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**Chhaya Pinge**

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## A STUDY OF FACTORS INFLUENCING THE USE OF OTT PLATFORMS AND MULTIPLEXES

<sup>1</sup>Chhaya Pinge <sup>2</sup>Chinmay Shinde

<sup>1</sup>Associate Professor and Head of the Department of Statistics, Ram niranjan Jhunjhunwala College of Arts, Science and Commerce (Autonomous), Ghatkopar (West), Mumbai-86, India

<sup>2</sup>TYBSC Statistics Student 2022-23, Ram niranjan Jhunjhunwala College of Arts, Science and Commerce (Autonomous), Ghatkopar (West), Mumbai-86, India

### Abstract

Entertainment is an important part of people's lives, and its sources have changed as new technologies have emerged. The traditional entertainment venues have been theatres and multiplexes, but the emergence of over-the-top (OTT) platforms has changed the entertainment market landscape. During the COVID-19 pandemic, the popularity of OTT platforms has surged and is expected to continue in the future. OTT revenue is estimated to be 2.95 billion dollars in 2021 and 6.73 billion dollars in 2026, according to a statistical survey done by Digital TV Research, which shows that OTT subscriber numbers are increasing significantly. This study aims to identify the factors that influence the use of OTT platforms and multiplexes. The research is based on primary data. Information from respondents using OTT services and also visiting multiplex is collected. There are 217 responses collected for analysis of the primary data. Data is collected using a structured questionnaire method. The convenience sampling method is used for the collection of data. For the study of objectives and hypothesis testing, descriptive statistics and inferential statistics are obtained. The significance of the research is to identify the influencing factors for the use of multiplex as well as OTT platforms by consumers for the growth of the entertainment industry. The conclusion drawn will help industries to understand the factors that influence the use of OTT platforms and multiplexes by consumers. The study highlights the need to enhance multiplexes' visual and aural quality, social interaction, and overall movie-watching experience. For OTT platforms, the emphasis should be on diverse content, ad-free streaming, high-quality audio and video, and affordability. The study also reveals that the youths are most influenced by OTT platforms.

**Keywords:** OTT, Multiplex, Influencing Factors, Entertainment

### Introduction:

Since the beginning of time, entertainment has been a vital component of human life. The definition and forms of entertainment have changed over time, and there are now a wide variety of entertainment options available to suit a wide range of tastes. The entertainment industry has undergone significant growth and transformation, from conventional theatre and cinema to the most recent OTT platforms. In addition to offering a way to unwind and have fun, entertainment is crucial in influencing how we view and react to different facets of life.

OTT refers to streaming services that deliver video content to users directly over the internet. The term "OTT," which first appeared in the early 2000s, refers to a new way of distributing television and movie content that does not rely on traditional

broadcast, cable, or satellite pay-TV providers. In layman's terms, OTT streaming entails paying an internet provider for internet access to watch content on platforms such as Netflix at any time and on any device. OTT platforms have revolutionized the entertainment sector by giving consumers a wide range of options. Viewers now have access to a vast library of movies, TV shows, documentaries, and other content thanks to the availability of high-speed internet.

Over-the-top (OTT) platforms have a long history that dates back to the early 2000s when businesses like Netflix and Hulu first started providing streaming services. The emergence of smart TVs and fast internet led to explosive growth for the OTT sector. The first OTT mobile app in India, nexGTV, was released in 2010 and gave users access to live TV and on-demand content. The introduction of OTT services like Sony Liv and DittoTV (Zee) to the Indian market in 2013 further increased their appeal. With the entry of players like Hotstar and Amazon Prime Video, OTT platform popularity in India began to pick up steam around 2014-15. Due to the accessibility of low-cost high-speed internet and smartphones in India, the OTT sector has experienced exponential growth in recent years. The COVID-19 pandemic served as additional fuel for the OTT industry's expansion as people turned to online streaming during the lockdown. According to a report released by the transaction advisory firm RBSA advisors, the OTT market in India is predicted to reach USD 15 billion by 2030. It would encompass the USD 12.5 billion video OTT market as well as the USD 2.5 billion audio OTT market. In 2021, India had more than 30 OTT players. Online advertising and consumer subscriptions are the main sources of income for OTT players. Some OTT players even permit customers to view the content for no charge.

