
UNDERSTANDING CONTENT-CENTRIC DETERMINANTS OF OTT PLATFORM CHOICE: EVIDENCE FROM VIEWERS

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ABSTRACT

The growing popularity of Over-the-Top (OTT) platforms has changed the consumption patterns of digital entertainment among young audiences significantly. This study examines the association between demographic characteristics and selected content-driven factors that determine the choice of OTT platforms. The study investigates four factors Content, Recommendation and Personalization, Social Trend and Influence. A total of 576 respondents aged 16-29 years from Ahmedabad were selected by convenience sampling and data were collected through structured questionnaire. The relationship between Gender, Age and Occupation with the selected factors was explored using Chi-Square tests. The results show that Content, Social Trend and Influence are not significantly related to the demographic variables under study. Likewise, Recommendation and Personalization are not significantly related to Age and Occupation. However, the Gender and Recommendation and Personalization had a significant association, which suggests that male and female viewers perceive personalized recommendations differently. It finds that demographic factors have little influence on content-related perceptions of OTT users. The results underpin the value of good personalization strategies, while showing that quality content is appealing across demographic segments.

Keywords: OTT Platforms, Content, Recommendation and Personalization, Social Trend, Influence, Viewer Choice.

Introduction:

The boom of Over-the-Top (OTT) platforms has changed the way audiences consume entertainment content. Unlike traditional television, OTT services allow viewers to watch content at their convenience on any device with an internet connection. The popularity of OTT platforms has grown rapidly worldwide, particularly in India, due to the widespread use of smartphones, affordable internet services, and changing consumer lifestyles (Mulla, 2022; Saha & Prasad, 2021). As the competition between streaming platforms intensifies, it is becoming increasingly important for researchers and industry practitioners to understand the factors that influence viewers' choices.

Content is one of the most important among the various factors that determine the preference for OTT platforms, as has been repeatedly proved by research. Research has shown that viewers are interested in channels that provide variety, interesting, and quality content that matches their preferences (Widyatama & Zsolt, 2023; Sharma & Harsora, 2023). Moreover, research in India suggests that original web series, localized content, and exclusive programming are important for the success of OTT platforms and influence the viewing preferences of consumers (Sharma & Harsora, 2023; Rao, 2021). Chakraborty et al. (2023) similarly found that values of content consumption are important in the development of trust and sustained use of OTT services.

As the amount of digital content grows, recommendation and personalization features are becoming just as important. Personalized recommendation systems help users to find the relevant content and improve their viewing experience. Positive effects of recommendation systems on user satisfaction and continuance intention were found by Chung and Zhang (2020), and personalized content previews help viewers select content, according to Kim and Kim (2021). Recent research has emphasized the growing significance of artificial intelligence in the curation of personalized content experiences for OTT users (Kumar et al., 2025; OTT, 2024).

Viewing decisions are also influenced by social trends as well as content and personalization. Content that goes viral on social media platforms often reaches new audiences through online discussions, reviews and viral sharing. Lee et al. (2018) found social trends as an important factor influencing streaming service selection. Raval (2020) found social media and word of mouth communication play a significant role in the popularity of web series and OTT platforms. Thus, the influence of online communities has become an important factor in shaping modern entertainment consumption behaviour.

Furthermore, social influence is key in the use of OTT services. Influences such as recommendations made by one's friends, family members, and peer groups significantly impact their choice of platform as well as what they watch. Latiff et al. (2022) found that social influence positively influences users' attitude towards OTT video streaming services. Similarly, Widyatama and Zsolt (2023) found that social influence is an important determinant of the viewing behaviour of their audiences.

While several earlier studies have identified various determinants of OTT platform usage, little is known about how demographic factors affect the viewers' perception of these determinants, which include, among others, content quality, recommendation and personalization, social trends, and social influence. This research aims at filling the research void by investigating the relationship between demographic factors and specific content-based determinants of OTT platforms. The results of this research will not only make a contribution to the existing literature but also be highly valuable for the industry itself.

Literature Review:

Various recognized sources and databases were gone through in order to find out relevant information and literature available and derived the following literature:

Content and OTT Platform Choice

Content has always been recognized as one of the key factors influencing viewer decisions regarding which OTT platforms they prefer. OTT platforms differ from regular television through the provision of varied content including films, web series, documentaries, regional programs, and original shows. Numerous

researchers have pointed out that the main reason why viewers choose and stay on OTT platforms is their access to quality and engaging content. Entertainment value, program quality, relevance to their preferences, and uniqueness of content were revealed to be important factors influencing the decision of viewers about what to watch by Widyatama & Zsolt (2023). Similar results were obtained by Epey et al. (2022), who found that viewers favored channels providing entertaining and quality content.

In India, it has been identified that content is an important factor that decides the success of an OTT platform. According to Sharma & Harsora (2023), some of the factors that have played a role in making people prefer international OTT platforms include originality of content, local language content, affordability, and better user experience. Similarly, according to Rao (2021), content quality, lack of censorships, and new forms of stories were some of the reasons why younger generations preferred OTT platforms than traditional television platforms. In further support, it has been revealed by Chakraborty et al. (2023) that content consumption values positively impact the trust and purchase intention of users towards OTT platforms.

Recommendation and Personalization

Increased availability of digital content necessitates using recommendation and personalization technologies in OTT solutions. Recommendation systems guide customers in their search for appropriate media programs by offering content tailored according to their preferences and habits. As reported by Chung and Zhang (2020), recommendation systems have an important effect on user satisfaction and continuance intention among Netflix users. The research results suggest that recommendation plays a major role in user retention and customer loyalty.

