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Analyzing the shifting trend of customer preference towards OTT platforms post Covid

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Abstract
This paper was an analysis of various factors influencing consumer preferences on Over The Top (OTT) platforms. The researchers examined the consumer preferences regarding the web series and online streaming content that is available on online platforms like Netflix, Amazon Prime, YouTube, Hotstar and more. This study examined the factors influencing consumer preferences for opting and viewing the preferred channels of OTT. The research was conducted after an extensive review of literature and identifying the gap in the study. The study was conducted by using quantitative research methodology, using the questionnaire research method. The sample of respondents was collected through a convenience sampling method from among the varied non-probability techniques. The respondents (who watch online video content) of the questionnaire were undergraduate and postgraduate students, and young professionals working in Hyderabad. The findings of the study showed that 91.9% of the respondents enjoyed watching on OTT platforms; 75.8% agreed to have added more OTT subscription during/post covid. The consumer preference towards different platforms show 88.7% prefer Amazon Prime, 77.4% prefer Hotstar and 72.6% prefer Netflix. Also 85.5% of respondents experienced that the screen time for entertainment purposes has increased during/post Covid.
Keywords: *Online Streaming, OTT, Online platforms, customer preferences, screen time*

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I. Introduction

OTT stands for over the top media service, the service media which is offered to the viewer's directly via the internet. OTT broadcast, cable and tv platforms and all types of companies act as distributors and controllers. The over-the-top platform refers to content provided for film and television with high-speed internet rather than a cable. Netflix, Amazon prime, Hotstar services are not free services, it allows individuals to select and choose their providers at a lower cost. Many streaming companies entered the market having their own ways and content to attract the audience at large and there has been a considerable amount of boom in the television content in terms of quality, visuals, and story. (Thangaraja, A. 2016)The success of OTT has been coined as the golden age of television, a reference to the first golden age of television that occurred in the 1950s.

OTT technology delivers at fingertips to all individuals with a magnitude of options. The audience could watch content on various platforms like smart tv, computers, cell phones, tabs and gaming consoles. The distributors have programs which are specialized in giving them control for viewers to choose and watch. (Thangaraja, A. 2016)Decision making on what to watch, when to watch it and on what device to watch it, is now more firmly in the hands of the consumer.

The advancement of technology and the measurement of the performance has contributed in satisfying the consumer experience has always been of more importance. The Digital age has led to success in business and also to a great extent globally. There has been a tremendous growth in the media industry, the consumer no longer is at the mercy of television sets, a new era has emerged making the consumer binge watch programs and movies on OTT platforms, the OTT have become a choice for viewers. According to Redseer, the content provided online in India has grown to 35% in April 2020 in comparison to January 2020. There has been a significant rise during the lockdown.

According to a Boston Consulting Group and CII report the digital video consumed on an average has grown to 2X from the last two years; people are spending more time for about 24 minutes per day. According to INC42.COM indicated that India has 95 OTT platforms streaming categories in music, videos and audio , many streaming platforms such as Disney + Hotstar, ZEE5, VOOT, MXPLAYER SONYLIV has created a mark on the Indian audience which is increasing the content on Digital platforms. The Indian market with its rising income and with its demand has contributed to the success of OTT platforms and also for the new changed lifestyle after the covid , the OTT has paved its way to services in the Indian market. The rise in OTT innovation, the plans on smartphones devices, cheaper internet plans , and consumer preference for good quality content has marked a growth in the market.

II. Literature Review

Menon (2020) stated that the wake of pandemic had considerably changed the pattern for media
interaction with the individuals, as many activities had moved online from recreating work to public activity. The web-based platform has given us a chance to stay associated with families, colleagues, neighbors and partners. The home-based entertainment had shown a gradual growth and out of home based entertainment was shut down by the government.

Deloitte (2017) report on Rise of On-demand content: Digital media stated that due to the accessibility of smartphones with improved internet 4G coverage increased the demand for various video entertainments, as many people are spending more time on digital media than on cable networks.

