

DIGITAL MARKETING STRATEGIES OF OTT PLATFORMS AND THEIR INFLUENCE ON CUSTOMER RETENTION

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ABSTRACT

The rapid growth of Over-The-Top (OTT) platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar has transformed the entertainment industry by providing on-demand digital content to users. This study focuses on analyzing the digital marketing strategies adopted by OTT platforms and their influence on customer retention.

The research aims to identify key factors such as content quality, personalization, pricing, social media marketing, and user experience that affect customer satisfaction and loyalty. Primary data was collected from 120 respondents through a structured questionnaire, and the data was analyzed using percentage analysis.

The findings of the study reveal that young users are the major consumers of OTT platforms and that content variety, original content, and personalized recommendations play a significant role in retaining customers. The study also highlights that pricing and advertisements are major concerns for users, leading to subscription fatigue.

The study concludes that effective digital marketing strategies, combined with high-quality content and customer-centric approaches, are essential for improving customer retention in the highly competitive OTT market. The research provides valuable insights for OTT service providers to enhance their marketing strategies and improve user satisfaction.

Keywords; OTT Platforms Digital, Marketing Customer, Retention Content, Strategy Personalization Social,Media Marketing Subscription, Models Customer Satisfaction

1.1 INTRODUCTION

Digital Marketing Strategies of OTT Platforms and Their Influence on Customer Retention The evolution of digital technology has significantly transformed the global media and entertainment industry. One of the most notable developments in recent years is the rapid growth of Over-The-Top (OTT) platforms. OTT platforms refer to digital streaming services that provide video content directly to users over the internet, bypassing traditional cable and satellite television networks. With the increasing penetration of smartphones, high-speed internet, and affordable data plans, OTT platforms have become a dominant medium for content consumption worldwide. In India, the OTT industry has witnessed exponential growth, especially after the introduction of affordable internet services. Platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar have gained immense popularity among users across different age groups.

The shift from traditional television to digital streaming has been driven by factors such as convenience, flexibility, content variety, and personalized viewing experiences. Users now have the freedom to watch their favorite shows anytime, anywhere, and on any device. The success of OTT platforms is largely attributed to their innovative digital marketing strategies. Unlike traditional marketing methods, digital marketing enables platforms to reach a wider audience, target specific customer segments, and measure campaign effectiveness in real time. OTT platforms utilize a combination of marketing techniques such as social media marketing, search engine optimization, email marketing, influencer collaborations, and content marketing to attract and retain customers. One of the key aspects of digital marketing in OTT platforms is data-driven decision making.

OTT platforms collect vast amounts of user data, including viewing history, preferences, search behavior, and engagement patterns. This data is analyzed to create personalized recommendations, which enhance user experience and increase satisfaction. Personalization has become a critical factor in

customer retention, as users are more likely to continue subscribing to platforms that provide relevant and engaging content. Another important strategy adopted by OTT platforms is content marketing. Content is the core product of OTT services, and platforms invest heavily in producing original and exclusive content to differentiate themselves from competitors. Original series, movies, and documentaries play a crucial role in attracting new users and retaining existing ones. In addition, regional and language-specific content has gained importance in diverse markets like India, where audiences prefer content in their native languages. Social media marketing is another powerful tool used by OTT platforms to engage users. Platforms actively promote their content on social media channels such as Instagram, Twitter, and YouTube. They create interactive campaigns, teasers, trailers, and behind-the-scenes content to generate excitement among viewers. Social media also allows platforms to interact directly with users, gather feedback, and build a strong brand community. Influencer marketing has also emerged as an effective strategy in promoting OTT platforms. Influencers and content creators play a significant role in shaping consumer preferences and influencing viewing decisions. By collaborating with popular influencers, OTT platforms can reach a larger audience and create a strong impact on potential customers. This strategy is particularly effective among younger audiences who rely heavily on social media for entertainment recommendations.

