



# Uncovering The Most Important Factor Influencing OTT Enjoyment: A Quantitative Study of Indian Students

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## Abstract

This paper discusses and evaluates factors of OTT enjoyment- namely Price, Innovation, Convenience and Quality- for school students in India. These factors were the most prominent factors that have come up in previous researches for different studies- eg. for millennials. 76 participants filled a questionnaire which consisted of various aspects of the factors and they rated their liking from 1-5. The conclusion from the survey was that convenience is ultimately the most important factor that determines the enjoyability for school students in India. It also does a popularity comparison between the three most popular platforms- Netflix, Disney+Hotstar and Amazon Prime and Netflix was found to be the most popular among the school students.

**Keywords:** OTT (over-the-top), Convenience, Factors of enjoyment, School Students of India, Netflix.

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## 1. Introduction

There has been a swift increase in the content and users of many OTT platforms as of recent years, yet some are overwhelmingly bigger than others. The OTT acronym for over-the-top platforms refers to streaming services that use the internet. Bhetwal & Scaria have predicted a 14.3% annual growth rate (compound), and \$179.9 billion is the expected market size for OTT by 2025- showcasing the vast significance of OTT nowadays. According to Sant

(2019), when 100 respondents were asked about their OTT platform preference, Netflix was at the top with 66% of the people, followed by Amazon Prime 21% and Disney+Hotstar at 7%, while the rest were around 1%. This was a study only conducted for millennials, but it still demonstrates the huge differences in popularity that can occur. Since all are OTT platforms, certain factors must be key for them to be more successful, which is what this study is going to evaluate.

This study focuses more on a younger audience- school students from India specifically and does a comparative analysis focusing on certain factors- Price, Variety, Convenience, and Quality and ultimately decides which one plays the most crucial role in enjoyment.

## **2. Literature review**

Kumari (2020) showed in her study that for 22% of respondents, cost was the reason for not purchasing an OTT service. From Sant (2019), 22% of the population also found the prices of watching content on OTT is expensive, while 35% say it is cheap. Sridevi's (2021) study shows that 36.3% of their respondents found the price of Netflix too expensive. Even though such a chunk of people believed so, Netflix is by far the most popular OTT- meaning that there must be some combination of factors that makes it so attractive.

From Sant (2019), 33% of their respondents believed that innovation and content availability on OTT platforms are very good, showing that variety of content is an important factor. This source also dubs content availability 'king of all factors' for millennials as variety is compulsory for keeping them engaged. It referenced other OTT platforms such as SunNxt that failed to succeed only because of a lack of variety. No one wants to rewatch the same things multiple times, giving huge importance to the innovation of content for an OTT. Lim

(2021) demonstrated that even local content providers should provide different and unique content to stay competitive, showcasing the importance of content variety for all content providers.

In Kumari (2020) study, there was a variety in terms of what the respondents used to watch OTT- with the majority of them using smartphones as the main device (56%). This opens up the thought that having different ways to watch is also a factor that affects OTT enjoyment. This paper also only used the parameter 'convenience' without delving into specifics. This leaves room for research as to what particularly makes an OTT convenient. Ghalawat et al. (2021) demonstrated that content and perceived ease of use (convenience) had the biggest positive impact on consumers for adopting that OTT platform. However, this wasn't by a large margin, and other factors such as variety and quality were also deemed crucial. Gupta et al. (2021) stated that the consumer is willing to pay extra costs if it means that they are able to watch whatever content they desire in whatever place they desire (convenience). Periaiya & Nandukrishna (2023) also showed through their study that OTT platforms have some unique 'technological gratifications' that cannot be found in regular TV, the main of which was navigability.

Sant (2019) also showed that 64% of their research population found the audio and video quality of OTT to be very good. They also note, however, that this is also impacted by the type of device used to watch the platform, so it is not entirely up to the streaming service. Be that as it may, consumers would likely use different OTTs on the same device, so the quality can still be accurately compared. Tsai et al. (2023) demonstrated through their technology acceptance model that entertainment, convenience and content variety had a positive impact on perceived usefulness and ease of use and that perceived usefulness positively impacted

perceived ease of use which all positive impacted the 'intention to use', i.e. the stronger the intention to use the OTT platform.

