



Analysis of Consumer Preferences Between OTT Platforms and Movie Theatres

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Abstract:

This paper provides an in-depth study of the behaviour of consumers in terms of their viewing preferences. The comparison is made between rapidly developing OTT platforms and traditional movie theatres. This analysis was done on the basis of survey data, which consisted of 100 respondents. The study covers several aspects, namely demographics, frequency of use, type of platform used, and spending habits. In this regard, the quantitative analysis method is used to consider the contrast between innovative ways of streaming content using digital technology and traditional methods of watching movies in movie theatres. The results revealed by the study indicate that while young people and city dwellers prefer OTT platforms, some consumers still prefer movie theatres for various reasons such as social interaction. The present paper includes several sections, such as an introduction to the topic of investigation, methodology, findings, and possible future developments.

Keywords: Consumer behaviour, OTT platforms, movie theatres, viewing preferences, digital streaming, traditional cinema, audience demographics, frequency of usage, spending patterns, quantitative analysis, entertainment consumption, urban consumers, media technology, comparative study



Introduction:

The entertainment scene has witnessed major changes due to the development of digital channels. Traditional movie theatres used to be the main venue for people to watch movies. Now they have a competitor in the form of OTT platforms which provide instant access to millions of movies. This change in the pattern has raised many doubts on the future of both mediums.

Thanks to fast internet connectivity and affordable subscription plans, OTT platforms have emerged as major competitors to traditional movie theatres. The audience can watch movies of their choice at any time and any place without being restricted to a set schedule or having to visit the theatre to enjoy their favourite movies. Still, the movie theatres remain popular among the audience for watching blockbusters and for the social environment which streaming channels cannot provide. The purpose of this study is to understand the reasons behind the decisions of consumers who choose one medium over another. Through a survey conducted among 100 people, this study intends to determine the factors affecting the behaviour of customers and identify the trends among them.

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Research Methodology:

Research Objectives-

1. Examine consumer behaviour in relation to viewing preferences between OTT platforms and traditional movie theatres.
2. Identify key factors influencing consumer choices, including cost, convenience, content variety, and overall viewing experience.
3. Explore the potential coexistence and future dynamics between OTT services and cinemas in the entertainment landscape

For this study, a descriptive research strategy has been applied in order to examine the important factors determining consumer behaviour towards the Over-The-Top (OTT) services and movie theatres. The main technique used for gathering the required information involved a well-developed questionnaire survey. This instrument aimed at obtaining an understanding about different aspects related to the behaviour and preferences of consumers including the manner of watching films, preferred platform, amount of expenses, and social component in terms of entertainment preferences. The questionnaire survey was carefully designed in order to investigate determinants determining the behaviour of consumers such as cost-efficiency, accessibility, availability, etc. There were 100 participants who took part in the survey covering

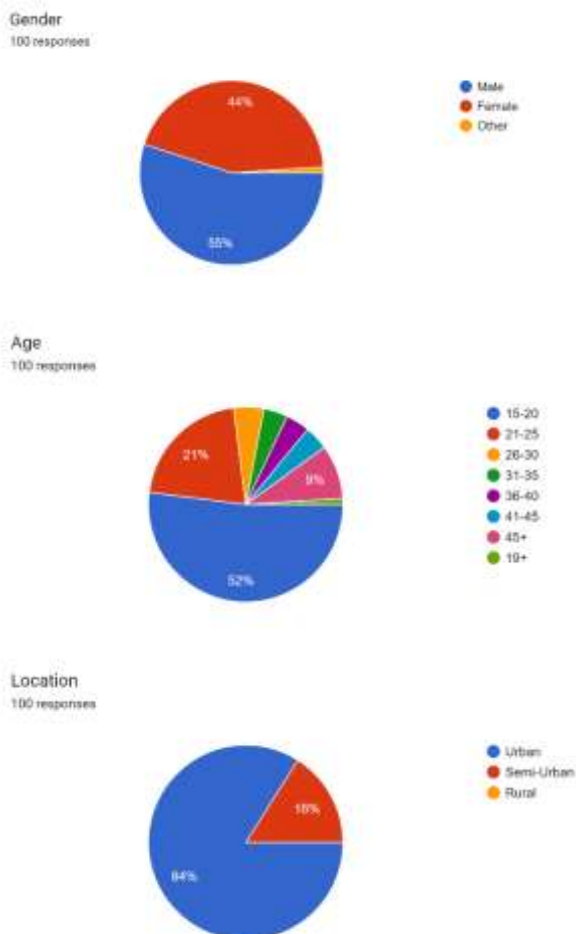


people of different ages and demographic characteristics. In addition to the above-mentioned technique, quantitative methods were also applied. Specifically, the collected information has been processed and analysed statistically.

