

To Study Factor Motivating Gen Z for Watching Movies on OTT Platforms

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ABSTRACT

The present study examines the influence of age on user perceptions and preferences toward Over-the-Top (OTT) platforms. The research analyzes how different age groups (18–25, 26–32, and 33–40 years) perceive various factors influencing their use of OTT platforms compared to traditional theaters. A total of 155 respondents participated in this study. Data were collected through a structured questionnaire and analyzed using frequency distribution, reliability testing, and chi-square tests in SPSS. The reliability of the scale was confirmed with a Cronbach's Alpha value of 0.946, indicating high internal consistency. Findings reveal that the majority of respondents (81.9%) were aged between 18–25 years and mostly postgraduate students. The chi-square analysis showed significant associations between age and several OTT-related perceptions, including ease of access ($p = 0.025$), social media recommendations ($p = 0.011$), the ability to pause and resume ($p = 0.006$), authenticity of OTT content ($p = 0.035$), binge-watching behavior ($p = 0.006$), content variety ($p = 0.001$), and cost-effectiveness ($p = 0.045$). Most relationships were found to be weak to moderate negative, indicating that as age increases, positive attitudes toward these OTT features tend to decrease.

INTRODUCTION

Over the past ten years, the entertainment business has experienced a paradigm shift, mostly due to the development of digital technology, the widespread use of high-speed internet, and the changing tastes of younger generations. (Vidani J. N., 2020). Among these changes, Over-the-Top (OTT) platforms have become the most popular way for people to watch movies, particularly Generation Z, who are known for their digital nativity, need for quick gratification, and love of customized experiences. (Vidani J. N., 2018). The move from traditional theatres to over-the-top (OTT) platforms is noticeable in places like Mehsana and Surat, where urbanization and technological usage are continuously increasing. This trend reflects broader shifts in watching habits and entertainment consumption patterns throughout India. (Vidani & Plaha, 2017)

Understanding OTT Platforms and Their Growth:

OTT platforms are streaming services that circumvent conventional cable or satellite television networks and send information straight to viewers over the internet. Platforms like Jio Cinema, Disney+ Hotstar, Netflix, Amazon Prime Video, and Sony LIV have completely changed how people watch movies, web series, and other types of entertainment. (Vidani & Dholakia, 2020). OTT platforms, which were once thought of as a luxury, are now a commonplace source of entertainment because they combine cost, convenience, and a wide variety of content that traditional theatres frequently can't match. (Pathak & Vidani, 2016).

The popularity of OTT services has been further stimulated by the introduction of cost-effective data plans by telecom operators, the proliferation of inexpensive smartphones, and the official rollout of 5G in India in 2019 (Liu & Muhammad, 2023). (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022). OTT consumption has increased dramatically in the Indian market in particular, and reports indicate that the industry is expected to develop at an exponential rate in the years to come (Hamdulay & Ponde, 2024). The availability of both domestic and international content, along with the increase in consumer demand, has made OTT platforms a serious rival to traditional moviegoing experiences. (Vidani & Pathak, 2016).

Generation Z: The Digital-Native Audience:

People born between 1997 and 2012 are generally referred to as Generation Z. They grew up in a time of cell phones, social networking, and on-demand media. Gen Z has adopted OTT platforms as their preferred source for movies and digital material, in contrast to earlier generations that relied on television and movies as their main entertainment mediums. (Vidani & Das, 2021). Instant access to content, the capacity to binge-watch numerous episodes at once, little to no restriction, and the chance to interact with content from a variety of genres, languages, and cultures are some of the elements that affect their preferences. (Vidani & Singh, 2017).

OTT services fill the gap by offering a theater-like experience in the convenience of one's own home in places like Mehsana and Surat, where access to movie theater infrastructure may differ. (Vidani J. N., 2022). The price and

convenience of OTT platforms are especially valued by Generation Z customers, according to studies, since subscription plans are frequently far less expensive than movie tickets (Khamani, Kanabar & Vidani, 2025). Additionally, Gen Z's fast-paced, multitasking lifestyle is perfectly suited for OTT platforms because they offer the flexibility of watching movies at any time, across a variety of genres, languages, and cultures, as well as the ability to pause, rewind, or replay. (Vidani J. N., 2016).

