web series, documentaries, and live events.

The rise of OTT platforms has revolutionized the entertainment industry by changing how content is produced, distributed, and consumed. With the growing penetration of high-speed internet and smartphones, OTT platforms have become a primary source of entertainment for many, especially among younger and tech-savvy audiences. These platforms offer on-demand viewing, allowing users to watch content anytime and anywhere without being bound by scheduled programming. Moreover, OTT services often provide personalized

recommendations using advanced algorithms, enhancing user experience and engagement by tailoring content to individual preferences.

OTT platforms operate on various business models, including subscription-based (SVOD), ad-supported (AVOD), and transactional (TVOD). Subscription models like Netflix require users to pay a monthly fee for unlimited access to content, while ad-supported platforms offer free access with advertisements inserted at intervals. Transactional models allow users to pay for individual movies or shows on a rental or purchase basis. This flexibility in monetization caters to diverse consumer preferences and has contributed to the rapid growth of the OTT market globally. The OTT platforms have transformed the media landscape by offering diverse, accessible, and personalized entertainment options beyond the limitations of traditional broadcasting. They have also opened new avenues for content creators and advertisers, fostering innovation in content delivery and marketing strategies. As consumer demand for digital content continues to rise, OTT platforms are expected to play an increasingly central role in shaping the future of entertainment worldwide.

#### **PREFERENCE:**

1. **Content Variety and Exclusivity:** One of the biggest factors influencing OTT platform preference is the variety and exclusivity of content available. Viewers tend to gravitate toward platforms that offer a diverse library covering multiple genres like drama, comedy, thriller, documentaries, and regional language content that caters to their tastes. Exclusive shows, original web series, or blockbuster movies that can't be found elsewhere also play a major role in attracting subscribers. Platforms that continuously update their content and provide fresh, engaging entertainment keep users interested and loyal.
2. **Subscription Cost and Pricing Models:** Cost is a significant consideration for many users when choosing an OTT platform. Different platforms offer varying pricing strategies such as subscription-based (monthly or yearly), ad-supported free access, or pay-per-view models. Users often choose platforms that provide the best value for money, balancing content quality with affordability. Promotional offers, bundled packages with telecom services, and tiered subscription plans with different features further influence consumer choices, especially in price-sensitive markets.
3. **User Experience and Technology:** The overall user experience and technological features of an OTT platform greatly impact preference. Platforms that provide a smooth, intuitive interface with easy content discovery and navigation encourage longer and more frequent engagement. Personalized recommendations based on viewing history help users find content they are likely to enjoy, enhancing satisfaction. Additionally, seamless streaming quality without buffering, offline download options, multiple user profiles, and the ability to watch on different devices simultaneously contribute to a superior experience, making such platforms more appealing.
4. **Device Accessibility:** Accessibility across various devices is crucial in determining an OTT platform's popularity. Users prefer services that support streaming on smartphones, tablets, smart TVs, laptops, and desktops, allowing them to watch content anytime and anywhere. Cross-device compatibility ensures that viewers can start watching on one device and continue on another without interruption. Platforms that develop apps for multiple operating systems and smart TV brands typically gain an edge by providing convenience and flexibility to their users.

5. **Social Influence and Brand Reputation:** Social influence, including recommendations from friends, family, and social media communities, plays a significant role in shaping OTT platform preferences. Positive word-of-mouth and user reviews can build trust and encourage new subscribers to try a platform. Additionally, a strong brand reputation for quality content, reliable service, and good customer support enhances a platform's image. Marketing campaigns, celebrity endorsements, and partnerships with popular content creators also contribute to building brand loyalty and attracting a wider audience.

