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Profiling of OTT Viewers and their Perception Mapping using Advanced Technological Models

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Abstract

Purpose – The study explores the significant attributes that inspire customers to select OTT platforms and to measure the positions of OTT platforms in the mind of an individual via a perceptual map. Design/methodology/approach –To develop a perceptual map to measure the attribute-based motivation regulations with regards to OTT platforms. With combination of theoretical frameworks such as Technology Acceptance Model (TAM); Diffusion of Innovation Theory (DIT); Uses and Gratifications Theory (UGT) and Unified Technology Acceptance and Use Theory (UTAUT) used to develop as scale. Furthermore, this study used mixed method approach. Findings – Four attributes/ regulations were proposed: ease of use, social influence etc. Research limitations/implications – The study utilises a theoretical framework to create a structured framework for motivating young people based on OTT attributes. Practical implications – Study directs OTT marketers in strategically positioning the channel based on specific qualities. Originality/value – This work in the OTT channels utilized the combination of TAM, UGT, DIT and UTAUT framework.

Keywords: *Over the Top, Mixed-Method Approach, Perceptual Map*

INTRODUCTION

The emergence of Over-The–Top (OTT) channels started with the need in this digital era and with great success it achieved new milestones and replacing direct broadcast or multi–cable satellite television resulting in customer's consumption autonomy (Jenner, 2016). When OTT first came out, it changed the landscape for the media and became the most common form of dispensing media and television (Cooper and Simpson, 2017). The advancement of OTT administrations has drawn in watchers, who can watch content whenever, anyplace and on any gadget. (Mooyler & Hooper 2009). The trend showed a constant positive response to the multi – media sector due to high-speed internet and maximum count of users besides China around 570 million internet subscribers, progressing at a rate of 13% annually as per TRAI reports (2017-18).

It is a media stage which offers the types of assistance straightforwardly to different gadgets i.e., PCs, workstations, cell phones, tablets and so forth utilizing Internet (Goncalves et al.,2014). Video content can be viewed using any device like mobile phone, television, OTT devices etc. The thing that makes OTT different from others is that it can only be accessed and delivered through internet connection unlike cables and broadcast providers (Spilker, Ask and Hansen, 2020). OTT services are typically monetized via paid subscriptions, but there are exceptions (Lim, Ri, Egan and Biocca, 2015) as some OTT platforms might offer in-app purchases or advertising.

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OTT platforms are becoming a trend and a vital source of entertainment for most of the people these days due to localization and differentiated content. India now has more than 40 OTT platforms which distributes streaming media over the Internet. Numerous players of different origins have joined Online Streaming Services to participate in the new trend like Amazon Prime Video, Netflix, Disney+ hotstar, Voot, Sony liv, MX Player, Zee5 ALT Balaji, Eros now, Arre etc (The Mobile Indian network, New Delhi, 2020).

Problem Statement and Objectives

The need & rise of over-the-top (OTT) video streaming services among viewers has raised the question of how this new form of digital media affects viewer's intention to use (Rob and Waldfogel, 2007). Whether streaming technologies affect specific group of individuals' choices to watch via internet streaming through their digital gadgets.

This study aimed to investigate the determinants that impact viewers' inclination to utilise over-the-top (OTT) platforms in the Indian setting. This research analyses the viewers' position toward online streaming technologies based on identified attributes and to assess the impact of recognised factors on viewer intention to use OTT.

1. To profile the customers using cluster analysis on the basis of Perceived Hedonism, Social Influence, Perceived Cost and Subscriber Innovativeness.
2. To determine the competitive positions of select OTT players based on predictors of shoppers'

LITERATURE REVIEW

A. Previous Research Theories

In this study, researchers blended theoretical models mostly influenced by Technology Acceptance Model (TAM); Diffusion of Innovation Theory (DIT); Uses and Gratifications Theory (UGT) and Unified Technology Acceptance and Use Theory (UTAUT).

Technology Acceptance Model (TAM) is one of the leading models on technology adoption (Davis, 1989; Gupta, S.K., 2023). TAM explores the factors that affect behavioural intention to use technologies at individual level and suggests influence of one variable to another variable (Davis, 1989). As per this model two factors (i) perceived ease of use viz. how easy the person perceived technology & (ii) perceived usefulness viz. how useful to perform the task have influence on willingness to employ the technology are deciding factors for the adoption of technology. Due to the flexibility of this model, it has acceptance in all the discipline (Hu, Chau, Sheng & Tam, 1999; Hasan, A., 2017). Lee et al. (2003) did an extensive study from 1986 to 2003 on complexity of TAM and its significance in the adoption of technology. This literature helps in understanding and prediction of IT enabled behaviour at individual and organisational levels.

