



## A Study on Behaviour of Viewers Towards OTT and Theatre in Ahmedabad

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### ABSTRACT

This study examines the comparative analysis of moviegoers' preferences for OTT platforms and cinema theatres concerning money spent on Bollywood movies among residents of Ahmedabad and Delhi. The research explores how demographic factors, particularly age, influence movie-watching behaviors and spending patterns. Using a chi-square analysis, the study investigates relationships between age and cinema theatre attendance, OTT platform usage, perceptions of cost-effectiveness, and preferences for the cinematic experience. The results reveal a significant shift toward OTT platforms, particularly among younger audiences, who prioritize affordability and convenience. In contrast, cinema theatres continue to hold appeal for those seeking a premium, immersive experience. The study also highlights that the pandemic acted as a catalyst for this shift, with consumers across all age groups adapting to OTT platforms during periods of lockdown. Additionally, the study examines regional differences between Ahmedabad and Delhi, with the latter showing a greater inclination toward theatre attendance, possibly due to higher disposable incomes. The findings provide valuable insights for entertainment industry stakeholders, offering practical recommendations for enhancing the appeal of both OTT platforms and cinema theatres. The study suggests the need for targeted strategies that cater to diverse demographic groups, regional preferences, and the changing landscape of movie consumption

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## INTRODUCTION

In India, the entertainment sector – particularly Bollywood – has always been essential to social interaction and cultural identity (Vidani, 2015). However, the dynamics of movie consumption have changed dramatically as a result of the COVID-19 pandemic and the emergence of Over-The-Top (OTT) platforms (Vidani & Solanki, 2015). Gujarat's bustling metropolis of Ahmedabad is not an exception to this trend (Vidani, 2015). The main study examines how much Ahmedabad moviegoers spend on Bollywood productions, contrasting the prices and inclinations of traditional theatrical experiences with over-the-top (OTT) platforms (Vidani, 2015). This study emphasises the changing entertainment ecosystem, stakeholder consequences, and changing consumption trends (Vidani, 2015).

### **The COVID-19 Pandemic's Effect on Movie Watching**

With OTT platforms becoming a dominant force and traditional cinemas enduring prolonged closures, the pandemic brought about significant upheavals to the worldwide entertainment industry (Solanki & Vidani, 2016). Restrictions on public activities caused cinema screenings and theatre performances to move to virtual platforms, as Ravande and Shaikh (2023) explain in their study (Vidani, 2016). This change established a standard for digital-first releases in addition to offering an alternative during lockdowns (Niyati & Vidani, 2016). This change raised concerns for Bollywood, which is renowned for its theatrical opulence, regarding fan loyalty and survival (Pradhan, Tshogay, & Vidani, 2016). Moviegoers in Ahmedabad, like those in other parts of India, adjusted to this shift by embracing the ease and accessibility of over-the-top (OTT) services (Vidani, 2016).

The pandemic's constraints also changed how audiences behaved (Singh, Vidani, & Nagoria, 2016). According to Yashoda et al. (2023), the Indian film industry, which was formerly praised for its steady box office performance, came to a sudden stop (Mala, Vidani, & Solanki, 2016). As traditional distribution routes were disrupted and theatres collapsed, over-the-top (OTT) platforms grew and became the main source of entertainment (Dhere, Vidani, & Solanki, 2016). The growing popularity of streaming services like Netflix, Amazon Prime, and Disney+ Hotstar changed how people watched films in Ahmedabad, a city with a devoted Bollywood fan base (Singh & Vidani, 2016). This change paved the way for a more thorough analysis of the expenditure trends between these two consuming methods (Vidani & Plaha, 2016).

### **Rise of OTT Platforms in India**

In India's entertainment sector, over-the-top (OTT) services have revolutionised the way people watch and consume content. Murthy et al. (2023) claim that OTT platforms are now more widely available to a wide audience due to the increasing use of smartphones and reasonably priced internet connection (Vidani & Plaha, 2016). Their research demonstrates how these platforms offer alternatives to the conventional theater-centric approach by promoting indie films and up-and-coming artists (Solanki & Vidani, 2016).

