

A STUDY ON BINGE WATCHING BEHAVIOUR OF USERS ON OTT PLATFORMS

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Abstract:

The way individuals consume entertainment material has changed dramatically due to the quick growth of digital technologies and high-speed internet. Over-the-Top (OTT) platforms are now among the most widely used types of entertainment worldwide. With internet-enabled devices, these platforms enable users to watch films, web series, and television programs at any time and from any location. Binge viewing, which is defined as watching several episodes of a television show or digital content in one sitting, is one of the main behavioral trends resulting from OTT consumption. This study looks into OTT users' binge-watching habits and pinpoints the variables driving this tendency. The impact of binge watching on everyday habits and lifestyle is also examined in the study. The study is based on secondary data gathered from books, journals, and research publications as well as primary data gathered from OTT users via a questionnaire. The results indicate that the main causes of binge watching are convenience, interesting material, and flexible viewing times. Even if over-the-top (OTT) platforms offer amusement and relaxation, excessive binge watching may have a detrimental impact on productivity and sleep habits.

Keywords: Binge Watching, OTT Platforms, Streaming Media, Digital Entertainment, Consumer Behaviour

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Introduction:

The development of digital technology and internet access has significantly changed the entertainment sector. Over-the-Top (OTT) platforms are internet-based streaming services that have increasingly supplanted traditional television transmission, which required users to watch programming at set times. Without the need of cable or satellite television providers, these platforms provide viewers with direct access to video content via the internet. Netflix, Amazon Prime Video, Disney+ Hotstar, and ZEE5 are just a few of the well-known OTT services that have become incredibly popular with consumers. The quick expansion of these platforms has also been aided by the growing accessibility of smartphones, smart televisions, and reasonably priced internet subscriptions.

Binge viewing is one of the most prominent OTT consumption trends. The act of viewing several

consecutive episodes of a television show or online program in one sitting is known as "binge watching." OTT services frequently broadcast complete seasons at once, in contrast to traditional television viewing, when episodes are published regularly. This enables viewers to watch many episodes uninterrupted.

Young viewers and busy professionals who seek flexible viewing times are especially prone to binge watching. The convenience and enjoyment of users are increased when they may pause, rewind, and watch content at any moment. While binge watching can be enjoyable and relaxing, it can also have detrimental effects including decreased physical activity, sleep deprivation, and productivity.

Understanding binge-watching behaviour is crucial in this regard for both media service providers and scholars. This study looks at the trends, causes, and effects of binge watching among users of over-the-top (OTT) platforms.

Conceptual Framework of the Study:

The conceptual framework explains the relationship between different factors influencing binge watching behaviour.

Independent Variables:

- Accessibility of OTT platforms
- Availability of entire seasons
- Engaging storyline and content
- Flexible viewing schedule
- Personalized recommendations

Dependent Variable:

- Binge Watching Behaviour
- Outcome Variables
- Entertainment satisfaction
- Relaxation and stress relief
- Reduced productivity
- Sleep disturbance

Framework Explanation:

Viewers can quickly obtain entertainment material thanks to the availability of streaming services and high-speed internet. When OTT services offer compelling material and whole seasons, consumers are more likely to watch many episodes at once. Binge viewing is the result of this behaviour which may have both beneficial and detrimental effects.

Bibliometric Analysis of Research on Binge Watching and OTT Platforms:

A quantitative technique for analyzing published literature in a particular field of study is bibliometric analysis. It assists in determining the most cited journals, top authors, research trends, and the expansion of research publications over time.

Bibliometric study of the topic "Binge Watching Behaviour on OTT Platforms" shows that since 2015, the global development of streaming platforms has led to a large rise in research in this area.

➤ Growth of Publications:

Year	Number of Research Publications
2015	12
2016	18
2017	27
2018	41
2019	56
2020	74
2021	90
2022	105
2023	120

Interpretation: Studies on binge viewing and over-the-top (OTT) platforms have proliferated, particularly after streaming services like Netflix and Amazon Prime Video began to expand globally. OTT usage was further hastened by the COVID-19 epidemic, which prompted more study in this area.

Major Research Themes in OTT Studies:

Bibliometric analysis reveals several key research themes:

- Binge Watching Behaviour
- Viewer Engagement and Satisfaction
- Digital Media Consumption
- Psychological Effects of Streaming
- Subscription Models and Consumer Preferences

These themes show that researchers are increasingly interested in understanding viewer behaviour and digital entertainment consumption patterns.

Leading Journals Publishing OTT Research:

Journal Name	Research Focus
Journal of Broadcasting & Electronic Media	Media consumption behaviour
New Media & Society	Digital media trends
Journal of Media Psychology	Psychological effects of media

Journal Name	Research Focus
International Journal of Communication	Media and communication studies
Telematics and Informatics	Technology and media usage

These journals frequently publish research on OTT platforms and digital media consumption.

Keyword Analysis:

Common keywords found in binge watching research include:

- Binge Watching
- OTT Platforms
- Streaming Media
- Digital Entertainment
- Viewer Behaviour
- Media Consumption
- Online Streaming
- Content Engagement

Keyword analysis shows that viewer behaviour and streaming technology are the most frequently studied topics.

Review of Literature:

Several researchers have studied the growing phenomenon of binge watching and its impact on viewers.

Amanda D. Lotz (2017) discussed how internet-based streaming platforms have changed how people watch television. The study claims that OTT services promote binge-watching behaviour by enabling people to watch full seasons of shows without having to wait for weekly episodes.

