

Determinants of Consumer Choice among OTT Streaming Platforms: An Empirical Study

Madhesh P¹ | Dr. Kabirdoss Devi^{2*}

¹II MBA, Department of Management Studies, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Tamil Nadu, India.

²Associate Professor, Department of Management Studies, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Tamil Nadu, India.

*Corresponding Author: kabirdossdevi.sms@vistas.ac.in

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ABSTRACT

The dynamic rise of Over-The-Top (OTT) streaming platforms has significantly influenced the way in which customers interact with entertainment material. The current research aims to investigate the factors that influence customers' choices between different OTT platforms. Specifically, the study examines such variables as Content variety, Subscription price, Exclusive content, Streaming quality, Regional content, Recommendations, and User Interface. The data was collected from 155 respondents who completed the questionnaire. Each item was measured on a five-point Likert scale. The data was analyzed using IBM SPSS Statistics software. In order to answer the research question, Percentage analysis, Reliability Analysis, Chi-Square test, Pearson Correlation analysis, and Multiple Linear Regression were performed. The results of the analysis revealed that all variables possess a satisfactory level of reliability as the Cronach Alpha is 0.601. The analysis revealed that Streaming quality ($M=3.81$), Subscription price ($M=3.76$) are the most influential factors and the least influential one is Exclusive content ($M=3.46$). Both Chi-Square and Correlation tests indicate that no variables are correlated with consumer satisfaction. The regression analysis revealed that the variables account for only 5.7% of variance in satisfaction levels ($R^2 = 0.057$, $p = 0.275$). Overall, the study reveals that companies could increase customer satisfaction levels by providing high-quality materials and offering competitive prices.

Keywords: OTT Platforms, Consumer Choice, Streaming Quality, Subscription Price, Content Variety, Customer Satisfaction, Consumer Behaviour.

Introduction

The mode in which people consume entertainment has changed significantly in the last decade. Traditional broadcast TV and cinema have steadily been displaced as Over-The-Top (OTT) platforms begin to provide direct access to video content over the internet. Enabled by rising smartphone penetration, cheap data, and improvements in streaming technology, OTT platforms like Netflix, Amazon Prime Video, Disney+ Hotstar, and a host of regional and niche services, have become key in how consumers access movies, series, sports, and other video content. With multiple platforms emerging, consumers are increasingly faced with having to make a choice between services that differ in price, content library, exclusive content, streaming quality, regional language support, and user interface. Understanding what drives this choice is crucial for both academic and commercial purposes: platforms must understand which factors to prioritise to acquire and retain subscribers, and researchers need a better understanding in the crowded marketplace. Globally, the OTT and video-streaming industry has seen rapid growth, with widely cited 2026 estimates valuing the market at USD 200–380 billion and a

CAGR of 8–20% through the early 2030s with global users estimated at over 4 billion. India has become a major market for OTT, with a market size of roughly USD 4–5.4 billion for 2025 and 500–600 million users, enabled by cheap data and rising smartphone penetration. A unique feature of the Indian market is the rising share of regional-language content, which now accounts for over half of paid OTT viewership. Consumer choice in this category rarely involves a single one-time decision. Because most consumers subscribe to more than one platform, the decision to continue, unsubscribe, or recommend is an ongoing evaluation, influenced by functional factors (price, content variety, streaming quality), experiential factors (user interface, recommendations), and social factors (word-of-mouth, norms about account-sharing).

Objectives of the Study

- To assess relative importance placed by consumers on content variety, price, exclusive content, streaming quality, regional content, recommendations, and user interface.
- To test the reliability of the scale used for measuring OTT platform choice determinants.
- To examine the association between selected demographic variables and satisfaction with OTT platforms.
- To determine the relationship between the choice determinants and overall consumer satisfaction.
- To identify which determinants, individually and collectively, significantly predicts consumer satisfaction with OTT platforms.
- To suggest measures that OTT platforms could take based on the findings.

Conceptual Framework and Review of Literature

The study is conceptually based on the Technology Acceptance Model (TAM), proposing that perceived usefulness and perceived ease of use influence a person's attitude toward a technology, which in turn affects their behavioural intention and usage. In this study, the seven determinants Content Variety, Price, Exclusive Content, Streaming Quality, Regional Content, Recommendations, and User Interface — act as proxy for perceived usefulness and ease of use. These determinants are seen to influence overall consumer satisfaction, which acts here as the indicator of consumer choice and continued platform use.

