

Changing Consumption Patterns in Digital Entertainment: The Influence of OTT Platforms on Micro Cinema Adoption and Continuous Viewing Behaviour

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Abstract:

The rapid growth of Over-the-Top (OTT) platforms has significantly transformed the entertainment consumption behaviour of audiences, leading to the emergence of innovative formats such as micro cinema. This study aims to identify the key factors influencing the adoption of micro cinema content among OTT platform users in Ernakulam and to examine their level of satisfaction. The study is based on primary data collected from 200 respondents using a structured questionnaire and analysed through descriptive statistics. The findings reveal that respondents exhibit a moderate to high level of engagement with OTT platforms, which positively influences their awareness and interest in micro cinema. Factors such as social influence, perceived convenience, and accessibility are identified as the most significant determinants of adoption, while affordability and perceived value have a moderate impact. The results also indicate a moderate level of consumer satisfaction, with higher satisfaction in comfort and ambience, but relatively lower satisfaction in enjoyment and audio-visual quality. The study concludes that while micro cinema has strong growth potential, improving experience quality and increasing awareness are essential for wider adoption.

Keywords: Micro Cinema, OTT Platforms, Consumer Behaviour, Adoption Factors, Customer Satisfaction, Digital Entertainment, Social Influence

INTRODUCTION:

In today's digital era, entertainment consumption has undergone a major transformation due to the rapid growth of Over-The-Top (OTT) platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar. Unlike traditional media like television and cinema theatres, OTT platforms provide on-demand content that can be accessed anytime and anywhere. This convenience has significantly changed the way audiences consume entertainment. Earlier, viewers depended on fixed schedules, theatre releases, or television programming to watch content. However, with the rise of OTT platforms, users now have complete control over what they watch, when they watch, and how they watch. This shift has led to the emergence of new consumption patterns, especially among younger audiences who prefer flexibility and personalization.

One of the most noticeable changes is the rise of continuous viewing behaviour, commonly known as binge-watching. OTT platforms are designed in a way that encourages users to watch multiple episodes or content continuously through features like autoplay, recommendations, and personalized suggestions. This has changed viewing from a scheduled activity to an immersive and habit-driven behaviour. At the same time, OTT platforms have also given rise to micro cinema, which refers to short-duration, niche, and experimental content. Unlike traditional cinema, micro cinema focuses on storytelling in a shorter format, making it more suitable for mobile viewing and shorter attention spans. Audiences today are more open to such content because it fits easily into their daily routines. Therefore, OTT platforms are not only changing what people watch but also how they engage with content. This study aims to understand how OTT platforms influence changing consumption patterns, particularly focusing on micro cinema adoption and continuous viewing behaviour.

Review of literature:

Patni and Ansari (2023) highlight how OTT platforms have significantly altered traditional media consumption, especially after the pandemic period. Their review shows that audiences gradually shifted from theatre-based and television viewing to on-demand streaming due to convenience, affordability, and content diversity. The study also suggests that OTT platforms encourage more personalized viewing habits, where users actively choose content rather than passively consuming it. This shift is important in understanding the rise of micro cinema formats, as audiences now prefer shorter, niche, and experimental content over mainstream theatrical productions. **Sanjna Sebastian (2024)** examined the growing connection between New Malayalam Cinema and OTT platforms, mainly focusing on how streaming services have changed the way films are produced, distributed, and consumed during and after Covid – 19 pandemic. The study followed a qualitative and descriptive approach, using analysis of selected films such as *Angamaly Diaries*, *Ee. Ma. Yau*, *Jallikattu*, *Kammattipaadam*, and *Kumbalangi Nights*, along with secondary sources like industry reports and observed audience viewing patterns or trends on OTT platforms. The main variables examined in the study included the growth of OTT platforms, the impact of Covid – 19, changes in film distribution, storytelling styles, audience reach, monetisation models, and creative freedom in filmmaking. The findings showed that OTT platforms helped Malayalam Cinema reach audiences beyond language and geographical boundaries and allow low – budget, content driven films to find strong viewership that they may not have achieved through theatrical releases alone. The study also pointed out that New Malayalam Cinema is not just a generational shift but a wider transformation in the narrating style, choice of locations, and themes, with more attention given to rural setting, social realities, and everyday life. The study found that OTT platforms have changed traditional revenue systems by introducing income through subscriptions, advertising, brand partnerships, and premium content, thereby reducing dependence on theatre-based earnings and encouraging more diverse and experimental storytelling. Overall, the study concluded that OTT platforms and New Malayalam Cinema share a mutually beneficial relationship in which digital technology supports creativity, wider market reach, and global visibility, while innovative regional content strengthens OTT platforms. The study recommended that filmmakers and policymakers can invest more in digital distribution, promote region-specific content for global audiences, and create supportive policies to sustain creative experimentation and fair monetisation in the evolving OTT-driven film industry.

