

A STUDY ON THE GROWTH & IMPACT OF CONSUMER PREFERENCE IN OTT PLATFORMS

Submitted in partial fulfilment of the requirements for the award of

Bachelor of commerce

By

DEVADHARSHINI.D

39740079



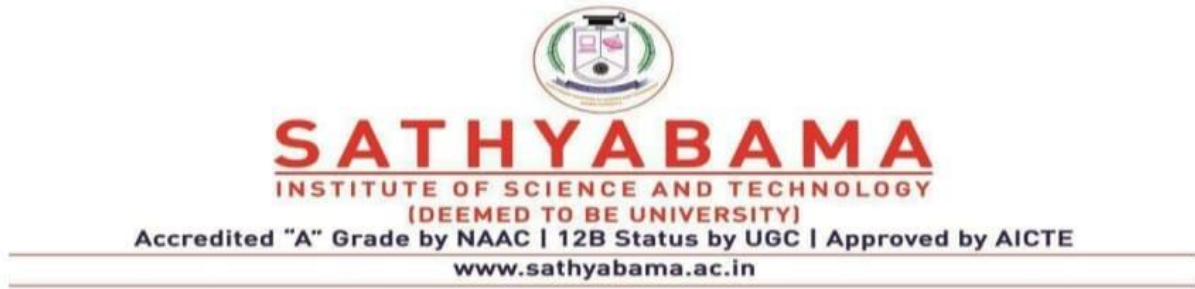
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **DEVADHARSHINI.D (39740079)** who has done the Project work entitled **A STUDY ON THE GROWTH & IMPACT OF CONSUMER PREFERENCE IN OTT PLATFORMS** under my supervision from December 2021 to February 2022.

Dr. S. JOYCE

Internal Guide

External Guide

Dr. BHUVANESWARI G

Dean, School of Management Studies

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **DEVADHARSHINI.D (39740079)** here by declare that the Project Report entitled “**A STUDY ON THE GROWTH & IMPACT OF CONSUMER PREFERENCE IN OTT PLATFORMS**” done by me under the guidance of **DR. S. JOYCE** School of management studies is submitted in partial fulfilment of the requirements for the award of bachelor of commerce degree.

DATE:

PLACE: CHENNAI

DEVADHARSHINI.D

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ABSTRACT

This study aims to find the idea & startup of Custom OTT PLATFORMS and the impact of consumer preference, there are plenty of OTT platforms which are Netflix, Disney plus hotstar, Amazon prime video, Zee 5 & Eros now are those which will attract the consumer on the basis of their preference & nowadays it is 100% customizable. Over The Top platforms commonly termed as OTT platforms are online streaming media services which from past few years is gaining a lot of popularity amidst the masses, As per reports the Indian OTT market is expecting \$5 Billion Customers by the year 2023. The recent statistics indicate that OTT video revenue is projected to double globally by the year 2025. The study further attempts to identify the factors influencing consumers choice towards OTT platforms and also their level of satisfaction towards the services of OTT. The sample size for study comprised of 133 respondents. The sampling technique used was convenient sampling. The research is Descriptive in nature. The statistical tools used for analysis include Percentage analysis & Weighted Average analysis. From the study of satisfaction levels of Consumer and their preferences, basic data of the OTT PLATFORMS have been identified and analysed. The study also gives the information & idea of the startup OTT platform on our own, to have a sustainable growth & updates on this platform on our upcoming generation.

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CHAPTER – 1

INTRODUCTION

1.1 OVER THE TOP (OTT) PLATFORMS

An over-the-top (OTT) media service is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms; the types of companies that traditionally act as controllers or distributors of such content. The term is most synonymous with subscription-based video-on-demand (SVoD) services that offer access to film and television content (including existing series acquired from other producers, as well as original content produced specifically for the service.

The world has seen drastic changes in the way it consumes content over the past few decades. One of the more recent is the content shift from television to OTT platforms. Over the Top platforms (OTT) like Netflix, Amazon Prime, Disney+ Hotstar, etc., are becoming more popular by each passing day and increasing its subscriber base. OTT refers to film and television content provided via a high-speed Internet connection rather than a cable or satellite provider. An OTT platform has a large repository of movies and TV serials from across the globe which can be accessed through different devices like phones, laptops, Android Televisions, etc. These platforms even produce their original shows and gives their users a different experience altogether. It is basically a media streaming service which is available for the users through internet connectivity.

It was in the year 2015 that Netflix successfully launched its streaming services in India. Thereafter the Indian internet streaming market kept evolving with the entry of players like Amazon Prime Video, Sony LIV, Zee5, VOOT etc.

1.2 TYPES OF OTT PLATFORMS:

TABLE 1.1 POPULAR OVER THE TOP OTT PLATFORMS IN INDIA

SERIAL NO	OTT PLATFORM	YEAR OF STREAMING	OWNER	LANGUAGES OFFERED
1	Netflix	2015	Reed Hastings	English, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada
2	Sony LIV	2013	Sony Pictures Network India	Hindi, English, Telugu, Tamil, Bengali, Malayalam, Kannada, Punjabi
3	Disney Plus Hotstar	2015	Star India Private Limited	Hindi, English, Malayalam, Telugu, Tamil, Bengali, Kannada, Marathi
4	Amazon Prime Video	2016	Amazon.com	Marathi, English, Hindi, Telugu, Tamil, Bengali,

				Malayalam, Kannada, Odia, Punjabi, Gujarati
5	Zee5	2018	Zee Entertainment Enterprises	Marathi, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada, Punjabi, Odia, Gujarati, English
6	VOOT	2016	Viacom18	English, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada, Odia, Punjabi, Gujarati
7	Bigflix	2012	Reliance Entertainment	Hindi, Telegu, Tamil, Punjabi, Malayalam, Gujarati, Marathi, Bhojpuri and Bengali

1.3 ADAPTIVE STREAMING & GLOBAL DISTRIBUTION

Adaptive bitrate streaming (also known as adaptive streaming) is a technology designed to deliver video in the most efficient way possible and in the highest usable quality for each specific user and device. It is not to be confused with progressive streaming.

