



TO STUDY THE INFLUENCE OF OTT SUBSCRIPTION PRICING STRATEGIES ON BINGE-WATCHING BEHAVIOUR AMONG GENERATION Z VIEWERS

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Abstract:

The rapid growth of Over-The-Top (OTT) platforms has significantly transformed media consumption patterns, particularly among Generation Z viewers. One of the most prominent behavioural outcomes of this transformation is binge-watching, characterized by continuous viewing of multiple episodes in a single sitting. This research seeks to explore how OTT subscription pricing strategies affect binge-watching habits in Generation Z audiences. The research employs a descriptive and analytical design and relies on primary data gathered via a structured questionnaire from 100 respondents. The findings reveal that pricing strategies such as affordability, perceived value, and flexibility significantly influence viewing behaviour. Subscription-based models, especially those offering unlimited access, encourage prolonged viewing sessions as users attempt to maximize value for money. The study concludes that pricing is not just a cost element but a vital behavioural factor affecting content consumption trends. The findings provide valuable guidance for OTT platforms in creating successful pricing strategies to improve user engagement.

Keywords: Binge-watching, OTT platforms, Subscription pricing, Generation Z, Consumer behaviour

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Introduction:

1. Background of the Study

Over the past decade, the rapid growth of digital technology and internet accessibility has transformed the way media content is consumed. The emergence of Over-The-Top (OTT) platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, and others has significantly disrupted traditional television viewing patterns. These platforms provide on-demand access to a wide range of content, enabling users to watch shows and movies at their convenience.

One of the most notable behavioural shifts associated with OTT platforms is the rise of binge-watching, defined as watching multiple episodes of a series in a single sitting. This phenomenon has become increasingly common among younger audiences, particularly Generation Z, who are digital natives and highly engaged with online streaming services.

2. Concept of Binge-Watching

Binge-watching refers to the continuous consumption of multiple episodes of television series or digital content in one sitting. It is driven by factors such as engaging content, auto-play features,



absence of advertisements, and uninterrupted access to entire seasons.

OTT platforms are designed to encourage prolonged viewing through features such as:

- Auto-play of next episodes
- Personalized recommendations
- Complete season releases

These features reduce stopping cues and increase viewing duration.

3. Role of Subscription Pricing in OTT Platforms

OTT platforms operate on various subscription pricing models, including:

- SVOD (Subscription Video on Demand) – Set yearly or monthly charge
- AVOD (Ad-supported Video on Demand) Free or inexpensive with advertisements
- Freemium models – A mix of free and premium material

The cost of membership has a big impact on how users behave. Unlimited access, flat costs, and adaptable plans may entice users to consume more material, which might result in binge-watching.

From a consumer behavior standpoint, users are more inclined to make the most of their use when they believe they are getting good value for their money, which leads to extended viewing sessions.

4. Generation Z and OTT Consumption

A large portion of OTT users are members of Generation Z, which is usually defined as people born between the mid-1990s and the early 2010s. This group is defined by the following characteristics

- Excellent digital literacy
- Preference for on-demand content
- Strong influence of social media
- Multi-platform usage

Cost, the availability of content, peer advice, and the flexibility of their subscriptions are the main factors that drive their viewing habits.

5. Research Problem

Although OTT platforms are still growing their user base by employing unique pricing strategies, there is not much empirical research on how these pricing models affect Generation Z's binge-watching habits. Most studies focus either on:

- binge-watching behaviour or
- pricing strategies

However, the link between subscription costs and binge-watching habits remains largely unexplored, particularly among young consumers.

6. Objectives of the Study

1. To study OTT subscription pricing strategies
2. To analyse binge-watching behaviour among Generation Z
3. To examine the influence of subscription pricing on binge-watching behaviour
4. To assess the relationship between pricing perception and viewing intensity

7. Significance of the Study

This study is significant because:

- It helps OTT platforms understand how pricing affects consumption behaviour
- It provides insights into Gen Z viewing habits
- It contributes to academic literature linking pricing and digital behaviour

Literature Review :

1. Binge-Watching Behaviour

As a contemporary media consumption behavior, binge-watching has been the subject of extensive research. Rubenking, R., Bracken, C., Sandoval, J., and Rister, A. (2018) state that binge-watching is linked to pleasure, relaxation, and escapism. Too much watching, though, can also have detrimental effects like insomnia and decreased productivity. In a similar way, Flayelle, M., Muraige, P., & Billieux, J. (2019) discovered that binge-watching is a behavior that might become an addictive habit because of the platform's features and the constant



availability of content **2.2 OTT Consumption Patterns**

2. Research indicates that OTT platforms have significantly altered media consumption habits. Pittman, M., & Sheehan, K. (2015) found that convenience, control, and content variety are key drivers of OTT usage. The ability to watch content anytime and anywhere has increased viewing frequency and duration. Additionally, Matrix, S. (2014) highlighted that younger audiences prefer streaming platforms due to flexibility and personalized content recommendations.

