

Consumption of OTT Platforms Among Youth and Their Marketing Strategies

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ABSTRACT

India's digital media environment has witnessed a sharp transformation, with Over-the-Top (OTT) platforms quickly picking up pace among young audiences. This paper explores how young users engage with OTT platforms and discusses the strategic marketing methods used to shape their consumption patterns and subscription habits. Based on both primary data and literature findings, the study indicates a liking for serialized, binge-watchable content and recognizes dominant marketing levers such as social media influence and pricing models. Conclusions make field recommendations for maximizing engagement and maintaining user interest.

1. INTRODUCTION

In India, the OTT platforms of Netflix, Amazon Prime Video, and Disney+ Hotstar have drastically altered viewing patterns. With the growth of high-speed internet and smartphone penetration, these platforms are now an essential part of digitally engaged youngsters' everyday lives. Their popularity is attributable to their offer of flexible, on-demand content available across various devices.

Additionally, aspects such as personalized content recommendations and cost-effective subscription plans have driven their universal uptake. In contrast to linear broadcasting, OTT platforms present consumers with the freedom to watch according to their own convenience, tending to promote binge-watching. However, issues of overexposure, content moderation, and digital addiction require continuous monitoring.

2. LITERATURE REVIEW

There is evident shift of existing literature from conventional to digital media. Work by Sadana and Sharma (2023) reflects how gamified user interface and engagement strategies have amplified engagement of users on OTT platforms. Singh (2022) points out that these services are hybrids between television and cinema, providing customized and globally viewed content.

Though advantages like exposure to world stories and study material are appreciated, weaknesses include excessive screen time, desensitization, and social isolation. Theoretical frameworks like the Uses and Gratifications Theory propose that audiences choose OTT content as per individual requirements such as leisure, study, or formation of social identity.

3. RESEARCH METHODOLOGY

This research employed a quantitative method through an online survey sent to 150 subjects between ages 18–30. The approach aimed at grasping demographic patterns, content interests, and marketing sensitivity among young people.

Convenience sampling facilitated effective data gathering.

Analytical Tools: Microsoft Excel and SPSS

Major Analyses Undertaken:

Descriptive statistics

ANOVA and Chi-square tests

Pearson correlation

Regression modeling

Major Hypotheses Investigated:

Frequency of OTT usage differs significantly according to age.

Student discounts influence subscription behavior.

Content diversity is associated with satisfaction.

Social media marketing increases user engagement.

The type of content influences average viewing time per day.

4. ANALYSIS AND FINDINGS

Demographics: Most (58%) were 18–24 years old, and students comprised the main user group.

Frequency of Engagement: 65% used it every day, with a clear bias for episodic material such as web series.

Popularity of Platforms: Netflix and Amazon Prime dominate the market due to high-quality content and easy-to-use interfaces.

Determinants of Platform Choice: Key drivers include diverse content libraries (80%) and competitive pricing (65%).

Marketing Influence: 60% acknowledged that social media advertisements influenced their viewing or subscription behavior.

User Satisfaction: High satisfaction levels (over 80%) were recorded, though users expressed interest in more localized content offerings.

Empirical evidence supported all five hypotheses, confirming that user behavior aligns closely with content relevance, pricing, and targeted marketing initiatives.

5. CONCLUSIONS AND STRATEGIC INSIGHTS

Recommendations for Industry Stakeholders:

Implement targeted pricing models, including discounted student packages.
Prioritize regional content development to broaden cultural reach.
Use AI-driven algorithms for improved content personalization.
Engage audiences via influencer marketing and interactive campaigns.
Limit unauthorized account sharing with household-based logins.

Final Thoughts:

OTT platforms have reached a sizeable chunk of India's youth with dynamic, customized digital content. In order to maintain this pace, providers will need to keep innovating in user experience, pricing, and content curation. Regulatory systems and wellness concerns too need to keep pace with this digital change.

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APPENDICIES

Research Questions

1. Age group for consumption of OTT platform content?
2. How often do you use OTT platforms?
3. Which OTT platforms do you subscribe to (if any)?
4. How much time do you spend on average per day watching content on OTT platforms?
5. What type of content do you primarily watch on OTT platforms?
6. What factors influence your decision to choose an OTT platform?
7. Do you share your OTT platform account with anyone else?
8. How satisfied are you with the OTT platforms you currently use?
9. What improvements would you like to see on OTT platforms?
10. How do you typically learn about new OTT platforms and content?

11. What type of marketing resonates with you the most?
12. Do you follow any OTT platforms on social media?
13. What type of social media content from OTT platforms would you find most engaging?
14. Would you be more likely to subscribe to an OTT platform if they offered student discounts?
15. Are there any specific features or benefits offered by OTT platforms that would influence your decision to subscribe?