

From Big Screen To Personal Screen: A Study On Changing Audience Preferences and Movie Consumption In The OTTEra

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Abstract

The rapid expansion of Over-the-Top (OTT) platforms has significantly transformed audience movie consumption patterns, shifting the preference from traditional movie theatres to personalized digital viewing environments. This study, titled *“From Big Screen to Personal Screen: A Study on Changing Audience Preferences and Movie Consumption in the OTT Era,”* examines the evolving behaviour of audiences and the factors influencing this transition.

Using a descriptive research design and survey method, primary data was collected from 75 respondents from diverse demographic backgrounds through a structured questionnaire. The findings reveal that a majority of viewers prefer OTT platforms due to convenience, affordability, and content diversity. The study also highlights a noticeable decline in frequent theatre visits, with audiences increasingly opting to wait for OTT releases. Furthermore, the results indicate that audience expectations have evolved significantly, with greater emphasis on strong storytelling, diverse narratives, and flexible viewing experiences.

Despite the growing dominance of OTT platforms, the study finds that movie theatres continue to hold relevance for immersive and social viewing experiences. The research concludes that the future of film consumption lies in a hybrid model, where OTT platforms and theatres coexist, each catering to different audience needs and viewing contexts.

Keywords

OTT platforms, movie consumption, audience behaviour, media convergence, Uses and Gratification Theory, digital media

1. Introduction

The evolution of media technologies has continuously transformed the way audiences consume entertainment. Cinema, once considered the primary medium for film viewing, has undergone significant changes with the advent of digital platforms. Traditionally, movie theatres provided a collective and immersive viewing experience, bringing audiences together to enjoy films on the big screen. However, the rapid growth of internet accessibility and smart devices has led to the emergence of Over-the-Top (OTT) platforms, fundamentally altering audience viewing habits.

The convergence of traditional and digital media has transformed audience consumption patterns (Jenkins, 2006). OTT platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, and JioCinema have revolutionized the entertainment industry by offering on-demand content that can be accessed anytime and anywhere (Lotz, 2017). This convenience, combined with affordability and a wide variety of content, has made OTT platforms increasingly popular among audiences, particularly among younger demographics (Deloitte, 2023). As a result, there has been a noticeable shift from traditional theatre-based viewing to personalized screen experiences (Kumar, 2022).

In recent years, this shift has accelerated due to factors such as changing lifestyles, increased digital penetration, and the impact of the COVID-19 pandemic, which further normalized home-based entertainment consumption (EY, 2022). Audiences are no longer restricted by fixed show timings or physical locations, and they now have greater control over what, when, and how they watch content.

Along with this shift in viewing platforms, audience expectations from movies have also evolved. Viewers today demand more engaging storytelling, diverse content, high production quality, and flexibility in viewing. OTT platforms have played a crucial role in shaping these expectations by providing access to global content and innovative formats such as web series and limited series (Tryon, 2013).

Despite the growing dominance of OTT platforms, movie theatres continue to hold cultural and experiential significance. The big-screen experience, enhanced audio-visual quality, and social aspect of watching films collectively still attract audiences, particularly for large-scale or visually spectacular films (Singh & Sharma, 2021). Therefore, rather than completely replacing theatres, OTT platforms are reshaping the overall film consumption ecosystem.

This study aims to examine the changing audience preferences between OTT platforms and movie theatres and to understand how movie consumption patterns and viewer expectations have evolved in the OTT era. By analysing audience responses, the research seeks to provide insights into the future of film consumption in a rapidly digitizing media environment.

2. Literature Review

The rapid growth of Over-the-Top (OTT) platforms has significantly influenced media consumption patterns, leading to a shift from traditional movie theatres to digital streaming services. Several scholars have explored this transformation and its implications on audience behaviour, content preferences, and the film industry.