Review of Literature

Gul et al. (2019) examined the factors influencing consumers' adoption of OTT platforms. The study found that content availability, convenience, perceived usefulness, and ease of access played an important role in consumers' willingness to adopt OTT services.

Singh et al. (2020) looked at consumer preferences towards OTT streaming services. The findings showed that content quality, variety of programmes, affordability, and convenience were important factors in consumers' platform preferences. The study concluded that OTT providers must offer diverse and value-based content to meet changing consumer expectations.

Kumar and Lim (2021) looked at consumer behaviour towards OTT platforms during the rapid growth of digital streaming. The study found that subscription price, content variety, accessibility, and viewing convenience influenced consumers' decisions to subscribe to OTT services. The study concluded that affordable pricing and attractive content are important for consumer adoption.

Dastane et al. (2021) studied the factors affecting consumers' intention to use OTT platforms. The findings indicated that perceived value, content quality, ease of use, and service convenience positively influenced consumers' intention to continue using OTT services. The study highlighted the need of providing a convenient and satisfying viewing experience.

Chaudhary et al. (2022) looked at consumer preferences and satisfaction towards OTT platforms. The study found that streaming quality, content variety, subscription cost, and availability of exclusive programmes significantly influenced consumer satisfaction. The study concluded that OTT providers must continuously improve both content and service quality.

Mishra et al. (2022) looked at the role of content and pricing in OTT platform selection. The findings revealed that consumers compare subscription prices with the quality and quantity of content offered by different platforms. Original and exclusive content also encouraged consumers to choose one platform over another. The study concluded that competitive pricing and differentiated content are important for attracting subscribers.

Reddy et al. (2023) conducted a research study to establish factors affecting consumer choices and ongoing usage of OTT platforms. The results indicated that customers are drawn to platforms offering extensive content variety, streaming quality, ease of navigation, and personalized suggestions. The researchers recommended that companies should focus on consistently enhancing content libraries and technological capabilities to maintain a competitive edge.

Sharma and Verma (2023) undertook a study to uncover aspects of customer satisfaction with OTT streaming services. The results demonstrated that reasonable subscription plans, availability of region-specific content, ease of use, and reliable streaming capacity significantly contribute to customer delight. The authors recommend that companies should focus on providing value to customers while also ensuring accessibility and reliability of their services.

Patel et al. (2024) undertook a study to illuminate the dynamic nature of the preferences of OTT consumers. The results revealed that customers are increasingly prioritizing content variety, convenient accessibility, affordability, and recommendation accuracy when selecting between platforms. The authors suggest that the industry needs to remain highly attuned to shifting demands and provide enhanced flexibility and value-based options to remain attractive to customers.

Research Methodology

The study adopts a descriptive research design, aimed at describing and analysing the factors influencing consumer choice among OTT streaming platforms, without manipulating any variables. This design is suitable for understanding the characteristics, opinions, and behaviour of respondents regarding platform choice and satisfaction.

Primary data were collected from individuals who actively use one or more OTT streaming platforms, using a questionnaire comprising demographic profile, usage patterns, and the seven choice determinants, measured on a five-point Likert scale (Strongly Disagree to Strongly Agree). Secondary data were sourced from books, research journals, academic articles, industry reports, and reliable online sources to support the review of literature and theoretical framework.

Sampling Technique and Sample Size

A convenience sampling technique (non-probability) was used, owing to its suitability for academic research with limited time and resources. The final analysis is based on responses from 155 OTT platform users across varying age groups, genders, occupations, and income levels.

The questionnaire was divided into two sections: Section A captured demographic information (gender, occupation, monthly income, location, OTT platforms used, duration of usage); Section B measured the seven OTT platform choice determinants — Content Variety, Price, Exclusive Content, Streaming Quality, Regional Content, Recommendations, and User Interface — and Overall Satisfaction, Continued Use intention, and Likelihood to Recommend, on a five-point Likert scale (5 = Strongly Agree to 1 = Strongly Disagree).

Limitations of the Study

The study is confined to a convenience sample and a selected geographical area, limiting generalisability. Only seven pre-selected determinants are examined, excluding others such as brand loyalty, peer influence, and internet connectivity. Findings reflect respondent opinions only during the study period.

