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AN INVESTIGATION ON CUSTOMER PREFERENCE TOWARDS THE ONLINE STREAMING PLATFORM WITH SPECIAL REFERENCE TO TAMILNADU

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Abstract:
Over the last 20 years, the pattern of content consumption has changed. The evolution of entertainment and media services has evolved drastically. Since the introduction of the INTERNET, now the entertainment and media are further evolved as an Over-The-Top i.e. OTT platform. Instead of using the traditional form of media, the OTT gives a choice of content that the customer wants. The user is ready to pay more to customize their streaming experience. The OTT turns into helping the entertainment industry thrive. The best media platform is a streaming media service that is available to viewers directly over the internet. It avoids cable, broadcast, and satellite television platforms. 'NETFLIX' and 'HOTSTAR' are two of the most popular OTT services in India. In 2020, India is predicted to surpass the United States as the second-largest OTT market, with over 500 million users. The purpose of the study is on consumer choice for Online streaming services and their acceptance and the underlying influencing factors. Statistical tools such as descriptive statistics were utilized to examine the data acquired through the survey, which was conducted using a self-created questionnaire. This study establishes the OTT user preferences and the behavior toward Online streaming services specifically in India.
Keywords: Entertainment, INTERNET, Over-the-top, NETFLIX, HOTSTAR, Online streaming services

1. INTRODUCTION
India's streaming market is one of the largest and fastest-growing in the world, according to the Global Web Index survey. The phrase "over-the-top," or "OTT," refers to the distribution of content or services over infrastructure that is not within the content provider's administrative control. Originally, the word referred to the delivery of audio and video content, but it has since been broadened to include any service or information available through OTT platforms. It is also commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions. OTT services are typically monetized via paid subscriptions, but there are exceptions. OTT represents the future of media, representing the best way of entertainment in the present scenario, and people get access to OTT apps not only through subscriptions but also through freemium facilities and the Jio effect on the streaming culture. People also prefer watching regional shows but when it comes to teenagers, prefer foreign shows more compared regional shows.[6]
In recent years, media consumption has accelerated due to the rapid rise of OTT platforms around the world. Consumers now have the privilege of accessing media at any time and from any location thanks to increased Internet connectivity. India is one of the world's most popular. In India, there has been a massive increase in media consumption. Through the Covid19 Pandemic Lockdown, the OTT Platform has grown significantly. In India, OTT platforms such as Hotstar are ruling and raising traditional media television. Amazon Prime, Netflix, Aha, Zoom, Sonyliv, Zee5, and other services are available.
OTT platforms are more vulnerable to experimentation as it provides unique and varied content. On the contrary, content on television is mostly similar across different channels. The viewers have to restrict themselves from watching a particular genre.

Online platforms come up with different genres like action, horror, drama, thriller, and comedy. Youth uses more of these platforms to Binge Watch genres they prefer the most. Unfortunately, television fails to provide such perks to its viewers.

Apart from the content on OTT, the amelioration in technology has also led to the downfall of television subscriptions. Options like Smart TV, Chromecast coming into the picture have impacted the traditional mode of entertainment the most. Even if these are more expensive, people still prefer OTT over Television because of its versatility. They can watch shows, sports, live news on these OTT channels. For example, Hotstar- is an online platform where

one can watch the news and cricket anytime and anywhere. Unlike television which requires a proper setup. However, we saw an increase in the viewership on television as old shows and epics that created a fanbase earlier went on a rerun during the lockdown. But this was just a phase. The main reason behind this increase was nostalgia. All hardcore fans of Ramayan and Mahabharat watched these reruns rigorously.

Television subscriptions provide you to watch channels the one you select. OTT platforms require only one subscription. One can stream movies, tv shows, web shows that too in different languages. We can say that access to good content is hassle-free with online streaming.

After amazon recently, Flipkart launched a Flipkart video, which the viewers can watch online for free. Flipkart took up this initiative to increase brand awareness and effective brand recall and also to expand itself. This shows that even an e-commerce selling company is providing a new platform seeing the surge.

