Advanced International Journal for Research (AIJFR)

E-ISSN: 3048-7641 ● Website: www.aijfr.com ● Email: editor@aijfr.com

Subscription Fatigue Amongst Indian Consumers: A Study of Indian Consumers Using OTT and Food Delivery Apps and the Viability of Free Platform Models

Dhhyan Gandhi[1], Dr Neharika Shrivastava[2]

[1]Second Year Junior College, Jai Hind College
[2]Director Global R-hub

Abstract

This research aims to analyse the perception of subscribers towards OTT and food delivery subscription and willingness to have a common platform for OTT and food delivery subscription through a pilot survey using five-point likert scale questionnaire using convenience sampling. With the help of 102 sample size from Indian consumers using Chi Square analysis it was found out that analysis gender does not significantly shape the perception about unfair delivery charges, managing multiple subscription or preference of common platform for OTT and food delivery. Both men and women share a similar view on the need of common food delivery platform and single OTT platform and even frequency of OTT usage and gender didn't show any significant association. Analysis showed that frequency of OTT usage is associated with perception of unfair delivery fees which suggest that higher OTT consumers may be more price sensitive. However, OTT usage frequency does not influence perception about overpaying subscription charges, preference of common food delivery platform and common OTT platforms. This study highlights that's subscription fatigue is a common universal issue across gender and usage frequency. This study recommends that companies can provide transparent price breakdown, reduce delivery fees, loyalty-based reduction, a single dashboard or track for all active subscription and together work for common food delivery and OTT platform. Companies can also offer mini plans, lower cost ads support ties and shared family subscription and authorities can intervene for standardized pricing, transparent norms and can aim to reduce subscription fatigue at a systematic level.

Keywords: OTT, food delivery, consumer perception, subscription fatigue, gender association, OTT frequency

1. Introduction

Over the top (OTT) concept is not very old in India, in fact Reliance Entertainment BIGFlix was the first OTT platform which was launched in India in the year 2008 which provided movie on time to Indian audience. Later the platform could not pull off the demand of Indian audience due to rising content, user preference and pricing. In 2010 first OTT mobile app Digivive released nexGTv and it steamed Indian

Premier League (IPL) matched live in the year 2013 and 2014. But a revolution happened in 2015 when Hotstar was launched by Star India which is now JioStar which offers live sports, TV shows and movies and this platform became exclusive broadcaster for IPL (Sharma, 2025). According to the report by Media Partner Asia (MPA) OTT streaming market in India in its second phase growth with total revenue of $3 billion in 2022 and it has captured 7-9% of entertainment industry share and revenue. Currently there are 45 million OTT subscriber in India, and it is set to become Rs 12000 crore industry by 2023. Some of the reason for strong growth of OTT platform in India are rapid adoption and evolution of internet infrastructure and gained lot of acceptance and popularity during covid to overcome boredom. It also offers ads free content at low cost and download videos in multiple languages, and a seamless viewing experience across multiple devices is a feature which owners look forward to building loyal fan bases and subscriber bases. Some of the challenges faced by OTT platform are security and privacy, OTT is losing upto 30% of their annual revenue due to piracy. Inspite of the challenges consumers are more likely to watch variety of content and according to the survey conducted by Ascent group in India 68.9% of people prefer watching OTT over traditional entertainment platform (T, n.d.).

Food delivery in India is not old and the oldest food delivery system in India is Mumbai *Dabbawalas* which started during the colonial times i.e. 1890’s and slowly became necessary for working class people. First food delivery started 1889 when King Umberto and Queen Margherita visited Naples there was a famous pizza joint Pizzeria di Pietro e Basta Cosi which created a new style of pizza and the chef wanted the Royals to try it and he delivered the pizza. Today it has become a daily food practice and is enjoyed by all the class of people. In 1954, there was a decline in economic conditions due to World War II and in response to this crisis New Britain launched a Meal on Wheels which delivered food to people who might not have access to food. Soon it expanded beyond Britain which included USA till date and Meals on Wheel is delivering food to the home bounds across the world. Soon in 1960 Dominos started quick delivery promise which improved drastically and with access to smartphone and technology there has been a rise in food delivery that dominated the delivery service (Alex, 2022).

Today in India food delivery is dominated by App like Swiggy and Zomato, where Zomato has 55-58% of market share while Swiggy has 42-45% and its is expected that food delivery app in India will have a market of $200 billion by 2030 (Academy, 2025). Similarly, Disney + Hotstar, EROS which started in 2015 in India has a market share of 41% and 24% respectively has some great options for entertainment and current popular OTT platform in India is Disney + Hotstar, Amazon prime Video, JioCinema and Netflix. As on 2025, Disney+Hotstar has around 14 crores subscribers, followed by Amazon Prime 6 crores (*OTT Market Share in India 2025 | Popular OTT Platforms | OTT Meaning*, 2025). Hence, the increasingly long list of paid digital services has more subscribers suffering from subscription fatigue, or a phenomenon in which consumers feel overwhelmed and financially burdened by managing numerous subscriptions across platforms. This rising fatigue creates pressing questions over the sustainability of subscription-based models and encourages exploration into alternative or free-platform strategies for the digital economy. This research aims to analyse the perception of subscribers towards OTT and food delivery subscription and willingness to have a common platform for OTT and food delivery subscription.