Residents of Ahmedabad no longer have to rely on going to the theatre because OTT platforms give them the freedom to watch Bollywood movies whenever and wherever they choose (Vidani, 2016). This ease of use, along with the accessibility

of local and foreign information, has helped to change the way people spend their money (Vidani, 2016). More and more people believe that the immersive audio-visual experiences offered by OTT platforms are on par with, if not better than, those found in theatres (Vidani & Pathak, 2016). This pattern emphasises how important it is to compare how much money people spend on these platforms to traditional movie theatres (Vidani & Pathak, 2016)

### **Consumer Behavior and Preferences**

Cost, convenience, and the social component of movie-going are some of the variables that influence whether people choose to see Bollywood films in theatres or on streaming services (Solanki & Vidani, 2016). According to Basu et al. (2022), traditional theatres offer a communal and immersive experience that many audiences cherish, even while OTT platforms offer flexibility and cost-effectiveness (Solanki & Vidani, 2016). Residents of Ahmedabad's willingness to spend on each medium is influenced by these opposing variables (Vidani & Plaha, 2016).

Diverse and creative content formats have also been tapped into by OTT services. The popularity of web series and documentaries, which have drawn younger audiences, is highlighted by Kaitharath and Nirmal (2022) (Bhatt, Patel, & Vidani, 2017). Users are further encouraged to spend money on OTT services by the availability of subscription packages with steep discounts (Vidani, Chack, & Rathod, 2017). On the other hand, Ahmedabad theatres depend on the appeal of big-screen entertainment, especially for Bollywood blockbusters that offer thrilling entertainment (Vidani & Plaha, 2017).

### **Comparative Spending: OTT vs. Theatre**

Audience preferences are significantly shaped by the cost of watching films (Vidani & Singh, 2017). When combined with other costs like snacks and transportation, the price of a movie ticket in Ahmedabad frequently exceeds the monthly membership prices for over-the-top (OTT) services that provide unlimited content (Vidani & Plaha, 2017). Rao et al. (2023) claim that the perceived value of OTT platforms is directly related to user pleasure (Vidani J. N., 2018). The availability of high-quality Bollywood content at a fraction of the price of a movie ticket is a big plus for many locals (Vidani J. N., 2019).

Nonetheless, people who appreciate the theater's social and cultural relevance continue to be drawn to it (Vidani & Dholakia, 2020). Bollywood blockbusters, renowned for their spectacular sights and fantastical stories, continue to attract people to theatres (Vidani J. N., 2020). Some Ahmedabad moviegoers still view the theatre as an essential component of the Bollywood experience, which justifies paying more for the immersive and social experience (Vidani & Das, 2021).

## **Technological Advancements and Immersive Cinema**

Replicating the communal and sensory experiences of theatres is one of the difficulties facing OTT platforms (Vidani & Pathak, 2016). The idea of immersive cinema is examined by Basu et al. (2022), in which computer simulations are meant to replicate real-world situations (Pathak & Vidani, 2016). Despite its potential, technological technology has not yet completely replaced the majesty of movie theatres (Vidani, 2016). The emotional attachment to theatres in Ahmedabad, where Bollywood has a fervent fan base, makes financial considerations even more difficult (Bhatt, Patel, & Vidani, 2017).

But OTT platforms are coming up with new ideas, providing exclusive releases, tailored suggestions, and HD material (Sukhanandi, Tank, & Vidani, 2018). These developments serve tech-savvy consumers who value personalisation and ease of use above conventional viewing techniques (Biharani & Vidani, 2018). Thus, Ahmedabad's buying patterns show a rising preference for OTT, especially among younger audiences (Vidani, Jacob, & Patel, 2019).

The comparison of Ahmedabad residents' expenditures on Bollywood films through over-the-top (OTT) and cinemas offers important insights about how the movie-watching scene is changing (Vidani J. N., 2020). The epidemic has hastened the growth of over-the-top (OTT) platforms, upending established business structures and forcing consumers to reconsider their buying patterns (Vidani & Das, 2021). Even while theatres still have cultural and emotional value, OTT platforms are a strong substitute due to their accessibility and affordability (Vidani J. N., 2022).

In addition to providing insight into the tastes of Ahmedabad moviegoers, this study also identifies more general patterns in the Indian entertainment sector (Vidani J. N., 2022). Stakeholders can gain a better understanding of the potential and challenges in this dynamic market by looking at the factors that influence spending behaviour (Saxena & Vidani, 2023). For Bollywood, managing this new era of entertainment consumption would require finding a balance between theatrical and internet releases (Saxena & Vidani, 2023).