Additional proof in favor of personalized recommendation system use can be attributed to Kim and Kim (2021), who studied personalized content previews and established that they facilitate content choice. Additionally, Kumar et al. (2025) point out the efficiency of collaborative and content-based filtering systems that enable efficient recommendations. Likewise, OTT (2024) stresses that AI-based content curation is beneficial for achieving personalization; however, at the same time, it creates privacy concerns. Therefore, it is evident that recommendation and personalization systems play a critical role in improving user experience and providing relevant content.

Social Trend and Content Consumption

Social media has brought about significant changes in the way that audiences come across entertainment content. Social trends, created via online discussions, viral videos, reviews, and social circles, can impact audience decisions. According to Lee et al. (2018), social trends emerged as a factor that determines the decision to subscribe for OTT viewing. Consumers tend to be guided by the popularity of content among people in their social circle.

Similarly, Raval (2020) noted that OTT content is widely marketed via social media and word-of-mouth marketing, thus impacting the popularity of web series among youth. Finally, Yang et al. (2023) revealed that social-interaction oriented content impacts user behaviour and decisions. These observations point out that the trendiness of content becomes determined through collective interactions online.

Influence and OTT Platform Choice

Social influence is defined as the effect of relatives, friends, work associates, and online communities on viewing behaviour. Research has shown that OTT platform adoption and use is influenced by the recommendations of people in the network. According to Latiff et al. (2022), social influence positively influences attitudes towards OTT video streaming services, especially during the coronavirus pandemic. The study indicated that interpersonal communication is very important in influencing platform adoption.

In a similar vein, Widyatama and Zsolt (2023) identified social influence as one of the critical factors in the decision-making process of audiences when selecting TV shows. Additionally, according to Khalique et al. (2022), mutual recommendations are very important for enhancing content recommendation practices on OTT platforms. This implies that users depend on the recommendations of their acquaintances when choosing what to watch and OTT platforms.

Research Gap

The literature review supports the significance of content, recommendations & personalization, social trends, and influence on the viewing behaviour of OTT users. However, most existing studies have considered the adoption of OTT services, satisfaction, continuance intention, and technological aspects related to OTT services. Very few researchers have investigated how people perceive these content-based aspects according to their demographics. Moreover, there is very little research that considers the connection between demographics and content-based determinants for choosing OTT platforms. The Indian market has received scant attention in relation to OTT platform usage. Thus, this study attempts to bridge this research gap.

Conceptual Framework:

This study draws its conceptual underpinnings from consumer behaviour and media consumption literature, whereby it is postulated that individuals' entertainment choices are influenced by personal traits as well as external factors. In this case, within the realm of OTT service providers, the content-oriented factors constitute one major influence factor that determines viewership in this industry. Past research has found content quality, recommendations and personalization services, social trends, and social influence as key variables that determine consumers' choice of OTT platforms (Chung & Zhang, 2020; Latiff et al., 2022; Sharma & Harsora, 2023; Widyatama & Zsolt, 2023).

Although there is extensive literature on the role of content-related determinants on OTT adoption and use behaviour, it is plausible that their perception differs among different demographics due to the way that demographic characteristics have influenced consumer behaviour, media consumption habits, and technology adoption.

As per the review of relevant literature, the current research focuses on understanding the correlation between demographic traits and the influence of four other factors related to content on OTT platform selection, which include Content, Recommendation & Personalization, Social Trend, and Influence. This theoretical model assumes no causative relationship among the factors chosen for analysis and attempts to understand if any relationship exists between the variables.

Variables of the Study

Demographic Variables: Gender, Age, Occupation.

Content-Driven Factors: Content, Recommendation and Personalization, Social Trend, Influence



Figure 1. Conceptual Framework

Considering the research concept, there exists an indication that the perception of people in different demographic groups towards the selected content-based factors affecting the selection of the OTT platform will vary. Therefore, the main objective of this study is to determine whether there is a correlation between these two elements.

The framework provides the basis for developing hypotheses and conducting statistical analysis to understand demographic variations in OTT viewing behaviour.

Research Objectives

To examine the association between demographic characteristics and content preferences of OTT viewers.

To investigate the association between demographic characteristics and perceptions regarding recommendation and personalization features offered by OTT platforms.

To analyze the association between demographic characteristics and social trend-related factors affecting OTT platform choice.

To examine the association between demographic characteristics and social influence affecting viewers' OTT platform choices.

Research Questions

RQ1: Is there a significant association between demographic characteristics and content preferences among OTT viewers?

RQ2: Is there a significant association between demographic characteristics and perceptions of recommendation and personalization features offered by OTT platforms?

RQ3: Is there a significant association between demographic characteristics and social trend-related factors affecting OTT platform choice?

RQ4: Is there a significant association between demographic characteristics and social influence affecting OTT platform choice?

Hypotheses Development

Earlier studies have shown that demographic factors affect the behaviour of media consumption, adoption of technologies, and preferences in entertainment. Differences in age, occupations, and gender sometimes result in different approaches to assessing the quality of content, reacting to individualized recommendations, participation in social trends, and social influence (Latiff et al., 2022; Sharma & Harsora, 2023; Widyatama & Zsolt, 2023). Taking into account the theoretical foundation for the research, the following hypotheses can be formulated.

Hypotheses Development

Content

H1: There is significant association between Gender and Content.