Analysis and Interpretation:

1. Demographic Factors of the responses

the demographic analysis of our survey respondents provides essential insights into consumer preferences regarding OTT platforms and movie theatres. The key demographic factors examined include gender distribution, age segmentation, and residential location



Interpretation-

Gender Distribution 55% Male, 44% Female, 1% Other

Age Group analysis 52% are 15-20 years old, 21% are 21-25 years old, **Minority in 26+ age groups**

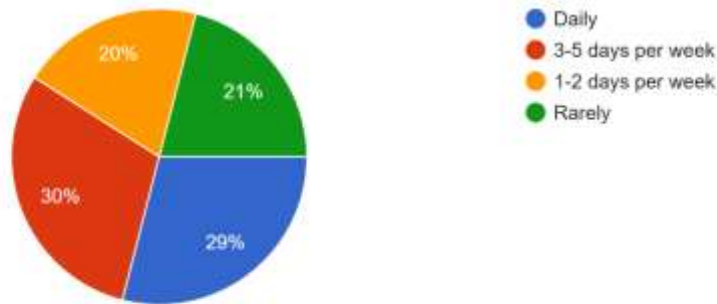
Location-Based Preferences 84% Urban, 16% Semi-Urban

2. How often do you watch content on OTT platforms (e.g., Netflix, Amazon Prime, Disney+)?



How often do you watch content on OTT platforms (e.g., Netflix, Amazon Prime, Disney+)?

100 responses



Interpretation- The table presents survey data on how often people watch content on OTT platforms like Netflix, Amazon Prime, and Disney+.

The findings indicate:

30% watch **3-5 days per week**, making it the most common viewing habit.

29% watch **daily**, showing a high level of engagement.

20% watch **1-2 days per week**, representing moderate usage.

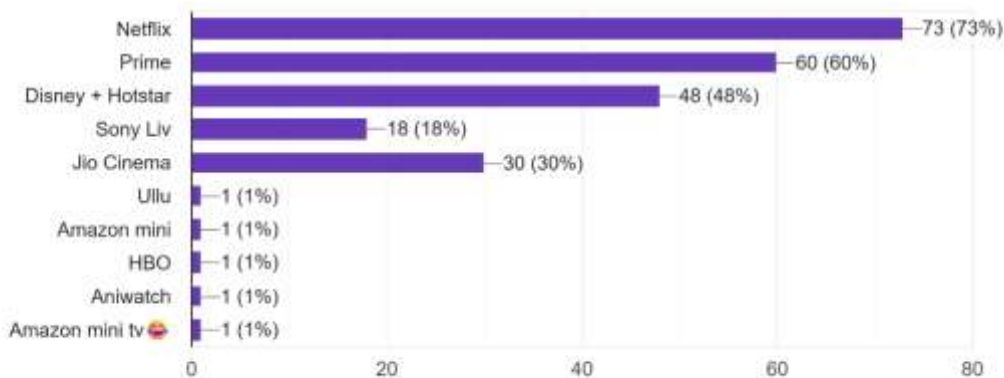
21% watch **rarely**, indicating limited engagement.

This suggests that a **majority (59%)** of respondents watch OTT content at least **3 times a week**, highlighting the growing importance of streaming platforms in daily entertainment consumption.

3. Which OTT platform do you use the most?

Which OTT platform do you use the most?

100 responses



Interpretation- The survey results show that Netflix is the most popular OTT platform among respondents, with **73%** of users preferring it.

Prime Video follows with **60%**, and **Disney+ Hotstar is third at 48%**.

