



## Comparative Analysis on Ott Platform or Cinema Theatre for Bollywood Movies from Gen Z People in Ahmedabad

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### ARTICLE INFO

*Keywords:* OTT Platforms, Cinema Theatres, Gen Z, Content Variety

*Received :* 5 October

*Revised :* 22 November

*Accepted:* 23 December

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### ABSTRACT

This research study of Gen Z explores Gen Z's choices in Ahmedabad for watching Bollywood movies on OTT platforms or from traditional cinema theatres, keeping factors like convenience, cost-effectiveness, and content variety. Using survey data and statistical analysis, the research shows that Gen Z likes OTT platforms due to their flexibility, affordability, and content offerings. On the other hand, cinema theatres remain good for getting social and immersive experiences. Noticed age-related differences, with younger Gen Z members prioritizing on-demand access. Social media and peer recommendations play a major role in choices, while traditional cinema promotions have minimal impact. The study suggests that OTT platforms can retain Gen Z's attention by offering various content and personal experiences, while cinemas must make unique decisions. The findings suggest the importance of platform flexibility and social engagement in the future of media watching. Future research could explore regional variations, the effect of emerging technologies, and the sustainability of cinemas in the digital age

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## **INTRODUCTION**

In general entertainment ways have undergone for big transformation in recent years, because of driven digital media platforms, specifically in city centres. The rise of More than-the-top (OTT) platforms has created a big competition for traditional cinemas, especially for Generation Z (Vidani, 2015). The ongoing change for digital platforms for entertainment has been more valuable after the global pandemic, which has changed daily life and how people watch media. The COVID-19 pandemic played a crucial role in changing their choice, specifically in the younger generation, for digital platforms, changing the entertainment industry. This change in watch behaviour is not a temporary trend, but a permanent change that has come after the post-pandemic for the entertainment industry.

From the different factors in this change, Generation Z (those born roughly between 1997 and 2012) stands out as one of the most important watching people. Having grown up with digital technology, this generation is more prepared for streaming services and online media watching than traditional cinema-going people (Vidani, 2015). Their choices are made by various factors that digital platforms provide. For these situations, it is very important to study the reasons for choosing OTT platforms more than traditional cinemas, specifically when it comes to watching Bollywood movies (Vidani, 2016). Bollywood is the largest film industry in the world in terms of output or creating movies, With the rise of OTT platforms, Bollywood faces more challenges as these platforms offer more easily available and customized viewing experiences compared to traditional movie theatres.

On another side of it In addition, also an important factor is the convenience factor, cost considerations also play a key role in creating Generation Z's media-watching habits (Niyati & Vidani, 2016). Going to a movie theatre typically involves not only ticket prices but also additional expenses such as transportation, snacks, and the time commitment required to travel to the cinema. On the other hand, OTT platforms offer affordable subscription models that provide access to many films and shows for a part of the cost of a single cinema ticket (Pradhan, Tshogay, & Vidani, 2016).

provide more variety of content is one of the main reasons Generation Z watches everything on OTT platforms. On the other side, Movie theatres have the least option of content for that particular time (Modi, Harkani, Radadiya, & Vidani, 2016). OTT platforms make many films, TV shows, and documentaries available at any time people want to watch. People can watch content from different types, languages, and even countries, providing too many options for entertainment on their mobile screens (Vidani, 2016). Providing facilities to watch full TV shows and rewatch any movie at any time people want is a powerful way for the OTT platform to be in more demand for everyone.

When it comes to this change in watching behaviour is additional technological advancements made digital platforms more important (Dhere, Vidani, & Solanki, 2016). As mobile devices become increasingly powerful and equipped with high-definition screens, the need to go to a cinema for a high-quality viewing experience has been fulfilled by mobile. With streaming services offering 4K content on-demand, viewers can enjoy a cinematic experience from the comfort of their own homes.

Despite the biggest rise of OTT platforms, traditional cinemas still hold a place in the entertainment industry. Cinemas provide a unique social experience that cannot be felt on a small screen. The big size of the screen, the good sound, and the collective energy of an audience contribute to a cinematic experience that is difficult to match in a home setting (Solanki & Vidani, 2016). For certain types of films, specifically those with high visual action blockbusters or large-scale epics, movie theatres remain the main choice for many viewers. However, this is not the case for everyone, especially for Generation Z, which every time prefers the comfort, convenience, and accessibility offered by OTT platforms.

