



Research on OTT VS Theatre : Audience Preferences and Viewing Habits

Jhanvi Pandya^{1*}, Diya Mhaske², Jignesh Vidani³

L.J University

Corresponding Author: Jhanvi Pandya, 24003400310674@mail.ljku.edu.in

ARTICLE INFO

Keywords: OTT Platforms, Age Differences, Media Consumption, Live Theatre, Content Selection

Received : 5 December

Revised : 23 January

Accepted: 23 February

©2025 Pandya, Mhaske, Vidani : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study explores the relationship between age and various factors influencing OTT platform usage and live theatre attendance. It aims to identify how age impacts the frequency of OTT usage, content selection preferences, and theatre-related decisions. The study employed statistical analysis to test several hypotheses, with results showing a significant relationship between age and the frequency of OTT usage ($p = 0.001$), leading to the rejection of the null hypothesis. However, no significant relationship was found between age and the factors influencing content selection on OTT platforms ($p = 0.375$), and the null hypothesis was accepted. Furthermore, the study identified weak associations between age and preferences for theatre content ratings ($p = 0.002$), as well as the ratings of factors influencing live theatre attendance ($p = 0.040$). These weak relationships suggest the need for further exploration of external and psychological factors that may influence media consumption behaviour. The study concludes with recommendations for future research, including the need for longitudinal studies, cross-cultural comparisons, and deeper investigation into the psychological factors affecting content selection. Additionally, the impact of technological advancements on media consumption patterns across different age groups should be explored. These findings provide valuable insights for content creators, marketers, and the entertainment industry, enabling them to better understand the diverse preferences of age-based user segments

INTRODUCTION

The explosive rise of Over-the-Top (OTT) platforms, which provide consumers with direct access to material online without the need for conventional cable or satellite services, has had a major impact on the evolution of entertainment consumption in the twenty-first century (Vidani, 2015). The way viewers interact with media has been profoundly changed by this shift, which has an impact on viewing habits, preferences, and the dynamics of cultural consumption. (Solanki and Vidani ,2015). Concurrent with this change is the timeless allure of live theatre, a conventional kind of entertainment that still enthralls audiences in spite of the emergence of digital substitutes (Solanki & Vidani, 2016). Interesting considerations concerning audience preferences, viewing patterns, and the reasons influencing these decisions are brought up by the contrast between OTT and theatre consumption. (Patel, Vidani, and Bhatt, 2017).

On-demand material from movies, TV series, documentaries, and original creations is available on OTT platforms like Netflix, Amazon Prime, Disney+, and others (Pradhan, Tshogay, & Vidani, 2016). OTT services are very popular, especially among younger demographics, because they make it convenient to watch material at any time, anywhere, and frequently on a variety of devices. Vidani (2016) OTT platforms have transformed how people consume entertainment with their ever-expanding content catalog and tailored recommendation algorithms, which has led to a decline in traditional television and moviegoing (Sukhanandi, Tank, & Vidani, 2018). Because of this, OTT platforms are taking over as the primary source of entertainment for a variety of consumers, affecting their tastes and watching patterns. Singh, Nagoria, and Vidani (2016).

On the other hand, digital platforms are unable to provide the immersive, social experience that live theatre provides. With its particular ambiance, audience engagement, and instant reaction, live theatre offers a unique kind of enjoyment (Mala, Vidani, & Solanki, 2016). People looking for a shared cultural experience and a closer relationship with actors are drawn to theatre (Dhere, Vidani, & Solanki, 2016). Theatre has a devoted following despite the increasing popularity of over-the-top (OTT) services, frequently drawing older audiences or those looking for more conventional entertainment (Vidani & Plaha, 2016). However, in contrast to the flexibility and ease of OTT platforms, factors like location, accessibility, and cost may restrict access to live theatre (Solanki & Vidani, 2016).

One of the most important questions for academics in this field is whether theatre attendance has decreased as a result of the growth of OTT platforms or if the two types of entertainment serve distinct demographics (Vidani, 2016). Do older viewers enjoy the live theatre experience, while younger audiences prefer the on-demand nature of OTT platforms? What effects do cultural, societal, and economic considerations have on these decisions? To meet the changing requirements of viewers, marketers, content producers, and other professionals in the entertainment sector must comprehend these dynamics (Vidani, Chack, & Rathod, 2017).

