



Innovative Business Practices Towards Sustainable Development



Editor

Dr. Shashi Yadav

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Principal

Ramniranjan Jhunjhunwala College,
Ghatkopar (W), Mumbai-400086.

**Innovative Business Practices Towards
Sustainable Development**

Dr. Shashi Yadav

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Dr. Shashi Yadav

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AN EXPLORATORY STUDY OF CONSUMER TRENDS AND PERCEPTION TOWARDS OTT (OVER THE TOP) PLATFORMS DURING LOCKDOWN

Dr Saraswathi Moorthy¹

Ms. Purvy Karia²

ABSTRACT

India has witnessed a phenomenal surge in the consumption of content on Over- The- Top (OTT) platforms over the last few years. Few studies have pointed out that Covid- 19 and the lockdown situation has further contributed to the increased consumption of OTT content. Audience belonging to diverse demographic categories are viewing multiple formats of OTT content on a regular basis. Further, several studies have shown a marked shift in the viewer preferences towards OTT content. In view of these observations, the current study aims to explore the consumer trends and their perception towards OTT platforms in central suburban Mumbai. The researcher has used descriptive statistics to examine the perception of the consumers. A few significant findings of the study reveal that a large number of OTT consumers are young people who spend up to three hours a day on an average watching OTT content. Respondents also perceive variety, convenience and entertainment value as critical factors which influence audience preference of OTT content. Further the study attempts to provide a few suggestions to OTT media houses to maximise their reach to the audience and to the regulatory authorities with regard to monitoring of the content.

Keywords: Over-The-Top Platforms (OTT), Covid-19, Lockdown, OTT Content, Consumer perception, Consumer trends

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The present volume focuses over the innovative business practices required to plan and implement for the sustainable development of business and economy of the country. The academic inputs in the book provide valuable insights into the various dimensions which demand for constant innovations for upgrading and developing the business in an economy. A total of 17 chapters contributed by the academicians from across the country has thrown light over innovations and newness adopted and practiced towards sustainable development of the economy like education, inflation, consumer behaviour, corporate social responsibility, trends in digital payments, logistics and supply chain management, skill management, water management, empowering rural women, etc. An attempt has been made to cover a wide area through the academic material of the present volume with a view to fulfill the expectation of the academic fraternity.



Dr. Shashi Yadav is working as an Assistant Professor in Faculty of Commerce, Banaras Hindu University, Varanasi, Uttar Pradesh since February 2014. She also has industrial experience of five years in Banking Sector. Presently, she has to her credit 14 research papers published in several national/international journals and three edited book published from national publisher. She has presented papers in various National/International seminars and conferences. She is also a certified member of Indian Institute of Banking & Finance (IIBF). She has specialized in Marketing and her research area includes Banking, Service Marketing, Agricultural Marketing, and other areas of marketing.



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