### 3. Objectives

The objectives of this paper are:

- 1) To find out the most popular OTT platform among school students in India
- 2) To find out the most important factor to school students in India regarding OTT enjoyment out of price, innovation, quality, and convenience.

### 4. Methodology

Research is based on both primary and secondary data. Secondary data was extracted from various online sources and the primary data was collected by conducting a survey. In the survey, a questionnaire consisting of 14 questions was sent to various school students via messaging apps. A total of 78 responses were received, out of which 2 responses were excluded as the participants didn't live in India (one of them was not a student), bringing the actual sample size to 76. All the students were in the age range of 14-17 years.

### 5. Statistical Analysis and Implications

The gender distribution of the sample was 50% female and 46.1% male, the rest preferring not to disclose. All 76 participants lived in India and were students. All participants had tried out all 3 OTT platforms (Netflix, Amazon prime, Disney+Hotstar), so the questions would have fair and unbiased answers. 60 participants chose Netflix as their no.1 OTT platform, 11 chose Hotstar and 5 chose Prime. Next, 13 chose Netflix as their no.2 OTT platform, 34 chose Hotstar and 29 chose Prime. Lastly, 3 people chose Netflix as their no. 3 platform, 31 chose Hotstar and 42 chose Prime. To find the overall most preferred platforms, the points

for each OTT platform have been calculated, and the lower the points, the more the platform is preferred.

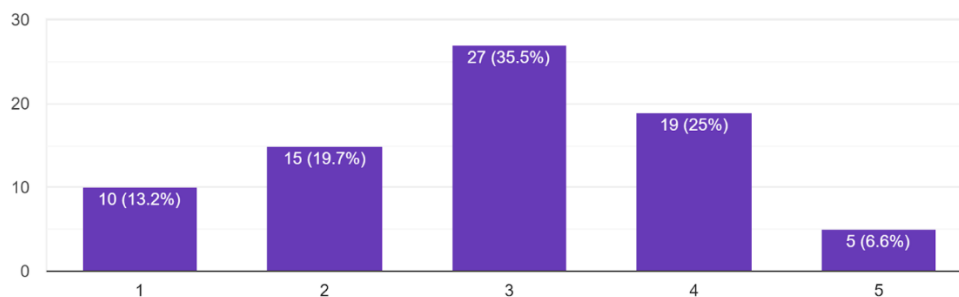
$$\text{Netflix} = 60 * 1 + 13 * 2 + 3 * 3 = 95$$

$$\text{Hotstar} = 11 * 1 + 34 * 2 + 31 * 3 = 172$$

$$\text{Prime} = 5 * 1 + 29 * 2 + 42 * 3 = 189$$

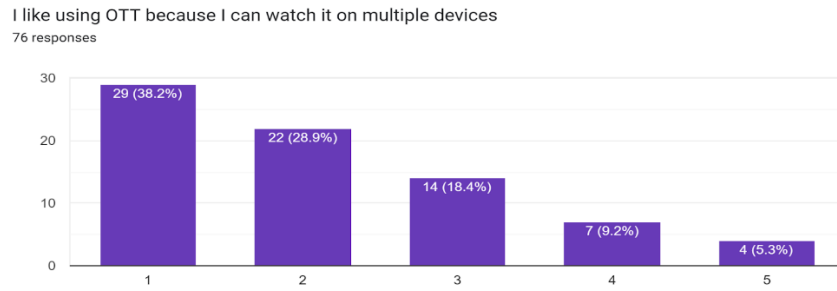
It's evident that Netflix remains the most preferred by a large margin, followed by Hotstar and then by Amazon Prime. The results of the survey can be seen below- 1 is strongly agree and 5 is strongly disagree.

I like watching OTT because it's cheaper than going to the cinema or watching cable TV.  
76 responses



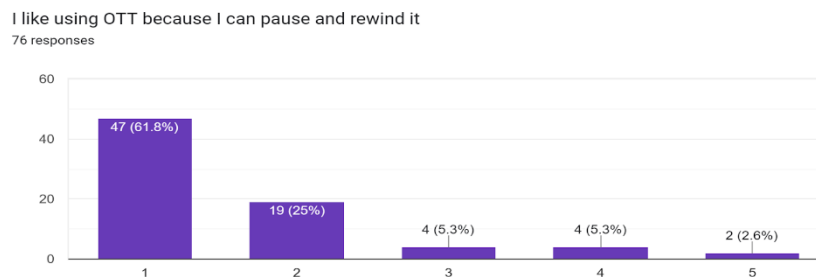
**Figure.1. OTT Cheaper Than TV**

Nearly 36% of respondents were neutral regarding the cheaper cost of OTT platforms and the rest were evenly divided between agreeing and disagreeing. A likely reason for this neutrality and disagreement is that the participants do not pay for the services themselves and hence do not value the money spent as much as their parents (who are the ones paying for the services).