Mondal and Panda (2026) examined users continue using OTT platforms, especially in the Indian context. Their research integrates UTAUT2 and ECM models and identifies key factors like content

availability, personalization, and binge-watching as major contributors to user satisfaction. The study emphasizes that satisfaction acts as a mediator in continuous viewing behaviour. This continuous engagement creates demand for diverse and experimental formats, including micro cinema, which fits well into the binge-consumption model. **Jung et al. (2023)** focused on how OTT consumption becomes habitual over time. Using Self-Determination Theory, the study finds that perceived enjoyment plays a crucial role in developing usage habits. These habits then influence affective commitment and word-of-mouth behaviour. Continuous viewing is therefore not accidental but structured through repeated gratification cycles. This habitual engagement supports the consumption of shorter content formats like micro cinema, as users increasingly look for quick and satisfying viewing experiences. **Nanda and Banerjee (2020)** apply the Uses and Gratifications (U&G) theory to understand binge-watching behaviour on OTT platforms. The study identifies motivations such as entertainment, relaxation, and escapism as primary drivers. It also highlights how technological features enable seamless viewing, encouraging continuous consumption. This perspective explains why users are more inclined towards micro cinema, as it satisfies instant gratification needs more efficiently compared to long-form cinema.

Jang et al. (2025) used the Extended Technology Acceptance Model (E-TAM) to analyze user interaction with OTT content. Their findings suggest that perceived ease of use, enjoyment, and interactivity significantly influence viewing behaviour. These factors collectively enhance user engagement and increase viewing frequency. The study indirectly supports the idea that micro cinema thrives in OTT environments because such platforms make content easily accessible and engaging. **Saha and Prasad (2021)** analysed OTT consumption patterns in India and find that platforms like Netflix and Amazon Prime are widely preferred, with a majority of users consuming content through smartphones. The study indicates a shift toward mobile-based, flexible viewing habits, which aligns with the growth of micro cinema formats. Since micro cinema is often optimized for shorter durations and mobile screens, it naturally fits into this evolving consumption ecosystem.

Schaffner et al. (2024) examined how platform features like autoplay influence user behaviour. Their experimental findings reveal that disabling autoplay significantly reduces viewing time and session length. This highlights how platform design actively drives continuous viewing behaviour. Such mechanisms also promote the consumption of shorter, episodic, or micro-format content, as users are automatically guided to keep watching without interruption. **Bipin Kumar et. Al., (2017)** found that OTT platforms have transformed traditional viewing habits by enabling on-demand, flexible, and personalized content consumption. Their study emphasizes the shift from scheduled television viewing to individual, anytime-anywhere digital entertainment. **Mael Flayelle (2020)** studied binge-watching behaviour and defined it as continuous viewing of multiple episodes in one sitting. He identified emotional engagement, compelling narratives, and platform features like autoplay as key factors driving continuous viewing behaviour on OTT platforms. **Hunt et al., (2016)** studied Netflix's recommendation system and showed how personalized algorithms influence viewing choices. Their research explains how OTT platforms encourage continuous viewing by suggesting relevant content based on user preferences. **Chuck Tryon (2013)** discussed how digital distribution has transformed the film industry by reducing reliance on theatres and promoting online streaming. His study highlights the broader shift in consumption patterns caused by OTT platforms. **Napoli (2019)**, examined how OTT platforms are reshaping audience behaviour and media industries. He noted a decline in traditional television and cinema viewership, with audiences increasingly preferring digital and on-demand entertainment options.