#### **REVIEW OF LITERATURE:**

1. **Ghalawat et al. (2021)**, In the Research paper titled "Factors Influencing Consumer's Choice of Streaming Over the Top (OTT) Platforms". The study comprehensively examined the various factors influencing consumer choice in the context of OTT platforms and revealed that consumer preferences are shaped by a blend of content quality, ease of access, and integrated marketing communication. Among these, demographic factors such as age and occupation were found to significantly affect preferences, indicating that different demographic groups prioritize different features. For example, younger professionals were more influenced by flexibility and on-demand access, while older groups valued ease of navigation and trust in platform reliability.
2. **Manoj Kumar et al. (2024)**, In the Research paper titled "A Study on Consumer Preference Towards Over the Top (OTT) Media Service Platforms in South Tamil Nadu". This study in South Tamil Nadu confirmed that younger age groups, especially those aged between 18 to 35, were the most frequent users of OTT platforms, attributing their preference to personalized recommendations, mobile accessibility, and lower subscription costs. Gender also played a role, with male users more inclined towards sports and action content, while female users preferred drama and reality shows. Occupation status, particularly among students and working professionals, influenced both frequency and type of content consumed.
3. **Bhullar et al. (2020)**, In the Research paper titled "Key Factors Influencing Users' Adoption Towards OTT Media Platform". The research emphasized the importance of user-centric features like customized interfaces, high-definition content, and seamless streaming experiences in encouraging OTT adoption. Demographic elements like age and gender acted as crucial moderators—young adults (18–25) were more tech-savvy and drawn to interactive interfaces, while older adults showed a stronger preference for content quality and ease of access. Gender preferences were also evident in content choices, reinforcing the need for targeted content strategies.
4. **Shukla et al. (2024)**, In the Research paper titled "OTT Platform: A Comparative Study Of Perception Between Gen Y And Gen Z Of Anand City". By comparing Gen Y and Gen Z consumers in Anand City, the study found notable generational differences in OTT usage behavior. Gen Z users demanded greater content diversity and were more active on mobile OTT apps, whereas Gen Y users gave importance to affordability, user interface, and the option of family subscriptions. The study concluded that content creators and marketers must tailor their strategies to cater to the differing psychological and behavioral tendencies of these age cohorts.
5. **Basha et al. (2024)**, In the Research paper titled "The Digital Revolution: Exploring Influential Factors in OTT Platform Adoption". This study explored the key technological and psychological factors influencing OTT adoption and found that demographic variables like education and age significantly moderated user intent. Highly educated users prioritized features such as download options, multi-device compatibility, and

personalized algorithms. Younger users preferred convenience and short-format content, suggesting that OTT platforms need to diversify not only content genres but also formats and delivery methods based on consumer demographics.

6. **Mishra et al. (2024)**, In the Research paper titled “The Moderating Role of Demographic Factors on OTT Platform Selection by Consumers: An Application of the Revised UTAUT2”. Utilizing the UTAUT2 framework, the researchers demonstrated that behavioral intentions to use OTT platforms are strongly impacted by facilitating conditions, hedonic motivation, and price value, all of which are further influenced by demographic attributes such as age, gender, and digital literacy. Younger males showed higher behavioral intentions driven by novelty-seeking and peer influence, whereas older users leaned more towards usability and reliability of platforms.
7. **Yadav et al. (2023)**, In the Research paper titled “A Study on Consequences and Growth of OTT Platform Using Factor Analysis and ANOVA”. The study used factor analysis and ANOVA to analyze user perceptions and found that occupation and gender significantly influenced how users perceived the impact and value of OTT platforms. Male professionals leaned more towards informative or action-oriented content, while female users showed greater engagement with emotionally resonant and family-based content. These demographic insights are essential for tailoring both content development and promotional efforts.
8. **Malewar et al. (2020)**, In the Research paper titled “Acceptance of OTT Video Streaming Platforms in India During COVID-19: Extending UTAUT2 with Content Availability”. During the COVID-19 lockdowns, the study found a sharp increase in OTT platform usage, with the UTAUT2 model revealing that key adoption drivers included performance expectancy, habitual usage, and perceived content value. The effect of demographic factors was apparent as younger users (especially Gen Z) displayed high adaptability and faster integration into digital streaming culture, while gender differences shaped preferred content types and viewing durations.
9. **Bhattacharyya et al. (2022)**, In the Research paper titled “Antecedents and Outcomes of Customer Over-the-Top Experience: A Systematic Literature Review”. This systematic literature review synthesized existing studies to identify key antecedents of OTT platform engagement such as content richness, infrastructure quality, and social influence. The review emphasized that while these factors are universally important, demographic characteristics like age, gender, and region significantly moderate how these antecedents translate into customer satisfaction and loyalty. For instance, rural users showed lower engagement due to infrastructural limitations, while urban youth exhibited high hedonic motivation.
10. **Kumar, H. (2023)**. In the Research paper titled “A Study on Consumers' Preference Towards OTT Platforms During the Post Covid-19 Lockdown Periods”. The post-COVID-19 consumer landscape showed a marked shift in entertainment consumption habits, with affordability, variety, and convenience becoming top priorities for OTT users. Demographic analysis revealed that younger age groups and middle-income segments were more adaptive to these platforms. The study concluded that user preferences were no longer only content-driven but also shaped by socio-economic factors and the psychological impact of the pandemic, indicating a long-term behavioral shift toward digital media.

