
A Comparative Study of Consumer Awareness, Preferences, and Perceived Value Towards Amazon Prime and Netflix

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Abstract

The rapid growth of over-the-top (OTT) streaming platforms has significantly transformed the way consumers access and consume entertainment content. Among the leading platforms, Amazon Prime Video and Netflix have established strong market positions by offering diverse content libraries, subscription plans, personalized recommendations, and multi-device accessibility. This study focuses on comparatively examining consumer awareness, preferences, usage patterns, satisfaction levels, and perceived value towards Amazon Prime and Netflix. The study evaluates the factors influencing consumers' platform selection, including subscription cost, content quality and variety, original programs, user interface, personalization, accessibility, streaming quality, and overall service experience. A structured questionnaire can be used to collect primary data from OTT subscribers, while demographic characteristics and consumer behavior are analyzed to identify variations in platform preferences. The comparative approach provides insights into the relative strengths and weaknesses of Amazon Prime and Netflix from the consumer perspective. The findings are expected to help OTT service providers understand changing consumer expectations, improve content and pricing strategies, enhance customer satisfaction, and strengthen customer retention. The study also contributes to the broader understanding of consumer decision-making in the rapidly evolving digital entertainment market.

Keywords: Consumer Awareness, Amazon Prime Video, Netflix, OTT Platforms, Consumer Preference, Customer Satisfaction, Perceived Value, Subscription Behavior, Digital Streaming, Consumer Buying Behaviour.

I. INTRODUCTION

The rapid development of digital technology, high-speed internet connectivity, smartphones, and smart television devices has significantly transformed the entertainment industry. Consumers are increasingly moving from traditional television and cable-based entertainment towards Over-the-Top (OTT) streaming

platforms, which provide on-demand access to movies, web series, documentaries, and other digital content. This transformation has also changed consumer behaviour by giving users greater control over what they watch, when they watch, and through which device they access content. Consumer behaviour is influenced by several factors, including perceived value, price, service

quality, brand image, convenience, and individual preferences [1], [2].

The OTT industry has become highly competitive, with platforms continuously attempting to attract new subscribers and retain existing customers through exclusive content, personalized recommendations, flexible subscription plans, improved streaming quality, and user-friendly interfaces. Research on OTT adoption indicates that content, convenience, features, price, and quality are important factors influencing consumers' willingness to subscribe to streaming services. Demographic characteristics such as age, education, occupation, and household structure can also influence subscription decisions [3]. Therefore, understanding consumer awareness and preferences has become essential for OTT platforms seeking to develop effective marketing and customer-retention strategies.

Among the major OTT platforms, Netflix and Amazon Prime Video have established strong positions in the global streaming market. Netflix has developed its brand primarily around streaming entertainment and original content, while Amazon Prime Video forms part of the broader Amazon Prime ecosystem. The two platforms differ in areas such as content libraries, original productions, pricing structures, platform features, personalization, and additional membership benefits. Netflix reported approximately 301.6 million paid memberships globally at the end of 2024, demonstrating the scale of the streaming market and the importance of consumer subscription behaviour [17].

Consumer awareness plays an important role in determining how users evaluate and select competing OTT platforms. Awareness includes consumers' knowledge of subscription plans, available content, platform features, pricing, technological capabilities, and additional benefits. As consumers become more informed through digital advertising, social media, online reviews, recommendations, and word-of-

mouth communication, their expectations regarding streaming services also increase [5], [9], [14]. Consequently, OTT providers need to understand not only whether consumers know about their services but also how this awareness translates into preference, subscription intention, satisfaction, and loyalty.

The increasing use of artificial intelligence and data-driven recommendation systems has further influenced the OTT consumer experience. Personalized recommendations enable platforms to present content according to users' viewing histories and preferences, potentially increasing engagement and reducing the difficulty of selecting content from large libraries [12]. At the same time, technological innovation, interface design, streaming quality, and personalization have become important elements of customer engagement and perceived service value [11].

