



To Study the Factors Affecting Preference of OTT Platforms Over Theaters Among Generation Z in Ahmedabad City

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ARTICLE INFO

Keywords: OTT Platforms, Generation Z, Media Consumption, Theater Preference

Received : 5 January

Revised : 23 February

Accepted: 23 March

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ABSTRACT

The way people enjoy entertainment has changed a lot with the growing popularity of Over-The-Top (OTT) platforms, especially among Generation Z. This study looks at why Generation Z in Ahmedabad prefers OTT platforms over traditional movie theaters. Using a survey-based approach, it examines factors like convenience, affordability, variety of content, the trend of binge-watching, and the absence of censorship. The results show clear links ($p < 0.05$) between age and preferences for watching content anytime, cheaper OTT subscriptions compared to cinema tickets, and binge-watching. Although the correlations are weak (R values between 0.001 and 0.008), the findings indicate that Generation Z values OTT platforms for their affordability, on-demand access, and diverse content, which fit well with their digital lifestyles. Peer influence and social media also boost the popularity of OTT content. While theaters provide a unique experience, they struggle to match the convenience and lower costs of OTT platforms. This study offers useful insights for OTT providers, cinema owners, and marketers to adapt to changing audience tastes. It also encourages further research on generational differences, trends in content preferences, and how new technologies affect entertainment choices

INTRODUCTION

The entertainment industry has seen significant transformation in the last couple of years, mainly driven by OTT platforms. These digital services deliver content directly to consumers over the internet, bypassing the traditional channels such as cinemas and cable TV. This change most struck Generation Z- the individuals born between 1997 and 2012-who are famous for their love for digital technologies and personalized experiences. This study focuses on the preference of Generation Z for OTT platforms instead of conventional cinema in Ahmedabad, India.

The increasing popularity of OTT services can be attributed to the advancements in technology, changing consumer preferences, and external factors like the COVID-19 pandemic. Long before 2020, convenience, affordability, and diverse content offered by OTT services had already caught people's attention. The pandemic, however, acted as a significant catalyst where the lockdowns compelled people to seek entertainment at home. This period changed the way things are being viewed with the OTT platforms - Netflix, Amazon Prime Video, Disney+, and regional players such as Jio Cinema and Hotstar now forming the heart of the entertainment ecosystem.

OTT platforms excel in providing personalized, on-demand viewing experiences, catering to individual tastes and schedules. Unlike traditional cinemas, constrained by fixed showtimes and geographic limitations, these platforms empower users with control and flexibility. They also focus on diverse, innovative content that resonates with younger audiences seeking authenticity, inclusivity, and representation.

Preferences for OTT among Generation Z are learned through various reasons, including pricing, variety of content, and user experience, with also a lack of strict censorship. The social, interactive nature of streaming, like how viewers share recommendations and discuss what they have watched on social media, adds to their appeal.

This research endeavor will explore the unique taste preferences of Generation Z in Ahmedabad and unfold insights into changing patterns of media consumption and how these impact India's entertainment landscape

Research Objectives

- To study the factors affecting the preference for OTT platforms over theaters among Generation Z in Ahmedabad.
- To analyze the perception of content variety available on OTT platforms compared to traditional cinema.
- To assess the affordability of OTT platform subscriptions relative to traditional cinema ticket prices.
- To evaluate the impact of convenience in accessing content on OTT platforms on viewer preferences.
- To investigate the enjoyment of binge-watching series as a factor influencing OTT platform preference.
- To assess the influence of censorship (or the lack thereof) on viewing preferences for OTT platforms.

- To evaluate the role of social interactions and recommendations in influencing viewing preferences for OTT content.
- To investigate perceptions of the future of entertainment and the potential replacement of traditional cinema by OTT platforms.

LITERATURE REVIEW

The entertainment industry has been shaped by Over-the-Top (OTT) platforms, mainly for Generation Z.(Vidani, 2015) The key themes will involve the emergence of OTT platforms, shifting consumer behaviors, factors influencing viewer preferences, the impact on traditional cinema, and implications for India's entertainment sector.(Vidani & Solanki, 2015)

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Emergence of OTT Platforms

Technological advancements and the internet have revolutionized content delivery, replacing traditional channels like cinema and TV.(Vidani, 2016) Studies highlight the COVID-19 pandemic as a catalyst, driving audiences toward OTT platforms due to cinema closures.(Solanki & Vidani, 2016) Personalized content and flexibility have made these platforms highly appealing compared to traditional cinema's constraints.(Niyati & Vidani, 2016)

