Major Research Report

A Study on Consumer Perception towards OTT Platforms During COVID-19 Pandemic

Submitted By

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Under Guidance of

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CERTIFICATE

This is to certify that **Ms**. **Kanika Thakur**, **2k21/DMBA/59** has completed the project titled "**A study on Consumer Perception towards OTT Platforms during COVID-19 Pandemic"** under the guidance of **Mr. Mohit Beniwal** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi.

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DECLARATION

I, **Kanika Thakur** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on **"A study on Consumer Perception towards OTT Platforms during COVID-19 Pandemic"** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi, is an original piece of work. I also confirm that this project has not been submitted to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Kanika Thakur

2K21/DMBA/59

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EXECUTIVE SUMMARY

1. Impact on the Film Industry: The COVID-19 pandemic has had a substantial impact on the film industry, with repercussions felt in other creative industries. The shutdown and restrictions have hampered business development and economic output.

2. Increase in Online Entertainment: The prevalence of online entertainment in India has dramatically increased in recent years. Factors contributing to this growth include evolving lifestyles, faster and more affordable internet services, and the availability of broadband connections.

3. Popular OTT Platforms: Platforms like Netflix, Amazon Prime, ALT Balaji, MX Player, TVF, and others have gained popularity in the Indian entertainment industry. These platforms offer access to a variety of high-quality content, including web series, feature films, television shows, sports, and news in multiple languages.

4. Binge-Watching and Web Series: The concept of binge-watching, where viewers watch multiple episodes of a series in one sitting, has become popular. Web series, released over time to tell a story, have attracted a young audience who can watch programs at their convenience.

5. OTT as a Disruptive Media Infrastructure: OTT refers to Internet-based digital media services offered directly to subscribers, bypassing traditional content regulators or distributors. It has disrupted traditional TV networks by providing live channels and specialized content through the public Internet.

6. Wide Range of Devices: OTT content can be accessed on various devices, including Android, iOS, and Windows-based mobile devices, smart TVs, set-top boxes, gaming consoles, tablets, laptops, and desktop computers.

7. Advantages of OTT: The increased use of OTT platforms is supported by advantages such as user-friendliness, affordability, convenience, and access to a wide variety of content.

TABLES OF CONTENT

CHAPTER 1: INTRODUCTION

1.1 Background

In addition to hindering corporate growth and economic productivity, the recent Covid-19 outbreak & state-wide lockdown have changed public views about product commodity and services usage, particularly internet usage. Consumer behavior has changed as a result of the Indian government shutdown, and it has been theorized that many of these cultural changes are likely to have long-lasting effects. The covid-19 pandemic will significantly affect the film business in 2020, 2021, and 2022, with effects also seen in other creative sectors.

Online entertainment has become much more common in India in recent years. The development of dynamic internet videotape streaming platforms and the changing viewing habits of Indian consumers have made all of this feasible. Access to online information has dramatically grown with the emergence of quicker and more cheap internet services via mobile connections and the pervasive presence of internet connectivity. Both the people's count using the Internet for research & the amount of time spent watching content on stream has grown. Netflix, Amazon Prime, ALT Balaji, MX Player, TVF, and several more web- and app-based streaming services have indisputably gained popularity in the Indian entertainment sector, as have quicker internet connections. Online content broadcasting has grown in popularity among content producers as a result of increased fissionability, which has also prompted an increase in the amount of material being published online.

Since the advent of 4G in India, OTT which can be defined as the over-the-top services like Disney + Hotstar, Netflix, Amazon Prime Videos, ALT Balaji, and others have given unlimited access to high-quality programming like web series, feature films, sports, news in various other dialect. Web series running programs covered by viewing addiction. The trend of "binge-watching," or watching several episodes of a single television show at once, became more common thanks to streaming platforms. By focusing on this idea, these platforms can attract young smartphone users who are looking for amusement. A web series can be said to be a body made up of small videotape episodes which tells story and are distributed over time. It is exclusively accessible online and is meant to simulate a daily television program. Web series and other types of online streaming material are mostly watched by the younger population, which includes teenagers and young people. Web series provide viewers the flexibility to consume content when and how they want by adjusting variables like time and geography.

The OTT infrastructure consist of digital media assistance that is provided to the customers through Internet connections. OTT avoids businesses like radio, & satellite television channels which have served conventionally either as regulators or as distributors with comparable material. Additionally, it has been expanded to include cellphones with no carriers, which charge for all data transactions, eliminating monopolistic competition. The term "OTT" is also used to describe the most recent a new generation of cutting-edge TV networks, which, similar to traditional cable or satellite TV providers, transmit straight live channels specially through open Internet as opposed to an exclusive network of home devices like set-top boxes. We are now changing our habits quickly as technology develops. In the past, If there had been a television, everyone would have viewed it simultaneously in each room. Though, in the over-the-top era, when everyone possesses smartphone and have access to all kind of information any moment, there’s no longer a need for a television in every room.

This essay looks into how users of online portals felt about them throughout covid-19 outbreak. As selection of multiple online content viewing platforms used, then perspective is influenced by the amount of time invested in them as well as their experiences. study. Online streaming video can have easy accessibility on tablets, laptops, desktop, and mobiles running Android, iOS, and Windows.

Growing connection for user-friendliness, affordability, convenience, and availability to a broad range of content are just a few benefits that encourage growing fissionability and higher usage of over-the-top (OTT) platforms. (2022; Wikipedia)

1.2 STATEMENT OF THE PROBLEM

The main focus of this project is on "Analysis of customer perception of online portals during the covid-19 pandemic." As goal of this project is to provide accessibility to many online streaming platforms that are available for serviceability, their level of usage by observers, and their thoughts on and experiences. This project's research not only helps in focusing over many variables which could have footprinted the use of such online stages. Additional suggestions and peer use are also evaluated in addition to the degree of satisfaction with these platforms.

1.3 SIGNIFICANCE OF STUDY

Virtually every business has been significantly footprinted by the covid-19 epidemic in a variety of ways. These adjustments have been made on online portals as well, and they are now at the next stage. These days, online portals are becoming more and more well-liked among people of all ages. Analysts claim that worldwide, India has the greatest and fastest-growing OTT demand. OTT has gained increasing acceptance since it is so simple to get worldwide entertainment on these platforms.

1.4 Study Objectives

1.4.1 Identify the elements that lead customers choose OTT portals.

1.4.2 To investigate how consumers perceive Online streaming portals.

1.4.3 To determine the extent about customer contentment with Online streaming portals.

1.5 HYPOTHESIS

1.5.1 With no appreciable distinction about how male and female respondents feel about online portals.
1.5.2 There are no appreciable differences in how students in various programs see online portals.
1.5.3 There aren't any appreciable differences in how students enrolled in various programs perceive online portals.

CHAPTER 2: LITERATURE REVIEW

The current covid-19 problem has caused theaters to shut. Production corporations are now actively influencing the content of OTT channels as a result. Users might potentially transmit the common windowing pattern, which has caused multiplexes to worry. PVR and INDOX both released statements on the circumstance. Experts claim that it was only a shortened moment to fix issue the movie industry is now experiencing. Filmmakers unable to distribute their final work and OTT participants with new content are both winners in this scenario. But in the long run, this won't represent a paradigm change once things are back to normal. Cinema brings in more money for producing companies than online portals do. Given the importance of this element, the covid-19 crisis has been withdrawn off the market. After normalcy has been restored, the possibility exists that multiplex services see an increase for several days. (2020, Sharma.K)

According to Menon (2020), the covid-19 outbreak-related limitations had a substantial influence on people's media and leisure consumption habits. Lockdowns stopped individuals from going outside for leisure or work, so many turned to internet platforms instead. Through social networking on the internet, public were able to maintain contact with their family and close friends, and other people. Home-based entertainment modes have experienced consistent expansion and development as a result of the government's call to shut down external entertainment channels (those distinct from those at home).(G, 2020)

2020 Deloitte Digital Media: In a research titled "Digital Media: Rise on-Demand Content," Deloitte claims that the rise of internet-enabled digital devices that can support digitalized information has resulted in a rise in the consumption of digital material worldwide. There are several audio, video, news, and music stations in India where this propensity may be seen. 2020 (Delotte(n.d.))

In 2020 as per Manoj Kumar Patel, the results show that online streaming portals are developing & outperform conventional entertainment channels in a big way. The study draws the conclusion that the expansion online streaming services would undoubtedly expand in our country as a consequence of their cost-effectiveness and continued content creation according to an internet poll with 95% of main age groups of participants: 20 to 40. The author draws the conclusion that the ability it gives users to obtain content regardless of their location is the reason streaming media has grown so quickly in India. (Patel, 2020)

Dr. Vidya Nakhate and Prof. Ripal Madhani (2020): In this study, the watching patterns of traditional television channels and internet video platforms in Maharashtra are compared. This paper investigates the performance traits of 110 viewers across both conventional and online video platforms. using a standardized question bank. According to poll, people to conventional television networks in favor of online portals as they provide more flexibility with respect to time & place, data with least cost, and quick excellent stuff accessibility. (In 2020, as per the professor Ripal Mandhani)

According to Dasgupta and Grover's study, "Undertaking Adoption Factors of Over-The-Top Video Services Among Millennial Consumers," there are four important elements that affect how well consumers adapt to different platforms. Convenience, Mobility, Content, and Price are taken into account. 2019 (Dasdupta)

In 2019, Meghan McAdams. "What Is OTT: Understanding the Modern Media Streaming Landscape." So, results show that online streaming portal apps unquestionably shows India's upcoming time. According to the study done by her, 50% of online portals users faces "subscription fatigue" which is an outcome of the interaction with so many channels. Additionally, it was said that the sustainability of those kind of specialized offers would not be footprinted by the introduction of large-scale platforms like Disney Plus. 2019's "Mcdams" Brett Hutchins anticipated in Over-The-Top Sport that the coverage rights market and media development of these types of websites will be disrupted by live streaming services. A significant change all over the globe in the sports broadcasting legal issues and media platforms that deliver online material is being signaled by Tensent, Amazon Prime Video, and DAZN, who are developing new standards for the accessibility and curation of sports media. As of 2019, Hutchins

In 2019, P Singh's research, "New Media as a Change Agent of Indian Television and Film: A Study of Over-the-Top Platforms," looks at how teenagers utilize these new online streaming portals with various types of videos. Youngsters rejoice in viewing OTT television shows and films as per the study. Usually typical consumer see the online material approximately around two hours each day, where the evenings are the common well-liked times. OTT is preferred by young people over television because of the service and accessibility of foreign material. (singh, 2019)

According to Paramveer Singh (2019), Jio, Hotstar, and Netflix are the most well-liked services among young people in India. Youth are more inclined towards the usage of the unpaid try out offered by most of the portals, to watch during night time, and to choose a television soap with multiple episodes in comparison to movies. Over-the-top applications are allegedly changing India's media consumption habits. (singh, 2019)

Both the Doctors, Priya Grover and Sabyasachi Dasgupta mentioned in their research that "UNDERSTANDING ADOPTION FACTORS OF OVER-THE-TOP VIDEO SERVICES AMONG MILLENNIAL CONSUMERS" demonstrates about Indian consumers who are more inclined towards OTT material where they are ready to have paid subscriptions quickly, with unlimited accessibility for the information which is neither time nor place-bound. This highlights once more about unfavorable correlation that exists inbetwwen an OTT's popularity and its price policy. Given their watching patterns and preferred media of television, Indian consumers have a tough time making a decision due to data consumption. 2019 (Grover)