Pricing, usability, platform accessibility, and most importantly, the calibre of the content, all have an impact on the video entertainment choices that consumers make. An OTT platform's success is greatly influenced by the level of the content offered, the price, the user experience, and marketing strategies. The growth and success of OTT platforms are also greatly influenced by factors like accessibility, cost, and personalized recommendations.

A multiplex is a modern movie theatre where several films are shown at once in various theatres that are all part of the same complex. This idea first surfaced in the late 1990s and has since gained popularity as a form of entertainment, particularly among urban residents. Due to the rise of malls and commercial complexes in India as well as the rising demand for a high-quality movie-watching experience, multiplexes have seen significant growth. Multiplexes appeal to moviegoers because they provide a range of amenities like comfortable seating, superior sound and projection systems, and a selection of food and drink options.

The history of multiplexes in India began with PVR Cinemas' opening of the country's first one in Delhi in the late 1990s. The idea of multiplexes quickly gained popularity due to the rise in malls and commercial complexes, the demand for high-quality movie viewing experiences, and other factors. INOX and Cinepolis, two additional players, entered the market and helped the multiplex industry in India expand. Multiplexes now offer audiences a top-notch viewing experience, and they are a crucial part of the film industry. The way audiences interact with movies has changed since 3D technology and high-quality audio systems were introduced in multiplexes. The release of many blockbuster movies in the 3D format today gives audiences a more immersive and interesting viewing experience. These technological

developments have made multiplexes a popular form of entertainment for Indian audiences, who now have access to a top-notch cinematic experience.

Convenience, cost, atmosphere, and the overall movie-watching experience are just a few of the variables that affect multiplex success in India. To stay competitive, multiplexes are constantly updating and improving their offerings. This includes offering a wider selection of food and beverage options along with a more immersive and customized experience through top-notch 3D and audio technology. In order to draw crowds, multiplexes are also increasingly collaborating with content providers to screen exclusive and popular films. The ability of multiplexes to adapt and offer a distinctive and luxurious movie-going experience that cannot be replicated will determine their future success.

From traditional theatre and cinema to the newest OTT platforms and contemporary multiplexes, the entertainment industry has greatly developed and expanded. The success of both multiplexes and OTT platforms depends on several variables, including cost, atmosphere, accessibility, content quality, and overall experience. Multiplexes offer a luxurious and engrossing movie-going experience, whereas OTT platforms give viewers access to a vast library of content at their convenience. In order to remain competitive, both sectors offer new features and partnerships to draw viewers. The future of both industries appears bright given the Indian OTT market's rapid expansion and the rising demand for premium movie viewing experiences. The success of each industry will ultimately be determined by the consumers as they look for their preferred form of entertainment.

#### Review of Literature:

1. **Qin Q. and Wei P. (2014)**, In the Research Titled "The Structure-Conduct-Performance Analysis of OTT Media". Structure-behaviour-performance (SPC) analysis of OTT media markets is straightforward, clear, and successful. We concluded that the OTT market is oligopoly-like through competitor classification, product differentiation, market concentration, and entry obstacles. Market efficiency and resource economy of scale lead to oligarchic monopolies, according to market performance analysis. We observed that licence owners, content suppliers, operators, Internet firms, and smart TV manufacturers can compete and cooperate by understanding their market behaviours. Innovation and differentiation maximise benefits. We observed that OTT market behaviours improve resource allocation and economies of scale. Scale and severe rivalry drive OTT market growth.
2. **Pratap, P et. al (2023)**, In the Research Titled "Analyzing The Factors Affecting Media Consumer Trends During The COVID-19 Period - The Rise Of Web Series By Different Otts V/S Traditional TV Serials In India." Due to their accessibility, variety, lack of advertisements, and affordable subscription costs, OTT platforms have become increasingly popular in the media and entertainment sector. The OTT market is predicted to expand quickly, and the pandemic has increased subscriptions. According to the study, movie theatres and online distribution platforms are not in direct competition, and filmmakers should adjust to the shifting viewership. Films and other media will flourish together as actors and directors collaborate across platforms. Companies will need to adjust as OTT platforms could replace offline entertainment.

