

A Study on User Engagement and Platform Preferences among Generation Z Streaming Subscribers in Mumbai

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Abstract: *This study explores the factors influencing Generation Z's engagement and platform preferences for subscription-based video streaming in Mumbai using secondary data sources. The paper examines how pricing structures, simplicity of use, social media influence, and content variety affect Gen Z behavior by examining data from industry reports, scholarly journals, market research, and digital media analytics. The study focuses on platform strategies, trends, and behavioral patterns that appeal to Mumbai's youthful online audience. The results indicate that among Gen Z users, interactive features, trend-driven content, and loyalty are strongly correlated. Based on the available data, this study offers streaming platforms practical insights for pricing schemes, digital outreach, and content tailoring.*

Keywords: Generation Z, Video Streaming Platforms, Subscription Behavior, Digital Media, Social Media Influence, Ease of Use, Content Variety, Pricing Strategies, User Engagement