2. Literature Review

2.1 OTT Platform Usage

Over a decade OTT has been challenging the tradition television companies and even entertainment patterns. In South Africa as per the research conducted by Independent Communications Authority of South Africa (ICASA) by collecting 391 respondent data it was found out that OTT TV functions more as a complementary service rather than a substitute for pay TV. It was observed that low-income users primarily rely on free or low-cost mobile apps for content, while non-users of both services prefer free television (Udoakpan & Tengeh, 2020). Millennials intentions and choices about subscribing to Over-The-Top (OTT) platforms using mixed method approach was also analysed and it was found out that navigation information seeking behavior and binge-watching habits shapes respondents' attitudes toward buying OTT. Even factors like relaxation and voyeuristic viewing impact their attitudes towards these subscriptions (Sinha et al., 2024). It was also suggested that premium subscribers respond to identity relevant and informative ads, while non-subscribers are more influenced by entertaining ads and incentive-driven benefits. The results suggested that there is a need for segment-specific advertising strategies with rise in subscription fatigue (Kim et al., 2025). From the payment point of view, using conjoint experiments it was found out that users are willing to pay 5.8 USD, for the top ranked killer content, in the users' preferred genre. (J. Kim & Lee, 2023). Through the panel data analysis of 50 countries data it was found out that Netflixs entry, the pay-TV market size, the broadband infrastructure and the competition among OTT platforms help a lot to increase the subscription of video-on-demand (SVOD) services. At first the traditional pay TV and the paid OTT markets grew together and after that Netflix's entry had caused a decrease in the pay-TV subscription revenue growth (Lee et al., 2021). A questionnaire which was built with inclusive design elements with Aaron Walter's user needs model, interview was conducted for user experience of NETFLIX and Teaving and it was found out that both platforms scored lowest on flexibility-related factors, especially for ease of subscription cancellation and the perceived fairness of subscription fees (Gu & Kim, 2025). Based on Q statement methodology research and from a response of 22 University students pursuing major in film and media production three distinct viewpoints emerged: Type 1 which emphasized OTT's accessibility and content diversity from a consumer standpoint, Type 2 highlighted the need for higher-quality content from a producer's point of view, and Type 3 where OTT has been valued but still, they regarded theatre cinema as preferred destination for entertainment. While all groups have estimated continued growth of the OTT sector, the findings also indicated a need for broader, more broader understanding of OTT-related technology, education, and industry systems (K. S. Lee & Lee, 2025). During pandemic times OTT was a great support for entertainment especially for generation X. According to a survey original, uncensored and diverse OTT content significantly influenced their viewing behavior (Sridhar & Phadtare, 2022). The behavior of the viewers was also analyzed using 423851 observations from personal media diaries of the 2020 Media Panel and it was revealed that strong temporal patterns, including a "Friday effect" and an increase in OTT usage during the early afternoon and late night hours, with late-night viewing more in pattern. Personal demographic characteristics like male, young, highly educated, or having a high income are positively related to OTT preference. Environmental factors such as unlimited data plans, tablet ownership, access to beam projectors at night and living in large homes during the afternoon further enhances OTT adoption (Choi & Lee, 2023). In China subscription intention for video streaming platform by integrating unified theory of acceptance and use of technology (UTAUT2), perceived value theory, and the stimulus– organism–response (S-O-R) framework was examined. Using data of 506 viewer and applying structural equation model (SEM) finding showed that that performance expectancy, effort expectancy, social influence and hedonic motivation positively influence membership intention, with perceived value acting as a mediator. Habit also showed a significant positive effect on membership intention. Furthermore, attractiveness of alternatives moderated the relationship between perceived value and subscription intention market (Wu et al., 2025). Amongst diverse group of Filipinos, it was observed that factors such as service reliability, data security, and authenticity, content quality including diversity, cultural relevance, and production standards are the key constructs to evaluate the relationship between perceived reliability and content quality influence customer satisfaction among Netflix customer. Perceived trustworthiness, content quality significantly increases customer satisfaction, with trust emerging as a particularly strong predictor of loyalty (Parilla & Abadilla, 2025). For Indian subscribers it was observed that perceived usefulness and expectancy significantly enhance user satisfaction and strongly predicts continuance intention. Habit and content availability were found to be moderate the between satisfaction and continuance intention (Kareem et al., 2024). According to systematic literature review customer over-the-top experience (COTTE) is shaped by multiple factors which includes user-related aspects, social influence, content quality, and features of the platform or website. It was also observed that diverse attitudes, behaviors and company-related outcomes is associated with enhanced OTT experiences (Kalra et al., 2024). Technical credibility, personalized recommendations, diverse and emotionally engaging content, clear value communication and flexible user experiences significantly influence perceived value (Wu et al., 2024). Using the data of 525 respondents, viewing and subscription behavior were analyzed through a combined rank-order and binary logit model. The findings revealed strong user preferences for thumbnails with subtitles and short videos and context-dependent effects emerged as an unexpectedly large number of ads reduces the likelihood of viewing, while fewer ads than expected significantly increased the likelihood of subscription (Oh et al., 2025). But cost is a big factor which influences consumer subscription behavior and a study applied transaction cost economics (TCE) theory to examine the factors influencing consumers' decision to continue a subscription. 797 participants selected their top three streaming services—Netflix, Disney+, Hulu, Amazon Prime Video, HBO Max, and Apple TV. The findings show that uncertainty, which is reflected in inconsistent or declining streaming quality, negatively impacts subscription continuity. In contrast, asset exclusivity, represented by unique and distinctive content, positively influences users' willingness to maintain subscriptions (Malhan et al., 2025). A sudden rise of wireless device-to-device (D2D) caching networks due to high cost of antenna was observed due to growth in mobile network traffic in mobile OTT. The study examines two perceived cost factors and one perceived benefit that influence user attitudes toward D2D caching. Based on an online survey, the results establish new theoretical relationships between perceived costs, perceived benefits, resistance, and participation intention. The findings show that resistance is primarily driven by perceived costs, such as resource sacrifice and privacy concerns, while perceived usefulness does not significantly reduce resistance (Jang & Kim, 2024). Impact of OTT TV services on traditional pay-TV in South Africa using 391 respondents was analyzed and it was revealed that OTT TV acts more as a complementary service rather than a substitute for pay-TV. The study further suggests that low-income users rely on free or low-cost mobile applications for TV content, while individuals with no service prefer free-to-air platforms (Udoakpan & Tengeh, 2020b).