Jio Cinema (30%) and **Sony Liv (18%)** also have a significant user base.

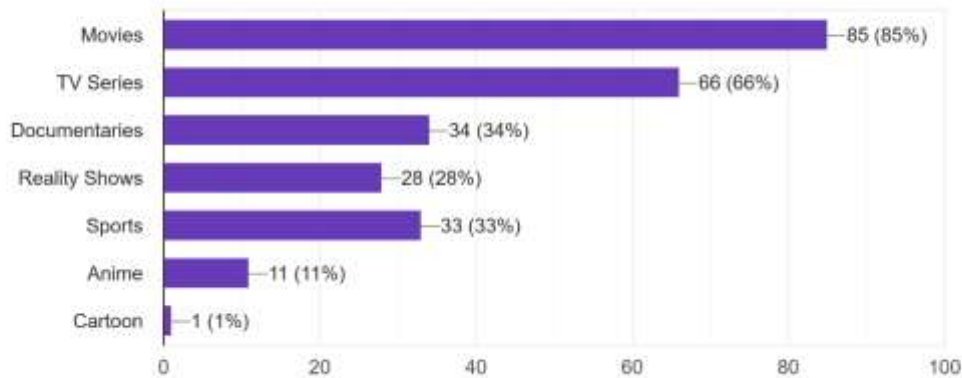
Other platforms like Ullu, Amazon Mini, HBO, and Ani watch have minimal usage (**1% each**).

4. What type of content do you prefer on OTT platforms? (Multiple Choice)



What type of content do you prefer on OTT platforms?

100 responses

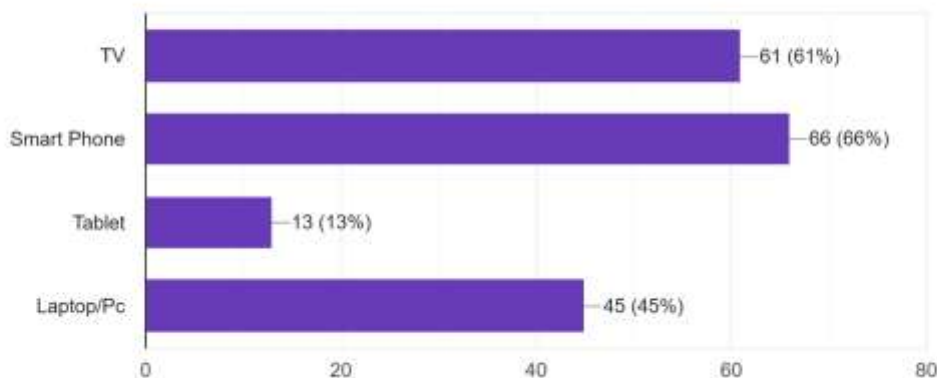


Interpretation- The survey results indicate that movies are the most preferred type of content on OTT platforms, with 85% of respondents favouring them. TV series follow closely at 66%. Documentaries (34%), sports (33%), and reality shows (28%) have moderate popularity. Meanwhile, anime (11%) and cartoons (1%) are the least

5. What device do you most frequently use to access OTT content?

What device do you most frequently use to access OTT content?

100 responses



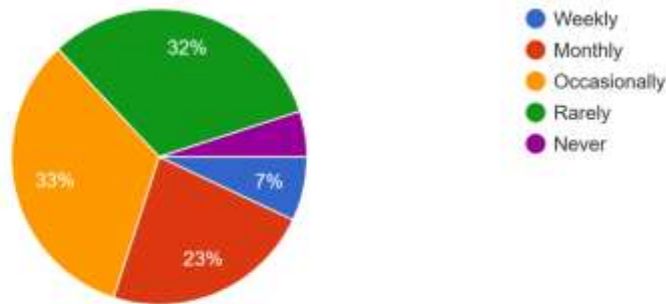
Interpretation- The survey results show that smartphones are the most used device for accessing OTT content, with 66% of respondents using them. TVs are the second most popular choice at 61%, followed by laptops/PCs at 45%. Tablets are the least used device, with only 13% of respondents preferring them for streaming.