ICFAI (2019) report on "Transition of Consumer towards Video Streaming Industry: A comparative analysis of Netflix and Amazon Prime." Stated that the pulse of the audience's interest is the content, content is the king for all online platforms and how to define this statement the best example is Netflix which is far more superior than any other content , the other considerable choice is Hotstar which offers at cheaper rates.

Mann et al,(2015) report on "Digital video and the connected consumer" stated that OTT platforms target the younger audience as 50% of smartphone users age between 18-24 years.

In the study "Understanding Adoption Factors of Over-the-top Video services among millennials
consumers", researchers emphasized the major four factors that affect consumer adaptation towards different platforms. They are Convenience, Mobility, Content and Cost.(Dasgupta & Grover, 2019) Khanna (2016) in his report "A study on factors Affecting Subscription rates of Netflix in India: An Empirical Approach" notified that the Indian Audience are driven towards content which is free than having to pay for it, the availability of reduced cost on Netflix subscription which is due to non-availability of local and regional shows and movies .

According to the EU, telecommunications outlined the definition of "electronic communications.
services," "which states the conveyance of signals on electronic communications networks." As a result of this, it is not clear if the OTT services could be regulated by the current rule or not. But the biggest question from our understanding is whether the OTT services should be under regulation. In order to protect consumers from any harm regulating OTT services is essential , in the beginning over the top services were considered as a fresh addition to the telecommunication industry but now it poses harm. For eg: Apple brands iMessage any user who is signed in will be able to send through Apple's messaging service only , in this scenario the consumer is not aware of using OTT services but the consumer can rely on the existing policy and regulation for their protection from unlawful interference.

Neil Brown (2013) stated that privacy is not only the cause of damage. For eg: In a general scenario where, traditional services enable termination calls by the users where the new entrants would not have the capabilities as obligatory providers. OTT services do not provide interconnection incumbent with each other like a Skype user can not dismiss a call with a facetime user. If the difference between traditional and OTT would make regulatory equal and service substitutable until then it would be doubtful if there would be any difference. But practically the traditional services go through a higher regulatory system with greater cost and face limitations in regulations as they are limited in providing innovative activities. There are countless OTT service providers who are small and have started up business, they would face difficulty making a reasonable mark or network access if the Telcos would make arrangements with the help of regulations. Meanwhile the OTT platform needs to be patronized like social awareness applications and health related issues.

According to Robert and Ravi (2015) Traffic Management would not be applicable under Net Neutrality, there is a fine line between rightly applying traffic management to make sure there is a high quality of service and wrongly interfering with internet traffic to limit applications that threaten the telecom operators own lines of business. Regulation might allow telcos to discriminate. They can do that by blocking apps to maximize profits from their service by slowing the internet and asking for more payment. However, Robert and Ravi(2015) notified in favor of the Telcos that they are always under pressure to invest on a regular basis on network infrastructure so it is reasonable to understand due to the demand of the users Data intensive applications Telcos can make revenue by charging contents and can use it to upgrade the network. Technology has changed students' approach from television programs to mobile phones, recording videos using online access. (Damratoski &; et al., 2011).

Kim & et al., (2017) Netflix an international pioneer US based company has extended their market across the world and penetrated Asian nations. In Korea and China, people subscribe to over the top services for resolution, viewing options and digital videos. China selects this essential resolution as an important trait which is followed by a recommendation approach whereas people in Korea prefer a recommendation policy which is supported by viewing prospects and resolution.

Baccarne, Evens & Schuurman, (2013). Due to digitalization, the viewer's get access to screens with content that is exclusive. Due to content quality and more screens the conventional television monopoly has lost as viewers want a better quality in terms of signal, high end features at economical rate. Lee & LEE, (1995) stated that television primarily generates merits in terms of relaxation and a shift in mood for interaction with the set. The primary reason being it's a storytelling tool with not much interaction but in future it is expected to interact more and retrieve information, such an interactive medium would have distinct approaches for communication, experimental interests, entertainment which is interactive and a lot of additional services like shopping.

Goncalves & et al., (2014) , The growing broadband and the screen accessibility has progressed from premium OTT video services , this growth and the rise of many other distribution mediums has led to consumers watching high-quality videos. OTT service has originated from the very idea of television and assigns the program operating Internet protocol network across public.