3. **Yadav E. (2023)**, In the Research Titled "A Study on Consequences and Growth of OTT Platform using Factor Analysis and ANOVA". Online content has drawn young people away from TV. Insecurities, depression, and insomnia are caused by OTT platforms' sexual, abusive, and violent material and alcohol and narcotics. Lack of physical activity is also causing academic decline and health difficulties in children. Gender and occupation are substantially connected with OTT impacts.
4. **Nguyen N. (2023)**, In The Research Titled "From Media Users To Media-Enhanced Knowledge Creators: Identifying Issues With Integrating Feature Films And Television Series Into University Teaching" The final chapter summarises and answers the three research questions. It contextualises the important findings in higher education and analyses their implications for future FF/TV use in university instruction. Academic developers, instructors, and institutions receive practical advice. These include three types of FF/TV technologies (production, delivery, integration); four pedagogical processes of teaching with FF/TV (selecting, preparing, screening, designing instruction); four domains of future coverage for academic development (access to FF/TV resources, technological and media awareness and skills, film literacy, pedagogical development); and three principles for effective teaching evaluation (quadrangulation, application to all teaching phases, pedagogical-contextual-technological considerations in this application).
5. **Fox M. (2017)**, In the Research Titled "Double Features And Exhibition Programming Choices By Drive-In Movie Theatres" During the 1950s, many drive-ins showed second-run movies, and the moviegoing experience was secondary to the total enjoyment (Downs, 1953). Drive-ins died swiftly by the mid-1960s. They focused on youth and "alienated" families (Sopko, 2008). Drive-in audiences and films changed. Blood, gore, and porn movies dominated the 1970s and 1980s. Skin-flick producers like Russ Meyer became drive-in movie monarchs (Lobban, 1996: 12). This deterred many customers, especially families (Lobban, 1996). Before the 1990s, drive-ins had to wait six weeks or more after indoor theatres to show "new" movies (Sopko, 2008). Today, this is not true. This research found that drive-in movies are "new" like indoor theatre movies. Drive-ins usually show fresh double features.
6. **Reynolds E. (2002)**, In the Research Titled "Sustainable development and multiplexes" Out-of-town development traffic was a major reason for the planning policy modification. The environmental benefits of using public transit and reducing private car use for leisure visits contribute to the sustainability of in-town recreational development, including the multiplex. A related social equality issue argues that metropolitan leisure opportunities are more accessible to more individuals. This seems to relate to sustainable development's idea of the quality of life improvements. In-town leisure development and leisure-related spending can support the economy by expanding trade into the evening. The survey reveals leisure experts agree that multiplexes are more important to economic sustainability than environmental and social sustainability. In other parts of the study, professionals disagreed on whether moving into town has affected multiplexes' success. Operators, developers, planners, consultants, and

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others believe that in-town multiplexes are less flexible than out-of-town ones. If the fast-moving leisure sector causes urban areas to again have antiquated movie buildings, policymakers should remember this.

