



## Factors Influencing the Purchase of OTT Platform in India.

*Lokesh M D<sup>1</sup>, Prof. Deepika K S<sup>2</sup>*

<sup>1</sup>PG Student, PES1PG22MB347

<sup>2</sup>Guide, Dept. of Management studies,  
PES University

### ABSTRACT

An in-depth analysis of several variables influencing the purchase of over-the-top (OTT) platforms in India is provided in this research report. Understanding the complex interplay between multiple determinants that affect consumer behavior is important as the digital entertainment sector is growing rapidly. This study seeks to provide insights into the interests and behavior of Indian consumers in the dynamic world of online content consumption by examining why people choose particular OTT platforms. This study explores key issues thoroughly and reveals the key factors influencing the subscription decision highlights the important drivers.

### Introduction

The digital revolution has ushered in a new era of entertainment consumption, with over-the-top (OTT) platforms emerging as the indicator of this fundamental change. In a country as heterogeneous as India, with a massive presence and media the changing environment, the development of OTT as it is used has proven to be revolutionary. Nowadays, with the prevalence of smartphones and affordable data plans, there are many Indian consumers who have access to a wide range of services through OTT platforms. Understanding the factors affecting the adoption and adoption of OTT platforms is crucial in this context. The degree of Indian consumer behavior, preferences and decision-making processes are important in determining how the subscription growth of the OTT market will evolve. For many stakeholders, it is important to understand the factors that affect the choice of OTT platforms. Understanding what affects consumer preferences allows OTT platforms to better target their content offerings and marketing efforts. This information can be used by content creators to create content that meets audience expectations. To make intelligent decisions, policymakers and industry regulators need to be knowledgeable about market dynamics. Additionally, this study can help advertisers and marketers develop effective targeting strategies for the expanding OTT usage.

This study is intended to dive into the dynamic world of OTT platform usage in India, explore the various aspects that influence the audience's decision to subscribe to this online service. Given the population of one billion individuals, India is one of the most attractive markets for OTT service providers globally. With the country's cultural diversity, local interests and language choices posing possibilities and barriers to OTT platforms trying to capture the hearts and screens of Indian audiences, this study aims to extract the drivers of adoption its continued use of the complex network of OTT platforms in India. Provides useful insights for service providers and the growing population of digital content consumers.

### Literature review

Several studies highlight the importance of feature variety and quality as key influencing factors in OTT platform choice. Platforms that combine local and international content and offer a variety of attractive content choices to consumers (Chatterjee & Bhat, 2019).

According to research, pricing and subscription policy have a significant impact on decision making. Consumers choose platforms with different pricing options, such as free trials, low-cost ordering systems, and bundled products (Rao & Gupta, 2019).

Customer happiness is heavily affected by user experience and system interface. Platforms with simple user interfaces, personalized recommendations and effortless viewing experiences tend to attract and retain users (Jain & Garg, 2020).

The literature emphasizes the importance of mechanical compatibility. Platforms available on devices such as smart TVs, smartphones and laptops are preferred by consumers as they are easy to use and versatile (Raju & Srinivasan, 2020).

Only original content and releases have emerged as competitive channels. Consumers are enticed to attend events that offer original, one-of-a-kind shows and films that cannot be found elsewhere (Jain, 2018).

## Objective

The main objective of this study is to identify and analyze the key factors influencing consumers' decision to purchase and subscribe to OTT platforms in the Indian market. This study aims to provide insights into consumer preferences, motivations and barriers related to the use of OTT platforms in India.

## Research methodology

**Data Collection:** Primary data was collected through a structured online survey of users of the Indian OTT platform. The survey will include demographic questions, consumption of OTT services and factors affecting their decisions.

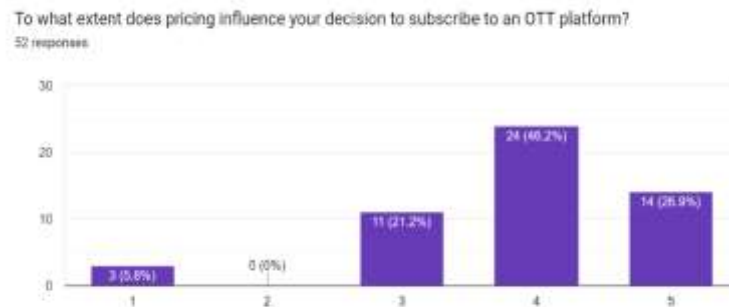
**Selection:** An accurate representation of Indian users will be selected using random selection procedures to ensure demographic and OTT usage diversity.

**Data analysis:** Quantitative results from the questionnaire will be analyzed using statistical tools to determine the impact of several variables on the adoption of the OTT platform. The characteristic profile of the respondents will be analyzed thematically to gain deeper insights.

## Findings and Discussion

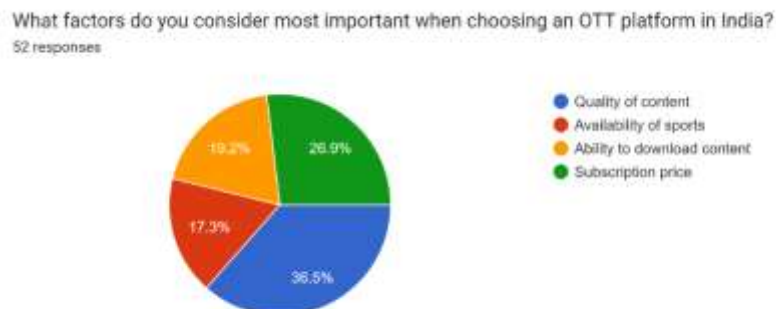
- **Pricing:** According to the survey, affordability is a big driver for the growth of the OTT platform in India. Consumers like platforms that offer low-cost subscription plans, and they tend to choose platforms with different price ranges.

