



A study on factors leading to adoption of OTT platforms.

Submitted by

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ABSTRACT

The topic of the research is “a study on factors leading to adoption of OTT platforms”. I chose this topic because I feel that in recent times, OTT industry has gained rapid momentum. It has become a part of daily life of people all around the world. The innovative idea of making streaming of content so convenient has led to the success of OTT platforms.

I wanted to ascertain the demand of OTT platforms and analyze the factors responsible for this transition from traditional sources like Theatres and Television. Further, I wanted to comprehend the effects of the COVID-19 pandemic on this industry. Moreover, I also wanted to understand consumer behavior while choosing content and genre to stream videos, the limitations consumers feel and suggestions to improve customer experience.

I used both primary and secondary data to conduct my research. I gathered information from various journals, articles and websites to study the marketing strategies of various companies in this field. I distributed a questionnaire to understand consumer perception of OTT platforms and got 100 responses for my analysis. I used tables, pie charts and bar graphs to analyze the data.

I found that there is an increasing demand for OTT platforms across all age groups. Flexible usage and variety in content are the most frequent reasons for consumers switching to OTT platforms. Companies capture consumer interest and build positive brand image through effective marketing strategies like alerts and social media marketing. Further, I found out the drawbacks consumers face which are areas of improvement for companies. The consumers are likely to continue their consumption in future. Hence, the future looks bright for the growth of OTT industry.

CHAPTER 1

INTRODUCTION



BACKGROUND OF THE STUDY

OTT is an acronym for over-the-top media service. It bypasses the traditional controllers and distributors of content which includes platforms like cable, broadcast and satellite televisions. In simple terms, OTT refers to streaming of video, not through traditional cable, but actually through internet to electronic devices ranging from laptops and mobile phones to Xbox and TV Chromecast. This service is on the same lines as that of a subscription-based video on demand (SVoD).

EVOLUTION OF OTT PLATFORMS

1) GLOBAL PERSEPECTIVE

In 1930s, conventional TV was introduced in US. But it picked up steam after 20 years. This was brought on by the change from radio to television programming. Television eventually took over as a way of life. It

did have several shortcomings, such as lack of flexibility which opened the door for the emergence of OTT platforms.

In 1997, Netflix was introduced. Customers were initially sold and rented DVDs via mail. With the aid of internet, Netflix began to offer monthly online subscriptions in 1999, and the rest, as we all know, is history. Disney+Hotstar, Apple TV+, HBO Max, SonyLiv, Hulu, and others are also major players in the OTT video market. It took Netflix nearly ten years to overtake the competition as the leading OTT provider. The OTT market is anticipated to reach its peak by 2027 by expanding to \$1039.03 billion.

2) INDIA PERSPECTIVE

The first independent OTT platform in India was introduced by Reliance Entertainment in 2008 under the name BigFlix. Moreover, in 2010 Digivive released nexGTV, the country's first OTT mobile app. It is renowned for giving users access to both live and recorded material. When Hotstar was granted permission to broadcast Indian Premier League live in 2015, it immediately began to expand. Two further well-known OTT services in India are DittoTV and SonyLiv.

The launch of Netflix in India took place in January 2016. Amazon Prime Music debuted in February of 2018 after Amazon Prime Video in 2016.

In 2017, Hoichoi was introduced. It is the first OTT platform specifically for regional languages. It has 30 shows, 12 original films, and 200 additional Bengali-language movies.

PURPOSE OF THE RESEARCH

The purpose of my research is to ascertain the demand of OTT platforms across various age groups in our society. OTT platforms were introduced in the 21st century. Within a few years, they gained momentum and started getting popular across the world. It gave the people the convenience they were looking for. Further, COVID-19 acted as a catalyst resulting in gargantuan demand. It has now become a part of our daily life. It has become one of the biggest sources of entertainment. I wanted to research about the factors leading to the present-day scenario and delve deeper into the wants, likes and dislikes of the consumer. Hence, I chose to base my research in this field.

RESEARCH GAP

I chose this topic for my research as I felt there was a lack of preexisting work which focused on the objectives I chose. The existing research projects and reports focus on one of the objectives in a very detailed manner. I think that reading a report which briefly covers all objectives might be of help for the readers. Moreover, there are not enough research papers targeting the population of Kolkata. I saw this as an opportunity to contribute.

RESEARCH PROBLEM

The topic for this dissertation is “A study on factors leading to adoption of OTT platforms”. The study's goal is to determine consumer demand for both traditional cable and over-the-top systems in order to make comparisons. Further, it aims to analyze the key factors responsible for this demand and the various OTT platforms available for consumers. Moreover, this study aims to comprehend how the COVID-19 pandemic has affected consumer preferences.

OBJECTIVES OF THE STUDY

- 1) To ascertain the demand for OTT platforms
- 2) To determine the factors responsible for this transition
- 3) To analyze different marketing strategies adopted by the OTT platforms
- 4) To recognize favored OTT platforms and content preference across the various age groups
- 5) To understand the impact of COVID-19 pandemic on the use of OTT platforms

RESEARCH METHODOLOGY

This research is descriptive research. This study has used both primary and secondary data.

- 1) **Primary data:** The primary data has been collected using the method of convenience sampling. The questionnaires were distributed online for the same.
- 2) **Secondary data:** The secondary data was gathered from a variety of websites, papers, and articles.

Sample: This study is conducted with respondents belonging to different age groups and coming from different occupational backgrounds.

Mode: The responses were collected through online mode. A questionnaire was prepared and then distributed online.

Method of Sampling: Convenience sampling was used for my study. The questionnaire was sent to my family, friends, neighbors and batchmates.

Responses collected: A total of 100 responses were collected.

Time period: All responses were collected in 4 days.

Questionnaire designing: I tried to incorporate my creativity and curiosity in questionnaire designing. A bunch of questions were in my mind which would collect relevant data for my research. A list of questions was prepared for each objective. The attempt was to keep them short, simple and easy to understand. Some of the questions aimed to collect demographic details like age, income, occupation and gender of the respondent while other questions aimed to know the likes and dislikes of respondents. Then, different options were checked for designing the layout of each question. Some would allow one option to be selected by the respondent for a question while others allowed multiple options. Some questions were in the form of a table while others allowed blank space for writing suggestions. All the questions except suggestions were mandatory to answer for maintaining consistency throughout the sample size. The questionnaire was formatted by exploring different fonts and colors.

Tools used for analysis: Tables, bar graphs, and pie charts are the instruments used in data analysis. Data is easier to read and use when presented in tables. Bar graphs facilitate comparison, for example, between different content preferences and genres. Pie charts convert the data into user friendly form.

LITERATURE REVIEW

A literature review of a topic refers to a macro view of previously written and published works on that particular topic. It gives the study a theoretical foundation and makes it easier to draw connections between the subject under study and previous research. It aids in giving the study problem clarity and concentration. It broadens one's knowledge base in the research area and improves the research methodology. There are numerous sources of literature review including newspapers, magazines, theses, journals, research reports along with others.