H2: There is significant association between Age and Content

H3: There is significant association between Occupation and Content.

Recommendation and Personalization

H4: There is significant association between Gender and Recommendation and Personalization.

H5: There is significant association between Age and Recommendation and Personalization.

H6: There is significant association between Occupation and Recommendation and Personalization.

Social Trend

H7: There is significant association between Gender and Social Trend.

H8: There is significant association between Age and Social Trend.

H9: There is significant association between Occupation and Social Trend.

Influence

H10: There is significant association between Gender and Influence.

H11: There is significant association between Age and Influence.

H12: There is significant association between Occupation and Influence.

Research Methodology:

Research Design:

In this study, a quantitative and descriptive design has been utilized in order to investigate the relationship between demographic aspects and the factors that drive the choice of OTT platform by the viewer. It is pertinent to mention here that the descriptive design was chosen as it would allow for a detailed examination of the perceptions held by the viewers related to content, recommendation and personalization, social trend, and influence.

Sampling Unit:

The study targets adolescents, youths, and young adults aged 16 to 29 years living in Ahmedabad city. The age range was targeted since young consumers are one of the main consumer groups of OTT platforms and

are open-minded towards new digital innovations. Ahmedabad city was targeted as the geographical region for the research owing to its urban nature and increasing adoption of digital media services.

A total of 576 participants responded to the survey questionnaire through the use of convenient sampling methodology. The sampling method enabled easy access to participants willing and available to take part in the survey. The number of respondents was deemed adequate enough to analyze the correlation between demographic attributes and content-based attributes.

Sampling Instrument:

Collection of primary data was conducted by means of a structured questionnaire. This questionnaire comprised of two parts. While one part gathered demographic details like gender, age, and occupation of the respondents, the other part assessed their views on various aspects, such as Content, Recommendation and Personalization, Social Trend, and Influence.

Data Sources

Primary data were gathered directly through the questionnaire survey. On the other hand, secondary data were obtained from different sources such as academic journals, books, conference papers, business periodicals, newspapers, magazines, online sources, and government documents. These various sources gave insight into the factors that affect the choice of OTT platform, making possible the interpretation of the results obtained.

Variables of the Study:

The study explores four content-based factors influencing the selection of OTT platforms, and these include Content, Recommendation & Personalization, Social Trend, and Influence. These are the main variables of concern in the study. Some demographic variables such as Gender, Age, and Occupation have been considered to investigate differences among respondent groups.

Statistical Tests:

The analysis of the collected data was performed using descriptive and inferential methods of statistics. Descriptive statistics was used for describing the demographics of the respondents. To assess the relationship between the demographic and selected content-related variables, the Chi-Square test of association was performed. The hypotheses were tested at the 5 percent significance level. Statistically significant findings suggested that there was a relationship between the two variables being analyzed.

Data Analysis:

The gathered data were subjected to analysis through the use of the Statistical Package for the Social Sciences (SPSS). The statistical tools used include descriptive statistics and the Chi-Square Test. These statistical tools will be used to analyze the relationship between demographic variables and the chosen determinants of OTT service selection.

Chi-square Test:

The Chi-square (χ^2) test analyzes categorical variables to determine whether there exists a link between two categorical variables or if there are any discrepancies in the observed frequency compared to the

expected frequencies. There are two major types of the Chi-square test: the Goodness-of-Fit Test for single-variable distributions and the Test of Independence, where the link between two variables is analyzed. Some assumptions include use of count data, independent observations, and sufficiently large expected frequencies in cells. Even though it is simple and applicable in many fields like genetics and market research, it does not show causality. Some limitations include sensitivity to sample size and potential errors due to small frequencies in cells.

Association between Gender and Content

H1: There is significant association between Gender and Content.

Table-1 Showing Association between Gender and Content

	Value	df	Asym p-Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	20.125 ^a	19	.387	.375 ^b	.335	.415			
Likelihood Ratio	21.358	19	.317	.451 ^b	.411	.492			
Fisher's Exact Test	20.264			.349 ^b	.310	.388			
Linear-by-Linear Association	.540 ^c	1	.463	.490 ^b	.449	.530	.235	.307	.271 ^b
N of Valid Cases	576								

Source: Self-curated from SPSS

In order to establish if there is any difference in content preferences according to gender, Chi-Square Test of Association between Gender and Content was conducted. Results show that the test was statistically insignificant ($\chi^2=20.125$, $df=19$, $p=.387$). With the probability value greater than the set significance level of 0.05, we fail to reject the null hypothesis. It means that there is no statistical association between gender and content perceptions among OTT platforms' consumers.

It can be stated that both male and female participants hold relatively alike opinions about content-related aspects in choosing OTT platforms. It means that there is no significant distinction in content preferences according to gender. Content appears to be equally important for males and females.

This can be considered due to the fact that there is an abundance of different genres of content and viewing opportunities available to viewers of these platforms, catering to varied tastes of different audiences. Thus, content consumption behaviour is no longer determined by gender but by personal tastes and preferences.

Accordingly, it can be concluded that gender is not a significant factor determining the perception of content factors influencing the OTT platform choice of respondents. In view of the lack of statistically significant relations, this means that the content strategies employed by OTT platforms have equal appeal to males and females from the target audience.