2.2. Online Food Delivery App Subscription Fatigue

Generally, food prepared outside the home is considered to be energy dense and nutrient poor and through telephone interview of 22 frequent users 5 themes emerged like the importance of take-out food, convenience through less effort, time and cost savings, the normalization of online delivery, and the continued importance of cooking at home and two concepts like "Place. Time. Situation." and the belief that the “benefits outweigh the drawbacks’ impacts the participants decision. It was observed that consumers usually choose online delivery after considering the available options and rarely use it to buy healthy food due to convenience, optimized ordering process and alignment with social norms (Keeble et al., 2022). Using big data from social media consumer perception about food delivery app before and after covid was analyzed using text mining concurrency analysis, and sentiment analysis and it was found out that keywords associated with "food delivery". In 2019, commonly associated terms included “dining-out,” “delivery,” “famous restaurants,” and “family orders,” while in 2021, keywords like “COVID-19,” “app,” and “order” became more prominent. According to sentimental network analysis pre-pandemic discussions focused on delicious food, lunch boxes, and Korean cuisine, while post-pandemic conversations focused on delivery food and recommendations. Sentiment analysis revealed that there was a 2.85% decline in positive keywords and a similar increase in negative keywords. It was observed that during pandemic positive emotions such as happiness and interest decreased following COVID-19, while negative emotions – particularly sadness, fear, and discomfort showed a significant increase (J. Jang et al., 2022). Using the theory of planned behavior, this study examined how subjective norms and social isolation influence consumers' intentions and continuance behavior in using delivery apps amongst Vietnam consumers. Using the data of 299 App user and by applying structural equation model it was found out that subjective norms, social isolation, food safety perceptions and distribution hygiene significantly enhance behavioral intention. Even sustainability behavior is strongly driven by intention, perceived food safety and hygiene practices (Tran, 2021). Using the data of 380 user who previously experienced service failure in food delivery it was observed that perceived value and attitude positively induce continued use intention, while service recovery does not directly influence use, although it significantly improves user attitude. All app quality attributes were found to increase perceived value (Aslam et al., 2021). For Chinese consumers key information quality dimension like intrinsic, contextual, representational and accessibility quality and as well as ease of use, perceived usefulness and perceived convenience to understand their impact on user satisfaction and reuse intention for online food delivery market was analysed using PLS SEM. It was found out that contextual, representational and accessibility quality, perceived usefulness, perceived convenience, and satisfaction strongly influence users' intention to reuse food delivery apps. User satisfaction emerged as the strongest predictor of reuse intention (Jingzu et al., 2024). Relationship between consumer perception, consumer acceptance, and electronic word of mouth (e-WOM) within the food delivery ecosystem was analysed by using some latent variables like trust, purchase intention, perceived usefulness, and psychological distance. Using the primary data of 835 responses consumer acceptance is positively associated with consumer perception, which is further strengthened by the effect of e-WOM (Boldureanu et al., 2025). Using the UK data from Just Eat (33,204 outlets) linked to International Food Policy Study survey data (n = 3067) and by applying adjusted logistic and linear regression models, a study examined how online access to food outlets relates to the use of delivery services across socio demographic groups and body weights. It was an interesting finding that that adults had online access to an average of 85 outlets, and 15.1% had used delivery services in the past week and highest number of outlets were significantly more likely to have recently used a service, particularly young adults, university-educated individuals, women, and those living with children. However, access to diverse cuisine and the total number of online outlets were not related to body weight (Keeble et al., 2021). Infact for Vietnamese consumers positive attitudes toward food delivery apps significantly increased purchase propensity, and subjective norms strongly shaped both attitudes and intentions. And discount framing emerged as the most influential driver of purchase intention and intention translate into actual food ordering behavior (Cuong, 2024). Generally, consumers repeatedly use a single food delivery app and study analysed how cognitive and affective experiences shape customer satisfaction and repeat use of food delivery apps using the data of 350 frequent app used and by applying SEM. Result showed that both cognitive and affective experiences significantly influence application satisfaction and repurchase intention. Infact sometime due to consumer situation like distance to the restaurant and time availability strengthen the relationship between satisfaction and repurchase intention (Riaz et al., 2022). Using Technology Acceptance Model (TAM) a study identified factors shaping customers' intentions to adopt online food delivery. The findings revealed that perceived usefulness directly influences usage intentions and indirectly influences them through customers' attitudes. Enjoyment and trust were found to be significant predictors of behavioral intention by shaping positive attitudes toward online delivery platforms. Social influence also showed a significant positive relationship with customer attitudes. Additionally, customer attitude strongly predicted behavioral intention in the online food delivery context (Jun et al., 2021). Using loyalty theory and app-specific market variables, researchers developed a conceptual model and collected data through a face-to-face survey with 128 restaurant managers in South Korea during October 2020. SEM analysis revealed that distrust is the strongest direct predictor of operators' intention to terminate their relationship with delivery platforms. Interestingly, dissatisfaction did not significantly influence termination intention. Revenue growth reduced dissatisfaction, while greater risk opportunities increased it. The main contributors to mistrust include high fees, lack of control over delivery service, misalignment of goals and low transparency (Y. Jang & Kim, 2024b). Using 6 research framework like price value, health consciousness, food safety concern, prestige value, affordability value and visibility a study aimed to identify factors influencing consumers' intention to purchase online food delivery services in Hunan Province, China. Using purposive sampling, data was collected from 200 respondents through a structured questionnaire. Multiple linear regression was employed to test the hypotheses. The results showed that food safety concern was the strongest predictor of purchase intention ($\beta = 0.31$, $p = .02$). This shows that consumers in Hunan attach the highest importance to security when ordering food online (Zhu et al., 2021). In fact a study also found using the data of 310 Gojek users in Indonesia, value proposition design, value co-creation and value capture mechanisms jointly shape three dimensions of perceived value: quality, price and emotional value. The findings show that emotional value and price value significantly increase customer loyalty, while perceived quality value has no meaningful effect. This suggests that customers prioritize emotional satisfaction and affordability over quality when choosing to remain loyal to a platform. The study emphasizes the importance for restaurants and food vendors to collaborate with strong multiservice platforms that provide competitive pricing and positive emotional experiences (Renaldi et al., 2024). A pilot study using the150 primary data from Malaysia found out that system complexity, food quality and service quality significantly influence customer satisfaction, while payment methods and time savings do not show any meaningful effect. Among all the variables, food quality emerged as the strongest determinant of satisfaction. These results highlight the importance of improving platform usability and service performance to enhance customer experience (Hasan et al., 2025). From restaurant point of view a study also examined how restaurants can choose the most effective operating modes for takeaway services amid increasing competition. It evaluates three models: Mode A (platform + restaurant delivery), Mode B (platform + platform delivery), and Mode C (self-built platform + self-delivery). Using a gametheoretic model involving a restaurant and a delivery platform, the study identifies which mode optimizes costs, sales, and profits under different market conditions. The findings show that in small markets, Mode B gives the lowest order costs, highest sales and maximum profits. In larger markets, Mode A performs best when commission rates are low, while Mode C is better when commission rates are high, providing both lowest order costs and strong sales. Importantly, when the market size becomes large enough, Mode C consistently generates the most profits (Liu et al., 2024).