## RESEARCH GAP:

The growing number of studies examining consumer preferences and demographic influences on OTT platform usage, several research gaps remain. Most existing literature focuses on broad demographic variables like age and gender but lacks deeper exploration into nuanced factors such as regional diversity, cultural influences, or digital literacy levels. Additionally, there is limited longitudinal data capturing how these preferences evolve over time, especially post-COVID-19. Few studies integrate psychographic or behavioral segmentation with demographic analysis to offer a more holistic view. Moreover, much of the existing research is concentrated in urban areas, leaving a gap in understanding rural consumer behavior and OTT accessibility. This highlights the need for more diversified, inclusive, and longitudinal studies that can better inform OTT platform strategies.

## RESEARCH METHODOLOGY:

The research methodology adopted for this study involved a quantitative approach using a structured questionnaire to collect primary data from a sample of 80 respondents representing diverse demographic backgrounds, including variations in age, gender, qualification, occupation, and income. The data collection focused on capturing respondents' preferences and usage patterns for three popular OTT platforms—Netflix, Amazon Prime, and Jio Hotstar. Descriptive statistics were used to analyze the demographic profile of the sample, while Chi-Square tests were applied to examine the association between key demographic variables (age and qualification) and OTT platform preference. Crosstabulations provided detailed insights into platform usage across different demographic categories. This methodology ensured a systematic and statistically rigorous investigation of how demographic factors influence OTT platform choice.

## DATA ANALYSIS:

The following table indicates the demographic factor of the study:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	34	42.5
		Female	46	57.5
2	Age Group	Up to 20 Years	10	12.5
		20 to 30 Years	29	36.3
		30 to 40 Years	17	21.3
		40 to 50 Years	16	20.0
		More than 50 Years	8	10.0
3	Qualification	SSC	24	30.0
		Up to HSC	20	25.0
		Graduate	11	13.8
		Post Graduate	10	12.5
		Professional Degree	15	18.8
4	Occupation	Student	19	23.8
		Self-employed	11	13.8
		Service	12	15.0
		Business	16	20.0
		Homemaker	22	27.5
5	Income	Up to Rs. 25,000	12	15.0
		Rs.25,000 to Rs.50,000	24	30.0
		Rs. 50,000 to Rs.75,000	15	18.8
		More than Rs. 75,000	29	36.3



The demographic data reveals a diverse respondent base with slight female predominance (46 females vs. 34 males). The majority of respondents fall within the 20 to 30-year age group (29), followed by those aged 30 to 40 years (17) and 40 to 50 years (16), indicating a strong representation of young and middle-aged individuals. In terms of educational qualification, most participants have completed SSC (24) or up to HSC (20), with fewer holding graduate (11), postgraduate (10), or professional degrees (15). The occupational distribution shows a significant number of homemakers (22) and students (19), followed by those in business (16), service (12), and self-employment (11). Income-wise, the largest group earns more than ₹75,000 (29), while the rest are spread across lower brackets, with 24 earning ₹25,000–₹50,000 and 15 earning ₹50,000–₹75,000, suggesting a mix of middle- and upper-income respondents. This diversity supports a well-rounded analysis of demographic factors influencing OTT platform preferences.

**Objective-1: To study the association between age of respondents and preference of OTT platform.**

**Null Hypothesis  $H_{01}$ :** There is no association between age of respondents and preference of OTT platform.

**Alternate Hypothesis  $H_{11}$ :** There is a association between age of respondents and preference of OTT platform.

To test the above null hypothesis, Chi-Square test is applied and results are as follows:

Chi-Square Tests			
	P-value for Netflix	P-value for Amazon Prime	P-value for JioHotstar
Pearson Chi-Square	.010	.307	.004
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.50.			

**Interpretation for Netflix and JioHotsar:** The above results indicate that calculated p-value is 0.010 and 0.004. It is less than 0.05. Therefore Chi Square test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Interpretation for Amazon Prime:** The above results indicate that calculated p-value is 0.307. It is more than 0.05. Therefore Chi Square test is accepted. Hence Null hypothesis is accepted and Alternate hypothesis is rejected.