Strong rivalry is being faced by Pay-Tv and Traditional televisions facing an intense rivalry from the OTT services due to live streaming and viewers are able to download content which is online. Due to advanced technology consumers have transitioned from non-pay TV to laptops , smartphones and many others (Banerjee, Alleman & Rappoport , 2013). The devices which are used by consumers play a vital part in consumers by shifting them from traditional TV to Online streaming. Internet connections, portable tools like laptops and smartphones are having better interactivity for OTT,(LEE & et al.,2018).

Lee & Lee, (2015), Viewers spend very little time on cable Television and games as they prefer spending more time being online and watching online videos in South Korea. They choose to watch content online instead of cable TV. The viewer's consumer spends a lot of time online watching programs and very little time on traditional mediums.

Shin, Park & Lee, (2016). Stated that users want accessibility on broadcasting various programs on laptops, tablets according to their time and place, the players in traditional broadcast and firms with internet service are penetrating the OTT service battling for dominance. Consumers chose to watch programs via broadcasting. The pay-tv and online players can build and strengthen their market share by cost reduction and providing videos which are on demand if terrestrial television industry does not share with more online service providers their content.

Dobrian & et al., (2013), viewers expect increased quality from the online programs when the programs showcased have buffering time then the effect the consumer has on watching programs would be negative. The buffering time affects all content which is online, and it would lessen the consumers attention on the program. For eg: 1% rise in ratio for buffering would reduce consumers attention span on watching it longer than 3 minutes for 90 minutes online video program. It is important to measure the relationship of channels in channels if any channels distribute a distinct TV program. The rate for program viewing is associated favorably with its streaming time in totality and it would impact well with television distribution channels. (Sung & Kwack, 2016).

Cha, (2013), Knowing and understanding the decisions consumers make is overbearing with traditional and emerging services. Consumers accept traditional television in spite of having online services which would serve quite similar requirements. Consumers would be likely to choose and use particular videos on online platforms over the traditional television if they find a distinct compatibility and benefit with the online services. Consumers use the online services as it provides them more advantages with its uniqueness and adaptability which lessens the possibility for accepting Television. (Pederson, 2018),OTT services are extended to more global viewers. Most of the OTT services offer subtitles in English for their videos. With DVD and commercial television on the rise, subtitles have become international where it was a national phenomenon at first. With the online streaming which has become a global aspect and Netflix which is a US based company adds video content with various regional languages to serve that region. It adds value creation by customizing the regional standards. (Mohan & Punathambekar, 2019), YouTube and many other OTTs offer services in different languages, Netflix has different languages like Hindi and many regional languages for their localization strategy.

Research Objectives:

1. To analyze the customer preference towards OTT platforms during/post Covid.

Post and in the course of Covid pandemic the use of OTT structures multiplied compared to the conventional enjoyment mediums like TV and cinemas. The patron desire toward these structures is exorbitant given the type of content and material that is appropriate for specific age groups of people. To attain this goal the primary few questions are raised to the respondents to recognize the motives backed by the desire of choice and utilization of OTT structures.

2. To evaluate the factors affecting customer preference towards OTT platforms post Covid.

The needs of various clients are met with the aid of using and presenting a huge type of content material in specific languages and specific structures. The functions like user-friendly experience, on-call for streaming, privateness of profiles and personal accounts, modes of viewing etc. may be understood because the elements leading to improving the patron choices toward few precise OTT providers.

3. To establish the relationship of customer preference changes pre and post Covid. .

The traditional mediums of enjoyment are being replaced with the aid of using the OTT structures because of its functions and personal experience. This creates a much broader scope of OTT structures to higher serve and preserve delighting the clients via innovation and technology. In the ultimate phase of the research, the destiny scope of OTT structures is mentioned for reaching this.

