A STUDY ON THE FACTORS INFLUENCING INTENTION TO SUBSCRIBE TO OTT PLATFORMS AND CHANGE IN CONTENT PREFERENCES (2023)

Project Report

Submitted by

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In partial fulfillment of the requirements for award of the degree of

Bachelor of Management Studies (International Business)

St.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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THE FEAR OF THE LORD IS THE BEGINNING OF WISDOM

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(AUTONOMOUS)
ESTD 1925

CERTIFICATE

This is to certify that the project entitled "A study on the factors influencing intention to subscribe to OTT platforms and change in content preferences (2023)", has been successfully completed by Ms. PRAJEESHA PS., Reg. No.SB20BMS027, in partial fulfilment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic years 2020-2023.

Date : 19.04.23

Ms. MEGHA MARY MICHAEL
INTERNAL FACULTY GUIDE

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19/04/23

DECLARATION

I, PRAJEESHA PS., Reg. No.SB20BMS027, hereby declare that this project work entitled "A study on the factors influencing intention to subscribe to OTT platforms and change in content preferences (2023)", *is my original work.*

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Prajeesha

Date: 19.04.23

PRAJEESHA PS
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PRAJEESHA PS

EXECUTIVE SUMMARY

Consumers are spending more time on online platforms making the internet an essential part of their lives. One of such platforms where consumers spend their time most is OTT platforms (Over-The-Top) which allow users to watch movies, TV shows, and other video content on their internet-connected devices like smartphones, tablets, laptops, and smart TVs. Reports suggest that during the past two years, OTT subscription has gone up by almost 50%. That’s a huge growth percentage by any standard. The time spent on digital media by an average adult in INDIA per day is 147 minutes (2022); this indicates the growth of digital or online media.

Now, this research is focusing on understanding those factors which influence the consumer's intention to subscribe to OTT platforms. Whether any of these factors create a willingness to continue or not to continue the subscription taken by the consumers. As the OTT is growing the consumer preferences are also fluctuating, the consumer's rank of interest on different contents are changing drastically. So Along with the above mentioned objective, this study is also trying to focus on the changing content preferences of the consumers. Considering the fast paced growth of media and entertainment industry in India and many other countries the changes can be seen year by year, thus this topic has a greater relevance.

The primary objective of the study was to understand the factors which influence the intention to subscribe to OTT platforms and the change of content preferences.

To support the primary objective, many secondary objectives were established, which helped in getting a deeper understanding of the topic. The researcher has tried to understand the research topic with respect to factors like OTT usage, Demographics, including: gender, region, occupation, income etc. of the respondents, along with many other related factors. The end result of this research is highly influenced by the responds collected.

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INTRODUCTION

INTRODUCTION TO THE STUDY

The OTT platforms have come as a tsunami and have completely changed the path of Indian Television. Gone are the "TANKA" days of cable television, the hassles of DTH plans and the lack of suitable content. For the past 30 years, viewers have been provided with average service and a less than pleasant experience for the same. But this changed when OTT came into action.

OTT or Over The Top platforms made their debut with BIGFlix launched by Reliance entertainment in the year 2008 followed by Amazon Prime and Netflix in the year 2012. They haven't looked back since, considering the fact that OTT platforms have registered an average growth rate of 12% year by year, leading to increased demand for services like Wi-Fi, mobile data and also various smart devices like televisions and modern smartphones.

In a country like India which is so diversified with respect to demographics, tradition and culture, the behaviour of the viewer is very distinct and difficult to predict to say the least. But to move ahead, viewers are spending more and more time on these platforms making internet services a very integral part of their lives. There are many deciding factors that are contributing to the ongoing growth of these platforms like watching habits, rural customers, preference of local and regional content, etc. Almost 21 per cent of the online consumption is going into digital and visual entertainment which is also expected to majorly grow by 2.5 times by the year 2024.

Over the years, OTT platforms introduced structural changes in content creation, presentation, and distribution to attract viewers and garner their loyalty. With an estimated growth of 45%, India is all set to emerge as the second biggest OTT market (after the USA) to reach a value of ₹ 138 billion by the end of fiscal 2023. As the entertainment industry is taking over the world including India, consumers now have more diversified and changing demands as they are open to more possibilities. Abide to that, Online media has now became the most integral part of consumers and it changed the way viewers interact and the rate of subscription is increasing day by day (as the above mentioned data).

Now by considering these changes and growth, the current research explores the factors influencing viewers' intention to subscribe to OTT platforms and the change in content preferences with respect to the year 2023.

Keywords:

Growth of OTT platforms, Change in preferences, Intention to subscribe, Viewership

STATEMENT OF THE PROBLEM

With the advancement of technology customer preferences are also changing, consumers now have been spending their time largely on OTT platforms than any other media. According to many study conducted, there has been shown a growth of subscriptions for OTT platforms like Netflix, Spotify etc. which provides a huge profit for the service providers.

Now with these platforms consumers are familiar and bound with contents from different languages and countries than being only familiar with their own regional contents; does change in the content preferences be the reason behind it?

Now the questions are: why is this growth happening? Is the change in content preference the path for this growth? What will be the reason behind the intention of consumers to subscribe to these platforms? What will be the factors which influence the growth in view rates? The research:

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-tries to understand and answer the above mentioned questions.

LITERATURE REVIEW

For achieving research objectives, a detailed review of literature has been done and the information that would be utilized for the research works have been presented below:

Consumer's willingness to pay

Sudtasan, Tatcha; Mitomo, Hitoshi study ‚Effects of OTT services on consumer's willingness to pay for optical fiber broadband connection in Thailand", indicates that OTT services have both direct and indirect impact to consumer's willingness to pay for FTTH connection. OTT movie services directly increases people's willingness to pay for FTTH while OTT mobile game indirectly influences. Mobile games drive internet consumption to reach upper limit of mobile internet package which further induces consumer's willingness to pay for FTTH connection as well as consumers who experiences unstable video quality on fixed-line. However, more than half of consumers prefer mobile network to fixed line in using OTT applications and services. Therefore, it can be predict that with the emergence of OTT media, optical fiber broadband will not be fully penetrated in the near future even if it is available countrywide. The implications of this study suggest that movie over internet services directly contribute to the revenue of optical fiber broadband operators. There is also a need of policy support in optical fiber investment as both means of fiber-to-the-home and advanced mobile network backbone in order to meet people's demand influenced by OTT applications and services.

Kim et al. (2017) studied the product attributes that have a considerable influence on customers' willingness to pay for OTT service and found that resolution, recommendation systems and viewing options (in that order) were the most influential attributes

OTT preferences

Gangwar et al., 2020) studied the preference of OTT platforms in India. Technological advancement and content quality is the major preference that influences the Indian customers to adopt the OTT platform. The study concluded that the millennium is attracted towards the OTT platforms due to foreign content and video on demand facilities.

Price Sensitivity

OTT Platforms Thriving in Price Sensitive Indian Market as Data Penetration Grows Reported By BALA YOGESH in 'Telecomtalk' site, showcases the price sensitivity of Indian consumers; In early December, 2020, Netflix provided access to "millions of people" to its platform for no additional cost through its StreamFest exercise. Initially teased by the company in late October, 2020, Streamfest enabled the Indian users with no active subscriptions to access the platform for free. Shows the strategy for tackling the Indian market.

Flexibility

The report '3 reasons why flexibility is critical for streaming right now' Scott M Goldman, Shows why flexibility is important while using and choosing OTT platforms, He came up with three reasons why flexibility is crucial; like:

- There is a growing need for hybrid monetization models
- FAST channels are here to stay
- Real time experiences = more engaged viewers

Demographics

In the study 'Digital subscriptions grew by 49%, most OTT viewers in 15-34 age group' conducted by Express News Service, which is released in association with Ahmedabad-based startup Communication Crafts, the report that mapped the post-pandemic consumption found that content consumption on OTT platforms was the highest by men, especially in the age group of 15-24. Consumption of contents across OTT platforms in 2020-21 was the highest among viewers aged 15-34, revealed the fourth edition of the Indian Over-the-Top (OTT) Platforms Report 2021 (post pandemic consumption), published by MICA Ahmedabad.

'Habit' consumption

The study Consumption of OTT Media Streaming in COVID-19 Lockdown: Insights from PLS Analysis by Garima Gupta and Komal Singharia, In the context of the disruption caused by COVID-19 that has escalated the at-home digital media consumption, the present study examines the interplay of key factors that affect users' WCS to these services. From the theoretical perspective, the study adds to the understanding of the constructs investigated and lends explanation to the linkages between them, as established in the marketing literature. By examining consumers' media consumption behaviour in light of the change induced by the pandemic, the work provides a starting point to context-based theory adaptation in accordance with the changed scenario. The study establishes its theoretical usefulness by pointing towards the relevance of addressing the specific factors (CE and QoSE) that exert an influence on consumers' consumption behaviour in the current situation. Further, an exploration into the possible moderating role of 'habit' consumption, induced due to the pandemic, adds value to the existing body of research.

Customer engagement (CE) and quality of service experience (QoSE)

Though past studies conducted in the digital and online context (e.g., Chang & Chen, 2008; Delafrooz et al., 2011) have provided an exhaustive list of such factors that include the quality and usefulness, perceived ease of use, attitude of customers, trust, perceived risk, security, engagement and service experience to mention a few, the present study includes only two primary antecedents, namely, customer engagement (CE) and quality of service experience (QoSE) due to their relevance for streaming services in the current situation of pandemic lockdown. With a number of OTT services to choose from, the way the service provider engages the customers becomes really important for them to attract attention (Gardner, 2020).

Acceptance and Use

Venkatesh et al., (2003), proposed the Unified theory of acceptance and use of technology (UTAUT) model where he reported the four constructs social influence, effort expectancy, facilitating conditions and performance expectancy to be the direct determinants of use behaviour and behavioural intention. Venkatesh et al., (2012) extended the UTAUT model with three constructs namely Price value, habit and hedonic motivation, along with the four constructs already present in the model and named it as UTAUT2. In the UTAUT2 model the moderating impact of age, gender and experience has also been assessed. This model has advantage and acceptance over the other technology acceptance model because, firstly, it is designed with the combination of eight prominent theories and models.

SIGNIFICANCE OF STUDY

In this technologically advanced era; the growth of Over The Top platforms are uncontrollably high, according to the changes happening in the society the preferences of the consumer changes. The consumer preference before Covid is not the same as the consumer preference after Covid, therefore, according to the years passed and the changes happened in the world every factors changes.

"A STUDY ON THE FACTORS INFLUENCING INTENTION TO SUBSCRIBE TO OTT PLATFORMS AND CHANGE IN CONTENT PREFERENCES (2023)"

-is focusing on finding out the factors influencing the Viewership and intention to subscribe to OTT platforms in the changed time period and the change in the content preferences of consumers.

The research will be helpful for the service providers as it is giving them an insight on the current preferences to OTT platforms and it gives a deep analysis on the demographics and other related factors so they can introduce new changes or to concentrate on the minority and majority class of OTT users, It will also help in realizing the major mistakes and challenges initiated and faced by the service providers; and will help to overcome those by providing the analysis of real concerns of Service users.