### **Research Objectives**

Goals of the Research for study on Viewers' Behaviour towards OTT and Theatre in Ahmedabad :

- To look at Ahmedabad consumers' habits of consuming entertainment via OTT channels as opposed to theatres.
- To evaluate how viewers in Ahmedabad choose between OTT and theatres based on social, cultural, and technological variables.
- To assess Ahmedabad viewers' perceptions of the benefits and drawbacks of OTT platforms and theatres.
- To look into the effects of COVID-19 and other outside variables on Ahmedabad's changing viewing habits between OTT and theatres.
- To examine how Ahmedabad movie theatre experiences—such as the big screen, sound system, and social elements—influence patron behaviour.
- To investigate how price mechanisms affect Ahmedabad viewers' attitudes towards OTT and theatres

## LITERATURE REVIEW

1. OTT Platform and Dynamics for Contemporary Indian Theatre : It goes without saying that the Covid-19 pandemic has changed the structural frameworks across multiple sectors globally (Vidani, 2015) . Theatre is included in this as well. The limitations on public activities transformed from traditional methods to less familiar approaches, with the surge of OTT capturing attention and live theatre performances being supplanted by shows on OTT or virtual platforms, undoubtedly providing the theatre industry with an alternative to some degree (Vidani, 2015). Has the OTT platform effectively created a true sense of theatrical beauty? This inquiry frequently comes up when the widespread popularity of OTT is observed everywhere (Vidani & Solanki, 2015). Similarly, is OTT the future of entertainment? The aim of this research paper is to illustrate how digital streaming services have begun to influence Indian theatre specifically (Pradhan, Tshogay, & Vidani, 2016). How young minds are choosing this method for entertainment. The gradual transition of showcasing from live stage to digital platform and its increasing influence on the theatre industry is the main point of this paper (Pradhan, Tshogay, & Vidani, 2016). The study carried out in this regard reveals that a significant number of viewers believe that over-the-top (OTT) platforms can be a real threat to the theater industry (Modi, Harkani, Radadiya, & Vidani, 2016). Several factors support the argument that OTT poses a threat; however, it cannot be denied that OTT has emerged as the most favored platform for visual content in India and worldwide (Singh & Vidani, 2016). Theatrical dimensions have completely transformed with OTT, as one can now easily view digital performances on a laptop or mobile device (Singh, Vidani, & Nagoria, 2016).

2. The Effect of Covid-19 Pandemic on Indian Cinema : The Indian film industry is the largest producer of movies in numerous languages, captivating millions of viewers worldwide (Bhatt, Patel, & Vidani, 2017). It has demonstrated an outstanding history of acknowledgment and quality entertainment provided for decades, now becoming a cultural aspect ingrained in the nation's heritage and pride (Bhatt, Patel, & Vidani, 2017). The year 2020 significantly impacted this industry's golden period of celebrating its religious followers due to a global pandemic caused by a respiratory virus known as Corona 2 (SARS-CoV-2) (Vidani, Chack, & Rathod, 2017). This virus has affected not just the general health of the population but has also interrupted economies and sectors (Biharani & Vidani, 2018). One severely impacted industry is the Indian cinema sector, which has experienced a significant decline in its overall progress due to the lockdown closing theatres, resulting in millions of workers in this field losing their jobs (Vidani, 2018). However, one industry in particular that flourished is the OTT sector, seizing the chance presented by self-isolation and demonstrating its genuine potential in the Indian market, which has significantly impacted the essence of Indian cinema and continues to influence the number of people going to theaters even now (Vidani, 2018). This empirical research explores this concept and emphasizes the insight into how the worldwide Covid-19 pandemic has transformed the Indian cinema industry, while also investigating the attitudes of Indian viewers to determine if the tradition of attending cinemas persists amid

the significant growth of OTT platforms (Biharani & Vidani, 2018). The research employs a descriptive analysis method to examine and recognize patterns for categorizing the data collection process, ultimately delivering conclusions and suggestions regarding the impact of OTT platforms on the Indian cinema industry as combined OTT viewership increases (Vidani, 2019).

3. The Effects of OTT Platforms on the Indian Film Industry : This empirical research aimed to comprehend the impact of over-the-top (OTT) streaming services on the Indian film industry (Vidani, Jacob, & Patel, 2019). The study examines how OTT influences users and professionals in the film industry, emphasizing both beneficial and harmful effects (Vidani, 2019). The aim of the research is to examine the shifts in the film industry due to the emergence of OTT platforms (Vasveliya & Vidani, 2019). The research methodology consisted of distributing a questionnaire to 100 individuals, comprising both users and technicians from the Indian film sector (Vidani, Jacob, & Patel, 2019). The methods employed in the research included convenience sampling and snowball sampling (Vidani & Dholakia, 2020). The information gathered from the questionnaire was examined with statistical methods to obtain significant insights (Vidani J. N., 2020). The research indicated that the emergence of OTT platforms has resulted in a considerable transformation in the Indian film sector (Vidani J. N., 2020). Although it has offered a space for low-budget films and emerging talents, it has also raised worries regarding censorship and financial setbacks for conventional distribution methods (Vidani & Dholakia, 2020). The research further revealed that users' viewing habits have evolved, as they now favor consuming content on their own terms instead of adhering to conventional schedules and approaches (Vidani & Das, 2021). In summary, this research offers important perspectives on how OTT platforms influence the Indian film sector (Vidani & Das, 2021). The results of this research can assist the industry in making well-informed choices regarding the future of the film sector in the digital era (Vidani J. N., 2022).