Studies has been conducted to analyze the perception of OTT user and food delivery app in China, Vietnam India and factors impacting the market of OTT and food delivery app. No specific study has been found in recent time to analyze the impact of perception of OTT and food delivery app for Indian consumers and key factors contributing to subscription fatigue. This is a pilot study aims to assess consumer willingness to shift to common OTT and food delivery platform using primary data of Indian consumers.

3. Research Methodology

To analyze the impact of perception of OTT and food delivery app for Indian consumers and key factors contributing to subscription fatigue current study is a pilot study with 102 Indian consumer primary data collected using convenience sampling. The questionnaire was sent to approximately 250 OTT and food delivery app subscribers and 102 replied within a duration of August 2025 till Oct 2025. The questionnaire was prepared on 5-point likert scale with 8 demographic questions and 20 Likert scale statements. Amongst the respondents 46 were females and 56 are male, 15 of them are below the age of 18, 22 of the respondents are within the age of 18-25 years, 14 of them are within the age of 25-35 years, 17 of them are between the age of 35 to 45 years, 21of the respondents are between the age of 45 to 55 years, 2 of them are between the age of 55 to 60, 1 of them is above 60 years . We also tried capturing their frequency OTT apps and according to our collected sample 44 of them use OTT apps “Few times in week”, 8 of them use OTT “multiple times in a week”, 15 of them use “multiple times in a day” and 23 of them use OTT “one in a day”. Most of the respondents on an average have 2-3 apps for OTT and food delivery apps. To understand the perception of the subscribers better we analyzed the favorable, neutral and unfavorable statements by adding the score of all the respondents for all the statements and we used the scale as follows: -

Table 1: Scale for Statements

Score	Statement
102-280	Unfavorable Statement
280-400	Neutral Statement
401-510	Favorable Statement

As per table following statement have been categorized as favorable, neutral and unfavorable statement