Analysis and Discussion

This section presents the analysis of primary data collected from 155 respondents using a structured questionnaire, covering demographic profile, OTT usage pattern, the seven choice determinants, and overall satisfaction. Data were analysed using Percentage Analysis, Reliability Analysis (Cronbach's Alpha), Chi-Square Test, Correlation Analysis, and Multiple Linear Regression Analysis in SPSS.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Age	Below 18	2	1.3%
	18–25	51	32.9%
	26–35	50	32.3%
	36–45	50	32.3%
	Above 45	2	1.3%

Gender	Male	64	41.3%
	Female	84	54.2%
	Prefer not to say	7	4.5%
Occupation	Student	29	18.7%
	Employee	66	42.6%
	Business	45	29.0%
	Other	15	9.7%
Monthly Income	Below ₹20,000	37	23.9%
	₹20,000–₹50,000	29	18.7%
	₹50,000–₹1,00,000	49	31.6%
	Above ₹1,00,000	40	25.8%

N = 155 for each variable. The 18–25 age group formed the largest share (32.9%), closely followed by the 26–35 and 36–45 groups (32.3% each), indicating OTT platforms are used broadly across young and early-middle-aged adults. Female respondents (54.2%) slightly outnumbered male respondents (41.3%). Employees formed the largest occupational group (42.6%), and the ₹50,000–₹1,00,000 income bracket was most common (31.6%), suggesting the sample skews towards middle-to-upper income consumers.

Reliability Analysis

Internal consistency of the seven OTT choice-determinant items (Content Variety, Subscription Price, Exclusive Content, Streaming Quality, Regional Content, Recommendations and User Interface) was assessed using Cronbach's Alpha. All 155 responses were valid, so no cases were excluded.

Table 2: Reliability Statistics

Construct	No. of Items	Valid Cases (N)	Cronbach's Alpha	Remarks
OTT Choice Determinants (Content Variety, Price, Exclusive Content, Streaming Quality, Regional Content, Recommendations, User Interface)	7	155	0.601	Acceptable (≥ 0.60)

The reliability analysis was conducted to measure the internal consistency of the 7 OTT Choice Determinants using data from 155 respondents. The Cronbach's Alpha value was 0.601, which is above the acceptable level of 0.60. This indicates that the items have an acceptable level of reliability and are suitable for further statistical analysis.

Table 3: Item Statistics and Item-Total Statistics

Item	Mean	Std. Deviation	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Content Variety	3.54	1.130	0.306	0.568
Subscription Price	3.76	0.974	0.337	0.557
Exclusive Content	3.46	1.040	0.363	0.548
Streaming Quality	3.81	1.033	0.265	0.581
Regional Content	3.64	1.086	0.251	0.588
Recommendations	3.67	0.961	0.341	0.557
User Interface	3.66	1.009	0.365	0.547

The seven-item scale recorded a Cronbach's Alpha of 0.601, which meets the minimum acceptable threshold of 0.60 for exploratory research and indicates acceptable internal consistency, although at the lower end of the acceptable range. Every item correlates positively with the remaining items (corrected item-total correlations of 0.251 to 0.365), and deleting any single item would reduce alpha (to between 0.547 and 0.588). Therefore, all seven items were retained for further analysis. Item means ranged from 3.46 for Exclusive Content to 3.81 for Streaming Quality, with Streaming Quality (3.81) and Subscription Price (3.76) rated as the most important determinants.

Chi-Square Test

H_0 : There is no association between the demographic/usage variable and satisfaction with the current OTT platform.

H₁: There is an association between the demographic/usage variable and satisfaction with the current OTT platform.

The Chi-Square test of independence was applied to six variables against overall satisfaction. For this test, the five-point satisfaction responses were grouped into three levels: Dissatisfied (Highly dissatisfied and Dissatisfied, $n = 56$), Neutral ($n = 49$) and Satisfied (Satisfied and Highly satisfied, $n = 50$).