Amanda D. Lotz (2017), in her work *Portals: A Treatise on Internet-Distributed Television*, explains how internet-distributed platforms have redefined television and film consumption by offering viewers greater control over content selection and viewing time. She highlights that OTT platforms function as “portals” that aggregate and personalize content, thereby enhancing user engagement and convenience. Denis McQuail (2010) emphasized that media consumption is influenced by technological and social changes.

Similarly, Chuck Tryon (2013), in *On-Demand Culture: Digital Delivery and the Future of Movies*, discusses how digital distribution has transformed the film industry by enabling on-demand access and reducing dependence on theatrical releases. The study emphasizes that audiences increasingly prefer flexible viewing options over scheduled screenings.

In the Indian context, Kumar R. (2022) found that OTT platforms have significantly impacted audience viewing habits, particularly among younger demographics. The study indicates that convenience, affordability, and content diversity are the primary factors driving the shift toward OTT platforms. It also highlights a decline in frequent cinema attendance.

A report by Deloitte India (2023) supports these findings by noting that digital streaming platforms have witnessed substantial growth due to increased smartphone penetration and affordable internet services. The report suggests that OTT platforms have become a dominant mode of entertainment consumption, especially in urban areas.

Furthermore, Ernst & Young (EY) (2022) highlights that while OTT platforms are gaining prominence, movie theatres continue to play a vital role in providing immersive and social viewing experiences. The report emphasizes that big-budget films and event-based cinema still attract significant theatrical audiences.

Additionally, Singh A. and Sharma P. (2021) examined changing cinema consumption trends and found that audiences are increasingly selective about theatrical viewing. According to their study, viewers prefer watching content in theatres only when it offers a unique visual or social experience.

Overall, the reviewed literature indicates a clear transition toward OTT platforms driven by convenience, accessibility, and evolving audience preferences. However, it also suggests that movie theatres are unlikely to become obsolete, as they continue to offer experiential value. Most studies emphasize a hybrid model of media consumption, where both OTT platforms and theatres coexist.

Despite extensive research on OTT growth and audience behaviour, there remains a gap in understanding how these changes simultaneously influence audience expectations and viewing

patterns in a combined framework. This study attempts to address this gap by analysing both preference shifts and evolving expectations in the OTT era. This study uniquely integrates audience preference and evolving expectations within a single analytical framework, which remains underexplored in existing literature.

3. Objectives of the Study

The present study aims to examine the transformation in audience movie consumption patterns in the OTT era. The specific objectives are as follows:

1. To analyse audience preference between OTT platforms and traditional movie theatres.
2. To identify the key factors influencing the shift from theatre-based viewing to OTT platforms, such as convenience, cost, accessibility, and content variety.
3. To examine the frequency and pattern of movie consumption across different platforms.
4. To study the changing audience expectations from movies in terms of storytelling, content diversity, and viewing experience.
5. To assess the impact of OTT platforms on theatre-going behaviour among audiences.
6. To evaluate the role of economic factors, particularly ticket pricing, in influencing viewing choices.
7. To explore audience perception regarding the future of movie consumption, whether it lies in OTT dominance, theatrical relevance, or a hybrid model.

4. Hypotheses of the Study

- a. H1: OTT platforms significantly influence audience movie consumption preferences.
- b. H2: Audience expectations have changed due to OTT platforms.
- c. H3: There is a decline in theatre-going behaviour.

5. Research Methodology

This study adopts a systematic approach to examine the changing audience preferences from movie theatres to OTT platforms and the evolution of viewer expectations in the digital era.

5.1 Research Design

The study is based on a descriptive research design, as it aims to describe and analyse existing patterns of audience behaviour, preferences, and perceptions regarding movie consumption.

5.2 Research Approach

A quantitative research approach has been used to collect and analyze data in numerical form. This approach enables objective measurement of audience preferences and facilitates statistical interpretation.