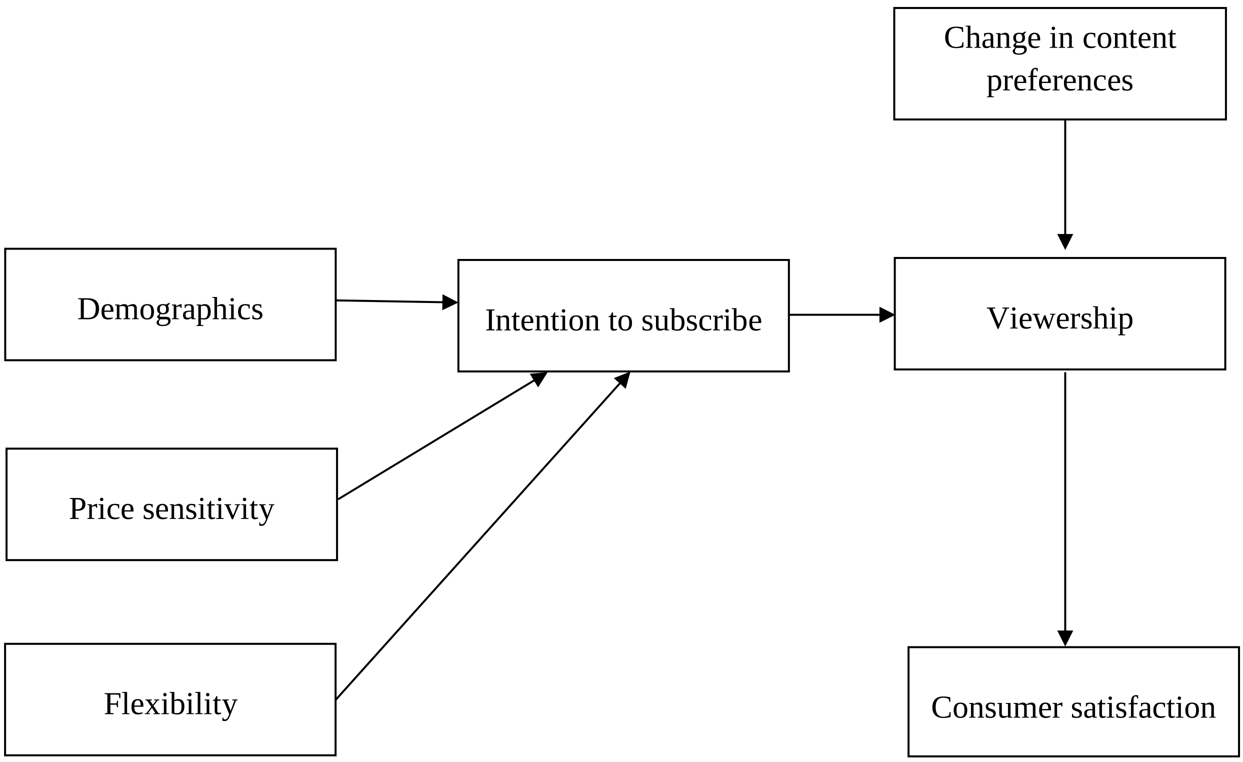
SCOPE OF THE STUDY

This study involves analysis of the factors influencing the viewership and intention to subscribe to OTT platforms which will in-turn help the service providers to introduce new strategies and changes according to the results provided. The researcher collected data from 133 users and non-users of different OTT platforms.

OBJECTIVES OF THE STUDY

- To understand the factors influencing intention to subscribe to OTT platforms
- To evaluate the relation between demographics of the consumer and intention to subscribe
- To evaluate the relation between demographics of the consumer and usage of OTT platforms
- To evaluate the relation between Price sensitivity and subscription of OTT platforms
- To evaluate the relation between Flexibility of the medium and intention to subscribe to OTT platforms
- To understand the change in preference of content
- To understand the relation between No advertisement policy and intention to subscribe
- To understand the satisfaction level of consumers
- To understand usage and subscription pattern of OTT users
- To understand the preference on the medium of music listening

CONCEPTUAL MODEL



RESEARCH HYPOTHESIS

H1: There is a positive relation between demographics of the respondents and the usage of OTT platforms

H2: There is a relation between demographics of the respondents and the subscription of OTT platforms

H3: There is a relation between the availability of contents in different languages and intention to subscribe to OTT platforms

H4: There is a positive relation between the no advertisement policy and intention to subscribe to OTT platforms

H5: There is a positive relation between ease of accessibility of medium and intention to subscribe to OTT platforms

H6: Consumers are satisfied with pricing of current subscription

H7: Consumers find the pricing of OTT subscriptions expensive

H8: There is a positive relation between the price sensitivity and the Subscription rate of OTT platforms

H9: Consumers prefer foreign contents than regional contents

H10: There is a change in the content preference of consumers compared with the previous year

H11: Consumers prefer online music streaming platforms than traditional means

METHODOLOGY

Data Collection

When it comes to data collection, there are two methods that are generally used by researchers to collect data. These methods are Primary data collection methods and Secondary data collection methods.

Primary data collection methods include collection of data through observation, interviews, questionnaire, case studies, projective techniques and schedules.

Secondary data collection methods include collecting the already existing data which is called as secondary data which may be collected through published or unpublished sources.

Published sources include publications by the government, public records, records etc.

Unpublished sources include data from letters, diaries unpublished biographies and work etc.

The tool used by the researcher for the data collection to fulfill the objectives of the research were by using both the Primary and Secondary data collection methods.

For the primary data collection methods researcher used questionnaire to get direct respond by the respondents.

The secondary data were collected to identify and learn more about the topic. All secondary data related information has been collected from previously done research papers and credible internet websites. (All details regarding secondary data has been added in literature review)

POPULATION

Population is the collection of the elements which has some or the other characteristics in common. The number of elements in the population is the size of the population. In this survey, the population comprises of all the customers who are the users and non-users of Over The Top platforms.

SAMPLING

Sample Size

The sample of the research is confined to OTT users and non-users. Keeping in view the limitation of the time and resources, the sample size taken is 133 respondents. Questionnaires were distributed to the respondents and enough time was given to fill questionnaire to reduce sampling errors.

Sampling Technique

A sampling technique is **p**rocess by which the entities of the sample have been selected. The technique used in this study is **convenience sampling techniques** which is a type of **non-probability sampling technique**. It involves selecting the sample population from a pool of conveniently available respondents.

Tools Used for Data Collection

The **questionnaire** is the tool used for data collection. It has been carefully designed to meet the requirements of the research. The questionnaire focuses on the factors which can influence the consumers to build a willingness to subscribe.

The questions are constructed using the **Likert scale** of Acceptance, Importance, Frequency, Satisfaction Etc. which helped to analyze which attributes satisfies the customers the maximum and have influence on the intention to subscribe.

Data Analysis Techniques

- Chi square test of association
- Percentage analysis

LIMITATIONS OF THE STUDY

- Time constraints were one of the major limitations as research activities were done alongside academic activities.
- Many respondents, were reluctant to take the survey.
- The response of the respondents may not be accurate
- Many respondents did not put in their honest opinions
- Conflict over Biased Views and Personal Issues
- Difficulty in reaching and covering a large population
- Research is based on the assumption that the respondents have given correct response.

CHAPTER TWO

INDUSTRY PROFILE

MEDIA AND ENTERTAINMENT INDUSTRY

INTRODUCTION

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making significant strides. The increasing availability of fast and cheap internet, rising incomes, and increasing purchases of consumer durables have significantly aided the industry. India's media and entertainment industry are unique as compared to other markets. The industry is well known for its extremely high volumes and rising Average Revenue Per User (ARPU).

This significantly aided the country's industry and made India leading in terms of digital adoption and provided companies with uninterrupted rich data to understand their customers better. India has also experienced growing opportunities in the VFX sector as the focus shifted globally to India as a preferred content creator.

Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue. According to a FICCI-EY report, the advertising to GDP ratio is expected to reach 0.4% by 2025.

MARKET SIZE

The entertainment industry is broad and constantly evolving as technological advances and market demands shift. The industry includes both producers and distributors of entertainment formats and has been expanding into new areas outside of the traditional segments of radio, print media, television, music, and film. Market demands are shown to be shifting away from some traditional segments into new frontiers of media networks and online entertainment capabilities including online streaming of television and films to online gaming platforms. As per the latest report by the PwC, India's Media and entertainment Industry is expected to reach Rs. 4,30,401 crores (US$ 53.99 billion) by 2026. Advertising revenue in India is projected to reach Rs. 394 billion (US$ 5.42 billion) by 2024.

GROWTH IN INDIA

India's subscription revenue is projected to grow at a CAGR of 2% and reach Rs. 432 billion (US$ 4.94 billion). Key growth drivers included rising demand for content among users and affordable subscription packages.

The Indian mobile gaming market is growing at a pace in tandem with the global trend and is expected to reach US$ 7 billion in 2025. The online gaming market in India is projected to reach Rs. 155 billion (US$ 2.12 billion) by 2023, from Rs. 76 billion (US$ 1.08 billion) in 2020, due to rapid increase in consumption.

The music industry is expected to reach US$ 366 million by 2024 from US$ 199 million in 2019. According to a study conducted by Kantar and VTION, an audience measurement and analytics company, Gaana, the streaming service owned by Times Internet Ltd., had 30% market share, followed by JioSaavn (24%), Wynk Music (15%), Spotify (15%), Google Play Music (10%), and others (6%) in 2020.

Growth of the sector is attributable to the trend of platform such as YouTube that continues to offer recent and video content-linked music for free, which is expected to drive the paid OTT music sector reaching ~5 million end-users by 2023, generating revenue of ~Rs. 2 billion (US$ 27 million).

By 2025, the number of connected smart televisions are expected to reach ~40-50 million. 30% of the content viewed on these screens will be gaming, social media, short video and content items produced exclusively for this audience by television, print and radio brands. In the second quarter of 2021, smart TV shipments from India increased by 65% YoY, due to rising expansion activities adopted by original equipment manufacturers (OEMs) for their smart TV portfolios. By 2025, ~600-650 million Indians, will consume short-form videos, with active users spending up to 55 to 60 minutes per day.

According to the FICCI-EY media and entertainment industry survey, those who watch online videos through bundled packages (online video services bundled with mobile and broadband connections) will account for half of all online video viewers (399 million) by 2023, up from 284 million in 2020.

As of 2020, India registered ~803 million online video viewers, including streaming services and videos on free platforms such as YouTube. Mobile video viewers stood at 356 million in 2020, driven by rising number of users preferring video content over the last few years.

OTT video services market (video-on-demand and live) in India is likely to post a CAGR of 29.52% to reach US$ 5.12 billion by FY26, driven by rapid developments in online platforms and increased demand for quality content among users.

MAJOR OTT PLAYERS IN INDIA

There are various OTT platforms are offering their services in Indian market. Top 5 of them are:

Disney+ Hotstar

Disney+ Hotstar is arguably the most popular OTT platform in India. The streaming service, now owned by Walt Disney, has a vast catalogue of content that is divided across movies, TV shows, web series, sports, kids content, and news.
With Disney owning the service, you also get access to Marvel, Star Wars, and tons of Disney animated movies and shows. Disney+ Hotstar is compatible with both iOS and Android devices as well as PCs and smart TV. To stream content from this OTT platform, you need to subscribe to one of its plans. Disney+ Hotstar subscription is available with two plans: VIP and Premium, which are priced starting at Rs 299.

Netflix

The American over-the-top content platform has delivered tons of exceptional and highly-streamed original shows and movies, such as Sacred Games, The Queen's Gambit, Stranger Things, and so on. There are a variety of Netflix subscription plans, namely Mobile,
Basic, Standard, and Premium, which starts at just Rs.199 a month.
The Netflix plans in India differ in terms of resolution and number of simultaneous viewing, while the catalogue of the content remains the same.

Amazon Prime Video

The subscription to Amazon Prime Video is free with the e-commerce platform's Prime membership, which also includes free Amazon Prime Music subscription alongside unlimited free and quick delivery, exclusive deals and discounts, and access to e-books.
The OTT platform Prime Videos is known in India for its original web series such as Mirzapur, The Family Man, etc. It's also home to some critically-acclaimed international TV shows and movies, regional content, Bollywood, kids content, and iconic TV shows.
Besides English, Prime Video is available in six other Indian languages at the moment. Amazon Prime membership costs Rs 129 a month and Rs 999 a year.

Zee5

Zee5 is another popular OTT platform in India. It’s a home-grown video streaming service, owned by Essel Group, that offers a mix of originals, shows, music, and movies in 12 languages and has a bespoke catalogue of premium content for audiences across India.