Pricing strategies and subscription models are crucial factors influencing customer retention. OTT platforms offer various pricing plans, including monthly, quarterly, and annual subscriptions, to cater to different customer segments. Some platforms also provide free trials and discounted offers to attract new users. However, the increasing number of OTT platforms has led to subscription fatigue, where users find it difficult to manage multiple subscriptions. As a result, pricing has become a key determinant in customer retention decisions.

Customer experience plays a vital role in retaining users on OTT platforms. Factors such as user interface, streaming quality,

content availability, and ease of navigation significantly influence user satisfaction. A seamless and user-friendly interface enhances the overall viewing experience and encourages users to continue their subscriptions. On the other hand, technical issues such as buffering, poor video quality, and limited content can lead to customer dissatisfaction and churn.

Another emerging trend in OTT marketing is the use of artificial intelligence (AI) and machine learning. These technologies enable platforms to analyze user behavior, predict preferences, and recommend content more accurately. AI-driven recommendation systems not only improve user engagement but also increase the time spent on the platform. This, in turn, contributes to higher customer retention rates.

The study also examines the effectiveness of various marketing techniques in influencing customer decisions and loyalty.

In conclusion, OTT platforms have revolutionized the entertainment industry by leveraging digital technology and innovative marketing strategies. Customer retention has become a critical factor for the success of these platforms, and digital marketing plays a vital role in achieving this goal. By understanding the factors influencing customer retention, OTT platforms can develop effective strategies to enhance user satisfaction and sustain long-term growth.

1.2 OBJECTIVES OF THE STUDY

- ✧ To analyze the various digital marketing strategies adopted by OTT platforms to attract and engage customers.
- ✧ To examine the key factors influencing customer retention in OTT platforms.
- ✧ To study the relationship between digital marketing techniques and customer satisfaction.
- ✧ To evaluate the effectiveness of personalized recommendations and content strategies in retaining users.
- ✧ To provide suggestions for improving customer retention through better digital marketing practices.

1.3 STATEMENT OF THE PROBLEM

The rapid growth of Over-The-Top (OTT) platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar has transformed the way people consume entertainment content. With the increasing availability of digital devices and internet connectivity, consumers are shifting from traditional television to online streaming platforms. As a result, the competition among OTT platforms has intensified significantly.

In this competitive environment, attracting new customers is not the only challenge; retaining existing customers has become a major concern for OTT service providers. Customers today have multiple options and can easily switch between platforms based on content availability, pricing, and overall experience. This has led to issues such as customer churn and subscription fatigue.

Digital marketing strategies play a crucial role in influencing customer decisions and maintaining long-term relationships. OTT platforms invest heavily in strategies such as social media marketing, personalized recommendations, influencer promotions, and content marketing. However, the effectiveness of these strategies in ensuring customer retention is still a matter of concern.

Therefore, the problem addressed in this study is to understand

how digital marketing strategies adopted by OTT platforms influence customer retention and to identify the key factors that affect customer satisfaction and loyalty. The study also aims to analyze whether these strategies are sufficient to retain customers in a highly competitive and dynamic market.

1.4 SCOPE OF THE STUDY

The present study focuses on analyzing the digital marketing strategies adopted by OTT platforms and their influence on customer retention. It examines various online marketing techniques such as social media marketing, content marketing, personalized recommendations, and promotional strategies used to attract and retain users. The study aims to understand how these strategies impact customer engagement and loyalty.

The scope of the study is limited to OTT platform users and their viewing behavior, preferences, and satisfaction levels. It includes analyzing how different factors such as content quality, pricing, user experience, and accessibility influence customer decisions to continue or discontinue subscriptions. The study mainly considers user perception as a key element in evaluating retention. The research also takes into account demographic variables such as age, gender, occupation, and income level to understand differences in OTT usage patterns among various groups. This helps in identifying which segment of users is more influenced by digital marketing strategies and how their preferences vary.