**Conclusion for Netflix and JioHotsar:** There is a association between age of respondents and preference of OTT platform.

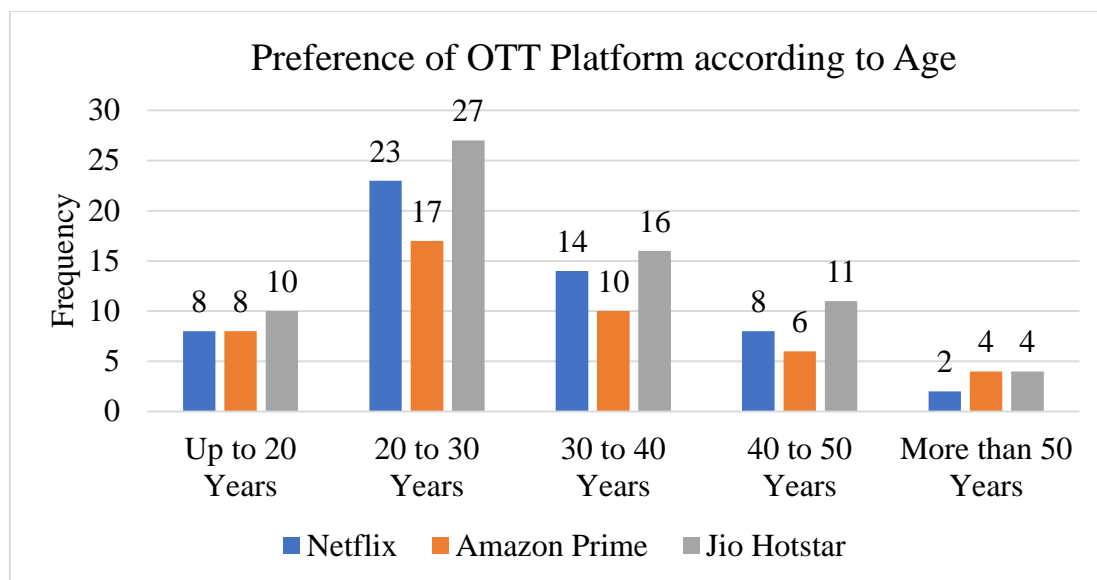
**Conclusion for Amazon Prime:** There is no association between age of respondents and preference of OTT platform.

**Findings:** To understand the findings, numbers for yes are obtained and presented as follows:

Crosstab				
Count				
3. Age		Netflix	Amazon Prime	Jio Hotstar
	Up to 20 Years	8	8	10
	20 to 30 Years	23	17	27
	30 to 40 Years	14	10	16
	40 to 50 Years	8	6	11
	More than 50 Years	2	4	4
Total		55	45	68

The crosstab data, based only on respondents who use OTT platforms, shows clear age-based preferences across Netflix, Amazon Prime, and Jio Hotstar. Jio Hotstar appears to be the most

popular platform across all age groups, especially among respondents aged 20 to 30 years (27) and up to 20 years (10). Netflix also sees its highest usage among the 20 to 30-year group (23), followed by the 30 to 40-year group (14), indicating a strong youth preference. Amazon Prime follows a similar trend, with peak usage in the 20 to 30-year segment (17). Overall, younger respondents (up to 30 years) demonstrate the highest engagement with all three OTT platforms, suggesting that age significantly influences platform preference, with younger audiences being more active users of digital streaming services.



**Objective-2: To study the association between qualification of respondents and preference of OTT platform.**

**Null Hypothesis  $H_{01}$ :** There is no association between qualification of respondents and preference of OTT platform.

**Alternate Hypothesis  $H_{11}$ :** There is a association between qualification of respondents and preference of OTT platform.

To test the above null hypothesis, Chi-Square test is applied and results are as follows:

Chi-Square Tests			
	P-value for Netflix	P-value for Amazon Prime	P-value for JioHotstar
Pearson Chi-Square	.000	.059	.002
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.50.			

**Interpretation for Netflix and JioHotsar:** The above results indicate that calculated p-value is 0.000 and 0.002. It is less than 0.05. Therefore Chi Square test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Interpretation for Amazon Prime:** The above results indicate that calculated p-value is 0.059. It is more than 0.05. Therefore Chi Square test is accepted. Hence Null hypothesis is accepted and Alternate hypothesis is rejected.

