

Factors Influencing Choice of OTT Platforms Among Students

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ABSTRACT

This study dives into what makes students pick one over-the-top (OTT) platform over another. OTT platforms have completely changed how we watch shows and movies, offering the kind of flexibility, affordability, and variety traditional media just can't match. By running a structured survey and analysing the data, the research zeroes in on the main factors influencing students' choices: exclusive content, price, ease of use, and social influences.

The goal is to give brand marketers and OTT platforms practical insights. These findings could help them create smarter marketing strategies, fine-tune user experiences, and offer features that speak directly to students. In short, it's about helping OTT platforms stay ahead by knowing exactly what their younger audience wants.

Keywords: OTT platforms, student preferences, exclusive content, digital media, consumer behaviour, marketing strategies, user interface

INTRODUCTION

Over-the-top (OTT) platforms are digital streaming services that circumvent conventional cable or satellite TV providers and distribute video, music, and other media content directly to customers via the internet. Since they are convenient, inexpensive, and offer a large variety of content, OTT platforms have grown in popularity.

Smart TVs, smartphones, tablets, computers, and other devices may all access OTT services. They provide a significant collection of films, TV series, documentaries, live sporting events, and other programming from several networks and content producers throughout the world. Many OTT platforms also create unique material that is only available on their platform, which draws even more users.

OTT platforms employ a subscription-based business model in which customers pay a charge each month or annually to access their content. The subscriber bases of several OTT platforms have grown quickly, demonstrating the viability of this approach. Additionally, OTT platforms include tailored suggestions and algorithms that assist viewers in finding new material based on their watching interests and history.

Overall, OTT platforms have changed the way that conventional media is consumed by making it more accessible and inexpensive. These platforms are anticipated to play a bigger part in the entertainment industry in the future as a result of their continuing expansion and innovation.

Users now view the world differently thanks to digitization. The number of users of OTT platforms that readily provide better & good services over the Internet has expanded as a result of technological improvement, availability of gadgets, and an accessible network. India has the second-largest OTT user

base after the United States of America, and it is predicted that it would reach a value of 138 billion by the end of 2023 when we compare Indian users with those of other nations. In 2021, 30-35 billion people would be utilising OTT platforms, estimates from the FICCI (Federation of Indian Chamber of Commerce & Industry) study.

Consumers now have a wide range of OTT platform alternatives to select from, including Netflix, Amazon Prime Video, Hulu, Disney+, and many others. The emergence of OTT platforms has transformed the media and entertainment sector by giving customers more options and flexibility when it comes to content access. As these platforms grow in popularity, firms and marketers are realising their ability to reach their target demographic and are looking at innovative methods to leverage them to market their goods and services. OTT platforms have been incredibly popular among students as a source of communication, entertainment, and knowledge throughout time. These platforms provide a variety of services, including as texting, audio and video streaming, and streaming. Because of the popularity of these platforms, brand marketers have seen the potential of using them to advertise to their target market. However, the success of their marketing initiatives heavily depends on their comprehension of the variables influencing students' decisions about OTT platforms.

To determine the elements influencing students' decisions on OTT platforms is the goal of this study. For brand marketers and advertisers to create efficient targeting strategies for their audience on these platforms, they must have a thorough understanding of the elements that affect consumer brand preference. This study is noteworthy since it focuses on a particular demographic of customers, specifically students, who are significant customers for many businesses.

This study will be carried out by completing a thorough assessment of the current literature on the issue, then data gathering using online surveys or focus groups, where participants will be asked about their brand selections on OTT platforms and the variables that impact their decisions. To find the important characteristics that significantly affect brand preferences, the obtained data will be statistically evaluated. The study's results will be helpful to marketers, brand owners, and OTT platform providers since they will offer insights into the best targeting methods for students and how to favourably influence their brand preferences. The findings of this study will also add to the body of knowledge already available on customer behaviour on OTT platforms.

Global Overview

When we consider the whole situation, OTT services are expanding their market share at a rapid compound annual growth rate. By 2025, it is anticipated that the worldwide over-the-top service industry would be worth \$179.9 billion. Additionally, throughout the projection period, a compound annual growth rate of 14.3% is anticipated. OTT service providers offer their platform's content over the supplied internet channel. However, they have little influence over how the service is planned, provided, or fulfilled. The market for OTT media services is expanding quickly as a result of the widespread availability of smartphones, the decline in data costs, and the low cost of high-speed internet.