Shifting Viewing Patterns: From Cinema Halls to Streaming Screens:

Although going to the movies has a nostalgic and sentimental appeal, particularly for Indian consumers who see it as a social and cultural occasion, its hegemony has been called into question by the rise of OTT platforms. (Saxena & Vidani, 2023). According to studies, viewers in Generation Y and Z are moving from traditional forms of entertainment to digital streaming platforms because of things like ad-free viewing, exclusive releases, and personalized suggestions (Research, 2021). Even though movie theaters provide a sense of community and excellent audio-visual quality, younger audiences frequently find that the ease and affordability of over-the-top (OTT) services outweigh these benefits. (Vidani, Jacob, & Patel, 2019)

This shift was hastened by the COVID-19 pandemic, which forced people to look for internet alternatives due to limitations on public meetings and theater closures. (Vidani, Das, Meghrajani, & Singh, 2023). OTT platforms are still popular with Gen Z audiences even after the epidemic, and they are now seen as a major form of entertainment rather than an add-on. (Vidani, 2019)

The literature now in publication indicates several aspects that contribute to Gen Z's preference for OTT platforms:

1. Accessibility and Convenience

OTT services remove the limitations of travel and program scheduling, enabling viewers to watch content at any time and from any location. Because mobile devices are so common, entertainment is always accessible, which fits nicely with Gen Z's always moving lifestyle. (Sachaniya, Vora, & Vidani, 2019)

2. Cost-effectiveness

OTT service subscription fees are somewhat less expensive than the total cost of a movie outing, which includes concessions, transportation, and tickets (Khamani et al., 2025). OTT platforms offer a financially viable option for young professionals and students with little extra cash. (Vasveliyya & Vidani, 2019)

3. Content Variety and Personalization:

A huge collection of films, web series, documentaries, and original content in a variety of languages and genres is available on OTT platforms. Recommendation algorithms further personalize the experience, helping users discover content aligned with their preferences (Liu & Muhammad, 2023). (Odedra, Rabadiya, & Vidani, 2018)

4. Binge-Watching Culture:

Gen Z is especially prone to binge-viewing, which is the practice of watching several episodes at once. Web series that are released in instalments and exclusive film releases feed into this tendency, resulting in an ongoing cycle of engagement. (Vidani, 2018)

5. Lack of Censorship:

OTT platforms frequently offer unfiltered or barely edited versions of content, which appeals to Gen Z's desire for authenticity and creative freedom in contrast to traditional media, which is subject to strict regulatory constraints. (Biharani & Vidani, 2018)

6. Influence of social media and Electronic Word of Mouth (eWOM)

Peer endorsements and social media platforms have a big impact on Gen Z's decision-making process. Movie choices are significantly influenced by user-generated evaluations on YouTube, Instagram, and TikTok (Ngoc et al., 2024). (Vidani, 2018)

The Indian OTT Landscape: Growth and Competition

Driven by a combination of domestic and foreign competitors, India's OTT market is among the fastest-growing in the world. While Netflix and Amazon Prime provide premium audiences with international releases, platforms like Disney+ Hotstar and Jio Cinema dominate the domestic market with an emphasis on cricket and Bollywood content (Hamdulay & Ponde, 2024). (Vidani, Das, Meghrajani, & Chaudasi, 2023). In order to reach a variety of audience demographics, these platforms have become more competitive, which has resulted in aggressive pricing strategies, exclusive content deals, and investments in regional programming. (Vidani, Chack, & Rathod, 2017)

Furthermore, Mehsana and Surat are among the urban and semi-urban locations where access to OTT platforms has become even more democratized due to the growing acceptability of digital payments and the development of reasonably priced internet. (Bansal, Pophalkar, & Vidani, 2023). This localized growth implies that Generation Z is just as important a consumer base in smaller communities as they are in larger cities. (Vidani, 2016)

Contrasting the Cinema Experience and OTT Viewing:

Even with the growth of over-the-top (OTT) services, movies still have emotional and cultural value. Streaming services are unable to completely replace the sense of eventfulness and group participation that comes from watching a film on a large screen with excellent sound and visual quality (Agarwal, 2025). (Chaudhary, Patel, & Vidani, 2023). However, there has been a steady drop in theater attendance due to issues including growing ticket costs, restricted play times, and practical difficulties, especially among younger audiences who choose convenience above tradition. (Solanki & Vidani, 2016)