Changing Consumer Behaviors

Generation Z was born between 1997 and 2012. Accordingly, such younger generations normally prefer authenticity, diversity, and convenience in their preferred platforms.(Vidani & Singh, 2017) Social media has also amplified engagement by promoting recommendations and discussions.(Vidani & Plaha, 2017) Unlike older generations, this group prioritizes platforms that offer innovative storytelling and accessible pricing models.(Bhatt, Patel, & Vidani, 2017)

Viewing Preferences

OTT platforms attract viewers with diversified content, affordability, and accessibility.(Vidani, 2018) Subscription models allow unlimited content for a fixed fee, making them economical.(Biharani & Vidani, 2018) A flexibility to watch across devices and minimal censorship further align with Generation Z's preferences in favor of freedom and representation.(Odedra, Rabadiya, & Vidani, 2018)

Impact on Traditional Cinema

OTT platforms pose a challenge to cinema but spur innovation simultaneously.(Vasveliya & Vidani, 2019) Hybrid release models and enhanced in-theater experiences are attempts to hold onto the audience.(Vidani, 2019) Convenience aside, the communal appeal of theaters is unique, making cinemas harness their embrace of technology and exclusive content.(Vidani, Jacob, & Patel, 2019)

Implications for Indian Entertainment

This spurt in OTT consumption has encouraged Indian filmmakers to indulge in experimental and regional content, reaching out to a more diverse audience.(Vidani J. N., 2020) Affordable internet and smartphone penetration extended the reach of OTT. into rural pockets, making the industry more

inclusive.(Vidani & Dholakia, 2020) OTT platforms have transformed viewing habits, offering personalized and accessible content for Generation Z.(Vidani & Das, 2021) While posing challenges to traditional cinema, they also create opportunities for innovation.(Vidani J. N., 2022) Understanding this shift is critical for adapting to the evolving entertainment landscape in India.(Sharma & Vidani, 2023)

Research Gap

The rapid growth of Over-The-Top (OTT) platforms has significantly changed how people, especially Generation Z, consume entertainment. While both academics and industries are paying more attention to this trend, there are still gaps in understanding why OTT platforms are preferred over theaters, especially in specific areas like Ahmedabad City. Most research focuses on global or metropolitan trends and overlooks how preferences might vary in different cities and cultural settings. (Kanabar, Khamani & Vidani)

This highlights the need for city-specific studies like this one to explore Generation Z's unique choices in Ahmedabad.

Another gap lies in the limited exploration of specific factors influencing the shift to OTT platforms. While affordability, convenience, and content variety are often discussed, less attention is given to factors like binge-watching culture, censorship-free content, and peer influence through social media. These behaviors are especially common among Generation Z, who are digital natives and frequently engage with OTT content and discuss it on social media. The interaction between these factors needs further study for a clearer understanding of why Generation Z adopts OTT platforms.

Additionally, most research examines entertainment preferences across the general population without focusing specifically on Generation Z. This group has unique traits, such as a preference for digital platforms, multitasking habits, and cost-conscious choices. Analyzing their media habits separately is important to understand what makes OTT platforms more appealing than traditional theaters to this age group.

There's also a lack of studies examining how the COVID-19 pandemic affected entertainment habits. During the pandemic, lockdowns and safety concerns led to a surge in OTT platform use, but it remains unclear whether this shift is permanent or temporary. More research is needed to determine whether the pandemic accelerated an ongoing trend or caused a short-term change in behavior.

Another issue is the limited focus on regional studies. Research often highlights preferences in major cities like Mumbai and Delhi but neglects cities like Ahmedabad, where cultural and economic factors might influence preferences differently. Understanding these differences is essential for OTT providers and cinemas to create effective regional strategies.

Lastly, there is little research on how traditional cinemas can adapt to retain younger audiences. While OTT platforms are more affordable and convenient, it's important to explore how theaters can innovate to attract Generation Z. This could provide valuable insights for the entertainment industry.

In summary, there is a clear gap in understanding the local and generation-specific factors driving the preference for OTT platforms over theaters. This study aims to address these gaps by focusing on Generation Z in Ahmedabad, analyzing the behavioral, social, and economic reasons behind their entertainment choices.