7. **Basu A. (2023)**, In the Research Titled "Shaping OTT Movie Consumption through Immersive Cinema: A Qualitative Investigation of Consumer Perspectives". OTT platforms can enhance their users' viewing experiences in a number of ways. First of all, viewers can customize their experience to suit their preferences by using 180- and 360-degree videos, which can increase immersion. Second, under the supervision of parents, immersive cinema can be used to produce kid-friendly content. Thirdly, due to low awareness, marketers and content producers need to inform consumers about safe and appropriate use of immersive cinema. Fourth, immersive cinema can be customized to individual viewer preferences to deliver high-quality experiences whenever it's most convenient. Thus, OTT services must increase their offers to keep subscribers entertained. Immersive Cinema may improve user-consuming experiences and be employed by OTT platforms.
8. **Kesavan D. (2021)**, In the Research Titled "Investigation Of Consumer Intention Towards Ott Platform: With Reference To Chennai". The 60% of India's 1.3 billion people under 45 is its demographic dividend. This tech-savvy generation continuously seeks new technology usage. So, the willingness to switch to more advanced technology-driven entertainment platforms is projected. The migration to OTT platforms is also driven by anytime, anywhere, device interoperability, content choice, and inexpensive price. IOT and the rapid adoption of smart phones, tablets, and laptops have made video material and entertainment easily accessible. OTT's ease of use and flexibility have also made it a popular alternative to satellite and DTH content. Disruptive technology improves consumer satisfaction and offers endless choice. Philip Kotler says this will create, coordinate, and deliver value. Consumer expectations fuel innovation and technology. OTT may herald a new era of customer-focused entertainment and education at all levels.

#### **Research Gap:**

This study aims to fill the gap in research by analysing the factors that influence the use of both OTT platforms and multiplexes, as recent studies have only identified factors about OTT platforms. The age group that is most impacted by OTT is also identified in this study.

#### **Research Methodology:**

A structured questionnaire consists of questions aimed at gathering information about the influence of OTT platforms and multiplex. An online survey was conducted among respondents who used the OTT service and visited the multiplex with different levels of education, income, gender and age. The convenience sampling method was used for data collection from the Mumbai region. 217 responses were gathered for the primary data analysis. The collected information was compiled and analysed using SPSS software. The results are categorized and data are analysed using statistical tools such as tabulation, charts, Friedman's test, Cronbach's alpha test, One-way ANOVA, and Post Hoc tests. The factors influencing the impact of OTT platforms and multiplexes have been identified. The results are presented

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graphically and in tabular form, which helps to explain how this study came to be. The textual reports of the data's interpretation are supported by tables and graphs for easier comprehension.

**Objectives of the Study:**

1. To identify the influencing factors for the use of Over-the-Top (OTT) platforms.
2. To identify the influencing factors for the preference for visits to multiplexes.
3. To study the influence of OTT platforms on different age groups of respondents.

The first objective is to identify the factors that influence the use of OTT platforms, which are becoming an increasingly popular source of entertainment. The second objective is to identify the factors that influence people's preference for going to multiplexes. The third objective allow for a better understanding of which age groups are more influenced by OTT, which is especially important given the growing popularity of these platforms among audiences. These objectives will help us gain a better understanding of the factors that influence people's entertainment choices, and they will have significant implications for the entertainment industry.