Objectives of the Study:

- To identify the key factors influencing the adoption of micro cinema content among OTT platform users in Ernakulam.
- To examine the level of consumer satisfaction towards micro cinema content available on OTT platforms.

Research methodology:

This study adopts a descriptive research design to examine the factors influencing the adoption of micro cinema among OTT platform users and to assess their level of satisfaction. The study is based on both primary and secondary data sources. Primary data were collected using a structured questionnaire designed on a five-point Likert scale, administered to respondents in Ernakulam district. A total of 200 valid responses were collected using a convenience sampling technique. Secondary data were gathered from journals, books, and online sources to support the study. The collected data were analysed using descriptive statistics such as frequency, percentage, mean, and standard deviation to interpret respondent behaviour and perceptions. The methodology ensures systematic analysis and provides meaningful insights into micro cinema adoption and satisfaction among OTT users.

Analysis and Discussions:

Table 1 Demographic Profile and OTT Usage of Respondents

Variable	Category	Frequency (n)	Percentage (%)
Age	Below 18	6	3
	18 – 24	105	52.5
	25 – 34	43	21.5
	35 – 44	28	14
	45 and above	18	9
Gender	Male	81	40.5
	Female	116	58
	Prefer not to say	3	1.5
Occupation	Student	98	49
	Private Sector Employees	68	34
	Government Sector Employees	15	7.5
	Others	19	9.5
Marital Status	Married	59	29.5
	Unmarried	141	70.5
Area of Residence	Metropolitan City	48	24
	Urban	34	17
	Semi-Urban (Town)	45	22.5
	Rural (Village)	73	36.5
Monthly Income	Below ₹10,000	87	43.5
	₹10,000–₹25,000	38	19
	₹25,000–₹50,000	39	19.5

	Above ₹50,000	36	18
OTT Subscription	1	82	41
	2	50	25
	3	39	19.5
	4	13	6.5
	More than 4	16	8

(Computed from Primary data)

The demographic profile indicates that the majority of respondents belong to the 18–24 age group (52.5%), reflecting a young and digitally active population. Female respondents constitute a higher proportion (58%) compared to males, and nearly half of the respondents are students (49%), followed by private sector employees. A significant majority are unmarried (70.5%), suggesting greater flexibility in entertainment choices. In terms of residence, a considerable portion of respondents come from rural areas (36.5%), followed by metropolitan and semi-urban regions, indicating diverse geographic representation. The income distribution shows that most respondents fall under the below ₹10,000 category (43.5%), highlighting a price-sensitive group. Regarding OTT usage, a large proportion of respondents are subscribed to at least one platform (41%), with many having multiple subscriptions, indicating strong engagement with digital streaming services. Overall, the sample represents a young, digitally engaged, and cost-conscious audience with significant exposure to OTT platforms.

Table 2 Descriptive Statistics of OTT Viewing Behaviour

Statement	Mean	SD
I am subscribed to one or more OTT platforms	3.62	0.94
I frequently watch digital content on OTT platforms	3.65	0.91
I am aware of the concept of micro cinema	3.55	0.95
Overall Mean	3.61	0.93

(Computed from Primary data)

The descriptive statistics of OTT viewing behaviour revealed a moderate to high level of engagement among respondents, with an overall mean score of 3.61. A majority of respondents frequently consume digital content on OTT platforms (Mean = 3.65) and are subscribed to one or more services (Mean = 3.62), indicating strong exposure to digital entertainment. However, awareness of micro cinema is comparatively lower (Mean = 3.55), suggesting that while OTT usage is widespread, familiarity with emerging formats like micro cinema is still developing. The standard deviation values indicate moderate consistency in responses. Overall, the findings highlight that OTT platforms play a crucial role in shaping viewing habits, but there is a need to enhance awareness of micro cinema among users.