Adaptive streaming allows the video provider to create a different video for each of the screen sizes (or devices) that they wish to target. You can stream a specific video file to fit specific screen sizes, ensuring that the viewer always receives the best video for their needs.

Over-the-top broadcast lets you choose from a wide array of content distribution and monetization options. But if you're new to the OTT media distribution landscape, distributing media content via OTT platforms can seem overwhelming.

There are currently about 40 providers of over-the-top media services (OTT) in India, which distribute streaming media over the Internet. In fiscal year 2018, the OTT market in India was worth ₹2,150 crore. The streaming market in India is predicted to be worth \$15 billion by 2030, with \$12.5 billion coming from the video market and \$2.5 billion from audio. The OTT market in fiscal year 2020 was estimated to be worth \$1.7 billion

1.4 BRAND AWARENESS & MONETIZATION:

Brand versus performance marketing is an old debate, digital was predominantly about performance and that is why until about 2-3 years ago, most of the brands focused a lot on performance. Now, we have started to see a more blended approach where brands are willing to invest in brand building. Even if it's just 5%, 7%, or 10% of the marketing budget, they want to put it on top of the marketing funnel. Brands need a new audience to keep coming in, to know who they are and what they stand for. It is still something that we have to tell clients

There are several monetization methods are there:

- SVoD – subscription video on demand. Users have to buy a subscription in order to access content on the platform
- AVoD – advertising video on demand
- TVoD – transactional video on demand
- Hybrid

Subscription Video on Demand

This is probably the most popular OTT monetization model. The users of your app pick one of the subscription plans, which typically run month to month. Almost all app content is then available to the viewer, except for any you additionally charge for.

Transactional Video on Demand, or Pay per View

This is the most efficient OTT monetization system in terms of generating profit, but generally not the favourite of users. Here, users have to pay for every piece of content they watch. Sometimes this model is used alongside SVoD - users can have a subscription running and still have to pay for particular content.

Advertising Video on Demand, or Advert-supported

This monetization model implies that users can watch all content for free. They don't have to pay for the subscription or every piece of content.

But in exchange for free content, users have to watch ads in the application. Sometimes the ads are built into the content itself - the user watches a video, which is paused occasionally to show a short ad.

Hybrid models

Some hybrid models of OTT monetization combine two or three of the previous models in some way.

The most popular combinations are:

- The user buys a subscription that allows them to consume the majority of content. Some exclusive materials are available via the pay-per-view model.
- The user can buy a standard subscription to watch content, but will still see ads. At the same time, advanced subscriptions are offered that eliminate ads and allow for unhindered content navigation.

1.5 MERITS & DEMERITS OF OTT PLATFORM

MERITS:

- Connectivity- OTT platforms are easy to use. An OTT platform requires only minimal things to access. It requires only a stable internet connection and a device like Mobile Phone or Laptop etc.
- Cost Friendly- OTT platforms are Cost Friendly in compare to the Traditional TV connection. The content you can get on TV cable for a premium costly package is accessible on OTT for minimal prices.
- Convenience- OTT platforms allow you to access your favorite media content whenever, wherever and as often as you want.
- Variety content- Users can access hundreds and thousands of movies and shows. Also including, news, sports, kid's content and many more.

DEMERITS:

- Connectivity- OTT platforms only require a stable internet connection. If there is a weak internet connection the quality of the service will degrade.
- OTT Rights-OTT providers sometimes they don't acquire OTT rights of certain shows, which are strictly made for cable only.
- Data Consumption- OTT platforms consume a lot of data while providing their services.
- No Age Limit- There is no age limit on OTT platforms. Underage kids can access to contents which is Abusive, Dark, and Violent in nature.

1.6 MARKETING & DEMAND

The pandemic has enormously impacted the demand for the VOD market. Across the globe, consumers invest more time on video streaming consumption over multiple devices and have exponentially aided the market players in expanding their subscriptions via digital advertising. Video On Demand white label streaming service through smart TVs and smartphones drives the market revenue progressively. Leading businesses and content broadcasters are venturing into the segment by showing progressive interest in owning a best video streaming platforms.

The size of the video on demand market was at 55 billion USD in 2019 and is steadily growing at 15% CAGR from the year 2020 to 2027. In 2021, the user penetration will be 23.9% and will hit 28.5% by the year 2025. Video On Demand revenue is expected to reach millions by 2025.

