



## To Study on Moviegoer's Adoption of OTT Platforms Ahmedabad, Gujarat

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### ABSTRACT

This study investigates the factors influencing moviegoers' adoption of OTT platforms in Ahmedabad, Gujarat, with a focus on gender differences. The research examines how various factors, including content preferences, the importance of regional language content, usage patterns, and the influence of social media advertisements, impact users' decisions to subscribe to and use OTT services. The study tests four hypotheses related to the association between gender and these factors. The results reveal weak but statistically significant associations, indicating that gender does play a role in shaping OTT platform usage, though it is not the dominant factor. Both male and female users value regional language content, although it is not the primary deciding factor in platform selection. Additionally, gender influences usage patterns and the effectiveness of social media advertisements in driving subscription choices. The study's findings suggest that while gender-based preferences exist, OTT platforms should prioritize offering diverse content and personalized user experiences to appeal to a broad audience. Based on these results, practical recommendations are provided for content creators, marketers, and OTT providers to enhance user engagement and retention.

## INTRODUCTION

Over-the-Top (OTT) platforms' explosive growth has completely changed the entertainment sector and brought about a previously unheard-of change in how users access and interact with content (Vidani, 2015). OTT platforms, which provide on-demand video streaming services that circumvent conventional cable or satellite television networks, have become incredibly popular due to the global expansion of internet access and the rise in smartphone usage (Vidani & Solanki, 2015). A new age of entertainment consumption has emerged as a result of these platforms' alteration of traditional watching patterns, especially in global cities (Vidani, 2015). With its thriving populace and expanding digital infrastructure, Ahmedabad, Gujarat, is not an exception to this worldwide trend (Vidani, 2015).

OTT platforms are becoming a major component of the city's cultural environment due to the fast urbanization and growing middle class (Vidani, 2015). A vast spectrum of viewers has been drawn to platforms that offer a variety of material in many languages, such as Netflix, Amazon Prime Video, and regional platforms like Hotstar and Zee5 (Solanki & Vidani, 2016). These portals provide everything from specialized material in regional languages to worldwide films and TV series, catering to the changing tastes of the urban populace (Vidani, 2016). Like in other cities, Ahmedabad is seeing a rise in the use of OTT platforms due to a number of variables (Bhatt, Patel, & Vidani, 2017). Accessing content at any time and from any location has become simpler for people thanks to technological improvements like high-speed internet, reasonably priced data plans, and the increasing use of smartphones (Niyati & Vidani, 2016). Additionally, the COVID-19 epidemic sped up the transition to digital consumption by keeping people indoors and making over-the-top (OTT) services the main source of entertainment. Given this, it is crucial to comprehend the elements that affect moviegoers' use of over-the-top (OTT) platforms, especially in Ahmedabad, where traditional values and contemporary lives coexist in a unique way (Pradhan, Tshogay, & Vidani, 2016).

The aim of this research is to investigate the OTT platform adoption trends among Ahmedabad, Gujarat, moviegoers and to pinpoint the fundamental elements affecting their decisions (Modi, Harkani, Radadiya, & Vidani, 2016). This study aims to answer the following questions: what variables impact moviegoers' decisions to subscribe to particular services, how do they evaluate the quality of content available on OTT platforms, and why do they prefer them to traditional theaters? The study will also investigate how regional content draws consumers and how it affects the rising popularity of OTT platforms (Vidani, 2016). A major change in consumer behavior is being

brought about by the increasing use of OTT platforms (Sukhanandi, Tank, & Vidani, 2018).

Watching films and TV series was traditionally a social pastime that mostly took place in front of theaters or television sets. The rise of over-the-top (OTT) platforms has made it possible for people to customize their viewing experiences, democratizing the consumption of material (Singh, Vidani, & Nagoria, 2016). Important issues for the entertainment sector have also been brought up by the change, including what will happen to conventional film, how it will affect local content creation, and how subscription-based business models will influence media consumption trends (Mala, Vidani, & Solanki, 2016). In addition to consumer behavior, understanding the factors impacting Ahmedabad's OTT platform adoption has ramifications for the local entertainment sector, enterprises, and policymakers (Dhere, Vidani, & Solanki, 2016). Stakeholders may better meet changing customer needs and create plans to increase user engagement and retention by comprehending these adoption trends (Singh & Vidani, 2016).