Valliappan Raju and Muhammad Farooq (2019): The research describes the effect of online streaming assistance on the telecom firms in such a time with disruptive marketing existence. With the advent of online streaming portal assistance like WhatsApp, Messenger, and Telegram, which offer a variety of different kinds of attributes like photo and video sharing, file transfer, video calling, and group chats, among others. The main aim or focus of this research was the loss of revenues in telecom's conventional industries for voice and information. Clients are purchasing fixed connections of internet and utilizing online portals for the conveyance, claimed by the survey which resulted in hurting telecom industry providers' both the voice and SMS income. The survey also shows while OTT assistance were originally the most important reason for decrement in the revenues , they simultaneously made it possible for telecom operators to make money from internet data plans. 2019 (Farroq)

According to Ritu Bhavsar's (2018) research paper, "The Burgeoning Digital Media Consumption: A Challenge for Traditional and Advertising Industries- An Analysis," digital media has ingrained itself into people's daily lives and is a significant tool for obtaining and disseminating knowledge, entertainment, socializing, and marketing. As the availability of the improved internet access, modernized digital gadgets, competitive pricing in the country, and the portability of online media, as a result of, consumer choices and attitudes are shifting to greater consumption of material through digital media. 2018 (Bhavsar)

In 2017, KPMG "The Digital First Journey" study produced an index of the OTT's investment activities, video portals in Indian original material. Additionally, the emerging live streaming subgenre was covered. 2017 (KPMG-FICCI)

An increment in the mobile phone use has brought forth a new age for video viewing on portable useful gadgets in the country, according the Ernst & Young study "Future of Digital Content Consumption in India" from 2016. India is expected to have 520 million smartphones by 2020, and internet penetration will rise from 14% to 40%. (Report from July 30, 2016)

In Khanna's 2016 research, "A study on factors affecting Netflix subscription rates in India: An Empirical Approach," it is said that Indian customers choose free online material over paid content. Netflix only has a small number of subscribers because there aren't any regional or local TV shows or movies available. 2016 Khanna

Sujatha Joshi (2015) investigates how the emergence of online portals has affected both traditional platforms and the change of consumers behaviour within the country. The pricing, content accessibility, net neutrality, and user convenience are the factors that will change the game, according to the article's author's study, since online portals give all benefits at a cheaper price in comparison with the conventional portals. The main advantage of OTT providers, according to the survey, is that they are exempt from traditional services' regulatory frameworks and may utilize telecom infrastructure without paying for it. (Joshi, 2015)

CHAPTER 3: RESEARCH METHODOLOGY

The research is a detailed exploratory study that seeks to apply computer models and carry out statistical modeling in order to accomplish the specified aims. The explanation of the research strategy in this chapter includes a brief description of the instruments and methods employed for the investigation.

3.1 Population and Sample Size Determination

Data was gathered from a sample of 100 respondents, both men and women, using Google forms.

Consumers above this age are asked to assess their opinions on online platforms during the covid-19 epidemic based on observations made while collecting consumer data. The bulk of India's population, which comprises of working adults, higher education students, entrepreneurs, and stay-at-home moms, is the target market. In this investigation, nonprobability sampling was performed. This approach uses convenience sampling to lessen complexity.

3.2 Data Collection Procedure

A pre-designed structured questionnaire was developed by convenience sampling and distributed to the participants. The survey's demographic, single-choice, and the bulk of its closed-ended items use a Likert scale with a range of 1 to 5. Here the value of 5 indicates a strong agreement and the value of 1 indicates a strong disagreement. According to a survey, environmental attitudes, eco-friendly packaging, green branding, awareness, and advantages are all thought to have an footprint on customers' purchase intentions. The data was gathered online using Google forms.

3.3 Data Toots Used

For interpretation and validation, the data received from the main source was run through a variety of statistical methods. SPSS was mostly used for data analysis. Data analysis comes in two flavors: descriptive and inferential. To demonstrate the understanding of data analysis, the SPSS findings were transferred to an Excel worksheet and improved upon there. The required graphs, tables, and charts were also produced using Microsoft Excel. For the descriptive analysis, cross tabulation and mean analysis were used. Chi Square, t-test, and ANOVA were utilized in inferential analysis to draw inferences from the data gathered.

Correlation was used to comprehend the link between variables indicating customer behavior toward green items. The degree of synchronization between the variables that reflect these factors may be evaluated using correlation for a more detailed study of the hypothesis.

CHAPTER 4: DATA ANALYSIS

The focus of this study is on how different online portals are being used, how they are perceived, and how much will be used in the future. This would make it easier to analyze customer preferences using statistics. Additionally, the survey will be used to infer the viewpoints and experiences of various OTT platform consumers.

4.1 Demographics analysis

Table.1 Demographics table

		Count	Column N %
Gender	Female	30	40.50%
	Male	44	59.50%
Age	26-35	27	27.30%
	36-45	1	1.30%
	Below 25	46	62.16%
Where do you live?	Rural	1	1.30%
	Semi-Urban	11	14.86%
	Urban	62	83.78%
Qualification	Postgraduate	64	86.48%
	Undergraduate	10	13.50%
Occupation	Businessmen	2	2.70%
	Employee	16	21.60%
	Freelancing	1	1.30%
	Professional	3	5.40%
	Recently not working	1	1.30%
	Student	51	68.90%
Marital Status	Married	9	12.16%
	Not Married	65	87.83%

Source: Own analysis using primary data

Following are some inferences made from the facts given:

Male participants make up 59.5% of the total, compared to female participants' 40%.

The majority of participants (62.16%) and those between 26 and 35 (27.3%) are under the age of 25. Only 1.3% of the participants, whose ages range from 36 to 45, are in this group.

Only 14.9% of participants reside in metropolitan regions, while 83.78% of participants live in semi-urban or rural areas.

The bulk of participants (86.48%) have postgraduate degrees, whereas only a small percentage (13.5%) have undergraduate degrees.

Participants' occupational groups are dominated by students (68.9%), followed by workers (21.6%).

Only a tiny percentage of participants identify as entrepreneurs, freelancers, professionals, or newly jobless individuals.

The bulk of participants (87.83%) are single, while just a small percentage (12.16%) are married.

4.2 Understanding OTT

Any service that offers online streaming of material is referred to as "OTT". This assistance is provided "on top" of different portals, as the name would imply.

OTT services already allow users to join up and view their content online. Given how recent OTT is, there is a lot tremendous potential for expansion. Various businesses are approaching the online market, giving consumers different alternatives and also growing the quantity of ad industry that is accessible by marketers.

These services are offered by online portals, which operate enterprises. There are several prominent Online services available within country, including Netflix, Amazon Prime, Disney Hotstar, HBO Now, Sony LIV, Zee5, Voot, Hulu, and Eros Now. (Revise, 2022)

4.2.1 Changes to Online portals

Company name	Debut year	Supported or bought by	Additional details
BIG Flix	2008	Reliance Entertainment	1st fully structured Indian OTT platform
1st OTT mobile application	2010	digivive	1st app to live broadcast IPL on mobile in 2013 & 2014.
Sony LIV, Ditto TV	2013	NA	The launch heightened interest of all.

Eros Now	2012	Eros International	Gained popularity rapidly.
Netflix	2016 (India)	An American streaming service	It established a Limited Liability Partnership (LLP) and started ordering materials.
Amazon Prime Video	2018	Amazon India	Announcement of Amazon Prime Music.
Hotstar	2015	Star India	Around 2015 IPL.
Hotstar	2016	Star India	a subscription league that will reward sports-related content and be mostly focused on foreign material.
Voot	2016	Viacom 18's digital arm	India's 1st native dialect-specific online service is called Hoichoi, with 30 brand-new episodes and 12 original Bengali films when it first started in 2017, and since then, it has added more than 200 Bengali films to its library in addition to English, Hindi, and Arabic dubbed material. Sun TV Network launched its original Telugu, Tamil, Malayalam, Bengali, and Kannada OTT service in June 2017

4.2.2 Reasons for development of OTT portals

• Neglecting platforms like cable, and others which normally act like regulators and distributors, Disintermediation is made feasible through it. During the days of conventional media, customers could only be contacted through movie distributors, theater possessor, online tv networks and different owners like MSOs. By using a website or a mobile application, content producers may speak with respective viewers directly with the help of the OTT. This makes it easier to see photos and other types of entertainment anywhere and whenever you choose. It is simple to access the online portals using the numerous applications which is readily accessible

• The proliferation in internet-enabled mobile phones, falling data prices, rising internet and broadband penetration, and the customization in materials and cost of material includes the factors in its growth. Up from 450 million at the end of 2019, India is predicted to have 666,4 million yearly active internet users by 2023. The number of internet addicts there is the second-highest in the world.

• An important aspect of popularity of online portals were made available because they were bias compatible with online VHS watching. In the country, smartphones are widely liked VHS streaming devices. According to Gevers, in Feb,2019, nearly 144 million people used online portals for around 360 M hours.

• The next important component in improving vast fashionableness of online portals is its easy access towards the verified content. 74% of those surveyed by IHS Markit say "the quality of dubbing and translations of international material is the most crucial element, while 76% think that the accessibility of customized material is the most crucial element." 2021 (Periwal)

4.2.3 Footprint of covid-19 pandemic on online portals

As more and more home-based employees use online portals, the covid-19 epidemic has vastly influenced this trend. Along with having content to see along with their families, increase in time to use online portals, good quality material on online portals, and an affinity for online portals over television, visitors' pleasure has grown. These considerations led Media Partners Asia to make the following prediction: by 2020, streaming services would cost an expenditure of Rs. 530 crores which is approx. $700 million within the country. The uncertainty surrounding the important sports leagues across globe lead to a terrible blow considering that sports announcements make up a immense percentage in the revenue of the respective OTT providers.

Both sports fans and OTT service providers may feel secure knowing that the bulk of the major leagues will resume play in October. Numerous studies from exploratory dive claimed "the OTT industry's compound annual growth rate (CAGR) before the pandemic was about 16, and that the CAGR after the epidemic is likely to be more than 19." OTT services had filled the hole left by the decline in attendance at parks and theaters. It is projected that trends like personalisation and tailored content delivery, which encourage addict involvement, would accelerate the growth and expansion of this market category. Drug addicts often benefit from having access to more than 300 online streaming platforms, so they may expect television-like coding and a nearly best impression of viewing when surfing video on the internet. There are more people. OTT platform subscriptions have grown after the shutdown. Numerous governments also promote spending on the auxiliary structural making. The online portal is seen like “a path to deliver educational information, spread public affairs initiatives, and support regional service providers and product firms who utilize it to engage with customers.”

4.3 CONSUMER PERCEPTION

Customer perception which is otherwise known as consumer perception, is a "marketing concept that encompasses the consumer's perception, understanding, and awareness about a company or its offerings." According to the definition, it can be referred to "the process by which a person receives external knowledge and interprets it in light of his or her needs, demands, and opinions." 1994 and 1998; T.K. Klarke and F.G. Crane. customer perception is the method through which a customer receives and analyzes data about a product to develop an opinion of it. A consumer's opinion, “a product is made using information from advertisements, discounts, client testimonials, social media comments, and other sources. The entire customer perception process starts when a consumer observes or learns about a product. This cycle keeps on until the customer decides how they feel about the product. Every action a company does has an footprint on how its clients view it. The way that merchandise is arranged in a business, the logo's colors and forms, the marketing, and the discounts all have an footprint on the customer's perception.”

4.4 ELEMENTS IMPACTING CONSUMER PERCEPTION

Usually, a numerous elements have a footprint on a consumer's perception.

• The most crucial things to take into account is how well it has previously and now performed which can be referred to as performance consistency.

• Successful businesses are aware about value in establishing an emotional bond with respective consumers in order to grow their brand also known as emotional connection.

• Marketing communications - The many media platforms utilized by brands to communicate with their audience.