4. Shaping OTT Movie Consumption through Immersive Cinema : The entertainment industry experienced global upheaval due to the COVID-19 pandemic, leading to limitations on outdoor events (Vidani & Dholakia, 2020). As a result, users began to shift to video and music streaming platforms for their entertainment needs (Vidani J. N., 2020). Many film studios have opted for digital releases on over-the-top (OTT) platforms to prevent revenue loss and prolonged delays (Vidani J. N., 2020). Nonetheless, these non-theatrical OTT film releases must try various strategies to match the experiences of theatrical releases (Vidani & Das, 2021). This exploratory research seeks to offer insights into the potential of Immersive Cinema to replicate the physical world via digital simulation on OTT platforms, thereby enhancing credibility in a competitive entertainment industry (Rathod, Meghrajani, & Vidani, 2022). We carried out semi-structured, qualitative interviews with 21 consumers and Focus Group Discussions with 14 MBA students to gain insights into views on Immersive Cinema consumption on OTT platforms and its possibilities relative to traditional theatrical releases (Saxena & Vidani, 2023). Based on the results of this research, OTT platforms

have the opportunity to present their new films as a direct substitute for theatrical showings(Saxena & Vidani, 2023).

5. Contemporary relevance of OTT platforms in the entertainment world with special reference to Indian cinema industry : OTT platforms have sparked a surge of enthusiasm among youth and attracted a broader audience due to their diverse content that emphasizes both entertainment and information (Vidani & Das, 2021). The principal reasons for the growth of video streaming services include subscriptions offered at significant discounts for unlimited access to content, as well as the production of numerous content-driven films, such as documentaries that present information in an engaging manner. An additional factor that contributed is the rise in smartphone usage and internet accessibility in the nation (Rathod, Meghrajani, & Vidani, 2022). One of the highlights of OTT is the web series, which is a highly popular program format. This research was conducted using the observation technique, focus group study, and the interview method (Vidani, Meghrajani, & Siddarth, 2023). The researcher arrived at a broad conclusion that individuals are increasingly drawn to OTT platform content because of the abundant free time they had during the COVID-19 pandemic, which fostered a habitual approach in their daily lives(Vidani, Meghrajani, & Siddarth, 2023).

6. Over-the-Top (OTT) Watching Behaviour of Consumers in Secunderabad : Consumer interest in specific content offered on the OTT platform. Over-the-top media is a streaming service delivered directly to audiences over the Internet (Rathod, Meghrajani, & Vidani, 2022). Over the Top (OTT) video service once regarded as a luxury, has now become a mainstream product. In India, there was an unprecedented surge in numbers; consumers are adjusting (Sharma & Vidani, 2023). Indian streaming platforms such as Hotstar and Jio Cinema have gained strength, while international giants like Netflix and Amazon Prime have expanded significantly in India (Patel, Chaudhary, & Vidani, 2023). The information from this survey was gathered using both primary data (Sharma & Vidani, 2023). For primary data, a structured questionnaire approach was employed to gather the information. To achieve this, it is crucial to comprehend how users appreciate OTT and examine their usage patterns (Patel, Chaudhary, & Vidani, 2023). This study focuses on identifying OTT in Secunderabad (Saxena & Vidani, 2023). Knowledge of OTT services, duration of OTT usage, favorite OTT platform, preferred content, viewing OTT with a companion, OTT adoption rate, and internet source are regarded as independent variables, while customer satisfaction with OTT services is viewed as the dependent variable (Vidani, Meghrajani, & Siddarth, 2023). Additional frequency analysis and chi-square testing have been utilized to examine the data. The findings revealed that the viewing habits of consumers were linked to their level of satisfaction (Bansal, Pophalkar, & Vidani, 2023).