Diffusion of Innovation Theory (DIT) is another theoretical dimension which is related to usage and adoption of new technology (Atkin et al., 2015; Garcia-Aviles, 2012).

Diffusion is all about the time users take for the adoption of technology (Rogers, 1995) while innovation is all about relative advantage, compatibility, complexity, trialability, and observability (Rogers, 2003; Gupta, D. et al., 2017; Hasan, A.; et al., 2023). Innovativeness has been used to depict socioeconomic characteristics of adopters (e.g.Vishwanath & Barnett, 2011), yielding a claim that adults who are younger, more affluent and better educated are more likely to adopt new communication technologies. Chutter, 2009 reviewed the existed literature based on TAM to have more strength on DIT in the several countries. Rogers (2003) indicated five phases of innovation decision process which are (i) obtaining knowledge; (ii) attitude formation; (iii) decision making; (iv) implementation; (v) time. Atkin et al. (2015) suggested that there is a need to have right balance between the parsimonious attribute of DIT and other models of new technology adoption. Several studies has been revealed that there is a positive relation of DIT with adoption of technology (Atkin et al. 2015).

Other attributes normal to DIT are the classification of adopters. Five calasses are named by Rogers (2003) and these are innovators, early adopters, early majority, late majority, and laggards. In recent DIT survey, these

classes have been observed not to be adequately exhaustive to mirror the situation of non-adoption or incomplete adoption (Rogers, 2003).

Uses and Gratifications Theory (UGT) The uses and gratification theory, which looks to analyze crowd media utilizes considering social and mental necessities. Notwithstanding, its hypothetical idea, like its capacity to clarify thought processes in media conduct (Charney and Greenberg, 2002), has made it helpful in filling the hypothetical holes in TAM and DIT. Late innovation reception research has consolidated intentions with saw innovation ascribes to clarify recurrence of utilizing intuitive correspondence advancements (e.g., Hunt et al., 2014a, 2014b; Park, 2010) including a few web-based media use (e.g., Hanson and Haridakis, 2008) and Smartphone Apps (Malka et. al., 2017).

UGT gives a structure to understanding people's thought processes in utilizing correspondence innovation, necessities, and outcomes of media reception and use conduct (Katz et al., 1974). In view of its limited concentration, UGT has gotten less consideration in innovation reception research like no reasonable recognize needs and thought processes.

Unified Technology Acceptance and Use Theory (UTAUT) A detailed review of eight theories including TAM and DIT was conducted by Venkatesh et al. (2003) whilst arguing for a unified model to capture the essential constructs that would help predict technology acceptance and use across technological, organisational, and national contexts. It consists most of the attributes of previous theories and widely accepted too (Williams, Rana & Dwivedi, 2015, p. 443). These include: a blend of TAM and theory of planned conduct TPB (Taylor and Todd, 1995), persuasive model-MM (Davis et al,. 1992), social intellectual theory SCT (Compeau and Higgins, 1995) and the model of PC usage MPCU (Thompson et al., 1991). UTAUT was hence evolved as an answer for fit the writing comparable to acknowledgment and utilization of new innovations. Since the time its dispatch, UTAUT has been a tightfisted model being utilized in innovation reception and dissemination research as a hypothetical focal point for leading exact investigations of innovation use goal and conduct.

PREVIOUS RESEARCH FINDINGS

Sushil Mavale and Ramandeep Singh (2020) conducted research in Pune, India studied the perception of young university students with respect to select OTT channels. Sample was collected from 120 college going students in Pune and their age bar were from 15 to 25 years. The tool used in the study was Google's analytical tools and the data were collected through Google forms. The study revealed that most of the students used one or more than one OTT channels and the OTT channels were a significant source of amusement for the students. The researchers also found out that the top video streaming i.e. OTT channels were YouTube, Netflix, Amazon Prime video and Disney+hotstar. OTT channels are gaining more attention among the students due to the positive perception of OTT channels among students, as they brew fresh and new contents on demand. The OTT channels have surpassed traditional media and television channels as the provide value added services. The daily routine of students was affected due to the time spent on OTT channels. Further, **Peter J. Danaher and John R. Rossiter (2011)** in their study primary aimed at comparing old and new media channels taking into consideration the variables such as trustworthiness, perceived intrusiveness, reliability, entertainment value and convenience. They studied the market propositions and how customers evaluate the communication channels on the basis of perceived effectiveness. The study's secondary goal was to analyze the marketing communication by the senders i.e. the content by the organisations and to inspect the variation between how the senders think what customers perceive the contents and what the customers actually perceive. To achieve the above objectives the researchers approach were to analyse the perception from both receiver and sender's perspective as well as consumers and market perspective. They discovered that the older media channels like television and radio channels had a positive attribute toward trust and reliability of data as compared to the globally used OTT channels. They also found that the younger generation of people were mostly accepting and favoured OTT channels. **Ripal Madhani and Dr. Vidya Nakhate (2020)** their purpose of the study was to evaluate viewer's perception and behaviour towards OTT channels and traditional television channels covering the geographical boundaries of Maharashtra, India. Their aim was to find out what variables leads to change in people's preference from television channels to OTT channels. The data in the study was gathered from 110