Age and Content

H2: There is significant association between Age and Content

Table-2 Showing Association between Age and Content

	Value	df	Asym p. Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	49.241a	57	.758	.724b	.687	.760			
Likelihood Ratio	57.497	57	.457	.474b	.433	.515			
Fisher's Exact Test	47.453			.760b	.726	.795			
Linear-by-Linear Association	.819c	1	.365	.392b	.352	.432	.156	.219	.188b
N of Valid Cases	576								

Source: Self-curated from SPSS

A Chi-Square test of association was conducted to examine whether content-related perceptions differ across various age groups of OTT platform users. The results revealed that the association between Age and Content was not statistically significant ($\chi^2 = 49.241$, $df = 57$, $p = .758$). Since the p-value is substantially higher than the threshold value of 0.05, the null hypothesis is accepted. Therefore, no significant association exists between age and content-related factors affecting OTT platform choice.

The finding indicates that respondents belonging to different age categories within the study population exhibit similar perceptions regarding content. Factors such as content quality, variety, originality, and entertainment value appear to be equally important across age groups. This suggests that age does not significantly influence how young OTT users evaluate content while selecting a streaming platform.

One possible explanation for this result is that the study focuses on a relatively homogeneous age segment comprising adolescents, youth, and young adults between 16 and 29 years. Individuals within this age range are generally active consumers of digital entertainment and are exposed to similar media environments, technological platforms, and content trends. Consequently, their content preferences may not vary substantially across age categories.

The absence of a significant association suggests that content-related strategies adopted by OTT platforms can be designed to appeal broadly across younger audience segments rather than targeting specific age groups within the selected population. Overall, the findings indicate that content remains a common determinant of OTT platform choice irrespective of age among the respondents included in the study.

Occupation and Content

H3: There is significant association between Occupation and Content.

Table-3 Showing Association between Occupation and Content

	Value	df	Asym p. Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	30.075 ^a	57	.999	.915 ^b	.892	.938			
Likelihood Ratio	30.902	57	.998	.906 ^b	.882	.930			
Fisher's Exact Test	67.225			.903 ^b	.879	.927			
Linear-by-Linear Association	.196 ^c	1	.658	.661 ^b	.623	.700	.285	.361	.323 ^b
N of Valid Cases	576								

Source: Self-curated from SPSS

Consequently, an analysis of association (Chi-Square Test) was done to see if there is any connection between the occupation of the respondents and the aspects of content, which influence the OTT platform selection by the respondents. Based on this analysis, it was found that the association between Occupation and Content does not exist as the p-value is higher than 0.05 ($\chi^2 = 30.075$; $df = 57$; $p = .999$). Accepting the null hypothesis (H03), it can be concluded that there is no association between the respondents' occupation and their content-related views.

This conclusion means that people with different occupations perceive the aspect of content in the same way while choosing an OTT platform. No matter if people are students, employees, or freelancers, their view concerning the aspects of quality, diversity, originality, and entertainment of content is quite similar. Thus, it can be assumed that content has similar effects on OTT platform users regardless of their occupation.

There may be several reasons why people with different occupations perceive the aspect of content in the same way. One of such reasons may be that digital content became accessible for people from different social strata. Consequently, occupational differences may have a limited influence on content evaluation within the OTT environment.

From this, it can be concluded that there is no necessity for the OTT platforms to formulate separate strategies with regard to the occupation of their target audience. It would be enough for them to focus on providing high-quality, diverse, and relevant content, since all these aspects carry equal importance regardless of the occupational category of the target viewers.

Gender and Recommendations and Personalization

H4: There is significant association between Gender and Recommendation and Personalization.

Table-4 Showing Association between Gender and Recommendations & Personalization

	Value	df	Asym p-Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	15.240 ^a	8	.055	.026 ^b	.013	.039			
Likelihood Ratio	16.065	8	.041	.036 ^b	.021	.052			
Fisher's Exact Test	15.011			.030 ^b	.016	.043			
Linear-by-Linear Association	.010 ^c	1	.922	.946 ^b	.928	.965	.447	.529	.488 ^b
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Gender and Recommendation & Personalization

The association between Gender and Recommendation & Personalization factors affecting the OTT platform decision was tested using Chi-Square test of association. According to the findings, there is an

observed statistically significant association between the two factors (Monte Carlo $p=.026<.05$). Hence, the null hypothesis was rejected because it shows that perceptions for recommendation and personalization factors are very different in terms of gender.

The findings imply that men and women perceive recommendation and personalization factors in a completely different way. Content recommendations, personalized content suggestions, and content discovery seem to affect the experience in a different way based on gender. This is mainly due to the way users consume content and the way they browse content online.

With the growing use of data-based content curation to increase user engagement and satisfaction for the OTT platforms, the importance of recommendation and personalization systems has increased. The strong correlation found here suggests that gender could be a determining factor in how these services influence their perception. On one hand, some users might utilize personalized recommendations for finding new content while others might not do that and explore content independently or get recommendations elsewhere.

This makes it important to develop different personalization techniques catering to varying tastes of the audience members. This information can prove valuable for OTT service providers while developing their own recommendation algorithms and user experience design. In general, the results show that gender plays an important role in forming perception towards recommendation and personalization systems thus playing a vital role in OTT platform selection.

Age and Recommendations and Personalization

H5: There is significant association between Age and Recommendation and Personalization.