Table 4: Chi-Square Test: Demographic and Usage Variables vs. Satisfaction

Variable	χ^2 Value	df	p-value	Cramér's V	Result
Monthly Income	7.335	6	0.291	0.154	Not significant ($p > 0.05$)
Age	11.524	8	0.174	0.193	Not significant ($p > 0.05$)
Gender	2.309	4	0.679	0.086	Not significant ($p > 0.05$)
Occupation	5.807	6	0.445	0.137	Not significant ($p > 0.05$)
Subscription Duration	4.769	6	0.574	0.124	Not significant ($p > 0.05$)
Viewing Frequency	5.411	6	0.492	0.132	Not significant ($p > 0.05$)

The Chi-Square results show that no demographic or usage variable is significantly associated with satisfaction, as every p-value is greater than 0.05. Age had the lowest p-value ($\chi^2 = 11.524$, $df = 8$, $p = 0.174$), followed by Monthly Income ($\chi^2 = 7.335$, $df = 6$, $p = 0.291$), and Cramér's V values of 0.086 to 0.193 indicate only weak associations. Therefore, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected: satisfaction with OTT platforms does not differ significantly by these characteristics.

Correlation Analysis

Table 5: Pearson Correlation between Choice Determinants and Satisfaction

Variables	Content Variety	Subscription Price	Exclusive Content	Streaming Quality	Regional Content	Recommendations	User Interface	Overall Satisfaction
Content Variety	1	0.321**	0.287**	0.198*	0.256*	0.301**	0.324**	-0.152
Subscription Price		1	0.304**	0.221*	0.201*	0.278**	0.315**	-0.131
Exclusive Content			1	0.245**	0.231*	0.265**	0.341**	-0.089
Streaming Quality				1	0.189*	0.234*	0.267**	0.091
Regional Content					1	0.298**	0.251**	-0.072
Recommendations						1	0.332**	-0.045
User Interface							1	-0.068
Overall Satisfaction	-0.152	-0.131	-0.089	0.091	-0.072	-0.045	-0.068	1

H₀: There is no significant relationship between OTT choice determinants and overall satisfaction.

H₁: There is a significant relationship between OTT choice determinants and overall satisfaction.

The Pearson correlation analysis shows that the determinants are positively correlated with each other, with correlation values ranging from 0.189 to 0.341. This indicates that the factors are moderately related to one another.

However, the correlation between the seven determinants and Overall Satisfaction is very weak and mostly negative. The correlation values range from -0.152 to 0.091, indicating that these determinants have little or no meaningful relationship with overall satisfaction.

Among the determinants, Streaming Quality has the highest positive correlation with Overall Satisfaction ($r = 0.091$), while Content Variety has the strongest negative correlation ($r = -0.152$). Overall, the results indicate that the selected determinants do not show a strong relationship with respondents' overall satisfaction.

Multiple Linear Regression Analysis

H₀: The seven OTT choice determinants do not significantly predict consumer satisfaction.

H₁: At least one OTT choice determinant significantly predicts consumer satisfaction.

Multiple linear regression (Enter method) was applied with overall satisfaction as the dependent variable and the seven choice determinants as independent variables.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1 (Seven determinants → Satisfaction)	0.238	0.057	0.012	1.093

Predictors: (Constant), Content Variety, Subscription Price, Exclusive Content, Streaming Quality, Regional Content, Recommendations, User Interface. Dependent variable: Overall Satisfaction.

Table 7: ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.523	7	1.503	1.258	0.275
Residual	175.696	147	1.195	1.519	1.725
Total	186.219	154	3.690	3.567	2.696

The ANOVA results show that the regression model has an F-value of 1.258 with a significance value of 0.275. Since the significance value (0.275) is greater than 0.05, the regression model is not statistically significant. This indicates that the selected factors—Content Variety, Subscription Price, Exclusive Content, Streaming Quality, Regional Content, Recommendations, and User Interface—do not have a significant combined effect on consumer satisfaction. Therefore, the null hypothesis is accepted, and the alternative hypothesis is rejected.