viewers and preparing questionnaires circulated online. Later they evaluated the data using statistical tools such as SPSS and Microsoft Excel. The other demographic variables used in the study were gathered considering the age bar and gender which can be further elaborated as half of the samples were of age group of 20 to 40 years of age and belonged to working group. And as per the gender 54 were females and 56 of them were males. They found that people were spending more time on OTT platforms rather than that of television media. Drama and comedy OTT contents were mostly desired by the people and news and sports type contents were preferred by television viewers. People had control and freedom to watch contents as per their wish but such was not the case with television platform. **Camilleri, M.A and Falzon (2020)** in their study conducted in a South European University aimed at understanding peoples use and the pleasure achieved from the desire to watch online streaming channels and listening to online music over the internet platform using their smart phones. The study was conducted after seeing a rise in subscription of such paid OTT channels during the outbreak of the corona virus. The researchers gathered data by designing an instrument asking questions that were circulated online among the students pursuing higher education and to select the sample they used a stratified sampling approach. From a total of 10,000 students 491 students qualified the questionnaire. To get a better understanding of the viewers perception they adopted the "Technology Acceptance Model" (TAM) and "Uses and Gratifications Theory" (UGT) and the approach used to examine the information was the structural equations partial least square (SEM-PLS 3). In the study it was investigated that the ease of use and perceived usefulness were the elements impacting viewer's perception towards OTT channels. The research also showed that the respondents felt emotional pleasure and desire as the OTT channels were their partners during their free time and it also boosted their mood. OTT channels were a major source of entertainment and they also felt very much satisfied with it. **Yi-Ning Katherine Chen (2019)** in a research conducted in Taiwan studied about the cable TV and OTT channels and how they used to clash against each other. The information was gathered using a survey which comprised of 137 questions in total. In the survey the respondents were questioned regarding their average time spent watching OTT and Cable TV channels each day in their previous week. They also had to rank top three OTT channels as per them. The survey was forwarded to social media platforms and other European, American and Japanese drama fan pages. A total of 620 responses were recorded. It was found that OTT channels out performed TV channels in terms of niche breadth. And in terms of niche overlap it was found that both OTT channels as well as TV channels ranked together. In aggregate OTT was considered to be more superior to TV channels. In terms of content, movies and drama were the pleasure derived by the OTT users. On the other hand sports, news and movies were the pleasure derived by the Cable channel users. **S Dasgupta and Dr. P Grover (2019)** did the study taking the respondents from metro cities which basically comprised of young post graduate individuals. The study focused on how the viewers of the OTT channels used to find and consume the contents and what message they perceived. The sample taken into consideration were of the age group 18-30 as they are the ones who either consume OTT contents on a regular basis or were addicted towards it. The methodology adopted in the study was a qualitative approach. They used the Users and Gratification Theory and interpretative paradigm was also included in the study. It was found that the user's adoption of OTT channels were either due to advertisement seen on different media or through word of mouth and referrals. The respondents also claimed that the ease of use after adopting OTT was much more higher compared to that of television. The other reason for increase in OTT viewership was due to the mobility provided by them. The viewers can watch anything they want as per their choice. **CC Lee, P Nagpal, S G Ruane and H S Lim (2018)** studied the variables which made an impact upon customers while adopting television channels and OTT channels. A survey questionnaire was designed to collect data with respect to the hypothesis they developed. The sample comprised of under graduate and post graduate pursuing students from a public university. A total of 131 legitimate answers were gathered. Further the responses were examined using the multiple regression model. The model was used upon the dependent variable i.e. adoption of cable channel and OTT channels regarding the explanatory variables i.e. cost, customer service, social trends, demographics and ease of use. The results of their research was that how well the service provider provided customer the desired service the better the cable users and OTT users were satisfied. The social trend was the major factor influencing the use of OTT channels as it persuaded users in adopting such services. The availability of OTT services had a direct relation with the usage of OTT services and also the cost of service and cable TV had a similar relationship. Researchers concluded by disclosing the key variables that affected the