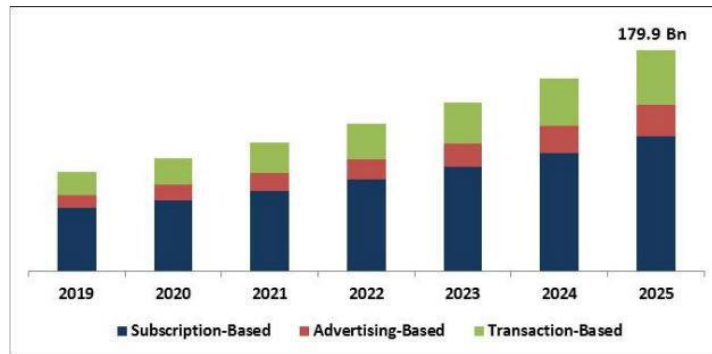


Figure 1: Global Over-the-Top Services Market Size

The platforms utilised to deliver videos are increasingly being cell phones and mobile channels. This replaces traditional TV as the dominant channel for production. Mobile is quickly establishing itself as the most significant service distribution channel thanks to fixed internet bundling and TV pricing limitations. The emerging nations in Asia, Africa, and the Middle East are getting access to better mobile networks as mobile network operators speed up the adoption of mobile broadband and LTE. This is leading to an increase in the use of the internet for video streaming and, consequently, OTT media services.

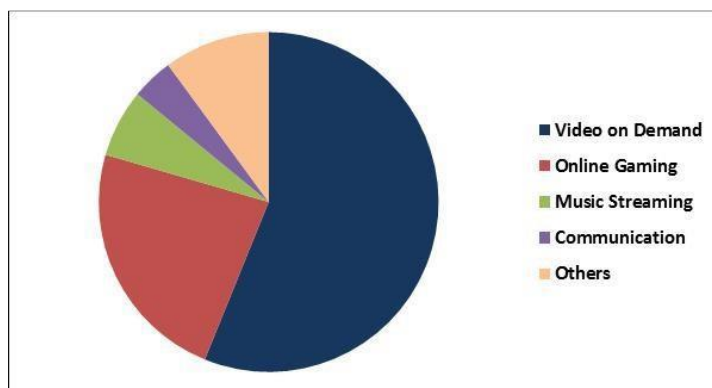


Figure 2: Over the Top (OTT) Services Market Share

How large is the Indian OTT market? The explosive proliferation of video cassette recorders and players (VCRs/VCPs) in the 1980s posed a threat to conventional methods of watching films. However, the growth of multiplexes in major cities in the early 2000s largely ended the single screen and DVD industries. Multiplexes are currently suffering from the popularity of OTT services. The Indian OTT streaming video business is presently in its second development phase, with total sales expected to reach \$3 billion in 2022, according to research by Media Partners Asia (MPA). 7-9% of the revenue and market share of the entertainment business have so far been accounted for by OTT. The business is growing swiftly and steadily, with over 40 players delivering original material in all languages. The number of OTT subscribers in India presently exceeds 45 million. By the end of 2023, this number is projected to increase to 50 million. At a compound annual growth rate of 36% (up from 2,590 crore in 2018), the OTT market is predicted to reach a value of \$12,000 billion by 2023.

SIGNIFICANCE OF THE STUDY

The study on factors influencing choice of OTT platforms among students has significant implications for

both OTT platforms and brand advertisers.

The survey first sheds light on the most well-liked OTT platforms among students and the variables affecting their preferences. In order to understand their target market and adjust their products to suit students' requirements and interests, OTT platforms may find this information beneficial. Additionally, it may assist brand marketers in determining the best methods for marketing their goods and services on OTT platforms in order to draw in and hold the attention of the student market.

Second, the study can provide insight into how word-of-mouth and advertising affect students' decisions while using OTT platforms. When it comes to creating successful marketing campaigns and utilising the influence of social media and online communities to promote their brands and goods, brand advertisers may benefit from knowing this information.