3. Subscription Pricing and Consumer Behaviour

Pricing strategies play a crucial role in influencing consumer decisions. According to Nagle, T., & Müller, G. (2018), value-based pricing encourages higher consumption when customers perceive greater value relative to cost. In the context of digital services, flat-rate pricing models reduce marginal cost per unit consumption, encouraging users to consume more content (Shiller & Waldfogel, 2011).

4. Relationship Between Pricing and Binge-Watching

Few studies have examined the direct connection between pricing and binge-watching. However, Jenner, M. (2018) suggested that subscription-based models promote uninterrupted viewing behaviour by removing financial barriers per episode.

, and pricing fairness as mediating factors.

Similarly, research indicates that unlimited access under subscription plans increases user engagement and viewing duration, indirectly encouraging binge-watching.

5. Research Gap

From the above review, it is evident that:

Binge-watching behaviour has been widely studied OTT consumption patterns are well documented Pricing strategies have been analyzed in isolation However, there are few research that connect binge-watching habits with membership pricing plans , especially among Generation Z viewers.

Research Methodology:

The study adopts a **descriptive and analytical research design**. Primary data was collected using a structured questionnaire from Generation Z OTT users.

- **Sampling Technique:** Purposive and convenience sampling
- **Sample Size:** 100 respondents
- **Data Collection Tool:** Structured questionnaire using a 5-point Likert scale
- **Statistical Tools:** Descriptive analysis, correlation, regression, and ANOVA

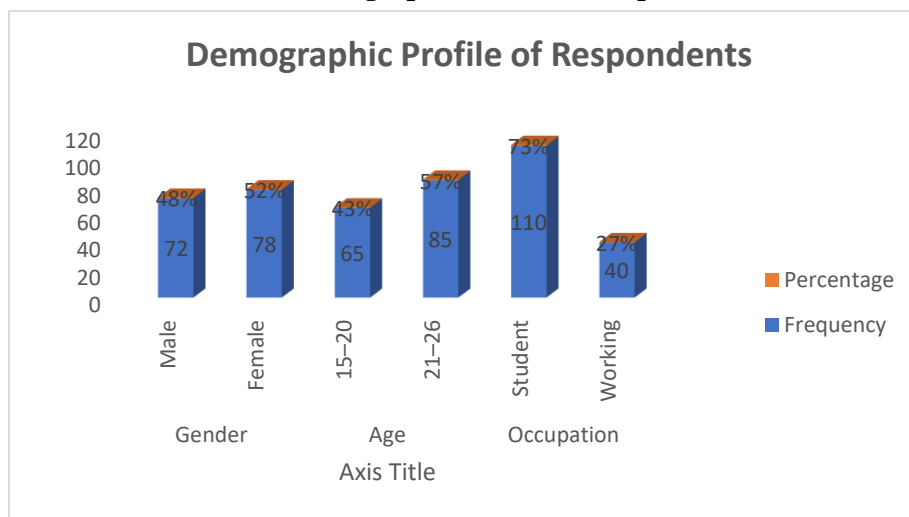
The study examines the influence of subscription pricing strategies (independent variable) on binge-watching behaviour (dependent variable), with perceived value, affordability

Data Analysis and Interpretation:

According to the study, the majority of respondents engage in frequent OTT use, with a significant portion exhibiting binge-watching behaviour . Most respondents reported watching OTT content daily, with session lengths sometimes exceeding three hours.

The results show that viewers' behaviour is greatly affected by pricing methods. Respondents who considered affordability and value for money to be higher were more prone to binge-watching. Models that rely on subscriptions, especially those that provide unrestricted access, promote longer viewing sessions.

Regression analysis demonstrates that value for money and affordability are the main predictors of viewing intensity, while correlation analysis reveals a positive relationship between pricing value and binge-watching behavior .