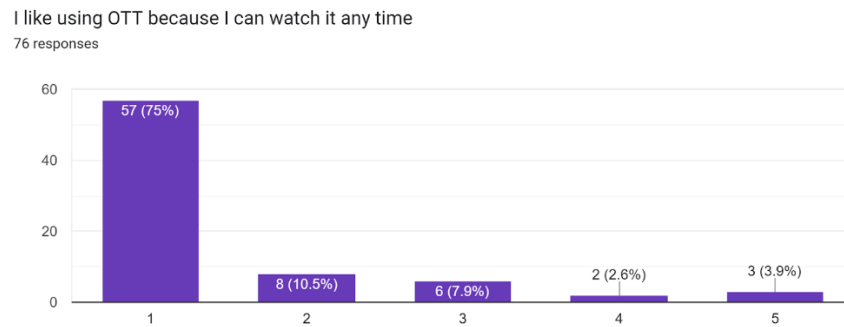
**Figure.2. OTT on Multiple Devices**

One of the major advantages of OTT platforms is that it's accessible on numerous devices (not just restricted to TV), and it certainly shows, with the majority of the respondents agreeing with this advantage.



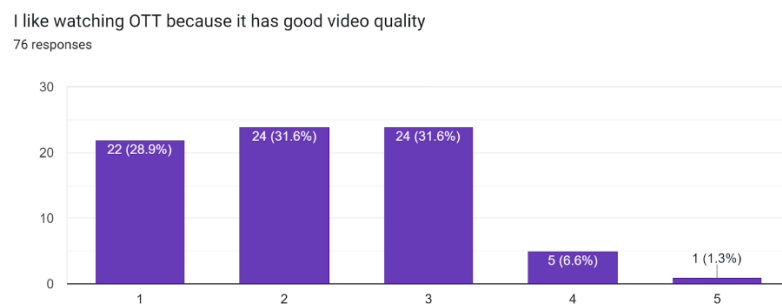
**Figure.2. Rewinding and Pausing OTT**

An even bigger advantage for OTT platforms (evidently) also has to do with convenience, the feature of pausing and rewinding them - more than 85% agreed, with 61.8% strongly agreeing. This, of course, is highly appealing since the consumer isn't restricted by time as in usual TV and can rewatch parts they may have missed or can pause if they need to go somewhere.



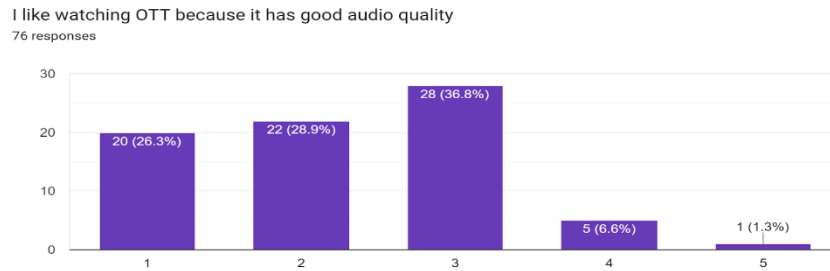
**Figure 4: Watching OTT at Any Time**

Continuing on the agreeing with convenience factors trend, by far the most agreed on factor was being able to watch OTT at any time, with 3/4th of the respondents giving it a 1. Even amongst the other convenience factors, this one is shown to be the most significant.