The Covid-19 pandemic and the across-the-nation lockdown has not only slowed down the growth of the enterprises and financial outcome, yet has additionally prompted a change in the behavioral pattern of the individuals towards consumption of products and services, including that digital-based consumption. The transition is the consumer behavioral patterns brought about by the lockdown implemented by the Government of India and hypothesized that a significant number of these social changes are not transient; they are probably going to remain long haul. One of the most affected domains today is media and diversion (M&E), which is intensely dependent on the promotions and ground on-grounds and events. Notwithstanding the new OTT stages, the business would have been cleared out at this point. According to the examination directed by KPMG, there has been a recognizable increment in media utilization during the most recent couple of weeks, even though money is the greatest challenge. the service providers dealing with the OTT platform are responsible for the delivery of content comprising audio, video, and other media over the web and sidestepping the customary network administered by the operators[5].

During the COVID-19 epidemic, the Indian tiny screen has also gained popularity as a venue for the distribution of new Bollywood movies, either as original content or as a last option while theatres stay closed. The BBC reports that whereas Amazon Prime is planning to premiere 14 Indian-made originals in 2020, Netflix has already launched 18 this year. In a different tactic, Disney+ Hotstar has announced that it would show seven films that were intended for the big screen.Despite multinational businesses' increased dominance, the Indian streaming market remains fragmented, with a variety of local brands still accounting for over half of the market. The new Disney+ Hotstar service differentiates itself as a brand that blends Disney's worldwide streaming venture with Hotstar's Indian programming and cricket league broadcasting rights. Star India, Hotstar's parent business, has really been controlled by Disney since 2019, when Disney acquired 21st Century Fox. Hotstar streaming was introduced in India in 2015, around a year before Netflix and Amazon Prime ceased operations.

1.1 Need of the study

Today is a digitalized era. Everything is now available online, from education to entertainment. Now, information and items are simply a few clicks away. The utilisation of labour and the material we consume has been radically altered by digitalisation. OTT platforms are becoming more demanding as a result of the pandemic crisis. The main reason OTT platforms have become so popular is that viewers can directly access these platforms on the go. OTT content is delivered to your hardware devices through the internet, and there is no hassle for cable connections or broadcasting channels. The report says that there are a total of 503 million Indian users using accessible OTT platforms. So, this study helps to know the customer perception towards the behavioural aspects like Quality, price, content etc., It helps to understand the consumer needs and wants while they consuming the online streaming platforms. This study will assist to enhance the OTT applications based in the consumers wants. And also this will helps the OTT owners to concentrate on the quality, content which the consumer wants and this will leads to emerging of new content creators. The new challenges were also to be known while improving the OTT platforms. The young entrepreneurs who like to start a business in an entertainment media, this study will helps understand the consumer of OTT. The marketing strategy also to be create by using the study to attract the more customer to the OTT applications.

1.2 Scope of the study

In this dynamic environment, where online streaming services provided by various media companies are increasing at a rapid rate, it is important to know the consumer's behaviour towards these platforms to improve the quality of their services provided to survive in this field. Therefore to understand the potential success factors in a dynamic environment for the media companies, the study conducted reveals the consumer's behaviour towards online streaming services and the factors they deem most important.

1.3 Objective of the study

- To analyze the demographic profile of consumers and their behaviour towards the consumption of online video streaming channels.
- To identify the preference of consumers towards online streaming platforms in India.

2. REVIEW OF THE LITERATURE:

Khanna (2016) [1] stated that Indian consumers are more inclined to watch free content online rather than pay a fee for the same. Low subscription to Netflix is due to the non-availability of regional and local TV shows and movies.

Menon (2020) [2] states that limitations forced in the wake of the Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either for recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbors, and others. With external channels of entertainment (Out of Home-based entertainment) shut by government request, the home-based entertainment modes showed consistent growth and development.

Bondad-Brown, Rice, and Pearce (2012) [3] explored the motivations of users to access online media for content over traditional TV, and also considered age, generation, and contextual age (physical health, economic security, etc.). To gather the data, surveys were sent out through email, and were able to identify 500 people as their sample size. The model looked into several independent variables which included media use, internet experience, online video use, age, generation, and audience activity.