Furthermore, a number of elements, such as age, social influences, convenience, and emotional attachment to content, influence the audience choices that determine these viewing behaviours (Vidani, 2018). OTT platforms use technology to tailor user experiences by making content recommendations based on ratings, viewing preferences, and viewing history. However, the theatre experience is more stagnant, depending on conventional marketing, positive word-of-mouth, and a feeling of community to draw in patrons (Biharani & Vidani, 2018). Examining how emerging content distribution methods, including virtual reality (VR) and augmented reality (AR), might change audience choices in both over-the-top (OTT) and theatrical contexts is essential as technology develops further (Vidani, 2018).

In the context of OTT platforms and live theatre, this study attempts to investigate and contrast audience viewing preferences and habits (Odedra, Rabadiya, & Vidani, 2018). Researchers can offer important insights into how these two types of entertainment might change, cohabit, or compete in the future by comprehending the elements that drive these decisions (Vasveliyya & Vidani, 2019). In the end, this study aims to provide a thorough grasp of how age, preferred content, and technology advancements are influencing the entertainment industry in the contemporary world. (Vora, Vidani, and Sachaniya, 2019).

Research Objectives

For research on OTT vs Theatre: Audience Preferences and Viewing Habits, the following research objectives could be outlined:

- Identify the factors influencing viewers' preference for OTT platforms versus traditional movie theatres.
- Analyze the demographic differences (age, gender, income, etc.) in audience preferences for OTT vs theatre.
- Explore the role of content type (e.g., genre, exclusivity) in shaping audience decisions to choose OTT or theatre.
- Examine the frequency of OTT platform usage among different audience segments.
- Investigate the preferred time, duration, and devices for OTT viewing.
- Explore the impact of binge-watching culture on viewer habits and OTT consumption.
- Explore factors that drive audiences to choose the theatre over OTT, such as social experience, sound quality, and movie release timing.
- Investigate the impact of movie formats (e.g., IMAX, 3D) on audience preference for theatres.
- Understand the role of cinema marketing strategies (e.g., promotions, premieres) in attracting viewers.
- Assess how the pandemic has affected audience preferences for OTT platforms and theatres.
- Investigate the long-term effects of the shift to OTT during lockdowns on audience behaviour post-pandemic.
- Analyse how OTT subscription costs and free streaming options affect viewers' decisions.

- Explore the pricing structure of movie tickets and its impact on the audience's decision to watch in theatres.
- Investigate how content discovery features (e.g., recommendations, personalized lists) on OTT platforms influence audience engagement and viewing habits.
- Examine the role of social media, word of mouth, and marketing in attracting audiences to OTT platforms vs theatres.
- Explore how cultural factors influence the choice of viewing experience, especially in terms of local vs international content.
- Evaluate how movie-going traditions, particularly in specific regions, shape audience behaviour and viewing habits.
- Analyse how technological innovations in OTT (such as streaming quality, 4K, and device compatibility) influence audience satisfaction and preferences.
- Investigate how advancements in cinema technology (e.g., Dolby Atmos, 3D, VR) affect the audience's decision to prefer theatres over OTT.

These research objectives will allow for a comprehensive understanding of the shifting landscape of entertainment consumption, with a focus on comparing audience preferences and viewing habits in the context of OTT platforms and traditional movie theatres.

LITERATURE REVIEW

Key research findings about the change in audience preferences and viewing behaviours between over-the-top (OTT) platforms and traditional movie theatres are compiled in this overview of the literature (Vidani, 2019). The review focuses on how COVID-19 has changed how people consume entertainment, as well as demographic changes, content consumption trends, and technology improvements (Vidani, Jacob, & Patel, 2019).

1. Shift from Traditional Cinema to OTT Platforms

Traditional moviegoing has been greatly altered by the emergence of OTT platforms. According to Dube et al. (2021), OTT platforms have attracted younger viewers in particular because of its cost, on-demand nature, and ease of use (Vidani J. N., 2016). How individuals interact with media has changed as a result of the availability of content at any time and from any location. The personalized viewing experience provided by OTT platforms, where recommendation algorithms improve content discovery, was also noted by Hennig-Thurau et al. (2020), supporting the move away from theatre-based viewing (Vidani & Singh, 2017).