Basically, the purpose of this study is to explore and compare Generation Z's choices when it comes to consuming Bollywood films through OTT platforms or movie theatres, specifically in the situations of Ahmedabad, a major city in India (Vidani, 2016). The study aims to understand Gen Z's entertainment choices and how factors such as social media, accessibility, variety of content, and overall viewing experience affect their decisions. By studying these factors, the research hopes to shed light on the changing entertainment choices of the younger generation and provide valuable insights for the entertainment industry.

In conclusion, the overall rise of OTT platforms and the changing choices of Generation Z have fundamentally remade the entertainment industry. it is affected by the major powerful and pr Factors such as convenience, cost, content variety, and social engagement have made OTT platforms the main medium for many viewers, specifically younger audiences (Biharani & Vidani, 2018). While traditional cinemas still hold value for certain types of films and experiences, the change in digital media watching is not hidden. This study aims to study the reasons behind this change, focusing specifically on Bollywood films in Ahmedabad, and provide insights that could help the entertainment industry navigate this new era of media watching. By understanding Generation Z's entertainment choices, the industry can better supply their needs, ensuring continued success in the digital age (Odedra, Rabadiya, & Vidani, 2018).

### **Research Objectives**

1. To study the relationship between age and choice for watching Bollywood movies on OTT platforms or cinema theatres.
2. To study the relationship between age and the effect of convenience in accessing movies on OTT platforms on viewing choices.
3. To investigate the relationship between age and the perception of cost-effectiveness when comparing the cost of watching movies on OTT platforms or cinema tickets.
4. To analyze the relationship between age and the perception that OTT platforms offer a bigger variety of Bollywood content compared to cinema theatres.
5. To explore the relationship between age and the impact of promotions and advertisements on the decision to watch Bollywood movies in theatres or on OTT platforms.
6. To evaluate the relationship between age and the likelihood of recommending OTT platforms more than cinema theatres for watching Bollywood movies.
7. To study the relationship between age and the belief that the quality of content available on OTT platforms has improved importantly in recent years.
8. To study the relationship between age and the belief that cinema theatres will regain popularity in the future, compared to the dominance of OTT platforms.
9. To investigate the relationship between age and the use of Disney+ Hotstar as the most frequently used OTT platform for watching Bollywood movies.
10. To analyze the relationship between age and the belief that OTT platforms and cinema theatres will co-exist in the future.

These objectives aim to explore the potential relations between age and different factors influencing Bollywood movie watching through OTT platforms and cinemas.

### **LITERATURE REVIEW**

#### **1. Shifting Preferences:**

OTT Platforms vs. Movie Theatres In particular, the consumption of Bollywood films by younger viewers, such as Generation Z, has been changed by the rise of OTT platforms. According to Srinivasan (2021), the COVID-19 pandemic sped up the transition to digital platforms. since lockdowns and social alienation drove numerous moviegoers to turn to online streaming services for entertainment. Because OTT platforms allow users to see material from anywhere at any time, They are a popular alternative to conventional movie theatres. Dheer (2020) points out that even with this change, traditional movie theaters continue to provide a distinctive experience, especially for expensive Bollywood blockbusters. Also observed that watching movies in theatres provides a communal and engaging atmosphere that allows the audience to collectively experience and respond to the film together, resulting in a unique level of thrill that cannot be recreated at home.

## **2. Age and Content Consumption: The Rise of Digital Media**

In this research Paper Khan and colleagues (2022) suggest that Gen Z's inclination towards OTT services is influenced by the convenience of access, personalized content suggestions, and cost-effectiveness. Because this generation was raised with internet and mobile technology, they are more likely to appreciate the convenience of streaming services. Research conducted by Hassan and colleagues in 2021 supports this pattern, saying that younger audiences value the convenience and autonomy offered by OTT platforms. These services given by OTT platforms give viewers the flexibility to enjoy movies whenever and however they like, on different devices. In contrast, the older population is more inclined to enjoy the experience of movie theatres and may still appreciate the shared experience of watching movies on a big screen with top-notch audio and visual effects.