adoption behaviour of users were cost of the service, availability option and social trends. On the other hand, demographics played only a minor role for the viewers to choose between OTT services and cable services. **Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989),** research paper "Perceived ease of use (PEOU) positively influences the Attitude of Users towards OTT media Platform" said that it has been defined as "the degree to which an individual believes thinks that or trust that using a particular technology would be free of effort". Assuming another innovation is difficult or intense to utilize, the individual or the client may not take on or acknowledge the new innovation. Accordingly ease on utilizing adaptable has been considered and discovered that it is a significant determinant or factor by numerous specialists in reception of different most recent advances like the web (Chang (2009), portable web (Kim et al. (2005), m-trade (Lin and Wang (2005). With the emergence of the internet, media innovation has advanced. It is important to determine whether the new technology, such as the OTT platform, is easily accessible to users. This accessibility will ultimately result in the adoption and acceptance of the OTT platform, leaving a positive impression. **Anderson, E. W., Fornell, C., & Rust, R. T. (1997)** in the work "Customisation (CUST) positively influences the Attitude of Users towards OTT media Platform" Customisation is known as the procedure of providing the feedback or comeback in accordance with the desires and needs of the customer. Customization is regularly acknowledged as the level to which the organization's proposition is balanced to address enhanced clients' issues. Customisation allows the clients or the client to choose from various choice which at long last increases the value of the item or administrations. In past explores, customisation has been set up to assume a pivotal part in acknowledgment of another innovation since customisation quality is a high level component over more established innovation (Pennington et al. (2003), Dehning et al. (2004), Schaupp and Bélanger (2005), Ozok and Wei (2010). Since over-the-top (OTT) media is an advancement over traditional media, it is crucial to research how this characteristic affects OTT adoption. **Bansal, H. S., McDougall, G. H., Dikolli, S. S., & Sedatole, K. L. (2004)** in their research paper "Content Quality (CQ) positively influences the Attitude of Users towards OTT media Platform" stated that content Quality is of utmost important point that impacts the perception of the user. The type of content is provided to the consumer, in accordance of the need, want and demand of the user. Previous studies have taken into consideration and identified that the content quality of several new technologies such as Ecommerce, internet, or any website affects the attitude/behaviour of the customer towards accepting and adopting a new technology, Dehning et al. (2004), Corbitso et al. (2011). The content provided on OTT may differ from conventional media, which may impact the customer acceptance and process of adoption of OTT media platform. Consequently, the calibre of the content does affect the perception towards OTT among the customer. **Kim, H. J., Lee, T. S., & Shin, K.S. (2005)** work related to "Perceived Enjoyment (PE) positively influences the Attitude of Users towards OTT media Platform" Perceived enjoyment is the thrill, contentment, or delight a user has when utilising technology The TAM model's enhanced versions now incorporate the perceived enjoyment factor and it is so because it was found to have straight and very important relationship with adoption. Consequently, in regards to the OTT platform, it is significant to find out if the sense of delight plays a crucial role or we can say the role to influence the user for the adoption and perception towards OTT media platform. **Rogers, E. M. (1995)**. In this research "Diffusion of Innovations: modifications of a model for telecommunications (pp. 25-38)", Springer, Berlin, Heidelberg. He says that Compatibility Diffusion of Innovation (DOI) theory defined Compatibility as "consistency with existing values, past experiences and needs". He even identified Innovations that people see as having a relative benefit will be adopted at a faster rate than others. The literature that came after discovered the significance of this concept in their own research. compatibility of modern technology with a person's work, social conventions, culture, and way of life, etc. may affect the cause to accept and adopt new technology. Therefore, he stated Compatibility (COMPT) positively influences and give a positive perception/ Attitude of Users towards OTT media Platform. **Shona Mc Combes, (22 February 2019). Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989)** work on the title "Perceived ease of use (PEOU) positively influences the Attitude of Users towards OTT media Platform" said that it has been defined as "the degree to which an individual believes thinks that or trust that using a particular technology would be free of effort". If a new technology is hard or tough to use, then the individual or the user may not adopt or accept the new technology. Therefore, ease on using flexible has been studied and found out that it is an important determinant or factor by many researchers in adoption of various latest technologies like the internet (Chang (2009), mobile internet (Kim et al. (2005), m-commerce (Lin and Wang (2005). As the Media technology has developed with the