Zee5 also leverages its partnership with ALTBalaji whose originals, shows, and movies are available for free to ZEE5 subscribers. The streaming service subscription plans start for as low as Rs 99 a month.

Sony Liv

Sony Liv has over 18 years of content such as TMKOC and The Kapil Sharma Show from channels that are part of the Sony Entertainment Network, such as Sony TV, Sony SAB, Sony Ten, Sony Max, Sony Max 2, Sony Six, Sony Pix, and Sony Yay.

You can also livestream WWE, European football, La Liga, Champions League, and other sporting events that are broadcasted live on Sony SIX, Sony TEN 1, Sony TEN 2, and Sony TEN 3 channels via the OTT platform in India. The Sony Liv app is also subscription-based,with its plans in India starting at just Rs 199 a month.

FIVE FORCES ANALYSIS BY MICHEAL E PORTER

Porter's Five Forces model which is proposed by Micheal E Porter can help to analyze the attractiveness of a particular industry, evaluate investment options, and assess the competitive environment in the current market. The Five forces proposed in this model are:

(1) Threat of New Entrants
(2) Bargaining Power of Suppliers
(3) Bargaining Power of Buyers
(4) Threat of Substitute Products or Services
(5) Intensity of Rivalry Among Competitors.

Let's analyse and compare these forces with the "Media and Entertainment industry":

- **Threat of new entrants**

The Threat of new entrants are the result of how complicated the entry criteria of a particular industry is. The entry barriers are very much complicated in the Media and entertainment industry because of the high sunk cost and the huge capital requirements. Because of the above mentioned reasons people find it difficult to enter into the market. An industry with strong barriers to entry is ideal for existing companies within that industry since the company would be able to charge higher prices and negotiate better terms.

In any industry if the dynamics support the new entrants to be successful and more profitable than the existing players then there will be a high flow new entrants in the market. When connecting these theory with the media and entertainment industry the threat of new entrants is relatively moderate.

The moderate level of threat is caused due to the evolving technology and the changes that happens due to the technology upgradation in this fast paced technological era Threat of new entrants in film, television, and music entertainment industry has been traditionally moderate due to high levels of cost barriers.

However, internet and rapid developments in information technology have increased the threat of new entrants to the industry through providing opportunities to lower cost barriers. Hence it is no surprise that many media companies are introducing new streaming services.

- **Bargaining Power of Buyers**

The customers have the power to negotiate the price level in any industry. It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a company to find new customers or markets for its output. If there is higher competition and have many other substitute in the industry it definitely will be a disadvantage for the players in the industry.

Bargaining power of buyers is immense when there are no switching costs for the customers. Buyer bargaining power is also fuelled by abundance of offers in films and manufacturing industry.

In media and entertainment industry the bargaining power of the consumers are really high; as the consumers has zero switching cost, and as there are different competitors who are attracting the consumers by offering captivating offers, Consumers tend to have high level of bargaining power in the media and entertainment industry.

- **Bargaining Power of Suppliers**

The bargaining power of suppliers addresses how easily suppliers can drive up the cost of inputs. It is affected by the number of suppliers of a good or service, how unique these inputs are, and how much it would cost a company to switch from one supplier to another supplier.

If we analyse these factors with media and entertainment industry the bargaining power of suppliers is greater compared to many other industries. This high degree of power in negotiating price is because of the limited number of entities producing media and entertainment that is appealing to the consumers. We can also classify famous actors as suppliers and human resources due to the unique nature of this industry.

The suppliers have a weaker bargaining power while dealing with the traditional broadcasting businesses, but while dealing with the online streaming platforms there is a greater bargaining power for the suppliers. We can take how Netflix had to lower its profit in order to maintain the contract with the suppliers as an example for showcasing the greater bargaining power of suppliers.

- **Threat of Substitute Products or Services**

Substitute goods or services (produced by other companies) that can be used in place of a company's products or services pose a threat. Companies that produce goods or services for which there are no close substitutes will have more power to increase prices and lock in favourable terms. When close substitutes are available, customers will have the option to forgo buying a company's product, and a company's power can be weakened.

In media and Entertainment industry the substitute products or services poses a moderate level of risk, the industry faces risk from those substitute services which are offering similar products through other online streaming medias and rental DVDs, it also include a wide range of video games, as well as, increasing popularity of major social networking websites such as Facebook, YouTube and Twitter. For example, the online streaming platforms like Netflix considers the traditional media as a huge substitute which provide similar products.

In case of facing a substitute threat companies have to improve their marketing strategies to retain and attract customers in order to survive.

- **Intensity of Rivalry Among Competitors**

Intensity of rivalry among competitors talks about the ability of the competitors to undercut their opponents. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company.

In media and entertainment industry being the highly fragmented industry, the intensity of rivalry among competitors is very high which pressurizes the companies to implement strong promotional strategies like offering affordable and reasonable prices for the consumers. In the case of the online streaming platforms they are facing a tight competition from the traditional broadcasters.

As the rivalry among existing competitors in the industry is getting intense the major companies like Warner Bros. are competing in the industry with other companies like Paramount Pictures Corporation, The Walt Disney Studios, Fox Filmed Industries and others

CHALLENGES FACED

The entertainment and media industry is a highly competitive and rapidly changing field, and companies in this industry face a number of challenges.

1. Disruptive technologies

   The rise of streaming services, digital platforms, and other new technologies has disrupted the traditional business models of entertainment and media companies. These companies must now compete with new players and adapt to new distribution channels and revenue streams in order to survive.

2. Content saturation

   With the increasing number of streaming services and platforms, there is an oversaturation of content available, which makes it harder for companies to get their content noticed and gain a loyal audience.

3. Monetizing content

   Monetizing content has become a major challenge for entertainment and media companies. With the shift to digital platforms and streaming services, companies must find new ways to monetize their content, such as through subscriptions, advertising, or other revenue streams. Additionally, the shift to digital distribution also has led to an increase in piracy, which is another challenge for the industry.

4. Lack of diversity and representation

   In recent years, there has been a growing awareness of the lack of diversity and representation in the entertainment and media industry. This has led to a push for more inclusive and diverse stories, and for greater representation of underrepresented groups both on and off-screen. However, achieving this goal can be challenging, as it requires significant changes in the hiring and casting practices of companies, as well as a change in the culture of the industry.

Latest Trends in Media and Entertainment Industry

- Innovation and Growth in NFT

Non-fungible tokens (NFTs) are emerging as a driving force for media companies to expand their content and IP engagement among their audience. This is triggering a future monetization model with markets maturing and the media sector welcoming these changes. Media and entertainment companies are collaborating and forming relationships with NFT specialists and marketplaces to design offerings that empower consumers to engage in a new way with their favorite characters, movies, and TV show.

➢ Leveraging Metaverse to offer an Immersive Viewing Experience

Media and entertainment corporations are embracing and integrating emerging technologies to capture the mainstream and offer their audiences meaningful viewing experiences.

Such as:

- Gaming meets Entertainment
- Artificial Intelligence (AI) to join forces with Virtual Reality (VR)

➢ Mergers and Acquisitions to Enjoy a Special Popularity

With the rise in the integration of technological developments within every operation, emerging sub-sectors are experiencing continuous support through mergers and acquisitions (M&A). With M&A volumes in the sector expected to increase, they are allowing companies to diversify their offerings to the audience and explore new international markets.

➢ More Streaming Services will be Launched

There has been a rise in video streaming platforms. In the last five years, online searches for Amazon Prime Video have increased by 231%. Video streaming (SVoD) revenue is anticipated to rise by over $139 billion per year by 2027. Hence many media companies are introducing new streaming services. Paid over-the-top (OTT) platforms are emerging with incumbents, including Netflix, Hulu, and Amazon Prime Video.

➢ Digitalized Communities to take Center Stage

Digitalized communities are slowly entering the main stage. They are assisting businesses to change as well as reflecting on both technological and societal changes. In 2023, brands will understand and integrate this motivation to form online communities and encourage engagement and adaptations. This will assist them in engaging with their consumers for future campaigns and connecting with their chosen audience.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

3.1 DEMOGRAPHICS CHARACTERISTICS

The study was conducted on 133 respondents from different age categories.

Demographics	Percentage of respondents	
Age	<18 18-24 25-34 35-44 >45	5.80% 69.90% 17.40% 4.30% 2.90%
Gender	Female Male	56.5% 43.5%
Occupation	Student Job Business Homemaker Unemployed	63.8% 27.5% 2.9% 1.4% 4.3%
Family size	2-4 5-10 >10	71% 25.4% 3.6%
Monthly income	<5000 5000-10000 >10000	24.6% 16.7% 58.7%
Place of residence	Rural Urban Semi-rural	35,5% 50.7% 13.8%

Table.3.1.1

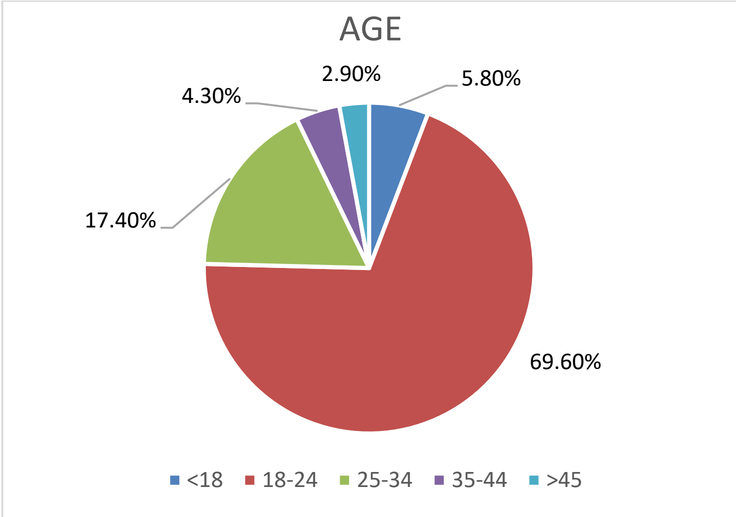


Fig 3.1.A

Intrepretation: From 138 respondents 69.60% were from the age group of 18-24, 17.40% were from the age group of 25-34, 5.80% were from below 18 age group, 4.30% were from the age group of 35-44, 2.90% were from above 45 age group. Most of the respondents ere from the age group of 18-24.

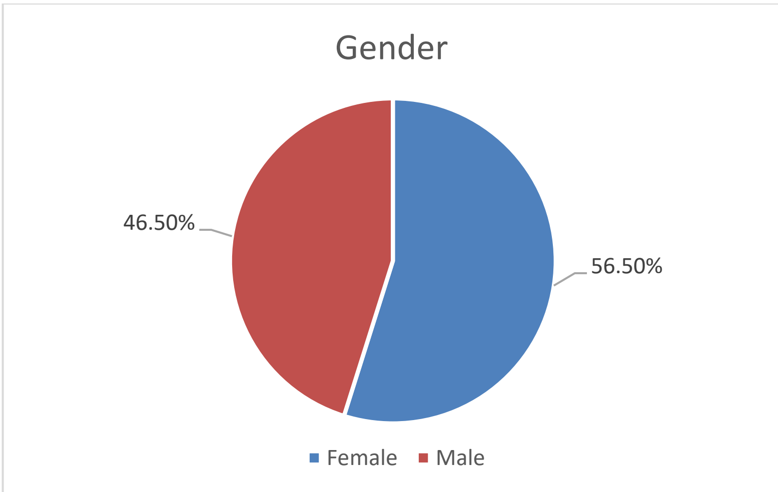


Fig 3.1.B

Interpretation: About 56.50% were Female respondents and about 46.50% were Male respondents. Female respondents are 10% higher than male respondents.