5.3 Method of Data Collection

The study primarily relies on primary data, which was collected using a structured questionnaire designed through Google Forms. The questionnaire included both demographic and opinion-based multiple-choice questions. The questionnaire used for data collection is provided in the Appendix.

5.4 Sample Size

The study is based on responses collected from 75 respondents, providing a sufficient dataset to identify general trends in audience behaviour.

5.5 Sampling Technique

A convenience sampling method was used, where respondents were selected based on accessibility and willingness to participate. The survey was circulated through online platforms such as WhatsApp.

5.6 Data Analysis Technique

The collected data was analysed using percentage analysis and descriptive statistics. Responses were categorized and interpreted using frequency distribution to identify patterns and trends.

5.7 Tools and Software Used

- Google Forms (for data collection)

- Microsoft Excel (for data organization and analysis)

The reliability of the instrument was ensured through structured question design and consistency in responses.

6. Data Analysis and Interpretation

This section presents the analysis of the collected data using the percentage method. The results are organized into tables followed by interpretation.

6.1 Demographic Analysis

Table 6.1: Age Distribution of Respondents

Age Group	Percentage (%)
Below 18	2.6%
18–24	39.5%
25–34	38.2%
35–44	13.2%
45 and above	6.6%

Interpretation:

The majority of respondents (77.7%) fall within the 18–34 age group, indicating that the study reflects the preferences of young, digitally active audiences who are the primary consumers of OTT platforms.

Table 6.2: Gender Distribution

Gender	Percentage (%)
Male	59.2%
Female	39.5%
Prefer not to say	1.3%

Interpretation:

The sample shows a slightly higher representation of male respondents, though both genders are adequately represented.

6.2 Platform Preference

Table 6.3: Most Used Platform for Watching Movies

Platform	Percentage (%)
OTT Platforms	60.5%
Television	17.1%
Other Streaming Sources	11.8%
Movie Theatres	10.5%

Interpretation:

OTT platforms dominate as the primary medium, indicating a clear shift toward digital streaming over traditional cinema.

Table 6.4: Preferred Viewing Mode

Preference	Percentage (%)
OTT Platforms	23.7%
Movie Theatres	31.6%
Both equally	44.7%

Interpretation:

A large proportion of respondents prefer both OTT and theatres, suggesting a hybrid consumption model.

6.3 Theatre Visiting Behaviour

Table 6.5: Frequency of Theatre Visits

Frequency	Percentage (%)
Once a week	1.3%
Once a month	27.6%
Few times a year	38.2%
Rarely	30.3%
Never	2.6%

Interpretation:

Most respondents visit theatres occasionally or rarely, indicating reduced dependence on theatrical viewing.

6.4 Changing Audience Expectations

Table 6.6: Impact of OTT on Audience Expectations

Response	Percentage (%)
Yes	68.4%
No	1.3%
Not Sure	30.3%

Interpretation:

A strong majority believes that OTT platforms have significantly transformed audience expectations, especially in content quality and storytelling.

Table 6.7: Waiting for OTT Release

Response	Percentage (%)
Always	10.5%
Often	18.4%
Sometimes	53.9%
Rarely	7.9%
Never	9.2%

Interpretation:

More than 80% of respondents at least occasionally wait for OTT releases, reflecting a shift toward convenience-driven viewing behaviour.

6.5 Economic Factors

Table 6.8: Impact of Ticket Prices on Theatre Visits

Response	Percentage (%)
Strongly Agree	19.7%
Agree	32.9%
Neutral	35.5%
Disagree	10.5%
Strongly Disagree	1.3%

Interpretation:

More than half of the respondents (52.6%) agree that ticket prices influence their decision, highlighting cost as a key factor in OTT preference.

6.6 Future of Movie Consumption

Table 6.9: Future of Movie Consumption

Opinion	Percentage (%)
OTT will dominate	18.4%
Theatres will remain important	9.2%
Both will coexist	61.8%
Not sure	10.5%

Interpretation:

The majority believes in a coexistence model, where OTT platforms and theatres complement each other.