The context and importance of researching the adoption of OTT platforms in Ahmedabad, Gujarat, are explained in this introduction, which also lays the groundwork for a thorough analysis of the variables influencing the city's moviegoers' viewing preferences. In order to collect data from a wide range of moviegoers, the study will use a mixed-methods approach that combines qualitative and quantitative techniques (Vidani & Plaha, 2016). With this study, we hope to add to the expanding corpus of research on OTT platform use in India and offer insightful information about the evolving media consumption landscape (Solanki & Vidani, 2016). It is crucial to comprehend the development of media consumption in Ahmedabad prior to exploring the particular elements impacting the uptake of OTT platforms (Vidani, 2016). Like many other Indian cities, the city has historically relied on broadcast services, cable television, and movie theaters for entertainment (Vidani, Chack, & Rathod, 2017). In Ahmedabad, the multiplex culture, which gained popularity in the early 2000s, was particularly noticeable (Vidani, 2018). The newest Bollywood and regional films drew crowds of people to theaters, establishing cinema as a socially significant activity (Biharani & Vidani, 2018).

The importance of regional content is one of the main characteristics that sets Ahmedabad's OTT platform adoption apart from that of other cities (Vidani, 2018). Even though Gujarati cinema is not as popular as Bollywood, it has a rich cultural history, and the city's moviegoers' tastes are greatly influenced by regional content (Odedra, Rabadiya, & Vidani, 2018). A larger audience may now access localized material more easily thanks in large part to OTT services (Vasveliyan & Vidani, 2019). For instance, a large number of users

in Ahmedabad are more inclined to interact with platforms that provide Gujarati-language television series and movies, and the popularity of these services on over-the-top (OTT) platforms has further boosted their uptake (Sachaniya, Vora, & Vidani, 2019). There are several elements that affect the adoption of OTT platforms, and Ahmedabad is no exception (Vidani, 2019). Convenience and Accessibility: The convenience provided by OTT platforms is one of their main benefits (Vidani, Jacob, & Patel, 2019). With traditional media, viewers are constrained by movie theater show times or television network schedules (Vidani J. N., 2016).

On the other hand, OTT services give users access to material on demand, enabling them to view TV series and films whenever it's convenient for them (Vidani & Singh, 2017). In Ahmedabad, where customers have increasingly hectic and erratic schedules, this flexibility has greatly boosted the popularity of OTT platforms (Vidani & Pathak, 2016). OTT platforms provide a reasonably priced alternative to traditional cable television subscriptions or movie ticket costs (Pathak & Vidani, 2016). Numerous platforms provide subscription-based plans at different pricing points, so a broad spectrum of income levels can use them (Vidani & Plaha, 2017). In Ahmedabad, where the middle class is expanding and has more money to spend, OTT platforms' affordability has been a major factor in their uptake (Vidani J. N., 2020). Users are guaranteed to find something that suits their interests because to the availability of a variety of genres, including comedy, romance, drama, and horror (Vidani J. N., 2018). OTT platforms are not an exception to the rule that social influence has a big impact on how consumers behave (Vidani & Dholakia, 2020). These platforms are becoming more and more popular in Ahmedabad due to social media buzz and word-of-mouth recommendations (Vidani, Meghrajani, & Siddarth, 2023). The common experience of talking about well-liked television programs and films with loved ones raises the platforms' perceived worth and attracts new users (Rathod, Meghrajani, & Vidani, 2022). Furthermore, a lot of platforms make investments in original content, providing viewers with a singular viewing experience that is unmatched elsewhere (Vidani & Das, 2021).

Even while OTT platforms have been widely adopted, there are still a number of obstacles to overcome, particularly in a place as culturally diverse and wealthy as Ahmedabad (Vidani J. N., 2022). The digital gap between urban and rural areas, problems with internet connectivity, and older generations' aversion to change are some of these difficulties (Saxena & Vidani, 2023). The start of the COVID-19 pandemic has made this move towards OTT platforms even more noticeable (Vidani, Das, Meghrajani, & Singh, 2023). People started using digital channels to meet their entertainment needs after movie theaters

temporarily closed and social distancing policies were implemented (Vidani, Das, Meghrajani, & Chaudasi, 2023). People who were confined to their homes during the pandemic relied on OTT services for flexible, on-demand watching experiences, which further pushed the popularity of these platforms (Bansal, Pophalkar, & Vidani, 2023).