1.7 DIFFERENCE BETWEEN OTT & DTH

Basis	Over the top platforms	Direct-to-home platforms
Meaning	An Over the top (OTT) media service is a streaming media service offered directly to viewers via the Internet.	The DTH technology enables a broadcasting company to directly beam the signal to your TV set through a receiver that is installed in the house. There is no need for a separate cable connection.
Cost	The cost of an OTT services is very low. Premium subscription of Amazon Prime Video starts from a price of Rs 999/year.	The cost of a DTH services is comparatively high than OTT services. Tata Sky's HD Digital set-top boxes are expensive starting at Rs 1,699 depending on the consumer's preference.
Control	The control of choice stays in the consumer's hand. The consumer can choose between different contents.	The control of choice stays in the hand of the service providers.

Versatility	OTT platforms can be watched in different devices such as Televisions, Mobile phones, Tablets and Laptops.	DTH platforms can only be watched in Televisions
Examples	Examples of OTT platforms are Amazon Prime Video, Netflix, Disney Plus Hotstar etc.,	Examples of DTH platforms are TATA Sky, Dish TV, Airtel digital TV etc.

1.8 MARKET SCENARIO OF OTT PLATFORM

With over 40 over the top media services (OTT) in India, more and more people are opting to watch content online. As per reports in the fiscal year 2018, the OTT market in India was worth ₹21.5 billion and in 2019 its value grew up to ₹35 billion. The OTT sector in India witnessed a 30% rise in the number of paid subscribers, from 22.2 million to 29.0 million between March and July 2020. India's video streaming industry is set to be valued by ₹ 11.9k billion by 2023. This growth is directly connected to the surge in the number of internet users which are expected to cross 735 million by 2021 with more than 73% of them consuming content in Indian regional languages.

1.9 BENEFITS OF CUSTOM OTT PLATFORMS

Benefits of OTT platform:

- Video can be streamed on multiple devices like laptops, mobiles, smart TVs and Tabs connected to the internet.

- Users can watch the video at any time and from anywhere.
- Cost-effective - users can watch multiple movies, reality shows and sports events with a single subscription which is much cheaper when compared to money spent going to theatres to watch movies.
- Original content - some exclusive original content can be accessed only on subscription, and such unique content is available only in a particular OTT platform
- A massive platform for individual artists - small, individual artists and video creators can create content then approach OTT services for releasing their content. Alternatively, they can also launch an OTT platform where video content can be released to reach more people. In return, video creators can also make money from users for accessing the video content.

1.10 CONTENT DELIVERY NETWORK (CDN) & OFFLINE DOWNLOAD

Content Delivery Network (CDN):

Providers of high-quality content need a reliable CDN software solution to deliver their content to consumers without interruptions or quality loss. That's where Setplex steps in. Our IPTV/OTT encoders allow broadcasters and service providers to deliver multi-feature services in resolutions ranging from standard to 4K definition. Paired with our CDN, your clients will maintain 4K definition globally on any device.

Consumers and audiences want instant access to streaming media wherever they are. Our CDN Solutions offers users the ability to stream high-quality content across all operating systems and devices, anywhere in the world.

Automatic Configuration, CDN configuration to boost your speed and performance scores. Easy Integration with CDN. Deploying a CDN has never been easier. the distance between your website's server and your users' is one of the crucial factors of web performance.

Offline Download:

Offline Viewing refers to downloading video content from streaming platforms, for viewing without the need for an internet connection. Recent Ericsson research found that two-thirds of users that watch video over a mobile connection are u happy with the quality.

Network coverage, mobile data speed as well as costs are considered as the limiting factors for the quality of video delivered by mobile by these streaming services. Also, Streaming video can eat up a lot of data on a data plan, faster than anything else. These factors combined have given the rise to the need for users to be able to download videos when they are in Wi-Fi network and watch it on the go, without consuming any mobile data, virtually in “offline” mode.

When it comes to movies, TV shows and other clips, many platforms can be used to stream video content from almost any devices, provided you have an internet connection. When wanting to watch online streaming videos on-the-go, you can be completely connectionless with offline viewing.

Offline viewing is majorly used in markets and areas where the cost or the speed of mobile data available to the user is not optimal for them to be able to stream videos on the go, or they may frequently visit areas with no internet connection (like airplanes). In these cases, users prefer to “download and save” their videos onto their mobile devices while they are preferably connected to a Wi-Fi connection and watch them on the go without consuming any mobile data or requiring any internet connection at their own convenience.

1.11 NEED FOR THE STUDY

- In today's era OTT (over the top video) has become big buzzword when we talk about Digital media and availability of latest video content among consumers, especially the Generation Y category.
- since 2013 OTT platforms have gained significant growth and it is estimated that this video streaming content shall exceed \$332 billion by 2025. However this research is about understanding various factors which lead to adoption of OTT services among millennial consumers.
- Due to 5G technology and advancement in IT sector the future of OTT platform will be bright because upcoming generations will have greater capacity to cope up with highly advanced systems like delivering users the experience of virtual reality in high definition video quality.
- Therefore, this research is attempt to understand why millennial consumers are addicted to binge watch video content on the OTT platforms, what benefits they enjoy while watching video content on OTT platforms etc., the reasons for consumer preference for this service and ways to induce repeated purchase and final adoption of OTT.
- The purpose of this study is to understand which characteristics influence local user selection of OTT services.