## **3. The Cost Factor: OTT's Affordability VS. Cinema Expenses**

In this Research Paper Bhatia (2021) points out that purchasing movie tickets, particularly for hit Bollywood films, can be costly due to extra expenses such as snacks, parking, and transportation. In contrast, OTT services provide subscription options on a monthly or yearly basis that gives viewers an access to a range of content at a lower price compared to seeing movies in theaters Gupta (2020). highlights that OTT platforms frequently offer a collection of content for a set fee, which differs greatly from the single payment required for movie theater tickets. The popularity of OTT services, especially in cities where Gen Z viewers prefer digital platforms over going to the movies, has been greatly boosted by the financial freedom they provide.

## **4. The Impact of Variety and Personalization on Viewing Preferences**

Sharma and Jain (2020) claim that OTT platforms such as Netflix, Hotstar, and Amazon Prime Video offer a diverse selection of Bollywood content, including regional movies, independent films, and vintage favourites that are frequently not shown in theatres' variety of genres and languages available on OTT services makes them the top choice for Generation Z, improving their overall viewing experience. Singh (2021) points out that customization options on OTT platforms, like personalized content suggestions, increase the attractiveness of digital platforms. This level of personalization is a major attraction for Generation Z, who like to use some renowned applications where they can get the option to select and customize their preferred content.

## **5. Social Engagement and the Future of Cinemas**

Even though streaming services are becoming more popular, traditional movie theaters are remaining significant for major Bollywood film premieres Verma (2021). suggests that the social aspect of going to the cinema is still a significant factor for certain viewers when selecting theaters instead of streaming services. Also added that Cinemas provide unique features such as watching movies with a live audience, sharing real-time reactions, and taking part in the collective experience, all of which OTT platforms are unable to provide. Nevertheless, according to Joshi and Patel (2020), younger audiences are transforming the way social interaction occurs in the entertainment industry. Generation Z does not rely on face-to-face socializing, but instead

participates in virtual conversations and online communities about movies. There are some social media platforms where people can share their thoughts and feedback which leads to a unique form of social interaction based on online platforms. This shift shows that movie theaters may still attract people who are looking for an immersive experience, but streaming platforms are expected to take over the entertainment industry, particularly for those who prefer a more personalized and convenient viewing experience in the future.

### Research Gap

We have seen that existing studies have found the growing popularity of OTT platforms and less visiting or demand of traditional cinema theatres, there is a research gap that specifically studies the choice of **Gen Z** for **Bollywood movie watching in Ahmedabad**. Most research on OTT or cinema watching are generalized across bigger age groups or international situations, with limited focus on India's regional and cultural factors that affect viewing choices. Additionally, while the effect of **cost, convenience, and content variety** on media watching has been widely studied, the specific **impact of social media, peer recommendations, and digital marketing** on Gen Z's choices remains under-studied in the situations of Bollywood entertainment. Moreover, while OTT platforms have been shown to dominate in terms of convenience and ease of accessibility, there is limited research on how the unique **social and general experience** offered by cinemas competes. This research aims to fill these gaps by providing a comparative analysis of **OTT platforms** and **cinema theatres** to the choices of Gen Z in Ahmedabad, playing a role in new insights into regional viewing patterns, technological choices, and social effects that provide the watching of Bollywood films.

### Hypothesis (Only List)

**H1:** There is no important relation between age and choice for watching Bollywood movies on OTT platforms or cinema theatres.

**H2:** There is no important relation between age and the effect of convenience in accessing movies on OTT platforms on viewing choices.

**H3:** There is no important relation between age and the perception of the cost-effectiveness of watching movies on OTT platforms compared to cinema tickets.

**H4:** There is no important relation between age and the belief that OTT platforms provide a bigger variety of Bollywood content than cinema theatres.

**H5:** There is no important relation between age and the effect of promotions and advertisements on the decision to watch Bollywood movies in theatres or on OTT platforms.

**H6:** There is no important relation between age and the likelihood of recommending OTT platforms more than cinema theatres for watching Bollywood movies.