**I. Data Analysis:**

**Descriptive Statistics:**

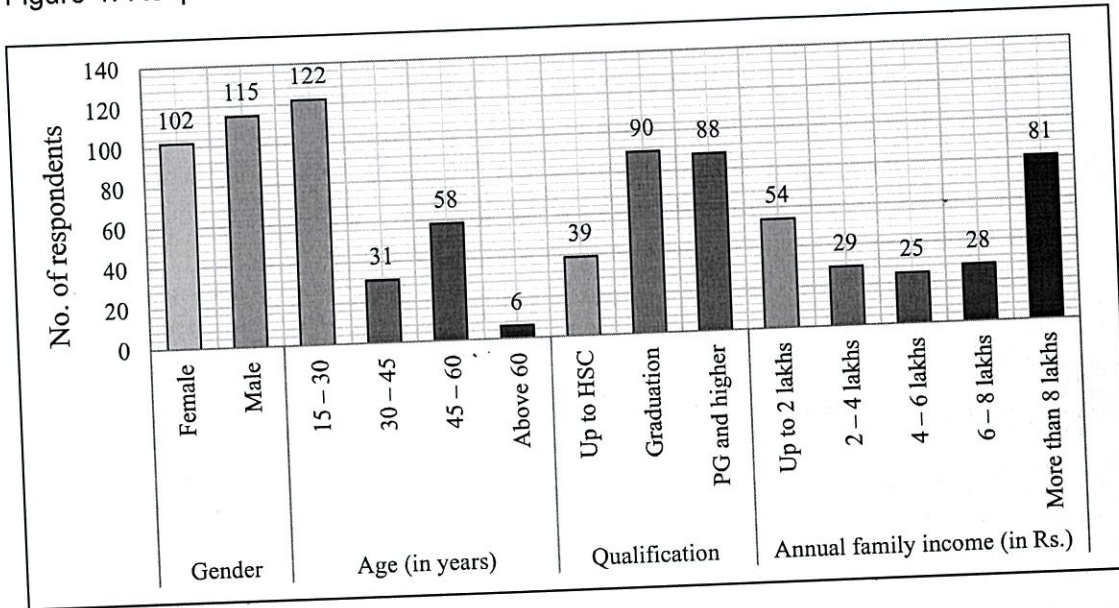
In the process of analysis of primary data, respondents are classified according to socio-economic profile. We have considered gender, age, qualification and annual family income in the socio-economic profile. The information on the classification of primary data is presented in the following table.

Demographics		Frequency	Percent
Gender	Female	102	47.0
	Male	115	53.0
Age (in years)	15 – 30	122	56.2
	30 – 45	31	14.3
	45 – 60	58	26.7
	Above 60	6	2.8
Qualification	Up to HSC	39	18.0
	Graduation	90	41.5
	Post-Graduation and higher	88	40.6
Annual family income (in Rs.)	Up to 2 lakhs	54	24.9
	2 – 4 lakhs	29	13.4
	4 – 6 lakhs	25	11.5
	6 – 8 lakhs	28	12.9
	More than 8 lakhs	81	37.3

Table 1: Combine table of the socio-economic profile of the respondents

The above information is presented in a bar chart as shown below.

Figure 1: Respondents according to socio-economic profile



The above table indicates that there are a total of 217 respondents from which for gender there are 115 are male respondents and 102 are female respondents. For age, there are 122 respondents in the 15 to 30 years of age group while 31 respondents are between 30 to 40 years. There are 58 respondents from the age group 45 to 60 years and 6 respondents are above 60 years. It also indicates that 39 respondents are qualified up to HSC, 90 respondents are graduates while the remaining 88 are post-graduate and higher.

**Objective 1:** To identify the influencing factors for the use of OTT platforms.

The responses given by 217 respondents about opinions of the influencing factors for use of OTT platforms are classified and presented in the following table.

Influencing factors for use of OTT	Yes	No
Ads free streaming	184	33
The subscription cost is reasonable	166	51
Variety of content	204	13
Limitation for internet consumption	86	131
Offers and discounts	135	82
Preference over video and audio quality	160	57

Table 2: Opinions of the influencing factors for the use of OTT

**Null Hypothesis H<sub>01</sub>:** There is no significant factor which influences the use of OTT platforms.

**Alternate Hypothesis H<sub>11</sub>:** There is a significant factor which influences the use of OTT platforms.

To test the above null hypothesis, Friedman's test is used. The results are as follows.

N	217
Chi-Square	228.268
D f	5
p-value	0.000

Table 3: Test statistics under Friedman's test

**Interpretation:** The above results indicate that the calculated p-value is 0.000. It is less than the standard p-value of 0.05. Therefore, Friedman's test is rejected. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted.