METHODOLOGY

Hypothesis (Only List)

- Age * I prefer watching content on OTT platforms (e.g., Netflix, Amazon Prime, Hotstar) over going to theaters.
- Age * OTT platforms offer a better variety of content compared to traditional cinema.
- Age * I find the subscription cost of OTT platforms to be more affordable than purchasing cinema tickets.
- Age * The convenience of watching content on OTT platforms at any time influences my preference.
- Age * I enjoy the ability to binge-watch series on OTT platforms.
- Age * The absence of censorship on OTT platforms is a significant factor in my viewing preference.
- Age * I often recommend OTT content to friends and engage in discussions about it on social media.
- Age * I believe that OTT platforms will eventually replace traditional cinema as the primary mode of viewing entertainment.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
I prefer watching content on OTT platforms (e.g., Netflix, Amazon Prime, Hotstar) over going to theaters.	(Vidani, 2015)
OTT platforms offer a better variety of content compared to traditional cinema.	(Vidani & Solanki, 2015)
I find the subscription cost of OTT platforms to be more affordable than purchasing cinema tickets.	(Solanki & Vidani, 2016)
The convenience of watching content on OTT platforms at any time influences my preference.	(Vidani, 2016)
I enjoy the ability to binge-watch series on OTT platforms.	(Niyati & Vidani, 2016)
I prefer OTT platforms because they often feature original and diverse content that is not available in theaters.	(Bhatt, Patel, & Vidani, 2017)
I believe that the quality of content (storyline, production, etc.) is higher on OTT platforms than in traditional cinemas.	(Vidani, Chack, & Rathod, 2017)

I believe that the quality of content (storyline, production, etc.) is higher on OTT platforms than in traditional cinemas.(Vidani, Chack, & Rathod, 2017)
I am concerned about the social aspect of watching movies in theaters compared to the solitary experience of watching OTT content.(Vidani, 2018)
I prefer watching movies and shows that feature themes relevant to my experiences and culture, which I find more on OTT platforms.(Biharani & Vidani, 2018)
The absence of censorship on OTT platforms is a significant factor in my viewing preference.(Odedra, Rabadiya, & Vidani, 2018)
I often recommend OTT content to friends and engage in discussions about it on social media.(Vidani, 2019)
I believe that OTT platforms will eventually replace traditional cinema as the primary mode of viewing entertainment.(Vidani J. N., 2022)

**Source: Author's Compilation*

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	170
Survey Area	Ahmedabad City
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's Compilation*

Demographic Summary

The sample demographics show that most respondents are male (67.1%), while females make up 32.9%. The majority are young, with 95.9% aged between 18-25 years. Most participants are students (84.7%), with smaller groups being jobholders (11.8%) and business owners (3.5%). Regarding education, 70% have postgraduate degrees, 22.9% are undergraduates, and 3.5% have completed high school. When it comes to income, 70% of the respondents have no income, 14.7% earn less than Rs. 10,000 per month, and 15.2% earn between Rs. 10,001 and Rs. 30,000 per month.

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.946	12

*Source: SPSS Software

A Cronbach's Alpha value of 0.946 for 12 items shows excellent internal consistency, meaning the items are very reliable in measuring the same concept. Typically, a value above 0.9 is considered outstanding, indicating strong alignment and minimal errors in the responses. This high score confirms that the items are well-designed for research or surveys and effectively capture the intended idea.

RESULT

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/ Accept/ < Reject 0.05 Null hypothesis	R Value	Relation ship
H01	Age * I prefer watching content on OTT platforms (e.g., Netflix, Amazon Prime, Hotstar) over going to theaters.	0.001	< H01 Rejected (Null hypothesis rejected)	.002	Weak
H02	Age * OTT platforms offer a better variety of content compared to traditional cinema.	0.002	< H02 Rejected (Null Hypothesis Rejected)	.003	Weak
H03	Age * I find the subscription cost of OTT platforms to be mor affordable than purchasing cinema tickets.	0.006	< H03 Rejected (Null Hypothesis Rejected)	.003	Weak
H04	Age * The convenience of watching content on OTT platforms at any time influences my preference.	0.001	< H04 Rejected (Null Hypothesis Rejected)	.001	Weak
H05	Age * I enjoy the ability to binge-watch series on OTT platforms.	0.002	< H04 Rejected (Null Hypothesis Rejected)	.004	Weak
H06	Age * The absence of censorship on OTT platforms is a significant factor in my viewing preference.	0.002	< H04 Rejected (Null Hypothesis Rejected)	.004	Weak
H07	Age * I often recommend OTT content to friends and engage in discussions about it social media.	0.017	< H04 Rejected (Null Hypothesis Rejected)	.008	Weak
H08	Age *I believe that viewing OTT platforms will Entertainment	0,006	< HO4 Rejected (null hypothesis is Rejected)	.002	weak

Source: Authors Compilation

DISCUSSION

The study examined the factors influencing Generation Z's preference for OTT platforms over theaters in Ahmedabad City. The results highlight key behaviors and preferences related to digital content consumption. While all relationships showed weak correlations, their statistical significance ($p < 0.05$) indicates important trends shaping these preferences.