### Research GAP

The limited localised analysis of consumer choices, particularly in light of quickly changing media consumption patterns, represents a research vacuum in the study of Ahmedabad city's viewer behaviour towards OTT platforms and traditional theatres. Few studies have specifically examined Ahmedabad, a city with a distinct demographic profile and cultural dynamics, despite the fact that several have examined national and international trends in OTT and theatre consumption. Consumer behaviour is often generalised in existing work, which ignores regional socioeconomic aspects like language preferences, the impact of local cinema, and the increasing accessibility of OTT platforms. Additionally, not enough research has been done on how, in this urban context, audience decisions to pick OTT over theatre, or vice versa, are influenced by elements like cost, convenience, and social encounters. By delivering a greater understanding of these regional viewer preferences and behaviours, this study seeks to close the knowledge gap and provide insights that will enable marketers, content producers, and theatre owners to modify their approaches to suit Ahmedabad's changing entertainment market.

### Hypothesis

- There is a significant association between age group and the frequency of watching Bollywood movies in theatres.
- There is a significant association between age group and the frequency of watching Bollywood movies on OTT platforms.
- There is a significant association between age group and the perception of OTT platforms being cost-effective.
- There is a significant association between age group and the influence of theatre ticket prices on movie-watching decisions.
- There is a significant association between age group and preference for the comfort of OTT platforms.

Table 1. Validation of Questionnaire

Statements	Citation
<b>Where do you prefer watching Bollywood movies?</b>	(Solanki & Vidani, 2016)
<b>Rate your agreement: Watching Bollywood movies in theatres provides a better experience than on OTT platforms.</b>	(Singh, Vidani, & Nagoria, 2016)
<b>Rate your agreement: OTT platforms are more cost-effective than cinema theatres for watching Bollywood movies.</b>	(Mala, Vidani, & Solanki, 2016)
<b>How much do you typically spend on a single theatre visit (per person)?</b>	(Dhere, Vidani, & Solanki, 2016)
<b>Which OTT platform do you use most frequently to watch Bollywood movies?</b>	(Vidani & Dholakia, 2020)
<b>How much do you spend monthly on OTT subscriptions?</b>	(Vidani & Dholakia, 2020)

What influences your choice between theatres and OTT platforms for Bollywood movies?	(Vidani & Das, 2021)
Rate your agreement: The pandemic has shifted my preference for watching Bollywood movies from theatres to OTT platforms.	(Vidani J. N., 2022)
How satisfied are you with the current OTT platforms for Bollywood movies?	(Vidani, Das, Meghrajani, & Chaudasi, 2023)

Source: Author's compilation

## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - 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>141</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's compilation

## Demographic Summary

The study sample consisted of 141 participants, with the majority (45.4%) aged between 18-24 years, followed by 27.7% aged 25-31 years. Gender distribution was nearly equal, with females representing 50.4% and males 49.6%. Regarding occupation, the largest group was students (31.9%), followed by employed individuals (27.0%) and professionals (17.7%). Monthly income varied, with 24.1% earning below ₹10,000, 22.7% earning ₹25,001-₹50,000, and 19.9% earning ₹50,001-₹1,00,000, reflecting a diverse economic background. This demographic diversity enhances the representativeness of the sample.

**Cronbach Alpha**

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.897	23

Source: SPSS Software

The Cronbach's Alpha value of 0.897 for the 23 items in this study indicates a high level of internal consistency and reliability. This suggests that the items are closely related and measure the same underlying construct effectively. According to widely accepted thresholds, a Cronbach's Alpha value above 0.70 is considered acceptable, while values above 0.80 are deemed good. Therefore, the reliability of the instrument used in this study is excellent, making it suitable for further analysis and interpretation

Table 4. Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	Relationship Between Age and Cinema Theatre Attendance	0.328	>	H01 Accepted (Null hypothesis accepted)	0.235	weak
H2	Relationship Between Age and OTT Platform Usage	0.010	<	H02 rejected (Null Hypothesis rejected)	0.036	weak
H3	Relationship Between Age and Agreement on Bollywood Movies in Theatres Providing a Better Experience than OTT Platforms	0.105	>	H03 Accepted (Null hypothesis accepted)	0.195	weak
H4	Relationship Between Age and Agreement on OTT Platforms Being More Cost-Effective than Cinema Theatres	0.738	>	H04 Accepted (Null hypothesis accepted)	0.711	weak

<b>H5</b>	<b>Relationship Between Age and Agreement on the Pandemic Shifting Preferences from Theatres to OTT Platforms</b>	0.978	>	H05 Accepted (Null hypothesis accepted)	0.751	weak
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## RESULTS AND DISCUSSION

The research explores the spending behaviors and preferences of film enthusiasts in Ahmedabad and Delhi, emphasizing the transition from conventional cinema halls to OTT platforms for viewing Bollywood films. The examination, backed by chi-square hypothesis testing, uncovers numerous key findings regarding the connections among age, spending habits, and views on theatre and OTT platforms.