Table 2: Statement Category

Statement	Category

"I prefer one-time payments over monthly or yearly subscriptions"	Neutral
"I find it convenient to keep all my subscriptions active without any hassle"	Neutral
"Subscription discounts on food apps like Zomato and swiggy no longer feel worth it"	Neutral
"Too many streaming platforms offer similar content"	Neutral
"Managing multiple subscriptions is always easy and stress-free for me"	Unfavorable
"Food delivery apps charges unfair delivery fees"	Favorable
"The increasing number of subscription services is making it difficult to manage my finances and keep track of what I'm paying for"	Favorable
"I feel I am paying more for subscriptions than I actually use"	Neutral
"[I continue to subscribe to new services even when I feel overloaded."	Unfavorable
"I would prefer ad-free content over paid OTT subscriptions"	Neutral
"I feel pressured to subscribe to stay updated or relevant."	Unfavorable
"Despite feeling overwhelmed, I keep managing all my subscriptions without any issues"	Neutral
"SaaS(Software as a Service) subscriptions feel essential at first but become underused over time."	Neutral
"I would prefer a common platform for food delivery services where consumers get food at the same rate at which restaurants sell at."	Neutral
"I would prefer a common platform for OTT streaming all web series so that consumers don't need to buy many OTT subscription"	Favorable
"Common platform should reduce commission charged to restaurants"	Favorable
"Subscription fatigue has motivated me to switch to more affordable plans on this platform."	Neutral
"I feel companies should get rid of the subscription model"	Neutral
"I feel companies should offer both à la carte and subscription plans"	Neutral
"Create a single interface showing all active subscriptions across OTT, food delivery, SaaS, etc"	Favorable

Based on table, 2 statements related to payment preference, subscription overload, perceived value of food and OTT services are 'neutral' which indicates a mixed or balanced opinion amongst users. Statement related to managing multiple subscription and pressure to stay updated are unfavorable in nature and favorable statement is highlighting dissatisfaction with delivery fees, financial strain due to multiple subscription and strongly support common unified platforms for food delivery and OTT services.

Similarly, respondents also we categorized into three categories using below scale mentioned in table 3

Table 3 Respondents Score

Score	**Statement**
20-45	Unfavorable Respondent
45-65	Neutral Respondent

66-100	Favorable Respondent

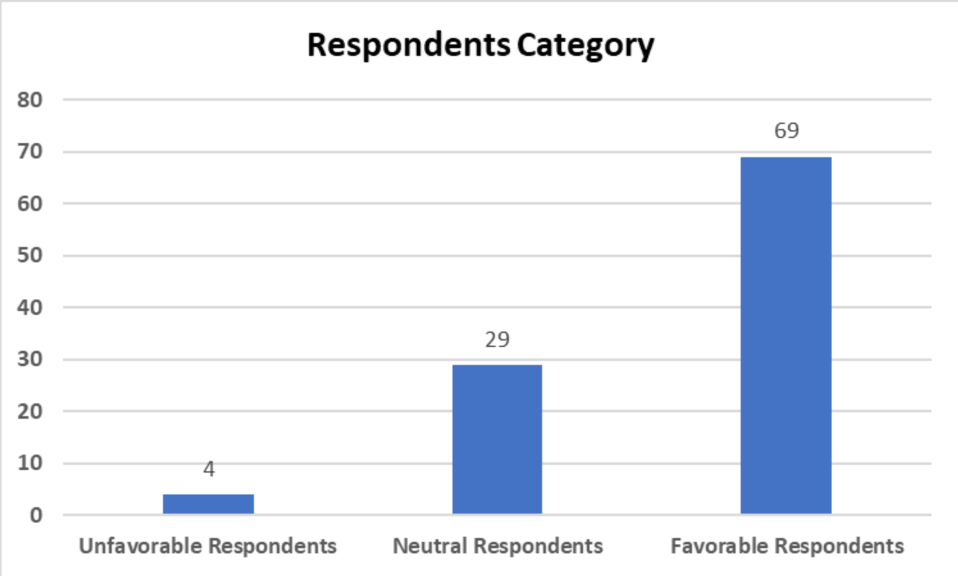

Fig 1. Respondents Category

As per figure 1, in the collected sample 4 of the respondents are unfavorable respondents, 29 of the are neutral respondents and 69 of them are favorable respondents. According to figure 1, most respondents have a favorable perception with factor under study and a substantial number of respondents (29) hold neutral response.

Data Analysis

To further infer the data from the sample, we also wanted to understand the association between the gender and frequency of usage of OTT and food delivery app with perception of regarding charges, subscription amount, preference for common platform and subscription fatigue. For this we tested some hypothesis using Chi-Square test at 5% significance level using an online software (*Chi Square Calculator - up to 5x5, With Steps*, n.d.). Table 4 below depicts the following hypothesis were formed and their p value.