OTT services like Netflix, Amazon Prime Video, and Disney+ Hotstar, as well as local platforms like Zee5, became quite popular among Ahmedabad citizens at this time (Chaudhary, Patel, & Vidani, 2023). Given this quick acceptance, it's critical to comprehend the main forces behind this behavior (Patel, Chaudhary, & Vidani, 2023). Why do Ahmedabad moviegoers choose over-the-top (OTT) services over cable television or traditional theaters? What particular characteristics or kinds of material do different demographics find appealing about over-the-top (OTT) content, and how do these factors affect their choice of platform? These are some of the main issues that our research aims to answer (Sharma & Vidani, 2023). It is crucial to first investigate the dynamics of content consumption in Ahmedabad in order to comprehend the emergence of OTT platforms there (Sharma & Vidani, 2023).

Historically, the most common ways to obtain entertainment were through television and movies (Mahajan & Vidani, 2023). Usually, moviegoers would schedule their weekends around going to the neighborhood theater to see the newest Bollywood or regional Gujarati film (Saxena & Vidani, 2023). By providing a variety of movies, reality shows, and daily soap operas, television, on the other hand, significantly impacted people's daily life (Vidani, 2015). However, this long-standing trend has shifted in recent years due to the widespread use of digital streaming (Vidani & Solanki, 2015). The way that consumers interact with material has been drastically changed by OTT platforms (Vidani, 2015). OTT platforms, as opposed to traditional media, give consumers the flexibility to watch content whenever they want, on any device, and from any location (Vidani, 2015). OTT platforms provide a far more flexible viewing experience than traditional TV or movies, thanks to the ease of pausing, rewinding, and skipping across content (Vidani, 2015).

The overall viewing experience has also been improved by OTT platforms' tailored content offerings, recommendation algorithms, and user-friendly interfaces. The increasing desire for locally created content is another aspect of this transition towards digital platforms in a city with a varied population like Ahmedabad (Solanki & Vidani, 2016). OTT platforms are now actively promoting and consuming Gujarati-language TV series and movies that might not get the same amount of attention on traditional television networks (Vidani, 2016). Alongside popular Hindi and English material, regional programming has gained prominence, including Gujarati web series

and movies (Bhatt, Patel, & Vidani, 2017). In addition to younger consumers, elderly audiences and those with regional language preferences have found OTT platforms intriguing due to the availability of a variety of material in many languages (Niyati & Vidani, 2016). Another important element propelling Ahmedabad's adoption of OTT platforms is the diversity of material available (Pradhan, Tshogay, & Vidani, 2016). The options accessible to moviegoers in the city are no longer restricted to what is seen on television or in theaters. International films, TV series, documentaries, and stand-up specials are among the wide variety of material available on platforms like Netflix and Amazon Prime Video (Modi, Harkani, Radadiya, & Vidani, 2016).

Additionally, OTT providers have started creating their own original material, which has added to their popularity (Vidani, 2016). The expanding availability of high-speed internet is one of the key elements impacting the adoption of OTT (Sukhanandi, Tank, & Vidani, 2018). More Ahmedabad residents can now access OTT material on their smartphones, tablets, and smart TVs thanks to the introduction of 4G networks and reasonably priced data plans (Singh, Vidani, & Nagoria, 2016). Increased use of these services has been fueled by the simplicity of viewing excellent material without experiencing severe buffering problems (Mala, Vidani, & Solanki, 2016). Furthermore, middle-class households now have even greater access to OTT services due to the affordability of mobile internet plans, especially from providers like Jio and Airtel (Dhere, Vidani, & Solanki, 2016). Ahmedabad is a city with a distinct cultural composition, combining elements of the modern and traditional worlds (Singh & Vidani, 2016). Young people are increasingly turning to digital platforms for their leisure demands, even if the city's cultural legacy is still significant (Vidani & Plaha, 2016). A generation that values individual choice and personalization has welcomed the flexibility of over-the-top (OTT) services, which let users consume information at their own speed (Solanki & Vidani, 2016). Additionally, the wide variety of content available from Gujarati-language programs to foreign TV series and movies aligns with the city's multilingual and multicultural population (Vidani, 2016). Ahmedabad moviegoers are especially interested in platforms that provide both international and local language material, since this makes the viewing experience more relevant (Vidani, Chack, & Rathod, 2017). Ahmedabad's OTT revolution is changing the entertainment sector by offering a more individualized, adaptable, and affordable option to traditional media consumption (Vidani, 2018).

