

Shifting Consumer Perceptions: A Comparative Analysis of OTT and Traditional Platforms

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Abstract

Purpose: The research examines the changing consumer perceptions of Over-the-Top (OTT) platforms compared to traditional media platforms. It analyses important determinants such as content quality, convenience, cost and watching experience and the socio-demographic factors of the viewers to unveil the in-depth motivating drivers behind consumer preferences of OTT platforms.

Design/Methodology/Approach: The study was conducted utilising the Quantitative research design by using a structured questionnaire to collect the data from the National Capital Region (NCR), India, which comprises Delhi, Haryana, Uttar Pradesh, and Rajasthan. A total of 404 participants' data was selected and arrayed for hypotheses testing using Partial Least Square Structural Equation Modelling (PLS-SEM) and analysis of Variance (ANOVA).

Results: The findings divulge that the OTT platforms provide personalized and on-demand content that is tailored to personal preferences as opposed to traditional formats of entertainment. As imperative driving factors influencing the transition to OTT services over traditional media, viewers' convenience and subscription cost are identified as the most encouraging constructs. Moreover, major differences in socio-demographic factors, such as age, gender, residential status, and income, are typically in favour of OTT platforms.

Practical Implications: To be competitive in the era of Artificial Intelligence, the traditional media organizations should embrace the new technologies and innovations that will improve customer interaction. The ability to offer flexible pricing, enabling multiple device accessibility systems and tailored subscription plans, might form an essential competitive strength. Both traditional and OTT players are encouraged to design strategies that are closer to the consumer behaviour, thus maintaining and growing their audience base. Given the increasing trend of convenience, low-cost and on-demand customized content, the traditional media houses ought to think of collaborative hybrid models with streaming services as a way to enhance the digital accessibility and retention of customers by improving their watching experience.

Keywords: Content, Cost, Convenience, Watching Experience, OTT, Traditional platforms

1. Introduction

Digitalization has significantly metamorphosed the entertainment industry, creating new opportunities for consumer engagement. The advent of high-speed internet and advanced data facilities has profoundly altered the manner in which audiences interact with content on streaming platforms (Trad, 2024; Camilleri and Falzon, 2021). Historically, the entertainment industry was predominantly dominated by traditional modes such as cinema, cable, and direct-to-home (D2H) services, which offered content with fixed schedules and limited viewer control (Yoon and Kim, 2022; Latiff et al., 2022). However, a paradigm shift has occurred with the emergence of Over-The-Top (OTT) platforms, which provide a more flexible, customized, personalized, and on-demand viewing experience for consumers, as exemplified



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by services such as Netflix, Amazon Prime, Disney+, and Jio Cinema (Jain, 2021). The entertainment industry has experienced significant growth due to digitalization, facilitated by low-cost internet models that eliminate the need for wired cable and set-top boxes (Kalra and Gupta, 2024).

Over-the-top (OTT) platforms deliver content via the Internet across various devices, including televisions, laptops, tablets, and mobile phones (Sadana and Sharma, 2021). The increasing viewership of OTT platforms can be attributed to factors such as convenience, affordability, and extensive and exclusive content libraries (Parnami and Jain, 2021). In recent years, OTT streaming platforms have experienced significant growth in market share, both in terms of augmented viewership and subscriptions (GWI, 2019). According to Statista (2023), the global OTT market was valued at \$121.61 billion in 2021 and is projected to reach \$275.30 billion by 2027, with a compound annual growth rate (CAGR) of 13.87% from 2022 to 2027. The number of OTT platform users has also increased substantially, with over 3.26 billion users worldwide in 2023, indicating a notable shift in content consumption patterns (PwC, 2022; Grand View Research, 2022).

A critical factor driving the expansion of OTT platforms is the shift in consumer behavior. Younger audiences, in particular, prefer the flexibility of on-demand viewing experiences over traditional scheduled programming (Sadana and Sharma, 2021; You et al., 2021). Consumers are drawn to OTT platforms not only for their flexibility but also for the availability of a wide range of exclusive original and international content, making them a preferred choice over traditional media (Hallur et al., 2023; Chen, 2019). Further, the consumer experience on OTT platforms is enhanced by the availability of diverse genres, fewer advertisements, and the option for binge-watching, making OTT streaming a favorable choice (Ghalawat et al., 2021; Steiner and Xu, 2020). In contrast, consumer preferences for traditional entertainment modes such as cinema and cable are declining due to their limited adaptability to modern lifestyles, rigid schedules, limited content variety, and higher costs (Ahlawat et al., 2025; Trad, 2024; Cha, 2013).