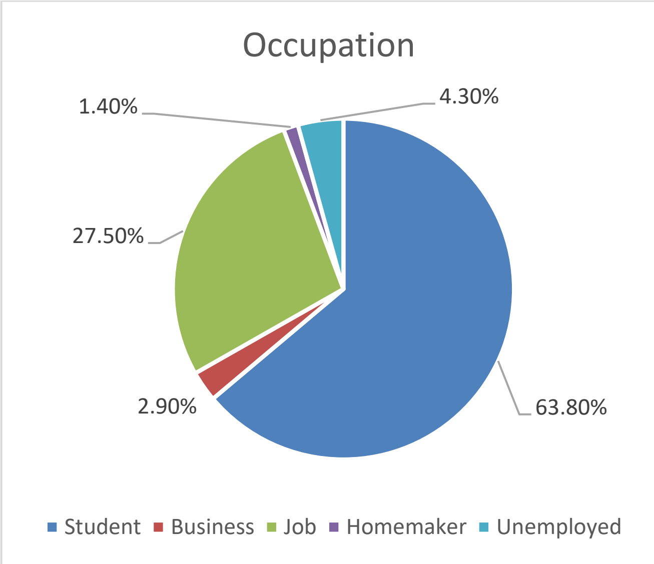


Fig 3.1.C

Interpretation: About 63.80% were students, 27.50% were employees, 4.30% were unemployed, 2.90% of them were doing business, 1.40% were Homemakers. Mostly students were the respondents.

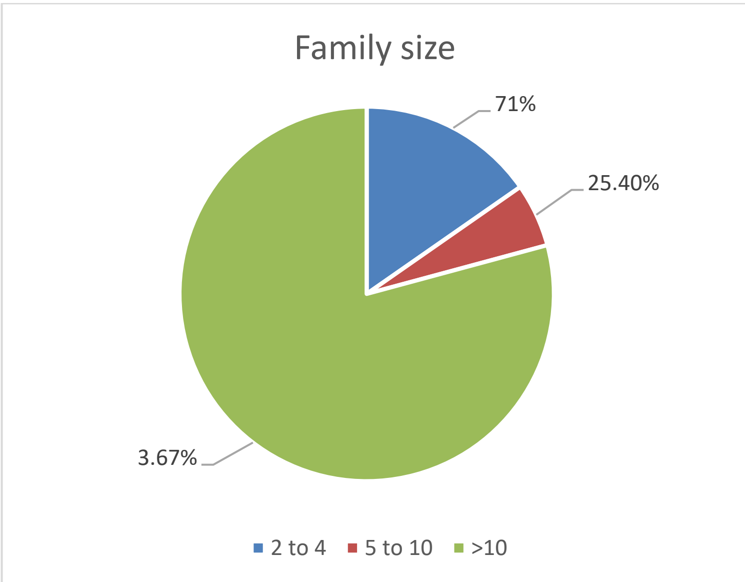


Fig 3.1.D

Interpretation: About 71% of the respondents were from the family of 2 to 4 members, about 25.40% of them were from the family of 5 to 10 members, and about 3.67% were from the family having above 10 members.

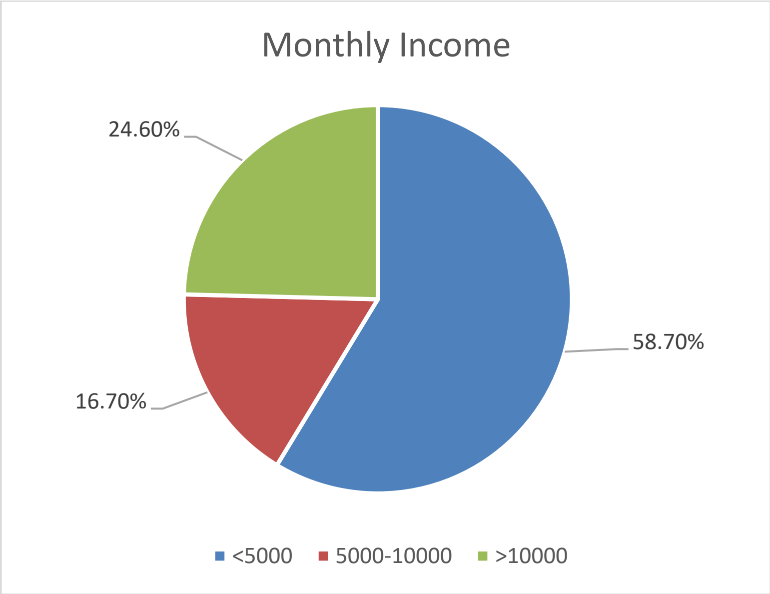


Fig 3.1.E

Interpretation: About 58.70% of the respondents have above RS.10000/- of monthly income, about 24.60% of them have below RS.5000 of monthly income, and about 16.70% of them have between RS. 5000 to 10000 of monthly income.

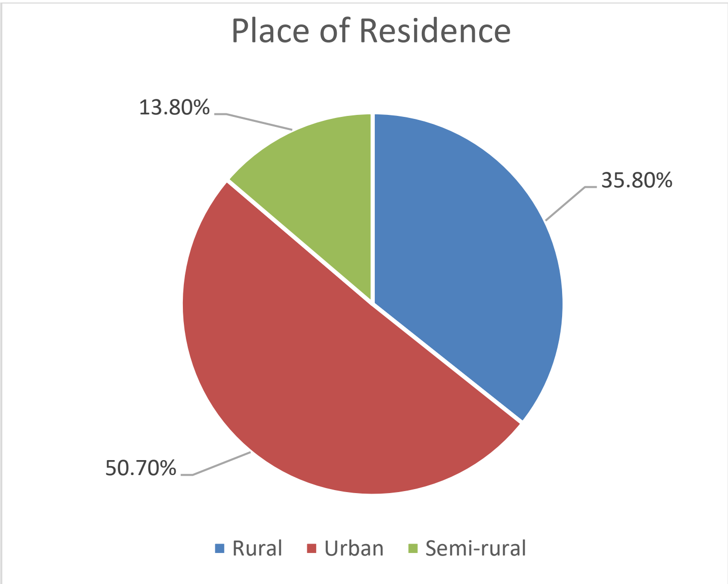


Fig 3.1.F

Interpretation: About 50.70% of the respondents were from urban area, about 35.80% were from rural area and about 13.80% were from semi-rural area.

3.2 Relationship between Demographics and Usage of OTT platforms

A chi-squared test (symbolically represented as $\chi 2$) is basically a data analysis on the basis of observations of a random set of variables. Usually, it is a comparison of two statistical data sets. This test was introduced by Karl Pearson in 1900 for categorical data analysis and distribution. So it was mentioned as Pearson's chi-squared test.

Chi square test was used to find out whether the demographics of the respondents influence the usage of OTT platforms

The following tables shows the result of the relation test between demographics of the respondents and Usage of OTT platforms:

3.2.1 Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.828[a]	4	.145
Likelihood Ratio	5.522	4	.238
Linear-by-Linear Association	.437	1	.509
N of Valid Cases	133		

Table.3.2.A

The above table clearly indicates whether Age influence the usage of OTT platforms or not, Here the significance is 0.145 which is above the accepted rate that is 0.05. Therefore we can understand that Age doesn't influence the usage of OTT platforms.

3.2.2 Gender

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.808[a]	1	.179		
Continuity Correction[b]	1.206	1	.272		
Likelihood Ratio	1.780	1	.182		
Fisher's Exact Test				.221	.136
Linear-by-Linear Association	1.794	1	.180		
N of Valid Cases	133				

Table.3.2.B

The above table clearly indicates whether Gender act as a factor which influences the usage of OTT platforms or not.

Here from the above table we can see that the significance rate is 0.136 which is above the accepted rate of significance that is 0.05. As the significance rate is above 0.05, we can understand that Gender doesn't influence the usage of OTT platforms.

3.2.3 Monthly Income

Chi-Square Tests

	Value	Above df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.321[a]	2	.852
Likelihood Ratio	.305	2	.859
Linear-by-Linear Association	.030	1	.862
N of Valid Cases	133		

Table3.2.C

The above table showcases whether Gender influences the usage of OTT platforms.

From the above table we can see that the significance rate between gender and usage of OTT platforms is 0.852 which is higher than the accepted rate of significance which is 0.05.

Thus we can understand that monthly income doesn't influence the usage of OTT platforms.

3.2.4 Occupation

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.403[a]	4	.052
Likelihood Ratio	8.286	4	.082
Linear-by-Linear Association	7.167	1	.007
N of Valid Cases	133		

Table3.2.D

The above table indicates whether there is a relation between occupation and usage of OTT platforms; that is whether occupation influence the usage of OTT platforms. From the test result we can clearly understand that the usage of OTT platforms is influenced by occupation, as the rate of significance is 0.05 which is the acceptance rate of significance

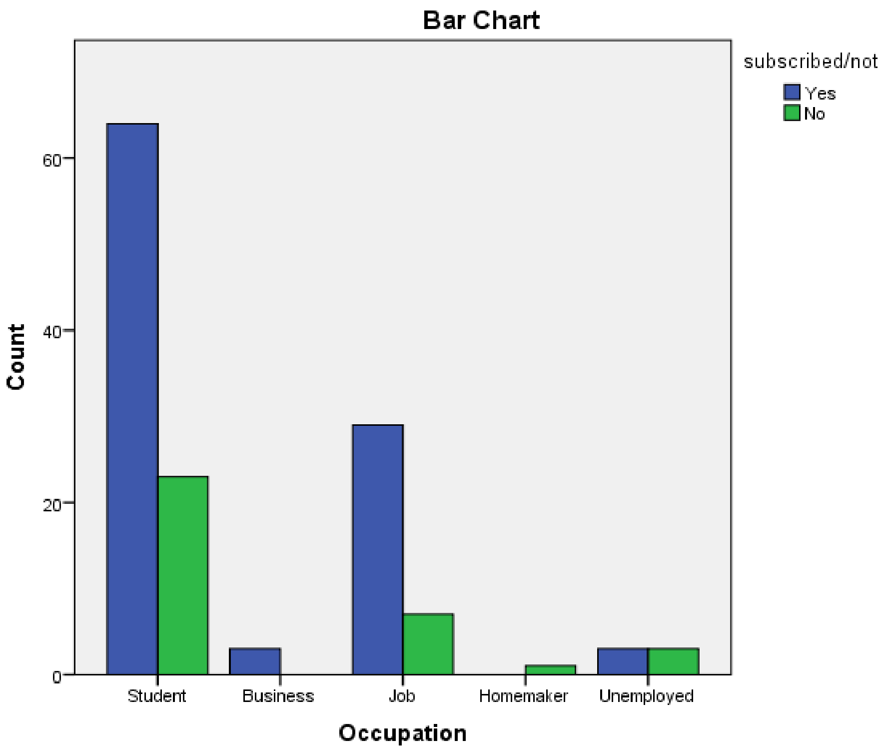


Fig.3.2.1

Students tend to use OTT platforms more than the people who are doing any other occupation. Homemakers from the respondents never uses OTT platforms. People who are into business are using OTT platforms and there is not a single response who didn't use OTT platforms from the business option.

3.2.5 Place of residence

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.004[a]	2	.367
Likelihood Ratio	1.948	2	.378
Linear-by-Linear Association	1.695	1	.193
N of Valid Cases	133		

Table3.2.E.

The above table indicates whether there is a relation between place of residence and usage of OTT platforms. From the test result we can clearly understand that the usage of OTT platforms is not influenced by place of residence, as the rate of significance is 0.367 which is above the acceptance rate of significance which is 0.05

3.2.6 Family size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.580[a]	2	.454
Likelihood Ratio	1.681	2	.432
Linear-by-Linear Association	.366	1	.545
N of Valid Cases	133		

Table3.2.F

The above table indicates whether there is a relation between family size and usage of OTT platforms. From the test result we can clearly understand that the usage of OTT platforms is not influenced by family size, as the rate of significance is 0.454 which is above the acceptance rate of significance which is 0.05

Summary of Hypothesis Statement

HO: There is a negative relation between demographics of the respondents and the usage of OTT platforms:

Occupation (Rejected)

Age (Accepted)

Gender (Accepted)

Monthly income (Accepted)

Place of residence (Accepted)

Family size (Accepted)

#	Statement	Decision
H1	"There is a positive relation between demographics of the respondents and the usage of OTT platforms"	
	• Age	Rejected
	• Gender	Rejected
	• Monthly Income	Rejected
	• Occupation	**Accepted**
	• Place of residence	Rejected
	• Family size	Rejected

Table3.2.G

3.3 Relation between Demographics and Subscription of OTT platforms

The chi square test which is a comparison of two statistical data sets, is used to analyse the association between The demographics and the subscription of OTT platforms.