disclosure of internet, it is essential to find that whether the new technology i.e., OTT platform is easy to access by the user, which will at the end lead to adoption or acceptance of OTT platform and leave a positive perception towards the OTT Platform. **Anderson, E. W., Fornell, C., & Rust, R. T. (1997)** research work on "Customisation (CUST) positively influences the Attitude of Users towards OTT media Platform" Customisation is known as the procedure of providing the feedback or comeback as per the customer needs, wants and requirements. Customization is often accepted as the level to which the company's offer is well adjusted to meet diversified customers' needs. Customisation permits the users or the customer to select from different option which finally adds value to the product or services. In previous researches, customisation has been established to play a crucial role in acceptance of a new technology because customisation quality is an advanced feature over older technology (Pennington et al. (2003), Dehning et al. (2004), Schaupp and Bélanger (2005), Ozok and Wei (2010). Therefore, OTT is being an advance technology from traditional media; it is important key to study the effect of this feature on OTT adoption. **Bansal, H. S., McDougall, G. H., Dikolli, S. S., & Sedatole, K. L. (2004)** in their research paper "Content Quality (CQ) positively influences the Attitude of Users towards OTT media Platform" stated that content Quality is one of the significant point that influence the perception of the customer. The type of content is provided to the customer, which is as per the need, want and demand of the customer. Previous studies have taken into consideration and identified that the content quality of several new technologies such as Ecommerce, internet, or any website affects the attitude/behaviour of the customer towards accepting and adopting a new technology, Dehning et al. (2004), Corbitso et al. (2011), Hasan, A. (2018). The content provided on OTT platform may differ from traditional media, which may affect the customer acceptance and adoption process towards OTT media platform. Therefore, the content quality does affect the perception towards OTT among the customer. **Kim, H. J., Lee, T. S., & Shin, K.S. (2005)** in this thesis "Perceived Enjoyment (PE) positively influences the Attitude of Users towards OTT media Platform" says that Perceived enjoyment encompasses the user's experience of excitement, happiness, or joy when utilising the technology. The extended versions of the TAM model have incorporated the aspect of perceived enjoyment and it is so because it was found to have straight and very important relationship with adoption. Therefore, with respect to OTT platform, it is significant to find out whether the perceived enjoyment act as a vital factor or we can say the role to influence the user for the adoption and perception towards OTT media platform. **Rogers, E. M. (1995)**. In this research "Diffusion of Innovations: modifications of a model for telecommunications (pp. 25-38)", Springer, Berlin, Heidelberg. He says that Compatibility Diffusion of Innovation (DOI) theory defined Compatibility as "consistency with existing values, past experiences and needs He went so far as to say that technologies that people view as having a relative benefit will be accepted more quickly than others. The literature that came after discovered the significance of this concept in their own research. The ease with which new technology can be incorporated into an individual's lifestyle, work, culture, social conventions, etc., might influence this process. Therefore, he stated Compatibility (COMPT) positively influences and give a positive perception/ Attitude of Users towards OTT media Platform.

METHODOLOGY

First methodological concern was selection of research design, here researchers adopted a mixed method approach using both quantitative and qualitative research designs (Mabweazara, 2010; Akinfemisoye, 2014, Berkowitz, 1993; Chung, Nah & Carpenter, 2013; Hasan, A., 2018).

Second methodological concern was the selection of prospective population and participants for the study. Researchers select leading players of OTT streaming media based on subscriptions, market share, investment and growth rate. Players selected for the study are Amazon Prime, Voot, Netflix, Disney Hotstar, Sony LIV and ALT Balaji .

Third methodological concern was the choices of cities. Hence, three-stage process has been adopted for selection of sites. In the first stage Hindi speaking states were identified which are Madhya Pradesh, Rajasthan and Uttar Pradesh (Census of India 2001). In the second stage researcher selects all three states. In the third stage select three major cities of each state which are Bhopal, Jaipur and Lucknow for more representation and check the presence of regional bias in online streaming services.

For sampling, the study employed multistage purposive sampling for selecting OTT channels in a procedure which makes equal representation of every OTT platforms.

