



A COMPREHENSIVE STUDY OF SOCIO-CULTURAL AND ECONOMIC FACTORS INFLUENCING BRAND LOYALTY IN OTT PLATFORMS

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ABSTRACT

This study investigates the socio-cultural and economic factors influencing brand loyalty among users of Over-the-Top (OTT) platforms. It examines the impact of service-related determinants such as content quality, personalization, market communication, price fairness, user-friendliness, and trust and security on consumer loyalty. The study also highlights the roles of perceived value, user satisfaction, demographic characteristics, and usage patterns in shaping long-term customer retention. Primary data were collected from 100 OTT users through a structured questionnaire and analysed using percentage analysis, correlation, and regression, chi-square, and MANOVA techniques. The findings reveal that content quality, market communication, user-friendliness, and trust and security significantly influence brand loyalty, whereas personalization and price fairness exhibit comparatively weaker effects. The study concludes that sustainable growth of OTT platforms depends on delivering superior user experiences, building trust, and enhancing customer satisfaction to strengthen loyalty and retention in the competitive digital streaming environment.

Key Words: OTT Platforms, Brand Loyalty, Consumer Retention

JEL Code: M31, L82, D12

1.1 INTRODUCTION

This study advances the existing literature by proposing and empirically validating a moderated–mediated framework to explain brand loyalty in OTT platforms. The research examines how key service-related factors, including content quality, personalization, market communication, price fairness, user-friendliness, and trust & security, influence consumer loyalty. It further investigates the mediating roles of perceived value and user satisfaction in strengthening the relationship between service attributes and long-term brand loyalty. Additionally, the study evaluates the impact of cultural factors on consumer retention and explores how demographic characteristics and personal usage status moderate loyalty outcomes. Based on data collected from 100 OTT users, the findings provide valuable insights into subscriber behavior and loyalty formation. While users demonstrate consistent engagement with OTT services, the results indicate a notable disparity between user expectations and perceived service performance, leading to dissatisfaction across several service dimensions. The study offers practical implications for OTT platform managers by identifying the factors most critical for enhancing customer retention, engagement, and loyalty. Furthermore, it contributes to broader societal and policy discussions by emphasizing the importance of transparency, fairness, trust, and user-centric service design in the evolving digital streaming ecosystem, particularly among corporate employee communities that represent a significant and ethically engaged viewer segment.

1.2 LITERATURE OF REVIEW

Anbumalar, Antony, and Mail (2025) examined the transformative impact of the COVID-19 pandemic on media consumption patterns in India, highlighting the accelerated adoption of OTT platforms. The study explores the expansion of global streaming services such as Netflix and Amazon Prime alongside domestic platforms including Disney+ Hotstar and Jio Cinema. Using a qualitative research approach, the authors investigate the factors driving OTT adoption and analyze the socio-psychological effects of streaming consumption across different age groups, including children, adults, and older individuals. The findings suggest a significant shift from traditional broadcasting toward a digital-first entertainment ecosystem and provide insights into the future trajectory of India's streaming industry.

Ghosh and Jha (2025) investigated the role of artificial intelligence-powered recommendation systems in enhancing advertising effectiveness on OTT platforms. The study evaluates the application of advanced machine learning techniques, including deep learning and reinforcement learning, to improve content personalization and advertisement relevance. By synthesizing existing literature, the authors propose a comprehensive framework for understanding recommendation engine performance and establish methodological standards for evaluating recommendation accuracy. The research offers strategic guidance for marketers and platform operators seeking to develop advertising campaigns that align with evolving consumer preferences while reducing advertisement fatigue and increasing viewer engagement.

Arunachalam (2025) explored audience behavior on leading OTT platforms with a focus on viewing habits, content preferences, and technological adaptability. The study investigates several key determinants of user perceptions, including subscription behavior, pricing strategies, internet connectivity, device compatibility, and responses to advertising within streaming environments. By comparing contemporary OTT viewing experiences with traditional television consumption, the research demonstrates the growing preference for on-demand entertainment services. The findings provide valuable insights for content creators, marketers, and platform developers aiming to meet the changing expectations of India's digital audience.