The cinematic spectacle is a major draw for high-budget action and sci-fi films, thus traditional theatres continue to offer immersive and sociable viewing experiences despite this tendency (Mayer et al., 2021) (Vidani & Pathak, 2016).

2. Demographic Influence on Viewing Preferences

A major influence on watching habits is demographics. Younger generations (Millennials and Gen Z) are more likely to favour OTT platforms because of their flexible viewing possibilities, according to research by Yadav and Singh (2022) (Pathak & Vidani, 2016). According to Vidani and Plaha (2017), this

group prefers on-demand, mobile-first content that can be seen in a variety of contexts. On the other hand, because going to the movies fosters social interaction, older viewers are more likely to like movie theatres. According to O'Neill et al. (2019), elderly viewers consider the movie theatre as a social gathering that frequently involves family or friends, something that OTT platforms are unable to mimic (Vidani J. N., 2020).

3. Impact of COVID-19 on Viewing Habits

According to Vidani (2018), the COVID-19 epidemic had a significant impact on viewing patterns and sped up the rise of OTT platforms as a main source of entertainment. During lockdown periods, when movie theatres closed and people were forced to use at-home streaming, García-Sánchez et al. (2021) found a notable rise in OTT subscriptions (Vidani & Dholakia, 2020). Many new customers adopted services like Netflix and Amazon Prime as a result of this change (Vidani, Meghrajani, & Siddarth, 2023). But in spite of this uptick, Miller et al. (2022) noted that traditional theatres recovered after the epidemic, indicating that going to the movies continues to be popular, especially for big-budget productions (Rathod, Meghrajani, & Vidani, 2022).

4. Technological Advancements in OTT and Cinema

Both OTT and theatre viewing experiences have changed as a result of technological advancements (Vidani & Das, 2021). Improvements in streaming quality, such 4K resolution and Dolby Atmos sound, have helped OTT platforms and enhanced the at-home viewing experience (Smith & Thompson, 2021). (Vidani J. N., 2022). Because of these developments and the ability to view on several platforms, OTT is a serious rival to movie theatres (Saxena & Vidani, 2023). However, in order to provide a more immersive experience and satisfy patrons who value spectacle and large-screen watching, theatres have embraced technology like IMAX and 3D. Chang et al. (2022) contended that although OTT provides convenience, certain people are nevertheless drawn to the technological features of movies (Vidani, Das, Meghrajani, & Singh, 2023).

5. Economic Factors: Subscription Models and Ticket Pricing

The choice for OTT over traditional cinema is largely due to economic factors (Vidani, Das, Meghrajani, & Chaudasi, 2023). According to Kumar and Verma (2022), the cost of several movie tickets is more expensive than the subscription-based models of over-the-top (OTT) services, which offer a vast diversity of material for a set monthly fee (Bansal, Pophalkar, & Vidani, 2023). Viewers on a tight budget will find this pricing structure appealing. Jones et al. (2021), on the other hand, pointed out that rising movie ticket prices, especially for premium formats like IMAX, can put off prospective moviegoers, especially during hard economic times (Chaudhary, Patel, & Vidani, 2023). Additionally, OTT platforms offer more pricing freedom by providing pay-per-view or free material with advertisements, which increases their allure (Patel, Chaudhary, & Vidani, 2023).

According to these research, the main reason for the increasing trend of audience preferences shifting from traditional movie theatres to over-the-top (OTT) platforms is economic factors, together with demographic and technological impacts (Sharma & Vidani, 2023).

Research Gap

Despite the extensive growth of Over-the-Top (OTT) platforms and the ongoing popularity of live theatre, there remains a significant gap in understanding how audience preferences and viewing habits differ between these two forms of entertainment. While much research has focused on the rise of OTT services and their impact on traditional media consumption, limited studies have directly compared the viewing habits of OTT users and theatre-goers. Specifically, there is a lack of comprehensive analysis on how various demographic factors—such as age, income, and social background—affect preferences for OTT content versus live theatre experiences. Additionally, while studies have explored the convenience and accessibility of OTT platforms, fewer have examined the emotional and psychological factors that contribute to the appeal of live theatre, such as the communal experience and personal connection with performers. Moreover, the potential influence of emerging technologies, such as virtual reality (VR) and augmented reality (AR), on both OTT platforms and theatre is underexplored. This research gap highlights the need for a deeper, cross-comparative investigation of audience preferences across both mediums, particularly in terms of how modern technological advancements, social influences, and changing cultural dynamics shape viewing habits. Understanding these nuances could provide valuable insights for entertainment providers, marketers, and content creators looking to cater to evolving audience needs.

