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# An Analysis of Customer Preference, Retention and Unsubscription Behavior of Jio Hotstar in Coimbatore

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**ABSTRACT:** Digital technology keeps moving fast, and with high-speed internet everywhere, the way people find and enjoy entertainment has completely changed. Over-The-Top (OTT) platforms are now a go-to source for watching movies, web series, TV shows, and live sports whenever you want. In India, Jio Hotstar stands out. People love it for its huge content library, easy-to-use design, and reasonable subscription prices. This study looks at how customers in Coimbatore use Jio Hotstar what keeps them coming back, and what drives them to leave. The main goals are pretty straightforward: figure out what kind of content people like most, dig into why they stick with Jio Hotstar, and get to the bottom of why some decide to unsubscribe. We collected firsthand data by giving a structured questionnaire to people in Coimbatore. Then we analyzed the results using tools like percentage analysis, ranking, chi-square tests, and ANOVA. What did we find? People care about having lots of choices, watching live sports, being able to access content easily, and not breaking the bank. These things really shape what people prefer and whether they stay subscribed. On the flip side, high subscription fees, the lure of other OTT platforms, and shifting tastes in entertainment push some users to unsubscribe. All in all, the study offers a window into what customers expect and shows just how crucial content quality, smart pricing, and a smooth user experience are for keeping people happy on OTT platforms.

**KEYWORDS:** OTT Platforms, Jio Hotstar, Customer Preference, Customer Retention, Unsubscription Behaviour, Digital Entertainment.

### I. INTRODUCTION

Digital technology has taken over almost every part of our lives, and entertainment's no exception. These days, people don't just watch TV the old-fashioned way. Instead, they turn to Over-The-Top (OTT) platforms for movies, TV shows, web series, and live sports pretty much whenever and wherever they want. All you need is the internet and a device, whether that's a phone, laptop, tablet, or smart TV. No wonder OTT services have exploded, especially in India, where the range of content and the sheer convenience keep drawing in new viewers. Out of all the OTT options in India, Jio Hotstar stands out. It's built a huge following, mostly thanks to its massive library think movies, web series, TV shows, and tons of live sports. What really helps is that Jio Hotstar serves up content in multiple languages and keeps subscription prices reasonable. And let's not forget sports, especially cricket. Streaming big tournaments has made the platform even more popular with Indian audiences. But it's not all smooth sailing. The OTT market is crowded. Netflix, Amazon Prime Video, and plenty of others are all fighting for attention. That's why it's crucial for these platforms to really get what their customers want, figure out why people stick around, and understand why they leave. People stay when a platform nails their entertainment needs, serves up great content, and feels like good value. But if prices climb, favourite shows disappear, or a better deal pops up somewhere else, users don't hesitate to unsubscribe. That's what this study is all about. We're digging into what drives people in Coimbatore to choose, stick with, or leave Jio Hotstar. What kind of content do they actually want? Why do they renew their subscriptions? What pushes them to cancel? By answering these questions, we hope to give OTT platforms some real insight into what keeps customers happy and how to keep them coming back for more.



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### II. OBJECTIVES OF THE STUDY

- To identify the types of content preferred by customers on Disney+ Hotstar.
- To understand why customers continue using Disney+ Hotstar.
- To understand the reasons why customers, unsubscribe from Disney+ Hotstar.

### III. SCOPE OF THE STUDY

This study digs into how Jio Hotstar users in Coimbatore actually choose, stick with, or leave the platform. It looks at what draws people in—like what kind of shows or movies they watch, whether their language is available, how much the plans cost, and the way they watch stuff. It also gets into what keeps users around, like how happy they are with the service, the quality they get, how well the recommendations match their taste, and if they feel it's worth the money. On the flip side, the study asks why people unsubscribe: maybe the price is too high, there's not enough fresh content, technical problems crop up, or some other OTT app just looks better. The research uses a mix of first-hand responses from actual users via a questionnaire, and info pulled from journals, articles, and online sources. These findings shine a light on what really matters to Jio Hotstar's users in Coimbatore, and can help streaming services figure out how to keep people happy and coming back for more.