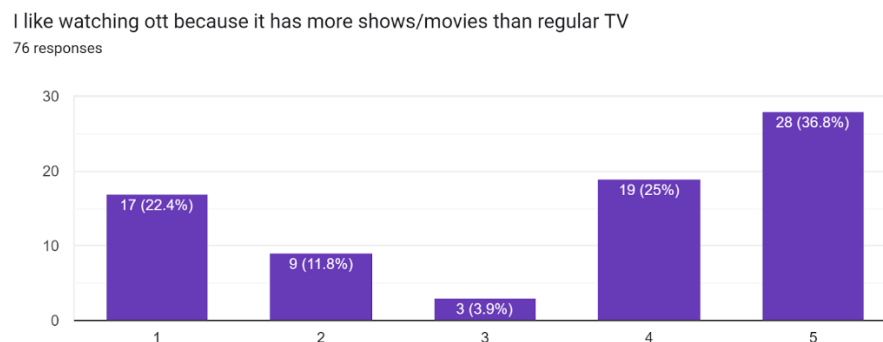
**Figure.5. Video Quality of OTT**

Unsurprisingly, good video quality was also deemed relatively important as a factor, with 90%+ of all participants either being neutral or agreeing to its importance.



**Figure.6. Audio Quality of OTT**

Similar to video quality, 90% of participants were also neutral/agreeing to this. However, there was a lower number of both 1s and 2s, indicating that it is a slightly less important factor than video quality. That makes sense, given that it is easier to notice any slight differences in video quality as compared to audio quality.



**Figure.7. More Variety in OTT**

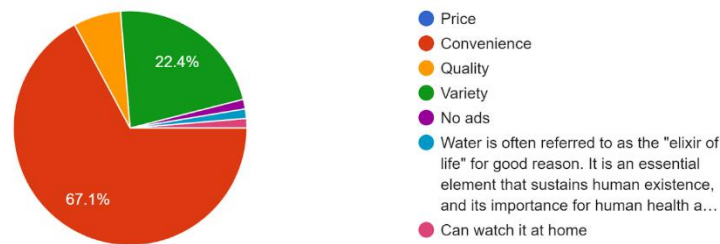
By far the most surprising and unexpected was this one. Even if content variety doesn't matter as much as convenience to students, it was unexpected to see such a high amount of disagreement. It was difficult to find any content that is exclusive to regular cable TV and is not offered on an OTT platform. A possible rationale for this response is that the students may prefer watching and rewatching a select few shows/movies that are to their taste, so the



content variety does not appeal to them. However, this disagreement conflicts with the findings of the next question, which has been explored below.

In all these questions, the ones with the highest 1 percentage were the factors relating to convenience-watching at any time, pausing and rewinding and multiple devices. This is directly confirmed with the last question.

What is the main reason you watch OTT?  
76 responses



**Figure.8. Main Reason for Watching OTT**

67.1% of the respondents placed convenience as their main reason for watching OTT, followed by 22.4% of participants placing variety at the top. However, the variety pick is contradicted by the high number of 5s to the statement 'I like watching OTT because it has more shows/movies than TV'. Another reason for this may be because the participants perceived variety as a less important factor than convenience, hence they marked it lower due to comparing them, as opposed to viewing it as a standalone factor. Sant (2019) said that variety was the most important factor for millennials, while this study has shown convenience is the most important factor for students (GenZ). This implies that consuming content easily is more important than consuming a variety of content for the new generation. Hence, if companies focus on making their OTT platforms more convenient, they may find

more success. However, with all the competition in the modern-day world, compromising on other factors like variety and quality may be detrimental.

## **6. Discussion**

The analysis shows that convenience is the most important factor affecting OTT enjoyment. This is in line with previous research such as Lee et al. (2019) that showed that Perceived Ease of Use was the most statistically significant factor in their study. This is also supported by Ghalawat et al. (2021) study where the same factor, along with content were found to be the most significant factors for OTT adoption.

## **7. Limitations, Future Research Directions, and Conclusion**

The major limitation of this study is its low sample size. 76 participants are not a very representative sample of the actual population, plus many of the participants were from the same school and in a similar economic bracket, further reducing the generalizability of this study.

Future research is possible in finding out what consumers think of the specific factors in each of the individual OTT platforms, rather than generally. This will make clearer the significance of each factor as it can then be correlated with the OTT platform's popularity. Knowing the specifics will allow for a deeper study of the individual OTT platform for how well they cater to the factors and how it contributed to its success.

To conclude, the study demonstrated that Netflix is the most preferred platform among school children in India and convenience is the most important factor for OTT enjoyment for Indian students.

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