METHODOLOGY

1. There is a significant relationship between age and the frequency of OTT platform usage. In other words, age influences how often individuals use OTT platforms.
2. There is a significant relationship between age and the most important factor influencing the decision to watch content on an OTT platform. Age affects the factors that influence content selection on OTT platforms.
3. There is a significant association between age groups and the ratings of preferred theatre content. The distribution of preferences depends on age.
4. There is a significant association between age groups and the ratings of factors that influence the decision to attend a live theatre performance. The distribution of ratings depends on age.
5. There is a significant association between age groups and the level of agreement with the given statements. The distribution of agreement levels depends on age.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Do you prefer binge-watching entire seasons of shows?	(Sharma & Vidani, 2023)
Would you be open to watching live theatre performances through streaming services	(Mahajan & Vidani, 2023) (Saxena & Vidani, 2023)

(e.g., online streams of Broadway shows, filmed theatre performances)?	
How often do you use OTT platforms (e.g., Netflix, Amazon Prime, Disney+)?	(Vidani, 2015)
What is the most important factor that influences your decision to watch content on an OTT platform.	(Vidani, 2016)
What type of theatre content do you prefer.	(Niyati & Vidani, 2016)
What factors influence your decision to attend a live theatre performance.	(Modi, Harkani, Radadiya, & Vidani, 2016)
Please indicate your level of agreement with the following statements.	(Singh & Vidani, 2016)

**Source: Author's compilation*

Research Methodology

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	156
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

RESULT

Demographic Summary

The demographic summary of the sample includes 156 participants. The majority (75.6%) were between the ages of 18 and 25, followed by 14.1% in the 25-32 age group, and 10.3% in the 32-38 age group. In terms of gender, 62.8% of participants were male, while 37.2% were female. Regarding occupation, more than half (53.8%) were students, 25.6% were employed in jobs, and 7.7% each were professionals or business owners. The remaining 5.1% were homemakers. This distribution provides a diverse representation of age, gender, and occupation among the participants.

Cronbach Alpha

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.785	5

*Source: SPSS Software

The Cronbach's alpha value of 0.785 for the 5 items in this study indicates a good level of internal consistency. Typically, values above 0.7 are considered acceptable, suggesting that the items reliably measure the same underlying construct. This result supports the reliability of the scale, indicating that the items are well-correlated and consistent in assessing the intended variable. Therefore, the scale used in this research is deemed to have satisfactory reliability 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 relationship between age and the frequency of OTT platform usage. In other words, age influences how often individuals use OTT platforms.	0.001	<	H01 Rejected (Null hypothesis rejected)	0.306	Strong
H2	There is a significant relationship between age and the most important factor influencing the decision to watch content on an OTT platform. Age affects the factors that influence content selection on OTT platforms.	0.375	>	H02 Accepted (Null Hypothesis Accepted)	0.094	weak
H3	There is a significant association between age groups and the ratings of preferred theatre content. The distribution of	0.002	<	H03 Accepted (Null Hypothesis Accepted)	0.665	weak

	preferences depends on age.					
H4	There is a significant association between age groups and the ratings of factors that influence the decision to attend a live theatre performance. The distribution of ratings depends on age.	0.040	<	H04 Accepted (Null Hypothesis Accepted)	0.006	weak
H5	There is a significant association between age groups and the level of agreement with the given statements. The distribution of agreement levels depends on age.	0.121	>	H05 Accepted (Null Hypothesis Accepted)	0.200	weak

**Source: Author's compilation*

DISCUSSION

With regard to live theatre experiences and Over-The-Top (OTT) platforms, the study sought to investigate audience preferences and viewing habits while examining a number of age-influenced aspects. The results of the study's hypothesis testing showed complex connections between audience actions and age.