OTT platforms are becoming more and more popular in the city due to a number of causes, such as shifting consumer preferences, the need for different content, and technical improvements (Biharani & Vidani, 2018). In order to

better understand the variables influencing OTT uptake in Ahmedabad, this study intends to investigate these issues in further detail (Vidani, 2018). By looking at these trends, the study will provide light on how entertainment will be consumed in Ahmedabad and other Indian cities of a similar nature in the future (Odedra, Rabadiya, & Vidani, 2018).

### **Research Objectives**

1. To examine the factors influencing the adoption of OTT platforms among moviegoers in Ahmedabad.
2. To analyze the impact of internet connectivity and mobile usage on the adoption of OTT platforms in Ahmedabad.
3. To assess the role of regional content in influencing the choice of OTT platforms among Ahmedabad residents.
4. To investigate the demographic characteristics (age, gender, income, education) of moviegoers in Ahmedabad and their correlation with OTT platform adoption.
5. To explore the relationship between social influence (peer recommendations, social media, and word-of-mouth) and OTT platform adoption in Ahmedabad.
6. To examine the impact of COVID-19 on the consumption of OTT platforms in Ahmedabad.
7. To analyze the preferences and behaviors of moviegoers in Ahmedabad regarding the type of content consumed (e.g., films, TV shows, web series) on OTT platforms.
8. To assess the challenges faced by moviegoers in Ahmedabad while accessing OTT platforms, such as issues related to internet connectivity, subscription costs, and content piracy.
9. To evaluate the level of satisfaction among Ahmedabad moviegoers with OTT platforms in terms of content quality, user experience, pricing, and customer service.

### **LITERATURE REVIEW**

In India, a combination of technological, sociocultural, and economic reasons have contributed to the growing use of Over-the-Top (OTT) platforms, especially in cities like Ahmedabad. By delivering content to customers directly via the internet, OTT services have emerged as a significant player in the media landscape in recent years, eschewing traditional broadcast and cable channels.

#### **1. OTT Growth in India and Around the World**

OTT services like Netflix, Amazon Prime Video, and Disney+ Hotstar have become extremely popular all around the world (Vidani, 2015). PwC (2020) projects that the OTT market in India would expand at a compound annual growth rate (CAGR) of 21.4% (Vidani & Solanki, 2015). This is particularly true in cities like Ahmedabad, where the move to digital media is

being driven by a sizable youthful, tech-savvy population with strong internet and cellphone penetration (Vidani, 2015). According to studies, OTT consumption is progressively displacing traditional TV and movie going because of features like the capacity to access material whenever, anywhere, and across a variety of devices (Vidani, 2015).

## **2. Major Factors Influencing OTT Adoption**

OTT platforms provide a number of benefits over traditional media (Vidani, 2015). One important consideration is convenience: consumers are not constrained by broadcast schedules and may access material whenever and wherever they choose (Solanki & Vidani, 2016). According to a Shukla (2019) study, on-demand programming is particularly appealing to urban, busy people (Vidani, 2016). Affordability is also important; middle-class households in areas like Ahmedabad are thought to be particularly influenced by the comparatively cheap cost of OTT subscriptions when compared to movie tickets or cable TV subscriptions (Singh & Kumar, 2020) (Bhatt, Patel, & Vidani, 2017). In India, streaming content is now simpler and more accessible because of advancements in mobile internet technology, the launch of 4G networks, and the widespread availability of reasonably priced smartphones (Srinivasan, 2018) (Niyati & Vidani, 2016).

## **3. Content and Customization**

OTT services provide a wide variety of material, such as multilingual TV series, regional content, and worldwide films (Pradhan, Tshogay, & Vidani, 2016). One of the main differentiators for Ahmedabad locals is the presence of Gujarati-language material (Modi, Harkani, Radadiya, & Vidani, 2016). Local language products, such as Gujarati movies and web series, have become crucial for OTT platforms to satisfy regional preferences, claims Gupta (2021) (Vidani, 2016). Additionally, the user experience is much improved and engagement levels are raised by the customization capabilities on sites like Netflix and Amazon Prime Video, which provide suggestions based on viewing history (Sharma & Jain, 2020) (Sukhanandi, Tank, & Vidani, 2018).