Table 3 Descriptive Statistics of Perceived Affordability

Statement	Mean	SD
Micro cinema is affordable compared to theatres	3.52	0.96
OTT subscription cost influences my interest	3.55	0.94
Discounts encourage me to choose micro cinema	3.49	0.98

Overall Mean	3.52	0.96
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(Computed from Primary data)

The descriptive statistics of perceived affordability indicate a moderate level of agreement among respondents, with an overall mean score of 3.52. The findings suggest that respondents generally perceive micro cinema as a cost-effective alternative to traditional theatres (Mean = 3.52). Additionally, the cost of OTT subscriptions (Mean = 3.55) and the availability of discounts or lower ticket prices (Mean = 3.49) play an important role in influencing their interest and preference for micro cinema. The standard deviation values (around 0.94–0.98) indicate moderate variation in responses. Overall, the results highlight that affordability is a significant factor in shaping consumer decisions, though perceptions vary slightly among individuals.

Table 4 Descriptive Statistics of Accessibility

Statement	Mean	SD
Micro cinemas are easily accessible	3.63	0.87
OTT platforms help discover micro cinema	3.74	0.85
Availability influences my visit decision	3.6	0.88
Overall Mean	3.66	0.87

(Computed from Primary data)

The descriptive statistics of accessibility reveal a moderately positive perception among respondents, with an overall mean score of 3.66. The highest mean is observed for the statement that OTT platforms help in discovering micro cinema (Mean = 3.74), indicating the significant role of digital platforms in enhancing visibility and awareness. Additionally, respondents agree that micro cinemas are reasonably accessible (Mean = 3.63) and that their availability influences visit decisions (Mean = 3.60). The standard deviation values (around 0.85–0.88) indicate relatively consistent responses. Overall, the findings suggest that accessibility, particularly through OTT platforms, plays an important role in influencing consumer engagement with micro cinema, although physical accessibility may vary across locations.

Table 5 Descriptive Statistics of Social Influence

Statement	Mean	SD
Friends/family recommendations influence me	3.68	0.92
Social media trends affect my interest	3.65	0.93
Reviews and ratings influence my decision	3.71	0.86
Overall Mean	3.68	0.90

(Computed from Primary data)

The descriptive statistics of social influence indicate a moderately strong impact on respondents' behaviour, with an overall mean score of 3.68. Among the variables, reviews and ratings have the highest influence (Mean = 3.71), followed by recommendations from friends and family (Mean = 3.68), and social media trends (Mean = 3.65). This suggests that both interpersonal and online sources play a significant role in shaping interest and decision-making related to micro cinema. The standard deviation values (0.86–

0.93) indicate moderate consistency in responses. Overall, the findings highlight that social influence is a key determinant in driving awareness and adoption of micro cinema experiences.

Table 6 Descriptive Statistics of Perceived Convenience

Statement	Mean	SD
Micro cinema is more convenient than theatres	3.54	1.01
Flexible timings influence my preference	3.74	0.89
OTT increased my expectation of convenience	3.74	0.86
Overall Mean	3.67	0.92

(Computed from Primary data)

The descriptive statistics of perceived convenience show a moderately high level of agreement among respondents, with an overall mean score of 3.67. The highest mean values are observed for flexible show timings and increased expectations of convenience due to OTT platforms (Mean = 3.74 each), indicating that time flexibility and digital influence are key drivers of convenience. Respondents also perceive micro cinema as more convenient than traditional theatres (Mean = 3.54), though to a slightly lesser extent. The standard deviation values (0.86–1.01) suggest moderate variability in responses. Overall, the findings highlight that convenience, particularly in terms of flexibility and OTT-driven expectations, plays a significant role in influencing consumer preference for micro cinema.

Table 7 Descriptive Statistics of Perceived Value

Statement	Mean	SD
Micro cinema provides value for money	3.53	0.99
Experience quality meets expectations	3.5	0.92
Micro cinema offers good overall value	3.58	0.93
Overall Mean	3.54	0.95

(Computed from Primary data)

The descriptive statistics of perceived value indicate a moderate level of agreement among respondents, with an overall mean score of 3.54. Respondents generally perceive micro cinema as offering good overall value (Mean = 3.58) and reasonable value for money (Mean = 3.53). However, the slightly lower mean for experience quality (Mean = 3.50) suggests that while the value proposition is acceptable, there is room for improvement in enhancing the overall viewing experience. The standard deviation values (0.92–0.99) indicate moderate variability in responses. Overall, the findings imply that perceived value is positive but not strong, highlighting the need to improve quality aspects to strengthen consumer perception.