Research Design:

The form of study followed is exploratory Research. It is a form of study that can be carried out withinside the present marketplace that describes its purposeful elements. It is described as a study technique that has the traits of the populace or phenomenon which is being studied. Moreover, this method focuses on the “what aspect” of the concerned instead of the “why aspect”. In other words, exploratory study usually specializes in describing the character of a demographic segment, without focusing on “why” a positive phenomenon occurs. Data has been gathered from numerous supplies for this paper to usher in lots of records and do the studies. The source of the data collection in conducting this research is both, the primary data as well as the secondary data collection.

Sampling Technique:

The sampling procedure is the method for choosing a sample size for research in a way that ensures the people chosen are representative of the larger population from which they were drawn. Non-Probability sampling is the technique used in this survey. The odds of any member being chosen for a sample cannot be calculated when using this sampling technique. Furthermore, non-probability sampling does not constitute random selection, it depends heavily on the subjective evaluation of the researcher. Convenience sampling technique is used in the study. The researchers use a non-probability sampling technique in which a sample of respondents is selected from a convenient pool of respondents or from a group of people who are simple to contact. The sample size selected for this research was 62 respondents.

Tools for data collection:

Google Form was used to gather the primary data for research. The form was circulated online for the convenience of researchers and the respondents in order to gather the data for this investigation. The questionnaire was designed with two sections in mind.

Personal information-related questions were asked in the first section to learn more about the respondent's demographics. A few multiple-choice items, Likert scales, and dichotomous questions were included in the questionnaire's second section.

There were 20 questions in all in the questionnaire. The first part of the questionnaire constituted demography related questions to understand the dynamics of the respondents. The second half constitutes questions related to the research study under question. The questions were constructed such that the respondents' views and thoughts would be reflected in their responses. No other open-ended questions were raised for the respondents to answer.

Data Analysis and Interpretation

The COVID-19 pandemic has led to a significant shift in the way people consume entertainment. With lockdowns and social distancing measures in place, many people have turned to online streaming platforms, also known as Over-The-Top (OTT) platforms, to access movies, TV shows, and other forms of entertainment. To analyze the shifting trend of customer preference towards OTT platforms, the following steps were taken:

Data collection: The primary and secondary data was collected on the usage of OTT platforms before and during the pandemic. This data was collected from surveys, website traffic analytics, and other published sources.

Data cleaning: Cleaning the data to ensure accuracy and consistency. This involved removing outliers, correcting errors, and transforming the data into a usable format.

Data exploration: Exploring the data to get a general understanding of the trends and patterns. This involves calculating summary statistics, creating visualizations, and identifying correlations between variables.

Data modeling: Using charts and graphs or machine learning models to analyze the data and make predictions about future usage of OTT platforms. For example, a regression analysis could be used to understand the relationship between pandemic-related factors and OTT usage.

Data interpretation: Interpreting the results of the analysis to draw conclusions about the shift in customer preference towards OTT platforms. This involves presenting the results in a clear and concise manner, such as through graphs, tables, or reports.

The results of this analysis could provide valuable insights into the impact of the pandemic on consumer behavior and the entertainment industry. This information could be used to inform business strategies, marketing campaigns, and product development decisions.

Demographic Data

Age: The data gathered here represents the age distribution of the respondents in this survey. The data shows that 71% of the respondents are in the age range of 20 to 30 years old, 17.7% are in the range of 31 to 40, 8.1% are in the range of 41 to 50, 3.2% are in the range of 51 to 60, and there were no respondents who were 61 years old or above. This data provides valuable insights into the age demographic of the people who use OTT platforms. For example, it suggests that the majority of OTT platform users are in the 20 to 30 age range. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and behaviors of different age groups.

Gender: The data collected here represents the gender distribution of the respondents in the survey. The data shows that 41.9% of the respondents are male and 56.5% are female. The category "Others" likely refers to respondents who did not specify their gender or chose to identify as something other than male or female. This data provides valuable insights into the gender demographic of the people who use OTT platforms. For example, it suggests that the majority of OTT platform users are female. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and behaviors of different gender groups.

Occupation: The data collected here represents the occupation distribution of the respondents in this survey. The data shows that 61.3% of the respondents are students, 1.6% are homemakers, and 31.7% are professionals. This data provides valuable insights into the occupation demographic of the people who use OTT platforms. For example, it suggests that the majority of OTT platform users are students, while a relatively small proportion are homemakers. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and behaviors of different occupation groups.