1.12 SCOPE OF THE STUDY

- If video streaming is plausible, then why not audio streaming. A few perfect instances of OTT audio streaming platforms are podcast apps and online radio stations such as Amazon Music, podcast addict, Google podcasts, and more.
- The whole world knows about this service offered by OTT platforms. OTT uses the web to deliver video content to its users. A few online streaming apps & OTT platforms are Amazon Prime, Netflix, Hulu, and iTunes.
- Smart technology brings advanced devices to support their usage. Apple TV & Roku are the quintessence examples of such advanced gadgets enabling the user to indulge in video streaming content on their TV– a bigger screen indeed.

1.13 OBJECTIVES OF THE STUDY

- The prime objective to conduct this research is to understand various factors which encourage millennial's or the generation Y category to watch video on demand on various OTT platforms such as Netflix, Hotstar, Amazon prime, Voot etc.
- To understand the psychology of millennials to binge watch content available on OTT platforms.
- The research will also talk about what various benefits which millennial's enjoy watching movies, series, biography, etc. across various OTT channels.
- To make audience understand the significance of OTT business and its demand in upcoming future.

1.14 LIMITATION OF THE STUDY

Misunderstanding your audience. You need to know who is going to be watching and what they might want to watch.

- Using the wrong technology
- Showing the wrong content
- Offering a poor user experience
- Catching a bad wave
- Managing expectations

CHAPTER – 2

REVIEW OF LITERATURE

- **NEIL BROWN (2013)** has identified two main Incentives of Regulation, Effecting Market Liberalization, And Protecting the interest of Consumers Where Market Forces Alone Would Be Insufficient, where a 22year old Bangalore-based engineer. She discontinued watching TV because she did not prefer to watch TV shows which are telecast on a particular period of time. Online streaming of videos provides her flexibility of watching movies, TV shows of her interest at any point of time as per her convenience.
- **MOSACHO, (2018)** (OTT) video streaming service centered on Netflix has opened up a new era of broadcasting. It is observed that millennia's exhibit stronger binge-watching behaviors as compared to other generations. The psychology of majority millennia' s behind binge watching is that they want to keep the storyline ongoing.
- **INDIA CELLULAR, ELECTRONICS ASSOCIATION (2020)** says that "India's OTT market Witnessing a rise in number of paid subscribers, accessed on 06th Feb 2021. • India Cellular, Electronics Association (2020) Contribution of smartphones to digital governance in India A study by India Cellular & Electronics Association. Connaught Place, New Delhi 19-20.
- **IFFLA FIRDOUS (2020)**, The Internet is becoming progressively pervasive and can be utilized to spread disinformation, propaganda, or create tensions purposely. Additionally, it is unexpected that web stages are confronting phenomenal strain to consent to state laws to control content.

- **URGELLES (2017)** The term OTT is the abbreviation of “Over-The-Top”, which has a meaning that audiovisual contents are delivered over the top of existing types of TV receivers such as cables, satellite dishes, and set-top boxes.
- **HOELCK AND BALLON (2016)** cited “digitization” as the reason. They enunciated digitization gave rise to on-demand services and interactive communications in platforms, and it helped to form direct user interface called the Electronic Program Guide. In addition, they elucidated it took a role of catalyst for making electronic companies and internet companies jump into the broadcasting market.
- **(ROCHET & TIROLE (2006)** OTT firms were thrown in a quite complicated situation known as multi-sided market at early stages. Firms should manage to mediate and coordinate different interests of multiple stakeholders.
- **PANKAJ THAKUR (2021)** The Indian film and entertainment industry has shown a shift from conventional TV and big screen to Over-the-top media platforms. These platforms provide ease of access to stream anytime anywhere over the internet. With this study the researcher explored the remarkable evolution of these OTT platforms in India.
- **SHUBHANGI HEDA (2021)** How to Regulate in India the OTT services created a parallel medium to disseminate such content. That has led to a situation where the same content might be censored in cinemas and on television, but not on streaming platforms as regulation of content on paid OTT services does not exist.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 Research Design

The research is descriptive in nature. This research identifies the factors affecting the preferences of the Consumer and describes Every detail is Data given below.

3.2 Sources of data

The research uses both Primary data and Secondary data . Primary data are raw data and are collected for the first time. Secondary data, on the other hand, are data that were previously collected and tested. To analyse the growth rate & consumer satisfaction of the users I used the most common methods like, published literature sources & surveys.

3.2.1 Primary Data:

Primary data has been collected from 154 respondents using questionnaire (survey method).

3.2.2 Secondary Data:

Secondary data was collected from reviewing various literature related to usage & consumer preferences.

3.3 Structure of Questionnaire

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains four points & it's given below,

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

3.4 Sample Size

The population size is indefinite as the number of people using OTT platforms in different apps & it is large in number. It is difficult to access the population. The sample size is 133. The respondents are from various locations spread across Chennai.

3.5 Sampling Technique

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Users or Consumers were taken according to the convenience of the research study. The respondents are Residing in various locations.

3.6 Period of study

The study was conducted for a period of 3 months starting from December 2021 to February 2022.

3.7 Hypothesis/ Analytical Tools

Hypothesis 1:

D-T-H (Direct-to -home) Market concentration would be positively associated with OTT service revenues.

Hypothesis 2:

Their concentration would be positively associated with fixed Broadband subscriptions

Hypothesis 3:

Services Other than OTT Would be Negatively Associated with fixed Broadband Subscriptions.

Hypothesis 4:

Consumer or user, which uses the internet with low connectivity can't enjoy the OTT services on good terms.