### IV. STATEMENT OF THE PROBLEM

Jio Hotstar has turned into a go-to spot for streaming movies, TV shows, web series, and live sports. With everyone glued to their phones and internet speeds getting faster, more people are choosing platforms like Jio Hotstar for their entertainment fix. But keeping those subscribers around? That's a tough nut to crack. A lot of folks just sign up for one big show or a big game, then drop their subscription once they're done. Things like how much the subscription costs, how many ads pop up, how fresh the content feels, and the overall user experience all play a part in whether people stick around or not. In a city like Coimbatore, where digital entertainment is booming, it's pretty important to dig into why people pick, stick with, or ditch Jio Hotstar. This study dives into what drives customer satisfaction and those key choices about subscribing, in hopes of finding better ways to keep people coming back.

### V. REVIEW OF LITERATURE

People have looked at all sorts of things that shape how we use and stick with Over-The-Top (OTT) streaming services. It's not just about what shows or movies are there content variety, sure, but also pricing, how easy the platform feels to use, and whether recommendations really hit the mark. Gotecha (2025) pointed out that if the content's good and the pricing isn't rigid, people tend to stick around. Dixit and Phau (2020) found that when you offer a huge mix of movies and shows, more people sign up and actually use the service. Banerjee and Dutta (2021) dug into regional language content and found it makes a big difference, especially in places like India where diversity is the norm. People feel more connected when they see content in their own language.

On the retention front, some researchers focused on what keeps people from cancelling. Kumar and Bansal (2019) said pricing is a big deal too high, and people leave. Chatterjee and Kar (2022) noticed that when platforms get recommendations right, fewer people cancel. Jain and Mishra (2023) talked about how bundling OTT with telecom services gives subscribers more for their money, which helps keep them on board. Verma and Sinha (2022) pointed out the pull of live sports especially in India. Sports keep people coming back.

But not everything keeps users happy. Some researchers zoomed in on why people leave. Gupta and Singh (2018) said high subscription costs push people to cancel. Rahman and Aziz (2019) found that when there's nothing new to watch, folks lose interest. Sharma and Pandey (2020) and Pillai and Krishnan (2024) both agreed that too many ads drive people away. On the flip side, Mehta and Kulkarni (2022) said a simple, smooth interface and solid streaming quality actually keep people satisfied and using the service.

So, what's the big picture? All these studies tell us that content, pricing, personalization, streaming quality, and overall user experience matter a lot when it comes to whether people like, keep, or leave OTT platforms. But here's the thing not much research really zooms in on Jio Hotstar users in regional places like Coimbatore. That's where this study steps in to explore what drives preference, retention, and cancellations among Jio Hotstar users in Coimbatore.



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### VI. RESEARCH METHODOLOGY

The research design that is adopted in this research is descriptive to analyze the customer preference, retention, and unsubscription behavior of Jio Hotstar users.

- Area of Study: Coimbatore
- Sample Size: 106 respondents
- Sampling Technique: Convenience Sampling
- Data Source: Primary data obtained with the help of a structured questionnaire.

The questionnaire consisted of demographic profile, customer content preference, reasons for continuing the platform, and reasons for unsubscription from Jio Hotstar.

The statistical instruments applied were:

- Percentage Analysis
- Chi-square Test

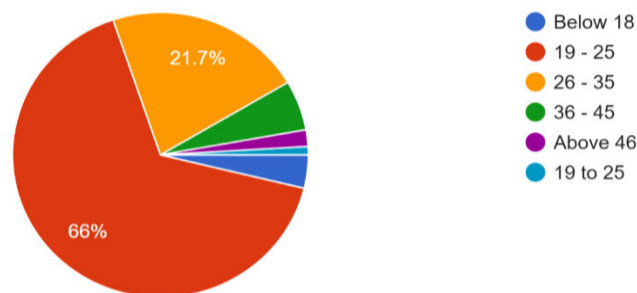
The data was analysed using Microsoft Excel.