1) “Understanding adoption factors of over-the-top video services among millennial consumers”- a study by Dr. Sabyasachi Dasgupta and Dr. Priya Grover

This study identifies two stimuli for the respondents to come to know about the OTT platforms which are mainstream media advertising and word of mouth suggestion through friends and family. It was found that millennials don't appreciate replication of content if it is already found in traditional channels. Hence, OTT platforms must invest in producing new and attractive content. However, due to insufficient financial capabilities, newer and smaller OTT platforms find it extremely difficult to enter and capture market share.

2) 'New media as a change agent of Indian television and cinema' a study by Dr. Paramveer Singh

This study recognizes the major players of the market to be Hotstar, Netflix and Jio. It found out that though Amazon is a big player but its market share is limited to Indian audience. The research found out that Indian audience usually prefer watching content free of cost. For the most viewed content, web series ranks first followed by movies. The report indicates that India has a promising future for OTT platforms.

3) 'Digital media rise of on-demand content' a report by Deloitte

This report notices an increase in media consumption thereby crediting it to improvement in mobile devices technology and internet connectivity. This pattern is seen across a variety of platforms, including audio, visual, musical, and news ones. By undertaking this research, Deloitte drew some statistical conclusions. Indian youth spend 17% of their monthly expenditures and 14% of their time and an internet content consumer spends approximately 6.2 hours on everyday basis on entertainment. It concludes that favoritism towards OTT platforms is noticeable among consumers.

4) The reports of PwC India

This report found out a hindrance for future growth of OTT platforms which is its price. Other than that, this report agrees to similar research papers regarding the increasing future demand for OTT platforms.

CHAPTER PLANNING

Chapter 1: Introduction and Literature Review

This is the first chapter. It introduces the topic “OTT Platforms”. It talks about the evolution of OTT platforms, both in India and worldwide, in brief. It comprises the study's goal, problem, objectives, and methods for doing the research. It also includes the literature review. For literature review, a summary of the conclusions of previous relevant research papers have been provided.

Chapter 2: Conceptual framework

This is the second chapter. It includes the theoretical framework regarding the benefits of OTT platform. Company profile, key features and marketing strategies of some of the top OTT platforms have also been included.

Chapter 3: Data, Analysis and Findings

This is the third chapter. This comprises all of the primary information gathered from the survey responses. The data is converted in user friendly form using different tools of analysis followed by interpretation of each question.

Chapter 4: Conclusion and Recommendations

This is the last chapter. It includes the conclusion made from the findings and suggestions for companies to improve their services. It also includes the limitations of the study and scope for future study.

CHAPTER 2

CONCEPTUAL FRAMEWORK

THEORETICAL FRAMEWORK**BENEFITS OF OTT PLATFORMS:****1) CONTECTIVITY**

OTT platforms provide ease of access. The only requirements for availing the service are a stable internet connection and a compatible electronic device for viewing the content.

2) CONVENIENCE

OTT platforms are the true definition of “anytime, anywhere”. Traditional cable networks bound us in certain geographical and physical constraints however, OTT platforms provide freedom and convenience to its users.

3) ECONOMICAL

A user is allowed to view a plethora of content for a monthly or a yearly payment. The viewer has the flexibility to analyze his requirements and subsequently choose a package which best suits him. This makes the whole service comparatively cheaper.

4) DIVERSITY IN CONTENT

Restrictions and limitations in the traditional mode of viewing content was a loophole plugged by OTT platforms. A variety of content along with quality was a key factor for increasing demand of OTT platforms.

5) DEVICE INDEPENDENT

The freedom of viewing the content from multiple devices is most likely the biggest advantage of OTT platforms. They are compatible with various electronic devices which further increases consumer convenience.

6) DIFFERENT PACKAGES

OTT platforms provide different packages to suit diverse customer needs. It offers both free and paid content. Users can subscribe to become prime members however; they can still access to a wide range of content just through internet.

DIFFERENT OTT PLATFORMS AND MARKETING STRATEGIES ADOPTED BY THEM

1) NETFLIX



When Reed Hastings and Marc Randolph came up with the concept of renting DVDs via mail, Netflix was created. Pay-per-rent was the original model. The service, which allowed consumers to choose movies on a web and have Discs sent directly to their mailboxes, launched in 1997. Netflix had 3 lakh subscribers by the year 2000.

The internet had a surge in the early 2000s, and Netflix saw this as a chance to enter the online market. It introduced online video streaming in 2007. With more than 220 million customers, it is currently available in 190 countries. It signaled the start of the OTT platforms age.

KEY FEATURES

- The plan ranges from Rs.149 for a basic plan to Rs. 649 for a premium plan.
- It is advertisement free.

- It formed solid partnerships with numerous manufacturers of smart TVs, including Samsung, Sony, and LG, throughout the years.
- To enable streaming through mobile devices, it created connections with operating systems including Apple, Android, and Microsoft.
- It offers movies and shows in regional and local languages thereby increasing the market share.
- Customers are able to share accounts with their friends and family.
- It has a user-friendly interface.

MARKETING STRATEGIES

- Personalized content: Netflix has adopted the push notification strategy by customizing the received user data. When new seasons of previously watched series are available, it notifies customers. After analyzing the customer's view preferences, the platform learns it and then suggests similar shows. Because they don't have to spend hours browsing for anything they might enjoy, this saves the consumer time.
- Social media: Netflix has effectively used social media to create awareness about their offerings. They organize polls, quizzes and games to increase customer interaction and participation.
- Meme marketing: They integrate popular memes into their posts making it shareable content. The popularity of these memes garners new subscribers.
- Search Engine Optimization (SEO): They use phrases like “watch online” which help them rank higher.

2) AMAZON PRIME VIDEO



In the United States, Amazon Unbox—later known as Amazon Video on Demand—was introduced on September 7th, 2006. The idea was to download quick videos that had been bought. However, the service changed its name to Amazon Instant Video on February 22, 2011. By this, more than 5000 movies and TV shows were made available to Amazon Prime Members. The term "instant" was finally omitted and the name changed to Amazon Prime Video in September 2015. It was extended to 200 more nations in December 2016.

As of July 2022, Amazon Prime Video was the third most downloaded OTT platform app after Netflix and Disney+ Hotstar. It was rated as the second best in terms of high-quality original content. Hundreds of millions of dollars are invested on production and marketing expenses for its original series. As of 2020, about 200 million people subscribed to become prime members of Amazon. This count is expected to cross 250 million worldwide by the year 2027.

KEY FEATURES

- It costs \$14.99 per month or \$139 annually for an individual.
- It offers free and early delivery benefits.
- It has two discounted memberships namely Prime Access (for selected government assistance program recipients) and Prime Student (for students pursuing higher education)
- It offers a plethora of content both original and award-winning popular shows.
- It offers a free one-month trial.
- It is compatible with various devices.
- It hosts live concerts of popular singers like Dua Lipa and Taylor Swift.
- It offers enormous content for children entertainment along with parental controls to monitor their consumption.
- It allows multiple profiles to be set up, free of cost, to prevent chaos.