CHAPTER - 4

DATA ANALYSIS & INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1 Frequency analysis of Gender

Factors		Frequency	Percentile %
Gender	Male	57	42.9
	Female	76	57.1

SOURCE: PRIMARY DATA

Gender of Respondents

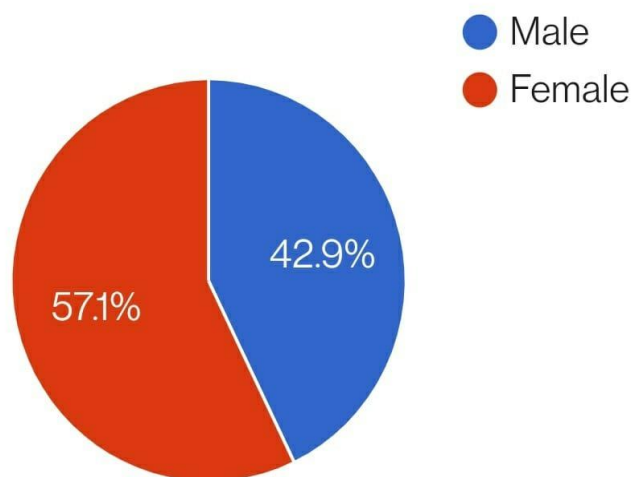


Fig 4.1 Chart depicting Gender of Respondents

INTERPRETATION:

42.9% of the respondents are male, 57.1% of the respondents are female, Majority of the respondents are female.

4.1.2 AGE PROFILE

Table 4.2 Frequency analysis of Age

Factor		Frequency	Percentile %
Age	Below 18	26	19.5
	18 – 35	69	51.9
	35 – 50	36	27.1
	Above 60	2	1.5

Source: Primary data

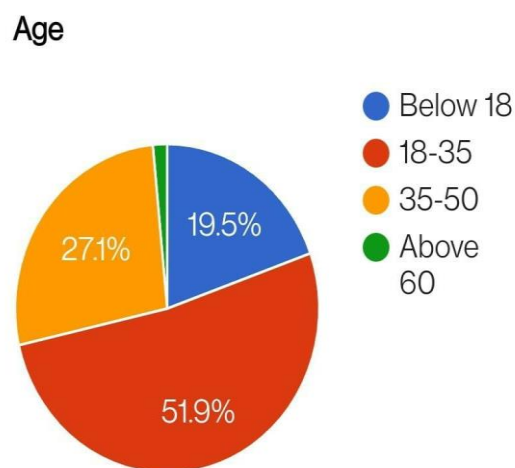


Fig 4.2 Chart depicting Age of respondents

INTERPRETATION:

19.5 % of the respondents belonged to age group of below 18, 51.9% of the respondents belong to the 18-35 age group. 27.1% of the respondents are aged between 35-50 and 1% of respondents ages above 60 years. Majority of the respondents were from the age group 18 - 35 years.

4.1.3 FREQUENCY ANALYSIS OF PROFESSION

Table 4.3 Frequency Analysis of Profession

Factors		Frequency	Percentile %
Profession	Student	50	37.59
	Employee	30	22.56
	Employer	24	18.05
	Others	29	21.80

Source: Primary data

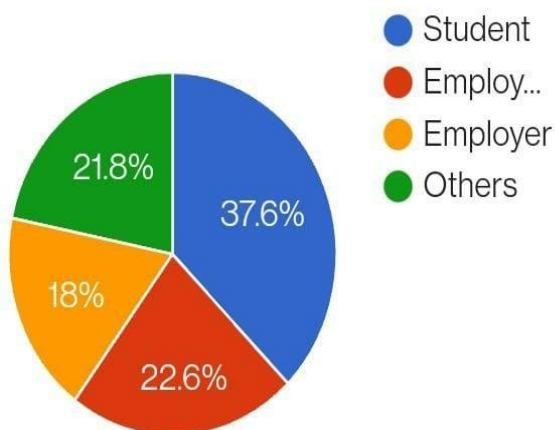


Fig 4.3 Chart depicting Profession of Respondents

INTERPRETATION:

22.56 % of them are employees, 21.80% of the respondents are others, & 18.5% of the minimum respondents are employer & 37.59 % majority of the people are Mostly in Students.

4.1.4 EDUCATIONAL QUALIFICATION PROFILE

Table 4.4 Frequency Analysis of Educational Qualification

Factors		Frequency	Percentile %
Educational Qualification	school	28	21.05
	Under graduate	40	30.08
	Post graduate	30	22.56
	Others	35	26.32

Source: Primary data

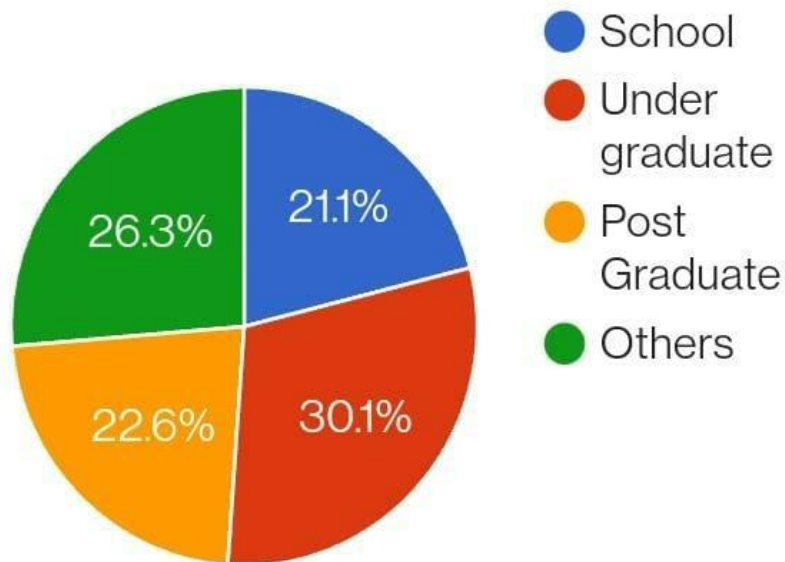


Fig 4.4 Chart Depicting Educational Qualification Of Respondents

INTERPRETATION:

21.05% of the minimum respondents are school, 22.56% of the respondents are Post graduate, 26.32% of the respondents are others & the majority of the people are mostly in under graduate.

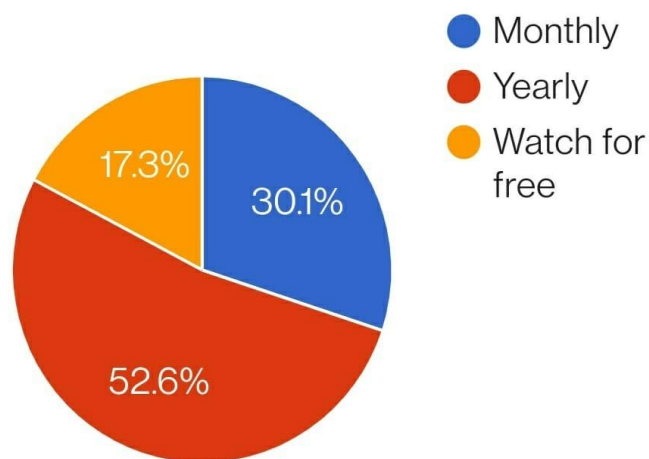
4.1.5 FREQUENCY ANALYSIS ON SUBSCRIPTIONS PLANS

Table 4.5 Frequency Analysis of Consumer Subscription plans

Factors		Frequency	Percentile %
Consumer Subscription plan	Monthly	40	30.08
	Yearly	70	52.63
	Watch for free	23	17.29

Source: Primary data

Consumer Subscription plans



4.5 Chart depicting consumer subscriptions plan

INTERPRETATION:

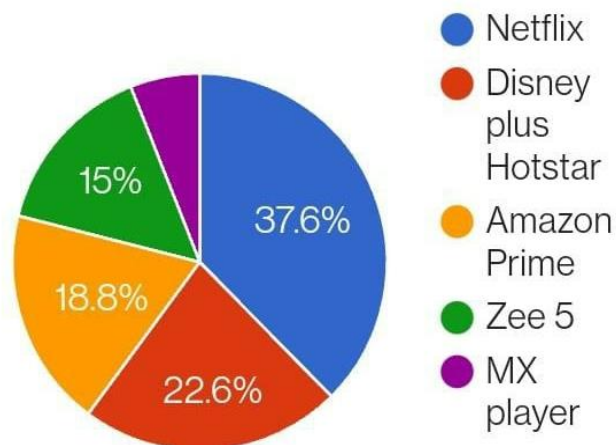
30.08 % of the respondents are Monthly subscribers, 17.29 % of the respondents are the minimum people who watch for free & 52.63% majority of the respondents are yearly subscribers and are the most Consumers.

4.1.6 FREQUENCY ANALYSIS ON CONSUMER PREFERENCES OTT

Table 4.6 Frequency Analysis of Consumer Preference OTT

Factors		Frequency	Percentile %
OTT PLATFORMS	Netflix	50	37.59
	Disney plus hotstar	30	22.56
	Amazon prime	25	18.8
	Zee5	20	15.04
	Others	8	6.02

SOURCE: Primary data



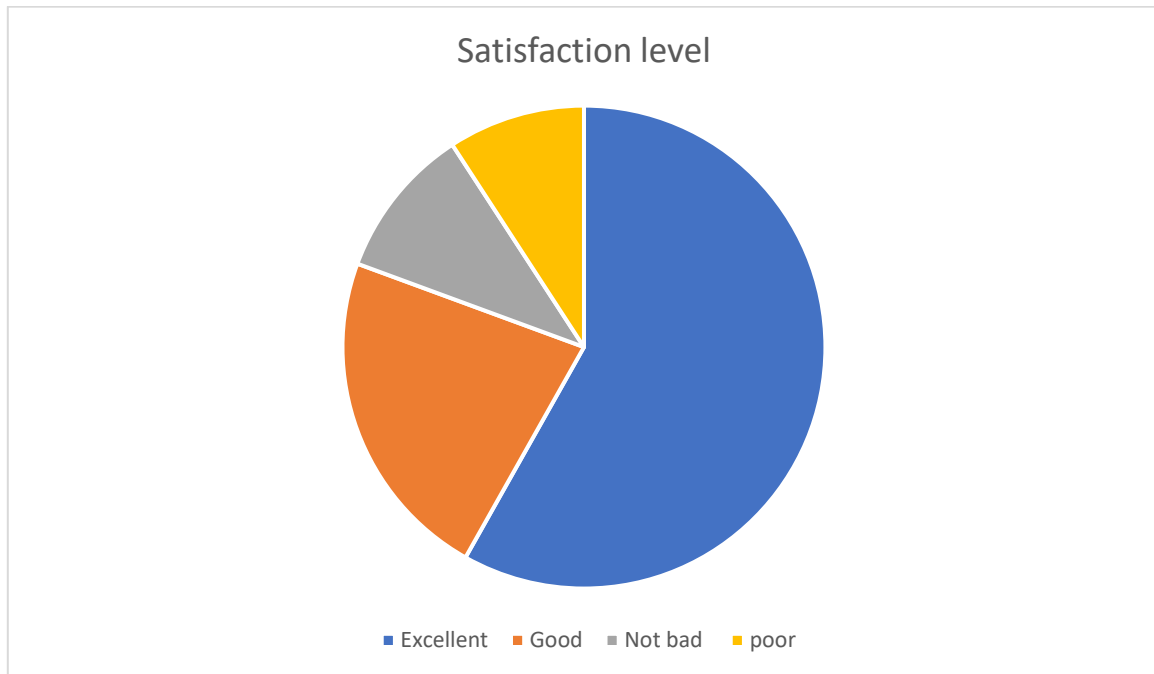
4.6 Chart Depicting Consumer Preference OTT's