• If a brand's employees are excellent but its support staff is subpar, it will not stand out from the competition. A brand has to be a dependable all-arounder capable of gratifying clients at all points of contact. It is also referred to as holistic marketing.

• Firsthand experience is one of the most important variables that directly affects how consumers perceive products. Our unique experiences are very important. The quality of the item or service counts with respect to attaining dependable assistance or purchases any stunning good.

• An important part of all firms are their efforts in promotion. Producing commercials that can quickly change consumers' perceptions of a few firms takes a lot of work. This is a part of the promotional campaign.

• Nowadays, all are encircled by a wide range of influential individuals who not only effect one's thinking capability but also both directly and indirectly. Any moment can change how consumers see it.

• Social media platforms: The great majority of people in our technology age spend their time researching one or more social networking networks. Your subconscious mind instantly decides when you browse feedback or remarks regarding a brand's specific goods or services.

4.4 STATISTICAL ANALYSIS : Descriptive analysis of time series

4.1 Gender-based classification of responders

Table 4.1: Gender

Particulars	No. of respondents	Percentage (%)
Male	24	23
Female	81	77
Others	0	0
Total	105	100

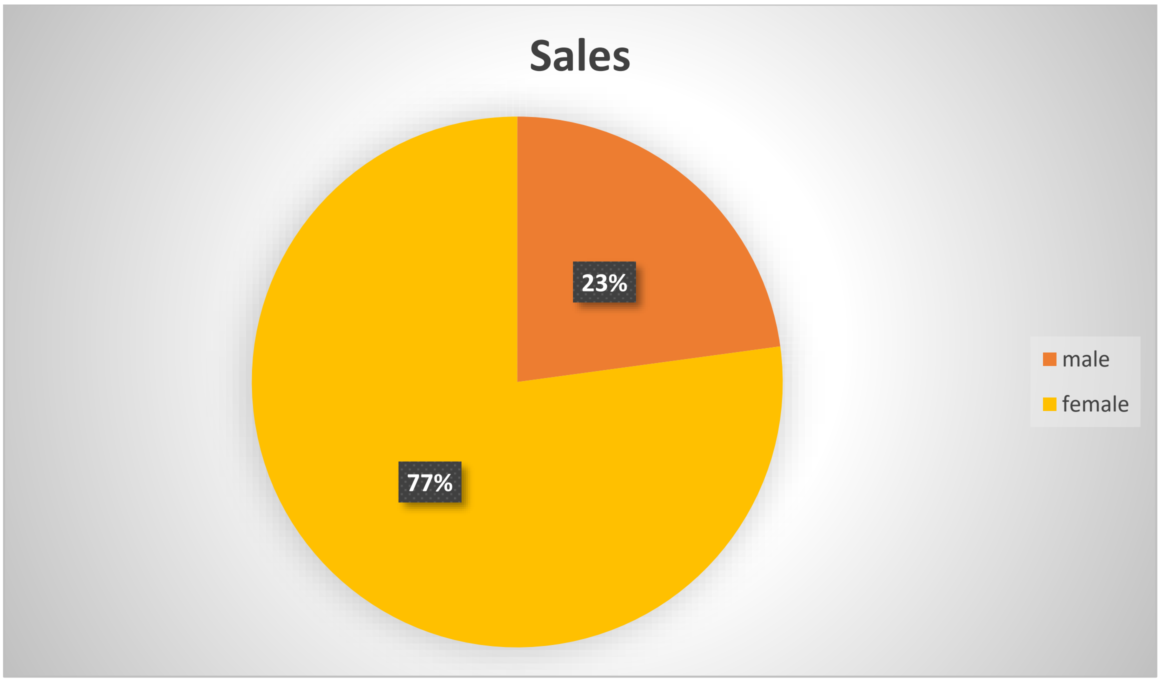
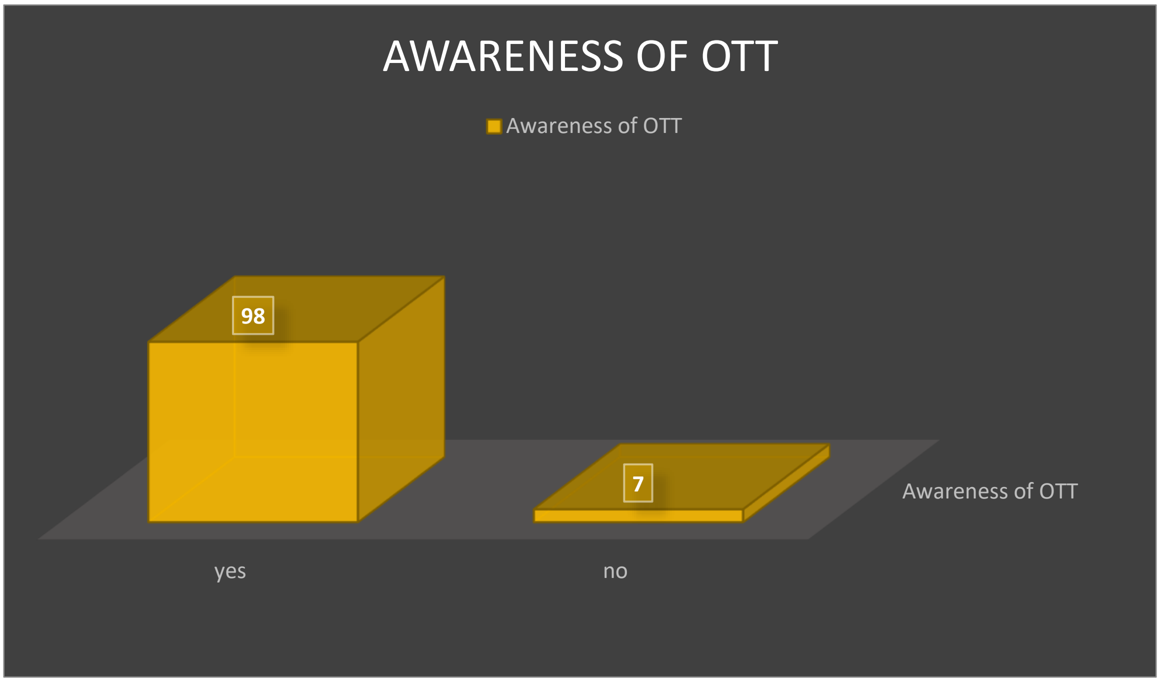


Table 4.1 indicates that, out of 105 respondents, 23%: male, 77%: female, & 0% are others. It is evidently seen that females have responded majorly.

4.3 Showing whether the respondents are aware of OTT platforms

Table 4.3: Awareness of OTT platforms

Particulars	No. of respondents	Percentage (%)
Yes	98	93.3
No	7	6.6
Total	105	100



According to Table 4.3, out of 105 respondents, 93.3% are cognizant of online portals, while 6.6% are unaware. It is evident from this data that the majority of respondents are familiar with online portals.

4.4 No. of respondents subscribed to OTT platforms

Particulars	No. of respondents	Percentage (%)
Yes	76	72.3
No	29	27.6
Total	105	100

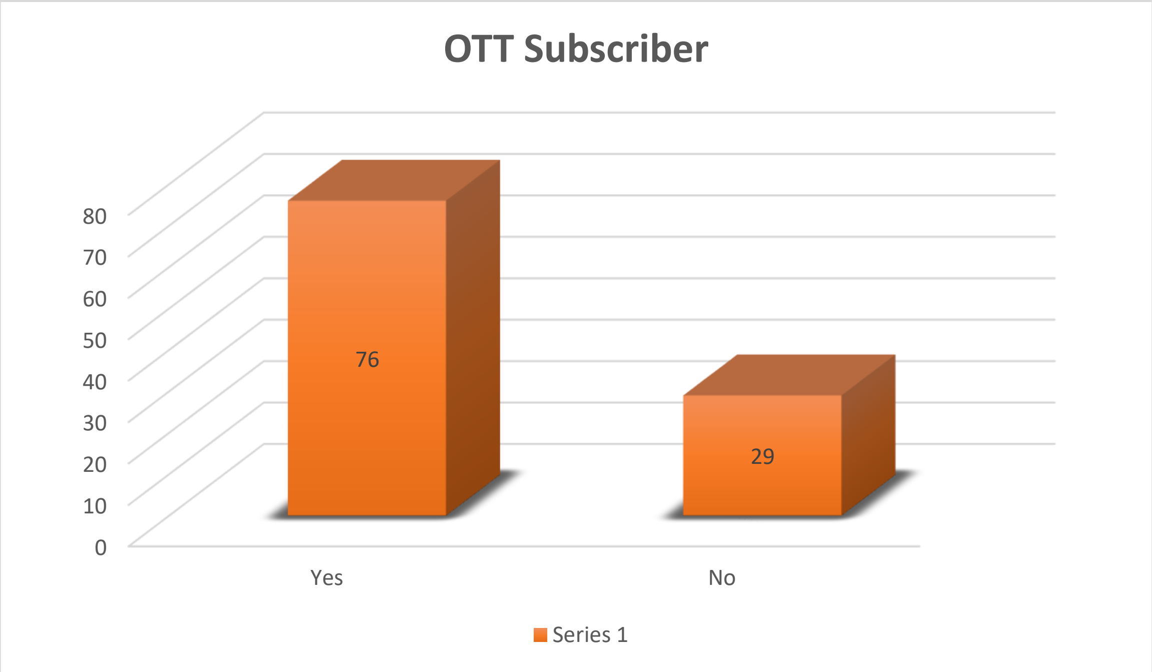
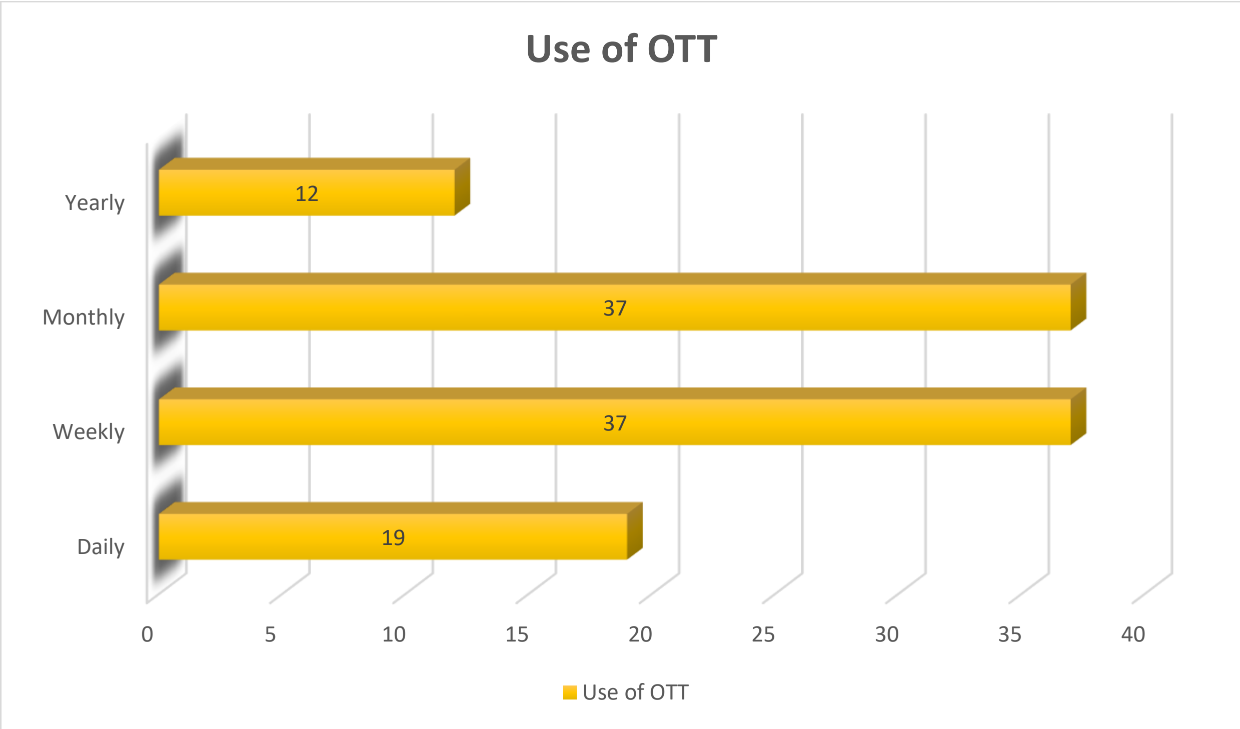


Table 4.4 shows that 72.3% of the 105 respondents are OTT subscribers, compared to 27.6% who are not, showing that this is the case for the majority of the respondents.