When asked about how the pricing will play an important role in purchasing OTT platform, 46.2 % of Indian's rated high.



- **Quality of contents:** High-quality content such as original shows and movies are critical to influencing consumer choice. Platforms that invest in product selection and design generally have a competitive advantage.

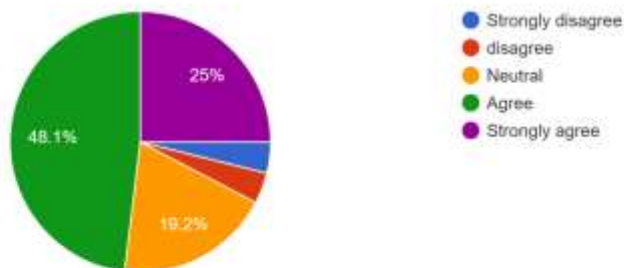
The significance of quality of content of OTT platform influences the viewers by 36.5%.



- **Availability of regional contents:** Local content and multilingual content emerged as an important factor. Platforms that offer a selection of products in multiple Indian languages are valued by customers.
- **Variety and Exclusivity:** A platform with a diverse line-up, covering genres such as drama, comedy, and documentary, tends to attract a wider audience. Only product releases and early availability influence customer loyalty.

### Are content variety and exclusivity significant factors in your choice of OTT platform?

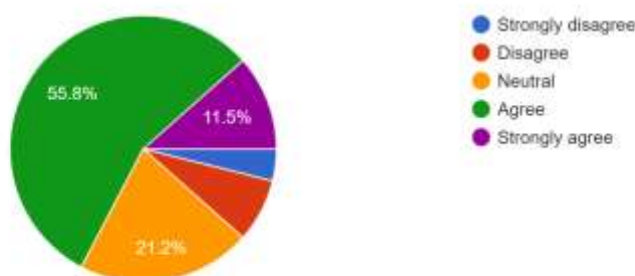
52 responses



- Family plans: A family member option that allows multiple applications in a single profile is preferred. This is especially important in markets where household subscriptions are mostly shared.
- Free trials and Limited-time period offer: The provision of a free trial period has a significant impact on initial acceptance. Nearly 55% of the users agree that they need free trials and offers when opting for OTT. Customers value the ability to test a platform's offerings and services by subscribing to them. Short-term growth in membership comes from short-term promotions, such as holiday discounts or special events. Long-term retention, however, depends on continued value creation.

### Are free trial periods and limited-time offers important factors in your choice of OTT platform?

52 responses




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## Discussion:

The findings highlight the complex nature of consumer decision-making in the Indian OTT industry. Price, product quality and geographic availability remain important factors. While competitive pricing creates initial appeal, quality ingredients and local variety are important in retaining customers. Moreover, the appeal of uniqueness and musical diversity should not be overlooked.

Family-oriented policies support collective viewing of Indian households and encourage customer loyalty. A free trial provides a safe entry point for potential customers, but trouble turns them into paying customers. A strategically planned short-term incentive period can increase membership, but with it, the future value proposition must be compelling. Finally, OTT platforms can combine pricing strategy, content curation and user-centric programming to survive in the rapidly changing and complex Indian market.

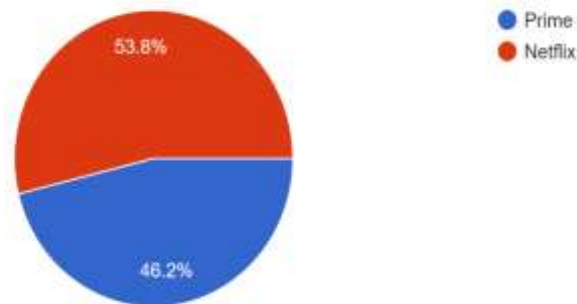
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## Conclusion

This study sheds light on the important factors affecting consumer choices when it comes to subscribing to these services in the ever-changing environment of Over-the-Top services in India. The Indian OTT industry is a fast-paced and highly competitive environment where pricing, content quality, geographical diversity, and user-centric offerings all play a key role in driving consumer behaviors. Competitive pricing methods are certainly an important starting point, appealing to a diverse range of customers. However, the platform's ability to consistently deliver high-quality content including local language-specific and traditional language options is essential to keeping members Space with a unique and extensive content library coupled with family-oriented programming guarantees that these platforms cater to a wide range of Indian households. In the debate of Netflix v/s Amazon Prime videos in India, there is a stiff fight between both the service providers.

### Do you prefer Amazon Prime or Netflix

52 responses



Strategic short-term offers, such as holiday discounts and exclusives, can boost short-term subscriptions. However, the long-term viability of OTT services in the country will be determined by their ability to deliver long-term value to meet the changing appetites of their audiences. As the Indian OTT industry grows, these results will be useful for existing companies and new entrants who want to succeed in this growing industry. OTT platforms can attract and retain the loyalty of Indian consumers in an environment defined by choice and variety, by designing pricing structures that align with market realities, maintaining a high-quality and diverse library, and related services implementation of the controls. Ultimately, this study highlights the critical importance of subscriber choice in the future course of the Indian OTT market, pushing providers to adapt and cater to the changing needs of their audiences the solution of the.

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