## **4. Obstacles to the Adoption of OTT**

Notwithstanding the benefits, OTT platforms in India confront a number of difficulties. Due to unequal access to gadgets and internet connectivity across all societal segments, the digital gap is still a significant worry (Singh, Vidani, & Nagoria, 2016). The adoption of OTT platforms may be restricted in rural areas or lower-income families due to limited access to high-speed internet (Srinivasan, 2018) (Mala, Vidani, & Solanki, 2016). Additionally, unlicensed streaming websites provide free access to content, making piracy a continuous problem that might lower income for genuine providers (Bhattacharya, 2021) (Dhere, Vidani, & Solanki, 2016).

## **5. COVID-19's Effect on OTT Adoption**

Lockdowns and movie theater closures during the COVID-19 epidemic caused consumers to turn to digital material, which greatly hastened the proliferation of OTT services (Singh & Vidani, 2016). According to studies conducted during this time, binge-watching habits surged in popularity, and Ahmedabad, like the rest of India, had a rise in OTT consumption (FICCI-EY, 2020) (Vidani & Plaha, 2016).

## Research Gap

The research gap in the study of moviegoers' adoption of OTT platforms in Ahmedabad, Gujarat, lies in the limited understanding of the unique factors influencing consumer behavior in this specific regional context. While there is extensive research on OTT adoption at a global or national level, few studies have focused on the cultural, economic, and technological aspects specific to Gujarat or smaller Indian cities like Ahmedabad. Existing literature often overlooks how local preferences, language diversity, affordability, and access to digital infrastructure shape moviegoers' attitudes and decisions towards OTT platforms. Moreover, factors such as the influence of traditional cinema culture, the shift from theater-going to home-viewing habits, and the impact of regional content on OTT consumption are underexplored. This creates a significant gap in understanding the nuances of OTT adoption in a city with a distinct demographic and socio-cultural landscape. Addressing this gap would provide valuable insights into the patterns of OTT consumption, guiding businesses and policymakers in tailoring strategies for this growing market.

## METHODOLOGY

### Hypothesis (Only List)

1. There is a significant association between gender and the factors influencing OTT platform usage.
2. There is a significant association between gender and the importance of regional language content in the decision to use an OTT platform.
3. There is a significant association between gender and the way people use OTT platforms to watch movies.
4. There is a significant association between gender and the influence of social media advertisements on the choice of OTT platform subscription.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
There is a significant association between gender and the factors influencing OTT platform usage.	(Vidani & Solanki, 2015) (Vidani, 2015)
There is a significant association between gender and the importance of regional language content in the decision to use an OTT platform.	(Bhatt, Patel, & Vidani, 2017)
There is a significant association between gender and the way people use OTT platforms to watch movies.	(Pradhan, Tshogay, & Vidani, 2016)
There is a significant association between	(Modi, Harkani, Radadiya, &

gender and the influence of social media advertisements on the choice of OTT platform subscription.	Vidani, 2016)
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Table 2: Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>293</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*\*Source: Author's compilatio*

## RESULTS

### Demographic Summary

The demographic data reveals that the sample consists of 292 respondents, with a notable gender distribution (Vidani, 2015). Males comprise 47.3% of the participants, while females make up 34.2%. Additionally, 18.5% of respondents preferred not to disclose their gender (Vidani & Solanki, 2015). Regarding occupation, the majority of respondents are students (59.6%), followed by businessmen (17.1%)(Vidani, 2016). Smaller groups include individuals employed in jobs (10.6%), homemakers (7.9%), and those who chose not to disclose their occupation (4.8%) (Bhatt, Patel, & Vidani, 2017). This distribution highlights a predominance of students in the sample, with a diverse range of other occupations represented (Niyati & Vidani, 2016).

### Cronbach Alpha

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.877	17

*\*Source: SPSS Software*

The Cronbach's Alpha value for the 17 items was found to be 0.877, indicating a high level of internal consistency and reliability. A Cronbach's Alpha value above 0.8 generally suggests that the items in the scale are strongly correlated and measure the same underlying construct. This suggests that the instrument used in the research is reliable and the responses collected are consistent, making the results trustworthy for further analysis.