INTERPRETATION:

6.02% of the minimum respondents of others, 15.04% are people who use Zee5, 18.8% of the respondents are users of amazon prime, 22.56% of the people are users of Disney plus hotstar & the Maximum users are from Netflix & it holds the Majority % of 37.59 from the All over the top platform.

CONSUMER SATISFACTION

Source: Primary data



4.7 Chart depicting the consumer satisfaction level

INTERPRETATION:

57% are the Majority of the Respondents chose Excellent on the Satisfaction level, 22% response from the users were good & 10% of the Respondents chose Not bad ,9% of the Minority of the respondents are given Feedback as poor. There are suggestions too.

4.2 WEIGHTED AVERAGE ANALYSIS

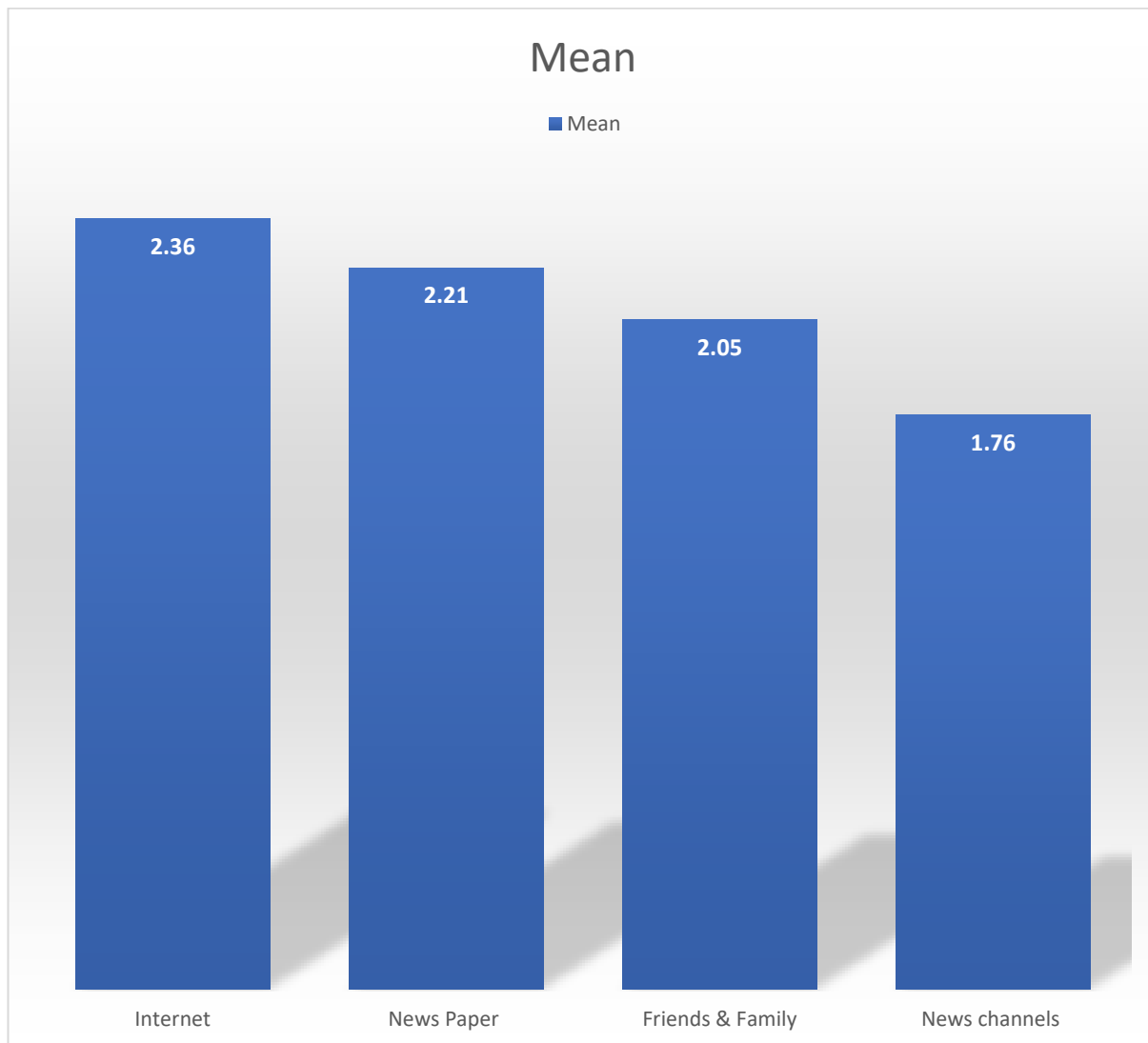
4.2.1 Source knowledge of consumers

Weighted average analysis have been performed and weights have been assigned to the various sources available to the Consumer in Table 4.9 below