MARKETING STRATEGIES

- **Television Commercials:** Amazon uses the traditional style of marketing and promotion which is Television Commercials. It uses the platform to capture unique audiences by promoting its latest releases. Although the target audience is the age group 18-34, but through Television commercials, they also grab attention of potential subscribers from the age 35 and above.
- **Social media marketing:** Amazon Prime Video has several Instagram and Facebook accounts which are customized based on various geographical locations. It runs paid sponsored ads in various social media platforms. Further, it creates buzz for its now releases through effective use of meme marketing and moment marketing.
- **Moment marketing:** Amazon keeps a close eye on the ongoing recent events and commercializes them by customizing its ads accordingly. Amazon shared videos of the Family Man's young actor and the popular artist Yashraj Mukhate on World Music Day. It also posted a lot of content during pride month.
- **Collaborations and partnerships:** Partnerships ensures a broader untapped customer base. Amazon Prime Video partnered with Airtel and Reliance Jio by giving their new users a one-year free membership.

3) DISNEY+ HOTSTAR



Disney+ Hotstar was launched on 11th February, 2015, as Hotstar. It started as a streaming service where the content was from Disney star's local networks including live sports, films and television series. It also featured content of HBO and Showtime. In April 2020, Hotstar was integrated with the 21st Century Fox's new streaming brand Disney+ to form "Disney+ Hotstar". With this merger, Disney's original programming was streamed on this platform. The main content brands were Marvel Studios, National Geographic, Walt Disney Studios and Pixar. It offers its services mainly in India and in some parts of southeast Asia including Indonesia, Malaysia and Thailand. There, it combines its original content with the local third-party studio content to offer a broader library. It also targets overseas Indians in Singapore, United Kingdom and Canada.

KEY FEATURES

- It offers free content of various Television Shows, selected movies and sports with ads.
- It offers premium membership for ad-free and a wider range of content.
- It launched in 2015 coinciding with the World Cup and Indian Premier league. It won streaming rights for that which made a huge impact as a newcomer.
- It provides access to regional and national news.
- It offers movies and Television Shows in 8 languages.

MARKETING STRATEGIES

- Sports: The user base of Hotstar is ever on the rise mainly because of its sport streaming. Indians are a huge fan of sports specially cricket thereby explaining the demand of live stream of Indian Premier League. Hotstar focuses not only on cricket, but also on other sports like kabaddi, football, badminton and hockey. In 2015, Star India bought 74% of Mashal Sports, owner of the Pro Kabaddi League.
- Multilingual typography: Hotstar became the most loved home-grown OTT platform in India by this strategy. It created brand new film posters of famous English movies in Hindi, Tamil and Telegu. This was a huge success as it helped regional customers build a connection with international content.
- AVOD model: Unlike other OTT platforms, Hotstar doesn't rely completely on subscription-based model. It has a good understanding of its target audience which are price sensitive Indians. Therefore, it adopts Advertisement Video on Demand model. It offers inexpensive plans and sprinkles ads in between content to generate revenue.
- Partnerships: Hotstar has a long-standing partnership with Reliance Jio. It offered monthly VIP membership at just Rs. 50 to make money from advertising. It also offered selected content for free to Jio users.

CHAPTER 3

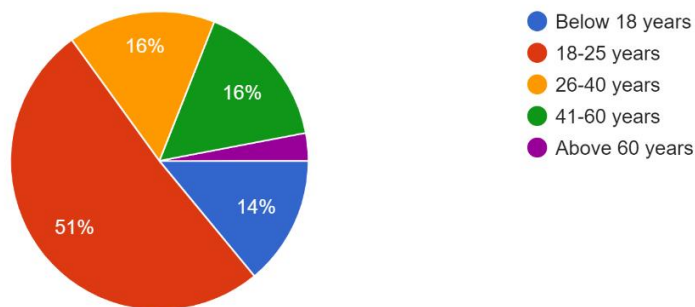
DATA ANALYSIS

Table 3.1

AGE		
Age	No. of Respondents	Percentage of Respondents
Below 18 years	14	14%
18-25 years	51	51%
26-40 years	16	16%
41-60 years	16	16%
Above 60 years	3	3%
Total	100	100%

Pie chart 3.1

Age
100 responses



INTERPRETATION:

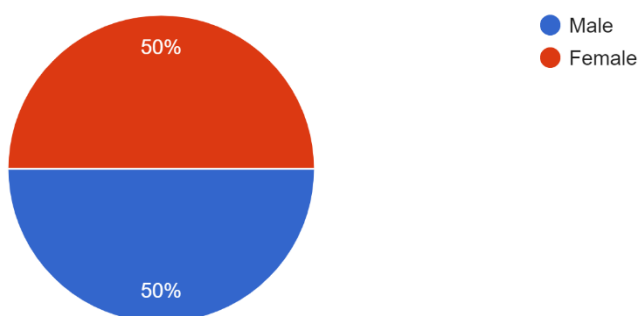
- 14% of the responders were younger than 18 years old.
- 51% of respondents were between the ages of 18 and 25.
- 16% of respondents were between the ages of 26 and 40.
- 16% of respondents were between the ages of 41 and 60.
- 3% of the responders were above 60 years old, but that is all.
- The majority of the responses were from young people.

Table 3.2

GENDER		
Gender	No. of Respondents	Percentage of Respondents
Female	50	50%
Male	50	50%
Total	100	100%

Pie chart 3.2

Gender
100 responses



INTERPRETATION:

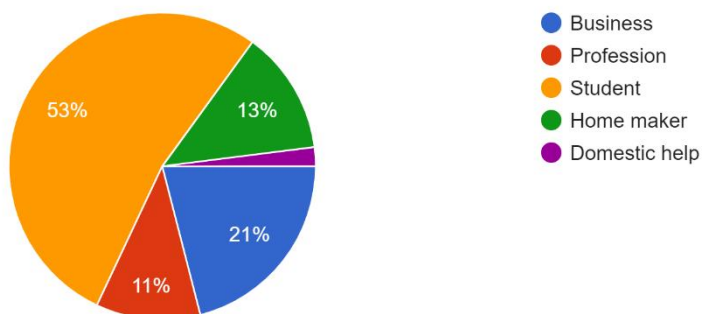
- The responses were equally distributed among male and female members of the society, with 50% of respondents being men and 50% of respondents being women.

Table 3.3

OCCUPATION		
Occupation	No. of Respondents	Percentage of Respondents
Business	21	21%
Profession	11	11%
Student	53	53%
Home maker	13	13%
Domestic help	2	2%
Total	100	100%

Pie chart 3.3

Occupation
100 responses

**INTERPRETATION:**

- 21% of the respondents were businesspersons.
- 11% of the respondents were engaged in professional occupation.
- 53% of the respondents were students.
- 13% of the respondents were home makers.
- 2% of the respondents were domestic help.
- The majority of the respondents were students which is complemented with the majority in 18-25 age group.