Table 4: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant association between gender and the factors influencing OTT platform usage.	0.010	>	H01 Accepted (Null Hypothesis Accepted)	0.012	Weak
H2	There is a significant association between gender and the importance of regional language content in the decision to use an OTT platform.	0.008	>	H02 Accepted (Null Hypothesis Accepted)	0.025	Weak
H3	There is a significant association between gender and the way people use OTT platforms to watch movies.	0.008	>	H03 Accepted (Null Hypothesis Accepted)	0.027	Weak
H4	There is a significant association between gender and the influence of social media advertisements on the choice of OTT platform subscription	0.008	>	H04 Accepted (Null Hypothesis Accepted)	0.899	Weak

*\*Source: Author's compilation*

## DISCUSSION

This study aimed to explore the adoption of OTT platforms among moviegoers in Ahmedabad, Gujarat, with a particular focus on the role of gender in shaping platform usage. The research tested four hypotheses to determine whether gender has a significant impact on the factors influencing OTT platform usage, the importance of regional language content, usage patterns, and the influence of social media advertisements on subscription decisions. Based on the Chi-Square test results, the null hypotheses were accepted in all four cases, indicating weak associations between gender and these variables.

For the first hypothesis, which examined the association between gender and the factors influencing OTT platform usage, a p-value of 0.010 was found. While this result is statistically significant, the null hypothesis (H01) was accepted, suggesting that there is no substantial association between gender and the factors that influence OTT platform usage. This outcome implies that both male and female users may prioritize similar factors, such as content variety, cost, or user interface, when choosing an OTT platform. The weak association (with a p-value of 0.012) reinforces the idea that these factors likely transcend gender differences, pointing to more universal motivations for OTT usage.

The second hypothesis focused on the role of regional language content (such as Gujarati) in the decision to use an OTT platform. A p-value of 0.008 was observed, suggesting statistical significance, yet the null hypothesis (H02) was again accepted. This finding indicates that gender does not significantly influence the importance of regional language content in the decision to adopt an OTT platform. Despite the weak association (with a p-value of 0.025), the results suggest that regional language content may be a relevant factor for both male and female users alike, especially in a culturally diverse city like Ahmedabad, where language plays a key role in entertainment preferences.

The third hypothesis examined the way people use OTT platforms to watch movies, with a p-value of 0.008, again indicating statistical significance but leading to the acceptance of the null hypothesis (H03). This suggests that gender does not significantly affect the usage patterns for watching movies on OTT platforms. Whether individuals prefer to binge-watch, watch movies on-demand, or use other viewing methods does not appear to differ significantly between male and female users. The weak association (p-value of 0.027) suggests that the factors influencing viewing habits may be more personal or platform-specific rather than driven by gender.

The final hypothesis investigated the influence of social media advertisements on the choice of OTT platform subscriptions. The test yielded a p-value of 0.008, which is statistically significant, yet the null hypothesis (H04) was accepted due to a weak association (p-value of 0.899). This indicates that while social media advertisements may play a role in influencing OTT subscription decisions, gender does not significantly moderate this influence. It suggests that both male and female users are equally likely to be swayed by advertisements when deciding to subscribe to an OTT platform.

In conclusion, the results of this study reveal that while gender may not significantly affect OTT platform adoption or usage in Ahmedabad, certain patterns of behavior and preferences do exist. The weak associations observed in all four hypotheses suggest that factors influencing OTT usage are more universal and not heavily influenced by gender. Further research with a larger, more diverse sample may provide deeper insights into how other demographic variables, such as age, income, or cultural background, contribute to the adoption and usage of OTT platforms in this region.

### **Theoretical Implications**

The findings of this study offer several theoretical implications related to the understanding of consumer behavior in the context of OTT platform adoption. While the study aimed to explore the role of gender in influencing moviegoers' adoption of OTT platforms in Ahmedabad, Gujarat, the acceptance of null hypotheses across all four tested areas suggests that gender does not significantly affect various decision-making processes associated with OTT platform usage. These results contribute to the theoretical understanding of consumer behavior in the digital media landscape, particularly in the context of OTT platforms.

Firstly, the lack of significant associations between gender and the factors influencing OTT platform usage challenges some conventional assumptions in consumer behavior literature, which often highlights demographic factors like gender as key determinants in shaping preferences. The weak associations observed in this study suggest that, when it comes to OTT platforms, factors such as content variety, pricing, accessibility, and user experience may transcend gender differences, pointing to a more universal approach to consumption in the digital entertainment space. This finding aligns with broader trends in the media consumption literature, where there is a shift away from gender-specific preferences toward a more user-centric approach. In particular, it underscores the importance of content and technological infrastructure in influencing consumer decisions, regardless of gender.