4.5 Respondents usage of OTT platforms

Table 4.5: Classification based on use of OTT platforms

Particulars	No. of respondents	Percentage (%)
Daily	19	18.09
Weekly	37	35.23
Monthly	37	35.23
Yearly	12	11.4

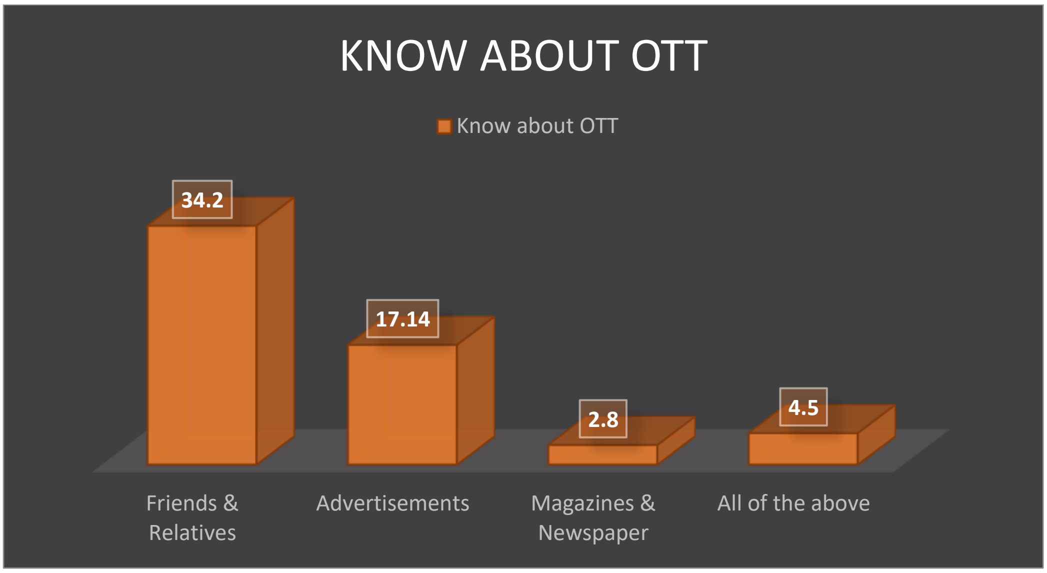


According to Table 4.5, 18.09% of the 105 respondents utilize online portals every day, 35.23% every week, 35.23% every month, and 11.4% every year. This information makes it clear that most responders have utilized online portals weekly.

4.6 The way respondents came to know about OTT platforms

Table 4.6: How come know about OTT platforms

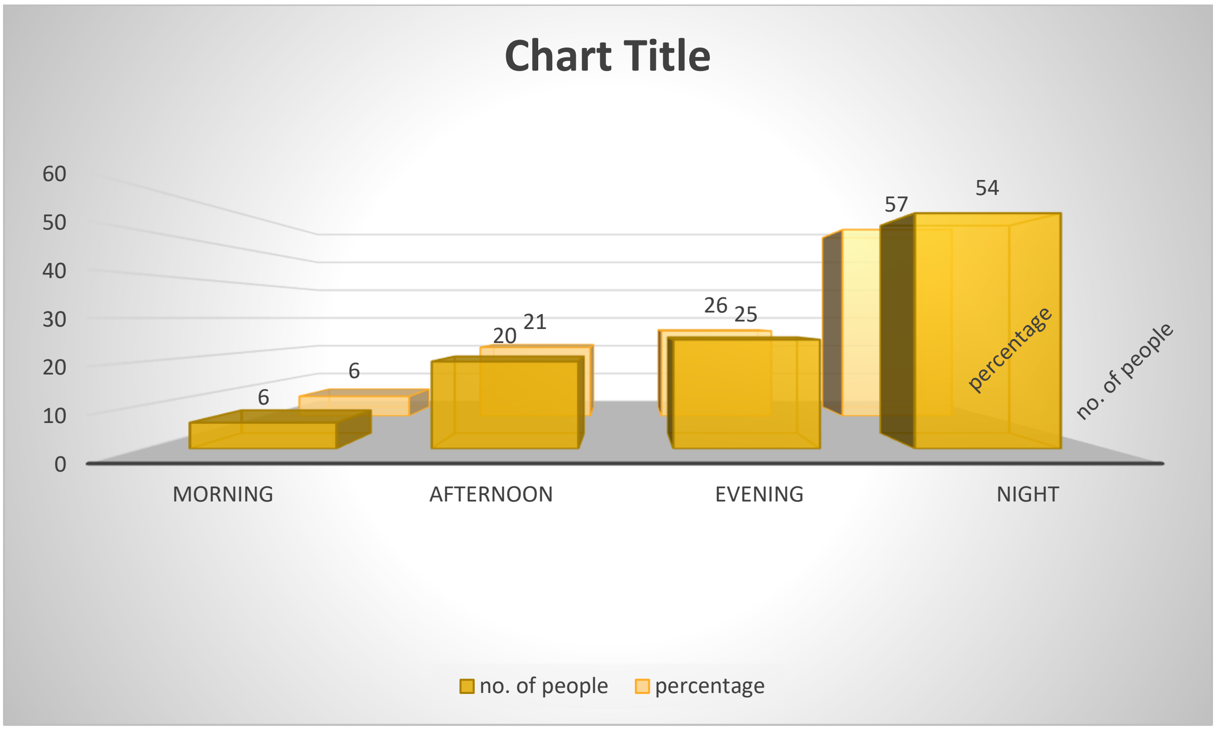
Particulars	No. of respondents	Percentage (%)
Friends & Relatives	36	34.2
Advertisements	18	17.14
Magazines& Newspaper	3	2.8
All of the above	48	45.7
Total	105	100



In a survey of 105 people, 34.2% reported learning about online portals via friends and family, 17.14% from commercials, 2.8% from magazines and newspapers, and 50% from all three sources. via the statistics, it is clear that most respondents learnt in regards of online portals via friends & family, commercials, magazines, and newspapers.

4.7 Time preferred for consumption of OTT platforms

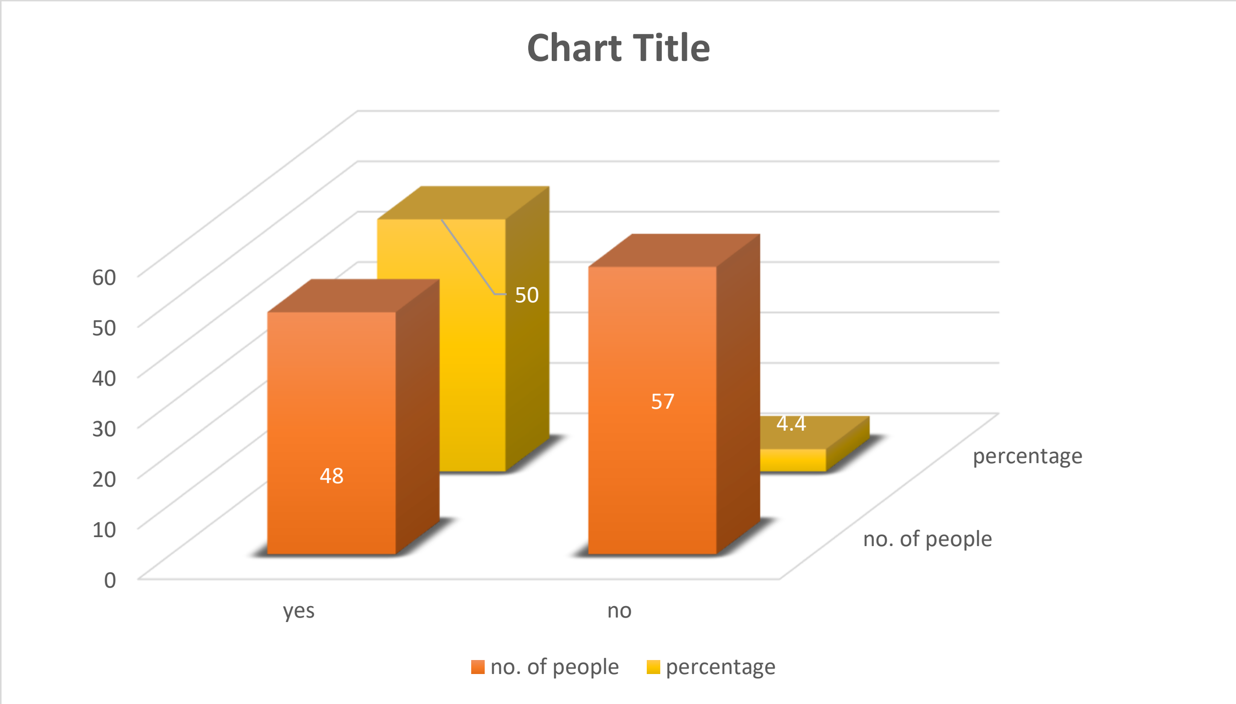
Particulars	No. of respondents	Percentage (%)
Morning	6	6
Afternoon	20	21
Evening	25	26
Night	54	57
Total	105	100



Out of 105 respondents, 6% choose the morning, 21% the afternoon, 26% the evening, and 57% the night to use online portals, according to Table 4.7. This information makes it clear that most respondents prefer to use online portals at night.