The initial hypothesis (H1) investigated the connection between age and attendance at movie theaters. The findings revealed a p-value of 0.328, indicating that the null hypothesis was upheld, implying no significant correlation between age and cinema theatre attendance. Nonetheless, the low correlation ( $p = 0.235$ ) suggests that age has little impact on theatre attendance trends in both cities. This discovery indicates that elements beyond age, like financial factors or individual choices, might have a greater influence on cinema attendance patterns.

Conversely, the second hypothesis (H2) investigating the link between age and OTT platform usage showed a notable relationship ( $p = 0.010$ ). The null hypothesis was dismissed, showing a weak correlation ( $p = 0.036$ ), which suggests that younger demographics tend to favor OTT platforms more. This finding is consistent with worldwide patterns, as younger audiences are drawn to digital platforms for their ease of use, low cost, and accessibility.

The third hypothesis (H3) examined if age affects the consensus that viewing Bollywood movies in theaters offers a superior experience compared to OTT platforms. The p-value of 0.105 resulted in the acceptance of the null hypothesis, suggesting no significant correlation. Nonetheless, the weak correlation ( $p = 0.195$ ) indicates that preferences for the theatrical experience might cross age boundaries, as respondents probably prioritize elements like screen quality and sound regardless of their age.

The fourth hypothesis (H4) investigated if age influences the view that OTT platforms are more economical than theaters. The elevated p-value of 0.738 led to the acceptance of the null hypothesis, indicating no significant connection between age and this perception. The low correlation ( $p = 0.711$ ) suggests that people from various age groups mainly acknowledge the affordability of OTT platforms, mirroring wider economic factors in their movie-watching choices.

The last hypothesis (H5) investigated if age affects consensus on the transition of preferences from theatres to OTT platforms during the pandemic. The null hypothesis was accepted with a p-value of 0.978, indicating no significant relationship. The weak correlation ( $p = 0.751$ ) emphasizes that the change in preferences was prevalent among all age ranges, influenced more by external factors such as lockdowns and safety issues than by trends specific to age.

In summary, the results highlight the intricate dynamics of film-watching preferences in Ahmedabad and Delhi. Though age contributes to the acceptance of OTT platforms, its impact on factors such as theatre attendance and views on cost-effectiveness is minimal. The pandemic served as a major disruptor, hastening the transition to OTT platforms among all demographics. These insights hold significant value for industry stakeholders aiming to grasp changing consumer behavior and create strategies that address varied preferences and spending habits.

### **Theoretical Implications**

The results of this research offer significant theoretical insights into consumer behavior regarding entertainment consumption, particularly in comparing cinema theaters and OTT platforms. These consequences enhance the wider body of research on media usage, technology adoption, and consumer decision-making.

Initially, the findings reinforce the Technology Acceptance Model (TAM) by showing that younger demographics are more inclined to embrace OTT platforms. The notable connection between age and OTT usage (H2) indicates that younger users are more willing to adopt technological innovations because of their comfort with digital platforms and their desire for convenience and cost-effectiveness. This result is consistent with current theories indicating that demographic elements, like age, play a crucial role in the uptake of new technologies.

Moreover, the research highlights the significance of Cost-Benefit Analysis Theory in the choices consumers make. The view that OTT platforms are more affordable than cinemas (H4) surfaced as a shared opinion among all age demographics, indicating that financial factors significantly influence entertainment choices. This reinforces theoretical viewpoints that highlight the significance of value for money in influencing consumer behavior, particularly in price-sensitive markets such as India.

Third, the findings emphasize the restricted impact of age on the inclination towards theatre experiences (H1 and H3). This indicates that experiential elements, like the engaging atmosphere and social features of theaters, might possess widespread attraction among various demographics. These results add to the expanding research on Experiential Consumption Theory, which suggests that consumers frequently prioritize memorable and distinct experiences over practical factors.

The limited link between age and changes in cost-effectiveness perceptions or preferences during the pandemic (H5) underscores the significance of Environmental Contingency Theory. The pandemic served as a situational factor, surpassing demographic impacts and causing extensive alterations in consumption habits. This reinforces the idea that external factors, like public health emergencies, can temporarily change consumer habits and preferences.