INSTRUMENTATION AND DATA COLLECTION

The qualitative aspect of the study involved the implementation of semi-structured interview sessions. among eight OTT administrators and experts of this field for the identification of attributes. Experts include a mixture of the regional, national and international OTT administrator (WSJ, 2019; Jenner, 2016). While For the quantitative part of the study, 600 Questionnaires (3 cities *200 respondents) were employed to get representation in data. Out of 600 respondents, information was received from 438 OTT users through questionnaire.

The structured questionnaire was divided into two sections: (a) demographic information and (b) select OTT channels attributes. Online survey method has been used via Google form using e-mails, WhatsApp, Facebook and other social media platforms.

DATA ANALYSIS, FINDINGS and CONCLUSIONS

There are four latent variables used and these are derived on the basis of the different theories discussed. These are Perceived Hedonism, Social Influence, Perceived Cost and Subscriber Innovativeness. All these constructs firstly evaluated on reliability criteria and then used for further process. All the constructs are found to be reliable i.e. the alpha value is greater than 0.7 (Hair.et.al 2010).

Name of Construct	Number of Items	Cronbach's alpha value
Perceived Hedonism	4	0.837
Social Influence	4	0.810
Perceived Cost	4	0.820
Subscriber Innovativeness	4	0.837

FINDINGS of OBJECTIVE 1

Table I Cluster Centers (Final)

	Cluster		
	1	2	3
Accessing OTT platforms is rather pleasant	2	3	5
The OTT platforms are enjoyable	2	3	5
OTT platforms provides me a soothing experience	2	3	4
I often spend my free time watching OTT platforms for fun	2	3	5
Individuals who hold significance in my life are inclined to endorse OTT platforms.	2	5	2
Individuals of significance in my life would likely recommend that I utilise over-the-top (OTT) platforms.	2	4	4
People important to me expect me to use OTT platforms	2	5	3
I have been considered special by the people important to me when I talk about OTT platforms	3	4	5
OTT platforms subscription cost is affordable	3	4	5
OTT platforms subscription cost is cheap to me and my friends	4	3	5
OTT platforms are compatible with the price	3	3	5
My friends and colleagues often share the subscription cost	2	4	5
I like to go for new knowledgeable documentaries	4	2	2
When I get to know about new documentaries, I give it a try	5	4	4
Among my friends I am first to buy (try) the newly launched OTT platforms	5	4	3
I continuously seek for innovative and knowledgeable experiences	3	3	4

K means clustering or the Non Hierarchical clustering method has been used to find the characteristics or the behaviour of these clusters. These clusters are formed using the Hierarchical Clustering method. The count of clusters is found to be three. After confirming the integer of clusters formed K means Cluster technique has

been used to differentiate between the consumers. There are different tables formed in K means clustering namely final cluster table, table representing the number of cases inside each cluster and the table showing the distances between the clusters. These clusters formed will fulfil the objective of this study.

Number of Cases in each Cluster

Cluster	1	136
	2	136
	3	137
Valid		409
Missing		0

Table II

The above table is showing that out of three clusters formed each and every cluster formed is having almost equal number of respondents i.e. 136. Cluster 1 has 136 respondents, Cluster 2 also has 136 respondents and the last cluster i.e. Cluster 3 has 137 respondents. This implies that 33-34% respondents are being grouped heterogeneously in three different clusters but inside these three clusters these respondents possess homogeneous behaviour or the characteristics. The marketer will choose or select the clusters based on the characteristics of the clusters made.

Table III: Distances of Final Cluster Centers

Cluster	1	2	3
1		5.550	9.611
2	5.550		7.288
3	9.611	7.288	

Table III shows the distances among the three clusters. Cluster 1 and Cluster 2 are at a distance of 5.550 units. Similarly Cluster 2 and Cluster 3 are 7.288 units away from each other. Cluster 1 and Cluster 3 are at a distance of 9.611 units away from each other. From the table it could be seen that the distances between the clusters 1 and 3 are much farther. While in case of Cluster 1 and Cluster 2 these are very much close to each other as compared to cluster 3.