Moreover, consumer perceptions of quality and convenience have played a decisive role in the popularity of OTT platforms (Gupta and Singharia, 2021). Studies suggest that consumers' viewing experiences have improved due to the autonomy offered by OTT platforms, including flexibility in device selection, which allows consumers to choose what to watch, when, and on which device. Many consumers prefer smartphones and tablets for streaming content. In contrast, the lack of personalization, rigidity, and high-cost models render traditional media less effective compared to OTT streaming platforms, which have been digitally transformed to enhance the consumer viewing experience (Babu and Elangovan, 2025). According to a Deloitte survey, 47% of consumers aged 18-34 prefer OTT platforms over traditional entertainment due to better content options and convenience (Deloitte, 2022).

This research aims to explore the paradigm shift of viewers from traditional modes of entertainment to OTT platforms. The paper is divided into four sections. The first section introduces OTT and traditional modes, followed by Section Two, which reviews the literature, encompassing major articles and journals on modes of entertainment. The third section presents the research methodology employed and the analysis of the data. The final section includes findings and future research directions.

2. Literature Review

Consumer preferences are being reshaped by technological advancements and changes within the industry. The shift from traditional media to OTT platforms is significantly influenced by digitalization. Numerous studies have underscored the shift in consumer behavior towards new forms of entertainment (Kalra and Gupta, 2024). The increasing availability of the internet is revolutionizing how content is consumed in the entertainment sector, with OTT platforms becoming more personalized and catering to viewer needs (Lee et al., 2021; Shah and Doshi, 2024). Younger audiences are particularly inclined towards OTT platforms. The primary factors driving this shift are convenience and flexibility (Lingareddy and Damle, 2022). Tra-

ditional entertainment methods are often time-restricted and inflexible, prompting viewers to switch to OTT platforms that allow them to watch content at their convenience (Haridas and Deepak, 2020). OTT platforms offer content in a narrative format, enhancing user engagement and catering to a diverse audience (Chakraborty et al., 2023). Traditional methods provide limited channels at set times, whereas OTT platforms use advanced algorithms to offer personalized content recommendations (Singh et al., 2024). These platforms regularly update their libraries, providing fresh content that keeps viewers engaged and eager to explore new programs and shows. OTT platforms offer a wide range of original content not available through traditional means, altering the media industry's dynamics (Deb, 2022).

The transition from traditional to OTT platforms is also driven by the subscription costs and bundled offers from streaming services (Kim et al., 2021). Consumers view OTT as offering good value for money through subscription-based models, which include monthly plans and mobile-only options favored in price-sensitive areas (Yeole, 2022; Mittal, 2020). OTT platforms offer a vast content library at an affordable price, enhancing the user experience with lower per-unit content costs compared to traditional entertainment options (Bhattacharya, 2020; Yaqoub et al., 2023). Cable TV charges a monthly fee with limited content flexibility, along with fixed schedules of content telecast, making it inconvenient for the user, and cinema tickets can be costly. Additionally, OTT platforms reduce hidden costs like equipment rental and travel expenses. The affordability, convenience, and variety of exclusive content available on OTT platforms make them a more attractive option for today's digital-savvy users.

Furthermore, reviews highlight that streaming platforms offer an interactive user experience with fewer ads and the convenience of watching favorite shows on mobile devices (Lee et al., 2018). OTT platforms tailor viewer preferences and provide a user-friendly interface that enriches the viewing experience (Madnani et al., 2020). They are particularly suited for modern digital users compared to traditional methods (Wu et al., 2025; Ahlawat et al., 2025). Viewers have complete control over their viewing experience and can choose ad-free subscription models for ease of use (Sadana & Sharma, 2021; Kohli, 2020). Many OTT platforms also allow users to download shows for offline viewing without internet access. Additionally, OTT platforms provide personalized recommendations through AI-based algorithms that analyze previously watched programs& users' interests, making it easier and more convenient for users to find content they enjoy.