The data clearly indicates a shift toward OTT platforms driven by convenience, affordability, and content variety. However, movie theatres continue to retain significance for experiential viewing. The findings strongly support the idea of a hybrid entertainment ecosystem in the future.

7. Discussion

The findings of the present study highlight a significant shift in audience movie consumption patterns from traditional movie theatres to OTT platforms. The coexistence of OTT platforms and movie theatres reflects the concept of media convergence, where traditional and digital media forms integrate rather than compete (Jenkins, 2006). Additionally, audience preference for OTT platforms supports the Uses and Gratification Theory, which states that individuals actively select media that fulfil their needs (Katz et al., 1974).

7.1 Uses and Gratification Theory

These findings support the Uses and Gratification Theory (Katz et al., 1974), suggesting that audiences actively choose media platforms based on their needs. A majority of respondents (60.5%) prefer OTT platforms as their primary medium of watching movies, primarily due to convenience, flexibility, and affordability. Additionally, over 70% of respondents indicated that they sometimes or often wait for movies to release on OTT platforms rather than watching them in theatres.

This behaviour reflects the active role of audiences in selecting media that best fulfils their needs. OTT platforms provide:

- Convenience (watch anytime, anywhere)
- Control (pause, rewind, choose content)
- Variety (diverse genres and global content)

Thus, the preference for OTT platforms demonstrates that modern audiences are goal-oriented and selective, aligning with the core principles of Uses and Gratification Theory.

7.2 Media Convergence Theory

Media Convergence Theory explains the merging of traditional and digital media platforms, leading to an integrated media ecosystem rather than complete replacement (Jenkins, 2006).

The findings of this study clearly reflect this concept. While OTT platforms are widely used, a significant proportion of respondents (44.7%) prefer both OTT platforms and movie theatres. Furthermore, 61.8% of respondents believe that both mediums will coexist in the future.

This indicates that:

- OTT platforms have not eliminated theatres
- Instead, both platforms serve different purposes

OTT platforms cater to:

- Convenience-driven viewing
- Everyday entertainment

Whereas theatres cater to:

- Immersive experiences
- Social and collective viewing

Therefore, the results support the idea of media coexistence and integration, which is central to Media Convergence Theory.

7.3 Comparison with Previous Studies

The findings of this study are consistent with several previous research works.

The results align with studies by Lotz (2017) and Tryon (2013), which emphasize that digital platforms have transformed audience viewing habits by offering on-demand content and personalized experiences. Similarly, the present study confirms that OTT platforms dominate due to flexibility and accessibility.

The findings also support Kumar (2022) and Deloitte (2023), which highlight that younger audiences prefer OTT platforms because of cost-effectiveness and content diversity. In this study, the majority of respondents belonged to the 18–34 age group, reinforcing this trend.

Furthermore, the coexistence model identified in this research is consistent with the EY (2022) report and the study by Singh and Sharma (2021), which suggest that theatres remain relevant for large-scale and experiential content despite the growth of OTT platforms. These findings also align with Jenkins (2006), who emphasizes the integration of traditional and digital media ecosystems.

However, this study extends previous research by combining both audience preference and changing expectations, showing that OTT platforms not only influence where audiences watch content but also what they expect from it, particularly in terms of storytelling and quality.

7.4 Overall Discussion Insight

The discussion reveals that the shift toward OTT platforms is not merely technological but also behavioural and psychological. Audiences are increasingly seeking:

- Personalization
- Flexibility
- Value for money

At the same time, the continued relevance of theatres highlights the importance of experience-based consumption.

Thus, the findings confirm that the future of movie consumption lies in a hybrid and converged media environment, where OTT platforms and movie theatres coexist and complement each other. This indicates a transition from passive audience consumption to active, selective, and demand-driven media behaviour, reflecting the emergence of audience-centric media ecosystems driven by digital innovation.