3.3.1 Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.213[a]	4	.523
Likelihood Ratio	3.973	4	.410
Linear-by-Linear Association	1.123	1	.289
N of Valid Cases	133		

Table3.3.A

The above table shows whether there is a relation between age and the subscription of OTT platforms. Here in the above table, The significance rate is 0.523 which is above the accepted rate of significance that is 0.05. Hence we can say that there is no relation between age and subscription of OTT platforms.

3.3.2 Gender

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.408[a]	1	.235		
Continuity Correction[b]	.970	1	.325		
Likelihood Ratio	1.395	1	.238		
Fisher's Exact Test				.313	.162
Linear-by-Linear Association	1.398	1	.237		
N of Valid Cases	133				

Table3.3.B

The above table shows whether there is a relation between gender and the subscription of OTT platforms. Here in the above table, The significance rate is 0.162 which is above the accepted rate of significance that is 0.05. Hence we can say that there is no relation between gender and subscription of OTT platforms.

3.3.3 Occupation

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.568[a]	4	.161
Likelihood Ratio	6.923	4	.140
Linear-by-Linear Association	.257	1	.612
N of Valid Cases	133		

Table3.3.C

The above table shows whether there is a relation between occupation and the subscription of OTT platforms. Here in the above table, The significance rate is 0.161 which is above the accepted rate of significance that is 0.05. Hence we can say that there is no relation between occupation and subscription of OTT platforms.

3.3.4 Monthly income

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.002[a]	2	.135
Likelihood Ratio	3.954	2	.138
Linear-by-Linear Association	3.641	1	.056
N of Valid Cases	133		

Table3.3.D

The above table shows whether there is a relation between Monthly income and the subscription of OTT platforms. Here in the above table, The significance rate is 0.135 which is above the accepted rate of significance that is 0.05. Hence we can say that there is no relation between monthly income and subscription of OTT platforms.

3.3.5 Family size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.538[a]	2	.281
Likelihood Ratio	2.465	2	.292
Linear-by-Linear Association	.077	1	.781
N of Valid Cases	133		

Table.3.3.E

The above table shows whether there is a relation between family size and the subscription of OTT platforms. Here in the above table, The significance rate is 0.281 which is above the accepted rate of significance that is 0.05. Hence we can say that there is no relation between family and subscription of OTT platforms.

3.3.6 Place of residence

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.504[a]	2	.005
Likelihood Ratio	10.304	2	.006
Linear-by-Linear Association	6.338	1	.012
N of Valid Cases	133		

Table.3.3.F

The above table shows whether there is a relation between place of residence and the subscription of OTT platforms. Here in the above table, The significance rate is 0.005 which is less than the accepted rate of significance that is 0.05. Hence we can say that there is a relation between gender and subscription of OTT platforms.

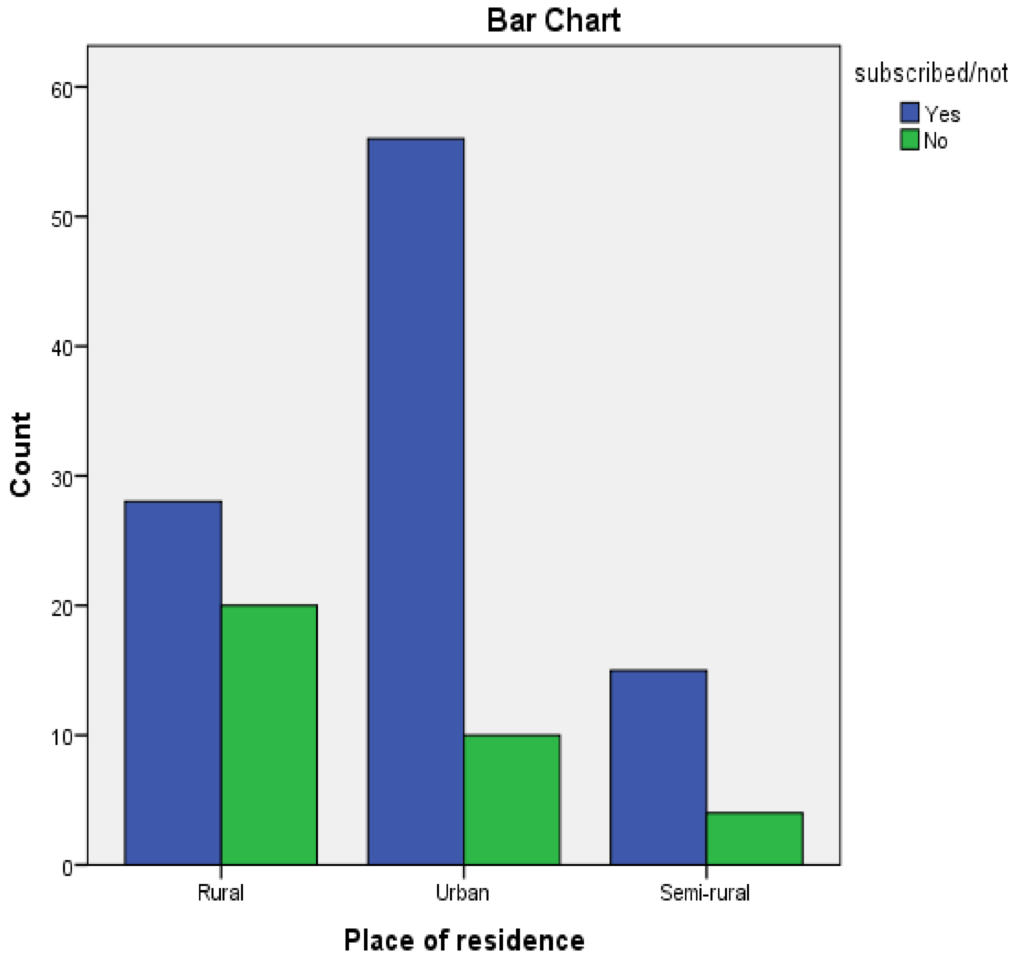


Fig.3.3.A

People who live in the urban area tends to subscribe to OTT platforms more than Rural and semi-rural.

Summary of Hypothesis statement

HO: There is a relation between demographics of the respondents and the subscription of OTT platforms:

Place of residence (Rejected)

Occupation (Accepted)

Age (Accepted)

Gender (Accepted)

Monthly income (Accepted)

Family size (Accepted)

H2	"There is a relation between demographics of the respondents and the subscription of OTT platforms" • Age • Gender • Monthly Income • Occupation • Place of residence • Family size	 Rejected Rejected Rejected Rejected **Accepted** Rejected

Table.3.3.G

3.4 Relation between availability of content in different languages and intention to subscribe to OTT platforms.

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

The following table shows the relation between the availability of content in different languages and intention to subscribe to OTT platforms:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.770[a]	4	.008
Likelihood Ratio	13.070	4	.011
Linear-by-Linear Association	2.870	1	.090
N of Valid Cases	133		

Table3.4.A

In the above table the test result is showing a positive relation; which means that there is a relation between the availability of content in different languages and intention to subscribe to OTT platforms as the significance level is 0.008 which is less than the accepted rate of significance which is 0.05.

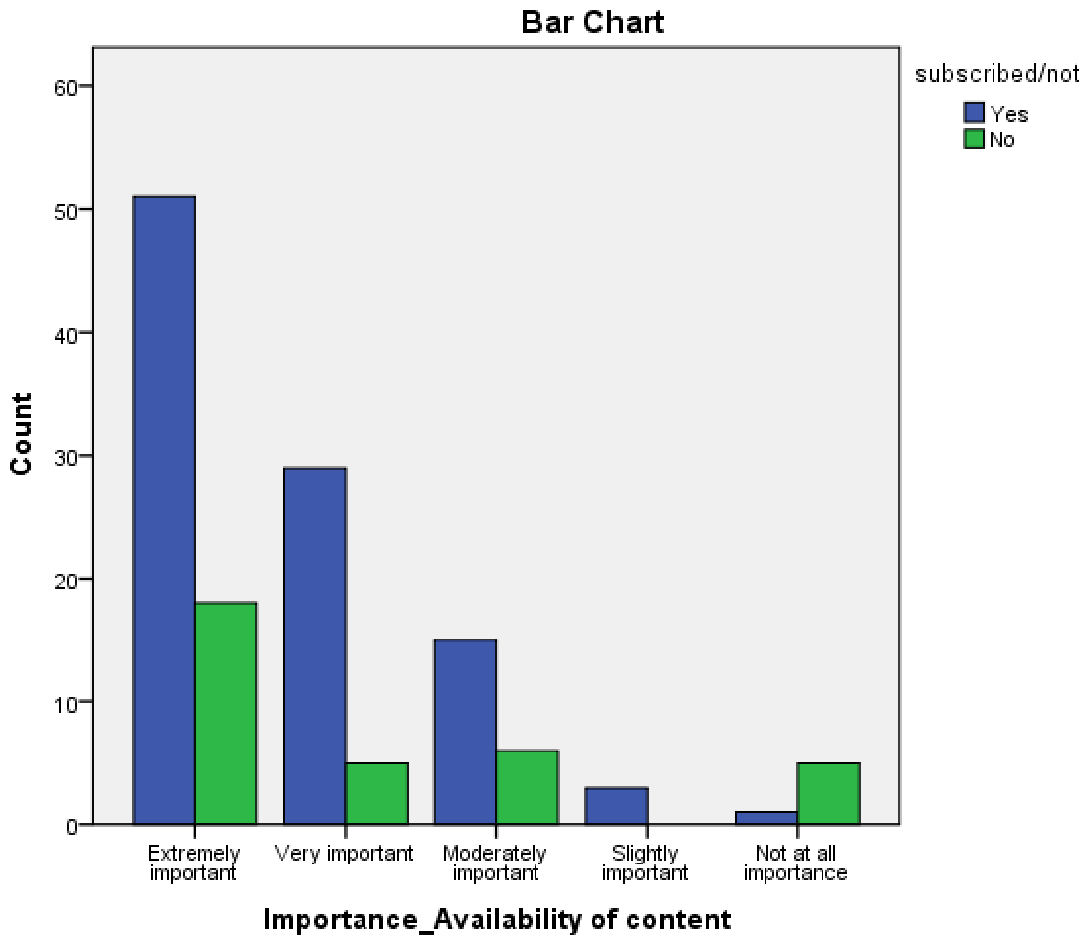


Fig.3.4.A

Here in the above bar chart we can understand that people who think that the availability of content in different languages is extremely important while choosing OTT platforms are the ones who have subscribed to the OTT platforms.

Importance ranging from Extreme to moderate have subscribed to OTT platforms than the people who give zero importance to it.

And those who give slight importance for the availability of contents in different languages; have fully subscribed to OTT platforms.

Here we can see the clear difference as the availability of content in different languages are influencing the intention to subscribe.

Summary of hypothesis statement

HO: There is no relation between the availability of contents in different languages and intention to subscribe to OTT platforms (Rejected)

Since the significance level is 0.008 which is less than the accepted rate of significance hypothesis is accepted and Null hypothesis is rejected.

#	Statement	Decision
H3	There is a relation between the availability of contents in different languages and intention to subscribe to OTT platforms	**Accepted**

Table.3.4.B

3.5 Relation between No advertisement policy and intention to subscribe to OTT platforms

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

The following table shows the relation between the no advertisement policy and intention to subscribe to OTT platforms:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.017[a]	4	.135
Likelihood Ratio	7.544	4	.110
Linear-by-Linear Association	.161	1	.688
N of Valid Cases	133		

Table.3.5.A

The above table shows that there is no relation between the No advertisement policy and Intention to subscribe to OTT platforms as the significance level is 0.135 which is above the accepted rate of significance level that is 0.05.