Authors	Objective	Research Methodology	Findings
(Kumar et al., 2025)	This Study identify the motives for choosing a subscription to OTT services.	Survey was conducted and EFA along with logistic regression is used for analysis	The study highlights that factors such as pricing, quality and demographics play a key part in determining OTT platform subscriptions.
(T. Ajith et al., 2025)	This research investigates how various user experience (UX) components cognitive, affective, sensorial and behavioral, contribute to user stickiness and loyalty in OTT platforms.	A survey -based quantitative study was conducted with 416 participants and the data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).	The results indicate that cognitive, affective and sensorial experiences play a direct role in shaping both stickiness and loyalty, whereas behavioral experience influences loyalty indirectly by enhancing stickiness.
(Garg and Gupta, 2025)	This study evaluates key factors influencing consumers' selection of OTT video platforms in India amid growing technological advancements.	An exploratory sequential approach (ESA) was employed in three phases: literature review, fuzzy analytical hierarchy process for priority weighting and sensitivity analysis for result validation.	Consumers' adoption of OTT platforms is mainly driven by perceived enjoyment and social influence, with binge watching, convenience and relaxation playing significant roles.
(Papathanasopoulos and Varoutas, 2024)	This study examines the competition between traditional TV and video OTT platforms in Greece using niche theory and gratification analysis.	An online survey with 508 respondents was conducted, employing niche analysis and uses and gratifications theory to compare user satisfaction across seven dimensions.	Video OTT platforms outperform traditional TV in relaxation, amusement, social interaction, convenience and ease of use, while traditional TV remains superior in information and financial benefits
(Sadana and Sharma, 2021)	This study analyzes why young consumers in India prefer OTT platforms over traditional Pay TV and examines key influencing factors, including content gamification.	A structured online survey was conducted across different age groups, applying exploratory and confirmatory factor analysis along with logistic regression for validation.	Content and viewing behavior, service expenses and convenience are the top three factors driving OTT adoption over traditional Pay TV in India.
(Chen, 2019)	This study analyzes the competition between OTT TV platforms and traditional television in Taiwan using Niche Theory.	An online survey with 620 participants was conducted, evaluating niche breadth, niche overlap and competitive superiority between OTT TV and traditional TV.	OTT TV surpasses traditional TV in all dimensions, especially convenience, while both share similarities in amusement and ease of use; dramas and movies drive OTT platform engagement.

Table 1: Key Articles in Literature Review

Source: Author's Compilation

Table 1 highlights the key literature of the comparative analysis of traditional entertainment modes and OTT services has mostly centered around the growth and technological developments that have driven the emergence of the OTT services. The preferences of consumers, convenience and flexibility provided by the OTT platforms have been widely studied by (Ahlawat et al., 2025; T. Ajith et al., 2025; Papathanasopoulos and Varoutas, 2024; Sadana and Sharma, 2021). Moreover, the Media Dependence Theory (DeFleur and Ball-Rokeach, 1989) is the description of the interdependence of the audiences on the media

as the source of information and entertainment. Consumers are growing more reliant on streaming channels with personalized on-demand content as opposed to traditional media. Nevertheless, one of the weaknesses of the current literature is the lack of insight into how OTT platforms can be sustained over the long term compared to traditional forms of entertainment, specifically the diversity of content, market penetration in the region, and the role of traditional entertainment in a digital-first society (Troise and Camilleri, 2021; Park and Kwon, 2019).

The literature survey revealed that researchers undertake studies that are associated with consumer preferences and perception. However, it needs a detailed study pertaining to the distinction between the content, price and watching experience on conventional and OTT platforms. Some flexibility and binge watching of over-the-top platforms are also noted by researchers (Chen, 2019), although some focus is needed on the quality of the content and convenience. This gap promotes the investigation of the influences on the behaviour of viewers to change the preference of the traditional modes to over-the-top platforms. According to the research gaps identified, the research questions that were used to conduct the research are as follows:

RQ1: What drivers shape the consumer preference to transition from traditional entertainment media to Over-the-Top (OTT) Platforms?

RQ2: How does the viewers' preferences vary with regional penetration, income, age, and gender?