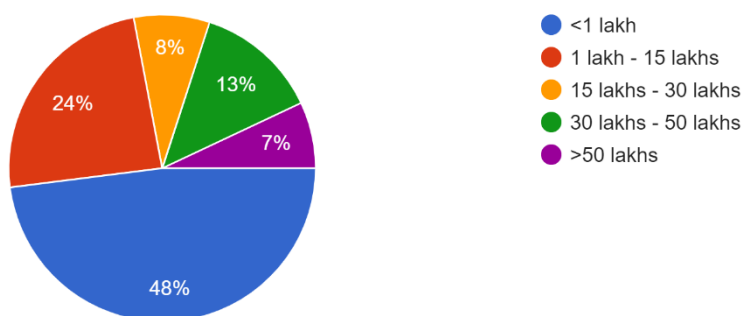
Table 3.4

ANNUAL INCOME		
Annual income	No. of Respondents	Percentage of Respondents
<1 lakh	48	48%
1 lakh – 15 lakhs	24	24%
15 lakhs – 30 lakhs	8	8%
30 lakhs – 50 lakhs	13	13%
>50 lakhs	7	7%
Total	100	100%

Pie chart 3.4

Annual Income

100 responses

**INTERPRETATION:**

- 48% of respondents had an annual income of under Rs. 1 lakh.
- In the income range of Rs. 1 lakh to Rs. 15 lakh, 24% of respondents fell.
- 8% of the respondents came from the Rs. 15 lakhs to Rs. 30 lakhs income bracket.
- In the income range of Rs. 30 lakhs to Rs. 50 lakhs, 13% of respondents fell.
- 7% of those who responded to the survey had an annual income of more than Rs. 50 lakhs.
- The fact that most respondents were students helps to explain why the average annual income was less than Rs. 1 lakh.

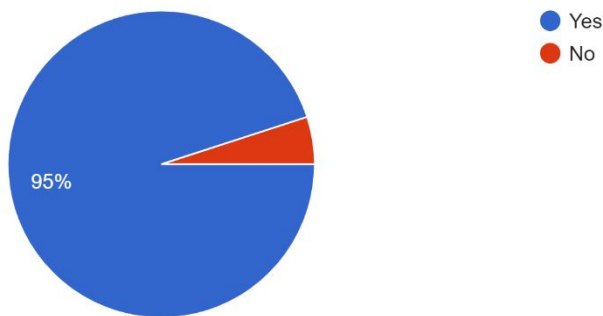
Table 3.5

DO YOU USE OTT PLATFORMS?		
Particulars	No. of Respondents	Percentage of Respondents
Yes	95	95%
No	5	5%
Total	100	100%

Pie chart 3.5

Do you use OTT platforms?

100 responses



INTERPRETATION:

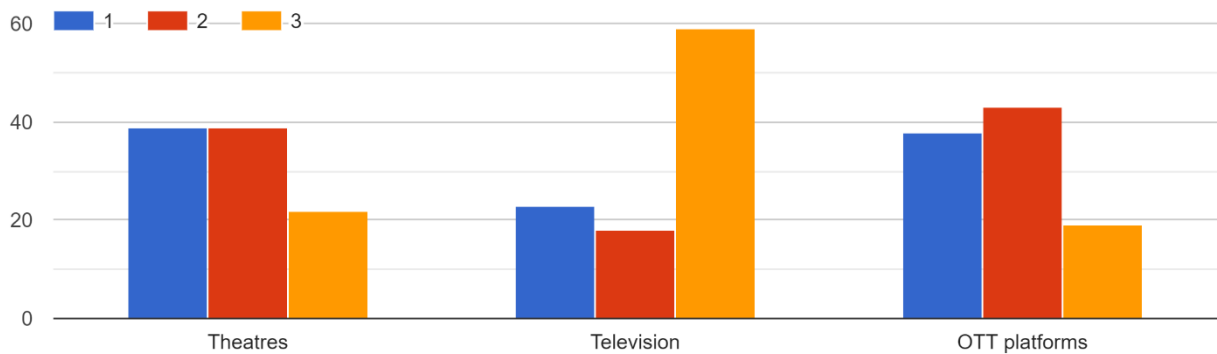
- 95% of the respondents use OTT platforms.
- 5% of the respondents don't use OTT platforms.
- The majority of the respondents use OTT platforms.

Table 3.6

RANK THE FOLLOWING IN ORDER OF PREFERENCE			
Platform	Rank 1	Rank 2	Rank 3
Theatres	39	39	22
Television	23	18	59
OTT platforms	38	43	19

Bar graph 3.6

Rank the following in order of preference for watching movies, shows, etc.



INTERPRETATION:

- A close competition can be seen between the demand of Theatres and OTT platforms for Rank 1 and Rank 2.
- Television has occupied the third rank with a majority.
- This depicts that consumers prefer both Theatres and OTT platforms for streaming video content but there is a significant drop for Television.

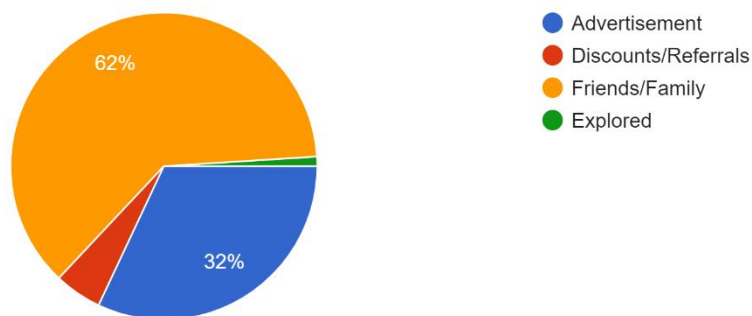
Table 3.7

HOW DID YOU COME TO KNOW ABOUT OTT PLATFORMS?		
Sources	No. of Respondents	Percentage of Respondents
Advertisement	32	32%
Discounts/Referrals	5	5%
Friends/Family	62	62%
Others	1	1%
Total	100	100%

Pie chart 3.7

How did you come to know about OTT platforms?

100 responses



INTERPRETATION:

- 32% of respondents said they first learned about OTT platforms via advertisements.
- 5% of respondents said they learned about OTT platforms from promotions and recommendations.
- 62% of respondents said that they first learned about OTT platforms via friends and family.
- 1% of the respondents discovered OTT platforms by doing some research.
- It is clear that the majority of respondents learned about OTT platforms from other people.
- It is also evident that discounts and referrals have a very limited impact on the target audience.

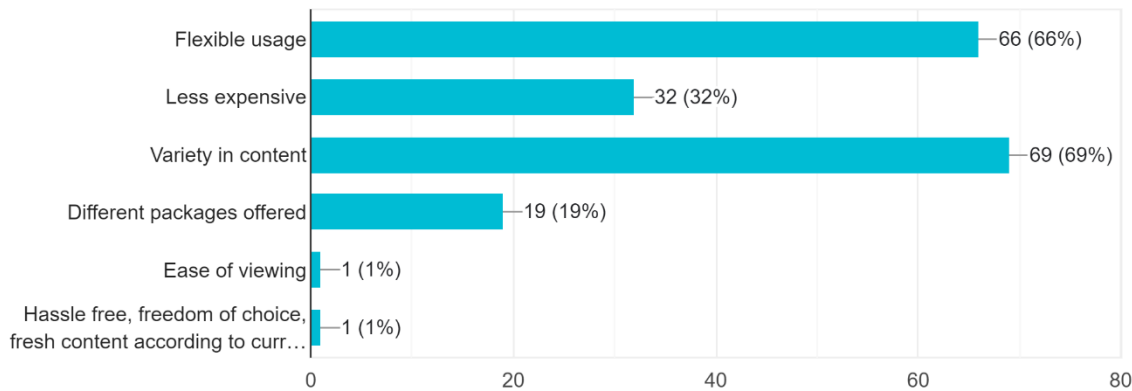
Table 3.8

WHAT ARE YOUR REASONS FOR USING OTT PLATFORMS?	
Reasons	No. of Respondents
Flexible usage	66
Less expensive	32
Variety in content	69
Different packages offered	19
Others	2

Bar graph 3.8

What are your reasons for using OTT platforms?