Pricing is another significant factor in OTT subscription decisions. Consumers increasingly compare subscription costs with the quantity and quality of content, number of devices supported, streaming resolution, advertising policies, and additional benefits offered by competing platforms. Previous research indicates that price, content, convenience, features, and quality can significantly influence consumers' decisions to subscribe to OTT services [3]. Therefore, a comparative analysis of Amazon Prime Video and Netflix can help determine which factors have the greatest influence on consumers' platform preferences.

Customer satisfaction and loyalty are also important considerations in the competitive OTT environment. Consumers who perceive a platform as providing good content, reliable service, convenience, reasonable pricing, and a satisfactory overall experience are more likely to continue their subscriptions and recommend the service to others [7], [15]. Online reviews and social media discussions can further influence consumer perceptions and subscription

behaviour by providing information about content quality, user experience, and platform performance [9], [14].

The competitive importance of these issues is reflected in the continuing growth of major streaming businesses. Netflix's 2024 annual report shows that its streaming revenue increased by 16% compared with 2023, while paid memberships increased by 16% to 301.6 million at year-end [17]. Amazon also continues to operate Prime Video within its broader digital ecosystem, as reflected in Amazon's 2024 annual reporting [18]. These developments demonstrate why understanding consumer awareness and preferences toward competing OTT platforms is increasingly relevant.

Against this background, the present study, "A Comparative Study of Consumer Awareness, Preferences, and Perceived Value Towards Amazon Prime and Netflix," aims to examine and compare consumers' awareness, usage patterns, preferences, satisfaction levels, and perceptions regarding the two platforms. The study considers factors such as content variety, content quality, subscription price, original programs, user interface, personalization, streaming quality, accessibility, customer satisfaction, and perceived value. The findings are expected to provide useful insights into consumer decision-making and help OTT service providers formulate effective strategies for improving customer satisfaction, strengthening brand loyalty, and retaining subscribers in an increasingly competitive digital entertainment market.

II. RESEARCH OBJECTIVES

- To study the concept and growth of OTT streaming platforms in the digital entertainment industry.
- To analyze consumer awareness towards Amazon Prime Video and Netflix.
- To compare customer preferences regarding content quality, subscription

plans, and user experience of Amazon Prime Video and Netflix.

- To examine the impact of digital marketing and promotional strategies on consumer awareness and subscription behavior.
- To evaluate the influence of original content and regional content on customer attraction and platform preference.
- To study customer perceptions regarding pricing, accessibility, and technological features of both OTT platforms.
- To analyze the role of personalized recommendations and AI-based streaming technologies in improving customer satisfaction.
- To examine the impact of social media promotions and online advertisements on consumer engagement.
- To identify the strengths and challenges associated with Amazon Prime Video and Netflix in the competitive OTT market.
- To suggest suitable measures for improving customer satisfaction, brand awareness, and competitive advantage in the OTT streaming industry.

III. RESEARCH METHODOLOGY

- The study is based on a descriptive research design to analyze consumer awareness towards Amazon Prime Video and Netflix in the OTT streaming industry.
- The research is analytical in nature as it involves interpretation and evaluation of customer preferences, subscription behavior, promotional activities, and streaming service features of both platforms.
- Both primary and secondary data were used for conducting the study.
- Primary data was collected through questionnaires, online surveys, interviews, and discussions with consumers using OTT streaming platforms.
- Secondary data was collected from company reports, journals, websites,

research articles, entertainment industry publications, and online media sources.