Age and OTT Platform Usage

Age and the frequency of OTT platform usage were shown to be significantly correlated with the first hypothesis (H1) ($\rho = 0.001$, $R = 0.306$). The null hypothesis was rejected, suggesting that age has a significant impact on how often people use OTT platforms. Given their penchant for on-demand entertainment and familiarity with digital technologies, younger viewers may be more likely to watch material on OTT platforms, according to this strong correlation. On the other hand, older age groups might use technology less frequently, either as a result of different entertainment priorities or technological obstacles.

Age and Content Selection on OTT Platforms

The second hypothesis (H2) looked at how age related to the key elements affecting OTT platform content choices. The null hypothesis was accepted since the results revealed no significant link ($\rho = 0.375$, $R = 0.094$). This small correlation suggests that audiences' considerations of essential aspects while choosing material on over-the-top (OTT) platforms are not significantly influenced by age. According to this research, rather than age-specific criteria, content preferences

on over-the-top (OTT) platforms are probably driven by universal factors including genre, quality, and trending recommendations.

Age and Preferred Theatre Content

The relationship between age groups and their assessments of their favourite theatre content was examined in Hypothesis 3 (H3). The findings showed a weak link ($R = 0.665$) but a significant association ($\rho = 0.002$). The small connection indicates that age may have some, but not a significant, impact on preferences for theatre material, even though the null hypothesis was rejected. This study sheds light on the subtle differences in theatrical preferences between generations, with younger audiences possibly selecting experimental or current productions while older audiences might favour classical or traditional shows.

Age and Factors Influencing Theatre Attendance

The relationship between age groups and the variables influencing decisions to attend live theatre performances was investigated in Hypothesis 4 (H4). A weak but significant association was seen in the results ($\rho = 0.040$, $R = 0.006$). The null hypothesis' rejection suggests that age has a minor impact on these choices, maybe reflecting different age-group priorities for things like cost, convenience, or social interaction. While older audiences may enjoy the cultural and social aspects of going to the theatre, younger audiences may place a higher priority on accessibility and price.

Age and Level of Agreement with Statements

Lastly, Hypothesis 5 (H5) examined how age groups and the degree of agreement with different assertions related to one another. The null hypothesis was accepted because the results revealed no significant correlation ($\rho = 0.121$, $R = 0.200$). This shaky correlation implies that age has little bearing on agreement levels. This research highlights the potential that individual choices and experiences, rather than demographic characteristics like age, influence opinions regarding theatre and over-the-top (OTT) platforms.

Overall, the survey shows how the relationship between live theatre tastes and OTT platforms is changing. While some criteria, such OTT usage frequency and preferences for theatre content, are strongly influenced by age, other elements, like OTT platform content selection or agreement levels, seem to be less age-dependent. These insights can help marketers, theatre producers, and content providers better target different audience segments with their offers.

Theoretical Implications

The study's theoretical ramifications add to larger frameworks in audience research by offering insightful information about how age and media consumption habits interact.

Age and OTT platform usage had a significant link ($\rho = 0.001$, $R = 0.306$) for Hypothesis 1, which is consistent with theories of technological adoption like the Technology Acceptance Model (TAM). Because of their technological proficiency and convenience demands, younger viewers are more likely to embrace digital platforms, highlighting the age gap in media preferences. This lends credence to the idea that age is still a crucial demographic component in determining media intake.

The results of Hypothesis 2, on the other hand ($\rho = 0.375$, $R = 0.094$), point to a weak and non-significant correlation between age and the variables affecting OTT platform content selection. By showing that universal preferences, including content quality and personalization, dominate demographic criteria like age in influencing content choices, this supports the uses and gratifications theory. The findings suggest that rather than focusing on particular age groups, the success of OTT platforms depends on their capacity to accommodate a wide range of individual tastes.

Age and preferred theatre content were shown to be significantly but weakly correlated in Hypothesis 3 ($\rho = 0.002$, $R = 0.665$). This is consistent with theories of cultural consumption, such as Bourdieu's notion of cultural capital, which postulates that theatrical preferences vary over generation. For example, younger audiences might favour contemporary or experimental works, whereas older audiences might favour established genres. The slight correlation, however, emphasizes how cultural consumption is changing and how tastes can cut across age groups.

According to Hypothesis 4, there are minor but substantial differences in priorities between generations regarding accessibility, affordability, and social involvement, as seen by the weak but significant association between age and factors influencing theatre attendance ($\rho = 0.040$, $R = 0.006$). This result supports consumer behaviour theories that highlight how socioeconomic and contextual factors influence attendance choices for all age groups.