8. Key Findings

The study reveals several important insights regarding changing audience preferences and movie consumption patterns in the OTT era:

1. Dominance of OTT Platforms:
The majority of respondents (60.5%) prefer OTT platforms as their primary medium for watching movies, indicating a significant shift toward digital streaming.
2. Emergence of Hybrid Viewing Behaviour:
A large proportion of respondents (44.7%) prefer both OTT platforms and movie theatres, suggesting that audiences are adopting a hybrid consumption pattern rather than completely abandoning theatres.
3. Decline in Theatre Visits:
Most respondents visit movie theatres only occasionally, with 38.2% visiting a few times a year and 30.3% rarely visiting, indicating reduced frequency of theatre-going.
4. Changing Audience Expectations:
A strong majority (68.4%) believe that OTT platforms have changed audience expectations, particularly in terms of storytelling, content diversity, and quality.
5. Preference for Delayed Viewing (OTT Release):
More than 70% of respondents reported that they sometimes, often, or always wait for movies to release on OTT platforms instead of watching them in theatres.

6. Influence of Economic Factors:
Over half of the respondents (52.6%) agree that movie ticket prices influence their decision to visit theatres, highlighting cost as a major factor in the shift toward OTT.
7. Youth Dominance in OTT Consumption:
The majority of respondents (77.7%) belong to the 18–34 age group, indicating that younger audiences are the primary drivers of OTT platform usage.
8. Future of Movie Consumption: Coexistence:
A significant majority (61.8%) believe that OTT platforms and movie theatres will coexist, suggesting a balanced and integrated future for both mediums.

9. Conclusion

The present study, *“From Big Screen to Personal Screen: A Study on Changing Audience Preferences and Movie Consumption in the OTT Era,”* highlights the significant transformation in audience viewing behaviour driven by the rapid growth of OTT platforms. The findings clearly indicate that OTT platforms have emerged as the dominant medium of movie consumption due to their convenience, affordability, accessibility, and wide variety of content.

The study reveals that audience preferences have shifted from traditional theatre-based viewing to more personalized and flexible viewing experiences. At the same time, audience expectations from movies have evolved, with greater emphasis on strong storytelling, diverse narratives, and high production quality. OTT platforms have played a crucial role in shaping these expectations by providing exposure to global content and innovative formats.

However, the study also establishes that movie theatres have not lost their relevance entirely. The continued preference for both OTT platforms and theatres among a significant proportion of respondents suggests that the cinematic experience still holds value, particularly for visually rich and socially engaging content. Thus, rather than being replaced, movie theatres are being repositioned within the changing media landscape.

Furthermore, economic factors such as ticket pricing and the convenience of on-demand viewing have accelerated the shift toward OTT platforms. The behaviour of audiences, especially younger demographics, reflects a preference for control, flexibility, and value-driven consumption.

In conclusion, the study affirms that the future of movie consumption lies in a hybrid model, where OTT platforms and movie theatres coexist and complement each other. While OTT platforms cater to everyday, convenience-driven viewing, theatres continue to offer immersive and experiential entertainment. This evolving relationship signifies a broader transformation in the media ecosystem, where digital and traditional platforms integrate to meet diverse audience needs. This study contributes to a deeper understanding of the evolving relationship between technology and audience behaviour in contemporary media ecosystems.

10. Implications of the Study

The findings of this study provide important insights into the evolving dynamics of audience behaviour and media consumption in the digital era.

10.1 Theoretical Implications

The study reinforces the relevance of the Uses and Gratification Theory by demonstrating that audiences actively select OTT platforms based on their need for convenience, flexibility, and personalized content. Additionally, the findings support Media Convergence Theory, highlighting that traditional cinema and OTT platforms are not in competition but are increasingly integrated within a unified media ecosystem.

10.2 Behavioural Implications

The results indicate a shift from passive to active audience behaviour, where viewers exercise greater control over content selection, timing, and viewing experience. This reflects a broader transformation in audience psychology driven by digital media environments.