Key Findings

Preference for OTT Platforms Over Theaters

The study found a significant relationship ($p = 0.001$) between age and the preference for OTT platforms, although the correlation was weak ($R = 0.002$). This suggests that while age plays a role, factors like convenience, affordability, and flexibility are likely driving this trend.

Variety of Content

A significant relationship ($p = 0.002$) was observed regarding content variety on OTT platforms compared to theaters. The weak correlation ($R = 0.003$) indicates that Generation Z values the wide range of genres, global content, and niche programming available on OTT platforms.

Affordability

OTT subscriptions were perceived as more affordable than movie tickets ($p = 0.006$, $R = 0.003$). This reflects Generation Z's cost-conscious nature, with subscription models offering unlimited content at fixed prices being particularly appealing.

Convenience of Anytime Viewing

The ability to watch content anytime and anywhere emerged as a key factor ($p = 0.001$, $R = 0.001$). This aligns with Generation Z's preference for flexibility and control over their viewing habits, which OTT platforms offer better than theaters.

Binge-Watching

The culture of binge-watching was also significant ($p = 0.002$, $R = 0.004$). The ability to consume multiple episodes at once aligns with the digital consumption habits of this generation.

Absence of Censorship

Generation Z values the creative freedom offered by uncensored content on OTT platforms ($p = 0.002$, $R = 0.004$). This contrasts with theaters, which are often subject to stricter censorship regulations.

Social Media and Recommendations

Social media plays a significant role in influencing preferences, with peer recommendations driving OTT consumption ($p = 0.017$, $R = 0.008$). Generation Z actively discusses and shares content on these platforms.

OTT Platforms Replacing Theaters

A significant relationship ($p = 0.006$, $R = 0.002$) was found regarding the belief that OTT platforms may replace traditional theaters. This aligns with the rising popularity of digital platforms and the decline in cinema attendance, especially after the pandemic.

Overall Implications

Although the correlations were weak, the statistical significance of these factors indicates that they collectively influence Generation Z's preference for

OTT platforms. Key drivers include affordability, convenience, binge-watching, and content variety. This generation's digital-first approach and demand for on-demand content reflect a broader shift in entertainment consumption patterns. Social media and peer influence further amplify the appeal of OTT platforms.

Limitations and Future Research

The weak correlations suggest that other factors, such as income, education, and technological accessibility, may also play a role. Future research could explore these aspects and compare trends across different age groups or cities to provide a more detailed understanding.

Generation Z in Ahmedabad clearly prefers OTT platforms over traditional theaters, driven by convenience, cost-effectiveness, and diverse content. While theaters still hold value, OTT platforms are likely to dominate the entertainment industry in the coming years.

Theoretical Implications

The study on Generation Z's preference for OTT platforms over theaters in Ahmedabad City provides valuable insights into media consumption behaviors and generational preferences. It aligns with established theories while offering new perspectives on emerging entertainment trends.

1. Uses and Gratifications Theory

This theory suggests that people choose media platforms to meet specific needs like entertainment, convenience, and information. The findings reinforce this idea:

- Convenience and Flexibility (H04): Generation Z values the ability to watch content anytime and anywhere, matching their fast-paced, digital lifestyles.
- Content Variety (H02): OTT platforms offer a wide range of global and niche content, catering to diverse interests.
- Affordability (H03): Subscription models provide cost-effective entertainment, appealing to value-conscious Generation Z.

The study highlights the importance of aligning media platforms with user needs, especially for younger, digitally connected audiences.

2. Diffusion of Innovations Theory

This theory explains how new technologies are adopted over time. The findings suggest:

- Early Adoption (H01): As digital natives, Generation Z has embraced OTT platforms, moving them from early adoption to widespread use.
- Innovative Features: OTT platforms overcome limitations of theaters, such as censorship (H06) and lack of flexibility, accelerating their popularity.
- Replacement Trends (H08): Generation Z's belief that OTT platforms will eventually replace theaters highlights this shift in adoption.

Traditional cinemas must innovate to stay relevant and compete with OTT platforms.