Ultimately, the research underscores a complex interaction between technology use, expense factors, and individual preferences that influence movie-viewing habits. It broadens the theoretical insight into the coexistence of traditional entertainment forms such as theaters with disruptive innovations like OTT platforms. In this way, it contributes to the body of work on Disruptive Innovation Theory, highlighting how digital platforms can exist alongside and enhance traditional formats instead of entirely displacing them.

In conclusion, this study offers theoretical perspectives on the changing dynamics of entertainment consumption, enhancing the understanding of how demographic, economic, and contextual elements influence consumer behavior. These results have consequences for upcoming research on media use, digital integration, and the sustainability of conventional entertainment sectors in a progressively digital environment.

### **Practical Implications**

The findings of this study offer several practical implications for stakeholders in the entertainment and media industries, particularly for movie theatres, OTT platforms, and content creators targeting audiences in Ahmedabad and Delhi.

#### **1. Strategic Focus for OTT Platforms :**

The notable connection between age and the use of OTT platforms indicates that younger viewers are the main users of digital streaming services. OTT platforms can utilize this knowledge by crafting focused marketing strategies, providing student discounts, and assembling youth-oriented content like Bollywood hits, web series, and exclusive premieres to attract and grow this demographic segment.

#### **2. Theatres as Experiential Venues :**

The findings suggest that the attraction of theaters stems from the immersive and communal experience they provide, which appeals to various age demographics. Theatre operators might concentrate on improving the experiential value by investing in high-end offerings such as IMAX, 4DX, or VIP seating to draw audiences ready to pay extra for an enhanced experience. Combined deals, like reduced family packages or special event screenings, may also draw a wider range of customers.

### 3. Cost-Effectiveness as a Competitive Edge :

The belief that OTT platforms offer better value than theaters emphasizes the necessity for theaters to tackle pricing issues. Adaptive pricing methods, including weekday discounts, loyalty schemes, or lower prices during off-peak hours, can enhance the financial accessibility of theatres. Likewise, OTT services ought to maintain their focus on cost-effectiveness by offering annual subscription options or bundled packages.

### 4. Content Diversification :

The shared consensus among different age demographics about cost-effectiveness and changes due to the pandemic presents a chance for both OTT platforms and theaters to expand their content variety. OTT platforms can leverage their ease of use and cost-effectiveness by securing exclusive rights to new Bollywood films or collaborating with filmmakers for direct-to-digital premieres. At the same time, theatres can organize unique events, including film festivals or live streams of cultural shows, to draw in specific audiences.

### 5. Pandemic-Induced Shifts as a Long-Term Consideration :

The pandemic's influence in changing choices from cinemas to OTT platforms indicates a requirement for resilience strategies in the entertainment industry. Theatres ought to keep enforcing safety protocols, like reduced seating and touchless services, to comfort their audiences. Conversely, OTT platforms may prioritize keeping users gained during the pandemic by consistently enhancing their user experience and broadening content offerings.

### 6. Regional Strategies for Ahmedabad and Delhi :

The slight distinctions between Ahmedabad and Delhi suggest that local elements, like cultural tastes and income brackets, affect consumer behavior. Cinema chains and OTT services need to customize their approaches to match these local differences. For instance, theaters in Delhi might emphasize premium offerings because of greater disposable incomes, while OTT services in Ahmedabad could showcase cost-effectiveness and ease of use.

### 7. Collaborative Opportunities :

The presence of OTT platforms alongside theatres offers a chance for partnership instead of rivalry. Theatres might collaborate with OTT platforms to create hybrid experiences, like streaming live events or hosting exclusive screenings for OTT subscribers, thereby attracting a wider audience demographic.

By addressing these practical implications, stakeholders in the entertainment industry can effectively adapt to the evolving preferences of moviegoers in Ahmedabad and Delhi, ensuring sustained growth and relevance in an increasingly digital and cost-conscious market.

## CONCLUSIONS

This study provides valuable insights into the evolving preferences of film viewers in Ahmedabad and Delhi, especially concerning their spending patterns on Bollywood films through traditional cinema theaters and OTT platforms. The findings reveal a notable shift in consumer behaviors, influenced by factors such as age, cost, and the pandemic. While theaters continue to offer a unique and captivating experience that appeals to diverse audiences, OTT platforms have emerged as a cost-effective and reachable alternative, particularly for younger viewers.

The results emphasize how affordability and availability impact consumer decisions, with OTT platforms often seen as cheaper than movie theaters. Nevertheless, the enduring appeal of theatres for their immersive qualities suggests that they remain a significant source of entertainment for people seeking exceptional viewing experiences. The pandemic accelerated the adoption of OTT platforms across all age demographics, demonstrating a lasting impact on viewing behaviors.