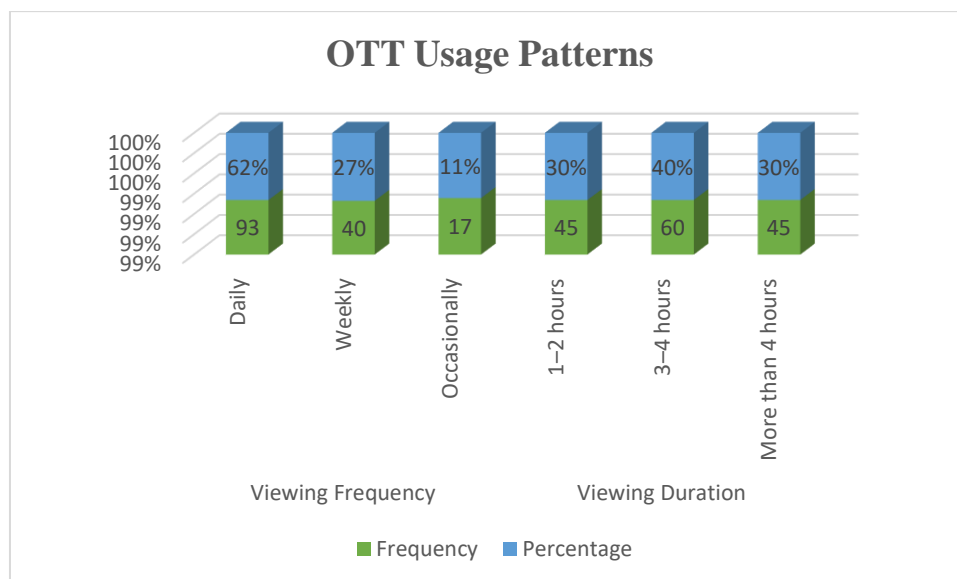

Tables & Figures
Table 1: Demographic Profile of Respondents

Interpretation :

The demographic profile indicates that the majority of respondents are students belonging to the 21–26 age group, reflecting the high engagement of young adults with OTT platforms.

Table 2: OTT Usage Patterns

Variable	Category	Frequency	Percentage
Viewing Frequency	Daily	93	62%
	Weekly	40	27%
	Occasionally	17	11%
Viewing Duration	1–2 hours	45	30%
	3–4 hours	60	40%
	More than 4 hours	45	30%

Variable	Category	Frequency	Percentage
Gender	Male	72	48%
	Female	78	52%
Age	15–20	65	43%
	21–26	85	57%
Occupation	Student	110	73%
	Working	40	27%

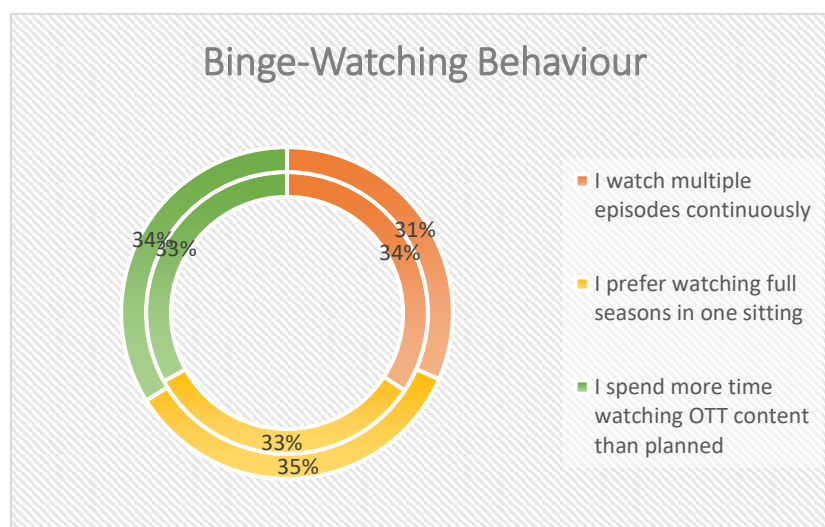


Interpretation:

The majority of respondents engage in daily OTT consumption, with a significant proportion spending more than three hours per session, indicating strong binge-watching tendencies

Table 3: Binge-Watching Behaviour

Statement	Mean	Std. Deviation
I watch multiple episodes continuously	4.25	0.82
I prefer watching full seasons in one sitting	4.05	0.90
I spend more time watching OTT content than planned	4.10	0.88

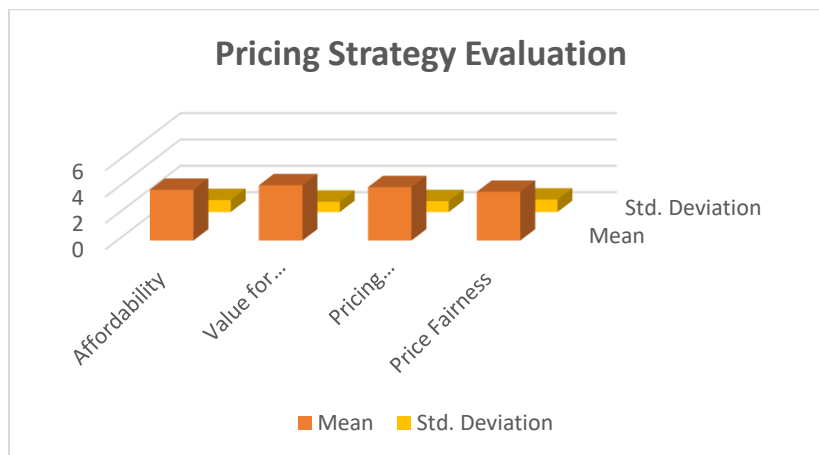


Interpretation:

High mean scores indicate that binge-watching is a prevalent behaviour among Generation Z viewers.

**Table 4: Pricing Strategy Evaluation**

Factor	Mean	Std. Deviation
Affordability	3.85	0.91
Value for Money	4.20	0.78
Pricing Flexibility	4.05	0.83
Price Fairness	3.70	0.95

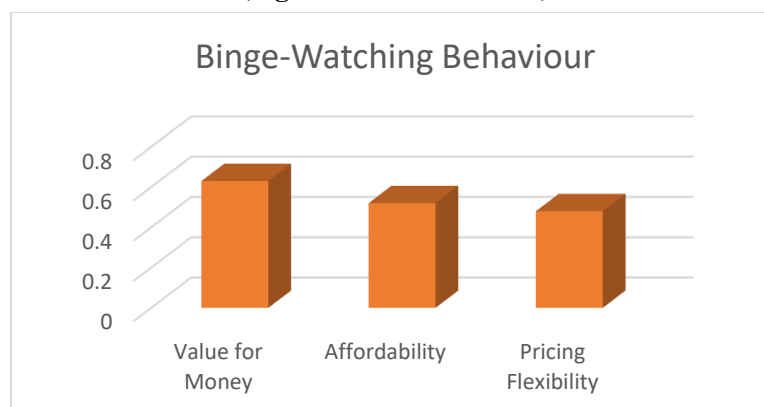
**Interpretation:**

Respondents perceive OTT services as offering good value for money, while concerns regarding price fairness remain moderate.

Table 5: Correlation Analysis

Variables	Binge-Watching Behaviour
Value for Money	0.63
Affordability	0.52
Pricing Flexibility	0.48

(Significant at 0.05 level)

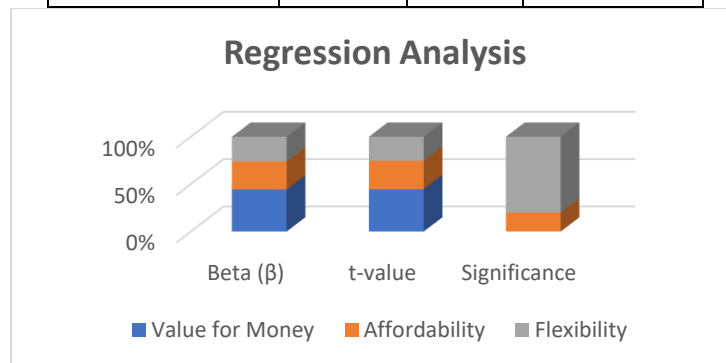
**Interpretation:**

There is a strong positive relationship between pricing factors and binge-watching behaviour, indicating that higher perceived value leads to increased viewing.



TABLE 6: Regression Analysis

Variable	Beta (β)	t-value	Significance
Value for Money	0.48	5.12	0.000
Affordability	0.32	3.45	0.001
Flexibility	0.28	2.90	0.004



Interpretation:

Value for money emerges as the strongest predictor of binge-watching behaviour among Generation Z viewers.

Findings and Discussion:

The study identifies several key findings:

- Binge-watching behaviour is highly prevalent among Generation Z
- Subscription pricing significantly influences viewing patterns
- Value for money is the most critical factor affecting behaviour
- Flexible pricing models enhance user engagement
- Users tend to maximize subscription usage by increasing viewing time

These findings align with existing literature, reinforcing the role of pricing as a behavioural driver in digital consumption.

Suggestions:

- Introduce flexible and affordable pricing plans
- Provide student-friendly subscription options
- Enhance content quality to justify pricing
- Improve transparency in pricing structures
- Offer bundled services to reduce subscription burden

Conclusion:

According to the study, the pricing strategies for OTT memberships have a big impact on the binge-watching habits of Generation Z viewers. In addition to being a transactional factor, pricing also functions as a strategic tool that influences user participation and consumption patterns. To ensure user satisfaction and loyalty, OTT platforms must develop pricing strategies that strike a balance between affordability, flexibility, and value delivery.

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