4.8 Preference of watching movies on OTT than in theatres

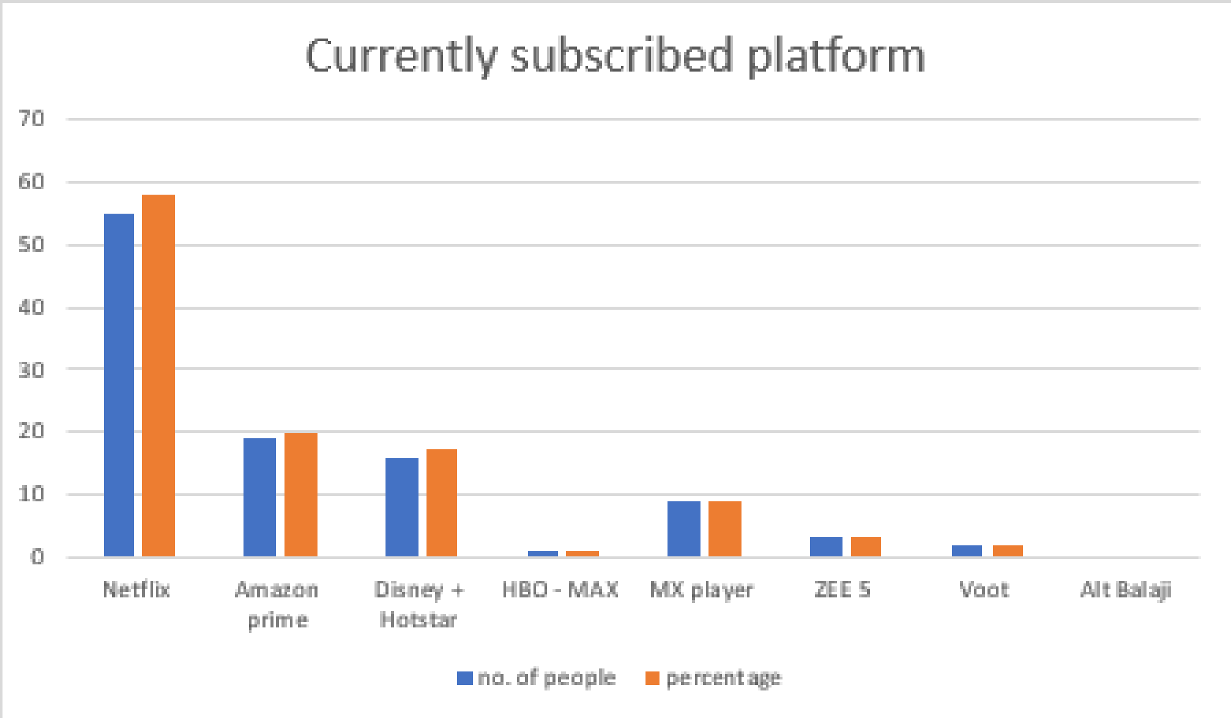
Particulars	No. of respondents	Percentage (%)
Yes	48	50
No	57	60
Total	105	100



From table 4.8, it can be seen evidently about the favors towards cinema halls than online portals.

4.9 Preference of OTT platforms

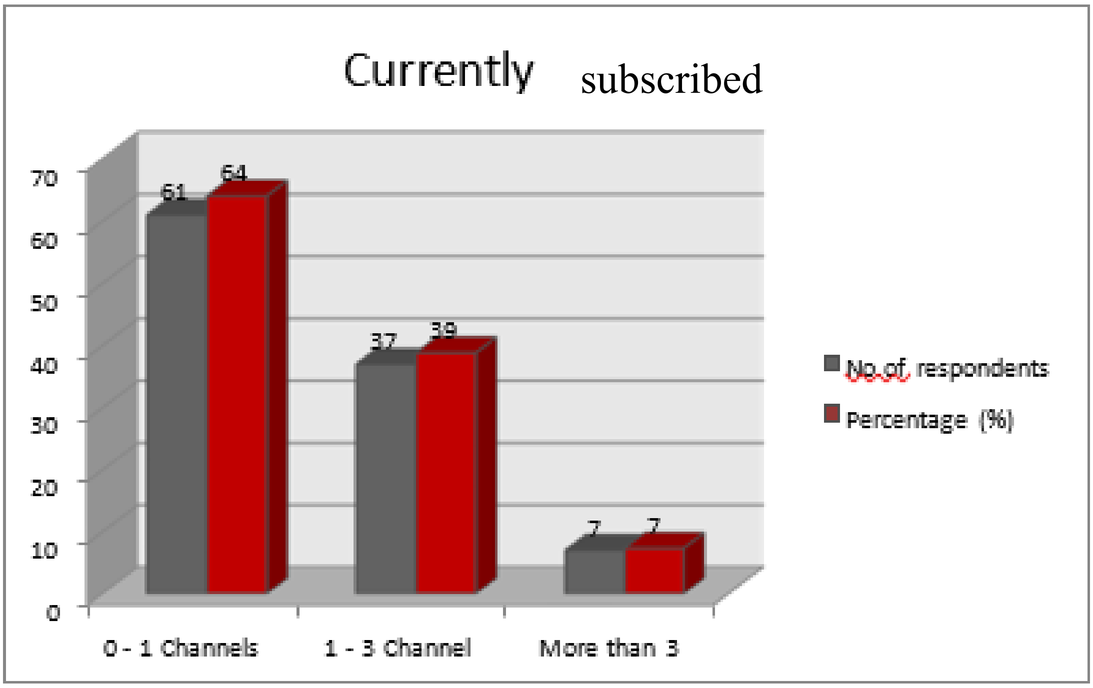
Particulars	No. of respondents	Percentage (%)
Netflix	55	58
Amazon prime	19	20
Disney + Hotstar	16	17
HBO - MAX	1	1
MX player	9	9
ZEE 5	3	3
Voot	2	2
Alt Balaji	0	0
Total	105	100



According to Table 4.9, 105 respondents choose Netflix 58% of the time, Amazon Prime 20%, 3rd option 17%, 4th option 1%, 5th option 9%, 6th option 3%, and 7th option 2%, while none favors ALT Balaji, thus information makes it evident that most respondents favor Netflix.

10. Count of online portals with subscribers

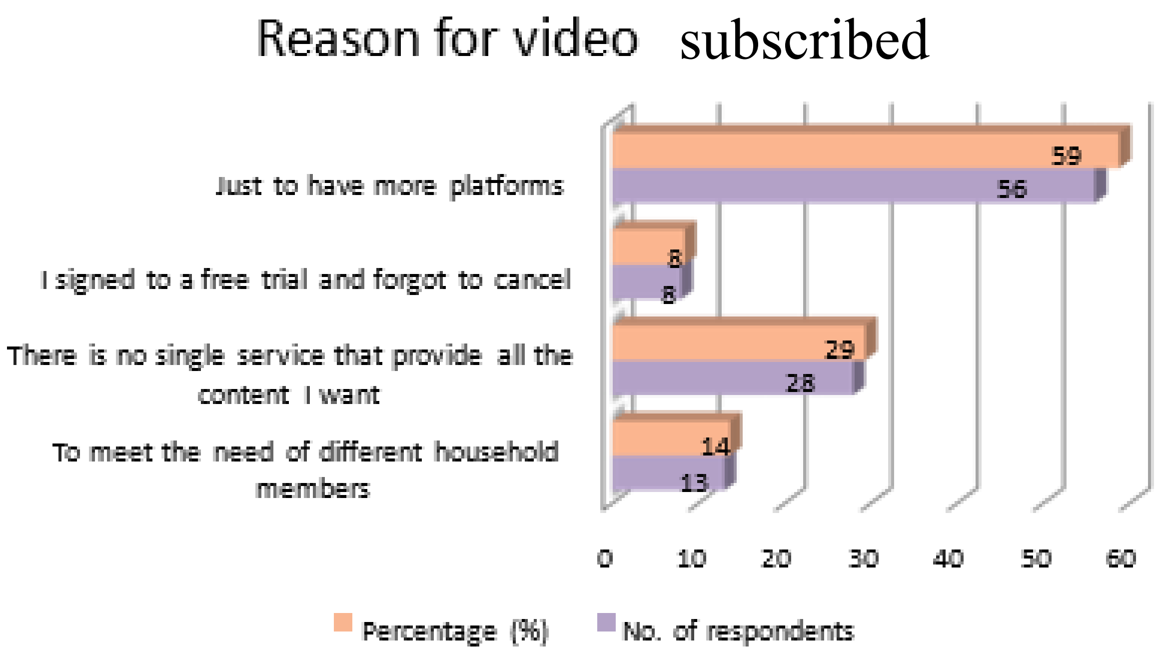
Particulars	No. of respondents	Percentage (%)
0 - 1 Channels	61	64
1 - 3 Channel	37	39
More than 3	7	7
Total	105	100



According to above table, 64% of the 105 respondents now subscribe to 0–1 OTT channels, 39% to 3–9 channels, and 0.7% to more than 9 channels. These findings make it clear that most respondents have 0–1 OTT channel subscriptions.

The justification behind having several paid internet video subscriptions

Particulars	No. of respondents	Percentage (%)
To meet the need of different household members	13	14
There is no single service that provide all the content I want	28	29
I signed to a free trial and forgot to cancel	8	8
Just to have more platforms	56	59
Total	105	100



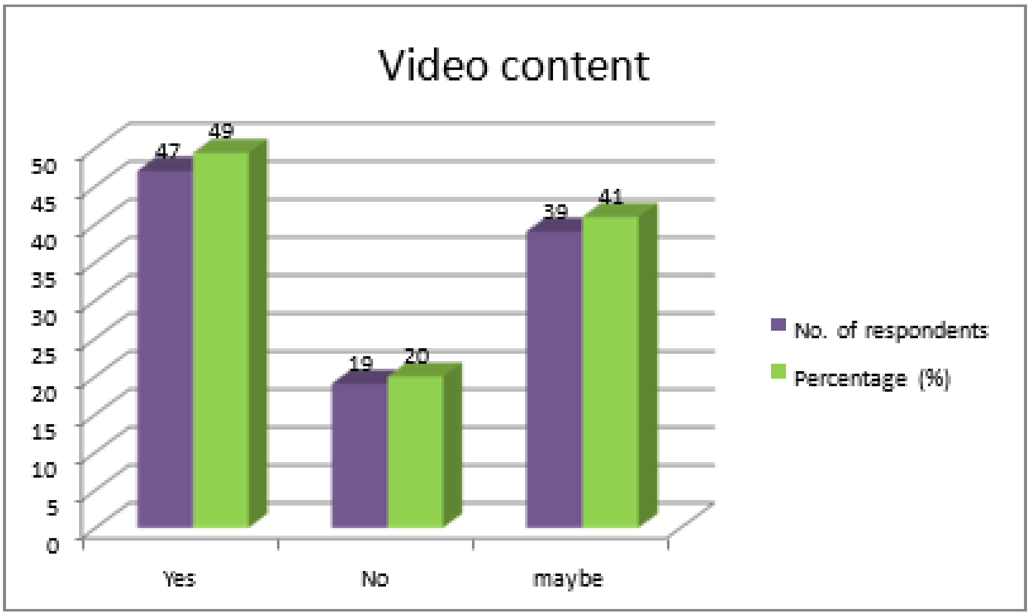
For satisfaction of various family members, 14% of 105 respondents havse multiple paid online video subscriptions. Another 29% do so because none of the assistance offers all material everyone desire, 8% did so because they signed up for unpaid but it skipped their mind to cancel it, and 59% do so because they want access to more platforms. These numbers clearly show that over fifty percent of respondents just want access to new platforms.

OTT advantages over other conventional media

Table 4.12: OTT is more convenient than other traditional mediums

Particulars	No. of respondents	Percentage (%)
Yes	47	49
No	19	20
maybe	39	41
Total	105	100

FIGURE: 4.12



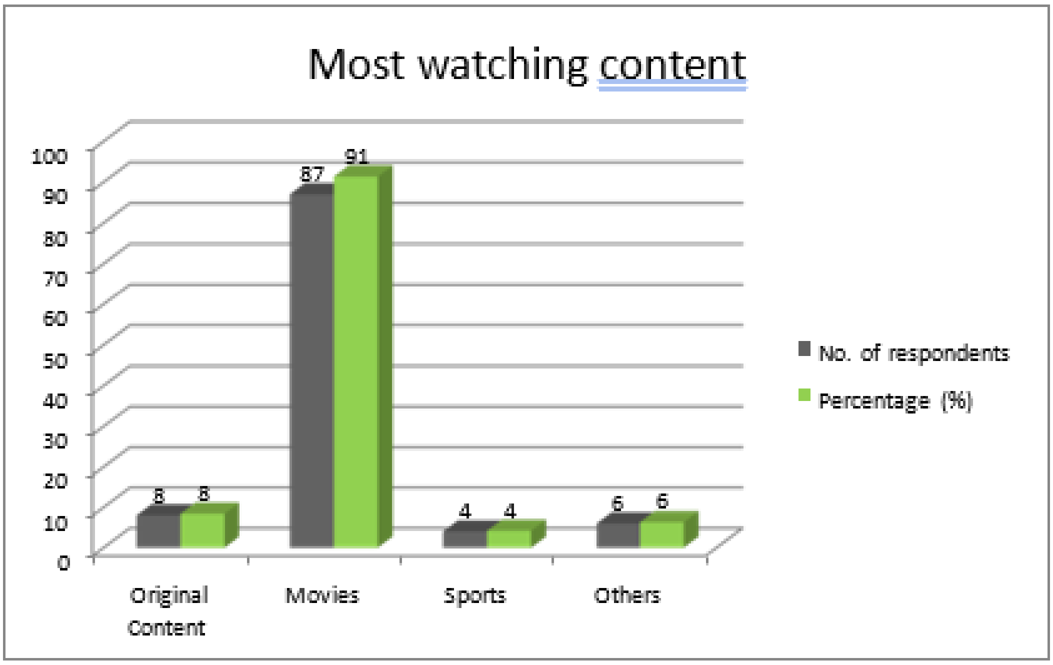
According to above table, out of 105 respondents, 49% believe that viewing movies is less expensive and easy using other conventional media. 20% disagree, and 41 think it might be.