PROFILING OF RESPONDENTS

The very first cluster represents the respondents who are dominantly high on watching the new and novel content. These type of respondents also have good paying capacity as these lie in the annual income bracket of 6-8 Lakhs and are approximately 33% in the market and this number is not a small number when it comes to the market share in such a stiff competition. These respondents are **INNOVATIVE** kind of people who love to watch OTT content which is knowledgeable and feel pleasure in watching and using OTT platforms. The respondents in this segment based on their behavioural characteristic could be named as **INNOVATIVE OTT Customers.**

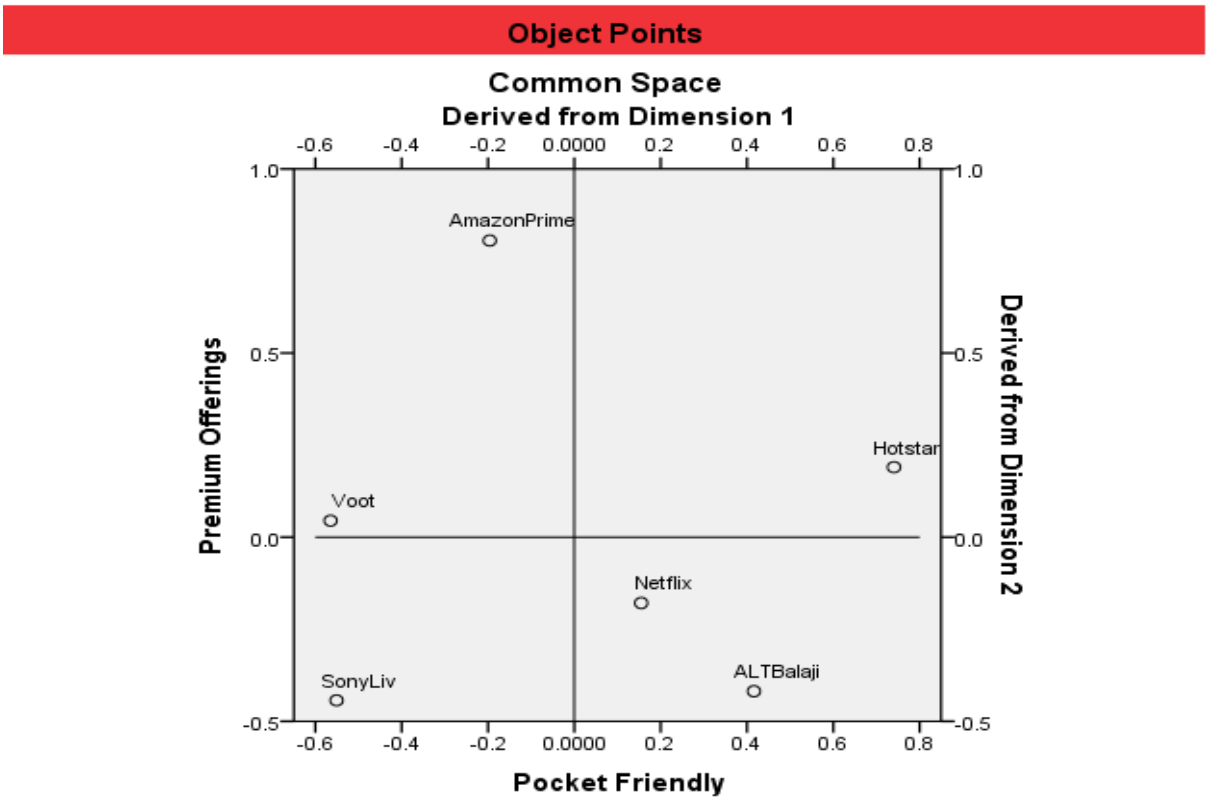
Second cluster respondents are high on the aspect of Societal Recognition. These respondents are also the social influencers for those who are not much aware about the OTT platforms and use to refer the OTT to others. Due to these characteristics of these respondents the respondents in this group could be named as **SOCIETAL OTT** consumers. These respondents are also 33% in the market and knowing the competition in this sector it is a big number. Second Cluster is also high on the Innovative aspects of the respondents. This

second cluster is high on two aspects that's why it could be combined as **INNOVATIVE SOCIETAL OTT** customers.

Third cluster respondents are very economical type of customers as they heavily rely on the pricing of these OTT platforms. It can also be observed from the table 1.1 that these respondents are also hedonistic in nature as they to like to watch content on the OTT platforms and spend their time. This cluster is a combination of economical as well as hedonistic respondents. That is why this cluster could be named as **EPICUREAN ECONOMICAL OTT** customers.

Findings of Objective 2

A perceptual map has been obtained using multi-dimensional scaling technique, on the basis of the perceptions of the OTT subscribers that they use to perceive in different OTT platforms. They were said to rank the different OTT platforms on the scale of 0 to7.The scale was a ranking scale and on the basis of dissimailarity to smilarity they responded accordingly.



The statistics pertaining to Perception map has been presented in the form of a two-dimensional map and has been designed according to the dimensions that consumers use to perceive in different OTT platforms. There are some statistical tables associated with this map to verify the goodness of fit. The OTT platforms located at different points in the graph are according to the consumer perceptions based on the two dimensions which are Pocket Friendly OTT platforms and Premium Offerings.