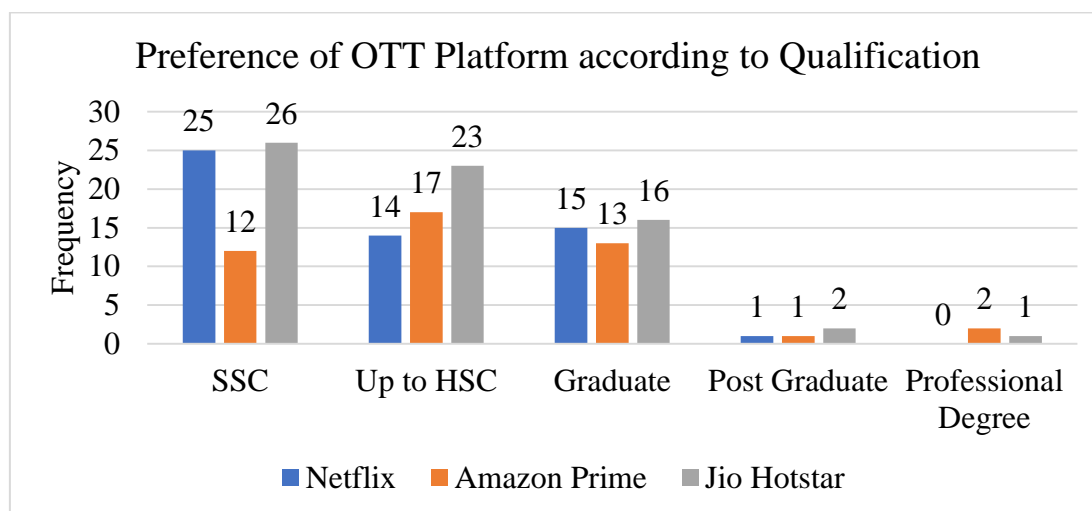
**Conclusion for Netflix and JioHotsar:** There is a association between qualification of respondents and preference of OTT platform.

**Conclusion for Amazon Prime:** There is no association between qualification of respondents and preference of OTT platform.

**Findings:** To understand the findings, numbers for yes are obtained and presented as follows:

Crosstab				
Count				
Qualification		Netflix	Amazon Prime	Jio Hotstar
	SSC	25	12	26
	Up to HSC	14	17	23
	Graduate	15	13	16
	Post Graduate	1	1	2
	Professional Degree	0	2	1
Total		55	45	68

The crosstabulation presents the count of respondents who answered "yes" to using three different streaming platforms—Netflix, Amazon Prime, and Jio Hotstar—categorized by their educational qualification. Among the 55 respondents who use Netflix, the majority have SSC (25) or Graduate (15) qualifications, with fewer users having higher education levels. For Amazon Prime, 45 respondents reported usage, with a relatively balanced distribution across qualifications, though "Up to HSC" (17) and SSC (12) are more prominent. Jio Hotstar has the highest number of users (68), especially among those with SSC (26) and "Up to HSC" (23) qualifications. Users with Post Graduate and Professional Degrees represent a small portion across all platforms. This data reflects streaming platform preferences segmented by educational qualification for only those respondents who actively use these services.



## CONCLUSION

The study indicates that demographic factors, specifically age and educational qualification, play a significant role in shaping respondents' preferences for OTT platforms like Netflix and Jio Hotstar, while such an association was not observed for Amazon Prime. Younger age groups, especially those up to 30 years, exhibit higher usage rates across all platforms, with Jio Hotstar emerging as the most favored choice among these younger users, followed closely by Netflix. This suggests that digital streaming consumption is particularly strong among youth and young adults. In terms of education, individuals with lower to mid-level qualifications (SSC and Up to HSC) tend to prefer Netflix and Jio Hotstar, whereas Amazon Prime users show a more balanced distribution across educational categories, reflecting no significant correlation. The relatively low usage among postgraduates and professionals across platforms may indicate different content preferences or accessibility factors. Overall, the findings highlight that age and qualification significantly influence OTT platform choice, with younger and less formally educated segments gravitating more towards Netflix and Jio Hotstar, while Amazon Prime appeals to a broader, less demographically defined audience.



This insight can guide marketers and platform providers in tailoring content and outreach strategies according to demographic profiles.

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