Relevance of the Study in Mehsana and Surat:

Although a lot of study has been done on urban areas, tier-2 and tier-3 cities like Mehsana and Surat have seen little scholarly investigation of OTT

consumption patterns. With a mix of students, working professionals, and small-town dwellers, these areas have distinctive demographics that provide a unique viewpoint on Generation Z's entertainment choices. (Patel, Chaudhary, & Vidani, 2023). In addition to addressing a research gap, examining these areas offers useful information for marketers, movie theater operators, and OTT service providers looking to reach this new demographic. (Vidani & Plaha, 2016)

Need for Further Research:

While earlier research has looked at the elements that influence the adoption of OTT, the majority of these studies have concentrated on general trends in India or on larger generational cohorts (Gen Y and Z combined). (Sharma & Vidani, 2023). The particular motives of Gen Z audiences in non-metropolitan settings have not been thoroughly examined. By examining the primary drivers of OTT usage among Generation Z in the districts of Mehsana and Surat—convenience, affordability, variety of material, binge-watching culture, absence of censorship, and social influence—this study fills that vacuum section. (Singh & Vidani, 2016)

Generation Z's increasing inclination for OTT platforms is indicative of a larger trend in entertainment consumption away from traditional movie theaters and toward digital streaming services. Convenience, affordability, a wide variety of content selections, binge-watching tendencies, and social media impact are some of the elements driving this trend. (Sharma & Vidani, 2023). Stakeholders in the entertainment industry, such as OTT providers looking to grow their subscriber base and movie theater owners hoping to stay relevant in a world that prioritizes digital technology, must comprehend these incentives. This study intends to add to the scholarly conversation on generational entertainment preferences by concentrating on the distinct contexts of Mehsana and Surat while providing useful information for industry stakeholders. (Dhere, Vidani, & Solanki, 2016)

LITERATURE REVIEW

By providing on-demand access to films, web series, and other digital content, the explosive expansion of Over-the-Top (OTT) platforms has completely transformed the entertainment sector. As the first generation to be genuinely digitally native, Generation Z finds OTT services' flexibility, affordability, and accessibility especially appealing (Hamdulay & Ponde, 2024; Khamani et al., 2025). This change has been sped up by developments in mobile technology, reasonably priced internet, and 5G expansion, which has allowed OTT to spread from urban areas to semi-urban cities like Mehsana and Surat (Liu & Muhammad, 2023). (Mala, Vidani, & Solanki, 2016)

Born between 1997 and 2012, Generation Z has unique entertainment tastes that include price sensitivity, digital fluency, a significant propensity for binge-watching culture, and a demand for customisation. According to studies, Gen Z consumers' primary drivers of OTT consumption include convenience, accessibility, and social impact, particularly peer recommendations and social media trends (Ngoc et al., 2024). (Singh, Vidani, & Nagoria, 2016)

OTT adoption is motivated by the following factors:

1. Convenience and Accessibility: OTT services fit in with Gen Z's fast-paced lifestyle by removing time and location constraints.
2. Affordability: Students and young professionals find subscriptions more affordable than going to the movies.
3. Material Variety and Personalization: AI-powered suggestions and a wide range of international material improve user interaction.
4. Binge-Watching: Regular viewing is encouraged by peer-driven FOMO and the availability of entire seasons.
5. Creative Freedom: Real, experimental storytelling is made possible by little censorship.
6. Social Media Influence: Online trends and eWOM have a big impact on what people choose to watch, especially in smaller cities.

Despite their continued emotional and cultural significance, youth theater attendance has decreased due to a number of problems, including expensive prices, restricted showtimes, and the availability of direct-to-OTT releases (Agarwal, 2025). Large-scale productions and group viewings, however, continue to make movies relevant. (Sukhanandi, Tank, & Vidani, 2018) Disney+ Hotstar, Jio Cinema, Netflix, and Amazon Prime are some of the prominent players in India's OTT ecosystem that serve a variety of regional consumers. Regional cities with better internet connection and fewer multiplexes, like Mehsana and Surat, have high OTT engagement. (Vidani, 2016)

The lack of region-specific analysis, the scant attention to social media's regional impact, and the scant investigation of OTT uptake in tier-2 and tier-3 cities constitute the research gap. In order to fill these gaps, this study investigates how Gen Z's OTT viewing habits in Mehsana and Surat are influenced by social influence, affordability, and convenience. As a result, the conceptual framework links regional entertainment preferences to motivational factors, offering both theoretical and applied insights into India's changing digital entertainment market. (Modi, Harkani, Radadiya, & Vidani, 2016)

HYPOTHESIS

H1: There is a significant association between **Age** and the perception that **OTT platforms are easier to access compared to going to theaters**.