Table 4: Chi Square Test Hypothesis

S.NO	Hypothesis	P Value	Interpretation
1	Ho: - There is no significant difference between men and women regarding the statement "Food delivery apps charges unfair delivery fees" Ha: There is a significant difference between men and women regarding the statement "Food delivery apps charges unfair delivery fees"	0.23	Men and women have the same perception regarding food delivery apps charging unfair delivery fees

2	Ho: - There is no significant difference between men and women regarding the statement "The increasing number of subscription services is making it difficult to manage my finances and keep track of what I'm paying for" Ha: There is a significant difference between men and women regarding the statement "The increasing number of subscription services is making it difficult to manage my finances and keep track of what I'm paying for"	0.46	Men and women feel the same regarding the increasing number of subscription services and they feel difficult to manage the finances and keep track
3	Ho: - There is no significant difference between men and women regarding the statement "I would prefer a common platform for food delivery services where consumers get food at the same rate at which restaurants sell at" Ha: There is a significant difference between men and women regarding the statement "I would prefer a common platform for food delivery services where consumers get food at the same rate at which restaurants sell at"	0.725	Men and women both prefer prefer a common platform for food delivery services where consumers get food at the same rate at which restaurants sell at
4	Ho: - There is no significant difference between men and women regarding the statement "I would prefer a common platform for OTT streaming all web series so that consumers don't need to buy many OTT subscriptions" Ha: There is a significant difference between men and women regarding the statement "I would prefer a common platform for OTT streaming all web series so that consumers don't need to buy many OTT subscriptions"	0.65	Men and women prefer a common platform for OTT streaming for all web series so that they don't need to buy many OTT subscriptions
5	Ho: "There is no significant association between gender and frequency of using OTT apps Ha: "There is a significant association between gender and frequency of using OTT apps"	0.21	There is no significant association between gender and frequency of using OTT apps
6	Ho: There is no significant association between the frequency of usage of OTT apps and perception towards food delivery apps charging unfair delivery fees	.03	There is a significant association between frequency of usage of

	Ha: There is a significant association between frequency of usage of OTT apps and perception towards food delivery apps charging unfair delivery fees		OTT apps and perception towards food delivery apps charging unfair delivery fees
7	Ho: There is no significant association between the frequency of usage of OTT apps and perception towards paying more for subscription than they actually use it Ha: There is a significant association between the frequency of usage of OTT apps and perception towards paying more for subscription than they actually use it	0.61	There is no significant association between the frequency of usage of OTT apps and perception towards paying more for subscription than they actually use it
8	Ho: There is no significant association between the frequency of usage of OTT apps and preference of a common platform for food delivery services where consumers get food at the same rate at which restaurants sell at Ha: There is a significant association between the frequency of usage of OTT apps and preference of a common platform for food delivery services where consumers get food at the same rate at which restaurants sell at	0.27	There is no significant association between the frequency of usage of OTT apps and preference of a common platform for food delivery services where consumers get food at the same rate at which restaurants sell at
9	Ho: There is no significant association between the frequency of usage of OTT apps and preference of a common platform for OTT streaming all web series so that consumers don't need to buy many OTT subscriptions Ha: There is a significant association between the frequency of usage of OTT apps and preference of a common platform for OTT streaming all web series so that consumers don't need to buy many OTT subscriptions	0.76	There is no significant association between the frequency of usage of OTT apps and preference of a common platform for OTT streaming all web series so that consumers don't need to buy many OTT subscriptions

From table 4 it can be clearly analyzed that men and women do not significantly differently for perception regarding the food delivery app charges unfair fees, difficulty of managing finances with increasing subscription services, they equally prefer unified food delivery platform offering restaurant rate pricing, single OTT platform to avoid if multiple subscription and gender do not influence how frequently OTT apps are used. There is a significant association between frequency of OTT usage and perception of unfair delivery fees, this may be due to OTT apps frequency differ in how they perceive delivery fees fairness due to shared digital consumption habits, but no significant association between frequency of OTT usage and perception towards paying more than they use, OTT usage frequency and preference for single food delivery system and frequent OTT user or occasional users prefer common OTT platform for entertainment. Hence subscription fatigue is common issue and not associated with gender or frequency of usage.

Summary and Recommendations

In this study according to Chi-Square analysis gender does not significantly shape the perception about unfair delivery charges, managing multiple subscription or preference of common platform for OTT and food delivery. Both men and women share a similar view on the need of common food delivery platform and single OTT platform and even frequency of OTT usage and gender didn't show any significant association. Analysis showed that frequency of OTT usage is associated with perception of unfair delivery fees which suggest that higher OTT consumers may be more price sensitive. However, OTT usage frequency does not influence perception about overpaying subscription charges, preference of common food delivery platform and common OTT platforms. This study highlights that's subscription fatigue is a common universal issue across gender and usage frequency. This study recommends that companies can provide transparent price breakdown, reduce delivery fees, loyalty-based reduction, a single dashboard or track for all active subscription and together work for common food delivery and OTT platform. Companies can also offer mini plans, lower cost ads support ties and shared family subscription and authorities can intervene for standardized pricing, transparent norms and can aim to reduce subscription fatigue at a systematic level.

Although this study attempted to analyse the perception of consumer regarding subscription fatigue for food delivery app and OTT for entertainment, but with several limitation like sample size is limited to 102 sample which may not represent the population as whole. Hence, this is a pilot study based on primary data and chi square analysis was done only on two demographic variables that is geder and frequency of OTT usage. Further study can be extended with more sample size with more demographic variable and even prediction of subscription fatigue can be tested with some specific OTT or food delivery app.