Analysis of data collection

Do you enjoy watching shows/movies on OTT platforms?

The data represents the responses to a question about enjoyment of watching shows/movies on OTT platforms. The data shows that 62 respondents were asked the question, and 91.9% answered "Yes" and 8.1% answered "No."

This data can provide valuable insights into the level of satisfaction with OTT platforms as a source of entertainment. For example, the data suggests that a majority of respondents enjoy watching shows/movies on OTT platforms, while a small proportion do not. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and behaviors of users.

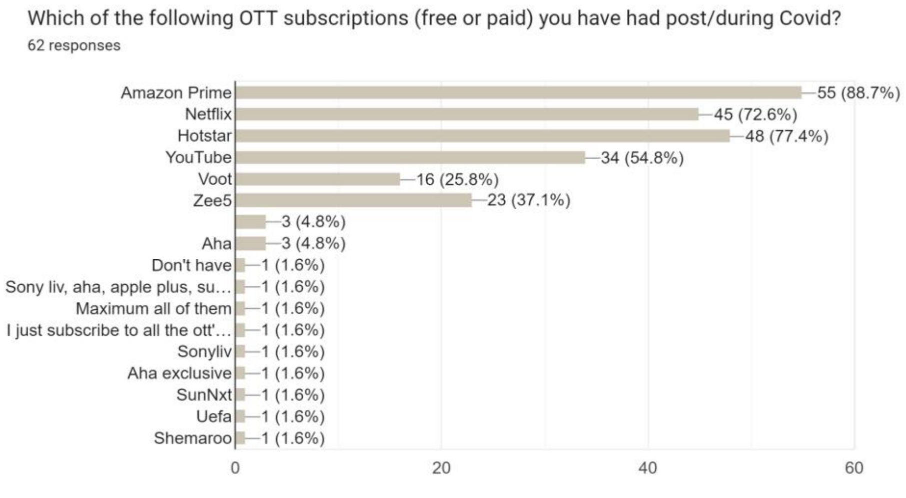

Figure 1.1:Showing OTT subscriptions availed

The data represents the number of respondents who subscribed to different OTT platforms post/during the Covid-19 pandemic. The data shows that 62 respondents were asked the question, and the number of respondents who subscribed to each platform is as above.

This data can provide valuable insights into the popularity of different OTT platforms among the respondents. For example, the data suggests that Amazon Prime and Netflix are the most popular OTT platforms among the respondents, with a large majority of respondents having subscribed to one or both. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and behaviors of users.

Did you have one or many of these subscriptions before Covid?

The data represents the number of respondents who had one or many OTT subscriptions before the Covid-19 pandemic. The data shows that 82.3% of the respondents answered "Yes," indicating that they had one or many subscriptions before Covid, while 17.7% answered "No," indicating that they did not have any subscriptions before Covid.

This data can provide valuable insights into the behavior of OTT platform users before the Covid-19 pandemic. For example, the data suggests that a majority of respondents had one or many OTT subscriptions before Covid, while a relatively small proportion did not. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and behaviors of users before the pandemic.

Have you added more OTT subscriptions during/post Covid?

The data represents the number of respondents who added more OTT subscriptions during/post Covid-19 pandemic. The data shows that 75.8% of the respondents answered "Yes," indicating that they added more subscriptions during/post Covid, while 24.2% answered "No," indicating that they did not add more subscriptions during/post Covid. This data can provide valuable insights into the behavior of OTT platform users during/post the Covid-19 pandemic. For example, the data suggests that a majority of respondents added more OTT subscriptions during/post Covid, while a relatively small proportion did not. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and behaviors of users during/post the pandemic.