Mahendher, S., Sharma, A., Chhibber, P., & Hans, A. (2021) [4] the ongoing COVID-19 crisis has forced the multiplexes to shut down. As a result, the production houses are now releasing the onto OTT platforms directly. This has become a topic of concern amongst the multiplexes as the users might ship the traditional windowing pattern. INOX and PVR both issued a public statement reacting to this issue. According to experts, this is the solution to a short-term need of the film industry which getting by financial difficulties. It is a win-win situation for OTT players who need fresh content and the filmmakers who had their production ready but were unable to release it. However, this will not be a paradigm shift, in the long term, once things return to normal. The cinema generates more revenue for the production houses compared to the OTT platforms. Being a vital factor, the films will hit the cinemas as earlier, once the market is free from the COVID-19 crisis. Matter of fact, there may be a possibility to see a surge in multiplex services for a few days after returning the things to normal.

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3. RESEARCH METHODOLOGY:

The number of individuals or observations included in a study is referred to as sample size. The sample size for this study is 200 consumers. The process of gathering information from all relevant sources in order to identify a solution to the study challenge is known as data collection. It aids in the evaluation of the problem's outcome. "Data" is the primary source of data collection methods. Data is divided into two categories: primary data and secondary data. Primary data is information gathered directly from a data source without going through any other sources. It's usually gathered for a specific study topic, but it can also be published publicly and used for other studies. Observation, interviews, questionnaires, and interview schedules are some of the methods for gathering primary data. A well-structured questionnaire is constructed for collecting primary data and responses were obtained. The questionnaire consists of demographic data and their preference scale is used for analyzing the consumer behaviour of the customers.

4. DATA ANALYSIS AND INTERPRETATION

The percentage analysis is used to analysis the data. The corresponding results and interpretation are despite in the corresponding table

TABLE:4.1 Distribution of the respondents by age

The total number of respondents of the survey is 200 Out of 200 respondents, 7.5% are from the age

AGE	NO.OF RESPONDENCE	% OF RESPONDENTS
Below 20	15	7.5
20-30	159	79.5
30-40	17	8.5
40-50	7	3.5
50 and above	2	1
TOTAL	200	100

of Below 20, 79.5% are from the age of 20-30, 8.5% are from the age of 30-40, 3.5% are from the age of 40-50 and 1% from the age of above 50. The results show the customers' demography of age from the responses collected from the use of Google form.

TABLE:4.2 Distribution of Respondents Based on Gender

GENDER	NO OF RESPONDENTS	% OF RESPONDENTS
Male	103	51.5
Female	97	48.5
TOTAL	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, The above table shows that 51.5% of the respondents are male and 48.5% are female**.**

TABLE:4.3 Respondents based on Qualification

QUALIFICATION	NO OF RESPONDENTS	% OF RESPONDENTS
SSLC	10	5
HSC	10	5
DIPLOMA	14	7
UG	82	41
PG	83	41.5
DOCTORATE	1	0.5
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, The above table shows that 5% of the respondents are SSLC holders, 5% are HSC holders, 7% of the respondents are DIPLOMA holders, 41% are UG, 41.5% are PG and 0.5% are DOCTORATE.

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TABLE:4.4 Distribution of the respondents by their LOCATION

LOCATION	NO OF RESPONDENTS	% OF RESPONDENTS
Rural	67	33.5
Urban	102	51
Semi-urban	31	15.5
TOTAL	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 55% of the respondents from the Urban region, 36% of the respondents from the Rural region, 9% of the respondents from the semi-urban region.

TABLE:4.5 Respondents based on Annual Income

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows

Annual Income	NO OF RESPONDENTS	% OF RESPONDENTS
Less than 1 lakh	34	17
1 lakh to 5 lakhs	95	47.5
5 lakhs to 10 lakhs	11	5.5
More than 10 Lakhs	3	1.5
None	57	28.5
TOTAL	200	100

that the 17 % of the respondents are earn less than 1 lakh earner, 47.5% of the respondents are earn1 lakh to 5 lakhs, 5.5% of the respondents are earn 5 lakhs to 10 lakhs, 1.5% of the respondents are earn more than 10 lakhs and 28.5% are choosing the None option.