10.3 Industry-Level Implications

The emergence of a hybrid consumption model suggests that the film industry is transitioning toward a more flexible distribution system, where both OTT platforms and theatrical releases play complementary roles rather than substitutive ones. These findings highlight the increasing importance of platform-agnostic content strategies in the media industry.

11. Limitations of the Study

Despite providing valuable insights into changing audience preferences and movie consumption patterns in the OTT era, the present study has certain limitations that must be acknowledged:

1. **Limited Sample Size**
The study is based on a relatively small sample of respondents, which may not fully represent the diverse population of movie audiences.
2. **Convenience Sampling Method**
The use of convenience sampling may introduce bias, as participants were selected based on accessibility rather than random selection.
3. **Geographical Constraints:**
The data was collected from a limited geographic area, which may not reflect the preferences and behaviour of audiences in different regions or cultural contexts.
4. **Self-Reported Data:**
The study relies on self-reported responses, which may be influenced by personal bias, perception, or inaccurate reporting of actual behaviour.
5. **Limited Scope of Variables**
The study focuses primarily on factors such as convenience, cost, and preferences, and does not explore other variables like psychological influences, peer impact, or technological literacy in depth.
6. **Time Constraint**
The research was conducted within a limited time frame, and therefore may not capture long-term trends or evolving patterns in audience behaviour.
7. **Rapidly Changing Media Landscape**
The OTT industry is continuously evolving, with new platforms, technologies, and viewing trends emerging rapidly. As a result, the findings of this study may become less generalizable over time.

Despite these limitations, the study provides meaningful insights into emerging audience trends and serves as a foundation for further research in this domain.

12. Recommendations

Based on the findings of the study, the following recommendations are proposed for stakeholders in the film and media industry:

12.1 For Filmmakers

- **Focus on strong storytelling and content quality:**
As audience expectations have evolved, filmmakers should prioritize meaningful narratives, innovative concepts, and engaging scripts over purely star-driven content.
- **Experiment with diverse genres and formats:**
Audiences are increasingly open to new themes, regional stories, and unconventional storytelling styles, especially influenced by OTT platforms.

12.2 For OTT Platforms

- **Enhance content diversity and personalization:**
OTT platforms should continue to offer varied content across languages, genres, and cultures while improving recommendation algorithms for personalized viewing.
- **Maintain affordability and accessibility:**
Subscription pricing should remain competitive to sustain audience preference and attract wider user bases.

- Invest in high-quality original content: Producing original series and films with high production value will help retain audience engagement and loyalty.

12.3 For Movie Theatres

- Improve the overall viewing experience: Theatres should enhance comfort, sound quality, and visual technology (such as IMAX, 4DX) to differentiate from home viewing.
- Adopt flexible pricing strategies: Offering discounts, dynamic pricing, or bundled offers can encourage more frequent theatre visits.
- Focus on event-based cinema: Theatres can attract audiences by promoting big-budget films, premieres, and special screenings that offer a unique experience.

12.4 For Film Industry and Distributors

- Adopt hybrid release strategies: A balanced approach combining theatrical release followed by timely OTT release can maximize reach and revenue.
- Target younger audiences effectively: Since younger demographics dominate OTT consumption, marketing strategies should focus on digital platforms and social media engagement.

12.5 For Future Researchers

- Conduct studies with larger and more diverse samples: Future research can include respondents from different regions and backgrounds for broader generalization.
- Explore psychological and behavioural factors: Further studies can examine emotional, cultural, and social influences on media consumption.
- Analyse long-term trends in media consumption: Longitudinal studies can provide deeper insights into how audience behaviour evolves over time.

13. Acknowledgement

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15. Appendix

The following questionnaire was used to collect primary data for this study.

Research Questionnaire

Title: From Big Screen to Personal Screen: A Study on Changing Audience Preferences and Movie Consumption in the OTT Era.