4.13. Content preference

Table 4.13: Most-watched content on OTT platforms

Particulars	No. of respondents	Percentage (%)
Original Content	8	8
Movies	87	91
Sports	4	4
Others	6	6
Total	105	100

FIGURE: 4.13



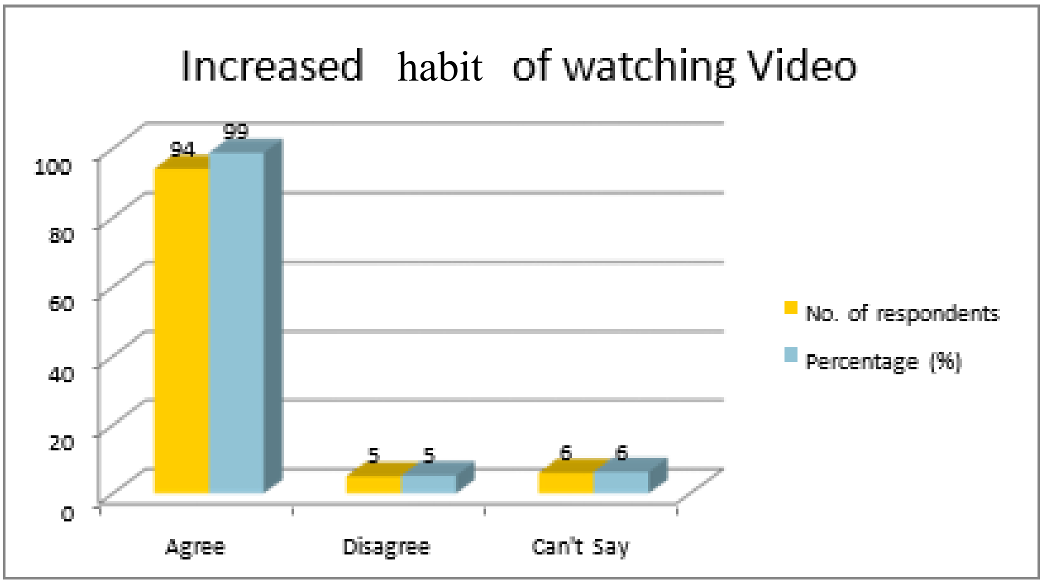
According to table 4.13. This information makes it evident that most respondents watch movies on OTT services.

OTT usage during the epidemic changed

Table 4.14: Increase in watching OTT-based video content during lockdown

Particulars	No. of respondents	Percentage (%)
Agree	94	99
Disagree	5	5
Can't Say	6	6
Total	105	100

FIGURE: 4.14



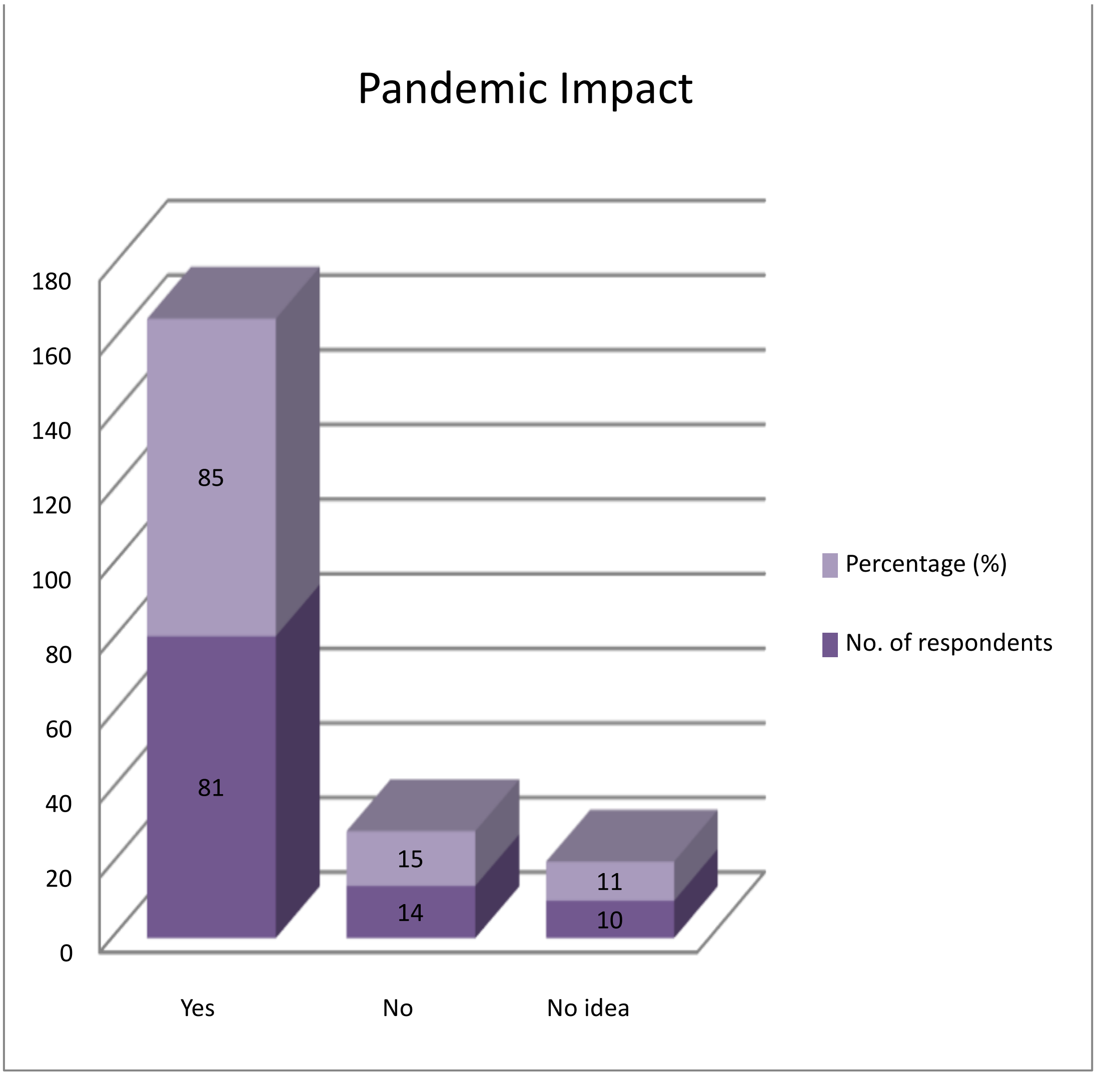
This table shows that, of the 105 respondents, 99% believe that watching OTT-based video on a regular basis material is risen in pandemic time, 5% disagree, & 6% are unsure of their exact opinions. This data makes it obvious that the majority of respondents believe that during the shutdown, more people started consuming OTT-based video content.

Pandemic's impact on consumption of online portals

Table 4.15: Influence of pandemic on OTT consumption

Particulars	No. of respondents	Percentage (%)
Yes	81	85
No	14	15
Can't say	10	11
Total	105	100

FIGURE: 4.15



According to the above shown, 85% of those surveyed reported that the pandemic had an footprint on their use of over-the-top (OTT) content, 15% reported being unaffected, and 11% weren't sure. It is evident from the data that the bulk of the respondents' OTT use has been footprinted by the epidemic.

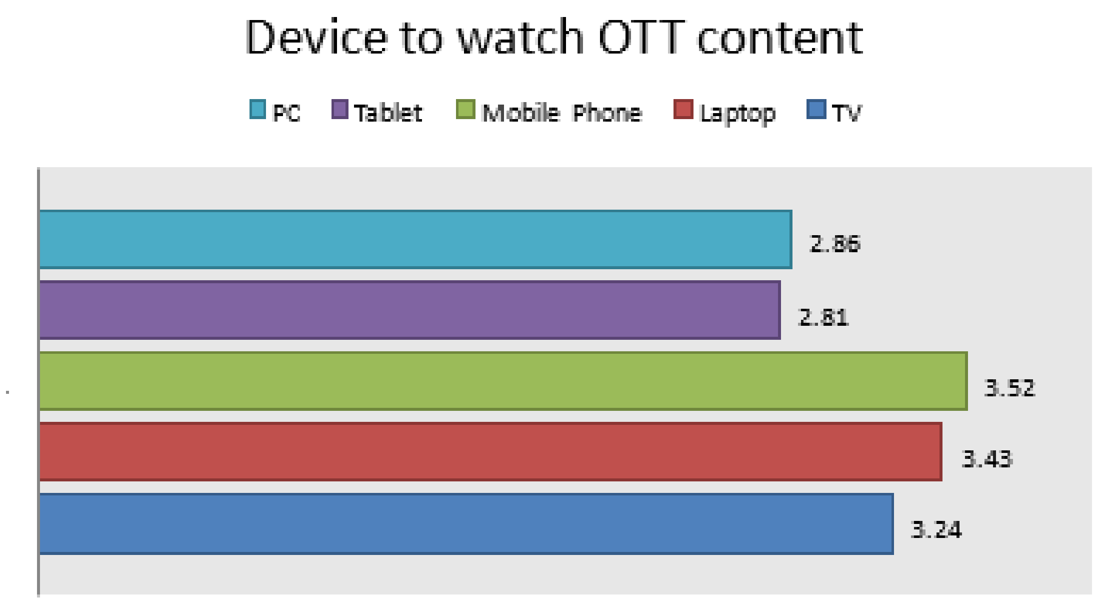
4.16. Choice of devices to watch OTT content

Table 4.16: Choice of devices to watch OTT content

FIGURE: 4.16

Social Media	Rank		1	2	3	4	5	Total	Mean	Rank
	Weight	X	5	4	3	2	1			
TV		f	27	26	14	21	17	105	3.24	3
		fx	135	104	42	42	17	340		
Laptop		f	22	29	30	20	4	105	3.43	2
		fx	110	116	90	40	4	360		
Mobile Phone		f	43	14	17	17	14	105	3.52	1
		fx	215	56	51	34	14	370		
Tablet		f	17	12	23	40	13	105	2.81	5
		fx	85	48	69	80	13	295		
PC		f	17	10	34	29	15	105	2.86	4
		fx	85	40	102	58	15	300		