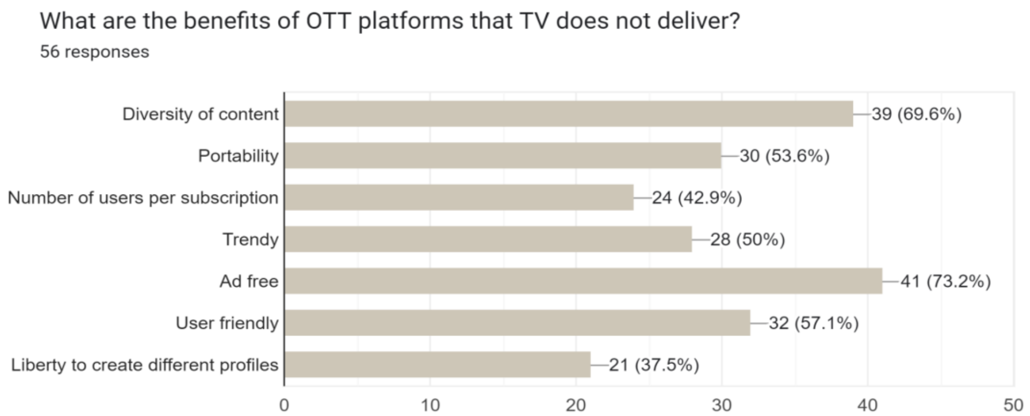

Figure 1.2: Showing benefits derived from usage of OTT platforms

The data represents the benefits that OTT platforms offer over traditional TV. The data shows that a majority of respondents cited the "Diversity of content" (69.6%) as the key benefit of OTT platforms over TV. Other benefits include "Portability" (53.6%), "Number of users per subscription" (42.9%), "Trendy" (50%), "Ad-free" (73.2%), "User-friendly" (57.1%), and "Liberty to create different profiles" (37.5%).

This data provides valuable insights into the preferences and motivations of OTT platform users. For example, the data suggests that a large proportion of respondents value the diversity of content offered by OTT platforms, and that ad-free content is also a significant motivator for users. This information could be used to inform marketing and product development decisions for OTT platforms, as well as to understand the preferences and motivations of users.

Did you experience that the screen time has increased during/post Covid for you personally for entertainment purposes?

The data represents the screen time of respondents for entertainment purposes during/post Covid-19 pandemic. The data shows that 85.5% of the respondents answered "Yes," indicating that they experienced an increase in screen time for entertainment purposes during/post Covid, while 14.5% answered "No," indicating that they did not experience an increase in screen time during/post Covid.

This data can provide valuable insights into the impact of the Covid-19 pandemic on entertainment consumption habits. For example, the data suggests that a majority of respondents experienced an increase in screen time for entertainment purposes during/post Covid, which could be due to increased time spent at home and limited options for in-person entertainment. This information could be used to inform marketing and product development decisions for OTT platforms and other entertainment providers, as well as to understand the impact of the pandemic on entertainment consumption habits.

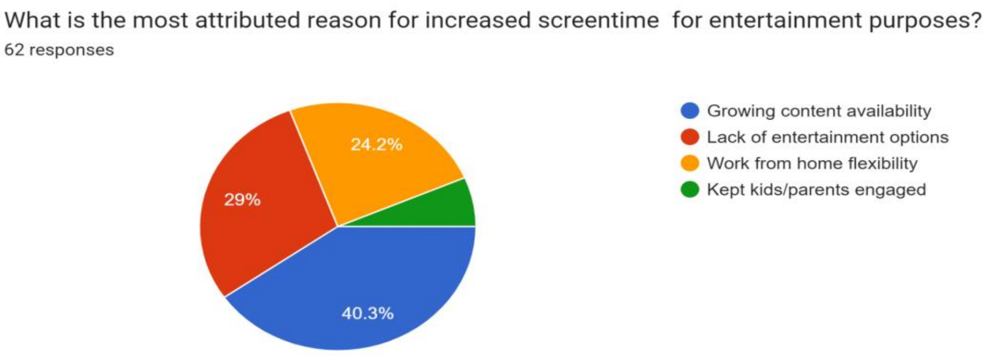

Figure 1.3: Showing the reasons for increased screen time for entertainment

The data represents the reasons for increased screen time for entertainment purposes during/post Covid-19 pandemic. The data shows the following reasons: The data suggests that a majority of respondents attribute their increased screen time to "Growing content availability" (55.5%) and "Lack of entertainment options" (59.7%), as well as "Work from home flexibility" (61.3%). While a smaller proportion of respondents attribute their increased screen time to "Keeping kids/parents engaged" (43.5%).