- The study mainly focuses on analyzing consumer awareness, content quality, subscription plans, pricing strategies, promotional activities, and technological features of Amazon Prime Video and Netflix.
- Convenience sampling method was used for selecting respondents for the study.
- A sample size of 50 respondents was selected for collecting opinions regarding OTT streaming services and customer preferences.
- The collected data was classified and organized systematically using tables and statistical methods.
- Percentage analysis, comparative analysis, graphs, and charts were used for interpretation and presentation of data.
- The study focused on analyzing factors such as original content, regional content, customer satisfaction, personalized recommendations, user interface, social media promotions, and subscription affordability.
- The research period covered the collection and analysis of customer responses and OTT platform information for selected months.
- Graphs and charts were used for better understanding and visual representation of consumer awareness and platform preference patterns.
- The methodology helped in understanding the effectiveness of promotional strategies and technological features in influencing customer awareness and subscription decisions.
- The study also focused on evaluating the role of digital marketing and AI-based recommendation systems in improving customer engagement and satisfaction.
- Certain limitations were faced during the study due to limited time, changing consumer preferences, and restricted access to confidential company and customer subscription data.

IV. REVIEW OF LITERATURE

Nagaraj, Singh and Yasa (2021)

Nagaraj, Singh, and Yasa examined the factors affecting consumers' willingness to subscribe to OTT video streaming services in India. The study identified **content, convenience, features, price, and quality** as five major factors influencing OTT subscription decisions. The findings also showed that demographic characteristics such as age, education, occupation, and household structure influenced subscription behaviour. The study provides an important foundation for understanding consumer preferences towards major platforms such as Netflix and Amazon Prime Video.

Saxena and Menon (2021)

Saxena and Menon conducted a study on the perceptual positioning of online video streaming platforms in India using multidimensional scaling. Based on responses from 265 college students, the study found that **Netflix and Amazon Prime Video occupied strong positions in consumers' minds**. Amazon Prime Video was perceived as offering better value for money, whereas Netflix was perceived as relatively highly priced. The study demonstrates that consumer perception and perceived value are important dimensions in comparing competing OTT platforms.

Shin and Park (2021)

Shin and Park investigated the factors influencing user satisfaction and dissatisfaction with OTT services in South Korea. Their comparative analysis of Netflix and Korean OTT services found that respondents generally reported **higher expectations and satisfaction toward Netflix**. The study highlights the importance of service characteristics and consumer expectations in determining OTT platform selection and satisfaction.

Rousseau and Darshan (2022)

Rousseau and Darshan examined consumer preferences for OTT platforms and traditional DTH services in Bengaluru. The study observed that the expansion of platforms such as **Amazon Prime Video and Netflix has contributed to changes in entertainment consumption patterns**, with consumers increasingly considering OTT services as alternatives to traditional television. The research emphasized platform preference and the types of content consumers choose to watch as important aspects of OTT behaviour.

Menon (2022)

Menon examined purchase and continuation intentions for OTT video streaming subscriptions using the Uses and Gratification theory. The study identified several motivations for OTT usage, including **convenient navigation, binge-watching, entertainment, relaxation, social interaction, companionship, voyeurism, and information seeking**. The findings indicated that convenient navigation, binge-watching, and relaxation influenced subscription intention, while convenient navigation, binge-watching, and entertainment influenced continuation intention.

Factors influencing OTT adoption among Indian consumers (2022)

A study examining OTT adoption among Indian consumers applied an extended UTAUT2 framework and identified factors including **value expectancy, ease of effort, social influence, infrastructure conditions, hedonic motivation, economic position, content quality, habitual behaviour, and security**. The findings demonstrated that social influence and content quality were positively associated with hedonic motivation, highlighting the importance of both technological and content-related factors in OTT adoption.

Recent research on OTT satisfaction and commitment (2024)

Recent research on OTT platforms has examined usage intention, actual usage, satisfaction, trust, and commitment. The findings indicate that **habit, performance expectancy, and hedonic motivation** are important predictors of behavioural intention, while **video-content availability, perceived trust, and hedonic motivation** are important determinants of satisfaction. These findings suggest that consumer awareness alone may not determine platform preference; the actual experience and perceived value delivered by the platform are also important.