The research aims to understand the major variables that influence consumers' perceptions of over-the-top channels compared to traditional entertainment, based on the above questions. The study also seeks to examine the variation of the perception of viewers according to the cost, content, and convenience in the socio-demographic variables to offer more information to policymakers.

2.1 Theoretical Framework

The entertainment industry has been reshaped by innovations, which altered the business models according to the demand of the customers. The discussion in this paper relies on the Technological Disruption Theory (Christensen, 1997), that emphasized the fact that the over-the-top platforms are gradually substituting traditional entertainment technologies such as the cinema and cable television. Additionally, there is the Diffusion of Innovation Theory (Rogers, 1962), which explains the speed at which customers adopt new technology, which affects the market trend. Diffusion theory forms the basis of the current study since during the first years of adoption, OTT platforms are used by a niche audience. Subsequently, the affordability and the ease of use have reversed the taste of the viewers. Additionally, the advent of new media is convenient and provides an enhanced viewing experience over already established entertainment modes. Thus, media substitution Theory (Katz and Lazarsfeld, 1955) is also considered. The study will attempt to determine the change in the preference of consumers towards the mode of entertainment. Figure 1 illustrates the proposed research framework outlining hypothesized relationships among content, cost, convenience and watching experience and Table 2 provides definitions of these constructs forming the study's conceptual foundation.

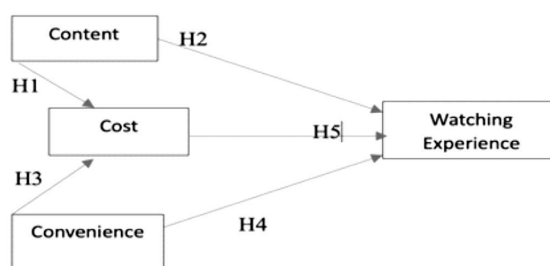


Fig. 1: Proposed Research Framework

Source: Author's Compilation

Table 2: Definition of Variables

<i>Constructs</i>	<i>Items</i>	<i>Definition</i>	<i>Source</i>
<i>Content</i>	3	The variety, quality and exclusivity of shows, movies and other media available on an OTT platform.	Chen, 2019 ; Kwak et al., 2021; Lotz, 2020
<i>Convenience</i>	3	The ease of access, flexibility and user -friendly interface that enhance the streaming experience on OTT platforms	Katz et al., 1973 ; Evens et al., 2023
<i>Cost</i>	3	The perceived monetary value and affordability of an OTT subscription, including pricing plans and additional charges	Davis, 1989 ; Lotz, 2020
<i>Watching Experience</i>	3	The overall quality and ease of viewing content on streaming services	Shim et al., 2022 ; Chakraborty et al., 2023

Source: Author's Compilation

3. Research Methodology

The primary Data for the study is collected using a quantitative research design. The study deployed a structured questionnaire as the principal instrument for data collection using random sampling, to ensure representativeness and minimise selection bias. A total of 439 respondents from the National Capital Region of India, including Delhi, Haryana, Uttar Pradesh and Rajasthan, participated in the survey. Out of which 404 response data was selected for analysis. The sample size is determined to achieve statistical significance at a 95% confidence level with a 5% margin of error, based on the estimated population of OTT and traditional entertainment users in the region. Before the main data collection, the questionnaire undergoes a pilot test to assess clarity, reliability, and overall suitability. Necessary refinements are incorporated to enhance the instrument's validity. The structured questionnaire is designed to capture insights into consumer preferences, usage patterns, and perceptions regarding OTT and traditional entertainment platforms (Seth et al., 2022). Constructs are measured using a five-point Likert scale to systematically evaluate respondents' views on factors such as content quality, cost, convenience and overall viewing experience. This approach facilitates a comprehensive and empirically grounded understanding of consumer behaviour in the Delhi NCR.

3.1 Hypotheses Development

In alignment with the stated objectives of the study, the proposed hypotheses are grounded in two major theoretical perspectives: Uses and Gratification Theory (UGT) (Katz et al., 1973) and the Technology Acceptance Model (TAM) (Davis, 1989). Hypotheses are formulated keeping in view the novelty of integrating UGT and TAM within a comparative OTT and Traditional media framework. Positioning convenience as a structural driver along with content, cost and watching experience:

H1: There exists a statistically significant positive relationship between content and cost.