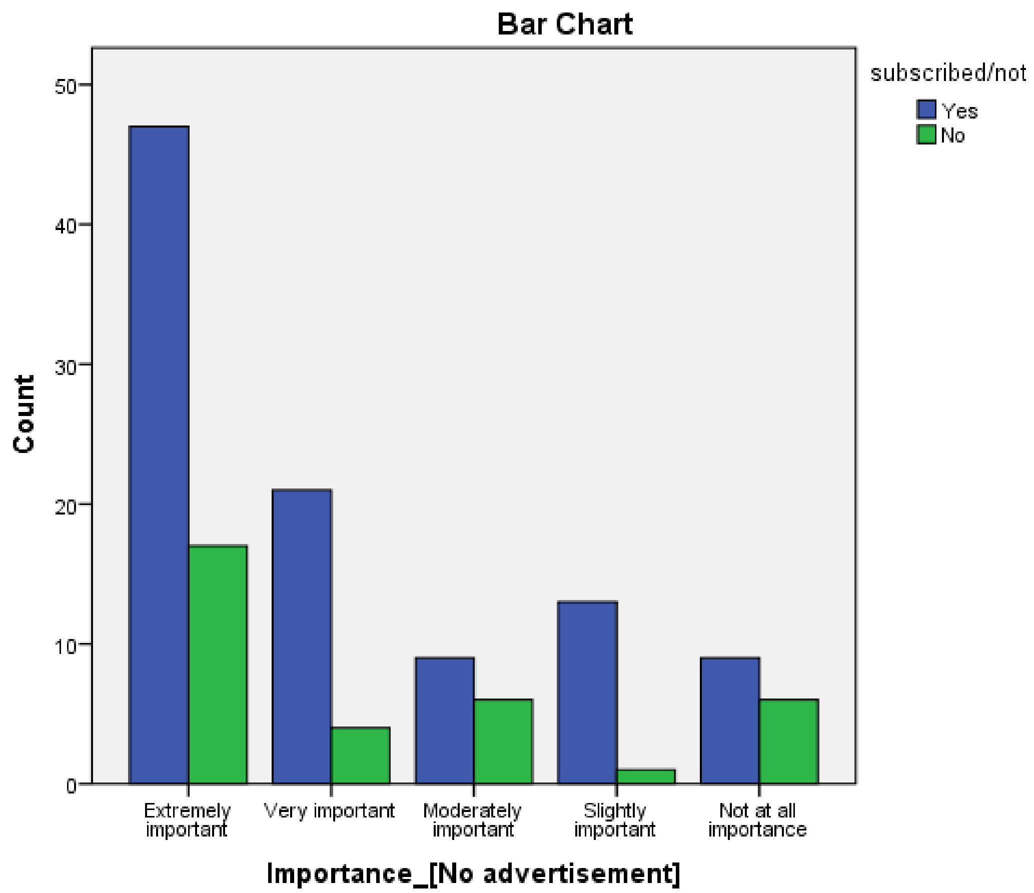


Fig.3.5.A

In the above bar chart we can clearly indicates that there is no difference in the subscription rate which means that the No advertisement policy is not at all important as the distribution is somewhat in proportion.

Summary of hypothesis statement

As the significance level is above 0.05 which is above the accepted rate of significance level #H4 is rejected and null hypothesis is accepted.

HO: There is a negative relation between the no advertisement policy and intention to subscribe to OTT platforms (Accepted)

#	Statement	Decision
H4	There is a positive relation between the no advertisement policy and intention to subscribe to OTT platforms	**Rejected**

Table.3.5.B

3.6 Relation between Ease of accessibility of the medium and intention to subscribe to OTT platforms

The chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables. A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration.

The following table showcases the relation between ease of accessibility of the medium and the intention to subscribe to OTT platforms:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.461[a]	4	.033
Likelihood Ratio	9.045	4	.060
Linear-by-Linear Association	8.011	1	.005
N of Valid Cases	133		

Table.3.6.A

The above table clearly indicates the positive relation between ease of accessibility of the medium and intention to subscribe to OTT platforms, as the significance level is 0.033 which is less than the accepted rate of significance level that is 0.05

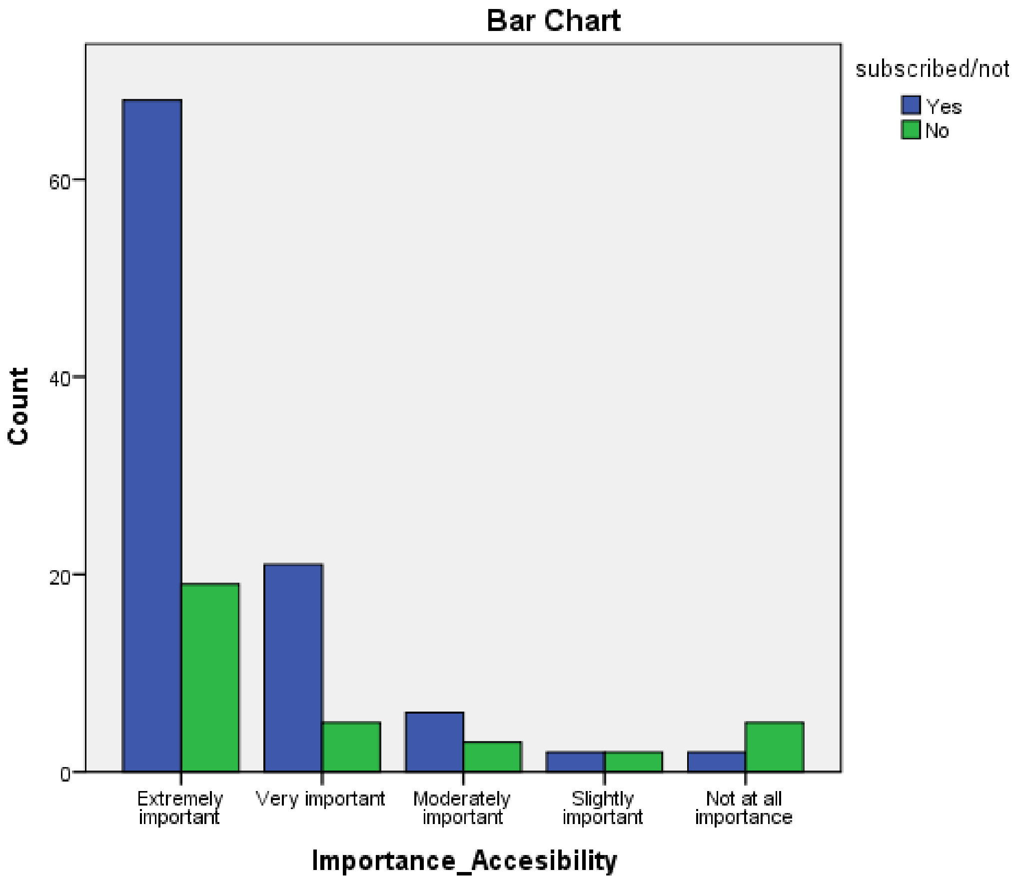


Fig.3.6.A

The above bar chart shows the clear difference between the people who consider ease of accessibility as extremely important parameter while choosing OTT platforms have subscribed most to the OTT platforms and the people who consider it the least important have the least amount of people subscribed to it.

Summary of hypothesis statement

HO: There is a negative relation between ease of accessibility of medium and intention to subscribe to OTT platforms (Rejected)

As the significance level is less than the accepted significance level, #H5 is accepted

#	Statement	Decision
H5	There is a positive relation between ease of accessibility of medium and intention to subscribe to OTT platforms	**Accepted**

Table.3.6.B

3.7 Consumers satisfaction on the pricing of current subscriptions

A frequency table shows the distribution of observations based on the options in a variable. Frequency tables are helpful to understand which options occur more or less often in the dataset. This is helpful for getting a better understanding of each variable and deciding if variables need to be recoded or not.

Under frequency there is percentage analysis, which is used here to understand whether the consumers are satisfied with the current pricing.

The table below shows the consumer satisfaction on pricing of current subscriptions:

Table3.7.A: Consumer Satisfaction on current pricing of subscriptions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely satisfied	13	9.8	9.8	9.8
	Very satisfied	29	21.8	21.8	31.6
	Moderately satisfied	53	39.8	39.8	71.4
	Slightly satisfied	12	9.0	9.0	80.5
	Not at all satisfied	26	19.5	19.5	100.0
	Total	133	100.0	100.0	

Here in the above table we can see that;

About 9.8% of the respondents are completely satisfied with the pricing of the current subscriptions, about 21.8% of the people are very much satisfied with the pricing but not fully satisfied, about 39.8% of the respondents are moderately satisfied with the pricing as they are in the midpoint of being satisfied and dissatisfied, about 9% of the respondents are slightly satisfied with the pricing as they are okay with the pricing but not fully satisfied, and about 19.5% of the respondents are not at all satisfied with the pricing of current subscriptions of the OTT platforms.

So we can understand from the Data that people are moderately satisfied with the pricing of current subscription but not completely satisfied.

Summary of hypothesis statement

HO: Consumers are not satisfied with pricing of current subscription (Accepted)

#	Statement	Decision
H6	Consumers are satisfied with pricing of current subscription	**Rejected**

Table.3.7.B

3.8 Consumers find the pricing of OTT subscriptions expensive

A frequency table shows the distribution of observations based on the options in a variable. Frequency tables are helpful to understand which options occur more or less often in the dataset. This is helpful for getting a better understanding of each variable and deciding if variables need to be recoded or not.

Under frequency there is percentage analysis, which is used here to understand whether the consumers opinion on the pricing of OTT subscriptions.

The table below shows the consumer opinion on the pricing of OTT subscriptions:

Table.3.8.A:consumer opinion on the pricing of OTT subscriptions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very expensive	22	16.5	16.5	16.5
	Expensive	36	27.1	27.1	43.6
	Neutral	46	34.6	34.6	78.2
	Somewhat expensive	18	13.5	13.5	91.7
	Not at all expensive	11	8.3	8.3	100.0
	Total	133	100.0	100.0	

In the above table about 16.5% of the respondents find the pricing of OTT subscriptions very expensive as they might consider it as unaffordable, about 27.1% of the respondents find the pricing of OTT subscriptions expensive and about 34.1% of the respondents find the pricing of OTT subscriptions as moderate which neither expensive nor cheap, about 13.5% of the respondents find the pricing of OTT subscriptions somewhat expensive as it is affordable for but at the same time it can be expensive, about 8.3% of the respondents find the pricing of OTT subscriptions as not at all expensive and consider it as a cheap.

So we can say that The consumers find the pricing of OTT subscriptions moderately expensive.

Summary of hypothesis statement

HO: Consumers find the pricing of OTT subscriptions not at all expensive

Null hypothesis is rejected as consumers find the pricing of OTT platforms moderately expensive

#	Statement	Decision
H7	Consumers find the pricing of OTT subscriptions expensive	**Accepted**

Table.3.8.B

3.9 Price sensitivity affects the subscription rate of OTT platforms

A chi-square test is **a statistical test used to compare observed results with expected results**. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

Here chi square test is used to find out whether the price sensitivity affects the subscription rate of OTT platforms.

The following table shows the relation between the price sensitivity of the consumers and the rate of subscription:

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.557[a]	4	.002
Likelihood Ratio	16.309	4	.003
Linear-by-Linear Association	.045	1	.832
N of Valid Cases	133		

Table.3.9.A

Here in the table we can clearly understand that the price sensitivity affects the subscription rate as the significance level is 0.002 that is below the accepted rate of significance level which is 0.05. Thus price sensitivity does affect the consumers mind and the rate of subscription.