FIGURE: 4.16



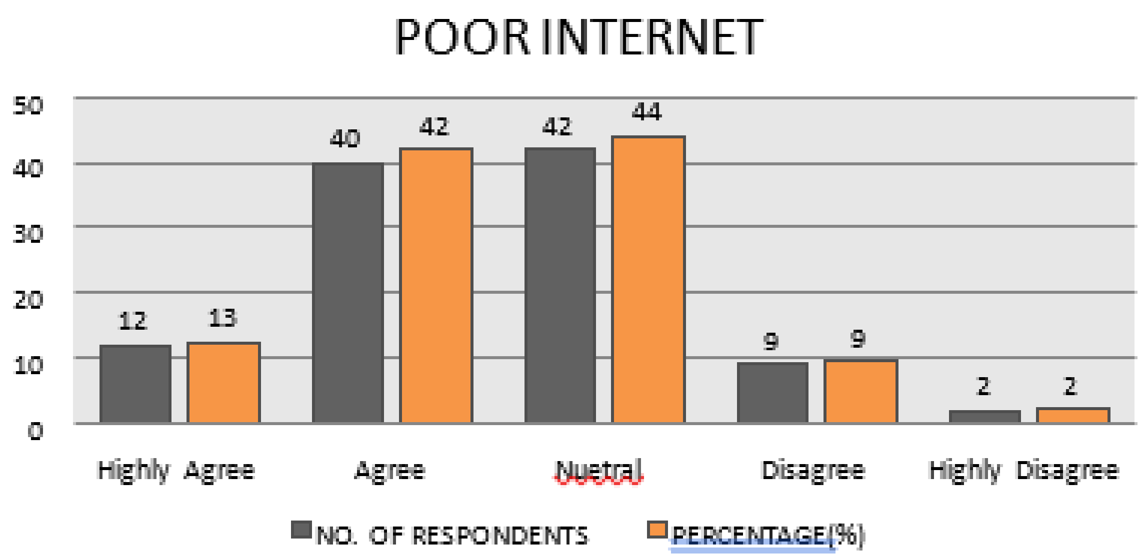
According to the above shown, mobile phones are the most popular choice for watching OTT material, followed by laptops in second place, televisions in third place, personal computers in fourth place, and tablets in fifth place. It is evident from the data that most respondents prefer to consume OTT material on their mobile phones.

4.17. Limitation of OTT plartforms

4.17.1 Have poor internet connection

Particulars	No. of respondents	Percentage (%)
Highly Agree	23	24
Agree	47	49
Nuetral	27	28
Disagree	7	7
Highly Disagree	1	1
Total	105	100

FIGURE.4.17



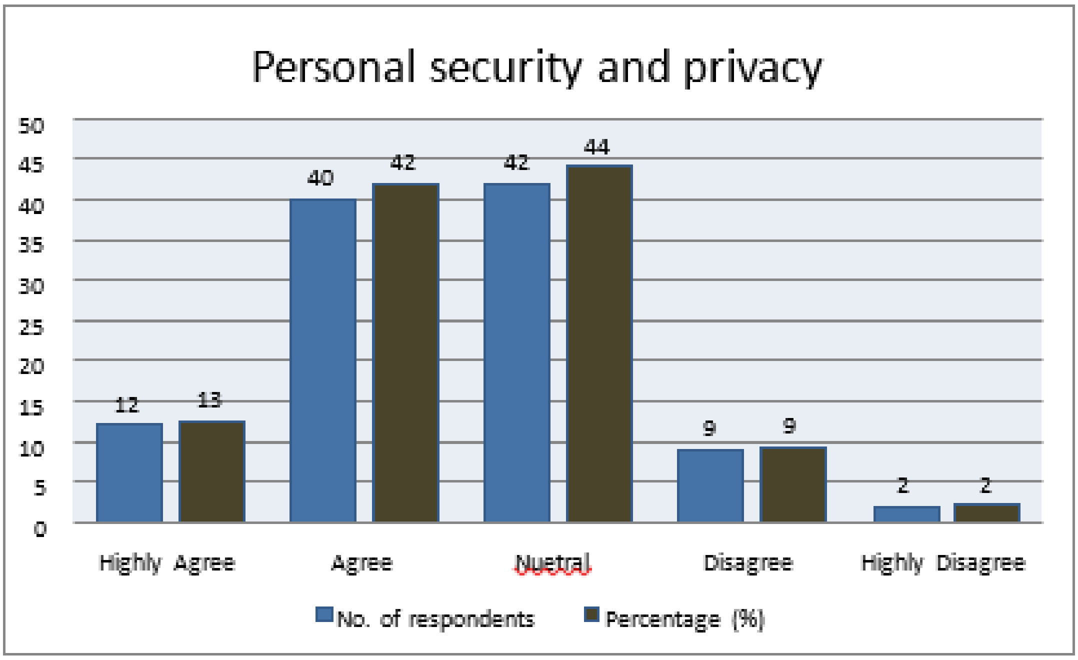
According to above shown, 24% of them strongly agrees that experience bad connection during streaming on online portals, 49% of them agree, 28% agree on average, 7% disagree, and only 1% strongly disagree. This data makes it obvious that the majority of respondents believe that inadequate internet connections are a problem while using OTT streaming services.

TABLE 4.17.2 Lack of personal security and privacy

Particulars	No. of respondents	Percentage (%)
Highly Agree	12	13
Agree	40	42
Nuetral	42	44
Disagree	9	9
Highly Disagree	2	2
Total	105	100

(Source; Primary data)

FIGURE: 4.17.2



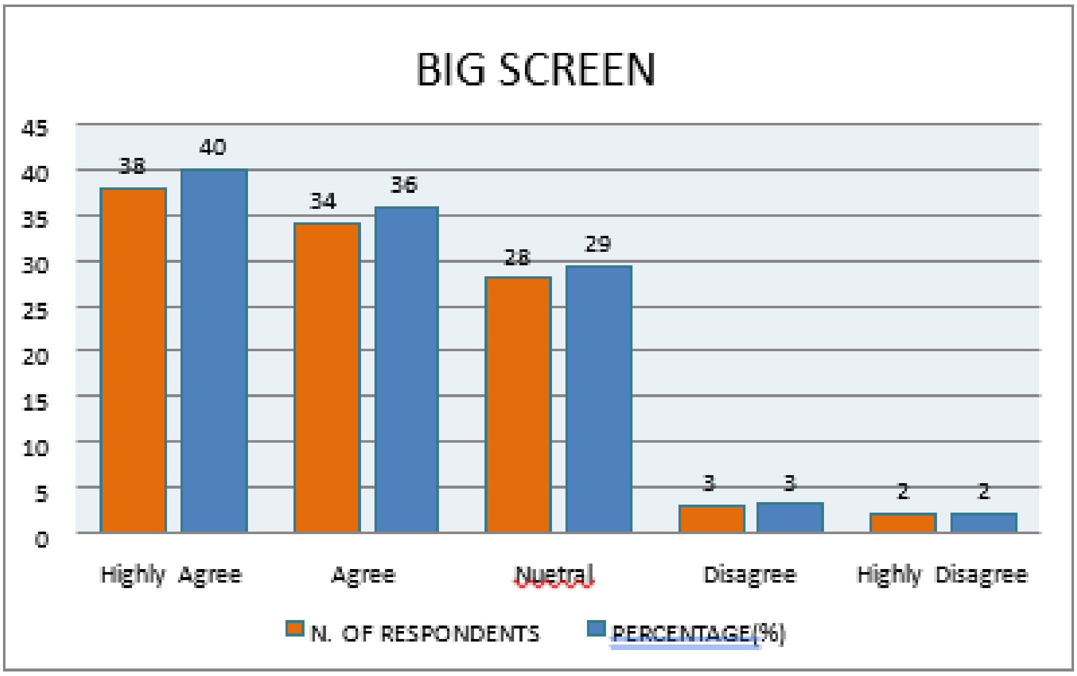
According to table 4.17.2, out of 105 respondents, 13% of them strongly believe that utilizing online portals puts their personal security and privacy at risk, 42% of them agree, 44% of them agree on average, 9% of them disagree, and just 2% of them strongly disagree. The majority of respondents, as is evident from the data, experience loss utilizing online portals.

TABLE 4.17.3 Limit big screen experience

Particulars	No. of respondents	Percentage (%)
Highly Agree	38	40
Agree	34	36
Nuetral	28	29
Disagree	3	3
Highly Disagree	2	2
Total	105	100

(Source: Primacy data)

FIGURE: 4.17.3



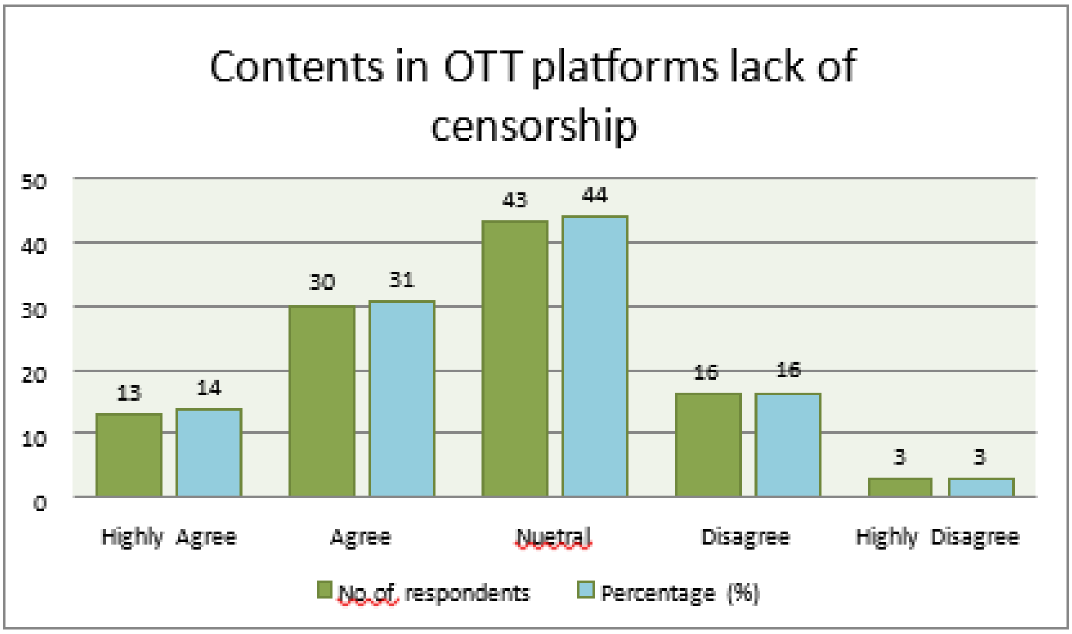
According to above, 40% strongly agree that using online portals to stream content places restrictions on their ability to enjoy it on a big screen, while 36% agree, 29% feel the same way, 3% disagree, and only 2% strongly disagree. It is evident from the statistics that the majority of respondents believe that OTT streaming reduces the quality of the large screen experience.