100 responses



INTERPRETATION:

- Flexible usage was chosen as a reason for using OTT platform by 66 respondents.
- Less expensive was chosen as a reason for using OTT platform by 32 respondents.
- Variety in content was chosen as a reason for using OTT platform by 69 respondents.
- Different packages being offered was chosen as a reason for using OTT platform by 19 respondents.
- Freedom of choice and fresh content were other reasons chosen by respondents for using OTT platforms.

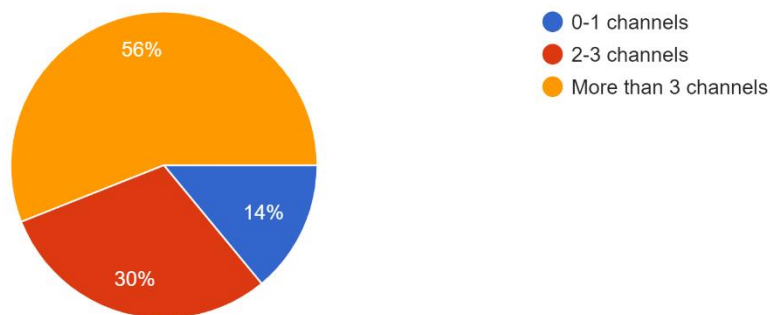
Table 3.9

HOW MANY OTT PLATFORMS HAVE YOU SUBSCRIBED TO?		
Number	No. of Respondents	Percentage of Respondents
0-1 channels	14	14%
2-3 channels	30	30%
More than 3 channels	56	56%
Total	100	100%

Pie chart 3.9

How many OTT platforms have you subscribed to?

100 responses



INTERPRETATION:

- 14% of those surveyed have 0 or 1 OTT channel subscription.
- 30% of those polled said they were subscribers to two or three OTT channels.
- More than three OTT channels are subscribed to by 56% of the respondents.
- The majority of respondents clearly subscribe to more than three OTT platforms.

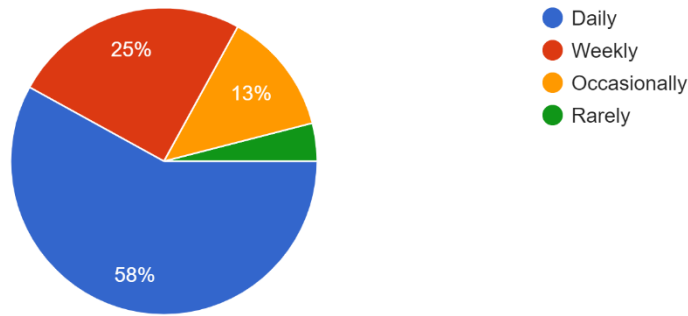
Table 3.10

HOW OFTEN DO YOU USE THESE PLATFORMS?		
How often?	No. of Respondents	Percentage of Respondents
Daily	58	58%
Weekly	25	25%
Occasionally	13	13%
Rarely	4	4%
Total	100	100%

Pie chart 3.10

How often do you use these platforms?

100 responses



INTERPRETATION:

- 58% of those surveyed stream content daily on OTT platforms.
- 25% of those surveyed stream content weekly on OTT services.
- 13% of survey participants occasionally view content on OTT services.
- 4% of respondents said they hardly ever stream content on OTT services.
- It can be seen that majority of the respondents consume content on a daily basis.

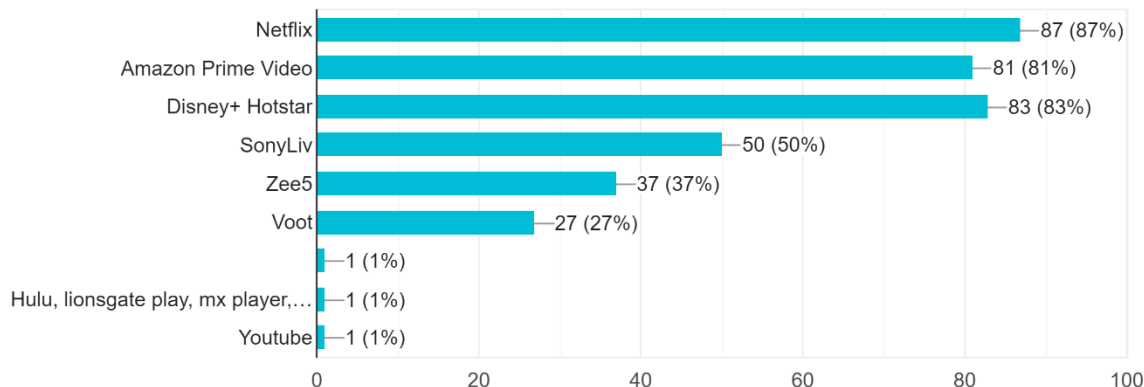
Table 3.11

WHICH OTT PLATFORM(S) DO YOU USE?	
Particulars	No. of Respondents
Netflix	87
Amazon Prime Video	81
Disney+ Hotstar	83
SonyLiv	50
Zee5	37
Voot	27
Others	3

Bar graph 3.11

Which OTT platform(s) do you use?

100 responses



INTERPRETATION:

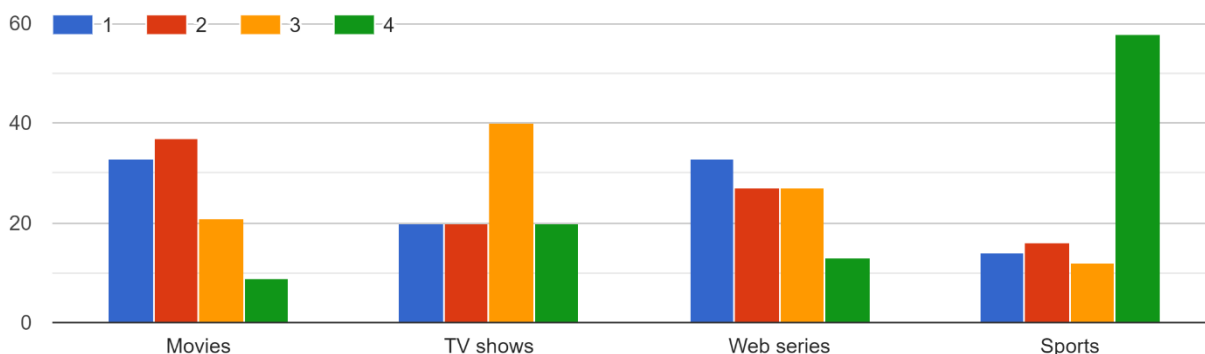
- Netflix is used by 87 respondents.
- Amazon Prime Video is used by 81 respondents.
- Disney+ Hotstar is used by 83 respondents.
- SonyLiv is used by 50 respondents.
- Zee5 is used by 37 respondents.
- Voot is used by 27 respondents.
- Some of the other apps used by respondents are YouTube, Hulu, and MX Player.