Table-5 Showing Association between Age and Recommendations & Personalization

	Value	df	Asym p. Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	19.182a	24	.742	.606b	.566	.646			
Likelihood Ratio	21.091	24	.633	.573b	.533	.613			
Fisher's Exact Test	21.737			.625b	.585	.665			
Linear-by-Linear Association	.149c	1	.699	.707b	.669	.744	.320	.399	.359b

	Value	df	Asym p. Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Age and Recommendation & Personalization

Test for association was performed through Chi-Square in order to determine whether perceptions relating to recommendation and personalization were different in relation to Age. It turned out that there was no significant association between Age and Recommendation & Personalization ($\chi^2 = 19.182$, $df = 24$, $p = .742$). Additionally, since the Monte Carlo significance is .606, which is higher than the 0.05 level of significance, then the null hypothesis (H_0) that age is significantly associated with recommendation and personalization in terms of OTT platform preference cannot be rejected.

In other words, this means that people from different age groups within the population share similar perception of recommendation and personalization aspects. Recommendations made by algorithms, personalized recommendations, and methods used for discovering new content seem to be valued similarly regardless of age. It can therefore be concluded that age does not play a significant role in personalization among OTT consumers.

One reason for this result could be due to the fact that the research considers an age range which includes adolescents, youths, and young adults. People from this age group know about technology and have used personalized online systems through several websites. Thus, recommendation systems are no longer considered a feature exclusive to certain users but have now become an expected element for all users regardless of their age.

From these results, it could be seen that OTT services do not necessarily require recommendations or personalization tailored to the specific age of users since their effects were found to remain consistent irrespective of age. In summary, age is shown to not be a significant factor in relation to user expectations regarding recommendation and personalization elements.

Occupation and Recommendations and Personalization

H6: There is significant association between Occupation and Recommendation and Personalization.

Table-6 Showing Association between Age and Recommendations & Personalization

	Value	df	Asym p-Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	19.357 ^a	24	.733	.477 ^b	.437	.518			
Likelihood Ratio	17.320	24	.835	.552 ^b	.511	.593			
Fisher's Exact Test	29.032			.733 ^b	.696	.769			
Linear-by-Linear Association	.125 ^c	1	.723	.715 ^b	.678	.752	.315	.393	.354 ^b
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Occupation and Recommendation & Personalization

A Chi-Square test of association was carried out to determine if there is any relationship between occupation and perception of recommendation and personalization attributes of OTT platforms. The analysis indicated that there was no statistically significant association between Occupation and Recommendation & Personalization ($\chi^2=19.357$, $df=24$, $p=.733$). Similarly, the Monte Carlo significance value (.477) was higher than the threshold level of 0.05, reinforcing the lack of any statistically significant relationship. Consequently, the null hypothesis (H06) holds true, implying that there is no statistically significant relationship between occupation and recommendations and personalization factors influencing OTT platform usage.

According to the results, individuals in various occupations perceive the recommendations and personalization attributes similarly. Irrespective of whether the respondent is a student, employee, entrepreneur, or belongs to any other category of occupations, their attitude regarding recommendations seems to be similar.

A possible reason for the above conclusion could be that recommendation and personalization technologies are common elements of all online services used. People are regularly shown personalized recommendations on social media, online shopping sites, music streaming platforms, and OTT services. It means that exposure to such features may help mitigate any variations resulting from occupation.

Accordingly, it becomes evident that the technology is generally accepted regardless of occupation by all participants of the target audience. As a result, OTT service providers should concentrate their efforts on

enhancing the accuracy and effectiveness of recommendation algorithms instead of developing recommendations that would cater to specific occupations. In general, it can be concluded that occupation has no significant impact on users' perception of recommendation and personalization tools.

Gender and Social Trend

H7: There is significant association between Gender and Social Trend.

Table-7 Showing Association between Gender and Social Trend

	Value	df	Asym p-Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	20.604a	14	.112	.102b	.078	.127			
Likelihood Ratio	22.034	14	.078	.113b	.087	.139			
Fisher's Exact Test	20.045			.115b	.089	.141			
Linear-by-Linear Association	.015c	1	.903	.920b	.898	.942	.411	.492	.451b
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Gender and Social Trend

Chi-Square test of association has been done to see if there exists any association between gender and social trend factors related to choosing OTT platforms. As per the analysis, no association was found between Gender and Social Trend ($\chi^2 = 20.604$; $df = 14$; $p = .112$). Even the Monte Carlo significance of .102 was found greater than the prescribed significance level of 0.05 indicating no statistical significance between the two variables.

This shows that the perception of the males and females about social trends having an effect on the decision-making in relation to their OTT usage behaviour is similar. In other words, social trends like trending programs, viral videos, discussions made on social media, online review sites, etc. seem to affect both genders in a similar way.

One reason behind this outcome may lie in the prevalence of digital and social media usage by the youth. Being exposed to trending topics, discussion about them, and their promotion is seen by everyone, making

both male and female viewers more or less equally aware and engaged. As a result, social trends could become an effective unifying factor behind OTT viewing habits among male and female viewers.

This indicates that OTT platforms may not require special attention to gender when attempting to attract audiences through social media campaigns and viral marketing based on popular trends, since the social trend-related aspects seem to affect male and female viewers equally.

As the calculated p-value is greater than the critical 0.05 level, H7 is rejected. Hence, it is concluded that there is no relationship between Gender and Social Trend for OTT users.

Age and Social Trend

H8: There is significant association between Age and Social Trend.