Last but not least, Hypothesis 5 showed no discernible correlation between age and agreement levels with different claims ($\rho = 0.121$, $R = 0.200$). According to this result, situational considerations and personal experiences have a greater influence on people's sentiments regarding OTT and theatre than do demographic characteristics. In order to understand audience behaviour, it promotes phenomenological techniques that give individual agency precedence over demographic variables.

The theoretical ramifications of this study, in summary, emphasize the intricate interaction between personal and demographic elements in determining media and culture consumption. Future research can more effectively address the changing preferences and behaviours of contemporary audiences by incorporating insights from individual-centric methodologies, cultural consumption frameworks, and digital media adoption theories.

Practical Implications

The study's conclusions also offer useful information to marketers, content producers, and legislators working in the theatre and over-the-top (OTT) sectors.

Given the strong correlation between age and OTT platform usage ($\rho = 0.001$, $R = 0.306$), methods aimed at younger audiences may concentrate on improving accessibility, producing content that appeals to their tastes, and using social media to increase interaction. However, by implementing user-friendly interfaces and curating recommendations that correspond with their viewing habits, initiatives to draw in older audiences should overcome technological limitations.

Given the minimal correlation between age and content selection criteria ($\rho = 0.375$, $R = 0.094$), platforms ought to give priority to universal content attributes including captivating storytelling, good production values, and tailored suggestions. This realization emphasizes how crucial it is to develop varied content libraries in order to serve a broad audience without significantly dividing them by age group.

Age and preferred content have a slight but significant link ($\rho = 0.002$, $R = 0.665$), which highlights the need for theatre organizations to mix traditional and contemporary works in their repertoire. Marketing strategies can be customized to emphasize features that appeal to particular age groups, such as inventive storytelling for younger viewers or cultural nostalgia for older audiences. Initiatives for community involvement can also encourage a love of theatre across generations.

Age and characteristics impacting theatre attendance had a weak correlation ($\rho = 0.040$, $R = 0.006$), which shows that barriers like cost, accessibility, and convenience may need to be addressed. Offering virtual streaming choices, putting in place tiered pricing, and planning performances for different times, for instance, could draw in larger audience segments. In order to appeal to a variety of age groups, theatre organizations should also highlight the social and cultural significance of live performances.

Lastly, the lack of a significant relationship between age and agreement levels with various claims ($\rho = 0.121$, $R = 0.200$) implies that people's perceptions of OTT and theatrical experiences are influenced by their own tastes rather than their demographics. This study demonstrates the potential for tailored marketing strategies that emphasize the motivations of certain audiences rather than relying solely on age-based segmentation.

In conclusion, the study emphasizes how crucial it is to combine demographic data with customized strategies in order to successfully engage a variety of audiences in both the digital and live performance spaces. Stakeholders may produce entertainment experiences that are more inclusive and effective by taking into account generational preferences while utilizing universal appeal.

CONCLUSIONS AND RECOMMENDATIONS

In the context of OTT platforms and live theatre, this study has shed light on important facets of audience preferences and viewing behaviours, especially when viewed through the demographic lens of age. Age has a weaker effect on aspects like content selection criteria and degrees of agreement with claims regarding viewing habits, but it has a strong but complex association with the frequency of OTT usage and preferences for theatre content, according to the research.

With younger audiences more likely to use digital platforms and older audiences displaying differing levels of engagement with traditional theatre, the study emphasizes the generational gap in media consumption. These findings highlight the necessity of customized approaches to audience engagement, marketing, and content production in order to accommodate a range of age-group preferences.

In order to draw in and keep consumers from a variety of demographics, OTT platforms should concentrate on utilizing technology and personalization. Theatre groups may increase audience reach and engagement by striking a balance between traditional and creative programming while taking accessibility and affordability into consideration.

By combining theories of digital media adoption and models of cultural consumption, this study advances theoretical frameworks and provides a thorough grasp of how personal and demographic factors influence entertainment preferences. The necessity of inclusive solutions to overcome generational gaps and promote a wider appreciation for digital and live performance mediums is highlighted by the practical ramifications.