Table 3.12

TO WHAT EXTENT ARE YOU LIKELY OF WATCHING THE FOLLOWING CONTENT ON OTT PLATFORMS?				
Content	Rank 1	Rank 2	Rank 3	Rank 4
Movies	33	37	21	9
TV Shows	20	20	40	20
Web Series	33	27	27	13
Sports	14	16	12	58

Bar graph 3.12

To watch extent are you likely of watching the following content on OTT platforms?

**INTERPRETATION:**

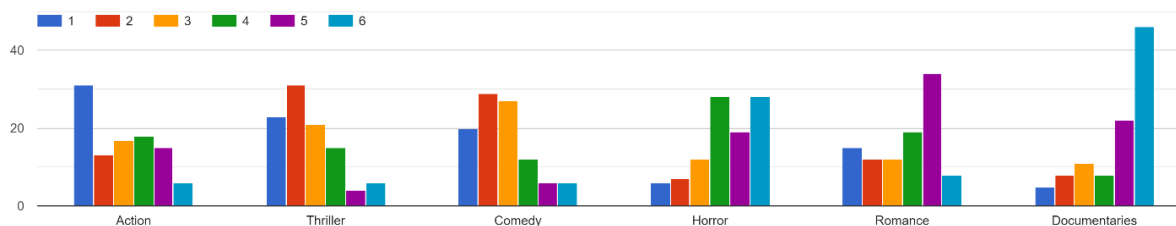
- Movies and Web series jointly hold Rank 1.
- Television shows have comparatively lesser demand than Movies and Web series but more demand than Sports, thereby occupying Rank 3.
- Sports have the least consumer preference thereby occupying Rank 4.

Table 3.13

RANK THE FOLLOWING GENRES BASED ON YOUR PREFERENCE						
Genre	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Action	31	13	17	18	15	6
Thriller	23	31	21	15	4	6
Comedy	20	29	27	12	6	6
Horror	6	7	12	28	19	28
Romance	15	12	12	19	34	8
Documentaries	5	8	11	8	22	46

Bar graph 3.13

Rank the following genres based on your preference

**INTERPRETATION:**

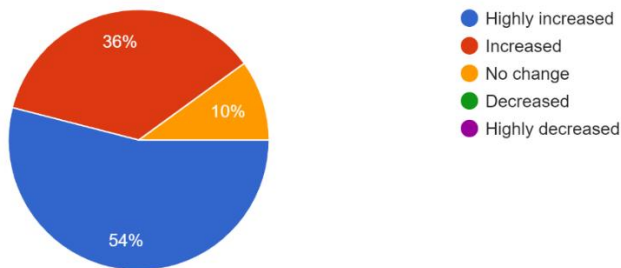
- Rank 1 is occupied by Action genre with a majority of 31 votes from respondents.
- Rank 2 is occupied by Thriller genre with a majority of 31 votes from respondents.
- Rank 3 is occupied by Comedy genre with a majority of 27 votes from respondents.
- Rank 4 is occupied by Horror genre with a majority of 28 votes from respondents.
- Rank 5 is occupied by Romance genre with a majority of 34 votes from respondents.
- Rank 6 is occupied by Documentaries genre with a majority of 46 votes from respondents.
- It is evident that Action is the most preferred genre whereas Documentaries is the least preferred genre among the respondents.

Table 3.14

HOW DID THE COVID-19 PANDEMIC CHANGE YOUR CONSUMPTION OF OTT PLATFORMS?		
Change	No. of Respondents	Percentage of Respondents
Highly increased	54	54%
Increased	36	36%
No change	10	10%
Decreased	0	0%
Highly decreased	0	0%
Total	100	100%

Pie chart 3.14

How did the COVID-19 pandemic change your consumption of OTT platforms?
100 responses



INTERPRETATION:

- Due to the COVID-19 pandemic, 54% of the respondents have seen a significant increase in their use of OTT platforms.
- The COVID-19 epidemic has caused 36% of the respondents to report a moderate increase in their use of OTT platforms.
- 10% of the respondents said that the COVID-19 pandemic has had no impact on their use of OTT services.
- No respondent has noticed a decline in their use of OTT platforms as a result of the COVID-19 pandemic.
- The COVID-19 pandemic clearly had a significant influence on the majority of respondents because it significantly boosted their consumption.
- Only a small percentage of the respondents saw no change in their consumption pattern.

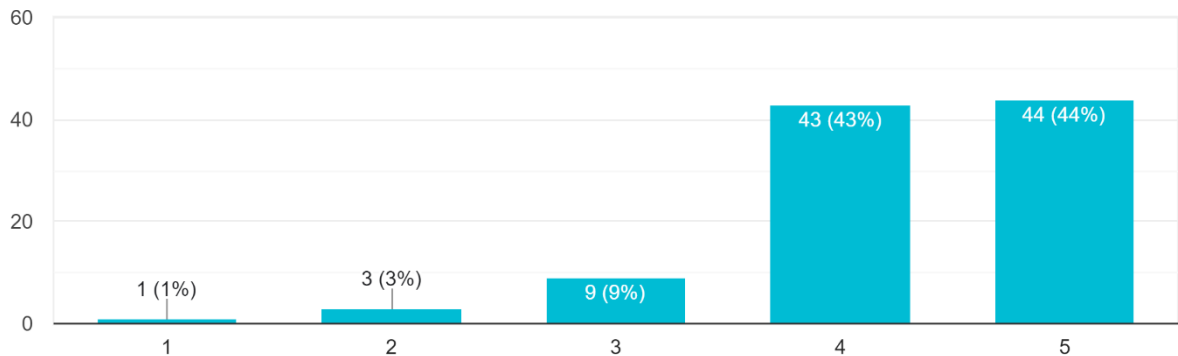
Table 3.15

RATE YOUR EXPERIENCE OF USING OTT PLATFORMS		
Rating	No. of Respondents	Percentage of Respondents
1	1	1%
2	3	3%
3	9	9%
4	43	43%
5	44	44%
Total	100	100%

Bar graph 3.15

On a scale of 1-5, rate your experience of using OTT platforms.