Table-8 Showing Association between Age and Social Trend

	Value	df	Asym p-Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	40.670a	42	.529	.535b	.494	.575			
Likelihood Ratio	48.924	42	.215	.281b	.245	.318			
Fisher's Exact Test	38.789			.431b	.390	.471			
Linear-by-Linear Association	4.427c	1	.035	.024b	.012	.037	.002	.019	.010b
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Age and Social Trend

Chi-Square association analysis was performed to check whether there is an association between Age and social trend-related factors affecting OTT platform selection. The analysis shows that the relationship between Age and Social Trend is statistically insignificant ($\chi^2 = 40.670$, $df = 42$, $p = .529$). Moreover, the value of Monte Carlo significance (.535) surpasses the 0.05 level of significance, reinforcing the fact that there is no statistical relationship between Age and Social Trend.

The results demonstrate that individuals from various age groups share a uniform view on how social trends can impact their OTT viewing habits. The variables like popularity of content through trending, viral buzz,

social media fame, OTT platform review, and digital word-of-mouth seem to have a similar impact on the respondents irrespective of their age group. It is safe to conclude that social trends influence OTT platform selection in the same way among adolescents, youth, and young adults..

The reason behind this outcome could be that the age bracket considered in this study is rather limited. Specifically, individuals aged from 16 to 29 years have the tendency to use social media actively and often come across the same content on the Internet. Thus, the awareness of what is trending in terms of movies and discussion online does not vary among different age categories.

This suggests that OTT companies can use trend-based marketing strategies and social media promotion tactics to attract younger customers in general instead of developing individual marketing strategies for each age category. It seems that social trends play an influential role regardless of people's ages in the chosen population.

As the value of p is higher than 0.05, the null hypothesis H8 is rejected. The conclusion is drawn that there is no statistically significant relationship between Age and Social Trend among OTT platform users.

Occupation and Social Trend

H9: There is significant association between Occupation and Social Trend

Table-9 Showing Association between Occupation and Social Trend

	Value	df	Asym p-Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	29.957 ^a	42	.918	.715 ^b	.678	.752			
Likelihood Ratio	31.026	42	.894	.589 ^b	.548	.629			
Fisher's Exact Test	46.691			.562 ^b	.522	.603			
Linear-by-Linear Association	.315 ^c	1	.575	.569 ^b	.529	.610	.241	.314	.278 ^b
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Occupation and Social Trend

In order to find out the existence of an association between occupation and social trend-related factors which have an effect on OTT platform choice, the researcher performed Chi-Square test of association. It is found that there was no statistically significant association between Occupation and Social Trend ($\chi^2 = 29.957$, $df = 42$, $p = .918$). The Monte Carlo significance value of 0.715 also supports this result because it surpasses the predefined level of significance (0.05). Thus, the relationship between occupation and social trend-related factors was found to be statistically insignificant.

The conclusion can be made that people with different occupation backgrounds have nearly same view regarding the influence of social trends on OTT platform selection or engagement. Such factors as trending shows, virality, discussions on social networks, recommendations from the internet, popular discussion topics seem to be equally important for users regardless of their occupation categories.

An alternative reason for this finding is that due to social media's extensive reach among all occupational groups, there is a possibility that all viewers have access to an almost identical online environment where trending topics are consistently posted. As such, there will be little occupational disparity in terms of the impact of social trends on viewing habits.

In light of this study, it can be concluded that OTT channels can use their social trends in marketing initiatives and social media promotions to attract viewers from different occupational backgrounds. As social trends have similar impacts irrespective of occupational background, it is likely that a general strategy would work well.

H9 is thus rejected, since the calculated value of p-value is greater than the significance level of 0.05. Accordingly, Occupation and Social Trend have no significant relationship for OTT platform customers.

Gender and Influence

H10: There is significant association between Gender and Influence.

Table-10 Showing Association between Gender and Influence

	Value	df	Asym p. Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	17.668a	14	.222	.220b	.187	.254			
Likelihood Ratio	18.604	14	.181	.255b	.220	.291			
Fisher's Exact Test	17.313			.233b	.198	.267			
Linear-by-Linear	.010c	1	.921	.948b	.930	.966	.414	.496	.455b

	Value	df	Asym p. Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Association									
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Gender and Influence

A Chi-Square test for independence was performed to investigate if there was a link between gender and influence-related variables in OTT platform usage. It was established that the relationship between Gender and Influence was not statistically significant ($\chi^2 = 17.668$, $df = 14$, $p = .222$). The Monte Carlo significance (.220) test further reinforces this observation since it is greater than 0.05. Consequently, the connection between gender and influence-related variables turned out to be statistically insignificant.

The study demonstrates that men and women respondents tend to be influenced to an equal degree by outside sources in decision-making when it comes to choosing an OTT platform or consuming content. It may be noted that recommendations made by people such as friends, relatives, workmates, as well as online forums and social media, have an almost equivalent impact on both groups of respondents.

The reason behind the above result could be that the availability of various social media and digital communication channels has increased amongst youth. Peer advice, opinions, and views about different entertainment options have become part of the experience of consuming digital entertainment irrespective of gender. Hence, there can be similar behaviour in male and female audiences in response to influence-related variables.

It can be inferred that the OTT companies can adopt marketing tactics such as referral systems, influence marketing campaigns, and word-of-mouth marketing without any gender-specific changes to reach out to their target audience.

As the p-value calculated above is greater than the level of significance (0.05), H10 is rejected. Thus, it can be concluded that there exists no statistically significant relationship between the independent and dependent variable, i.e., Gender vs. Influence.

Age and Influence

H11: There is significant association between Age and Influence.