Furthermore, the study is confined to selected OTT platforms and does not cover the entire streaming industry. It focuses on providing insights into customer retention strategies and suggests improvements for better marketing practices. The findings of the study can be useful for marketers, researchers, and OTT service providers.

1.5 RESEARCH METHODOLOGY

This chapter describes the methods that were used in the study. It explains the research

Design, data collection, profile of respondents, sampling method and procedures.

1.5.1 SOURCE OF DATA:

The study is based on primary data and secondary data.

PRIMARY DATA

The data those are collected as a fresh for the first time and happen to be original

In character are called primary data. Primary data collected through questionnaire.

SECONDARY DATA

Secondary data consist of information that already exists somewhere, have been

Collected for another purpose.

Secondary data are collected from

- Website
- Books

1.5.2 SAMPLE SELECTED FOR THE STUDY:

A total of 120 respondents were selected for the study. Convenience sampling method

Has been followed for collecting the response from the respondents.

1.5.3 AREA OF THE STUDY:

The study area is limited to Coimbatore.

1.5.4 PERIOD OF STUDY:

The study has undergone a period of from December 2025 to March 2026.

1.5.5 TOOLS USED FOR ANALYSIS

To analyses the employees' perspicacity existing in Coimbatore city, the data collected

From the respondents were studied by means of:

> PERCENTAGE ANALYSIS

Simple percentage analysis = $\frac{\text{Actual Response} \times 100}{\text{Total number of respondents}}$

> CHI – SQUARE:

Chi square formula $\chi^2 = \frac{\sum(O_i - E_i)^2}{E}$

1.6 LIMITATIONS OF THE STUDY

- ✧ The study is limited to a sample size of 120 respondents, which may not fully represent the entire population of OTT users.
- ✧ The data collected is based on respondents' opinions and perceptions, which may be subject to personal bias and may not always reflect actual behavior.
- ✧ The study focuses only on selected OTT platforms and does not cover all available streaming services in the market.
- ✧ Time and resource constraints have limited the scope of the research, restricting deeper analysis and broader data collection.

2.1 REVIEW OF LITERATURE

1. Diaz-Aviles (2015)

Diaz-Aviles (2015) focused on predicting customer preferences using data analytics. The study highlighted that analyzing user behavior helps in improving customer experience and retention. It emphasized that personalized content recommendations increase user satisfaction and reduce churn rates.

2. Hassouna et al. (2016)

Hassouna et al. (2016) studied churn prediction models in digital services. The research concluded that identifying customers who are likely to leave helps companies take preventive measures. The study proved that predictive analytics plays a significant role in customer retention strategies.

3. Shin & Park (2021)

Shin and Park (2021) examined customer satisfaction in OTT platforms. Their study found that content quality and service reliability are major factors influencing customer loyalty. They concluded that satisfied customers are more likely to continue subscriptions.

3.1 OVERVIEW OF THE STUDY

The present study focuses on understanding the role of digital marketing strategies adopted by OTT platforms and how these strategies influence customer retention. With the rapid growth of internet usage and digital technologies, OTT platforms have become one of the most preferred sources of entertainment. Platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar have transformed the way people consume media content. This study aims to analyze how these platforms use digital marketing techniques to attract, engage, and retain customers.

The research is primarily based on both primary and secondary data. Primary data has been collected through a structured questionnaire distributed among 120 respondents. The questionnaire consists of demographic questions and opinion-based questions related to OTT usage, satisfaction, and preferences. Secondary data has been collected from journals, research papers, articles, and online sources to support the findings of the study.

The study adopts a descriptive research design, which helps in

understanding the characteristics and behavior of OTT users. This approach is suitable as it provides a clear picture of how digital marketing strategies influence customer retention. The data collected from respondents is analyzed using percentage analysis, which simplifies the interpretation of results and helps in identifying trends and patterns.