References

1. Academy, T. T. (2025, January 6). Swiggy vs Zomato Market Share : War in duopoly. *Best Stock Market Institute in India | Trendy Traders Academy*. https://trendytraders.in/swiggy-vs-zomato-market-share/
2. Alex. (2022, June 10). *History of food delivery: Exploring how food delivery became the new norm*. Business Chiefs Insight. Retrieved November 18, 2025, from https://businesschiefsinsight.com/history-of-food-delivery/
3. Aslam, W., Ham, M., & Arif, I. (2021). Technology at the Dining Table: Linking perceived value, service recovery, and continuous intention to use food delivery applications. *Review of Business Management*, *23*(4), 600–618. https://doi.org/10.7819/rbgn.v23i4.4135
4. Boldureanu, D., Gutu, I., & Boldureanu, G. (2025). Understanding the Dynamics of e-WOM in Food Delivery Services: A SmartPLS Analysis of Consumer Acceptance. *Journal of Theoretical and Applied Electronic Commerce Research*, *20*(1), 18. https://doi.org/10.3390/jtaer20010018
5. *Chi Square Calculator - up to 5x5, with steps*. (n.d.). Social Science Statistics. https://www.socscistatistics.com/tests/chisquare2/default2.aspx
6. Choi, Y., & Lee, C. (2023). Time-of-Day and Day-of-Week Effects on TV and OTT Media Choices: Evidence from South Korea. *Journal of Theoretical and Applied Electronic Commerce Research*, *19*(1), 1–19. https://doi.org/10.3390/jtaer19010001
7. Cuong, D. T. (2024). Factors affecting consumer intentions and actual behavior: A case of food delivery applications. *Innovative Marketing*, *20*(2), 29–39. https://doi.org/10.21511/im.20(2).2024.03
8. Gu, B., & Kim, S. I. (2025). A Study of Inclusive Perspective of OTT Service User Experience: Focused on Netflix and TVING. *Journal of Digital Art Engineering and Multimedia*, *12*(1), 13–26. https://doi.org/10.29056/jdaem.2025.03.02
9. Hasan, N. H. M., Ibrahim, N. F., & Jun, K. C. (2025). Drivers of Customer Satisfaction in Malaysia's Online Food Delivery Services: A Pilot Study. *International Review of Management and Marketing*, *15*(3), 1–9. https://doi.org/10.32479/irmm.17803
10. Jang, J., Lee, E., & Jung, H. (2022). Analysis of Food Delivery Using Big Data: Comparative Study before and after COVID-19. *Foods*, *11*(19), 3029. https://doi.org/10.3390/foods11193029
11. Jang, Y., & Kim, S. (2024a). Understanding mobile OTT service users' resistance to participation in wireless D2D caching networks. *Behavioral Sciences*, *14*(3), 158. https://doi.org/10.3390/bs14030158
12. Jang, Y., & Kim, S. (2024b). Why Do Small Restaurant Operators Intend to Terminate Their Relationship with Food Delivery Apps During Covid-19 Pandemic? *SAGE Open*, *14*(3). https://doi.org/10.1177/21582440241268614
13. Jingzu, G., Siyu, L., Mengling, W., Yang, Q., Mamun, A. A., & Hayat, N. (2024). Sustainable entrepreneurship through customer satisfaction and reuse intention of online food delivery applications: insights from China. *Journal of Innovation and Entrepreneurship*, *13*(1). https://doi.org/10.1186/s13731-024-00399-z
14. Jun, K., Yoon, B., Lee, S., & Lee, D. (2021). Factors Influencing Customer Decisions to Use Online Food Delivery Service during the COVID-19 Pandemic. *Foods*, *11*(1), 64. https://doi.org/10.3390/foods11010064