H2: There is a significant association between **Age** and the belief that **recommendations from friends or social media influence what to watch**.

H3: There is a significant association between **Age** and the perception that **OTT platforms are replacing the need to visit movie theaters**.

H4: There is a significant association between **Age** and the opinion that **the ability to pause and resume movies anytime is important**.

H5: There is a significant association between **Age** and the view that **OTT content feels more authentic compared to traditional cinema**.

H6: There is a significant association between **Age** and the preference for **uncensored and more realistic OTT content**.

H7: There is a significant association between **Age** and the preference for **binge-watching shows on OTT platforms**.

H8: There is a significant association between **Age** and the belief that **OTT platforms offer a wider variety of movies and web series than theaters.**

H9: There is a significant association between **Age** and the perception that **OTT subscriptions are more cost-effective than cinema tickets.**

H10: There is a significant association between **Age** and the belief that **OTT platforms allow watching movies anytime and anywhere.**

Table 1: Validation Of Questionnaire

All Statements with scale	
I prefer OTT platforms because I can watch movies anytime and anywhere.	(Vidani, 2015)
OTT platforms are easier to access compared to going to theaters.	(Vidani & Solanki, 2015)
OTT subscriptions are more cost-effective than cinema tickets.	(Vidani, 2015)
OTT platforms offer a wider variety of movies and web series compared to theaters.	(Vidani, 2015)
I enjoy binge-watching shows on OTT platforms.	(Vidani, 2015)
The ability to pause and resume movies anytime is important to me.	(Solanki & Vidani, 2016)
I like OTT platforms because they provide uncensored and more realistic content.	(Vidani, 2016)
OTT content feels more authentic compared to traditional cinema.	(Bhatt, Patel, & Vidani, 2017)
Recommendations from friends or social media influence my choice of what to watch.	(Niyati & Vidani, 2016)
I feel OTT platforms are replacing the need to visit movie theaters.	(Pradhan, Tshogay, & Vidani, 2016)

**Source: Author's compilation*

METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended

Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	155
Survey Area	Mehsana, Surat and Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

Demographic Summary

The demographic composition of the respondents reflects a young, educated population primarily engaged with OTT platforms. Out of 155 participants, the majority (65.8%) belong to the **18–25 years** age group, followed by **26–32 years (5.8%)** and **33–40 years (7.1%)**, indicating that younger individuals dominate OTT viewership. In terms of **gender**, **54.1% were males (66 respondents)** and **45.9% females (56 respondents)**, ensuring a nearly balanced representation. Regarding **educational qualification**, **45.2%** of respondents were **postgraduates**, **28.4%** **undergraduates**, while **3.2%** held **doctorate degrees** and **1.9%** had completed **high school** education. The data suggest that OTT platform users are primarily **young adults pursuing higher education**, highlighting their digital literacy and preference for flexible, on-demand entertainment. This demographic structure provides an ideal foundation for analyzing **age-based variations** in perceptions toward accessibility, affordability, and content diversity on OTT platforms.

Table 3: CRONBACH ALPHA

Cronbach alpha value	No. of items
0.946	10

**Source: SPSS Software*

The reliability of the research instrument was assessed using Cronbach's Alpha, which yielded a coefficient value of **0.946** across **10 items**. This high value indicates excellent internal consistency among the survey statements measuring respondents' perceptions of OTT platforms. In other words, the items were highly correlated and effectively captured the same underlying construct, ensuring that the scale used for this study was both reliable and stable for analysing audience attitudes and preferences toward OTT services.