Srivastava et al. (2025)

Srivastava and co-authors investigated user behaviour toward annual subscription purchases using Netflix as a case study. The research focused on active Netflix subscribers in India and examined the factors influencing annual OTT subscription decisions. The study demonstrates the continuing importance of understanding subscription behaviour in the Indian OTT market, particularly as platforms compete for long-term customer commitment.

Sinha (2026)

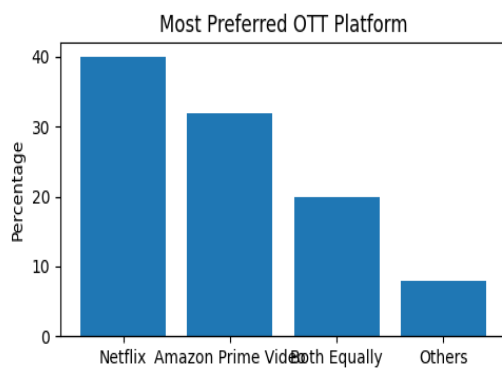
Sinha examined consumer preferences for major OTT platforms in India using responses from 231 participants. The study considered platforms including **Netflix and Amazon Prime Video** and investigated factors influencing platform selection, content preferences, viewing frequency, age, and educational characteristics. The research provides recent evidence that consumer preference in the Indian OTT market is influenced by a combination of platform characteristics and individual consumer factors.

Research Gap

The existing literature provides substantial evidence regarding OTT adoption, consumer satisfaction, perceived value, content quality, pricing, convenience, and subscription intention. However, many

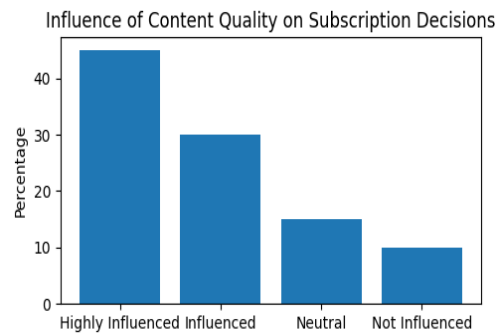
studies examine OTT platforms collectively or focus on adoption rather than specifically comparing consumer awareness and preferences between Netflix and Amazon Prime Video. Although previous research has identified differences in perceived value and pricing between the two platforms, there remains scope for a focused comparative study incorporating consumer awareness, content preference, subscription behaviour, satisfaction, perceived value, pricing, platform features, and loyalty within a single framework. Therefore, the present study attempts to address this gap by providing a comparative assessment of consumer awareness and preferences towards Amazon Prime Video and Netflix.

V. DATA ANALYSIS & INFERENCES



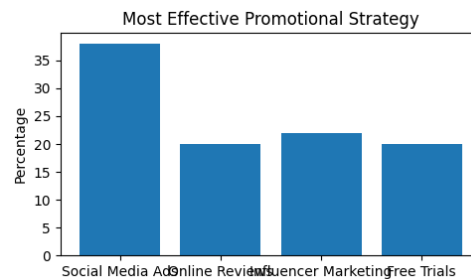
Interpretation:

The graph represents consumer preference towards OTT streaming platforms. Netflix is preferred by 40% of respondents due to its original content and user experience, while Amazon Prime Video is preferred by 32% because of affordable pricing and bundled services. 20% of respondents use both platforms equally. The findings indicate strong market competition between both OTT platforms.



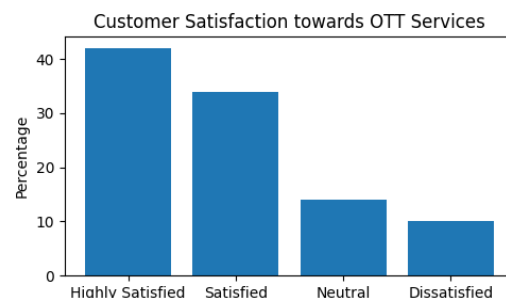
Interpretation:

The graph shows the influence of content quality on consumer subscription decisions. Most respondents are highly influenced by original content, web series, and entertainment quality while selecting OTT platforms. The findings indicate that content quality plays a major role in customer attraction and subscription preference.