This data provides valuable insights into the reasons for increased screen time during/post Covid-19 pandemic. For example, the data suggests that a lack of entertainment options and work from home flexibility are significant factors in driving increased screen time for entertainment purposes. This information could be used to inform marketing and product development decisions for OTT platforms and other entertainment providers, as well as to understand the impact of the pandemic on entertainment consumption habits.

Do you observe the usage of OTT platforms being used more during/post Covid?

Based on the responses, it can be seen that a large majority of the respondents, i.e., 93.5%, observe the usage of OTT platforms being used more during/post Covid. This can indicate that the Covid pandemic has led to a significant increase in the usage of OTT platforms for entertainment purposes. The data can be useful in understanding the impact of the pandemic on the consumption patterns of consumers and the overall growth of the OTT industry. The results also suggest that a large number of people are shifting their preference towards OTT platforms post Covid.

III. Findings

It seems that the majority of the respondents believe that OTT platforms are more cost-efficient than traditional TV, especially for price-sensitive customers. This could be due to the various pricing models that OTT platforms offer, such as monthly and annual subscriptions, which could help make the cost of entertainment more flexible and accessible for different budget ranges.

According to the survey results 93.5% of the participants observed a trend towards usage of OTT platforms more than TV subscribers, while 6.5% did not observe the same trend.

Based on the responses, it can be seen that the daily screen time to watch OTT platforms post/during Covid has increased compared to before Covid. This can indicate that the increase in screentime for entertainment purposes is partly due to the increased availability and accessibility of OTT platforms during the pandemic. The data can also help in understanding the shift in consumer behavior and preferences towards OTT platforms during the pandemic.

This research paper suggests that the majority of respondents (45.2%) spent 1 to 2 hours per day watching OTT platforms before the pandemic. A significant proportion of respondents (33.9%) spent 2 to 4 hours per day watching OTT platforms, while a smaller proportion (15.5%) spent 4 to 6 hours per day. Only 5.4% of respondents spent 6 hours or more per day watching OTT platforms before Covid-19. This data provides a baseline for daily screen time to watch OTT platforms before the pandemic, which could be useful in comparing changes in screen time post-pandemic. It also provides a glimpse into the general consumption habits of OTT platforms before the pandemic, which could be used to inform marketing and product development decisions for OTT platforms and other entertainment providers.

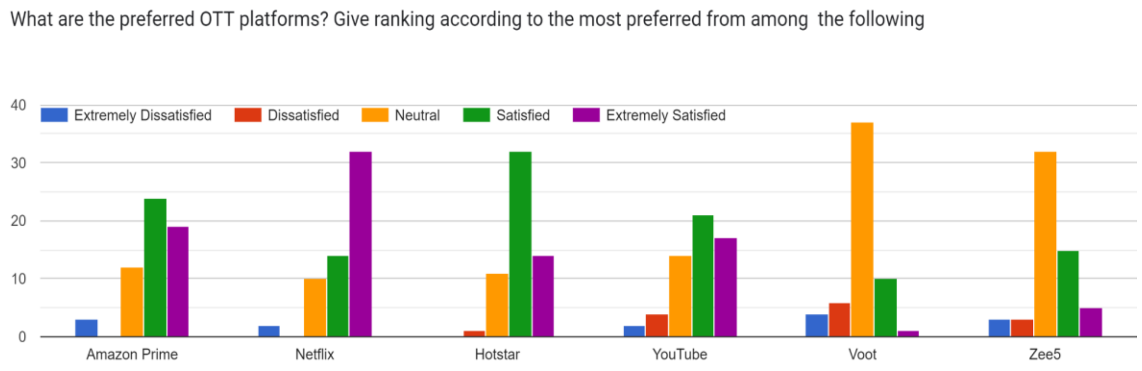

Figure 1.4: Showing the ranking of different OTT platforms used by the consumers

Based on the responses, the ranking of preferred OTT platforms, from most to least, is as above. The majority of respondents have shown high levels of satisfaction towards OTT platforms, with Netflix being the most preferred platform followed by Amazon Prime and Hotstar. The levels of satisfaction for YouTube and other platforms like Zee5 and Voot are relatively low.