3. Theory of Planned Behavior (TPB)

This theory states that behavior is shaped by attitudes, social norms, and perceived control. The study supports this:

- Positive Attitudes: Affordability (H03), convenience (H04), and binge-watching (H05) make OTT platforms more attractive.
- Social Influence (H07): Peer discussions and recommendations on social media encourage OTT usage.
- Control Over Viewing: Features like censorship-free content (H06) and flexible viewing options empower Generation Z.

The findings emphasize how peer influence and user attitudes drive media choices.

4. Media Substitution Theory

This theory suggests that newer media replace older ones when they offer better benefits. The study confirms this:

- Advantages Over Theaters: Affordability (H03), variety (H02), and flexibility (H04) make OTT platforms a preferred choice.
- Shift in Entertainment (H08): Generation Z sees OTT platforms as the future of entertainment, potentially replacing traditional theaters.

This reflects a major shift in how media is consumed, with OTT platforms dominating due to their superior convenience and offerings.

5. Digital Natives Theory

This theory highlights that Generation Z, having grown up with technology, naturally gravitates toward digital platforms. The findings show: Comfort with Technology: Generation Z's preference for OTT platforms stems from their ease with the digital ecosystem.

- Unique Engagement: Binge-watching (H05) and social media discussions (H07) illustrate their interactive and personalized consumption habits.
- Media platforms must adapt to the habits of digital natives, prioritizing convenience, customization, and engagement.

The study contributes to theories like Uses and Gratifications, Diffusion of Innovations, and Theory of Planned Behavior while supporting newer perspectives like Media Substitution and Digital Natives. By identifying factors like affordability, convenience, and peer influence, it highlights the evolving media landscape and the growing dominance of digital platforms. These findings provide a strong foundation for further research and offer actionable insights for media providers to adapt to changing audience preferences.

Practical Implications

The study on why Generation Z in Ahmedabad prefers OTT platforms over theaters offers valuable insights and practical advice for OTT providers, cinema owners, content creators, and marketers. These findings can guide strategies to adapt to the shifting entertainment habits of this digital-savvy generation.

1. Improving Content Variety and Personalization Generation Z Values Diverse Content (H02).

- OTT Providers: Invest in a broad range of regional, international, and niche genres. Use AI-driven personalized recommendations to boost satisfaction.
- Content Creators: Focus on fresh, experimental, and culturally relevant content that appeals to young audiences.

2. **Affordable Pricing Strategies**

Cost-conscious Generation Z prefers affordable subscriptions (H03).

- OTT Providers: Offer tiered pricing, student discounts, free trials, and “freemium” plans to attract young viewers.
- Cinema Owners: Use dynamic pricing, loyalty programs, and weekday or student discounts to stay competitive.

3. **Prioritizing Convenience and Accessibility**

Generation Z’s fast-paced life values on-demand entertainment (H04).

- OTT Providers: Ensure seamless streaming, offline downloads, and user-friendly apps for various devices.
- Cinema Owners: Improve convenience with online ticket booking, flexible showtimes, and services like home delivery for snacks.

4. **Tapping into Binge-Watching Trends**

Binge-watching is a big attraction for Generation Z (H05).

- OTT Providers: Release full seasons at once and create engaging multi-season shows.
- Marketers: Promote binge-worthy content through social media campaigns and create hype around must-watch series.

5. **Offering Unrestricted Content**

Generation Z appreciates creative freedom and uncensored storytelling (H06).

- Content Creators: Experiment with bold, unconventional themes and storytelling styles.
- OTT Providers: Balance content moderation with creative freedom while meeting regulatory requirements.

6. **Engaging Through Social Media**

Social media drives peer recommendations and discussions (H07).

- OTT Providers: Encourage user-generated content and interactive campaigns on platforms like Instagram, TikTok, and YouTube.
- Content Creators: Include elements like cliffhangers or trending topics to spark conversations and boost word-of-mouth marketing.

7. **Adapting to the Shift Away from Theaters**

OTT platforms are seen as a possible replacement for theaters (H08).

- Cinema Owners: Offer experiences OTT can’t replicate, like premium formats (IMAX, 4DX), exclusive premieres, live events, or themed movie nights.
- Collaborations: Work with OTT platforms to showcase their content in theaters, blending the two mediums.

8. **Targeted Marketing for Generation Z**

This group’s habits revolve around affordability, convenience, binge-watching, and social engagement.

- Marketers: Highlight features like “on-the-go entertainment,” “cost-effective plans,” and “binge-watch marathons” in campaigns.