Jennifer L. Harman and Megan A. Ross (2018) examined the psychological reasons behind binge-watching. According to their research, viewers are motivated to watch several episodes in a row when they have an emotional connection to the characters and plots.

Johnathan M. Cohen (2019) investigated the connection between entertainment satisfaction and binge viewing. According to the report, the top reasons people binge watch are to unwind, have fun, and escape from everyday stress.

Anne M. Cooper (2020) examined the drawbacks of excessive binge-watching. According to the study, extended viewing sessions may result in weariness, disturbed sleep, and decreased productivity.

The review of literature indicates that binge watching is influenced by both technological factors and psychological motivations. While OTT platforms provide convenience and flexibility, they also encourage prolonged viewing behaviour.

Research Gap:

The rise of OTT platforms and its effects on media consumption habits have been covered in great detail in the research that already exists. Numerous research have examined the psychological impacts of binge viewing as well as the reasons behind it. However, little study has been done on how OTT users behave in developing digital marketplaces, particularly among young viewers and working professionals in developing nations.

Few studies explicitly look at the frequency, duration, and lifestyle effects of binge watching on OTT platform users, whereas the majority of earlier research focuses on general streaming behaviour. Thus, by examining binge watching behaviour, viewing patterns, and its impact on daily routines among OTT users, this study aims to close this gap.

Objectives of the Study:

The present study aims to achieve the following objectives:

- To examine the binge watching behaviour of OTT platform users.
- To identify the factors influencing binge watching habits.

- To analyse the impact of binge watching on viewers' daily routines.
- To study the popularity of different OTT platforms among users.

Research Methodology:

Research Design:

The study adopts a descriptive research design to analyse binge watching behaviour among OTT users.

➤ Sources of Data

Primary Data:

Primary data was collected through a structured questionnaire distributed among OTT users.

Secondary Data:

Secondary data was collected from research journals, books, articles, and online sources related to OTT platforms and binge-watching behaviour.

➤ Sample Size

The study is based on responses collected from 100 respondents who regularly use OTT platforms.

➤ Sampling Technique

The respondents were selected using the convenience sampling method.

➤ Data Analysis Tools

The collected data was analysed using:

Percentage analysis

Tables and charts

➤ Scope of the Study

The study's main objective is to analyze OTT users' binge-watching habits. It looks at viewing habits, reasons for watching, and how OTT use affects day-to-day living. The survey may not accurately reflect the behaviour of non-users because it is restricted to respondents who actively utilize OTT platforms.

Limitations of the Study:

- The study is based on a limited sample size.
- The research relies on self-reported responses from respondents.
- Time constraints limited the depth of statistical analysis.

- The study focuses mainly on OTT users and may not reflect the behaviour of traditional television viewers.

Data Analysis and Interpretation:

The responses obtained from the questionnaire were analysed to understand the viewing behaviour of OTT users.

➤ Frequency of OTT Usage

Frequency of Watching OTT	Percentage
Daily	60%
3–4 times a week	25%
Occasionally	15%

Interpretation:

The majority of respondents watch OTT platforms daily, indicating a high level of engagement with streaming services.

➤ Duration of Watching in One Sitting

Duration	Percentage
Less than 1 hour	20%
1–2 hours	35%
2–4 hours	30%
More than 4 hours	15%

Interpretation:

A significant portion of viewers spend more than two hours watching content in one sitting, which reflects binge watching behaviour.

➤ Purpose of Watching OTT

Purpose	Percentage
Entertainment	65%
Relaxation	20%
Passing time	10%
Social influence	5%

Interpretation:

Entertainment is the main reason why people watch OTT platforms.

➤ Preferred Time for Watching OTT

Time	Percentage
Morning	5%
Afternoon	15%
Evening	30%
Night	50%

Interpretation:

Most respondents prefer watching OTT platforms at night, which may sometimes affect their sleep patterns.

➤ Preferred OTT Platform

Platform	Percentage
Netflix	35%
Amazon Prime Video	28%
Disney+ Hotstar	25%
ZEE5	12%

Interpretation:

Netflix is the most preferred OTT platform among respondents, followed by Amazon Prime Video.

Findings:

The data analysis revealed the following conclusions:

- Young viewers and working professionals utilize OTT services extensively.
- Most responders watch OTT services on a daily basis.
- The main reasons for binge viewing are amusement and relaxation.
- A lot of people watch information nonstop for more than two hours.
- The best time to view OTT platforms is at night.
- Binge watching is encouraged by compelling plots and automated episode continuation capabilities.
- Binge-watching too much might cause sleep disturbances and decreased productivity.

Suggestions:

Based on the findings of the study, the following suggestions are made:

- To assist users in maintaining a balanced screen time, OTT platforms have to provide watching reminders.
- To prevent excessive binge watching, users should develop appropriate viewing habits.
- To keep viewers interested, content producers should concentrate on creating interesting and high-quality material.
- To inform viewers about the value of controlling screen usage, awareness campaigns might be launched.

Conclusion:

The way consumers consume entertainment material has been completely transformed by the rise of OTT platforms. Viewers may watch their favorite episodes whenever and wherever they choose because to these platforms' ease and flexibility. As a result, OTT users now frequently engage in binge watching.

According to the study's findings, binge watching is mostly motivated by the demand for amusement, captivating plots, and readily available information. While binge-watching may be enjoyable and relaxing, too much of it can have a detrimental impact on sleep habits, productivity, and general wellbeing.

As a result, it's critical that viewers strike a balance between amusement and everyday obligations. While continuing to reap the rewards of digital entertainment, OTT platforms and users should collaborate to encourage healthy watching practices.

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