Roy and Das (2025) examined the critical success factors influencing the sustainable growth of OTT start-ups in an increasingly competitive digital marketplace. Employing a multidimensional framework, the study analyses the roles of technological scalability, cloud-native infrastructure, and artificial intelligence integration, hybrid monetization models such as AVOD and SVOD, and regulatory compliance. The findings highlight the strategic importance of innovation, operational efficiency, and customer retention in ensuring long-term business viability. The study contributes to both academic discourse and industry practice by offering a roadmap for navigating the challenges associated with market consolidation and evolving consumer demands.

Kuriakose and Nagasubramaniyan (2024) extended the UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) framework by incorporating the concepts of eudemonic motivation and tranquility to better explain digital entertainment consumption behavior. The study emphasizes that users are increasingly motivated by content that fosters personal development, meaningful experiences, and social connectedness rather than solely hedonic enjoyment. The authors demonstrate that factors such as habit, social influence, and hedonic motivation continue to play significant roles in OTT platform adoption and usage. Their extended model provides a deeper understanding of the psychological and behavioural drivers underlying consumer engagement with digital entertainment services.

1.3 STATEMENT OF THE PROBLEM

The rapid growth of OTT platforms has intensified competition, making customer retention and brand loyalty critical challenges for service providers, many users exhibit high switching behavior, subscribing temporarily for specific content and subsequently discontinuing their subscriptions. Factors such as cultural disconnect arising from the loss of local nuances in dubbed content, economic sensitivity among price-conscious consumers, and subscription fatigue caused by the proliferation of multiple streaming services significantly influence loyalty levels. Understanding how mediating and moderating factors shape viewer perceptions and engagement can provide valuable insights into strengthening brand stickiness. Therefore, this study seeks to identify the key determinants of OTT brand loyalty and offer strategic recommendations for enhancing long-term customer retention and satisfaction.

1.4 OBJECTIVES OF THE STUDY

- To examine the influence of key service factors on OTT brand loyalty.
- To analyze the mediating role of perceived value and user satisfaction in shaping brand loyalty among OTT users.
- To assess the impact of cultural factors on consumer retention and loyalty toward OTT platforms.
- To evaluate the moderating effects of demographic characteristics and usage patterns on OTT brand loyalty.

1.5 SCOPE OF THE STUDY

This study examines the socio-cultural and economic factors influencing brand loyalty among OTT platform users. It analyses the impact of service attributes, perceived value, user satisfaction, cultural factors, demographic characteristics, and usage patterns on consumer loyalty. The research aims to identify the key determinants of customer retention and long-term engagement in the OTT streaming industry.

1.6 RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire administered to OTT platform users during the period from January 2026 to March 2026, while secondary data were gathered from books, journals, industry reports, magazines, and other published sources. A convenience sampling technique was adopted, and 156 questionnaires were distributed, of which 129 were returned. After excluding 29 incomplete responses, a final sample of 100 valid questionnaires was used for analysis. The collected data were analysed using Percentage Analysis, Chi-Square Test, Correlation Analysis, Regression Analysis and MANOVA to examine the relationships among the study variables and test the proposed research framework.

1.7 HYPOTHESES OF THE STUDY

- **H₀¹:** There is no significant impact of service-related determinants on Brand Loyalty in the OTT sector.
- **H₀²:** There is no significant influence on consumer retention and Brand Loyalty in the OTT platform ecosystem.
- **H₀³:** There is no significant association between demographic profiles and personal usage status on OTT service attributes and Brand Loyalty

1.8 ANALYSIS AND INTERPRETATION

Table 1.1 Demographic Profile

Particulars		No.of Respondents	Percentage
Gender	Male	49	49
	Female	51	51
Total		200	200
Age	Below 20 Years	21	21
	21-35 Years	60	60
	36-50 Years	14	14
	Above 50 Years	5	5
Total		200	200
Monthly Income	Below 25000	38	38
	25000-50000	45	45
	50000-75000	12	12
	Above 75000	5	5
Total		200	200
Occupation	Students	27	27
	Employed	49	49
	Self Employed	16	16
	Unemployed	8	8
Total		200	200
Usage of OTT platform	Daily	16	16
	Weekly	53	53
	Monthly	28	28
	Rarely	3	3
Total		200	200