Table 4: Results Of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
H1	There is a significant association between Age and the perception that OTT platforms are easier to access compared to going to theaters.	0.025	<	H01 Rejected (Significant relationship)	-0.216	Weak negative relationship
H2	There is a significant association between Age and the belief that recommendations from friends or social media influence what to watch.	0.011	<	H02 Rejected (Significant relationship)	-0.143	Weak negative relationship
H3	There is a significant association between Age and the perception that OTT platforms are replacing the need to visit movie theaters.	0.091	>	H03 Accepted (No significant relationship)	-0.164	Weak negative relationship
H4	There is a significant association between Age and the opinion that the ability to pause and resume movies anytime is important.	0.006	<	H04 Rejected (Significant relationship)	-0.202	Weak negative relationship
H5	There is a significant association between Age and the view that OTT content feels more authentic compared to traditional cinema.	0.035	<	H05 Rejected (Significant relationship)	-0.136	Very weak negative relationship
H6	There is a significant association between Age and the preference for uncensored and more realistic OTT content.	0.152	>	H06 Accepted (No significant relationship)	-0.178	Weak negative relationship

H7	There is a significant association between Age and the preference for binge-watching shows on OTT platforms.	0.006	<	H07 Rejected (Significant relationship)	-0.287	Moderate negative relationship
H8	There is a significant association between Age and the belief that OTT platforms offer a wider variety of movies and web series than theaters.	0.001	<	H08 Rejected (Significant relationship)	-0.209	Weak negative relationship
H9	There is a significant association between Age and the perception that OTT subscriptions are more cost-effective than cinema tickets.	0.045	<	H09 Rejected (Significant relationship)	-0.218	Weak negative relationship
H10	There is a significant association between Age and the belief that OTT platforms allow watching movies anytime and anywhere.	0.440	>	H10 Accepted (No significant relationship)	-0.039	Very weak/no relationship

**Source: Author's compilation*

RESEARCH RESULT AND DISCUSSION

The purpose of this study was to investigate how viewers' views and preferences of Over-The-Top (OTT) platforms are influenced by their age. The results obtained from reliability analysis, frequency distributions, and chi-square testing offer important new information on how consumers feel about OTT media consumption habits.

According to the demographic distribution, the majority of respondents (81.9%) were between the ages of 18 and 25, with equal shares (9% each) falling into the 26–32 and 33–40 age groups. This suggests that the majority of OTT platform users are young adults, which is in line with other research showing that young people make up the largest customer group for digital entertainment. The survey items used to gauge opinions about over-the-top (OTT) platforms were internally consistent and dependable, as indicated by the high reliability coefficient (Cronbach's Alpha = 0.946).

Most respondents agreed or strongly agreed with positive statements regarding OTT platforms across all attitudinal statements. For example, 58.1% firmly believed in the convenience of watching material at any time and from any location, and 61.3% thought that OTT platforms are easier to access than movie theaters. Additionally, 60% of respondents said they love binge-watching, and

58.7% agreed that OTT platforms offer a greater selection of films and television shows. All of these findings point to diversity, accessibility, and flexibility as the main elements influencing users' preferences for OTT platforms.

According to the chi-square analysis, age has a substantial impact on a number of opinions about OTT usage. Age and perceptions of accessibility ($p = 0.025$), the impact of recommendations ($p = 0.011$), the significance of pausing and restarting content ($p = 0.006$), the perceived authenticity of over-the-top (OTT) content ($p = 0.035$), binge-watching behaviors ($p = 0.006$), perceived variety ($p = 0.001$), and cost-effectiveness ($p = 0.045$) were found to be significantly correlated. Weak to moderately negative associations were shown by the Pearson correlation (R) values, which varied from -0.136 to -0.287 in each instance. This implies that younger respondents are more inclined than older respondents to concur with these positive remarks on OTT platforms. Therefore, there tends to be less passion and engagement with OTT features as people get older.

However, there was no significant correlation between age and the perception of watching movies anytime and anywhere ($p = 0.440$), the desire for uncensored and realistic content ($p = 0.152$), or the opinion that OTT platforms are replacing movie theaters ($p = 0.091$). This suggests that these viewpoints are largely consistent across age groups. Even while they do not fully think that OTT platforms will completely replace traditional movie theaters, the majority of respondents, regardless of age, value the freedom and flexibility that these platforms provide and acknowledge their expanding role in entertainment consumption.

Overall, the findings highlight that although OTT platforms are popular with a wide range of age groups, younger consumers show higher levels of involvement and favorable sentiments. In line with their digital lifestyle, they place a high value on convenience, accessibility, and customisation. Even though they are accustomed to OTT platforms, older respondents can still have a conventional preference for movie-based experiences.