### VII. RESULTS AND DISCUSSION

Table 4.1 Demographic Profile

Variable	Category	Percentage
Age	19–25	66%
Gender	Male	60%
Occupation	Student	65%
Income	No personal income (dependent on family)	63%

Chart 4.1 Age of the respondents



The demographic analysis indicates that:

- 66% of the respondents belong to the age group of 19–25 years, showing that the majority of participants are young individuals.
- 60% of the respondents are male and 40% are female, indicating that male respondents slightly dominate the sample.
- 65% of the respondents are students, while the remaining respondents belong to employed, self-employed, or unemployed categories.
- 63% of the respondents have no personal income and depend on their families, which indicates that most respondents are students or financially dependent individuals.

This shows that the sample mainly consists of young students with limited or no personal income, which reflects the demographic group that frequently uses OTT platforms like Jio Hotstar.



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### VIII. FINDINGS

- The majority of respondents are male (64) while 42 respondents are female.
- Most respondents belong to the 19–25 age group (70 respondents / about 66%), showing that young users form the largest audience.
- A large portion of respondents are students (69 respondents / 65%), indicating that students are the major users of the platform.
- Most respondents are undergraduates, showing that the study mainly reflects the opinions of young educated users.
- Around 63% of respondents have no personal income, meaning many users depend on family income.
- The majority of respondents use OTT platforms daily, showing a high level of engagement with digital streaming services.
- Movies and sports are the most preferred content types, each receiving the highest number of responses.
- Tamil is the most preferred language (84 respondents) followed by English, showing the importance of regional language content.
- Cricket is the most preferred sport (71 respondents) followed by football, kabaddi, and tennis.
- Most respondents watch Jio Hotstar on mobile phones (72 respondents) rather than on television or other devices.
- The majority of respondents spend about 1–2 hours daily watching OTT content.
- A large number of respondents prefer action genre content compared to other genres.
- About 66% of respondents are satisfied with the content offerings on the platform.
- Around 83% of respondents rated content suggestions as good or very good, showing a positive response toward recommendations.
- 67% of respondents are willing to recommend Jio Hotstar to others, indicating overall positive user perception.
- Price increase is the main reason for cancelling the subscription (61%), showing that users are highly price sensitive.
- Advertisements are the biggest source of dissatisfaction (74%), affecting the viewing experience of users.
- The Chi-square analysis shows no significant relationship between gender and satisfaction level of users.
- Chi-square test shows no significant relationship between age group and importance of price.

### IX. SUGGESTIONS

Jio Hotstar needs to make the whole viewing experience better. First, cut down on ads. People get annoyed when every show or match is interrupted, so give us better ad-free options that actually feel worth the price. And not everyone wants to pay the same amount some folks want a cheaper plan, others want something premium. Offer more flexible, affordable plans so everyone feels included.

Keep things fresh. Drop new movies, web series, and live sports often. That's what keeps people coming back. And if you really want to reach more viewers, especially in India, give more love to regional languages. There's a big audience for Tamil content don't ignore them.

The app itself could use some work too. Nobody likes buffering or clunky menus. Make streaming smoother, speed up loading times, and redesign the interface so it's easy to use. Plus, help people actually find stuff they'll like improve recommendations so viewers don't have to dig for good content.

If Jio Hotstar steps up in these areas, it'll keep its users happy and build a much stronger community.

### X. CONCLUSION

The study on Jio Hotstar helps in understanding the viewing habits, preferences, and overall satisfaction level of users in Coimbatore city. With the rapid growth of digital entertainment and internet usage, many people prefer online streaming platforms for watching movies, web series, and live sports. Jio Hotstar has gained popularity among users due to its wide variety of content and easy accessibility through mobile devices. The study highlights that users are mainly attracted by entertainment content, language options, and the convenience offered by the platform. At the same time, factors such as subscription cost, advertisements, and availability of fresh content play an important role in influencing user satisfaction and their decision to continue the service. Overall, Jio Hotstar has created a strong presence among digital entertainment users, but continuous improvement in content quality, pricing plans, and user experience is necessary to maintain customer satisfaction and loyalty. Therefore, by focusing on these aspects, the platform can further strengthen its position and retain more subscribers in the competitive digital entertainment market.



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