6. How often do you visit a movie theatre?



How often do you visit a movie theater?

100 responses

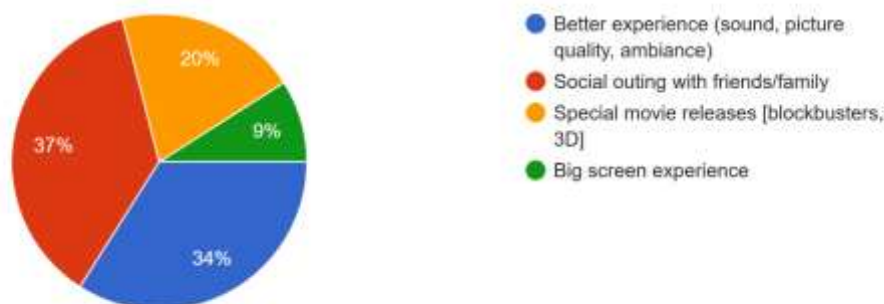


Interpretation- The pie chart represents the frequency of movie theatre visits among 100 respondents. The largest proportion, 33%, indicated they visit occasionally, followed closely by 32% who rarely go. Monthly visits account for 23%, while only 7% of respondents attend weekly, making it the least common frequency. Additionally, 5% reported they never visit movie theatres. Overall, occasional and rare visits dominate the responses, highlighting that frequent attendance is relatively uncommon.

7. What is your primary reason for watching movies in a theatre?

What is your primary reason for watching movies in a theater?

100 responses



Interpretation- The pie chart presents the primary reasons people watch movies in theatres based on 100 responses: 37% prefer theatres for social outings with friends and family, making it the most common reason. 34% value the better experience (sound, picture quality, ambiance). 20% watch movies in theatres for special releases like blockbusters and 3D films. 9% prioritize the big screen experience as their main reason.

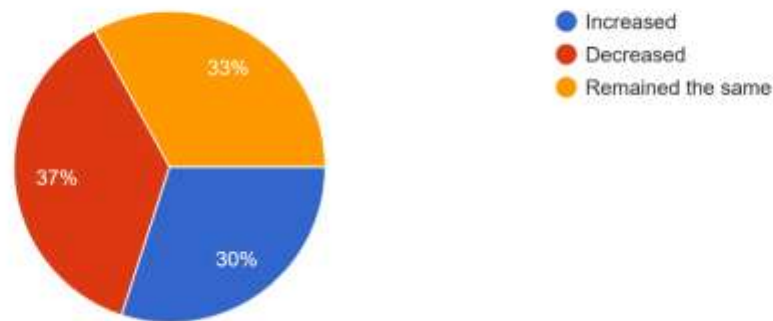
Key Takeaway- Theatre visits are driven largely by social and immersive experiences, with a mix of technology-driven preferences and exclusive releases.

8. How has your frequency of visiting movie theatre changed in the last 3 years?



How has your frequency of visiting movie theaters changed in the last 3 years?

100 responses



Interpretation- The pie chart illustrates changes in movie theatre visit frequency over the last three years among 100 respondents.

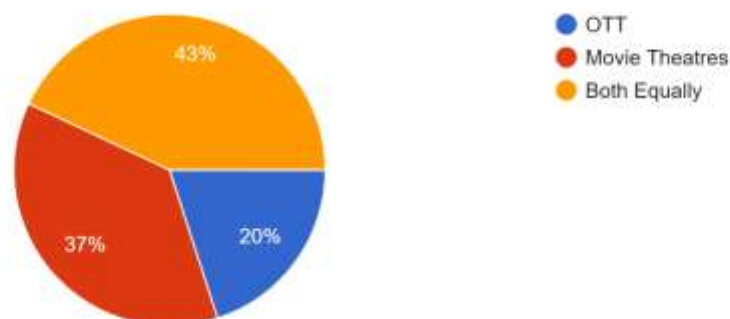
While 37% reported a decrease, 33% stated their frequency remained the same, and 30% noted an increase.

This suggests that more people have reduced their visits compared to those who increased them or maintained their habits.

9. Which of the following do you think offers a better experience?

Which of the following do you think offers a better experience?