Disclaimer

This questionnaire is part of an academic research study on changing audience preferences in movie consumption. The information collected will be used only for research and educational purposes. All responses will remain confidential and anonymous. No personal identifying information will be collected or disclosed.

Consent

By participating in this survey, you voluntarily agree to provide responses for academic research purposes. Your participation is completely voluntary, and you may choose not to answer any question or withdraw at any time.

☐ I agree to participate in this research survey

Instructions: Please select the option that best represents your opinion. All responses are confidential and used only for academic research purposes.

Section A: Demographic Information

1. Age Group:

- ☐ Below 18
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45 and above

2. Gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other

3. Education Level:

- ☐ School
- ☐ Undergraduate
- ☐ Postgraduate
- ☐ Doctorate
- ☐ Other

4. Occupation:

- ☐ Student
- ☐ Working Professional
- ☐ Self-employed
- ☐ Homemaker
- ☐ Other

5. Monthly Income:

- ☐ Below ₹10,000
- ☐ ₹10,000–₹30,000
- ☐ ₹30,000–₹50,000
- ☐ ₹50,000–₹1,00,000
- ☐ Above ₹1,00,000

6. Place of Residence:

- ☐ Urban
- ☐ Semi-Urban
- ☐ Rural

Section B: Media Consumption Habits

7. How often do you watch movies?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely

8. Which platform do you mostly use to watch movies?

- ☐ OTT Platforms
- ☐ Movie Theatres
- ☐ Television
- ☐ Other online streaming sources

9. Which OTT platforms do you subscribe to? (Select the applicable ones)

- ☐ Netflix
- ☐ Amazon Prime Video
- ☐ Disney+ Hotstar
- ☐ JioCinema
- ☐ SonyLIV
- ☐ None

Section C: Preference Between OTT and Movie Theatres

10. Do you prefer watching movies on OTT platforms or in theatres?

- ☐ OTT Platforms
- ☐ Movie Theatres
- ☐ Both equally

11. How often do you visit movie theatres?

- ☐ Once a week
- ☐ Once a month
- ☐ Few times a year
- ☐ Rarely
- ☐ Never

12. Compared to before OTT platforms became popular, how often do you visit movie theatres today?

- ☐ Much more often
- ☐ Slightly more often
- ☐ Same as before
- ☐ Less often
- ☐ Much less often

13. What are the main reasons you prefer OTT platforms? (Select the applicable ones)

- ☐ Convenience
- ☐ Lower cost
- ☐ Variety of content

- ☐ Comfort of home viewing
- ☐ Flexible timing

14. What motivates you to watch movies in theatres?

- ☐ Big screen experience
- ☐ Surround sound
- ☐ Social outing with friends/family
- ☐ First-day-first-show excitement
- ☐ Visual spectacle films

Section D: Changing Movie Expectations

15. Do you think audience expectations from movies have changed due to OTT platforms?

- ☐ Yes
- ☐ No
- ☐ Not sure

16. What type of content do you prefer today? (Select the applicable ones)

- ☐ Strong story-driven films
- ☐ Star-driven commercial films
- ☐ Web-series style storytelling
- ☐ Shorter content formats

17. Do you feel OTT platforms provide more diverse content compared to theatres?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

18. Do you usually wait for movies to release on OTT instead of watching them in theatres?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

19. What factors influence your decision to watch a movie? (Select the applicable ones)

- ☐ Storyline
- ☐ Actor/Actress
- ☐ Reviews and ratings
- ☐ Trailer
- ☐ Social media buzz

20. Do you think movie ticket prices affect your decision to visit theatres?

- ☐ Strongly Agree
- ☐ Agree

- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

21. In your opinion, what is the future of movie consumption?

- ☐ OTT will dominate
- ☐ Theatres will remain important
- ☐ Both will coexist
- ☐ Not sure