

## REVIEWER'S REPORT

Manuscript No.: **IJAR-53420**

Date: 19-08-2025

**Title: Decoding Millennial Preferences: Drivers of OTT Platform Adoption in the Digital Era**

### Recommendation:

Accept as it is .....

**Accept after minor revision** .....

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity			✓	
Significance		✓		

Reviewer Name: Dr.P.Manochithra

**Date:** 19-08-2025

### Reviewer's Comment for Publication.

*(To be published with the manuscript in the journal)*

*The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.*

This manuscript offers timely insights into the factors influencing OTT platform adoption among Indian millennials, highlighting the importance of content diversity, affordability, and mobile accessibility. The study's mixed-method approach and practical recommendations make it a valuable resource for both academics and industry practitioners. Its findings contribute to understanding evolving media consumption patterns in one of the world's fastest-growing digital entertainment markets.

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### *Detailed Reviewer's Report*

#### 1. Originality

The manuscript addresses a highly relevant topic in today's digital ecosystem: millennial adoption of OTT platforms in India. While studies exist on OTT growth, this research contributes originality by combining quantitative surveys with qualitative insights, focusing specifically on Mumbai millennials.

- **Strengths:** Unique urban demographic focus; integration of cultural, technological, and pricing determinants.
- **Weaknesses:** Literature review could more strongly highlight the research gap vis-à-vis earlier Indian and global studies.

#### 2. Technical Quality

The use of a mixed-method design, with a survey of 100 respondents and interviews with experts, is commendable. Statistical tools (chi-square tests, descriptive analysis) are appropriate for the research objectives. Visualizations (bar and pie charts) enhance clarity.

- **Strengths:** Clear hypotheses, valid use of inferential statistics, good triangulation of survey and interview data.
- **Weaknesses:** The sample size (100 respondents) limits generalizability; expanding to multiple cities would improve robustness.

#### 3. Clarity

The manuscript is well-structured, moving logically from objectives to findings and implications. Tables and charts make results accessible. However, some sections, particularly the methodology and literature review, are verbose and could be condensed.

- **Strengths:** Good readability, effective use of visuals, coherent conclusion.
- **Weaknesses:** Long sentences in the introduction and literature review may reduce clarity; language editing could improve conciseness.

#### 4. Significance

# International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

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The study's findings are highly significant for both scholars and practitioners. It underscores **content diversity, mobile optimization, affordability, and social influence** as key adoption drivers. These insights directly inform OTT providers' strategies in India's competitive market.

- **Strengths:** Policy and business relevance; recommendations on flexible pricing, reduced ads, influencer marketing, and personalized experiences are practical and actionable.
- **Weaknesses:** The study could provide more quantifiable implications (e.g., potential user growth linked to flexible pricing models).

## 5. Overall Assessment

The manuscript makes a meaningful contribution to digital media research by decoding millennial OTT preferences in India. It offers actionable insights for service providers while enriching academic literature on consumer adoption behavior. With minor revisions in clarity, expansion of comparative context, and acknowledgment of limitations, it will be an excellent candidate for publication.

## 6. Suggestions for Improvement

1. Condense and refine the literature review to emphasize research gaps more clearly.
2. Address sample size limitations and suggest directions for broader, multi-city research.
3. Enhance the abstract to highlight key findings more succinctly.
4. Simplify language in certain sections for better readability.