TABLE:4.6 Respondents which online streaming services that they currently use

OTT	NO. OF RESPONDENTS	% OF RESPONDENTS
NETFLIX	71	35.5
AMAZON PRIME	73	36.5
HOTSTAR	123	61.5
ZEE5	48	24
SONY LIV	28	14
NONE	27	13.5
SUN NXT	1	0.5
TELEGRAM	1	0.5

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 35.5% of the respondents are using Netflix, 36.5% of the respondents are using Amazon prime. 61.5% of the respondents are using the Hotstar. 24% of the respondents are using the Zee5. 14% of the respondents are using the Sony liv. 13.5% of the respondents are choosing the None. 0.5% of the respondents are choosing the Sun nxt. 0.5% of the respondents are choosing the Telegram.

TABLE:4.7 Respondents choosing the video streaming services that currently have access

Currently have Access	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Access to one service	112	56
Access to 2 to 3 services	70	35
Access to 3 to 4 services	14	7
More than 4 services	4	2
TOTAL	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 56% are access to one service, 35% are access to two to three services, 7% are access to 3 to 4 services, 2% are access to more than 4 services.

TABLE:4.8 Respondents choosing the video streaming services that currently subscribe

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows

Currently subscribe	NO OF RESPONDENTS	% OF RESPONDENTS
Subscribe to one service	77	38.5
Subscribe to 2 to 3 services	68	34
Subscribe to 3 to 4 services	17	8.5
More than 4 services	4	2
None	34	17
TOTAL	200	100

that the 38.5% of the respondents are subscribe to one services, 4% of the respondents are subscribe to two to three services, 8.5% of the respondents are subscribe to three to four services, 2% of the respondents are subscribe to three to four services, 17% of the respondents are subscribe more than 4 services, 17% of the respondents are choosing the option None.

TABLE:4.9 Respondents who share their login credential

OTT	NO. OF RESPONDENTS	% OF RESPONDENTS
NETFLIX	53	26.5
AMAZON PRIME	28	14
HOTSTAR	57	28.5
ZEE5	16	8
SONY LIV	4	2
NONE	42	20.5

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 26.5% of the respondents are choosing Netflix, 14% of the respondents are choosing Amazon prime. 28.5% of the respondents are choosing the Hotstar. 8% of the respondents are choosing the Zee5. 2% of the respondents are choosing the Sony liv. 20.5% of the respondents are choosing the None. 0.5% of the respondents are choosing that they don’t have login credential it’s all free access.

TABLE:4.10 Respondents who are using someone else’s login credential

OTT	NO. OF RESPONDENTS	% OF RESPONDENTS
NETFLIX	50	25
AMAZON PRIME	40	20
HOTSTAR	50	25
ZEE5	10	5
SONY LIV	3	1.5
NONE	46	23
All the 5	1	0.5

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 25% of the respondents are choosing Netflix, 20% of the respondents are choosing Amazon prime. 25% of the respondents are choosing the Hotstar. 5% of the respondents are choosing the Zee5. 1.5% of the respondents are choosing the Sony liv. 23% of the respondents are choosing the None. 0.5% of the respondents are choosing all the 5.

TABLE:4.11 Respondents currently pay annually to access the OTT

Current pay to access the OTT	NO OF RESPONDENTS	% OF RESPONDENTS
Less than 500	82	41
500 to 999	54	27
1000 to 1500	17	8.5
More than 1500	11	5.5
Don't currently pay for the content	36	18
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 41% of the respondents are currently pay less than 500. 27% of the respondents are currently pay 500 to 999. 8.5% of the respondents are currently pay 1000 to 1500. 5.5% of the respondents are currently pay more than 1500. 18% of the respondents are didn't currently pay for the content.

TABLE:4.12 Respondents spent average time in online streaming services

Average time spent	NO OF RESPONDENTS	% OF RESPONDENTS
Less than 1 hour	77	38.5
1-2 hour	60	30.2
2-3 hour	29	14.6
3-4 hour	22	11.1
More than 4 hour	11	5.5
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 38.5% of the respondents are spent less than 1 hour. 30.2% of the respondents are spent 1-2 hour. 14.6% of the respondents are spent 2-3 hour. 11.1% of the respondents are spent 3-4 hour. 5.5% of the respondents are spent more than 4 hours.