**Conclusion:** There is a significant factor which influences the use of OTT platforms.

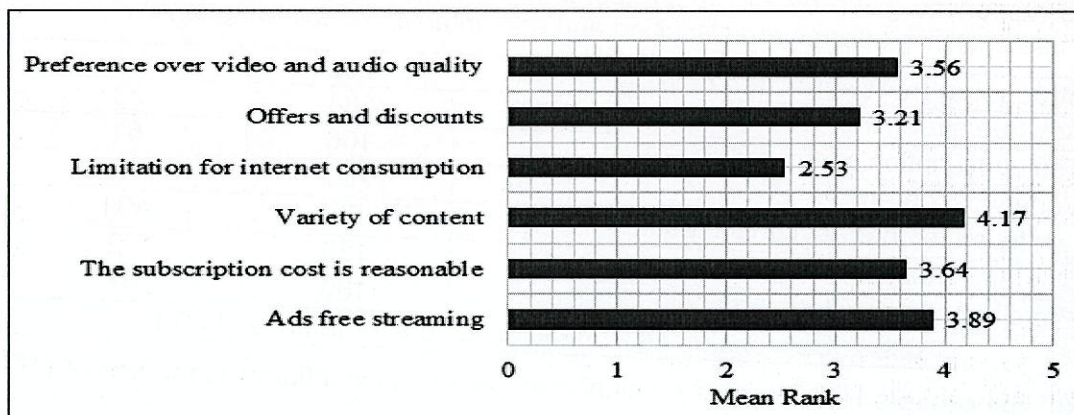
**Findings:** To understand the findings of the hypothesis, mean ranks are obtained to understand the influencing factors of the use of OTT platforms and presented in the following table.

Influencing factors of the use of OTT platforms	Mean Rank
Ads free streaming	3.89
The subscription cost is reasonable	3.64
Variety of content	4.17
Limitation for internet consumption	2.53
Offers and discounts	3.21
Preference over video and audio quality	3.56

Table 4: Mean rank given to influencing factors of the use of OTT platforms under Friedman's test

The above table indicates that the preference of respondents for the use of OTT platforms is 'Variety of content'. The next important influencing factor is 'Ads free streaming'. The least important influencing factor for the use of OTT platforms is 'Limitation for internet consumption'.

The above information on influencing factors of the use of OTT platforms is presented using a bar diagram as shown below.



**Figure 2: Mean rank of influencing factors for the use of OTT Platforms**

**Objective 2:** To identify the influencing factors for the preference of visit to the multiplex.

**Reliability of Scale:** It is used to validate the Likert scale used in the questionnaire. In the present research information related to influencing factors for the preference of

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visit to the multiplex is obtained using the Likert scale. There are 8 statements to which the Likert scale is applied. For the reliability of scale, Cronbach's Alpha test is applied. The results are as follows.

Cronbach's Alpha	N of Items
0.771	8

Table 5: Reliability Statistics under Cronbach's Alpha Test

**Interpretation:** The above results indicate that Cronbach's alpha value is 0.771. It is greater than the required value of 0.700. Therefore, Cronbach's alpha test is accepted. Therefore, the scale used in the questionnaire is valid and accepted.

**Null Hypothesis H<sub>02</sub>:** There is no significant factor which influences the preference for visit to the multiplex.

**Alternate Hypothesis H<sub>12</sub>:** There is a significant factor which influences the preference for visit to the multiplex.

To test the above null hypothesis, Friedman's test is used. The results are as follows.

N	217
Chi-Square	76.553
df	7
p-value	0.000

Table 6: Test statistics under Friedman's test

**Interpretation:** The above results indicate that the calculated p-value is 0.000. It is less than the standard p-value of 0.05. Therefore, Friedman's test is rejected. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted.

**Conclusion:** There is a significant factor which influences the preference for visit to multiplex.

**Findings:** To understand findings of the hypothesis, mean ranks are obtained to understand the influencing factors for preference of visit to the multiplex and presented in the following table.