**Table 8
Descriptive Statistics of Consumer Satisfaction**

Statement	Mean	SD
Overall satisfaction with micro cinema	3.64	0.91
Micro cinema is more enjoyable	3.36	1.02
Audio-visual quality is satisfactory	3.49	0.95

Comfort and ambience are satisfactory	3.66	0.93
OTT experience increases satisfaction	3.60	0.92
Overall Mean	3.55	0.95

(Computed from Primary data)

The descriptive statistics of consumer satisfaction indicate a moderate level of satisfaction among respondents, with an overall mean score of 3.55. Respondents report relatively higher satisfaction with comfort and ambience (Mean = 3.66) and overall experience (Mean = 3.64), suggesting that physical and general aspects of micro cinema are positively perceived. The influence of OTT experience on satisfaction is also notable (Mean = 3.60). However, lower mean values for enjoyment (Mean = 3.36) and audio-visual quality (Mean = 3.49) indicate areas where improvements are needed. The standard deviation values (0.91–1.02) reflect moderate variability in responses. Overall, the findings suggest that while consumers are generally satisfied with micro cinema, enhancing experiential quality could further improve satisfaction levels.

Findings of the study:

- Respondents exhibit a moderate to high level of OTT viewing behaviour (Mean = 3.61), indicating active subscription, frequent content consumption, and moderate awareness of micro cinema.
- Respondents perceive micro cinema as moderately affordable (Mean = 3.52), with pricing, subscription cost, and discounts influencing their preference.
- Respondents report moderate accessibility (Mean = 3.66), with OTT platforms playing a key role in content discovery and availability influencing visit decisions.
- Social influence has a strong impact (Mean = 3.68), with recommendations, social media, and online reviews shaping consumer decisions.
- Respondents perceive high convenience (Mean = 3.67), driven by flexible timings and increased expectations due to OTT usage.
- Respondents perceive moderate value (Mean = 3.54), indicating acceptable value for money with scope for improvement in experience quality.
- The study identifies that social influence (Mean = 3.68), perceived convenience (Mean = 3.67), and accessibility through OTT platforms (Mean = 3.66) are the most significant factors influencing the adoption of micro cinema among OTT users in Ernakulam, followed by perceived affordability and value, indicating that both technological convenience and social factors play a crucial role in shaping consumer adoption behaviour.
- Respondents show moderate satisfaction (Mean = 3.55), with higher satisfaction in comfort and ambience but relatively lower enjoyment and audio-visual experience.

Suggestions:

- Efforts should be made to increase awareness of micro cinema among OTT users through targeted digital marketing, trailers, and personalized recommendations.
- Micro cinema providers should focus on improving audio-visual quality and overall viewing experience to enhance enjoyment and satisfaction.
- Marketers should leverage social media, influencers, and online reviews to promote micro cinema, as

social influence strongly affects consumer decisions.

- Providers should continue to enhance convenience factors such as flexible timings, easy booking, and seamless access to attract more users.

Conclusion:

The study concludes that micro cinema is emerging as a promising alternative form of entertainment among OTT platform users in Ernakulam. The findings reveal that respondents generally hold a positive perception towards micro cinema, with factors such as social influence, perceived convenience, and accessibility through OTT platforms playing a significant role in driving adoption. Affordability and perceived value also contribute to user preference, though to a moderate extent. While consumers show a reasonable level of satisfaction, particularly in terms of comfort and overall experience, certain aspects such as enjoyment and audio-visual quality require improvement. The study also highlights that OTT platforms act as a key enabler by increasing exposure, shaping expectations, and influencing interest in micro cinema. The success of micro cinema depends on effectively leveraging digital platforms, enhancing user experience, and strengthening promotional strategies. With improvements in quality and awareness, micro cinema has strong potential to grow as a preferred entertainment option in the evolving digital landscape.

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