TABLE:4.13 Respondents who are willing to pay higher subscription fee for more streaming content

CONSUMER RESPONSES	NO. OF RESPONDENTS	% OF RESPONDENTS
YES	109	55
NO	91	45
TOTAL	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 55% of the respondents are willing to pay extra for OTT content. 45% of the respondents are not willing to pay extra for OTT content.

TABLE:4.14 The range of higher amount the respondents are willing to pay

Money willing to spend	NO OF RESPONDENTS	% OF RESPONDENTS
100-399	82	41
400-699	36	18
700-999	8	4.5
More than 1000	3	1.5
None	71	35.5
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 41% of the respondents are willing to pay 100-399, 18% of the respondents are willing to pay 400-699, 4.5% of the respondents are willing to pay 700-999, 1.5% of the respondents are willing to pay more than 1000, 35.5% of the respondents were choosing None.

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TABLE:4.15 The important features for choosing an online streaming platform

FEATURES	NO OF RESPONDENTS	% OF RESPONDENTS
Price	53	26.5
Ad-free	55	27.5
Content is more important	50	25
Ease to access	15	7.5
Portability to multiple device	13	6.5
Ability to download	10	5
Recommendation	2	1
Ad based for a reduced fee	2	1
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 26.5% of the respondents are considering the price, 27.5% of the respondents are considering the Ad free, 25% of the respondents are considering the content, 7.5% of the respondents are considering the easy to access, 6.5% of the respondents are considering the portability.

Table:4.16 Respondent choosing device used for viewing online streaming content

Devices	NO OF RESPONDENTS	% OF RESPONDENTS
Smartphone	150	75
Tablet	20	10.5
Television	16	8
Laptop/Computer	13	6.5
Gaming Devices	0	0
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 75% of the respondents are using smartphone, 10.5% of the respondents are using Tablet, 8% of the respondents are using Television and 6.5% of the respondents are using Laptop/Computer.

Table:4.17 Respondent showing preference of content while choosing an online streaming platform

Contents	NO OF RESPONDENTS	% OF RESPONDENTS
A broad mix	22	11
Favourite TV content	36	18
Movie	65	32.5
Original series	52	26
Sports	16	2
Specific genre	4	2
Children’s programming	1	0.5
Short videos	4	2
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 11% of the respondents are choosing broad mix, 18% of the respondents are choosing favourite TV content, 32.5% of the respondents are choosing movie, 26% of the respondents are choosing original series, 2% of the respondents are choosing sports, 2% of the respondents are choosing specific genre, 0.5% of the respondents are choosing children’s programming, 2% of the respondents are choosing short videos.

Table:4.18 Respondents showing preference of genre of contents

GENRE	NO OF RESPONDENTS	% OF RESPONDENTS
Comedy	122	61
Horror	73	36.5
Romance	104	52
Drama	76	38
Crime	95	47.5
Action	79	39.5
Adventure	69	34.5
Fantasy	52	26
Prayer and God	1	0.5
Science fiction	1	0.5

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 61% of the respondents choosing comedy genre, 36.5% of the respondents choosing horror genre, 52% of the respondents choosing romance genre, 38% of the respondents choosing drama genre, 47.5% of the respondents choosing crime genre, 39.5% of the respondents choosing action genre, 34.5% of the respondents choosing adventure genre, 26% of the respondents choosing fantasy genre.

Table:4.19 Respondents showing number of times the respondents view streaming content during a month

Frequency	NO OF RESPONDENTS	% OF RESPONDENTS
Everyday	78	39
Once in a week	54	27
2 times a week	28	14
3 times a week	24	12
More than 4 times	16	8
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 39% of the respondents are using OTT everyday, 27% of the respondents are using OTT once a week, 14% of the respondents are using OTT 2 times a week, 12% of the respondents are using OTT 3 times a week, 8% of the respondents are using OTT more than 4 times a week.