100 responses



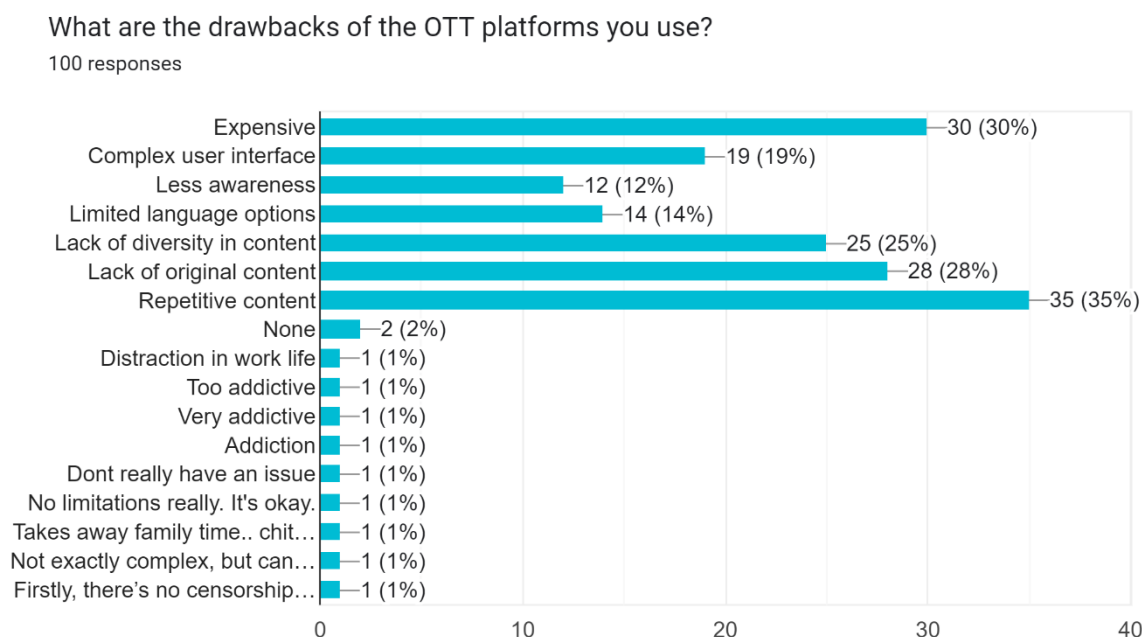
INTERPRETATION:

- 5 rating represented “highly satisfied” option whereas 1 rating represented “highly dissatisfied” option.
- 44% of the respondents expressed a high level of satisfaction with their interaction.
- 43% of those polled expressed a level of satisfaction with their experience.
- 9% of the respondents said they were neither satisfied with their experience nor dissatisfied with it.
- 3% of the respondents said they were just moderately unhappy with the encounter.
- 1% of the respondents said they were very unhappy with the service they received.
- It is clear that the majority of respondents were somewhat content with their overall experience, however some respondents expressed dissatisfaction. They further mentioned the drawbacks which could be seen as areas of improvement.

Table 3.16

WHAT ARE THE DRAWBACKS OF THE OTT PLATFORMS YOU USE?	
Drawbacks	No. of Respondents
Expensive	30
Complex user interface	19
Less awareness	12
Limited language options	14
Lack of diversity in content	25
Lack of original content	28
Repetitive content	35
None	4
Addiction and Distraction	5
Others	2

Bar graph 3.16



INTERPRETATION:

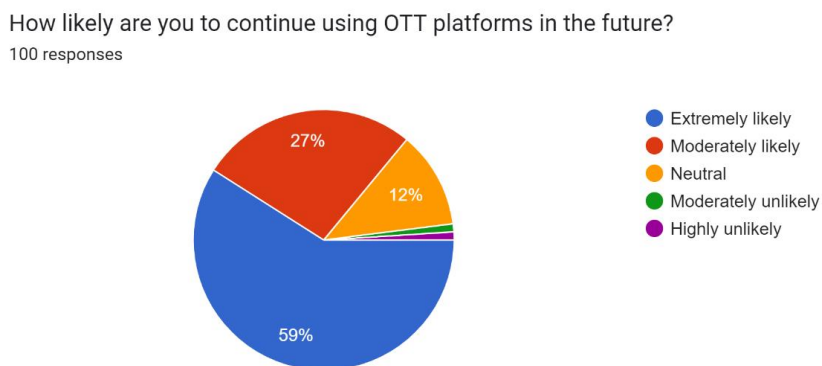
- 30 respondents felt that OTT platforms are expensive.
- 19 respondents felt that OTT platforms have a complex user interface.
- 12 respondents felt that OTT platforms have not raised sufficient awareness.
- 14 respondents felt that OTT platforms have limited language options.

- From content point of view, 25 respondents felt that OTT platforms lack diversity in content, 28 respondents felt they lack original content and 35 respondents felt they have repetitive content.
- 5 respondents felt that OTT platforms are addictive and they create distraction in their lives.
- A lot of drawbacks were found and these findings will initiate improvement to increase customer satisfaction.

Table 3.17

HOW LIKELY ARE YOU TO CONTINUE USING OTT PLATFORMS IN THE FUTURE?		
How likely?	No. of Respondents	Percentage of Respondents
Extremely likely	59	59%
Moderately likely	27	27%
Neutral	12	12%
Moderately unlikely	1	1%
Highly unlikely	1	1%
Total	100	100%

Pie chart 3.17



INTERPRETATION:

- 59% of respondents said they were very likely to keep using OTT platforms in the future.
- 27% of the respondents said they were somewhat inclined to keep using OTT platforms in the future.
- 12% of the respondents said they weren't sure whether they would keep using OTT platforms in the future.
- 1% of respondents said they were only slightly likely to continue using OTT platforms in the future.
- One percent of respondents said they were very unlikely to continue using OTT platforms in the future.

- It is clear that the majority of respondents were somewhat likely to keep using OTT platforms in the future.

FINDINGS

BASED ON OBJECTIVES

1) To ascertain the demand for OTT platforms

- There is a huge demand for OTT platforms as majority of the people across various age groups consume it on a daily or a weekly basis.
- Majority of the respondents preferred OTT platforms over Television as a medium to stream content.
- A large part of the group of respondents have subscribed to more than 2 channels which provides them more choices to view content. This also increases the demand for different channels in particular and OTT platform in general.

2) To determine the factors responsible for this transition

- Flexible usage and variety in content proved to be the two most common reasons for the transition from traditional mode of viewing content to OTT platforms.
- People find OTT platform to be less expensive, that is, a plethora of content at a very low cost, which further increases their inclination towards OTT platforms.
- Respondents also liked the concept of different packages for different customer needs. This provided them the opportunity to choose what is the best package or plan for their requirements.

3) To analyze different marketing strategies adopted by the OTT platforms

- The majority of respondents said they learned about OTT platforms from friends and family, indicating that word-of-mouth marketing is a key factor in the development of these platforms.
- Another popular source for the respondents was advertisement. This makes it evident that advertisements in various forms like print media, radio and television commercials have caught the eye of the target audience.
- Discounts and referrals have had a very low impact in acting as a stimulus for people to be aware of the OTT platforms. This provides them an area for improvement where they can present exciting offers to increase their subscribers.

4) To recognize favored OTT platforms and content preference across the various age groups

- The most favored OTT platforms happened to be Netflix, Amazon Prime Video and Disney+ Hotstar. Along with having a huge global demand, their demand in Indian customers is prevalent too.
- Other OTT platforms preferred by some of the respondents are SonyLiv, Zee5 and Voot.
- YouTube is also an upcoming OTT platform which is gaining momentum among the Indian consumers by its original series.
- Movies and Web series are the favored content among youth. Age group 26-40 have an inclination towards Television shows. Sports are preferred generally by male respondents.
- Action and Thriller were found to be the most preferred genre followed by Comedy.