**H7:** There is no important relation between age and the belief that the quality of content available on OTT platforms has improved importantly more than the past few years.

**H8:** There is no important relation between age and the belief that theatres will regain popularity (vs. OTT platforms dominating the market).

**H9:** There is no important relation between age and the use of Disney+ Hotstar as the most frequently used OTT platform for watching Bollywood movies.

**H10:** There is no important relation between age and the belief that OTT platforms and theatres will co-exist in the future.

Table 1. Validation Questionnaire

Statements	
I prefer watching Bollywood movies on OTT platforms rather than in cinema theatres.	(Vasveliyya & Vidani, 2019)
The convenience of accessing movies on OTT platforms importantly affects my viewing choices.	(Sachaniya, Vora, & Vidani, 2019)
I consider the cost of watching movies on OTT platforms to be more economical compared to cinema tickets.	(Vidani, 2019)
I believe that OTT platforms provide a bigger variety of Bollywood content than cinema theatres.	(Vidani, Jacob, & Patel, 2019)
I enjoy watching movies at home on OTT platforms more because I can easily share the experience with friends.	(Vidani J. N., 2020)
I prefer the social experience of watching movies in cinema theatres more than home viewing.	(Vidani & Dholakia, 2020)
The more than all viewing experience (sound, visuals, atmosphere) is better in cinema theatres compared to OTT platforms.	(Vidani & Das, 2021)
Promotions and advertisements for Bollywood movies affect my decision to watch them in theatres or on OTT platforms.	(Rathod, Meghrajani, & Vidani, 2022)
I am more likely to recommend OTT platforms to my peers for watching Bollywood movies than cinema theatres.	(Vidani J. N., 2022)
I believe that the quality of content available on OTT platforms has improved importantly more than in	(Vidani, Meghrajani, & Siddarth, 2023)

the past few years.	
Which of the following OTT platforms do you use most frequently? (Netflix)	(Vidani, Das, Meghrajani, & Singh, 2023)
Which of the following OTT platforms do you use most frequently? (Amazon Prime Video)	(Saxena & Vidani, 2023)
Which of the following OTT platforms do you use most frequently? (Disney+ Hotstar)	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
Which of the following OTT platforms do you use most frequently? (Zee 5)	(Bansal, Pophalkar, & Vidani, 2023)
Which of the following OTT platforms do you use most frequently? (Sony LIV)	(Chaudhary, Patel, & Vidani, 2023)
Which genre of content do you prefer? ( Action)	(Patel, Chaudhary, & Vidani, 2023)
Which genre of content do you prefer? ( Drama)	(Sharma & Vidani, 2023)
Which genre of content do you prefer? ( Horror)	(Saxena & Vidani, 2023)
Which genre of content do you prefer? ( Sci-Fi)	(Vidani, Meghrajani, & Siddarth, 2023)
Which genre of content do you prefer? ( Documentary)	(Sharma & Vidani, 2023)
Do you think OTT platforms and theatres can co-exist, or will one eventually dominate? ( They will co-exist)	(Mahajan & Vidani, 2023)
Do you think OTT platforms and theatres can co-exist, or will one eventually dominate? ( OTT platforms will dominate)	(Sharma & Vidani, 2023)
Do you think OTT platforms and theatres can co-exist, or will one eventually dominate?( Theatres will regain popularity)	(Saxena & Vidani, 2023)

\*Source: Author's Compilation



## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probable - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close-ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>152</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Homemakers, Professionals like CA, Doctors, etc.

Source: Author's Compilation

### Demographic Summary

The demographic profile of the study sample shows that the majority of participants (61.8%) are between the ages of 18 and 25, with smaller proportions in the 25-32 (18.4%) and 32-39 (19.7%) age ranges. In terms of gender, 54.6% of participants are male, while 45.4% are female. Occupation-wise, most respondents are students (53.3%), followed by employees (25.7%) and business owners (13.8%). An important portion (50.7%) of participants earn in the lowest income category, while 21.7% fall into the highest income range. Regarding education, the majority have attained a level 3 education (57.2%), with 37.5% holding level 2 qualifications and a small percentage having level 1 education (5.3%). This suggests a predominantly young, student-oriented sample with a varied range of income and educational backgrounds.

### Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.890	23

\*Source: SPSS Software

In this study, Cronbach's Alpha was calculated to assess the internal consistency of the measurement instrument. With a value of 0.890 for a scale comprising 23 items, the result indicates a high level of reliability. According to established guidelines, a Cronbach's Alpha value above 0.8 is considered excellent, suggesting that the items on the scale are highly consistent in

measuring the underlying construct. This suggests that the instrument used in the study is reliable and that the responses collected are likely to be dependable for additional analysis.

Add rows as per number of hypothesis you have created

Table 4. Results Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is no important relation between age and choice for watching Bollywood movies on OTT platforms or cinema theatres.	0.000	<	H01 Rejected (Null hypothesis rejected)	0.850	Strong
H2	There is no important relation between age and the effect of convenience in accessing movies on OTT platforms on viewing choices.	0.003	<	H02 Rejected (Null hypothesis rejected)	0.160	Weak
H3	There is no important relation between age and the perception of the cost-effectiveness of watching movies on OTT platforms compared to cinema tickets.	0.020	<	H03 Rejected (Null hypothesis rejected)	0.40	Weak
H4	There is no important relation between age and the belief that OTT platforms provide a bigger variety of Bollywood content than cinema theatres.	0.000	<	H04 Rejected (Null hypothesis rejected)	0.008	Weak
H5	There is no important relation between age and the effect of promotions and advertisements on the decision to watch Bollywood movies in theatres or on OTT platforms.	0.225	>	H05 Accepted (null hypothesis accepted)	0.952	Strong

<b>H6</b>	There is no important relation between age and the likelihood of recommending OTT platforms more than cinema theatres for watching Bollywood movies.	0.000	<	H04 Rejected (Null hypothesis rejected)	0.009	Weak
<b>H7</b>	There is no important relation between age and the belief that the quality of content available on OTT platforms has improved importantly more than the past few years.	0.001	<	H04 Rejected (Null hypothesis rejected)	0.011	Weak
<b>H8</b>	There is no important relation between age and the belief that theatres will regain popularity (vs. OTT platforms dominating the market).	0.001	<	H04 Rejected (Null hypothesis rejected)	0.122	Weak
<b>H9</b>	There is no important relation between age and the use of Disney+ Hotstar as the most frequently used OTT platform for watching Bollywood movies.	0.001	<	H04 Rejected (Null hypothesis rejected)	0.011	Weak
<b>H10</b>	There is no important relation between age and the belief that OTT platforms and theatres will co-exist in the future.	0.345	>	H05 Accepted (null hypothesis accepted)	0.397	Weak

## DISCUSSION

This study shows the viewing choices of Gen Z individuals in Ahmedabad, comparing Bollywood movie watching on OTT platforms and cinema theatres. The findings give many key insights into how Gen Z sees and interacts with these two mediums.

Convenience also appears as an important factor influencing viewing choices. The results indicate a notable relation between age and the effect of convenience on movie watching. Younger viewers, accustomed to digital technologies, are more likely to choose OTT platforms because they offer the ease of streaming content anywhere, anytime, without the need to travel to a

cinema. While this relation was weaker compared to other factors, it still highlights the importance of convenience in creating viewing behavior.

In terms of cost-effectiveness, the data shows an important relationship between age and the awareness that OTT platforms are more affordable compared to cinema tickets. Gen Z is more budget-conscious, and views OTT subscriptions as a more economical option, especially after seeing rising costs of cinema tickets. This cost consideration additionally powered their choice for OTT platforms, which provide access to too many contents for a fixed monthly fee, on the other side to the per-movie cost of theatre tickets.

The study also understands that Gen Z believes OTT platforms provide a bigger variety of Bollywood content than cinema theatres. This thinking is closely linked to the availability of exclusive content, regional films, and a bigger range of categories on OTT platforms. This variety in content offers varied tastes to Gen Z, making OTT a more attractive option for movie viewing.