Influencing factors of the preference of visit to the multiplex	Mean Rank
Ambiance	4.62
Cost of ticket	4.20
Early access to premier movies	4.04
Hang out with close ones	5.09
Favourite actor/actress movie	3.87
Relaxation	4.50
Quality of picture and audio	5.09
Special occasions or events	4.60

Table 7: Mean rank given to influencing factors of the preference of visit to the multiplex under Friedman's test

The above table indicates that there are two equally influencing factors for the preference of visit to the multiplex and these two factors are 'Hang out with close ones' and 'Quality of picture and audio'. The next important influencing factor is

'Ambiance'. The least important influencing factor for the preference of visit to the multiplex is 'Favourite actor/actress movie'.

The above information on influencing factors for preference of visit to the multiplex is presented using a bar diagram as shown below.

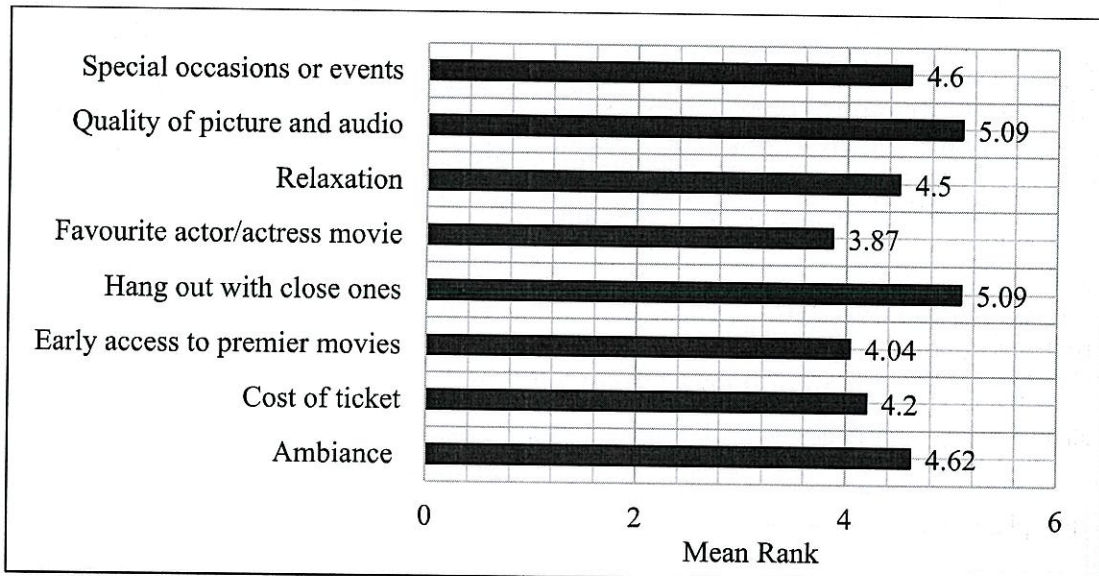


Figure 3: Mean rank of influencing factors for the preference of visit to the multiplex

**Objective 3:** To study the influence of OTT platforms according to the age of respondents.

**Null Hypothesis  $H_{03}$ :** There is no significant difference between the mean score of influence of OTT according to the age of respondents.

**Alternate Hypothesis  $H_{13}$ :** There is a significant difference between the mean score of influence of OTT according to the age of respondents.

To test the above null hypothesis ANOVA is obtained and F-test is applied. The results are shown in the table below.

ANOVA					
	Sum of Squares	df	Mean Square	F	p-value
Between Groups	6059.166	3	2019.722	3.548	0.015
Within Groups	121248.009	213	569.239		
Total	127307.176	216			

Table 8: Analysis of variance for the influence of OTT according to the age of respondents

**Interpretation:** The above results indicate that the calculated p-value is 0.015. It is less than the standard p-value of 0.05. Therefore, the F-test is rejected. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted.

**Conclusion:** There is a significant difference between the mean score of influence of OTT according to the age of respondents.