Table 8: Regression Coefficients

Predictor	B	Std. Error	Beta (β)	t	Sig.	VIF
(Constant)	3.604	0.585	0.657	6.157	< 0.001	—
Content Variety	-0.127	0.085	-0.131	-1.505	0.135	1.17
Subscription Price	-0.097	0.098	-0.086	-0.997	0.320	1.17
Exclusive Content	0.015	0.092	0.014	0.161	0.872	1.18
Streaming Quality	0.154	0.090	0.144	1.716	0.088	1.10
Regional Content	-0.098	0.086	-0.097	-1.149	0.252	1.11
Recommendations	0.037	0.098	0.033	0.379	0.705	1.15
User Interface	-0.075	0.095	-0.069	-0.792	0.429	1.18

The regression model produced an R value of 0.238, indicating a weak relationship between the seven OTT choice determinants and consumer satisfaction. The R^2 value of 0.057 shows that the determinants together explain 5.7% of the variation in satisfaction (adjusted $R^2 = 0.012$), leaving 94.3% to factors not included in the model. The ANOVA shows that the model is not statistically significant ($F(7, 147) = 1.258, p = 0.275$), so the null hypothesis (H_0) is accepted.

None of the individual determinants significantly predicted satisfaction. Streaming Quality had the strongest positive effect ($B = 0.154, \beta = 0.144, p = 0.088$), which approaches significance only at the 10% level, while Content Variety had the largest negative coefficient ($\beta = -0.131, p = 0.135$). The VIF values (1.10 to 1.18) are well below the usual cut-off of 5, so multicollinearity is not a concern.

The fitted equation is: Satisfaction = 3.604 - 0.127(Content Variety) - 0.097(Price) + 0.015(Exclusive Content) + 0.154(Streaming Quality) - 0.098(Regional Content) + 0.037(Recommendations) - 0.075(User Interface).

Summary of Hypothesis Testing

Table 9: Summary of Results

Analysis	Null Hypothesis (H_0)	Test Statistic	p-value	Decision
Chi-Square Test	No association between demographic/usage variables and satisfaction	$\chi^2 = 2.309$ to 11.524	0.174 to 0.679	H_0 accepted
Correlation Analysis	No significant relationship between choice determinants and satisfaction	$r = -0.110$ (composite)	0.174	H_0 accepted
Multiple Linear Regression	Determinants do not significantly predict satisfaction	$F(7, 147) = 1.258$; $R^2 = 0.057$	0.275	H_0 accepted

Overall, the scale is acceptably reliable, but none of the tests found a statistically significant link between the OTT choice determinants, or the demographic and usage variables, and consumer satisfaction. Streaming Quality and Subscription Price were the most highly rated determinants, but they do not significantly explain differences in satisfaction.

Findings and Suggestions

Findings

- OTT users were predominantly young and middle-aged adults, with a relatively balanced distribution across the 18–25, 26–35, and 36–45 age groups.
- Female respondents constituted the majority (54.2%), while employees represented the largest occupational group (42.6%).
- Long-term OTT usage was common, with 45.8% of respondents using OTT platforms for more than three years. Smartphones were the most preferred viewing device (84.5%).
- Netflix was the most preferred platform (81.3%), while Movies were the most preferred content type (84.5%). Streaming Quality (Mean = 3.81) and Price (Mean = 3.76) were the leading determinants of OTT platform choice.
- The seven-item scale showed acceptable reliability with a Cronbach's Alpha of 0.601. The Chi-Square test showed no significant association between selected demographic variables and satisfaction.
- Correlation analysis showed a weak relationship between the determinants and satisfaction. Regression analysis explained 5.7% of the variance in satisfaction ($R^2 = 0.057$), with no determinant being statistically significant, although Streaming Quality showed a tendency towards significance ($p = 0.088$).

Suggestions

- Since Streaming Quality and Price were rated highly, OTT platforms should focus on buffer-free streaming, consistent resolution, and competitive pricing.
- Platforms should consider other factors such as brand trust, habitual usage, social influence, personalization, and account-sharing behaviour.
- Future studies should use a larger sample size to examine the weak relationships identified in this study.
- Qualitative methods such as interviews and focus groups can be used to explore additional factors influencing consumer satisfaction.
- OTT platforms should conduct periodic satisfaction surveys to understand changing consumer preferences.

Conclusion

This study examined the determinants of consumer choice among OTT streaming platforms using data from 155 respondents. The findings indicate that Streaming Quality and Price were the most highly rated determinants, while Exclusive Content received the lowest rating. However, the statistical analyses showed no significant overall relationship between the selected determinants and consumer satisfaction. Therefore, OTT providers should focus on improving streaming quality, offering competitive pricing, providing diverse content, and enhancing the overall user experience to meet changing consumer expectations.

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