Hypothesis Testing

Ho: There is no significant shift in customer preference towards OTT platforms post Covid pandemic.
Alternative hypothesis: There is a significant shift in customer preference towards OTT platforms post Covid pandemic.

KMO & Bartlett's Test

The adequacy of sampling under measurement was assessed using Kaiser-Meyer-Olkin (KMO) and Barlett's test of sphericity. The KMO sampling adequacy statistics output ranges between 0 and 1, indicating a high number of inequitable correlations against the sum of correlations and a high level of packed correlations with relevant and consistent factors, respectively. A value greater than 0.5 is recommended for suitability.

The sampling adequacy value obtained was 0.802 (as shown in Table-II), which exceeds the recommended level of 0.5, indicating significant test results with a p-value of less than 0.001 from the output of Bartlett's Test of Sphericity.

Correlation Analysis

To test the hypothesis, the Spearman's correlation coefficient was used to determine the relationship between 'User-friendly technology' and 'Reason for viewing,' which resulted in a positive correlation of 0.464 at $p<0.05$. This suggests that the better the user-friendly technology with OTT, the better the reason for viewing. A similar positive relationship was found between 'Popularity of service provider' and 'Reason for viewing' at 0.369 at $p<0.05$, indicating that an increase in the popularity of service provider through OTT can also increase the reason for viewing. There is also a positive relationship between 'Expected benefits' and 'Popularity of service provider,' with a correlation coefficient of 0.336 at $p<0.05$, suggesting that an increase in expected benefits can increase the popularity of service providers. Finally, a positive relationship between 'Category-specific service' and 'Expected benefits' was found, with a correlation coefficient of 0.380 at $p<0.05$.
However, the strength of these relationships was evaluated and found to be in the 'Manageable,' 'Ineffective,' or 'Ineffective' zones, depending on the specific correlation coefficient. This suggests that factors such as the target audience, type of program, and streaming time can influence the strength of the correlation. Therefore, changes in these factors may not necessarily produce the same results.
Overall, the analysis suggests that while there is a positive relationship between the factors, the strength of the correlation is not very strong, and several factors may influence the results.

IV. Conclusion

In conclusion, the Covid pandemic has greatly impacted the entertainment industry, causing a significant shift in customer preferences towards OTT platforms. The results of this survey reflect a high percentage of customers who have either added or increased their usage of OTT platforms during/post Covid. The most preferred OTT platforms include Netflix and Hotstar, with a large portion of customers being highly satisfied with these services. Additionally, the survey results also indicate that the majority of customers believe that OTT platforms are more cost-effective compared to TV for price-sensitive customers. The increasing trend of OTT usage and customer satisfaction reflects the growing shift towards OTT platforms, which is likely to continue in the future.

V. Suggestions

OTT platforms have become increasingly popular in recent years, especially in the wake of the COVID-19 pandemic. With more and more people opting for online streaming services, it is important for providers to keep up with changing customer preferences and demands.

As customer satisfaction is a key factor in determining the success of an OTT platform, providers should focus on providing high-quality content that meets the expectations of their audience. This can be achieved through partnerships with top content creators, as well as investing in original programming that is exclusive to the platform.

Another important aspect of success in the OTT space is the user experience. Providers should focus on creating a user-friendly platform that is easy to navigate and provides quick and convenient access to content.

Finally, it is important for providers to be mindful of pricing and value for money. Many customers are price-sensitive, and a high cost of subscription may discourage them from using an OTT platform. Providers should aim to offer competitive pricing and flexible packages to ensure that their services are accessible to a wide range of customers.

In conclusion, the trend towards OTT platforms is only set to continue, and providers that can adapt to changing customer preferences and demands are likely to see the greatest success in this space.

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