100 responses



Interpretation- The pie chart compares preferences for the best viewing experience among 100 respondents.

A majority (43%) believe both OTT platforms and movie theatres offer an equally good experience.

Meanwhile, 37% prefer movie theatres, and 20% Favor OTT platforms.

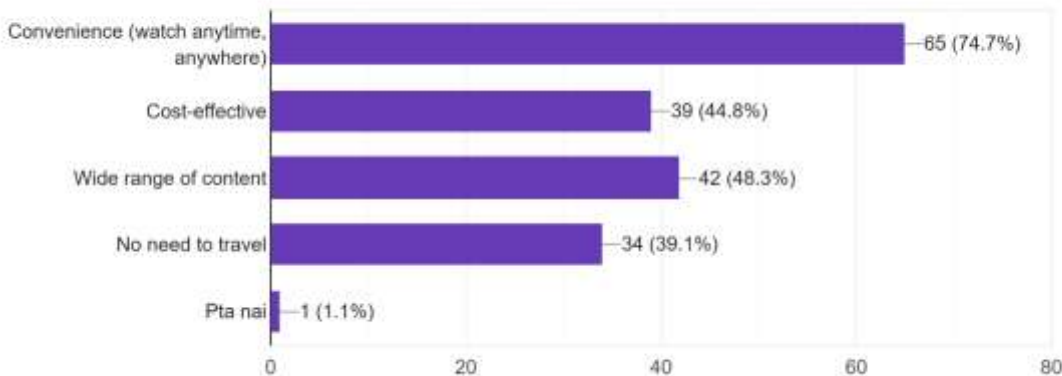
This indicates a balanced perspective, with a slight preference for traditional theatres over OTT platforms.

10.If you prefer OTT platforms over theatres, then why? [optional]



If you prefer OTT platforms over theaters, then why? [optional]

87 responses

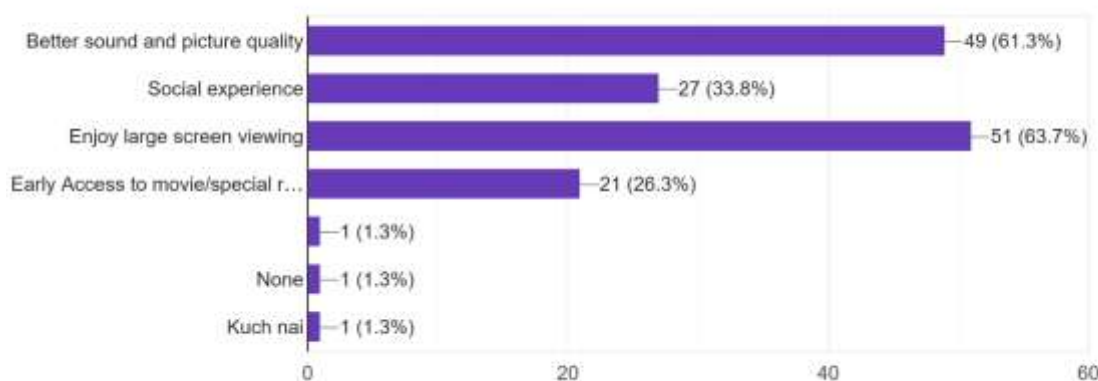


Interpretation- The bar chart highlights reasons why respondents prefer OTT platforms over theatres, based on responses. The majority (74.7%) cited convenience (watching anytime, anywhere) as the key factor. Other reasons include a wide range of content (48.3%), cost-effectiveness (44.8%), and avoiding travel (39.1%). This indicates that accessibility and flexibility are the primary drivers for OTT platform preference.