There is one more table (Table IV) pertaining to Goodness of Fit mentioning the Stress and Fit measures.

Table IV: Goodness of Fit

Stress and Fit Measures

Normalized Raw Stress	.00117
Stress-I	.03422[a]
Stress-II	.10765[a]
S-Stress	.00439[b]
Dispersion Accounted For (D.A.F.)	.99883
Tucker's Coefficient of Congruence	.99941

PROXSCAL minimizes Normalized Raw Stress.

a. Optimal scaling factor = 1.001.

b. Optimal scaling factor = .998.

Here stress is a badness of fit, the less the stress the more good the fit of the model. Kruskal, J.B (1964) has given the criteria for the fit measures and found that 2.5% stress is an excellent goodness of fit and 0% stress is a perfect fit. In our case total stress (S-Stress) is 1%. It is lying between 0 to 2.5% hence it is an appropriate fit. DAF in the table is the measure of the variance accounted for so it should be high and as close to 1 (Brog and Groenen, 2005; Hasan, A. and Gupta, S.K., 2020). In our case it is close to 1 i.e. .99893. Tucker's Coefficient is representing the goodness of fit and it is as high .99941 which is close to 1. From all the statistical values obtained in the table 1.4 it could be said that the graph obtained is a good fit and there are no discrepancies in the plotted graph where the OTT platforms are plotted according to the perceptions of the OTT subscribers. The perception map here represents the different OTT platforms at distinct positions and this position on the map is also based on the positive and negative axis of the map obtained. The final coordinate table V is representing the position of the different OTT platforms on the map with the positive and negative signs. These signs are very important for making conclusion as it shows that at which dimension the OTT platform is positive or negative. The dimension at which the OTT platform stands negative shows that the consumers perceive that aspect of the OTT platform as negative or considered that aspect somewhat less as compared to the other OTT channel and when the OTT channels stands positive it is vice versa.

Table V: Final Coordinates

	Dimension	
	Pocket Friendly	Premium Offerings
Hotstar	.741	.190
AmazonPrime	-.196	.806
Netflix	.155	-.179
SonyLiv	-.551	-.443
Voot	-.565	.045
ALTBalaji	.416	-.418

From the table is could be resulted that different OTT platforms are placed at different positions in the plot with Dimension1 as Pocket Friendly OTT platform and Dimension2 as Premium Offerings. Consumers according to their perception has ranked these different OTT platforms. They lie at either sides of the graph

some at positive side and some at negative side. Analyzing the positioning of the OTT platforms in the map will be elaborated on the basis of Final Coordinated table (Table 1.6).The positions of the OTT platforms is pointing towards the aspects of the dimensions that some OTT are high at Pocket Friendly aspect perceived by the OTT subscribers and some OTT platforms are high at Premium Offerings dimension.

According to Table 1.6 SonyLiv is not the choice of the consumers because it is lying on the negative axis on both the dimensions of Pocket Friendly as well as Premium Offerings. The scores representing the negative sign shows that the store is lacking in any of the dimension such as Netflix, it can be observed that Netflix is considered as Pocket Friendly OTT platform but when it comes to Premium Offerings it lacks in that dimension. According to the graph consumers' choice of is HOTSTAR which is at the extreme positive axis on both the dimensions.

Amazon Prime is preferred by the consumers in the aspect of Premium Offerings. Amazon Prime is perceived by the consumers as a Non Pocket Friendly OTT platform. VOOT is leading in the aspect of Premium Offerings but is lacking in the aspect of Pocket Friendliness. ALT Balaji is considered as Pocket Friendly by the users but is not appealing to consumers when it comes to Premium Offerings.

SUGGESTIONS

It has been found that Hotstar is leading the OTT platform industry and SonyLiv has performed the worst when it comes to consumer perception. Other players like Voot, ALT Balaji are leading and lacking in Premium offering and Pocket friendliness of these OTT platforms. These OTT channels should first of all should pay attention towards their pricing strategies so as to lure the students and economical consumers in the market. Besides this OTT players also need to pay attention towards the offerings such as the discounts and also some extra benefits or free binge hours for some extra time. The market comprises of economical consumers heavily that's why OTT players need to pay attention towards both the discussed dimensions. These OTT players also need to focus more on some knowledgeable and novel stuff to lure more consumers as there is a huge number of such kind of consumers who love to watch these kind of stuff.

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