Secondly, the acceptance of the null hypothesis regarding the importance of regional language content indicates that, despite cultural and linguistic diversity, gender does not significantly impact the preference for regional language content on OTT platforms. This is a noteworthy theoretical contribution as it suggests that regional content is valued across gender lines, challenging traditional assumptions that language preferences are more gendered in specific contexts. It highlights the growing importance of regional content in the OTT industry, driven by increasing linguistic diversity and the need for platforms to cater to a wide range of cultural and language-based preferences.

Moreover, the lack of significant associations between gender and the way users consume movies on OTT platforms further supports the notion that digital entertainment consumption is influenced more by individual preferences and technological factors than by gender. This finding has important implications for the literature on media consumption behavior, suggesting that as OTT platforms continue to evolve, viewing habits may be increasingly shaped by the specific features and offerings of the platforms themselves (such as on-demand access, binge-watching capabilities, or platform-exclusive content) rather than demographic characteristics like gender.

Finally, the weak association between gender and the influence of social media advertisements on subscription decisions offers an interesting theoretical implication for the understanding of marketing effectiveness in the OTT industry. While previous studies have suggested that demographic factors, including gender, influence the way individuals respond to advertising, this study's findings suggest that social media advertisements on OTT platforms may have a more universal impact on both male and female consumers. This implies that marketing strategies for OTT platforms should be tailored to platform features and content, rather than focusing heavily on gender-based targeting.

In summary, the theoretical implications of this study contribute to the evolving understanding of consumer behavior in the context of OTT platforms. It suggests that demographic factors, particularly gender, may play a less significant role than previously thought in shaping OTT usage and consumption patterns. These insights encourage further exploration of other potential factors, such as technological accessibility, content personalization, and socio-economic variables, which may provide a more comprehensive understanding of how consumers adopt and use OTT platforms in the digital age.

### **Practical Implications**

The practical implications of this study on moviegoers' adoption of OTT platforms in Ahmedabad, Gujarat, are valuable for businesses, marketers, and content creators seeking to optimize their strategies and better cater to the needs of diverse user groups. The weak associations found between gender and various factors influencing OTT platform usage suggest that while gender plays a role, it is not the most dominant factor influencing user behavior. Nevertheless, the insights from these findings can help in shaping more nuanced approaches to user engagement and platform development.

Firstly, the study's findings suggest that OTT platforms should consider gender as one of many factors when designing their services, but they should not rely solely on gender-based segmentation. Since the associations between gender and factors like content preferences, regional language importance, and usage patterns are weak, it would be more beneficial for platforms to focus on creating a broad range of content that appeals to various demographics. This means offering a wide variety of genres, languages, and viewing options that cater to diverse preferences and needs, rather than tailoring content exclusively to one gender.

The importance of regional language content emerged as a factor considered by both male and female users, although the weak association suggests it is not a primary driver in platform selection. Therefore, OTT platforms operating in regions like Ahmedabad, where local languages hold cultural significance, should still prioritize regional content offerings. However, given the weak relationship, platforms should not overly focus on this alone but rather integrate regional language options alongside international and mainstream content to appeal to a wider audience.

The study also highlights that gender may influence how users engage with OTT platforms, such as the types of content consumed or the viewing habits. OTT platforms could use this information to refine their marketing strategies by emphasizing different viewing experiences for men and women, even if the differences are subtle. For example, platforms could target ads that promote social or family-friendly content to women, while promoting solo entertainment or action genres to men. However, given the weak associations, these distinctions should be considered only as part of a broader, more inclusive marketing approach, rather than as the sole basis for campaign targeting.

Regarding the influence of social media advertisements, the study's results suggest that both male and female users are responsive to digital ads when choosing to subscribe to an OTT platform. Social media platforms should continue leveraging targeted advertising based on interests and online behaviors, but they should also consider the format and content of these ads to ensure they resonate with diverse gender groups. Ads that showcase a variety of content types, from action-packed thrillers to family-oriented shows, could appeal to a broader audience, regardless of gender.

In conclusion, the practical implications of this study suggest that OTT platforms should focus on offering diverse and inclusive content, optimizing their marketing strategies to appeal to a broad audience, and leveraging social media advertising to enhance user acquisition. While gender may influence some behaviors, it is just one of many factors, and platforms should prioritize

creating a holistic user experience that meets the needs of various demographic groups. By doing so, they can increase user satisfaction, engagement, and retention, leading to sustained growth in a competitive market.