11.If you prefer theatres over OTT platforms, then why? [optional]

If you prefer theaters over OTT platforms, then why? [optional]

80 responses



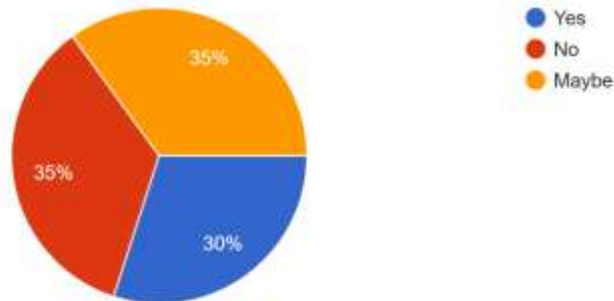
Interpretation- The bar chart displays reasons why respondents prefer theatres over OTT platforms. The top reasons are enjoying large screen viewing (63.7%) and better sound and picture quality (61.3%). Social experience is favoured by 33.8%, while 26.3% value early access to movies or special releases. A very small percentage (1.3%) provided responses like none. This indicates that immersive viewing and superior audio-visual quality are the main attractions of theatres.



12. Do you think OTT platforms will eventually replace movie theatres?

Do you think OTT platforms will eventually replace movie theaters?

100 responses



Interpretation- The pie chart shows opinions on whether OTT platforms will replace movie theatres, based on 100 responses. Equal proportions of respondents (35%) believe "No" or "Maybe," while 30% think "Yes." This indicates mixed views, with uncertainty and scepticism being slightly more prominent than outright agreement.

13. What improvements do you think theatres should make to attract more viewers?

Summary – 100 Responses

1. Reduced Cost & Pricing Strategies, Reduce prices of tickets and food items. Implement discounts, dynamic pricing schemes, family packs, and loyalty programs. No tax on popcorns and provision for low-cost snacks.
2. Increased Comfort & Experience Optimized seating plans with provision for reclining seats. Improved ambience, hygiene, and air conditioning facilities. Provision of extra legroom space and comfortable seats at economical rates.
3. Variety & Exclusivity Introduction of more international films (Anime, Hollywood, etc.). Re-runs of famous films. Cricket matches, live shows, and exclusive movie days.
4. Upgraded Food & Beverages, Improved quality of food. Provision of complimentary or reduced-price food offers. In-seat dining and provision for gourmet meals.
5. Innovative Technologies & Experiential Entertainment Introduction of technologies such as IMAX, 4Dx, and virtual reality-based movies. Upgraded sound and picture quality. Mobile booking and smooth check-in facilities.
6. Social Events & Offers Movie themes nights, fan meets, and interactive shows. Trial movie nights for loyal customers. Improved marketing techniques for customer segments.
7. Overall Convenience & Accessibility Outside food provisions or reductions in theatre food prices. Crowd control measures and flexible showtimes and seating arrangements.

14. What is your prediction on the future of movie theatres in the next 5 years? (Open-ended)

Summary 58 Responses

1. Premium and Immersive Experience

Theatres would concentrate on luxury seating, gourmet experience, and technology like IMAX, 4DX, VR, 8D.

It is predicted that theatres might evolve into entertainment venues hosting interactive screenings, gaming competitions and other live events.

2. OTT Impact

It is expected that OTT will take over and decrease theatre attendance.

It is also expected that hybrid formats where theatres collaborate with streaming platforms to offer exclusive screenings would become popular.

Theatres would have difficulties competing unless they develop innovations.

3. Blockbusters vs Streaming Platforms

Big budget films are likely to continue dominating in theatres whereas mid-budget films and indie movies would move onto streaming.

Theatres would introduce a greater variety of foreign films in order to attract different audiences.

4. Potential Decline

It is anticipated that there will be a sharp decrease in theatre attendance as well as closure of theatres.



It is mentioned that theatres might lose their relevance due to the lack of good content.

5. No Significant Changes or Improvement

It is predicted that theatres will not change much due to the unique experience that big screen can offer.

Only small changes, such as an improvement in realistic experience and comfort are possible.

Overall Perspective

While the future of movie theatres looks rather unsure, their survival depends on innovation, premium experiences and technology development.

15. Do you have any suggestions for improving the content or experience on OTT platforms? (Open-ended)

53 Responses – Summary

1. Improvements in Content Recommendation

Adopt AI-based recommendation engine based on user preferences.

Recommend contents with similar atmosphere/genre.

2. Pricing & Accessibility

opt for budget-friendly, flexible pricing options and packages.

Adopt one-stop shopping solution for one subscription across multiple platforms.

Have a budget version available which has advertisements.