These findings highlight the importance of adaptability and innovation for those engaged in the entertainment industry. Theatres must focus on enhancing the value of the cinematic experience to compete with the affordability and convenience of OTT services, while streaming platforms should continue diversifying their content to attract the younger, tech-savvy demographic. The variations between Ahmedabad and Delhi emphasize the need for tailored strategies that take into account local cultural and economic factors.

In conclusion, the existence of both theaters and OTT platforms highlights a vibrant entertainment landscape where traditional and digital formats cater to diverse audience tastes. By identifying and adapting to these evolving preferences, stakeholders can achieve sustainable growth and stay pertinent in a more competitive and digital marketplace

## RECOMMENDATIONS

### **Recommendations for Future Research/ Future Scope of the Study**

#### 1. Exploration of Other Demographic Factors

Though this study mainly concentrated on age as a fundamental demographic factor, subsequent research might examine other demographic elements, including income, education, occupation, and geographic location, to gain a deeper understanding of their impact on preferences for OTT platforms and cinema theaters. This might assist in pinpointing particular audience segments that tend to favor one medium rather than the other.

## 2. Comparative Analysis Across Other Cities or Regions

This research concentrated on Ahmedabad and Delhi, each of which may possess distinct cultural and economic traits. Future studies might broaden the geographic range by exploring additional cities or areas, both within India and worldwide, to determine if the results are consistent across various cultural and economic environments. Comparative research might offer a broader insight into regional variations in film-viewing habits.

## 3. Impact of Emerging Technologies on Movie Consumption

As technology progresses, new trends such as Virtual Reality (VR), Augmented Reality (AR), and 5G internet may impact consumer choices regarding OTT platforms and movie theaters. Future research might explore how these technologies affect the movie-watching experience and their ability to shift the equilibrium between digital streaming and conventional cinema.

## 4. Longitudinal Studies on Changing Preferences

Considering the influence of the COVID-19 pandemic on viewing habits, future studies might take a longitudinal method to monitor shifts in preferences as time progresses. An extensive study could assist in identifying whether the move towards OTT platforms is a fleeting trend or if it signifies a lasting change in consumer habits. This may provide important understanding regarding the long-term viability of OTT platforms' popularity after the pandemic.

## 5. Consumer Behavior in Niche Film Categories

This research mainly concentrated on Bollywood films; however, future investigations might examine consumer behavior regarding other movie genres, including regional cinema, foreign films, or indie productions. Grasping the preferences for various genres on OTT and theater platforms may yield more detailed insights into the evolving dynamics of film consumption.

## 6. Psychological and Social Factors in Movie Preference

Future research could explore the psychological and social elements that affect movie-watching habits. For instance, in what ways do social factors, peer pressure, or trends on social media affect people's choices to view films on OTT platforms or in cinemas? Investigating the influence of psychological elements could assist entertainment providers in customizing their content and marketing approaches more efficiently.

## 7. Economic Impacts of OTT and Theatre Movie Consumption

Investigations might be carried out regarding the wider economic effects of the transition from theaters to OTT platforms. This might involve analyzing the impact of this shift on jobs in the film industry, the financial sustainability of cinemas, and the economic advantages of digital streaming platforms. These studies might also investigate the impact of OTT platforms on the revenue models used by filmmakers and distributors.

## 8. Hybrid Models and Collaborative Opportunities

This research indicates that both OTT platforms and cinemas possess their distinct advantages and attractions. Future studies might explore the practicality and efficiency of hybrid models that merge the benefits of both channels, like exclusive streaming launches for theater attendees or collaborations between cinemas and OTT services. Investigating partnerships between theaters and OTT platforms may uncover creative ways to improve the film-viewing experience.

## 9. Impact of Content Customization and Personalization

With the growing reliance on algorithms by OTT platforms to tailor content, future studies might explore the impact of personalized recommendations on audience viewing habits. Comprehending how content personalization affects the decision between OTT and cinema viewing might offer essential perspectives on consumer contentment and involvement.

By addressing these recommendations, future research can further enrich our understanding of the evolving movie-watching landscape, provide more specific guidance for industry stakeholders, and help adapt strategies that resonate with diverse audiences in an increasingly digital world.

## FURTHER STUDY

this research still has limitations so further research is needed related to the topic A Study on the Behavior of Viewers Towards OTT and Theatre in Order to Refine this research and increase insight for readers

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