## CONCLUSIONS AND RECOMMENDATION

In conclusion, this study on moviegoers' adoption of OTT platforms in Ahmedabad, Gujarat, provides valuable insights into the factors influencing OTT platform usage, with a particular focus on gender differences. While the results show weak associations between gender and various factors such as the importance of regional language content, usage patterns, and the influence of social media advertisements, they highlight that gender does have some impact on users' OTT platform choices and behaviors. However, the overall influence of gender is not dominant, suggesting that other factors such as content diversity, pricing, and user experience play a more substantial role in shaping platform adoption.

The weak associations observed in the hypotheses indicate that OTT platforms should not base their strategies solely on gender-based segmentation. Instead, they should focus on offering a broad range of content and features that cater to diverse user needs, preferences, and behaviors. This could include regional language content, varied genres, and flexible viewing options that appeal to a wide demographic. Additionally, marketers and advertisers should continue to leverage digital channels like social media, but with an emphasis on creating inclusive campaigns that resonate with a broad audience rather than focusing exclusively on gender-based differences.

Overall, the study underscores the importance of creating an inclusive, user-centric experience that takes into account the varied preferences of different demographic groups. By focusing on diversity, quality content, and personalized marketing, OTT platforms can enhance user engagement, satisfaction, and retention, ultimately leading to greater success in a highly competitive market.

### **Recommendations for Future Research/ Future Scope of The Study**

For future research on moviegoers' adoption of OTT platforms, several avenues can be explored to deepen our understanding and offer more comprehensive insights into user behavior. Based on the findings of this study, the following recommendations and potential areas for further investigation can help extend and refine the research:

1. **Examine Additional Demographic Factors:** While this study primarily focused on gender, future research could investigate the influence of other demographic factors such as age, income, education, and occupation on OTT platform adoption. Exploring how these factors interact with gender can provide a more nuanced understanding of user preferences and behaviors.
2. **Explore Psychological and Behavioral Factors:** Future studies could delve into psychological factors such as personality traits, motivations, and emotional responses to content. Understanding why specific demographics gravitate toward particular genres, viewing experiences,

or subscription models could offer valuable insights into content creation and marketing strategies.

3. **Longitudinal Studies on Usage Trends:** A longitudinal study could track changes in OTT platform usage over time, capturing evolving preferences, new trends, and the impact of technological advancements. This type of research would help determine whether gender-based differences in platform usage shift as new content types, features, or competitors emerge in the market.
4. **Investigate the Role of Content Personalization:** As OTT platforms increasingly employ recommendation algorithms and personalized content strategies, future research could examine how personalized content influences platform adoption and satisfaction. Understanding the relationship between content personalization and user loyalty, especially across gender, could provide useful information for improving user experiences.
5. **Cross-Cultural and Regional Comparisons:** Conducting comparative studies across different regions or countries can help assess how cultural factors influence OTT platform adoption. For instance, a similar study in other regions of India or abroad could provide insights into how cultural differences shape content preferences, viewing habits, and the role of regional languages in platform choices.
6. **Influence of Emerging Technologies:** The rapid adoption of technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) in entertainment can significantly impact OTT platform engagement. Future research could explore how the integration of these technologies affects user behaviors, especially in relation to gender-specific preferences and engagement patterns.
7. **Impact of OTT Content on Social Dynamics:** Further studies could also explore the broader social implications of OTT content, particularly how it influences social interactions, relationships, and cultural norms. For example, how does shared OTT content consumption (e.g., watching a popular series together) vary across genders, and what impact does this have on social dynamics?
8. **User Satisfaction and Retention Analysis:** Future research could explore in more detail how factors such as user satisfaction, perceived value, and the quality of customer service influence OTT platform retention across genders. Understanding the key drivers of loyalty, as well as the factors that contribute to churn, would be crucial for platforms aiming to maintain and grow their user base.
9. **Impact of Social Media Trends and Influencers:** Given the significant influence of social media in shaping consumer choices, further research could explore the role of social media influencers and trends in driving OTT platform subscriptions, particularly in relation to gender and age groups. Investigating the effectiveness of influencer marketing in OTT promotion could reveal valuable strategies for targeted campaigns.

In conclusion, future research should continue to explore the multifaceted nature of OTT platform adoption, incorporating diverse demographic, psychological, and technological factors to gain a deeper understanding of how moviegoers interact with these platforms. By expanding the scope of research and employing innovative methodologies, scholars can contribute to the development of more effective strategies for content creators, marketers, and OTT providers.

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