One of the major aspects of this study is the analysis of digital marketing strategies used by OTT platforms. These strategies include social media marketing, email marketing, influencer marketing, and content marketing. Social media platforms play a significant role in promoting OTT content and engaging users. Platforms create promotional campaigns, trailers, and interactive posts to attract viewers. Influencer marketing also plays a vital role in reaching a wider audience and influencing customer decisions.



Another important aspect covered in the study is personalization. OTT platforms use advanced technologies such as artificial intelligence and machine learning to analyze user preferences and provide personalized recommendations. This enhances user experience and increases the likelihood of continued subscription. Personalized content suggestions make users feel valued and understood, which contributes to customer satisfaction and loyalty. The study also highlights the challenges faced by OTT platforms in retaining customers. Increasing competition, changing consumer preferences, and subscription fatigue are some of the major challenges. To overcome these challenges, OTT platforms must continuously innovate their marketing strategies and focus on providing value to customers.

Furthermore, the study emphasizes the importance of customer engagement in retention. Engaged customers are more likely to remain loyal to a platform and recommend it to others. OTT platforms can enhance engagement by providing interactive features, personalized content, and regular updates.

The research also provides valuable insights for marketers and OTT service providers. It helps them understand customer behavior and develop effective strategies to improve retention. The suggestions provided in the study can assist OTT platforms in enhancing their marketing efforts and achieving long-term success. In conclusion, this study provides a comprehensive overview of digital marketing strategies used by OTT platforms and their influence on customer retention. It highlights the importance of understanding customer needs and preferences in developing effective marketing strategies. The findings of the study contribute to the existing literature and provide practical implications for OTT platforms in improving customer retention.

DATA ANALYSIS AND INTERPRETATION

Table 1: Shows the age of the Respondent

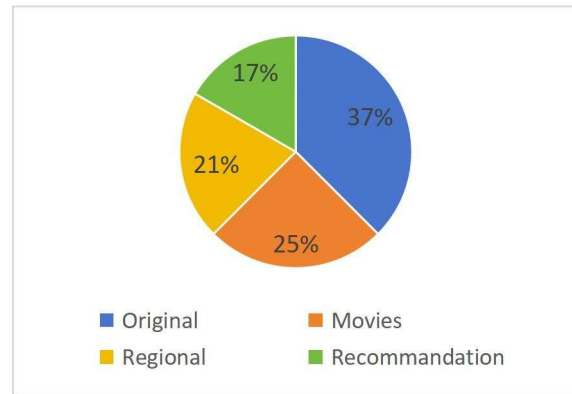
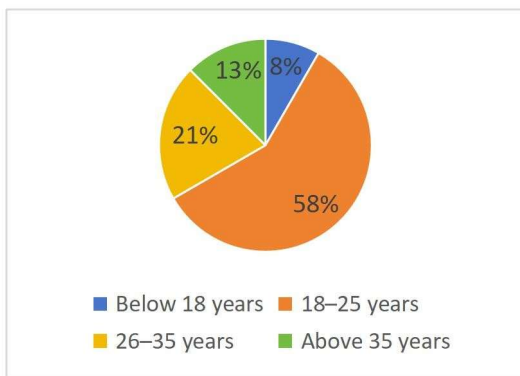
S.no	PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
1	Below 18 years	10	8.3%
2	18–25 years	70	58.3%
3	26–35 years	25	20.8%
4	Above 35 years	15	12.5%
	Total	120	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that 8.3% of the respondents belong to below 18 years, 58.3% of the respondents belong to 18–25 years, 20.8% belong to 26–35 years, and 12.5% belong to above 35 years.

► Majority 58.3% of the respondents belong to the age group of 18–25 years.