H2: There exists a statistically significant positive relationship between content and watching experience.

H3: There exists a statistically significant positive relationship between convenience and cost.

H4: There exists a statistically significant positive relationship between convenience and the watching experience.

H5: There exists a statistically significant positive relationship between cost and the watching experience.

H6: Viewers' perceptions regarding content, convenience, cost and watching experience on OTT platforms vary significantly with age compared to traditional modes.

H7: Viewers' perceptions of content, convenience, cost and watching experience in OTT compared to traditional modes differ significantly based on gender.

H8: Differences in residential areas significantly influence viewers' perceptions of content, convenience, cost and watching experience in OTT versus traditional platforms.

H9: Viewers' monthly income significantly affects the perceptions of content, convenience, cost and watching experience in OTT compared to traditional modes.

These hypotheses are developed to empirically evaluate how the selected dimensions interact and influence one another within the context of consumer engagement with entertainment platforms.

4. Data Analysis and Results

Following data collection of a total of 404 consumers across Delhi, Haryana, Rajasthan and Uttar Pradesh, the responses were coded and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) to examine the proposed hypotheses relationships.

4.1 Respondent's Demographics Profile

Table 3 presents the demographic characteristics of the 404 viewers. A substantial proportion of the population belongs to the 18-24 age group (55.9%). Followed by the 25-34 Years age group (19.3%). Female respondents (52.2%) slightly outnumber male participants (47.8%). In terms of regional distribution, the largest share is from Haryana (32.9%), followed by Uttar Pradesh (26.7%) and Delhi (26.4%). Mostly viewers reside in urban areas (74.8%) with fewer participants from rural backgrounds (14.9%). Income levels are fairly distributed, with a notable proportion earning between 75K ₹ - 1 Lakh ₹ (24.3%) and 1 Lakh ₹ and above (23.5%). All responses were recorded anonymously to maintain confidentiality.

Demographics And Sub Demographics		Total	%
Particulars	Demographics	Frequency	Percentage
State	Delhi	107	26.4
	Haryana	133	32.9
	Rajasthan	56	13.8
	Uttar Pradesh	108	26.7
Age (In Yrs.)	18-24	226	55.9
	25-34	78	19.3
	35-44	65	16.1
	45 and above	35	8.7
Gender	Male	193	47.8
	Female	211	52.2
Residential Area	Urban	302	74.8
	Semi-Urban	42	10.4
	Rural	60	14.9
Income	Below 25 K ₹	47	11.6
	25 K ₹ - 50K ₹	84	20.8
	50K ₹ - 75K ₹	80	19.8
	75K ₹ - 1 Lakh ₹	98	24.3
	1 Lakh ₹ and above	95	23.5

Table 3: Summary of
Respondents' Demographics
Profile

Source: Primary Data

4.2 Measurement Model for Reflective Constructs and Discriminant Validity

Table 4 presents the assessment of the reflective measurement model of the construct influencing shifting consumer preferences between traditional and OTT platforms. All indicators demonstrate strong factor loadings, ranging from 0.727 to 0.896, representing strong indicator reliability, as all values exceed the recommended threshold of 0.70 (Hair et al., 2019; Gefen et al., 2000).

Table 4: Measurement Model for Reflective Constructs

Construct	Indicator	Loading	Composite reliability (rho_a)	Composite reliability (rho_C)	AVE	CR	VIF
Content	CO1	0.885	0.864	0.881	0.714	0.807	1.891
	CO2	0.878					1.693
	CO3	0.727					1.512
Convenience	CON1	0.878	0.859	0.923	0.779	0.883	2.062
	CON 2	0.863					2.009
	CON 3	0.896					2.311
Cost	C1	0.877	0.797	0.878	0.701	0.795	2.077
	C2	0.866					1.921
	C3	0.749					1.355
Watching Experience	WE1	0.861	0.832	0.886	0.752	0.812	1.881
	WE2	0.835					1.746
	WE3	0.889					2.195

Source: Primary Data

The constructs exhibit satisfactory composite reliability values (rho_a and rho_C), all above 0.79, indicating internal consistency. The Average Variance Extracted (AVE) values for each construct are above 0.70, establishing adequate convergent validity (Dijkstra & Henseler, 2015; Hair et al., 2017). Furthermore, Variance Inflation Factor (VIF) values are below the critical limit of 3, indicating no multicollinearity issues (Kock, 2015).