Table 4.7 Weighted Average Analysis to Source of Knowledge Consumer knowledge about the OTT platforms

<i>Source of Knowledge</i>	<i>mean</i>	<i>Rank</i>
Internet	2.36	1
News paper	2.21	2
Friends & family	2.05	3
News channel	1.76	4

Source: Primary Data



4.8 Chart Depicting the Source knowledge of consumers

INTERPRETATION:

The first main source of knowledge for Investment is Internet source with a mean of 2.36 followed by Newspaper sources with a mean of 2.21 which is followed by sources from Friends & family with a mean of 2.05.

The least sources of knowledge include News Channel with a mean of 1.76

The main source of knowledge regarding Investment comes from Internet Sources

CHAPTER – 5

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- As per my research it was found most of the people who use OTT platforms are UG & PG students 60%, employees 30% & 10% Others Profession.
- It was found that the majority 70% of them are between 18 -30 age group.
- It was found that the 50 % occupies Netflix & this OTT platform is among the users.
- It was found that the female category is 60% the majority respondents in the gender chart.
- The findings shows that the people highly willing to do yearly Subscription.
- It has 50% of Respondents & active users.
- It was found that the least Usage OTT is ZEE5 & others.
- In OTT we can watch movies as well as series for free and we can watch it whenever and wherever we want, but it is impossible in the case of TV.
- OTT is instant when it is compared to TV channels. And the thing wireless is most important in these days. That's why OTT stand ahead of Tv channels.

- It was found that the users feedback tells there is “Unnecessary too much of ads and repeating content.
- It was found from the Users feedback “I think this this is our future movie theatre plans OTT have updated catalogue of movies, documentary many other perks, where TV channels don't have that perks.
- The findings from the feedback from the user was “Tv channels hide 18+ contents but OTT doesn't hidden that things. It is portable to use & it just requires Net/data Not wire connection. It' s easy to watch any requires.

5.2 SUGGESTION

Findings from the user feedback is mostly, requirement for personalized recommendation. More updates can be helpful & convenient for the future users. On a regular use people requires multiple profile option on a single account. User needs update on compatibility with multiple screens.

Respondents require flexible subscription cost. It was found that the findings from the user experience says even after the subscription, there is number of advertisements still people find inconvenient.

We may need in-app push notifications from the app which the user was using but it should not lead user to uninstall the OTT. Creating an intuitive UI simplifies content & makes it user friendly.

5.3 CONCLUSION:

India is one of the biggest potential markets for the OTT platforms in term of quantity and quality. The study examined that the remarkable evolution of OTT sectors started in 2008 with launch of BIGFlix by reliance entertainment in India. The market moved at a slow pace up to 2014. It was 2016, when two big players Disney plus Hotstar and Amazon Prime video were launched in 2016 in India. These two along with Netflix were mostly viewed by Indian audiences. Study from various literatures concluded that, increased smartphone and internet base in India after 2015, youth-oriented population and diversified content were the main reason of popularization of OTT platforms in India.

From analysing the data collected, the growth Rate & factor affecting the preference of Consumer Usage in OTT Platforms were Identified & Various demographic factors such as age, education level, employment, have been analysed and it is concluded that demographic factors experts a significant influence over the preference of User In the future. The level in which The Factors, Updates for OTT Platforms & I collected Few Feed backs from the Users and it is concluded that it is Convenient & Wireless. One Inconvenience is the Advertisement & The study shows that Few Requirements from the Users are have to be Updated & the suggestions should be considered by the OTT supplier. Those Requirements are Detailed in Suggestions & The updates are for the Future Users.

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Annexure

Questionnaire

1) Do you use OTT Platforms?

- Yes
- No

2) If so which OTT Platforms do you Watch?

- Amazon prime
- Netflix
- Disney plus Hotstar
- Zee5
- Others

3) How do you Prefer on Subscriptions plans?

- Monthly
- Yearly
- Watch for free

4) How Frequently do you use?

- Often
- Rare
- Monthly once
- Others

5) What Do you like to watch on OTT Platforms?

- National Content
- International content

6) Rate your Satisfaction level in OTT Platforms?

- Excellent
- Good
- Not bad
- Poor

7) Which became your most Convenient or Comfortable Mode to Watch Shows or Movies?

- Theatre
- OTT Platforms (Netflix, Amazon)
- Other Apps

8) What are your Preference on update?

- Good content
- Ad free
- In- Push Notifications
- Multiple Users on Single Account

9) Do you have any inconveniences while using OTT Platforms?

- Yes
- No

10) If so Mention the inconveniences that Occurs to you _____

11) Why do you Think TV channels are behind OTT Platforms in terms of Youth Viewership?

12) What are Your Suggestions on OTT Platforms For the update?