The sample consists of an equal gender distribution, with males and females each forming 49% and 51% of the respondents respectively, indicating a well-balanced representation across gender categories. In terms of age, the majority of respondents fall within the 21–35 years group (60%), followed by those below 20 years (21%). Smaller proportions are represented by the 36–50 years group (14%), while only a minimal share belongs to the above 50 years category (5%). This shows that the dataset is predominantly youth and young-adult oriented. Regarding monthly income, most respondents earn Rs.25, 000– Rs.50, 000 (45%), followed by those earning below Rs.25, 000 (38%). A smaller proportion falls in the Rs.50, 000– Rs.75, 000 range (12%), and only 5% earn above Rs.75, 000. This indicates that the sample largely represents lower to middle-income groups. Occupation-wise, the largest segment consists of employed individuals (49%), followed by students (27%). Self-employed respondents account for 16%, while unemployed individuals make up 8%. This suggests that the sample is primarily economically active, with a notable student presence. With respect to OTT platform usage, weekly users dominate (53%), followed by monthly users (28%) and daily users (16%). Only a small fraction (3%) use OTT platforms rarely. This indicates that OTT consumption is largely habitual, with most respondents engaging at least weekly.

H₀¹: There is no significant impact of service-related determinants on Brand Loyalty in the OTT sector.

Table 1.2 Regression Analysis

S.No	Variance	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std.err	Beta		
	Brand Loyalty (Constant)	1.362	.424		3.212	.001*
1	Content Quality	.150	.158	.144	2.875	.007*
2	Personalization	.096	.048	.100	1.992	.047
3	Market Communication	.193	.073	.127	2.629	.009*
4	Price Fairness	.050	.053	0.47	.945	.345
5	User Friendliness	.156	.053	.158	3.273	.004*
6	Trust & Security	.152	.049	.153	3.091	.002*
R2					0.95	
Adjusted R2					.079	
F statistical					5.958	
Overall ANOVA Model (Sign.0.01)					.000	
Regression is significant at the .05 level						

Table 1.2 depicts Personalization and Price Fairness no significant towards Brand Loyalty whereas Content Quality, Market Communication, User Friendliness and Trust & Security are significant at 5% level of significance. The multiple regression analysis has been carried out, the brand loyalty on service-related determinants, the highly significant value (p value <0.05) in the model is significant p value (.000), it means there is significant impact between OTT service-related determinants and brand loyalty of OTT; therefore H₀¹ “there is no significant impact of service-related determinants on Brand Loyalty in the OTT sector” is rejected.

1.9 LIMITATION OF THE STUDY

- The study is limited to the Pondicherry region only.
- The study is based on a sample of only 100 respondents.
- The study uses only limited analytical tools for data analysis.

1.10 SUGGESTIONS

- OTT platforms should focus on delivering high-quality, diverse, and culturally relevant content while improving audio-visual standards to enhance user satisfaction and engagement.
- Platforms should improve personalization through advanced AI-based recommendation systems and ensure a smooth, user-friendly interface with stable streaming across devices.
- OTT providers should adopt flexible pricing strategies, strengthen data privacy and security measures, and introduce loyalty programs to increase trust, value perception, and long-term user retention.

1.11 CONCLUSION

The study concludes that brand loyalty in OTT platforms is mainly driven by service quality factors such as content quality, usability, communication, and trust. The findings indicate low user satisfaction and weak emotional attachment, which negatively affect long-term loyalty and retention. Perceived low value further reduces continued usage. Therefore, OTT platforms must improve personalization, user experience, pricing fairness, and data security to strengthen customer satisfaction and loyalty. The study also highlights the importance of demographic-based targeting strategies. Overall, sustained OTT growth depends on delivering consistent value, trust, and satisfaction rather than pricing and content alone.

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