15. Kalra, N., Deshwal, P., Gokarn, S., & Kushwah, S. (2024). Antecedents and outcomes of customer over-the-top experience: a systematic literature review. *IIMT Journal of Management*, *1*(1), 47–87. https://doi.org/10.1108/iimtjm-10-2023-0043
16. Kareem, S. A., Venugopal, P., Yuvaraj, D., Priya, A., & Devi, A. (2024). Understanding continuance intention of subscription video-on-demand based over-the-top (OTT) platforms: a multiple moderation approach [Research Article]. *Interdisciplinary Journal of Management Studies (IJMS)*, *17–3*. https://doi.org/10.22059/IJMS.2023.358347.675802
17. Keeble, M., Adams, J., & Burgoine, T. (2022). Investigating experiences of frequent online food delivery service use: a qualitative study in UK adults. *BMC Public Health*, *22*(1), 1365. https://doi.org/10.1186/s12889-022-13721-9
18. Keeble, M., Adams, J., Vanderlee, L., Hammond, D., & Burgoine, T. (2021). Associations between online food outlet access and online food delivery service use amongst adults in the UK: a cross-sectional analysis of linked data. *BMC Public Health*, *21*(1), 1968. https://doi.org/10.1186/s12889-021-11953-9
19. Kim, J., & Lee, C. (2023). The Return of the King: The importance of killer content in a competitive OTT market. *Journal of Theoretical and Applied Electronic Commerce Research*, *18*(2), 976–994. https://doi.org/10.3390/jtaer18020050
20. Kim, S., Kang, J., Byeon, H., Sung, Y., Song, Y., Lee, J., & Yoo, S. (2025). Exploring the Motivation for Media Consumption and Attitudes Toward Advertisement in Transition to Ad-Supported OTT Plans: Evidence from South Korea. *Journal of Theoretical and Applied Electronic Commerce Research*, *20*(3), 198. https://doi.org/10.3390/jtaer20030198
21. Lee, K. S., & Lee, S. Y. (2025). An exploratory study on the perception of the over-the-top (OTT) industry among film and media production major university students: Utilizing the Q methodology. *PLoS ONE*, *20*(1), e0314035. https://doi.org/10.1371/journal.pone.0314035
22. Lee, S., Lee, S., Joo, H., & Nam, Y. (2021). Examining Factors Influencing Early Paid Over-The-Top Video Streaming Market Growth: A Cross-Country Empirical Study. *Sustainability*, *13*(10), 5702. https://doi.org/10.3390/su13105702
23. Liu, H., Luo, R., Li, L., Shao, S., Liu, Y., Zhang, C., & Yang, Y. (2024). Study on the Selection of Takeaway Operating Modes from a Restaurant Perspective. *Systems*, *12*(12), 536. https://doi.org/10.3390/systems12120536
24. Malhan, A., Chaudhary, P., & Pavur, R. (2025). Online Video Streaming from the Perspective of Transaction Cost Economics. *Journal of Theoretical and Applied Electronic Commerce Research*, *20*(3), 199. https://doi.org/10.3390/jtaer20030199
25. Oh, M., Maeng, K., & Shin, J. (2025). Which factors affect online video views and subscriptions? Reference-Dependent consumer preferences in the social media market. *Journal of Theoretical and Applied Electronic Commerce Research*, *20*(3), 197. https://doi.org/10.3390/jtaer20030197
26. *OTT market share in India 2025 | Popular OTT Platforms | OTT Meaning*. (2025, January 4). The Global Statistics. https://www.theglobalstatistics.com/ott-platforms-market-share-india/
27. Parilla, E. S., & Abadilla, M. E. (2025). What keeps Filipinos watching? The role of trust and content quality in Netflix satisfaction. *International Journal of Marketing and Digital Creative*, *3*(2), 80–95. https://doi.org/10.31098/ijmadic.v3i2.3447

28. Polisetty, A., Sowmya, G., & Pahari, S. (2023). Streaming towards innovation: Understanding consumer adoption of OTT services through IRT and TAM. *Cogent Business & Management*, *10*(3). https://doi.org/10.1080/23311975.2023.2283917
29. Renaldi, A., Hati, S. R. H., Ghazali, E., Sumarwan, U., & Ramayah, T. (2024). The determinants of customer loyalty in the sharing economy: a study of the largest local food delivery apps in Indonesia. *Cogent Business & Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2364055
30. Riaz, H., Davidaviciene, V., Ahmed, H., & Meidute-Kavaliauskiene, I. (2022). Optimizing Customer Repurchase Intention through Cognitive and Affective Experience: An Insight of Food Delivery Applications. *Sustainability*, *14*(19), 12936. https://doi.org/10.3390/su141912936
31. Sharma, R. (2025, September 16). Which was the first OTT platform launched in India? It was not Netflix. *The Daily Jagran*. https://www.thedailyjagran.com/did-you-know/which-was-the-first-ott-platform-launched-in-india-it-was-not-netflix-10267482
32. Sinha, D., Sinha, S., Phutela, N., & Grover, P. (2024). OTT Enchantment: Decoding the secret of Millennial's subscription intentions. *International Review of Management and Marketing*, *14*(6), 119–130. https://doi.org/10.32479/irmm.17110
33. Sridhar, S., & Phadtare, P. (2022). Behavioral shift of generation X towards OTT during Covid'19 in India. *Cardiometry*, *22*, 176–184. https://doi.org/10.18137/cardiometry.2022.22.176184
34. T, S. (n.d.). *An Overview of India's Booming OTT Market | marketfeed*. Retrieved November 13, 2025, from https://www.marketfeed.com/read/en/an-overview-of-indias-booming-ott-market
35. Tran, V. D. (2021). Using Mobile Food Delivery Applications during the COVID-19 Pandemic: Applying the Theory of Planned Behavior to Examine Continuance Behavior. *Sustainability*, *13*(21), 12066. https://doi.org/10.3390/su132112066
36. Udoakpan, N., & Tengeh, R. K. (2020a). The impact of Over-the-Top television services on Pay-Television subscription services in South Africa. *Journal of Open Innovation Technology Market and Complexity*, *6*(4), 139. https://doi.org/10.3390/joitmc6040139
37. Wu, T., Jiang, N., Kumar, T. B. J., & Chen, M. (2024). The role of cognitive factors in consumers' perceived value and subscription intention of video streaming platforms: a systematic literature review. *Cogent Business & Management*, *11*(1). https://doi.org/10.1080/23311975.2024.2329247
38. Wu, T., Jiang, N., Sharif, S. P., & Chen, M. (2025). Explaining subscription intention for video streaming platforms in China: Integrating the UTAUT2 model, perceived value theory, and S-O-R theory. *PLoS ONE*, *20*(5), e0322860. https://doi.org/10.1371/journal.pone.0322860
39. Zhu, L., Li, C., & Phongsatha, S. (2021). Factors influencing purchase intention toward online food delivery service: a case study of experienced consumers in Hunan Province, China. *AU-eJournal of Interdisciplinary Research*, *6*(2), 103–112. https://repository.au.edu/handle/6623004553/24974