Interpretation:

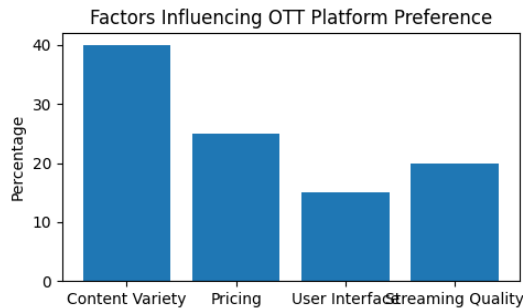
The graph represents the most effective promotional strategies influencing consumer awareness towards OTT platforms. Social media advertisements are considered the most effective strategy followed by influencer marketing and online reviews. The findings indicate that digital promotional activities significantly improve customer awareness and engagement.



Interpretation:

The graph indicates customer satisfaction regarding OTT streaming services provided by Netflix and Amazon Prime Video. Most respondents are satisfied due to content

variety, streaming quality, convenience, and personalized recommendations. The findings highlight the importance of customer-centric services and technological innovation in OTT platforms.



Interpretation:

The graph represents the major factors influencing consumer preference towards OTT platforms. Content variety is considered the most important factor followed by pricing and streaming quality. The findings indicate that consumers prefer platforms offering diverse entertainment content and affordable subscription plans.

VI. Findings

- Netflix is slightly more preferred by consumers compared to Amazon Prime Video due to its original content and user experience.
- Amazon Prime Video attracts customers through affordable subscription plans, bundled services, and regional content availability.
- Content quality is one of the most important factors influencing consumer subscription decisions towards OTT platforms.
- Most consumers are highly influenced by original web series, movies, and exclusive entertainment content while selecting OTT platforms.
- Social media advertisements are considered the most effective promotional strategy for improving consumer awareness and engagement.
- Influencer marketing and online reviews positively influence customer perceptions and subscription behavior.
- Most respondents are satisfied with OTT services due to convenience,

streaming quality, personalized recommendations, and content variety.

- Content variety significantly influences customer preference towards Amazon Prime Video and Netflix.
- Pricing strategies and affordable subscription plans positively affect customer attraction and customer retention.
- Personalized recommendations and AI-based streaming technologies improve customer satisfaction and user experience.
- User-friendly interfaces and easy accessibility contribute to increased customer engagement and platform usage.
- Digital marketing campaigns and online promotional activities strengthen brand awareness and market competitiveness.
- Streaming quality and uninterrupted viewing experience positively influence customer loyalty.
- Customers increasingly prefer OTT platforms due to flexibility, convenience, and availability of entertainment content across multiple devices.
- Technological advancements and digital communication systems significantly improve customer engagement in the OTT industry.
- The study indicates that effective promotional strategies, technological innovation, content quality, and customer-centric services significantly contribute to customer awareness, subscription growth, and competitive advantage in the OTT streaming industry.

VII. POLICY IMPLICATIONS

The findings of the comparative study of consumer awareness and preferences towards **Amazon Prime Video and Netflix** have several important implications for OTT service providers, policymakers, and consumers. Since content, convenience, features, price, and quality significantly influence OTT subscription decisions,

platform strategies should focus on improving these dimensions simultaneously.

1. Transparent Pricing and Subscription Policies

OTT platforms should maintain clear and transparent pricing structures. Subscription fees, renewal conditions, advertisements, additional rental charges, and cancellation policies should be clearly communicated before payment. This can improve consumer trust and reduce dissatisfaction. Recent consumer concerns regarding hidden charges and difficult cancellation processes further emphasize the importance of transparent subscription practices.