3. Contents Availability/Curation

Make sure that older movies/series apart from new releases are available.

Make fewer fragmented contents available on one particular platform.

Faster release of contents post-theatrical release on OTT platforms.

4. Enhanced Interactivity

Adopt some sort of interactivity in terms of alternate endings, live sessions, polling, watching parties, quizzes etc.

Enhance the streaming experience with IMAX enhanced and higher resolution.

5. Regulation of Content/Family-Friendly Features

Adopt more stringent censorship on violent and explicit contents.

Make sure contents are family-friendly.

6. Interface & Advertisement

Enhance user interface/user experience.

Lower down number of advertisements on the platform.

Conclusion

Better content curation, budget-friendly offers, interactivity, and improved stream are expected with lower fragmentation and less ads.

Conclusion:

The research highlights the dynamics of the consumption of entertainment media, suggesting that OTT channels and theatres cater to unique demands of consumers. OTT channels have witnessed popularity because of their easy availability,



cost-effectiveness, and wide-ranging content catalogues, making them a desirable choice for entertainment purposes. However, movie theatres continue to entice customers due to their immersive settings and high-quality audiovisual features, among others. Even in the age of online streaming channels, movie theatres remain relevant for exclusivity and community viewing. While OTT channels offer more convenience to consumers, movie theatres create a high-quality environment that cannot be created by even the most luxurious home entertainment settings. Future trends regarding the entertainment industry would not necessarily imply a one-sided development; instead, both channels would survive as they address different requirements of consumers. Movie theatres need to innovate in terms of technology use and service provision, while OTT channels should focus on improving recommendation algorithms, pricing, and interactivity to ensure user retention.

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Appendix: Questionnaire

1. Name
2. Gender



- a) Male
 - b) Female
 - c) Others
3. Age
- a) 15-20
 - b) 21-25
 - c) 26-30
 - d) 31-35
 - e) 36-40
 - f) 41-45
 - g) 45+
4. Location
- a) Urban
 - b) Semi-Urban
 - c) Rural
5. How often do you watch content on OTT platforms (e.g., Netflix, Amazon Prime, Disney+)?
- a) Daily
 - b) 3-5 Days per week
 - c) 1-2 Days per week
 - d) Rarely
6. Which OTT platform do you use the most?
- a) Netflix
 - b) Prime8.
 - c) Disney + Hotstar
 - d) Sony liv
 - e) Jio cinema
 - f) Other
7. What type of content do you prefer on OTT platforms?
- a) Movies
 - b) TV Series
 - c) Documentaries
 - d) Reality shows
 - e) Sports
 - f) Anime
 - g) Other
8. What device do you most frequently use to access OTT content?
- a) TV
 - b) Smartphones
 - c) Tablet
 - d) Laptop/pc
 - e) Other
9. How often do you visit a movie theatre?
- a) Weekly



- b) Monthly
- c) Occasionally
- d) Rarely
- e) Never

10. What is your primary reason for watching movies in a theatre?

- a) Better experience (sound, picture quality, ambiance)
- b) Social outing with friends and family
- c) Special movie releases (blockbusters, 3D)
- d) Big screen experience

11. How has your frequency of visiting movie theatres changes in the last 3 years?

- a) Increased
- b) Decreased
- c) Remained the same

12. Which of the following do you think offers a better experience?

- a) OTT
- b) Movie Theatres
- c) Both Equally

13. If you prefer OTT platforms over theatres, then why? [optional]

- a) Convenience (watch anytime, anywhere)
- b) Cost-effective
- c) Wide range of content
- d) No need to travel
- e) Other

14. If you prefer theatres over OTT platforms, then why? [optional]

- a) Better sound and picture quality
- b) Social experience
- c) Enjoy large screen viewing
- d) Early Access to movie/special releases
- e) Other

15. Do you think OTT platforms will eventually replace movie theatres?

- a) Yes
- b) No
- c) Maybe

16. What improvements do you think theatres should make to attract more viewers?

17. What is your prediction on the future of movie theatres in the next 5 years? (Open-ended)

18. Do you have any suggestions for improving the content or experience on OTT platforms? (Open-ended)