Table-11 Showing Association between Age and Influence

	Value	df	Asym p- Sig. (2- sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	33.314 ^a	42	.828	.819 ^b	.788	.851			
Likelihood Ratio	40.065	42	.556	.677 ^b	.639	.715			
Fisher's Exact Test	30.967			.823 ^b	.792	.854			
Linear- by- Linear Association	.395 ^c	1	.530	.526 ^b	.485	.567	.231	.304	.267 ^b
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Age and Influence

Chi-Square Test of Association was carried out in order to find out if there is any relationship between Age and Influence, an influence-related factor, on OTT platform preference among respondents. It was found that there was no statistically significant relationship between Age and Influence ($\chi^2 = 33.314$, $df = 42$, $p = .828$). The result obtained through Monte Carlo (.819) surpassed the established statistical significance value of 0.05, confirming that the two variables were not related.

The results showed that people of varying ages in the study sample had identical perceptions about influence-related factors. Opinions from peers, family, colleagues, social network users, and other reference groups seem to impact people of all age brackets in a similar fashion. This implies that age has no bearing on how much individuals depend on others when making decisions concerning OTT platforms and contents.

This may have occurred because the age category under study is fairly homogeneous consisting of adolescents, youths, and young adults. People falling within this age category are well-connected digitally through communication networks and social media sites and thus have a similar exposure to the recommendations and reviews shared. As a result, the influence-related variables tend to work similarly for all age groups within this particular sample set.

In other words, OTT platforms can use their referral schemes, influencer marketing, and communities effectively to market themselves to a wide age audience without making any special adjustments related to age as all the influence-related variables are interpreted similarly for people of different ages.

Because the calculated p-value is higher than the value of the significance level equal to 0.05, null hypothesis H11 is accepted. In other words, Age is not significantly associated with Influence among OTT platform users.

Occupation and Influence

H12: There is significant association between Occupation and Influence

Table-10 Showing Association between Occupation and Influence

	Value	df	Asym p-Sig. (2-sided)	Monte Carlo Sig. (2-sided) Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Monte Carlo Sig. (1-sided) 95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Sig.
Pearson Chi-Square	32.151a	42	.864	.651b	.612	.690			
Likelihood Ratio	28.702	42	.941	.724b	.687	.760			
Fisher's Exact Test	43.799			.780b	.746	.813			
Linear-by-Linear Association	.054c	1	.817	.821b	.790	.852	.407	.489	.448b
N of Valid Cases	576								

Source: Self-curated from SPSS

Association between Occupation and Influence

To establish the presence of an association between occupation and influence factors, a Chi-Square test of association was performed. It was found that the association between variables Occupation and Influence was not statistically significant ($\chi^2 = 32.151$, $df = 42$, $p = .864$). The significance level using the Monte Carlo simulation is .651, which is higher than 0.05. As such, there was no significant association between occupation and influence factors.

The obtained results indicate that individuals coming from different occupations evaluate influence factors similarly when choosing OTT platforms or content. The recommendations made by friends, relatives, coworkers, as well as social networks, seem to equally influence various occupational groups without much deviation. This means that occupation is not significantly related to the dependence on other people's recommendations in choosing an OTT platform or content.

Another possible reason for this conclusion could be an increased adoption of digital channels for communication and social networking. Individuals from various occupations are regularly coming into

contact with similar sources of information, feedback, suggestions, and opinions on entertainment programs. This way, occupation may not have much bearing on the role of influence on viewing behaviour in the OTT world.

Based on these results, OTT platforms can implement marketing and promotion campaigns through referrals, influencers, reviews, and community channels, targeting people from various occupational groups. Given that the influence-related variables are seen equally irrespective of the occupation, general campaigns would prove more effective than those focused on particular occupational groups.

As the calculated value of the test statistic exceeds the value of the significance level of 0.05, H12 is rejected. Thus, it can be concluded that Occupation and Influence are not significantly related in OTT platform users.

Findings and Managerial Implications:

In the current research, the relationship between demographic variables (Gender, Age, and Occupation) and four content-based variables influencing the decisions of viewers in the selection of OTT platforms, such as Content, Recommendation and Personalization, Social Trend, and Influence, was analyzed. The results indicated that demographic variables play a relatively minor part in distinguishing between views of viewers about these variables.

Content-based variables were investigated by looking at whether there is any correlation between content-related variables and Gender, Age, and Occupation. There is no significant correlation between content-related variables and demographic variables. This suggests that all respondents share almost identical perspectives on content-related variables regardless of their demographic differences. This can be explained by the fact that content is important for the majority of young viewers of OTT platforms regardless of their age and gender.

Furthermore, there was no relationship between Age and Recommendation & Personalization, nor between Occupation and Recommendation & Personalization. In contrast, a significant relationship was established between Gender and Recommendation & Personalization. This was the single hypothesis that turned out to be correct. The result proves that male and female viewers experience different perspectives regarding recommendation and personalization techniques in discovering and consuming videos. It seems that recommendation systems work differently among users of different genders.

It has been proved that there was no correlation between Social Trend and Gender, Age, or Occupation. This result implies that popular social trends like trends in content, online discussion, movie reviews, and entertaining stories impact the audience more similarly than dissimilarly. Perhaps, the rising popularity of social media platforms is to blame for creating a common trend environment among youngsters regardless of demographic differences.

Similarly, Influence is also unrelated to Gender, Age, or Occupation. Recommendation by friends, relatives, colleagues, and even virtual communities seems to exert equal effects on the respondents regardless of their demographic makeup. This means that influence and digital word-of-mouth have become major determinants of OTT content consumption behaviour in younger generations.