2. Consumer-Centric Content Strategy

Netflix and Amazon Prime Video should continuously evaluate consumer preferences and invest in diverse and high-quality content. Particular attention should be given to **regional languages, local culture, Indian originals, family entertainment, and genre diversity**, because content availability is a major factor influencing OTT subscription decisions.

3. Affordable and Flexible Subscription Plans

OTT providers should offer subscription plans suitable for different consumer segments, including students, young professionals, families, and price-sensitive consumers. Mobile-only, family, annual, and flexible subscription options can improve accessibility and perceived value. Pricing is particularly important because research indicates that price negatively influences subscription decisions when consumers perceive the service as expensive.

4. Improvement in Streaming Quality and Technology

Platforms should continuously improve **video quality, audio quality, buffering performance, application stability, and multi-device compatibility**. Indian

consumers increasingly use smart TVs and other connected devices for streaming, with better video and sound quality and convenience identified as important reasons for TV-based streaming.

5. Responsible Use of Personalization and AI

Recommendation systems based on artificial intelligence should be used to improve content discovery and personalize the consumer experience. However, platforms should provide appropriate transparency regarding data collection and personalization. Consumers should have meaningful control over their viewing preferences and account information.

6. Stronger Consumer Protection

Regulatory authorities should strengthen monitoring of OTT subscription practices and ensure that consumers are protected from misleading advertisements, hidden charges, forced upgrades, automatic renewals, and difficult cancellation procedures. Existing concerns about deceptive interface practices indicate the importance of effective enforcement of consumer-protection guidelines.

7. Data Privacy and Security

OTT platforms collect substantial amounts of user information, including viewing behaviour and account details. Therefore, platforms should adopt strong data-protection and cybersecurity measures and clearly communicate their privacy practices. Greater transparency can improve consumer confidence and strengthen long-term platform loyalty.

8. Promotion of Healthy Digital Consumption

OTT providers should consider responsible viewing practices by providing features such as viewing-time reminders, parental controls, age-based content restrictions, and improved family controls. Such measures

can help consumers maintain healthier digital entertainment habits while still enjoying OTT services.

9. Continuous Consumer Feedback

Both Netflix and Amazon Prime Video should regularly collect and analyse consumer feedback relating to **content, pricing, user interface, streaming quality, customer service, and subscription satisfaction**. Consumer surveys and behavioural analytics can help platforms identify changing preferences and respond more effectively to market demand.

10. Encouragement of Fair Competition

Policymakers should encourage fair competition among OTT platforms by ensuring that market practices remain transparent and consumer-oriented. The Indian OTT market is highly competitive, with major platforms competing through exclusive content, pricing, bundling, and technological innovation.

VIII. LIMITATIONS AND FUTURE SCOPE

A. Limitations of the Study

1. Limited Sample Size:

The study may be based on a limited number of respondents, which can restrict the generalizability of the findings to the entire population of OTT consumers.

2. Geographical Limitation:

If the respondents are concentrated in a particular city, region, or state, the results may not fully represent consumers from rural areas and different regions of India. This is important because India's OTT market is highly diverse in terms of demographics and consumer preferences.

3. Reliance on Primary Responses:

The study depends mainly on respondents' self-reported

information regarding awareness, usage, satisfaction, and preferences. Such responses may be influenced by personal opinions, memory, or temporary experiences.

4. Cross-Sectional Nature:

The study captures consumer preferences at a particular point in time. Since OTT platforms frequently change their pricing, content libraries, subscription policies, and technological features, consumer preferences may change over time.

5. Limited Platform Coverage:

The study focuses specifically on **Netflix and Amazon Prime Video**. Other major OTT platforms such as JioHotstar, ZEE5, SonyLIV, and others are not included. Therefore, the findings cannot be generalized to the entire OTT industry.