Table 5: Discriminant validity [Heterotrait-Monotrait Ratio]

	Content	Convenience	Cost	Watching Experience
Content				
Convenience	0.867			
Cost	0.746	0.834		
Watching Experience	0.779	0.854	0.843	

Source: Primary Data

Table 5 represents the assessment of discriminant validity using the Heterotrait-Monotrait (HTMT) ratio of correlation. All values range from 0.746 to 0.867, which is below the recommended threshold $HTMT < 0.90$ (Henseler et al., 2015). This confirms that the content, convenience, cost, and watching experience are empirically distinct constructs in explaining shifting consumer preferences.

4.3 Path Coefficient Analysis

Figure 2 presents the structural model estimated using PLS-SEM with bootstrapping to test the proposed hypotheses.

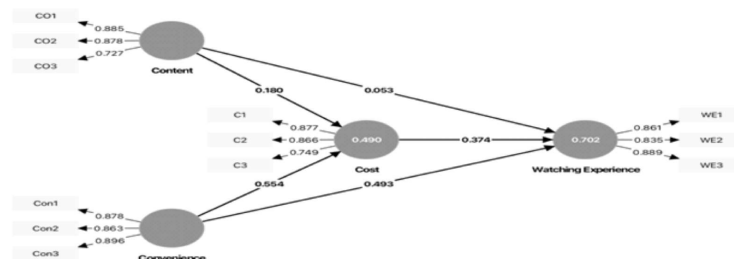


Fig. 2: PLS-SEM Model

Source: Author's Compilation based on Primary Data

The coefficient of determination (R^2) was evaluated for the cost and watching experience. The results indicate that convenience significantly influences cost by 49% of variance, which in turn impacts the watching experience by 70%. The model explains substantial variance in watching experience ($R^2 = 0.702$) (Hair et al., 1998; Chin, 1998), highlighting a key determinant of shifting consumer preference towards OTT platforms. (Cohen, 1988).

Relationship	Std. Beta (β)	F-Square Adjusted	t-value	p-value	Result
Content $\rightarrow$ Cost	0.188	0.039	1.286	0.001	$H1^*$
Content $\rightarrow$ Watching Experience	0.323	0.053	0.584	0.003	$H2^*$
Convenience $\rightarrow$ Cost	0.562	0.371	5.216	0.000	$H3^*$
Convenience $\rightarrow$ Watching Experience	0.510	0.304	5.238	0.000	$H4^*$
Cost $\rightarrow$ Watching Experience	0.362	0.412	5.354	0.000	$H5^*$

Table 6: Path Coefficient Analysis Results

Source: Primary Data

*Significant at 5% Level

Table 6 presents the results of the path coefficient analysis obtained through PLS-SEM bootstrapping. The findings indicate that convenience significantly influences cost ($\beta = 0.562$, $p < 0.05$) and watching experience ($\beta = 0.510$, $p < 0.05$), demonstrating strong effect sizes. Cost also shows a significant positive impact on the watching experience ($\beta = 0.362$, $p < 0.05$). Although content exhibits positive relationships with cost ($\beta = 0.188$) and watching experience ($\beta = 0.323$), these effects are comparatively weaker. The significant t-values and p-values confirm the robustness of the structural relationships (Hair et al., 2019). Accordingly, $H1$, $H2$, $H3$, $H4$, and $H5$ are accepted. Overall convenience and cost emerge as key drivers shaping consumer preferences towards OTT Platforms.

4.4 Comparison of Viewer Perceptions Based on Demographics

This study seeks to explore how viewers perceive the adoption of OTT streaming platforms in contrast to traditional modes, taking into account age, gender, residential area and monthly income.