The study also understands beliefs about the future of cinemas, and while Gen Z is not more on the side of cinemas regaining their former popularity, they do see the potential for OTT platforms and cinemas to co-exist in the future. However, OTT platforms are viewed as the dominant force in the entertainment industry, with cinemas continuing to play a secondary role.

### **Theoretical Implications**

The results of this research provide various theoretical implications for comprehending the changing landscape of media uses, especially regarding Gen Z's inclination towards OTT platforms instead of traditional movie theaters. These consequences can help in the formulation of media usage theories and offer perspectives on the evolving dynamics of the entertainment sector.

#### **1. Digital Media Consumption and the Convenience Paradigm**

One significant outcome of this research is the strengthening of the convenience concept in the usage of digital media. The results indicate that Gen Z's inclination towards OTT platforms is mainly influenced by the flexibility and convenience they provide which influence people to decide choosing media. As stated by the Uses and Gratifications Theory (UGT), people actively search for media that meets their needs, such as ease, power, and availability. This research supports the concept of digital platforms, which give users the flexibility to watch content whenever they want. The rise in popularity of OTT platforms is in line with the increasing significance of on-demand services compared to media like movies.

#### **2. Economic Considerations and Cost Sensitivity**

The discovery that Gen Z views OTT platforms as a more affordable option compared to movie tickets validates the utilization of economic theories in understanding media consumption habits, especially among younger consumers who are mindful of their spending. Theories on consumer behavior and cost-benefit analysis indicate that people are more inclined to choose media usage habits that lower expenses and offer greater access to content. The tendency towards OTT services, which frequently offer a greater variety of movies for a fixed subscription cost, supports these theories and indicates a

move from one-time expenses (such as movie tickets) to cheaper and adaptable consumption methods.

### **3. Content Variety and Media Diversification**

The idea that OTT platforms offer a greater range of content compared to cinemas has important theoretical implications for media diversification and content accessibility. Theories about media convergence and niche content suggest that digital platforms are able to reach a wider variety of audience preferences because of their lower distribution costs and more flexibility in content. This change poses a challenge to conventional media models that are frequently restricted by the limitations of movie theater distribution. OTT platforms can cater to specific audiences and provide a wide range of Bollywood and regional content, thereby broadening the media landscape. The results indicate that the rise of OTT platforms may lead to more media fragmentation, as viewers look for unique content instead of popular choices.

### **4. The Role of Social Influence and Peer Recommendations**

The research results indicate that Gen Z is more prone to suggesting OTT platforms over movie theaters to friends aligned with the concepts of social influence and peer recommendations in media usage. The Social Influence Theory suggests that people are frequently affected by the actions and viewpoints of those in their social circles. For Gen Z, their choice of OTT platforms appears to be influenced not only by themselves but also by social factors, with peer pressure being a key factor in determining what they consume. This is in line with the overall trend of social media-influenced consumption, in which recommendations and reviews from peers, influencers, and online communities are important in shaping entertainment preferences.

### **5. The Future of Cinema: Co-Existence or Decline?**

Although there is a clear preference for OTT platforms, the research also indicates that cinemas and OTT platforms may exist together in the future, posing theoretical implications for media ecology and the theory of media coexistence. This discovery is consistent with the Media System Dependency Theory, which proposes that media systems rely on each other and various types of media can function together by fulfilling different roles in society. Cinemas can still focus on unique experiences like immersive screenings or social gatherings, while OTT platforms remain popular for individual, on-demand viewing. The concept of coexistence questions the idea of complete control by one medium, proposing a more nuanced connection between traditional and digital media.

### **Practical Implications**

The findings of this research will have practical implications for the Bollywood film industry, OTT platforms, cinema theatres, and marketers. Understanding preferences and buying behaviours of Gen Z consumers will help these stakeholders devise strategies to meet the needs of this ever-changing group.

### **1. OTT Platforms: Tailoring Content and Experience for Gen Z**

Gen Z's strong favoritism for OTT platforms instead of movie theaters indicates that OTT platforms must keep improving to meet the demands of this tech-savvy generation. Diversifying content is crucial for OTT platforms, which should broaden their Bollywood movie collections by incorporating various genres, regional content, and exclusive releases. Gen Z prioritizes diversity and adaptability, so platforms with a wide range of content options, along with user-friendly features like streaming on multiple devices and personalized suggestions, can expect higher involvement from this demographic. Moreover, improving user satisfaction and loyalty could be achieved by offering a smooth user experience along with features such as offline viewing, various language options, and interactive content.