6. Changing Consumer Behaviour:

OTT consumption is influenced by rapidly changing technology, internet accessibility, content availability, and social trends. Previous research has identified content, convenience, features, price, and quality as important factors affecting subscription decisions.

7. Limited Variables:

The present study primarily considers factors such as consumer awareness, content quality, price, satisfaction, perceived value, and platform preference. Other factors such as privacy concerns, recommendation algorithms, social influence, brand loyalty, and perceived security may also influence consumer decisions.

B. Future Scope of the Study

1. Larger Sample Size:

Future research can include a substantially larger sample covering different age groups, occupations, income levels, and educational backgrounds to improve the

reliability and generalizability of findings.

2. Rural–Urban Comparison:

Future studies can compare **rural and urban consumers** to identify differences in OTT awareness, internet accessibility, subscription affordability, content preferences, and usage behaviour.

3. Expansion to Other OTT Platforms:

Future research can include **JioHotstar, ZEE5, SonyLIV, Disney+, and other regional platforms** to provide a comprehensive analysis of India's competitive OTT market.

4. Longitudinal Studies:

Researchers can conduct longitudinal studies to examine how consumer preferences change over several years. This would be particularly useful because OTT platforms continuously introduce new subscription models, content, and technological features.

5. AI and Recommendation Systems:

Future studies can examine how **AI-based content recommendation systems, personalization, and algorithms** influence consumer satisfaction, viewing time, platform loyalty, and subscription renewal.

6. Pricing and Subscription Models:

Further research can investigate the effect of different pricing strategies, advertisements, mobile-only plans, family plans, annual subscriptions, and bundled services on consumer purchase and renewal intentions.

7. Consumer Loyalty and Retention:

Future studies can focus more specifically on **customer loyalty, switching behaviour, subscription cancellation, and renewal intention** to determine why consumers continue using one platform instead of switching to another.

8. Privacy and Consumer Protection:

Future research can investigate consumer awareness regarding **data**

privacy, digital safety, subscription transparency, automatic renewals, cancellation policies, and OTT regulatory frameworks. Research has already highlighted the need for greater consumer awareness and transparency in India's OTT regulatory environment.

9. Generational Comparison:

Future studies can compare **Generation Z, Millennials, and older consumers** to determine whether age significantly influences content preferences, platform selection, subscription behaviour, and satisfaction. Recent Indian research has specifically examined OTT continuance behaviour among Gen Z consumers.

10. Comparative International Research:

A future study could compare consumer preferences towards Netflix and Amazon Prime Video across **India and other countries** to identify the influence of culture, income, pricing, local content, and consumer expectations.

IX. CONCLUSION

The comparative study on consumer awareness towards Amazon Prime Video and Netflix concludes that OTT streaming platforms have become an important source of digital entertainment due to technological advancements, internet accessibility, and changing consumer preferences. The analysis revealed that content quality, original web series, pricing strategies, streaming quality, personalized recommendations, and promotional activities significantly influence consumer awareness and subscription decisions. Netflix is highly preferred for its original global content, advanced user experience, and personalized streaming services, whereas Amazon Prime Video attracts consumers through affordable subscription plans, regional content, and bundled service benefits. The study also found that social

media marketing, influencer promotions, and digital advertisements positively influence customer engagement and brand awareness in the OTT streaming industry. Most consumers expressed satisfaction with both platforms due to convenience, accessibility, content variety, and technological features. Overall, the study highlights that effective digital marketing strategies, customer-centric services, innovative content creation, and technological innovation are essential for improving customer loyalty, market competitiveness, and long-term growth in the OTT entertainment industry.

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International Journal of
DATA SCIENCE AND IOT MANAGEMENT SYSTEM

Peer Reviewed, Referred & Indexed Journal

ISSN: 3068-272X

www.ijdim.com

Original Research Paper

- [19] International Journal of Business and Management. (2021). "Digital Marketing and Consumer Awareness in OTT Platforms." DOI: 10.5958/2349-5677.2021.00015.8
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