Factors	18-24 yrs		25 – 34 years		35- 44 years		More than 45 years		F	Sig (p - value)
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Content	3.535	.979	3.958	.750	3.916	.772	3.828	.749	3.668	0.013
Convenience	3.436	1.022	4.009	.797	3.927	.741	3.806	.833	6.018	0.01
Cost	3.366	.998	3.791	.767	3.816	.758	3.629	.741	4.176	0.007
Watching Experience	3.431	.970	3.949	.735	3.805	.848	3.655	.849	4.659	.004

Table 7: Comparison of Viewer Perceptions Based on Age

Source: Primary Data

*Significant at 5% Level

To assess age-related differences, a one-way ANOVA was performed at a 5% significance level. Table 7 demonstrates that the mean values of all variables are above the mid-point scale, indicating a positive influence of OTT adoption on viewer perceptions. The findings suggest that age ($H6$) significantly affects perceptions related to content, convenience, cost and watching experience in OTT compared to traditional modes.

Table 8: Gender-Wise
Analysis of Viewers'
Perceptions

Factors	Female		Male		F	Sig (p-value)
	Mean	SD	Mean	SD		
Content	3.867	.731	3.729	.956	5.627	0.019
Convenience	3.886	.779	3.678	.992	3.734	0.055
Cost	3.768	.744	3.513	.952	3.241	0.073
Watching Experience	3.742	.817	3.687	.938	0.373	0.542

Source: Primary Data

*Significant at 5% Level

A one-way ANOVA was conducted to analyse viewers' perceptions based on gender regarding content, convenience, cost and watching experience in OTT compared to traditional modes. To test hypothesis H7, Table 8 indicates that the mean scores for all variables exceed the mid-point scale, suggesting a positive perception of OTT adoption. However, Table 8 reveals no significant gender-based differences in perception regarding cost and watching experience for OTT. Table 8 highlights that the preference of viewers differs significantly in the case of content and convenience in OTT as compared to Traditional modes.

Table 9: Comparison of
Viewer Perceptions Based
on Residential Location

Factors	Rural		Urban		Semi Urban		F	Sig (p-value)
	Mean	SD	Mean	SD	Mean	SD		
Content	3.814	.846	3.793	.793	3.796	.943	0.015	0.985
Convenience	3.829	.811	3.855	.871	3.604	1.030	1.501	0.225
Cost	3.750	.802	3.733	.793	3.333	.980	4.879	0.008
Watching Experience	3.727	.840	3.782	.879	3.586	.926	0.864	0.423

Source: Primary Data

*Significant at 5% Level

Moreover, regional market penetration has an important role in determining the adoption level of OTT platforms. Table 9 presents viewers' perceptions based on residential areas regarding OTT streaming. The table indicates that the mean value exceeds the midpoint scale, suggesting a positive impact of OTT on viewers' perceptions. However, the findings reveal no significant differences in perception based on residential areas concerning content, convenience and watching experience in OTT compared to traditional modes. H8 is found to be significant in the case of Cost as compared to the Traditional modes.

Table 10: Perception of
Viewers Based on Monthly
Income

Factors	Below 25k		25K-50K		50K-75K		75K-1Lakh		More than 1 Lakh		F	Sig (p-value)
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Content	3.353	1.076	3.841	.684	3.666	.812	3.944	.606	3.979	.927	3.745	.006
Convenience	3.404	1.156	3.904	.637	3.740	.901	3.738	.983	3.937	.829	2.341	.056
Cost	3.333	1.028	3.779	.658	3.625	.920	3.619	.922	3.718	.825	1.604	.174
Watching Experience	3.323	1.078	3.762	.716	3.694	.909	3.817	.699	3.822	.944	2.127	.078

Source: Primary Data

*Significant at 5% Level

Monthly income also plays a significant role in the perception of viewers towards OTT platforms as compared to traditional modes. Viewers' perceptions regarding content, convenience, cost and watching experience on OTT platforms, categorized by monthly income, are illustrated in Table 10. The findings highlight a significant difference in content preferences among viewers. However, no substantial differences were observed in perceptions related to cost, convenience and watching experience across different income groups. Hence, in the case of cost and watching experience as compared to Traditional modes, H9 is found to be significant.