- 5) To understand the impact of COVID-19 pandemic on the use of OTT platforms
- COVID-19 pandemic had a huge impact on the consumption behavior of the respondents.
 - Majority of the respondents noticed a tremendous increase in their consumption while others saw a moderate increase.
 - A very small part of the sample saw no change in their consumption.
 - Majority of the respondents are likely to continue this usage in the future.

CHAPTER 4

RECOMMENDATIONS

The study helped coming up with the following suggestions:

1) TARGET AUDIENCE

OTT platforms target the age group 18-35 generally. They can increase their consumer base by expanding their target audience age group. They can attract new consumers by providing content which is attractive to them. For example, OTT platforms can include animated movies and kid shows for children and teenagers. On the other hand, certain mythology related shows or movies from the 1960s to 1980s era may attract people over the age of 35.

2) WELCOMING THE SUBSCRIBERS

All new subscribers should be welcomed in a special and innovative way. They may start with a welcome note which will give the new customer a sense of belongingness to the community followed by a series of questions to know the customer preferences in content, genre, language, etc. This will help the OTT platform to curate a list of recommendations to increase customer engagement. Simultaneously, this will save the consumer's time as they will not have to browse for hours looking for something which will interest them.

3) COMPETE WITH THEATRES

Theatres is a close competitor of OTT platforms. Theatres offer an exquisite experience while watching a movie. It is a place where friends and families go together to have a good time. OTT platforms have an edge over theatres by its price however, they should make an attempt to create a similar wholesome experience for the consumer. Many OTT platforms have started allowing consumers to watch movies together from different places using different devices. For example, Netflix's "Teleparty" provides this experience and consumers have grown to like this feature.

4) MARKETING

- **Positive word-of-mouth:** Word-of-mouth is the biggest source of awareness about OTT platforms. Hence, they must build a strong and positive brand image in the minds of the consumers to create a snowballing effect of new subscribers.
- **Discounts/referrals:** OTT platforms should put out exciting deals and offers to increase their customer base. It has proven to be a great marketing strategy for many companies.
- **Alerts:** Many OTT platforms have gotten on board with the "alert" marketing strategy. They send the customers innovative and eye-catching texts and mails informing them about new seasons of

previously watched shows and recommendations of shows they may like. This has had a huge impact in increasing the time consumers spend on watching content on these platforms.

5) CONTENT

Respondents feel that OTT platforms have repetitive content and they lack original content. While some OTT platforms have grown tremendously through their original series like Amazon Prime Video's Mirzapur and Four More Shots Please, others need to release fresh content to retain customer interest.

6) USER INTERFACE

Respondents, especially people of the age above 40, need a user friendly and easy to understand interface. Features like rewinding and forwarding with double tap and changing subtitles' font and color can prove useful to many people.

7) USAGE CONTROLS

Several respondents felt that OTT platforms were distracting from their work and were addicting. It also takes away family time. Adding a usage control feature may be beneficial for the customers as they will track the amount of time, they are spending streaming videos. They can set the limit for themselves and when they exceed that, the OTT platform will alert them of the same. This may add to the brand image and lead to a healthy customer relationship.

8) FEEDBACK

OTT platforms should take regular feedbacks and suggestions from the customers. The users of the platform will best guide them to make necessary improvements for enhancing customer satisfaction.

LIMITATIONS OF THE STUDY

- 1) The questionnaire got only 100 responses out of which a large group belonged to age group 18-25 and were students. As a result, the conclusions and recommendations made in light of this research cannot be applied to the entire population.
- 2) The primary data collected may be biased.
- 3) The data collected was primarily from respondents based in Kolkata. Very few respondents were from other cities. Hence, there may be a cultural gap in the mindset of people which can make it difficult to extrapolate the findings to the entire population.

SCOPE FOR FUTURE STUDY:

- 1) A person can focus on analyzing consumer behavior of people living in different geographical regions and then compare it.

- 2) A person can delve deeper into analyzing marketing strategies of all the popular OTT platforms and observe the customer's response to it. Further, they can check which strategies have had the maximum impact on customers.

CONCLUSION

OTT platforms have overtaken the traditional sources of entertainment. The plethora of content, convenience of viewing and ease of access have worked wonders for the OTT industry. The price demanded in return for their service has been a crucial factor responsible for the transition. Other crucial elements include the rising youth smartphone adoption rate and the affordability of internet data in India.

It is clear that the COVID-19 pandemic's entrance has helped the OTT platforms. The fact that young people are consuming more and that OTT is their favourite form of entertainment is evidence that COVID-19 acted as a catalyst in the development of these trends.

The most popular material on OTT platforms is movies and web series since they offer more creative freedom and unique content is therefore more readily available. The most popular OTT platforms are Netflix, Amazon Prime Video, and Disney+ Hotstar because they provide their users with a high-quality viewing experience and a variety of content. They also take care of the price sensitive nature of Indian consumers. There is a scope for regional OTT players in the market as people are demanding for more language options and customization.

The majority of existing OTT platform users are generally happy with their user experience, and most consumers want to increase their OTT use in the future. By incorporating some modifications and constantly working hard to deliver better experience, OTT platforms will be able to retain their customers along with broadening their customer base both locally and globally.

CHAPTER 4

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QUESTIONNAIRE

1) Name: _____

2) Age:

- Below 18 years
- 18-25 years
- 26-40 years
- 41-60 years
- Above 60 years

3) Gender:

- Male
- Female
- Other: _____

4) Occupation:

- Business
- Profession

- Student
- Home maker
- Other: _____

5) Annual income:

- <1 lakh
- 1 lakh – 15 lakhs
- 15 lakhs – 30 lakhs
- 30 lakhs – 50 lakhs
- >50 lakhs

6) Do you use OTT platforms?

- Yes
- No

7) Rank the following in order of preference for watching movies, shows, etc.

	1	2	3
Theatres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTT platforms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8) How did you come to know about OTT platforms?

- Advertisements
- Discounts/referrals
- Friends/family
- Other: _____

9) What are your reasons for using OTT platforms?

- Flexible usage
- Less expensive
- Variety in content
- Different packages offered
- Other: _____

10) How many OTT platforms have you subscribed to?

- 0-1 channel
- 2-3 channels
- More than 3 channels

11) How often do you use these platforms?

- Daily
- Weekly
- Occasionally
- Rarely

12) Which OTT platform(s) do you use?

- Netflix
- Amazon prime video
- Disney+Hotstar
- SonyLiv
- Zee5
- Voot
- Other: _____

13) To what extent are you likely of watching the following content on OTT platforms?

	1	2	3	4
Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14) Rank the following genres based on your preference.

	1	2	3	4	5	6
Action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thriller	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Documentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15) How did the COVID-19 pandemic change your consumption of OTT platforms?

- Highly increased
- Increased
- No change
- Decreased
- Highly decreased

16) On a scale of 1-5, rate your experience of using OTT platforms?

Highly dissatisfied

1

2

3

4

5

Highly satisfied

17) What are the drawbacks of the OTT platforms you use?

- Expensive
- Complex user interface
- Less awareness
- Limited language options
- Lack of diversity in content
- Lack of original content
- Repetitive content
- Other: _____

18) How likely are you to continue using OTT platforms in the future?

- Extremely likely
- Moderately likely
- Neutral
- Moderately unlikely
- Highly unlikely

19) Any suggestions/comments: _____