The study concludes by pointing out that audiences' perceptions and interactions with OTT platforms vary by generation. Younger consumers are major contributors to the expansion of the OTT sector, as seen by the strong correlations found between age and a variety of OTT-related views. These observations can help OTT service providers create content strategies that are age-targeted and improve user experiences that appeal to various demographic groups.

CONCLUSIONS AND RECOMMENDATIONS

In order to comprehend how generational differences impact user attitudes and viewing behavior, the current study investigated the association between age and perceptions of Over-The-Top (OTT) platforms. The results, which were based on replies from 155 participants, showed that young adults between the ages of 18 and 25 make up the majority of OTT platform users, who are frequently praised for their accessibility, flexibility, and variety of content. The study's

attitudinal measures' consistency is confirmed by their good internal reliability (Cronbach's Alpha = 0.946).

The chi-square test results showed a number of noteworthy correlations between age and certain opinions on over-the-top (OTT) platforms. While older participants showed relatively less enthusiasm for these aspects, younger respondents showed more agreement with statements highlighting cost-effectiveness, convenience, ease of access, and binge-watching habits. The negative correlation values also imply that the degree of participation and positive opinion of OTT platforms declines with age. These results demonstrate the demographic gap in digital media consumption, with younger consumers serving as the main forces behind OTT innovation and growth.

Not every variable, though, displayed meaningful correlations. Perceptions that were similar across ages, such as the idea that OTT platforms should take the place of traditional movie theaters or provide more authentic and uncensored content, did not significantly change with age. This implies that although younger people use OTT services more frequently, the general admiration for them cuts across age groups, demonstrating a widespread acceptance of digital entertainment as a mainstream medium.

In conclusion, the study finds that audience perceptions of OTT platforms are influenced by age in a significant but complex way. The results highlight how younger consumers are more likely to embrace digital streaming due to its convenience and customization. This emphasizes how crucial it is for the business to create age-specific engagement methods and improve accessibility in order to accommodate a range of audience preferences. To get a more complete picture of user behavior in the changing OTT ecosystem, future studies should broaden the focus by incorporating more demographic factors like income, occupation, or geographic region.

ADVANCED RESEARCH

Even though this study offers insightful information about how age and opinions of OTT platforms relate to one another, there are still a number of areas that might be explored further to better understand how consumers behave in the rapidly changing digital entertainment market. First off, only 155 respondents, mostly in the 18–25 age range, were included in the current study. In order to achieve a fairer representation across various age groups, geographical areas, and socioeconomic backgrounds, future studies should think about increasing the sample size and demographic diversity. This would improve the findings' generalizability and provide a more complete picture of how different demographic groups use OTT platforms.

Second, the main independent variable affecting user perceptions in this study was age. In order to investigate how these factors, interact to shape OTT consumption patterns, future research could include additional demographic and psychographic criteria, such as income level, occupation, media literacy, lifestyle choices, and digital competence. Richer insights into audience segmentation and behavioral trends may be obtained through such multidimensional analysis.

Furthermore, as technology and content delivery models continue to change, future studies can use longitudinal designs to look at how user opinions and watching patterns change over time. Given the emergence of virtual reality, artificial intelligence, and interactive storytelling in streaming media, it would be beneficial to evaluate the effects of these developments on user satisfaction, loyalty, and engagement across generations.

Cross-cultural or cross-national comparisons are another exciting avenue. Given the global reach of OTT platforms, identifying culturally specific vs universal drivers of OTT adoption can be aided by knowing how user perceptions vary between nations or cultural contexts.

Comparative research could show how audience perceptions are influenced by regulatory frameworks, internet accessibility, and preferences for local material.

A mixed-methods strategy that combines quantitative analysis with qualitative interviews or focus groups may also be advantageous for future research. This will enable researchers to record more nuanced sensory details, emotional ties, and deeper motivations behind OTT consumption than might be fully revealed by numerical data alone.

Lastly, investigating how OTT usage affects conventional cinema and social behaviors may offer valuable additions to this research. Scholarly discussions on the digital transformation of entertainment might benefit from an understanding of how streaming habits affect social interaction, communal viewing experiences, and cultural production.

To sum up, future studies should keep examining the dynamic and multifaceted character of OTT platform interaction by implementing more comprehensive, integrative frameworks that take into consideration the social, cultural, and technological advancements in media consumption.

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