TABLE 4.17.4 Contents in OTT platforms lack of censorship

Particulars	No. of respondents	Percentage (%)
Highly Agree	13	14
Agree	30	31
Nuetral	43	44
Disagree	16	16
Highly Disagree	3	3
Total	105	100

(Source: Primary data)

FIGURE: 4.17.4



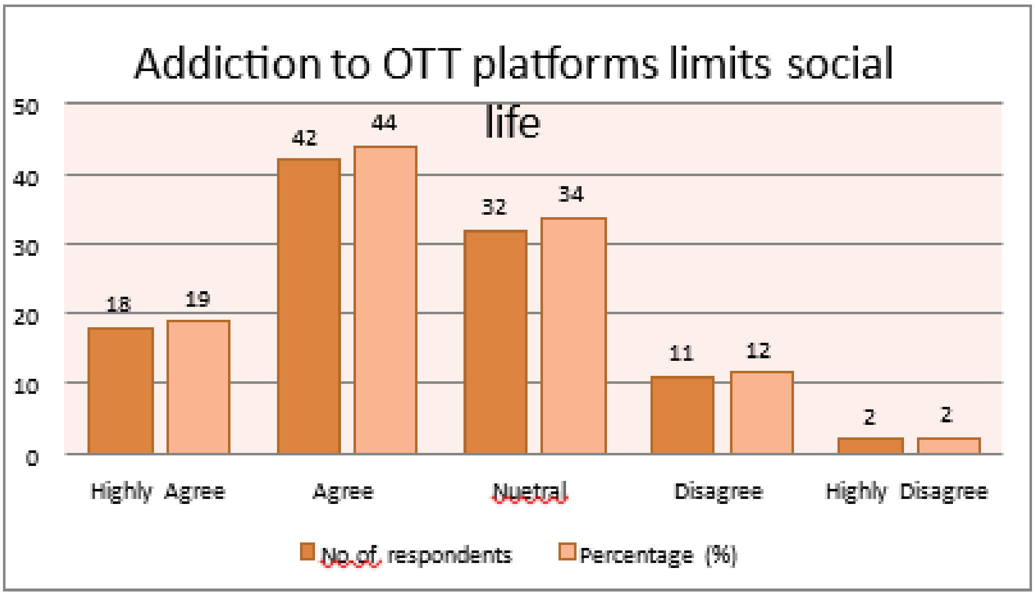
According to table 4.17.4, just 3% of the 105 respondents disagree with the assertion that online portals don't control its material, whereas 44% of respondents neutrally agree, 31% of respondents strongly agree, and 14% of respondents agree. This research makes it obvious that the majority of respondents believe there may not be any censoring of the material when using OTT streaming services.

TABLE 4.17. 5 People's addiction to OTT platforms limits social media

Particulars	No. of respondents	Percentage (%)
Highly Agree	18	19
Agree	42	44
Nuetral	32	34
Disagree	11	12
Highly Disagree	2	2
Total	105	100

(Source: Primary data)

FIGURE: 4.17.5



According to table 4.17.5, out of 105 respondents, 19% strongly agreed that OTT platform addiction restricts social media use, 44% agreed, 34% agreed on average, 12% agreed, and only 2% strongly disagreed with this statement. This research makes it obvious that the majority of respondents believe that social media is limited by people's addiction to online portals.

INFERENTIAL STATISTICAL ANALYSIS

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.926	.927	9

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	703.987
	df	36
	Sig.	.000

Rotated Component Matrix	
	Component
	1
Variety Contents	.871
User friendly services	.856
Economic cost	.852
Access to international content	.828
The reviews about the program from friends	.812
Any time Access	.790
The extra features, discounts & deals being provided	.765
Lockdown	.713
Safety	.665
Extraction Method: Principal Component Analysis.	

4.4 Finding and Recommendations

The 105 respondents are divided into 25% men, 85% women, and 0% other responses. These numbers make it clear that women make up the majority.

Among the 105 respondents, 65% are enrolled in UG assisted courses, 22% in UG self-courses, 16% in PG aided courses, and 7% in PG self-courses. These numbers clearly show that most undergraduate students get financial aid, whereas only a small proportion of graduate students are self-funded.

One hundred percent of the 105 respondents are aware of online streaming services, while 7% are not. This information makes it clear that most participants are accustomed to online portals.

105 respondents, or 80%, are OTT customers, while 30% are not. This information makes it clear that most responders are OTT subscribers.

Among the 105 respondents, 20% utilize online streaming services daily, 39% weekly, 39% monthly, and 13% yearly. This information makes it clear that most respondents use online portals on a weekly basis.

6 Out of 105 respondents, 38% discovered online portals through friends and family, 19% through commercials, 3% through publications and journals, and 50% through a combination of the three. via these findings, it is clear that most respondents discovered about online portals via friends and family, commercials, magazines, and publications.

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7. Of 105 respondents, 6% prefer morning usage of online portals, 21% prefer afternoon, 26% prefer evening, and 57% prefer nighttime consumption. This information makes it clear that most respondents prefer to use online portals at night.

60% of the 105 respondents prefer going see the movies in a theater, while 50% prefer OTT services. This research makes it clear that most respondents choose movie theaters over OTT channels.

9 Out of 105 respondents, 58% said they prefer Netflix, 20% said they prefer Amazon Prime, 17% said they prefer Disney+ Hotstar, 17% said they prefer HBO-MAX, 1% said they prefer MX Player, 9% said they prefer Zee5, 3% said they prefer Voot, and 2% said they prefer ALT Balaji. This information shows that most responders choose Netflix.

0–1 OTT channels are currently subscribed to by 64% of 105 respondents. 39% have one to three channels, while 7% have four or more. These findings make it clear that most respondents only subscribed to 0–1 OTT channels.

Among the 105 respondents, 14% have several paid online video subscriptions in order to satisfy the needs of various household members, 29% do not belong to any of the aforementioned groups because no service offers all the material they desire, 8% signed up for a free trial and failed to cancel, and 59% have no subscriptions at all. These findings make it clear that the vast majority of responders had various reasons for responding.

Compared to other traditional media, OTT-based video material, according to 49% of the 105 respondents, is cheaper and more convenient. 20% disagree, and 41% are unclear. These findings show that most respondents believe OTT-based video material to be more affordable and practical than other conventional movie viewing options.

In a survey of 105 people, 8% said they watched original material, 91% went to the cinema, 4% watched sports, and 6% watched other media (web series, anime, etc.). This information makes it clear that most respondents watch movies on OTT providers.

99% of the 105 respondents think that the habit of watching OTT-based video material has grown during the lockout, while 5% oppose and 6% are unsure. The data given here shows that nearly all of respondents think that the habit of watching OTT-based video material has grown during the shutdown.

15. Out of 105 respondents, 85% reported that the pandemic had an footprint on their OTT use, 15% said it had no effect, and 10% weren't sure. Based on these findings, it is evident that the pandemic has had an footprint on almost all of respondents' use of OTT services.

16. The majority of the 105 respondents chose television above laptops, mobile devices, tablets, and desktop computers as their preferred method for watching OTT material. This information makes it clear that most respondents watch OTT material on their mobile devices.

17. The researcher in this study looked at the variables that affect an individual's choice to use an online streaming service during the covid-19 epidemic. Users' preferences for online portals are influenced equally by factors such as encryption, safety when using, affordability, anytime access, diversity of material, user-friendliness, feedback from friends, additional amenities, discounts, and bargains offered, as well as access to foreign content.

18. The study's findings showed that there exists not a statistically significant disparity in the opinions of online portals held by male and female respondents.

19. Through this study, the examiner discovered that there are not any statistically significant distinctions in how students enrolled in various programs perceive online portals.

The researcher found no connection among gender or degree of pleasure in the present study. Parental controls, free material, smooth watching, tailored services at lower prices, and an endless array of possibilities are the contributing elements. If they prioritize tiny screens and provide foreign content, OTT services can be appealing to both sexes.

4.5 Limitation

Qualitative research & in-person in-detail interviews are currently unavailable due to the recent worldwide epidemic. The vast majority of the research under research was inaccessible according to covid-19.

Only students in both undergraduate and graduate programs are eligible to participate in this study.

1.10.4 The collected original data can be skewed.

4.6 Suggestions

online portals should offer fresh and highlighted material to their users who have access to watch protected content by displaying alluring adverts.

• Improved and more effective subscription options will be offered to satisfy the needs of the bulk of customers who primarily utilize on-demand streaming services.

• In order to satisfy the requirements of their various audience bases, every part of the user's experience—from content selection to the payment method—must be properly controlled.

• To maintain service quality and keep subscribers, the relationship between the streaming service and its customers should be enhanced through the gathering of important consumer feedback.

• online portals should manage advertising, which should be relevant to the user's interests and have as little of an influence on the experience of watching as feasible.

• More alluring discounts and promotions should be included in the online portals' referral scheme in order to help with user growth.

• Consumers need to be made conscious of the risks associated with sharing login information as well as possible safeguards.

• As one of the biggest influences on teenage consumption, social media should be used more to advertise and promote the material of online portals.

• More regional movies and television shows ought to be aired, which would increase the number of OTT customers.

• Customers should be given the choice to choose the language and content they want.

CHAPTER 5: CONCLUSION

This is a result of India, which has the fastest-growing online streaming platform across globe, and the large rise in the amount of new OTT operators entering the market, as well as the quick changes in the supply of personalized content. In fact, lower-tier streaming services are affecting demand and bringing in money from international investors.

As teenage consumption has expanded and OTT has surpassed other types of media in popularity, the covid-19 outbreak appears to have benefited online portals. Scalability, accessibility to cross-cultural and international recreation, and memberships to cannabis-friendly endless material are the main advantages of online portals. Adoption of smartphones and the cost of internet data are significant considerations in India.

The most well-liked online material in youth people is movies & web shows. These are appreciated since uncensored original content is readily available. Since the overwhelming majority is inclined towards the original material which is not available in theaters. The government's effort to apply restrictions in material of online portals would have a big footprint. Additionally, some teenagers oppose censorship.

The most well-liked OTT services give their users intriguing features and high-quality content. There is an increase in the amount of rivals in the market.

Most current online portals consumers are happy with utilization, when they become older, inclination towards the expansion of their portal's usage in the future increases. Various online portals can efficiently research this ongoing likings. For ideal model, the portals will undergo into a number of changes.

From 2019 to 2022, Over-the-top (OTT) platform usage increased as a result of the pandemic outbreak and simultaneous shutdown within country. Additionally, urban regions had the most online portal consumers whereas general public in India is becoming more familiar with online world. They choose smartphones and computers for visual content. The recent epidemic has left a huge footprint on India's OTT platform growth. Due to the shutdown scenario, internet use drastically surged in 2022.

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ANNEXURE

Questionnaire

An analysis of customer perception towards OTT platforms during Covid–19 pandemic

The following questionnaire is used for the collection of primary data from an academic research titled "An analysis of customer perception towards OTT platforms during COVID –19 pandemic."

1. Are you aware of OTT platforms?
   - Yes
   - No
2. Are you an OTT subscriber?
   - Yes
   - No
3. How often do you use OTT platforms?
   - Daily
   - Weekly
   - Monthly
   - Yearly
4. How did you come to know about OTT platforms?
   - Friends and relatives
   - Advertisements
   - Magazines and newspapers
   - All of the above
5. Time preferred for consumption of OTT platforms?
   - Morning
   - Afternoon
   - Evening
   - Night

6. Do you prefer watching movies on the OTT platforms instead of watching movies in cinema halls?

- Yes
- No

7. Which OTT platforms do you prefer the most?

- Netflix
- Amazon prime
- Disney + Hotstar
- HBO-MAX
- MX Player
- Zee5
- Voot
- Alt Balaji

8. How many OTT channels have you currently subscribed to?

- 0-1 channels
- 1-3 channels
- More than 3

9. Has the pandemic influenced your OTT consumption?

- Yes
- No
- Can't say

10. Rank the choice of devices to watch OTT content from 1-5. (Highest-Lowest)

- TV
- Laptop
- Mobile phone
- Tablet
- PC

11. Rank the factors affecting user preference to OTT platforms from 1-6. (Highest-Lowest)

- Lockdown
- Safety
- Economic cost
- Any time access

- Variety contents
- User friendly services
- The reviews about the program from friends
- The extra features, discounts and deals being provided
- Access to international content

12. State the level of satisfaction towards OTT platforms

- Provide customized services
- Have cheaper rates for subscription
- Provide freely available content
- Less amount of ads between the contents ensure a smooth viewing experience
- Provide unlimited variety of choices
- Have parental control tools
- Provide international content
- Preference of OTT platforms over big screen

13. Specify the problems faced while streaming on the OTT platforms

- Have poor internet connection
- Lack personal security and privacy
- Limit big screen experience
- Content in OTT platforms lacks censorship
- People's addiction to OTT platforms limits social life