In general, demographic factors seem to play little role in shaping content perceptions among OTT consumers. It appears that all demographic segments hold similar perceptions regarding the quality of

content, popularity trends, and the factors influencing their perception formation. The sole exception involves the use of recommendation and personalized functions; gender-specific perceptions were identified there.

From a managerial point of view, the findings carry several critical implications for OTT platform providers. Given the lack of substantial demographic differences in terms of content-related perceptions, it becomes clear that OTT platforms should focus their resources on investing in high-quality, versatile, and entertaining content. Segmentation based on age and occupational status does not seem necessary under these circumstances.

The important relationship between Gender and Recommendation & Personalization demonstrates a topic that requires managerial intervention. OTT firms have to keep improving the recommendation and personalization algorithms as the latter can vary according to different users and their ways of exploring the content they find. Exploring the behaviour of various groups can help improve their engagement with the service provided.

As for recommendations, it becomes apparent that social promotions, viral marketing, influencer marketing, and even social communication initiatives can be launched irrespective of demographics as the social and influence-related variables seem to impact the behaviour of the audience in a similar way. As such, OTT providers can develop a unified communications strategy addressing the needs of the youth collectively.

Summing up, it can be suggested that there is evidence of growing homogeneity in terms of the behaviour of young people watching OTT content. The role of the content itself remains irreplaceable in choosing a particular platform. On the other hand, the recommendation and personalization elements become a topic where demographic diversity still exists. Thus, OTT organizations have to address both topics simultaneously in order to create a successful strategy.

Conclusion:

In the current study, the relationship between demographic factors and certain content-related aspects influencing the viewers' selection of OTT platforms was analyzed. Particularly, this research was aimed at examining the relationships between Gender, Age, and Occupation on the one hand, and such content-related aspects as Content, Recommendation and Personalization, Social Trend, and Influence on the other hand among OTT users from Ahmedabad.

As per the results obtained, most of the studied demographic factors showed no statistically significant relationships with the selected content-related aspects. As far as Content is concerned, the key factor driving the selection of an OTT platform among young viewers, it was found that it is evaluated in a fairly similar manner by males, females, people of different ages, and individuals with different occupations. Similar observations can be made about Social Trend and Influence which were not significantly related to any of the studied demographic factors.

Out of all variables studied, only Gender turned out to have a significant effect on both Recommendation and Personalization. These results prove that males and females are differentiated in their attitudes towards personalized recommendations and means for discovering content provided by OTT platforms. Considering that recommendation systems play an increasingly important part in shaping viewers' behaviour, these

results demonstrate the necessity to take into account each individual user's preferences when implementing personalized experience design.

These research results make a contribution to the current body of research concerning the usage of OTT platforms since they prove that demographics do not necessarily serve as reliable differentiators of users' content-related perception within the young audience. The results of the study reveal the increasing similarity of the digital entertainment landscape, whereby users have similar opinions concerning content quality and its influencers. However, at the same time, the significance of recommendation and personalization features demonstrates changes taking place in the modern OTT environment.

From the findings of this study, there are several practical considerations for OTT providers. Although it is imperative for OTT providers to invest in high-quality and varied content, the recommendation system and personalization feature need more attention in order for the OTT provider to stay relevant. A platform that offers relevant and personalized viewing experience will be better placed to attract and retain their viewers due to stiff competition in the streaming industry.

It should be noted that, like any other research, this research had its share of limitations. First, the geographic coverage was limited to the Ahmedabad city, and the sample size was made up of people aged between 16 and 29 years. Additionally, the sampling method used is a limiting factor. For future research on this topic, researchers could widen the geographic coverage, select people from different age groups, and use probability sampling methods for representativeness.

In conclusion, it has been established that although the content is one universal value that OTT users consider in choosing OTT platforms, recommendation and personalization are the only two content-based variables that show demographic differences.

Future Scope of Study:

This current study presents some avenues that can guide future research endeavours. Future studies might extend their geographical scope by collecting data from respondents hailing from multiple cities, states, or regions to make their results more generalizable. Future researchers can also conduct studies with respondents of various ages to determine whether there is a generational difference between how content-based factors influence their selection of online video streaming platforms.

Future research can use probability sampling methods to increase the generalizability of results. Moreover, researchers could investigate other influences on the choice of the online streaming platform, such as pricing, convenience, user interface, brand recognition, privacy concerns, technological advancements, and other related aspects. Regression analysis, structural equation modeling, and mediation analysis are examples of statistical techniques researchers can adopt in such endeavours. Comparative studies that focus on various online video streaming services and cultural backgrounds might offer valuable insights into the matter under consideration as well.

Limitations:

However, the current study can face some limitations that need to be considered while interpreting the findings of the current study. Firstly, the current study is restricted within Ahmedabad city only; hence, its generalizability may be questioned as other areas have their own socio-economic conditions. Secondly, the

study focused specifically on the perception and viewing habits of OTT viewers within the age range of 16-29 years. Therefore, the findings of the current study do not provide any information related to the perceptions of OTT viewers aged above 29 years.

Thirdly, the current study used convenience sampling method, which might pose a threat to sampling bias. Fourthly, the study only considered content-based variables (i.e., four content driven variables including Content, Recommendation and Personalization, Social Trend, and Influence). On the other hand, many more factors such as subscription costs, accessibility, user interface, branding, privacy issues, and technological aspects were not covered in the current study. Finally, the responses were collected from self-reporting of participants, which poses threats for self-perception bias.

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