Summary of hypothesis statement

HO: There is no relation between the price sensitivity and the Subscription rate of OTT platforms (Rejected)

As the significance is 0.002 which is below the rate of acceptance this hypothesis is accepted

#	Statement	Decision
H8	There is a positive relation between the price sensitivity and the Subscription rate of OTT platforms	**Accepted**

Table.3.9.B

3.10 Consumers prefer foreign contents more than regional contents

A frequency table shows the distribution of observations based on the options in a variable. Frequency tables are helpful to understand which options occur more or less often in the dataset. This is helpful for getting a better understanding of each variable and deciding if variables need to be recoded or not.

Under frequency there is percentage analysis, which is used here to understand whether the consumers prefer foreign contents more than regional contents.

Table.3.10.A: Consumer preference on foreign contents (than regional contents)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	52	39.1	39.1	39.1
	Often	27	20.3	20.3	59.4
	Sometimes	30	22.6	22.6	82.0
	Rarely	13	9.8	9.8	91.7
	Never	11	8.3	8.3	100.0
	Total	133	100.0	100.0	

Here in the table about 39.1% of the respondents have rated that they always watch foreign content than any regional content, and about 20.3% of the respondents often watches foreign content, about 22.6% of the respondents stated that they watches the foreign contents sometimes, about 9.8% of the respondents stated that they rarely watches the foreign contents, about 8.3% of the respondents stated that they never watch the foreign contents.

Here we can see that the percentage of people who always watches the foreign content are more than the people who prefer not to watch it.

So we can state that consumer prefer foreign contents over regional contents.

Summary of hypothesis statement

HO: Consumers doesn't prefer foreign contents than regional contents (Rejected)

As the percentage of people who watches foreign content is more than who never watches foreign content this hypothesis is accepted.

#	Statement	Decision
H9	Consumers prefer foreign contents than regional contents	**Accepted**

Table.3.10.B

3.11 There is a change in the consumer preference on content compared with previous year

The table shown below is a summary of the percentage analysis (frequency test) table which will be helpful to understand the preferences more easily without any difficulties in understanding.

Contents	**Percentage of preference**
Originals	34.6%
Series	45%
New movies	48.1%
Old movies	24.8%
Comedy	37.6%
Romantic	33%
Horror	43.6%
Thriller	47.4%
Action	30.1%

Table.3.11.A

In the above table we can understand that from all the contents which is rated as very high, New movies have more percentage than any other contents. New movies have about 48.1% of respondents who prefer it over any other contents.

The contents like Thriller - 47.4%, Series - 45%, Horror - 43.6% have above 40% of interest rate. And the contents like Comedy - 37.6% Originals - 34.6%, Romantic - 33% and Action - 30.1% have above 30% of interest. Old movies have below 25% of interest which 24.8%.

Now we can classify these preferences into 3 different categories according to the preference:

Very high level of interest (Above 40%)	Moderate level of interest (Above 30%)	Low level of interest (Below 25%)
Thriller	Comedy	Old movies
Series	Originals	
Horror	Romantic	
	Action	

Table.3.11.B

Taking Action and thriller into consideration;

According to numbers.com In 2022 Action was the content (genre) which had a high popularity; about 53.40% of the people preferred action over anything; but now in the above table we can clearly see that the popularity has lost and it has fallen into the moderate level category of interest; and Thriller which was at 5th level of popularity having 3.35 % of interest reached first according to the samples in the current analysis.

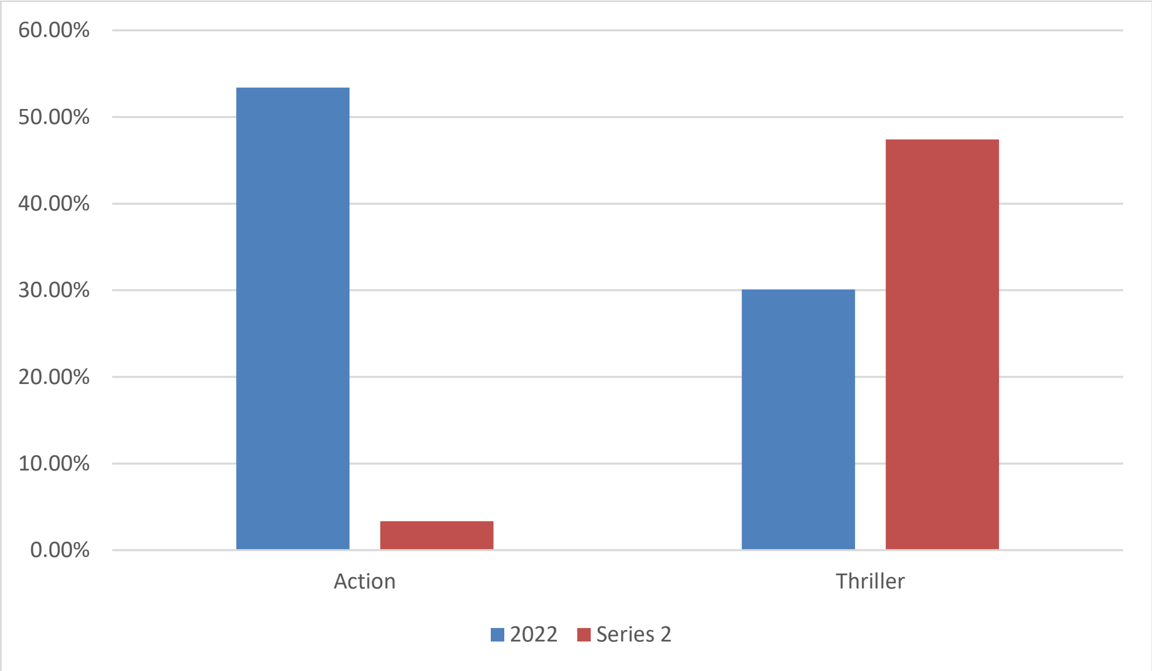


Fig.3.11.A

The above figure shows how the preference have changed from 2022 to 2023. So we can understand that there is a change in the content preference of consumers.

Summary of hypothesis statement

HO: There is no change in the content preference of consumers compared with the previous year (Rejected)

#	Statement	Decision
H10	There is a change in the content preference of consumers compared with the previous year	**Accepted**

Table3.11.C

3.12 Consumers prefer online music streaming platforms than traditional means

The table shown below is a summary of the percentage analysis (frequency test) table which will be helpful to understand the preferences more easily without any difficulties in understanding. These are the percentage of consumer interest on the contents which their interest is very high

Contents	Percentage of preference
Download music from internet	19.5%
Online streaming	71.4%
Radio	7.5%
TV	18%
CD	3.8%

Table3.12.A

From the above table we can understand the high rate of interest for each of the music streaming platforms mentioned above.

About only 19.5 % of people have high rate of interest in listening music which are downloaded from the internet;

About 71.4% of the people have high rate of interest in listening music from online streaming platforms

About only 7.5% of the people have high rate of interest in listening music from radio;

About 18% of the people have high rate of interest in listening music from Television which is basically from music channels;

About only 3.8% of the people have high rate of interest in listening music from CD

This data clearly shows that more than 70% of the people from the respondents have high rate of interest in listening music from online streaming platforms than from any other means, which indicates the growth of OTT platforms.

Summary of hypothesis statement

HO: Consumers doesn't prefer online music streaming platforms than traditional means

As we clearly understood there is a high rate of interest for online streaming platforms Null hypothesis is rejected.

#	Statement	Decision
H11	Consumers prefer online music streaming platforms than traditional means	**Accepted**

Table.3.12.B

3.13 Summary of Hypothesis testing

#	Hypothesis statement	Hypothesis	Null hypothesis
H1	"There is a positive relation between demographics of the respondents and the usage of OTT platforms" • Age • Gender • Monthly Income • Occupation • Place of residence • Family size	 Rejected Rejected Rejected Accepted Rejected Rejected	 Accepted Accepted Accepted Rejected Accepted Accepted
H2	"There is a relation between demographics of the respondents and the subscription of OTT platforms" • Age • Gender • Monthly Income • Occupation • Place of residence • Family size	 Rejected Rejected Rejected Rejected Accepted Rejected	 Accepted Accepted Accepted Accepted Rejected Accepted
H3	There is a relation between the availability of contents in different languages and intention to subscribe to OTT platforms	Accepted	Rejected
H4	There is a positive relation between the no advertisement policy and	Rejected	Accepted

	intention to subscribe to OTT platforms		
H5	There is a positive relation between ease of accessibility of medium and intention to subscribe to OTT platforms	Accepted	Rejected
H6	Consumers are satisfied with pricing of current subscription	Rejected	Accepted
H7	Consumers find the pricing of OTT subscriptions expensive	Accepted	Rejected
H8	There is a positive relation between the price sensitivity and the Subscription rate of OTT platforms	Accepted	Rejected
H9	Consumers prefer foreign contents than regional contents	Accepted	Rejected
H10	There is a change in the content preference of consumers compared with the previous year	Accepted	Rejected
H11	Consumers prefer online music streaming platforms than traditional means	Accepted	Rejected

Table.3.13.A

CHAPTER FOUR

SUMMARY OF FINDINGS AND CONCLUSIONS

4.1 LIST OF FINDINGS

I. From the population of 133 respondents 5.80% were from the age group below 18, 69.90% of the respondents were from the age group of 18-24, about 17.40% of the respondents were from the age group of 25-34, about 4.30% of the people were from the age group of 35-44 and 2.90% were from the age group above 45.

II. From the respondents about 56.5% were female and about 43.5% were male and most of the respondents were students having a percentage of 63.8%, 27.5% of them were employees, 2.9% of them are handling business, 1.4% of them were home makers and about 4.3% of the respondents were unemployed

III. About 71% of the respondents were from the family having 2 to 4 members, about 25.4% of the respondents were from the family having 5 to 10 members and about 3.6% of the respondents were from the family having members above 10.

IV. About 24.6% of the respondents were having a monthly income below 5000, about 16.7% of the respondents were having a monthly income between 5000 to 10000, and about 58.7% of the respondents were having a monthly income above 10000.

V. Most of the respondents were from the urban area having a percentage of 50%, and about 35.5% of them were from the rural area, and about 13.8% of them were from the semi-rural area.

VI. The **Table.3.2.A** (Age) **Table.3.2.B (**gender) **Table.3.2.C** (Monthly income) **Table.3.2.D** (occupation) The **Fig.3.2.A** describes the occupation **Table.3.2.E** (place of residence) **Table.3.2.F** (family size) is the result of chi square conducted to identify whether the demographics have a relation with the usage of OTT platforms. The **Table3.2.G** shows that the hypothesis of occupation is accepted

VII. The **Table.3.3.A** (age) **Table.3.3.B** (Gender) **Table.3.3. C** (occupation) **Table.3.3.**D (monthly income) **Table.3.3. E** (family size) **Table.3.3. F** (place of residence) **Fig.3.3.A** describes the place of residence. The table are the result of chi square conducted to identify whether there is any relation between demographics and subscription rate of OTT platforms. The **Table.3.2.G** Shows the summary of the hypothesis statement where all the other demographics expect place of residence have been rejected

VIII. The **Table.3.4.A** is the result of chi square test conducted to identify the relation between the availability of content in different languages and intention to subscribe to OTT platforms, In the table the test result is showing a positive relation as the significance level is 0.008 The **Fig.3.4.A** is the bar chart which shows that people who think that the availability of content in different languages is extremely important while choosing OTT platforms are the ones who have subscribed to the OTT platforms. The **Table.3.4.B** is the table which shows the summary of the hypothesis statement; which rejects the null hypothesis and accepts the hypothesis

IX. The **Table.3.5.A** is the result of chi square test conducted to identify the relation between the No advertisement policy and intention to subscribe to OTT platforms, In the table the test result is showing a negative relation as the significance level is 0.135 The **Fig.3.5.A** shows the bar chart clearly indicates that there is no difference in the subscription rate. The **Table.3.5.B** shows the summary of hypothesis statement where hypothesis is rejected and null hypothesis is accepted.