**Findings:** In order to compare age group means, we perform post hoc tests in which, each pair of age groups is compared with the remaining three pairs of age groups. If the p-value of the corresponding pair is less than the standard value of

0.05 then that pair has a significant difference towards the influence of OTT platforms. The results are as follows.

(I) Age (in years)	(J) Age (in years)	Mean Difference (I-J)	Std. Error	p-value
15 - 30	30 - 45	1.21693	4.79880	0.800
	45 - 60	11.04208	3.80531	0.004
	Above 60	17.07650	9.97693	0.088

Table 9: Multiple comparisons table under Post Hoc Test

According to the above Post Hoc results, the p-value between the age group 15-30 years and 45-60 years is 0.004. It is less than the standard value of 0.05. Therefore, there is a statistical difference between the age group 15-30 years and 45-60 years for the influence of OTT platforms. However, there were no significant differences between the pairs of other age groups with each other.

Hence, the difference in the mean score of influence of OTT is highly significant across the age of respondents. This can also be observed in the descriptive statistic table given below.

Age (in years)	Mean	N	Std. Deviation
15 - 30	75.4098	122	24.26231
30 - 45	74.1929	31	23.10974
45 - 60	64.3678	58	23.45554
Above 60	58.3333	6	22.97438
Total	71.8125	217	24.27725

Table 10: Influence of OTT according to the age of respondents

The mean score for the influence of the OTT platform is highest at 75.40 percent for 15-30 years respondents, while it is lowest at 58.33 percent for the above 60 years respondents. Therefore, influencing factors towards OTT for respondents of age group 15 -30 years have significantly higher influence than other age groups.

The above information is presented in a bar diagram, as shown below.

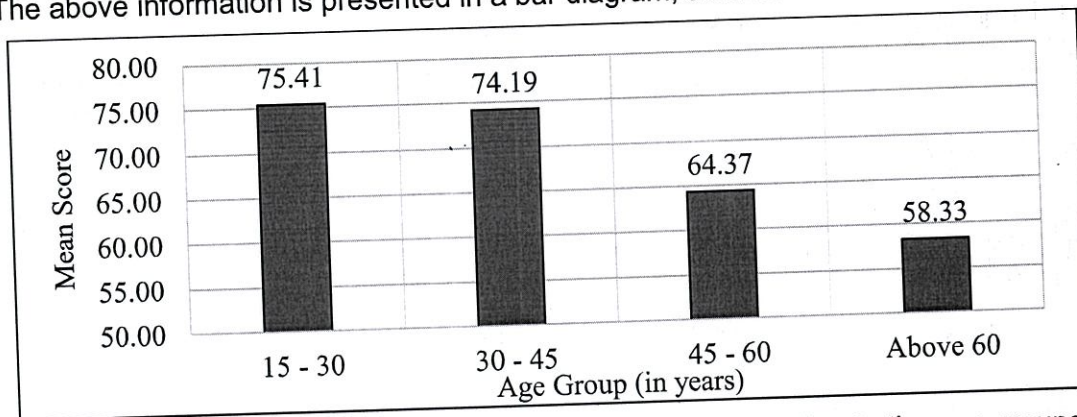


Figure 4: Influence of OTT platforms on respondents according to the age groups

### Findings

The study found that there are significant factors influencing the use of OTT platforms and preference for visiting multiplexes. According to the findings of the research, the variety of content available on OTT platforms was the most important

factor influencing respondents' use of such platforms. On the other hand, respondents' preference for visiting multiplexes was influenced equally by hangout with close ones and the quality of the picture and audio. Furthermore, the 15-30 age group had a significantly higher influence on OTT platforms than any other age group. Overall, the study finds that content available on OTT platforms captures the attention of Indian youth the most and that both OTT platforms and multiplexes are long-term subjects of their influencing factors. The availability of content in multiple languages accounts for the preference for OTT platforms, whereas multiplexes are preferred for socializing with friends and family.

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