- **OTT Providers:** Partner with influencers and creators to amplify marketing efforts and reach younger audiences effectively.

By focusing on affordability, variety, convenience, and social media engagement, OTT platforms can strengthen their appeal. Meanwhile, cinemas need to innovate by offering unique experiences to stay relevant. As entertainment preferences evolve, these strategies will be essential to capturing the attention of Generation Z and ensuring long-term success.

CONCLUSIONS

The study on why Generation Z in Ahmedabad prefers OTT platforms over theaters highlights key trends shaping the entertainment industry. As digital natives, Generation Z values convenience, affordability, content variety, and flexibility—qualities that OTT platforms provide more effectively than traditional cinemas.

The study found significant connections between age and factors like on-demand viewing convenience, affordable subscriptions, binge-watching opportunities, and unrestricted content on OTT platforms. While the correlations were weak, the statistical significance ($p < 0.05$) shows these factors collectively influence entertainment preferences. Social influence, such as recommending content and discussing it on social media, also boosts the appeal of OTT platforms for this generation.

The findings reveal a broader shift in media consumption, where OTT platforms are not just complementing theaters but are seen as potential replacements. This is due to their ability to meet the needs of young viewers who prioritize accessibility, personalized content, and control over their viewing experiences.

Theaters, while still relevant for their immersive and social appeal, face growing challenges. To retain Generation Z audiences, they must innovate by offering unique experiences and competitive pricing.

In summary, the study underscores that OTT platforms have become the preferred entertainment choice for Generation Z, aligning with their digital-first lifestyles. For industry stakeholders, addressing these preferences will be critical to staying competitive in an ever-changing digital landscape.

RECOMMENDATION

The study on why Generation Z in Ahmedabad prefers OTT platforms over theaters offers valuable insights but also highlights areas for further research to better understand this evolving trend. Here are key recommendations for future studies:

Expand Geographical Scope

The study focuses on Ahmedabad. Future research can explore other cities, regions, or countries to compare urban, semi-urban, and rural trends. Studies across metropolitan cities like Mumbai, Delhi, and Bengaluru, and smaller towns can reveal regional differences in entertainment habits.

Cross-cultural research can examine how factors like affordability and viewing habits vary globally.

Include Other Demographics

The current focus is on Generation Z. Future studies could include Millennials, Generation X, and Baby Boomers to identify generational differences.

Adding factors like income, occupation, and education can help understand how demographics influence media preferences.

Explore Additional Variables

Beyond age, affordability, and convenience, other variables to study include: Technology: Internet speed, streaming quality, and device preferences. Psychology: Emotional ties to theaters (e.g., nostalgia) versus OTT platforms. Economics: Impact of income and willingness to pay for subscriptions. Environment: Changes in preferences post-pandemic.

Conduct Longitudinal Studies

Research over time can track changes in preferences and whether OTT dominance is permanent or temporary.

Such studies can also explore if innovations like IMAX or 4DX help theaters regain audiences.

Study Emerging Technologies

Research can explore how Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) impact viewing habits.

Questions to explore: Will VR theaters compete with home-based OTT? How will AI-driven content recommendations shape engagement?

Analyze Content Preferences

Future studies can focus on specific content preferences (e.g., movies, series, documentaries) and how genres influence platform choices.

Understanding trends in popular genres can help OTT providers and theaters tailor offerings.

Examine Economic Impact

Research can analyze the economic effects of shifting preferences, including: Impact on local cinemas and the broader theater industry. Growth of digital-first creators and production houses. Insights on how theaters can adapt and stay competitive would be valuable.

Study Behavioral Impacts

Research can assess the social, physical, and mental health effects of excessive OTT consumption, such as: Changes in social interactions and family dynamics. Health concerns from binge-watching and sedentary lifestyles. Psychological impacts like addiction or reduced attention spans.

Investigate Hybrid Models

Studies can explore hybrid approaches where OTT platforms collaborate with theaters, such as releasing OTT-produced films in cinemas.

Consumer preferences for such models can help guide integrated entertainment strategies.

Focus on Marketing and Social Media

Future research can analyze how social media, influencer marketing, and viral campaigns drive OTT subscriptions. Understanding how digital marketing

affects theater attendance versus OTT consumption can inform effective promotional strategies

While this study provides a solid foundation, expanding research to include more demographics, regions, and variables, along with examining emerging technologies and hybrid models, will deepen our understanding of entertainment trends. These insights will help media platforms, theaters, and policymakers adapt to the changing entertainment landscape effectively.

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