X. The **Table.3.6.A** is the result of chi square test conducted to identify the relation between the ease of accessibility of the medium and intention to subscribe to OTT platforms, In the table the test result is showing a positive relation; as the significance level is 0.033. The **Fig.3.6.A** shows the clear difference between the people who consider ease of accessibility as extremely important parameter while choosing OTT platforms have subscribed most to the OTT platforms and the people who consider it the least important have the least amount of people subscribed to it. The **Table.3.6.B** shows the summary of hypothesis statement where hypothesis is rejected and null hypothesis is accepted.

XI. The **Table.3.7.A** is the result of percentage analysis which is conducted to identify the Consumers satisfaction on the pricing of current subscriptions. Where we can understand that people are moderately satisfied with the pricing of current subscription but not completely satisfied. The **Table3.7.B** shows the summary of hypothesis statement which rejected the Null hypothesis and accepted the hypothesis.

XII. The **Table.3.8.A** is the result of percentage analysis which is conducted to identify the Consumers opinion on the pricing of current subscriptions, which states that the consumers find the pricing of OTT subscriptions moderately expensive. The **Table3.8.B** shows the summary of hypothesis statement which rejected the Null hypothesis and accepted the hypothesis.

XIII. The **Table.3.9.A** is the result of chi square test conducted to identify whether Price sensitivity affects the subscription rate of OTT platforms, In the table the test result is showing a positive relation; as the significance level is 0.002 .The **Table.3.9.B** shows the summary of hypothesis statement which rejected the Null hypothesis and accepted the hypothesis.

XIV. The **Table.3.10.A** shows the percentage analysis conducted to identify whether the consumers prefer foreign contents more than regional contents which showed a positive result. The **Table3.10.B** shows the summary of hypothesis statement which rejected the Null hypothesis and accepted the hypothesis. The **Table.3.11.A** shows the percentage analysis conducted to identify whether there is a change in the consumer preference on content compared with previous year and the **Table.3.11.B** clearly shows the change in the content preference taking Action and thriller into consideration. The **Fig.3.11.A** shows how the preference have changed from 2022 to 2023. The **Table.3.11.C** shows the summary of hypothesis statement which accepted the hypothesis and rejected the null hypothesis as there is a change in the content preference.

XV. The **Table.3.12.A** a summary of the percentage analysis conducted to identify whether Consumers prefer online music streaming platforms than traditional means. The **Table.3.12.B** shows the summary of hypothesis statement which accepted the hypothesis and rejected the null hypothesis as the result shows that Consumers prefer online music streaming platforms than traditional means.

4.1.1 SUMMARY OF FINDINGS RELATED TO OBJECTIVES

Factors influencing the intention to subscribe to OTT platforms:

- Availability of content in different languages
- Ease of accessibility

Demographics which influence the usage of OTT platforms

- Occupation

Demographics which influence the subscription of OTT platforms

- Place of residence

4.2 SUGGESTIONS

Suggestion for the players in the OTT market:

- Consumers find the pricing of the subscriptions expensive so finding out strategies to reduce this mind set can make you lead in the front. Companies can try establishing a loyalty program like providing 10% or even 5% off on the subscription charge for next month or giving an opportunity to watch the show for one or two days after the subscription ended for your loyal customers who subscribes to the OTT platforms even though they find it expensive can make your consumers more satisfied; thereby there is a high chance of growth in word of mouth thereby gaining more popularity.
- Consumer's subscription is influenced by the availability of contents different in languages thus providing high quality entertainment experience and new shows not only in regional language but also in different languages can make the consumers more satisfied.
- As the content preferences are changing companies can conduct a survey to understand the preference of consumers so that the service providers can provide contents according to the needs of the consumers.
- As the consumers are always watching foreign contents more than the regional contents, the expectation of the quality of the movies will be high, so providing them with high quality movies and contents can make them satisfied.
- As Ease of accessibility is the one of the important factor influencing the consumers to subscribe the process of login, signup and connecting to other devices should be good without any glitch or error. As it can make the consumers dissatisfied.
- Companies have to keep in mind that there is a group of people who are price sensitive, according to the study conducted, it has been proven that, there is a relation between price sensitivity and the subscription rate of OTT. So companies who are in the field should consider implementing strategies focusing on that particular group of people in order to increase their client base.

- From the study it has been proven that consumers are not satisfied with the current pricing of OTT subscriptions. So to understand the consumer opinion for each company's pricing; they can conduct yearly/monthly survey or other data collection methods. In this way each company will get an opportunity to position them in the market.

- As the study revealed that there is no relation between no advertisement policy and consumer's intention to subscribe to OTT platforms, the service providers can actually try to implement in app ads to generate more revenue; The ads should not be video ads which interrupt the consumption, they can try using image ads which pops up while the app is active and it should not interrupt the consumers, if it is interrupting the consumption in any way, consumers may choose to use another alternative sources.

- According to the study it is proven that from the samples collected, the place of residence of consumers have a greater role in the subscription of OTT platforms. People who live in urban areas tends to subscribe to OTT platforms more than the people from rural or semi-rural area. So companies can implement strategies to retain the consumers from urban area and should implement strategies to attain the attention of people from rural and semi-rural area more since they are behind in the subscription rate.

- As the study find out that age is not a factor which influence the usage of OTT platforms companies can implement strategies to focus collectively on all age groups.

- The online music streaming platforms have more preference than the traditional means of listening to music, thus the companies who uses the traditional way to provide music to the public can actually try to implement their online platforms so that they can create a more client base.

- Since the needs and wants of consumers are changing day by day companies needs to stay up to date in every aspects, it could be technology or may be the culture; whatever the change is they have to be prepared to face the change.

- Content is an incredibly important part of your OTT strategy, but if no one can find it, then it’s useless, and you’ll have churn. A great UI/UX helps customers to find exactly what they want which will offer a highly engaging OTT experience

- In a country like India, there are many languages and subcultures so creating ‘content for everyone’ does not always work. Choosing Localization obviously increases the engagement among the target audiences, and that reduces churn.

- Using the strategy of providing niche content can reach a smaller target audience, but that audience is very loyal, and that reduces churn. Explicitly defining target groups increases the chances of reaching people who are interested in a given content. Potentially, it leads to revenue growth.

- Target All the Right OTT Devices, such as Smartphones, Tablets, and SmartTVs

4.3 CONCLUSION

As we all know OTT platforms are the future and present of the media and entertainment industry, the growth of those platforms like Netflix was uncontrollable and the growth of subscriptions were also the same;

"A STUDY ON THE FACTORS INFLUENCING INTENTION TO SUBSCRIBE TO OTT PLATFORMS AND CHANGE IN CONTENT PREFERENCES (2023)"

-was conducted to identify these aspects and have found out the factors influencing those intention and how consumer preferences have changed in content selection.

For that, we studied different aspects which may or may not influence the subscription and usage OTT; Analyzed different hypothesis which either resulted on getting rejected or getting accepted, which paved a way to gain a deep insight into the study. The samples were mostly students and were on the age group of 18 to 24 thus this study can be considered as equally relevant for the present and the future (as the youngsters are the future). Not only that it gave an opportunity to understand the mind set of people from different age group, gender, having different occupation, income level etc.

The study also conducted an industry analysis using the "Five force analysis proposed by: Michael E porter", which helped to understand the threats, opportunities, attractiveness and the positon of the media and entertainment industry, which is helpful in making decisions. After analyzing the samples and their responses, The study ("A STUDY ON THE FACTORS INFLUENCING INTENTION TO SUBSCRIBE TO OTT PLATFORMS AND CHANGE IN CONTENT PREFERENCES (2023)") were able to provide a list of suggestions for the players in the industry to boost their growth.

Over all the analysis provided an insight on:

- The factors influencing the subscription of OTT platforms
- The change of preference in content selection
- Price sensitivity of consumers on OTT platforms
- Demographics of the consumers…….

and so on…..

We can say that the intention of the study was satisfied as it was able to fulfill the objectives of the study. (mentioned in page no.18).

Thank you.

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ANNEXURE

QUESTIONNAIRE

1. Age? *

Mark only one oval.

- <18
- 18 - 24
- 25 - 34
- 35 - 44
- >45

2. Gender? *

Mark only one oval.

- Female
- Male
- Other

3. Occupation? *

Mark only one oval.

- Student
- Business
- Job
- Homemake
- unemployed

4. Monthly Income? *

Mark only one oval.

- <5000
- 5000 - 10000
- >10000

5. Place of residence? *

Mark only one oval.

- Rural
- Urban
- Semi-rural

6. Do you use OTT Platforms? *

Mark only one oval.

- Yes
- No

7. How often do you use OTT platform in a week? *

Mark only one oval.

- Daily
- 1 - 2 times
- 3 - 4 times
- 5 & more
- Never

8. How important are the following parameters to you while choosing OTT platforms? *

Mark only one oval per row.

	Extremely Important	Very Important	Moderately Important	Slightly important	Not at allimportant
The availability of contents in different languages	⬭	⬭	⬭	⬭	⬭
No advertisement	⬭	⬭	⬭	⬭	⬭
Can access from anywhere andanytime	⬭	⬭	⬭	⬭	⬭

9. How often do you use the following methods to listen to music? *

Mark only one oval per row.

	Always	Often	Sometimes	Rarely	Never
Download it from internet	⬭	⬭	⬭	⬭	⬭
Online streaming platforms(Spotify,Resso)	⬭	⬭	⬭	⬭	⬭
TV (Music channels)	⬭	⬭	⬭	⬭	⬭
Radio	⬭	⬭	⬭	⬭	⬭
CD	⬭	⬭	⬭	⬭	⬭

10. Have you subscribed to OTT platforms? *

Mark only one oval.

- ⬭ Yes
- ⬭ No

11. How many platforms have you subscribed to? *

Mark only one oval.

- ⬭ None
- ⬭ 1 - 2
- ⬭ 3 - 4
- ⬭ 5 & more

12. Which of the following platforms have you subscribed to?(Tick all that applies) *

Check all that apply.

- [ ] Netflix Amazon
- [ ] Prime
- [ ] Disney+Hotstar
- [ ] Spotify
- [ ] Resso
- [ ] None
- [ ] Other: ______________________

13. Which subscription pattern do you use? *

Mark only one oval.

- ( ) Yearly
- ( ) Monthly
- ( ) Rent a program Use
- ( ) other's accountNever
- ( )

14. How satisfied are you with the pricing of your current subscription? *

Mark only one oval.

- ( ) Completely satisfied
- ( ) Very Satisfied
- ( ) Moderately satisfied
- ( ) Slightly Satisfied Not
- ( ) at all satisfied

15. What is your opinion about the pricing of the subscriptions? *

Mark only one oval.

- Very expensive
- Expensive
- Neutral
- Somewhat expensiveNot at
- all expensive

16. Rate your interest for the following types of content on OTT platforms *

Mark only one oval per row.

	Very high	High	Moderate	Low	Very low
Originals					
Series					
New Movies					
Old Movies					
Comedy					
Romantic					
Action					
Thriller					
Horror					

17. How often do you watch foreign Contents on OTT platforms? *

Mark only one oval.

- Always
- Often
- Sometimes
- Rarely
- Never

18. If there is no OTT platforms available in the future, how will you take it? *

Mark only one oval.

- Perfectly Acceptable
- Acceptable
- Neutral Unaccaptable
- Totally unacceptable
-

19. Will you subscribe to OTT platforms if there is compulsory advertisement like *

Television?

Mark only one oval.

- Yes
- No
- Maybe

20. How satisfied are you with the services provided by OTT platforms? *

Mark only one oval.

- Completely
- satisfiedVery
- satisfied
- Moderately
- satisfiedSlightly

satisfied Not at all

satisfied

21. Are you willing to continue your subscription? *

Mark only one oval.

- Yes
- No
- Maybe