Table:4.20 Respondents showing reason why respondents started using online streaming platforms

REASONS	NO OF RESPONDENTS	% OF RESPONDENTS
Recommend by others	64	32
Access for the content	35	17.5
Specific exclusive programs to watch	52	26
It gives me pride	9	4.5
Easy to access	39	19.5
To learn English	1	0.5
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 32% of the respondents are using OTT by recommended others, 17.5 % of the respondents are using OTT for its content, 26 % of the respondents are using OTT for specific exclusive content, 4.5% of the respondents are using OTT for pride, 19.5% of the respondents are using OTT because of easy access, 0.5% of the respondents are using OTT for learn English.

Table:4.21 Respondents showing overall opinion of the respondents regarding the chosen streaming platform

OVERALL PERFORMANCE	NO. OF RESPONDENTS	% OF RESPONDENTS
Very satisfied	53	26.5
Satisfied	100	50
Neutral	42	21
Dissatisfied	4	2
Very dissatisfied	1	0.5
Total	200	100

The total number of respondents of the survey is 200 Out of 200 respondents, the above table shows that the 26.5% of the respondents are very satisfied towards the OTT, 50% of the respondents are satisfied towards the OTT, 21% of the respondents are neutral towards the OTT, 2% of the respondents are dissatisfied towards the OTT, 0.5% of the respondents are very dissatisfied towards the OTT.

5. FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS:

The most of the respondents are using the hotstar and amazon prime video is the second most used OTT service by the consumer. In 200 respondents, most of them are access to the only one services. In this OTT services, the respondents are likely to give their hotstar login credential to others. Most of the Consumers are likely to pay extra to access the more content in OTT contents. Consumers are minimally spending more than to access more content. Movie is the consumer preference while choosing an online streaming platform followed by the original series. Maximum of respondents are using the OTT because of the recommendation of others and minimum of respondents are using OTT because of learning English. Half of the consumers were satisfied in using the OTT services.

SUGGESTIONS:

The following suggestions were made based on the objectives set by the study as well as personal opinion by the information received during the contact with respondent.

- The consumers were expecting low price while choosing the OTT services and the OTT services must consider the price of the subscriptions.
- The consumers of OTT were expecting Ad-free contents and also they expecting the Content of the streaming videos, so the OTT service provider must consider both the Ad-free videos and the good contents to the consumers.
- To reduce the display of ad-content as it interrupts while viewing the content.
- Netflix and the hotstar were the most using OTT service by the consumer and the zee5 and the Sonyliv were the minimum usage by the consumers, so the sonyliv and zee5 should do a good marketing to create an awareness about the services.
- The consumers of the OTT services are willing to pay 100 for access the content and the consumers averagely pay 599 to subscribe the services. So, the subscription amount is should be the range about to 600 to 700 is fine for the consumer to access.
- The female respondents were like to watch the Romantic and the drama genre whereas the male respondents were like to watch the action and crime genre, the OTT services should stream more contents like Romance, Drama, Action and Crime etc.,
- Collect critical user feedback to strengthen the streaming service.
- Engage the users with rich promotional emails.
- Make a “Refer to a friend” process to encourage new referrals.
- Enable portability of streaming platforms across multiple devices.

6. CONCLUSION:

In the current technological world, OTT has developed into a vital tool. Despite the fact that it offers several advantages and aids users in periodically updating information, it also has certain disadvantages. Adults, particularly students, spend the bulk of their time on OTT platforms to browse the web. It has been demonstrated that there has been a huge increase in the usage of OTT platforms. This study has been done among 200 respondents utilising primary data as it has been seen that people are watching OTT more and more in the lockdown period. This study helped to analyse and reveal the attitude and behaviour of consumers towards the online streaming platforms. This study shows that the wants of the consumers while choosing the OTT services. The consumer was expected to get an OTT service with a minimum cost. So, the service provider should consider while allocating the charges for the OTT service. Providers of streaming services should provide the users with innovative options and contents and act timely during a period of crisis and manage to sink their foot in ensuring business continuity which in turn leads to loss of consumers in future. They must provide the users with different contents available for every mood. The media and entertainment found a new home for online streaming services. The responses are who are in my study all are aware of OTT platforms and all of them were using as an alternative to cable broadcast and DTH.

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