5.1 FINDINGS OF THE STUDY

- ✧ Based on the analysis and interpretation of data collected from 120 respondents, the following findings are identified:
- ✧ The majority of respondents (58.3%) belong to the age group of 18–25 years, indicating that OTT platforms are mostly used by young people.
- ✧ Most respondents (54.2%) are male, showing slightly higher usage among males compared to females.
- ✧ A large number of respondents (50%) are students, indicating that OTT platforms are highly popular among the student community.
- ✧ The majority of respondents (41.7%) fall under the income group of ₹10,000–₹30,000, showing that OTT platforms are widely used by middle-income groups.
- ✧ Most respondents (50%) use OTT platforms daily, which shows a high level of engagement.
- ✧ Content variety (41.7%) is the main reason for using OTT platforms.
- ✧ Original content (37.5%) is the biggest attraction factor for users.
- ✧ Most users (41.7%) discover content through platform recommendations, highlighting the importance of personalization.
- ✧ Web series (45.8%) are the most preferred content type among users.
- ✧ Content quality is considered extremely important by 50% of respondents.
- ✧ Content availability (41.7%) influences subscription decisions more than price.
- ✧ A majority (37.5%) feel that OTT platforms are expensive.
- ✧ Most respondents (54.2%) find advertisements very annoying.
- ✧ Social media plays a role, with 37.5% following OTT platforms regularly.
- ✧ Free trials (41.7%) are the main factor influencing users to try new platforms.
- ✧ Subscription sharing is common, with 50% always sharing accounts.
- ✧ Binge watching (58.3%) is the most common viewing behavior.
- ✧ The user interface is rated excellent by 45.8% of respondents.
- ✧ New releases (41.7%) are the main engagement factor.
- ✧ Most users (37.5%) switch platforms sometimes, indicating moderate loyalty.
- ✧ Original content (45.8%) is the key factor for retaining users. A majority (41.7%) always recommend OTT

Table 2: Shows the attraction factor of the respondents

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that 37.5% are attracted by original content, 25% by movies, 20.8% by regional content, and 16.7% by recommendations.

► Majority 37.5% are attracted by original content.

S.no	PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
1	Original	45	37.5%
2	Movies	30	25%
3	Regional	25	20.8%
4	Recommendation	20	16.7%
	Total	120	100

platforms to others.

- ✧ High subscription cost (37.5%) is the main reason for subscription fatigue.
- ✧ Most respondents (41.7%) are very satisfied with OTT platforms.
- ✧ A majority (45.8%) will definitely continue using OTT platforms in the future.

5.2 SUGGESTIONS

OTT platforms should focus more on producing high-quality original content, as it is the main factor influencing customer retention.

Pricing strategies should be improved by offering affordable subscription plans to reduce customer dissatisfaction and subscription fatigue.

Platforms should minimize advertisements or provide ad-free options to enhance user experience. More personalized recommendations should be provided using AI and data analytics to improve customer engagement. OTT platforms should introduce flexible subscription models such as pay-per-view or bundled packages. Increasing regional and language-based content can attract a wider audience. Loyalty programs and reward systems should be introduced to retain customers. Platforms should improve marketing strategies through social media and influencer

collaborations. Enhancing user interface and streaming quality will improve overall satisfaction. Free trials and promotional offers should be continued to attract new users.

5.3 CONCLUSION

The study on “Digital Marketing Strategies of OTT Platforms and Their Influence on Customer Retention” reveals that OTT platforms have become an integral part of modern entertainment. The growth of OTT platforms is mainly driven by digital marketing strategies, content quality, and technological advancements.

The study concludes that customer retention in OTT platforms is highly influenced by factors such as personalized recommendations, original content, pricing, and user experience. Among these, content quality and originality play the most significant role in retaining customers. Digital marketing strategies such as social media promotions, influencer marketing, and targeted advertising also contribute to attracting and engaging users.

However, challenges such as high subscription costs, advertisements, and increasing competition affect customer retention. OTT platforms must continuously innovate and adapt their strategies to meet customer expectations.

Overall, the study highlights that effective digital marketing strategies combined with high-quality content and customer-centric approaches are essential for sustaining long-term growth and ensuring customer loyalty in the competitive OTT industry.

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