5. Findings and Discussion

The empirical study reinforces and supports the existing theoretical perspectives on digital media consumption. In alignment with the uses and gratification theory (Katz et al., 1973), the results reveal that the consumers actively evaluate media platforms based on their functional and experiential needs. Results indicate that convenience plays a pivotal role in shaping consumer decisions. It significantly influences both cost and watching experience, suggesting that accessibility, flexibility, and ease of use are central drivers of OTT adoption (Evens et al., 2023). Cost also exerts a substantial positive effect on the watching experience; this reflection is consistent with the Technology Acceptance model (Davis, 1989), suggesting that perceived ease of use and perceived usefulness are the key determinants of behaviour intention. Value plays a decisive role in shaping user satisfaction in subscription-based models, especially in regions where people are still price-sensitive (Lotz, 2020). However, the proportional moderate role of content commences an essential conceptual nuance. Though the forerunner studies often locus content quality as the leading driver of platform loyalty, the present research indicates that the structural and economic factors may hold superior explanatory power in the modern digital environment (Chen, 2019; Kwak et al., 2021). This partially disproves content-centric prerogatives in previous research, suggesting a progression towards platform-based value assessment.

Socio-demographic analysis further complicates conventional assumptions. Contrary to studies highlighting strong gender and geographic divides in digital adoption, Age-based differences are significant across all factors, with the younger consumers reporting stronger perceptions, indicating higher responsiveness to OTT attributes, while the income-based analysis highlights content as the only significantly varying factor across income groups. The present results reveal limited variation across these segments. These results can signify the normalization of the upsurge of OTT consumption across different social groups. In the digitally transformative era, the shifting of consumers to OTT services is not a product of technological novelty, but the creation of experience.

6. Conclusion

The paper confirms that the convenience, cost and watching experience are intrinsic variables that moderate the perception of customers to OTT services in relation to the traditional entertainment channels. The current trend of digitalization has substantially changed the viewing patterns, and the shift in consumer preferences has reformed the structure of the entertainment industry. As more and more people gain access to digital devices and access to internet services, media consumption trends are shifting to more flexible, on-demand, and customized forms. However, the uneven distribution of digital groundwork in residential zones still has an effect on the scope of OTT adoption. The differences in connectivity, access to technology, and digital literacy are also factors that lead to uneven patterns of consumption. In a developing economy like India, enhancing digital infrastructure is necessary not only to support the current users but also to increase the digital entertainment ecosystem. The results also suggest that demographic processes are significant in speeding up the process of traditional media switching to OTT, especially in urban areas like Delhi NCR, where the digital preparedness and technological penetration rates are relatively high.

7. Research Implications

From a managerial perspective, OTT service providers should prioritize enhancing convenience features such as user-friendly interfaces, multi-device accessibility, and flexible subscription models. OTT services have to keep on board new technologies like Artificial Intelligence and data analytics in order to improve personalization, recommendation systems, and user interface design for maintaining a competitive edge. Exclusive and localized content, along with smooth accessibility of the platforms, can enhance user retention and long-term engagement. Moreover, the current competitive environment requires a change that is adaptive in the case of traditional media providers. One of the ways to keep the traditional platforms pertinent to the technology-driven environment is to incorporate digital features, hybrid models

of distribution, and interaction options to retain the audience. A balanced, ethical and regulatory regime is required to control the content creation, distribution, and use of data. It will help to provide fair competition and consumer protection. Overall, strategic emphasis on functional benefits and value optimization appears critical in sustaining competitive advantage within the evolving entertainment ecosystem.

8. Limitations and Future Research Direction

Despite its contributions, the study has certain limitations. The analysis is based on cross-sectional primary data limited to Delhi-NCR, which restricts the ability to observe changes in consumer preferences over time. Since the availability of the internet is central to the cause of OTT consumption, further studies can investigate how digital infrastructure quality, such as connectivity, speed, and device penetration, can impact media consumption behaviour.

The future of sustainable growth in the OTT industry will be hinged on the continuous optimization of the consumer psychology along with the emerging motivating factors in an ever-competitive and digitally integrated market. With the ongoing technological innovation, additional research might investigate how Artificial Intelligence, machine learning, and predictive analytics would affect the process of content personalization and consumer interaction to enhance the viewers' experience. Also, behavioral aspects like social influence, hedonic motivation, lifestyle orientation, and digital trust require further empirical investigation in order to validate stronger marketing and policy decisions. Further comparative studies across different cultures or geographic contexts in the world also strengthen generalizability. By addressing these areas, future research can develop a more nuanced and dynamic perspective on the continuing transformation of entertainment consumption in the digital era.

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