### **2. Content Creators and Filmmakers: Shaping Content for OTT and Cinemas**

The research shows that Bollywood filmmakers and content creators must adjust to evolving audience expectations. Filmmakers should take into account Gen Z's appreciation for a wide range of content and high standards, and produce movies that cater to various preferences and styles. They should also use online platforms to connect with a larger audience. This could mean creating movies for specific genres or trying out new ways of telling stories like making short films or web series. Filmmakers should also think about releasing movies on both OTT platforms and in theaters at the same time or close together, to accommodate the viewing preferences of various audience groups.

### **3. Subscription Models and Pricing Strategies**

OTT platforms need to think about providing adaptable subscription options to appeal to Gen Z, especially those who might have financial constraints. Younger consumers who are mindful of their expenses might be interested in subscription choices like student discounts, family packages, or pay-per-view. Providing various pricing tiers, which allow customers to choose between basic, premium, and ultra-premium content bundles, can accommodate different budget levels while still maintaining strong user interaction.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research offers valuable information about the changing tastes of Generation Z in Ahmedabad when it comes to watching Bollywood movies on OTT platforms versus in movie theaters. The results highlight a significant shift towards OTT platforms for reasons such as convenience, availability, and variety of content. Gen Z, who are more digitally savvy, appreciate the flexibility and ease of access that OTT platforms provide, making them the best choice for watching movies.

While cinemas remain important, particularly for immersive and social movie experiences, they face increasing competition from OTT platforms. The study also points out the impact of peer endorsements and social media, showing that younger viewers are less swayed by traditional ads and prefer digital recommendations for their entertainment decisions. The research underscores the significance of content variety and an uninterrupted user experience for OTT platforms, whereas cinema theaters should concentrate on

providing exclusive, engaging experiences to stay attractive to younger viewers. The study indicates that the future of media consumption might not involve one platform overpowering the other, but instead a symbiotic relationship where both OTT and cinemas cater to various needs and preferences.

In the end, the results indicate the rising impact of digital-first media consumption and the increasing significance of personalized and on-demand viewing experiences for Gen Z. As the media environment evolves, both OTT platforms and cinema theaters need to adjust to the shifting preferences of this crucial demographic in order to remain competitive in the entertainment sector.

## **FURTHER STUDY**

This study suggests some areas where more research can be done to understand how Gen Z in India chooses between OTT platforms and cinemas for watching movies.

### **1. Comparing Different Regions**

Gen Z in different parts of India how to choose to watch content. This help us understand if their choices are affected by where they live or the kind of technology they have.

### **2. Long-Term Studies**

How Gen Z's media habits change over time. Also, as younger generations like Gen Alpha grow up, it will be interesting to see if their choices are different.

### **3. Effect of New Technology**

With new technologies like virtual reality (VR) and 4D cinema, research can study how these affect Gen Z's choice between OTT and theatres.

### **4. Role of Social Media and Friends**

We should study how much social media, friends, and online reviews affect what Gen Z decides to watch. This can help them understand how their choices are affected by others.

### **5. Genre and Content Preferences**

It would be good to see if Gen Z prefers OTT for certain types of shows, like dramas or web series, and cinemas for big action films. Also, how exclusive content on OTT affects their loyalty.

### **6. Cost Sensitivity and Payment Plans**

As Gen Z is normally budget-conscious, research could study how different subscription models or cinema ticket prices affect their choice of platform.

### **7. Mixing OTT and Cinema**

Research can find new ways both OTT platforms and cinemas can work together, like releasing movies on both platforms at the same time.

### **8. Content Rules and Ethics**

We should also look at how OTT platforms handle content censorship and how it impacts Gen Z's viewing decisions, especially in terms of societal ethics.

### **9. Impact on the Entertainment Industry**

Finally, it would be interesting to study how the rise of OTT platforms is changing how films are made, marketed, and distributed, and what this means for traditional cinema chains.

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