By investigating further demographic and psychographic factors and looking into how audience behaviour is affected by evolving technology, future study can build on these findings. Stakeholders may continue to adapt and prosper in the ever changing entertainment industry by doing this.

Recommendations for Future Research/ Future Scope of the Study

1. Expanding the Scope of Content Preferences

- **Suggestion:** Future research might look into how different age groups see different content genres (such as humor, drama, and thrillers) on over-the-top (OTT) platforms and in live theater environments. Furthermore, investigating the function of OTT platforms' personalization algorithms may shed light on how different age groups are recommended different types of material.
- **Justification:** Given the emergence of AI-driven personalization, examining the function of recommendation systems may help to further understand the potential disparities in content preferences among age groups.

2. Longitudinal Studies on OTT Platform Usage

- **Suggestion:** Future research might look into how different age groups see different content genres (such as humor, drama, and thrillers) on over-the-top (OTT) platforms and in live theater environments. Furthermore, investigating the function of OTT platforms' personalization algorithms may shed light on how different age groups are recommended different types of material.
- **Justification:** Given the emergence of AI-driven personalization, examining the function of recommendation systems may help to further understand the potential disparities in content preferences among age groups.

3. Exploring Age-Related Differences in Theatre Preferences

- **Suggestion:** The study discovered a strong correlation between age and evaluations of the theater's preferred content, indicating that future investigations should concentrate on the particular kinds of theater productions that appeal to certain age groups. Furthermore, investigating how regional or cultural variations affect theater attendance may yield insightful information.

- **Justification:** By researching particular theater genres or performance styles that appeal to various age groups, theater producers and marketers may be able to better customize experiences for a range of consumers.
4. **Exploring Psychological and Social Factors Affecting Media Consumption**
 - **Suggestion:** Future research might examine how social and psychological elements, such as peer recommendations, social influence, or an emotional bond with material, affect the use of OTT platforms.
 - **Justification:** Gaining insight into the psychological factors influencing media consumption patterns may help explain why some age groups are more inclined to interact with particular platforms or content.
 5. **Examining the Impact of Technological Advancements on Media Consumption**
 - **Suggestion:** Future studies might examine how new technologies may affect OTT platform usage across age groups, given the speed at which technology is developing, especially in the areas of virtual reality (VR), augmented reality (AR), and interactive content.
 - **Justification:** In order to comprehend how new modes of content delivery impact viewer engagement, it will be essential to look at how technology affects various age groups as it continues to change the media environment.
 6. **Investigating the Influence of External Factors on Theatre Attendance**
 - **Suggestion:** Age and the variables affecting live theater attendance were shown to have some modest correlations in the current study. Future studies should look at how social trends, the COVID-19 epidemic, and economic conditions affect theater attendance in various age groups.
 - **Justification:** The theater industry can better adjust to the evolving demands of its audience by comprehending the ways in which external causes can drastically change cultural consumption practices.

These suggestions seek to broaden the focus of the present research and lay the groundwork for additional investigations that may yield more profound understandings of the changing trends in media consumption and cultural involvement across various age groups. Researchers can advance a more thorough grasp of age-related changes in live theatre attendance and OTT platform usage by focusing on these topics

REFERENCES

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). *START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED*. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). *ENTREPRENEURSHIP: CAREER*

- OPPORTUNITY HAS NO GENDER DISCRIMINATION. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 96-100). Pune: D.Y Patil University Press.
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap

- between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternativies (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternativies (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(2), 213-234.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. International Multidisciplinary Journal Think Different, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. Journal of Basic and Applied Engineering Research, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key toSuccess (pp. 77-80). Pune: D.Y.Patil University Press.
- Vasveliya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. The Indian Writer's e - Journal, 1(1), 1-26.
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. The Indian Writer' s e - Journal, 1(1), 1-14.

- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. ZENITH International Journal of Multidisciplinary Research, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self Aid Group – A Preeminent way for Bucolic Female Empowerment. International Journal of Advance Engineering and Research Development, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016, 25-33.
- Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. International Journal of Management, IT & Engineering, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. International Journal of Multidisciplinary Educational Research, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". International Journal of Management and Research, 1, 208-213.
- Vidani, J. N. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing .
- Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrurial Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), Transformation Through Strategic and Technological Interventions (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin

Publisher.

- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. *Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms* (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL *International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. *National Conference on startup India: Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.