Thirdly, the study might shed light on how students' choices and the cost of OTT platforms are related. This data may help OTT platforms price their services competitively and provide value-added features that students find appealing.

Overall, the study's conclusions can help brand marketers and OTT platforms establish efficient marketing plans and methods with the ultimate objective of better meeting the demands and preferences of the student audience.

The COVID-19 pandemic's propagation has had a substantial impact on practically every industry in a variety of ways. These days, OTT platforms have gone through changes and advanced to new levels. The pandemic had a significant impact on the variables affecting brand selection. It was significantly influenced by the content, cost, convenience, etc. All age groups have expanded their usage of OTT platforms in current times, not only young people. India is rated by the analysts as the largest and fastest-growing OTT market worldwide. Through these platforms, it is simple to get entertainment from all over the world, which has increased the adoption of over-the-top services.

Due to COVID-19, 2021 was a bad year for a lot of industries. However, it was a lucrative year for OTT platforms, and it is anticipated that India would become a major growth market for OTT platforms in 2021. Although the idea of urban culture is present, OTT platforms are expanding in rural regions as a result of limited data plans. because OTT platforms are more in demand among urban youth and rural folks now that everyone in the countryside is familiar with smartphone technology. The availability of Hollywood films and TV series in regional languages was another factor in the expansion of OTT services. In conclusion, we can state that India has a promising future in terms of OTT Platforms.

CHALLENGES FACED BY OTT PLATFORMS

while OTT platforms offer many advantages, they also face several challenges:

Internet connectivity: To provide content efficiently, OTT platforms need a dependable and quick internet connection. Buffering, worse video quality, or streaming pauses might result from a sluggish or erratic internet connection.

Content licencing: OTT platforms must get licences for the material they provide, which may be expensive and time-consuming. Additionally, certain content may not be accessible on OTT platforms due to exclusivity agreements that content producers may have with traditional TV networks.

Subscription fatigue: as a result of the proliferation of OTT platforms since they may be subscribed to too many services and feel overwhelmed by the breadth of choices.

Ad-Blockers: Even while ad-free viewing is a major selling feature for many OTT platforms, some users could choose to use ad-blockers, which can lower the revenue from advertisements and impair the

platform's profitability.

Competition: Due to the entry of several new platforms, the OTT industry is getting increasingly saturated. Because of the rivalry, it may be difficult for smaller OTT platforms to stand out and draw consumers. Issues with internet access, content licencing, subscription fatigue, ad-blockers, and competitiveness are a few of the problems OTT platforms face overall. However, as consumer behaviour and technology continue to advance, OTT platforms are likely to adapt and find creative solutions to these problems.

PREFERENCE FOR OTT PLATFORMS

There are several reasons why people prefer OTT (over-the-top) platforms for consuming content:

Convenience: OTT services free users from traditional TV schedules so they may watch their preferred TV series and films whenever and wherever they want.

Cost: For those trying to save money, the fact that many OTT platforms are less expensive than conventional cable or satellite TV bundles can be a big advantage.

Customization: Instead of paying for a full package of channels they might never use; individuals can frequently pick which channels or programmes they wish to watch on OTT platforms.

Variety: OTT services frequently provide a greater selection of material than traditional TV, including exclusive original programmes.

No Ads: Many OTT platforms offer ad-free viewing, which is a big draw for people who are tired of being bombarded with commercials during their favourite shows.

All these above preferences and influencing points will be thoroughly elaborated in our study and research ahead.

OBJECTIVES OF THE STUDY

The objectives of the study on factors influencing choice of OTT platforms among students could include: To determine which OTT platforms are commonly used by students and the major variables affecting their decision.

to research the elements, such as brand image, product quality, pricing, convenience, and social impact, that affect students' brand selections on OTT platforms.

to look at the connection between students' selections on OTT platforms and their demographic traits, such as age, gender, and wealth.

to investigate how social media, online reviews, and digital advertising affect students' brand preferences on OTT platforms.

to give brand managers and marketers exclusive knowledge on successful branding and marketing tactics that raise brand recognition and loyalty among students on OTT platforms.

to add to the body of knowledge on consumer behaviour and digital marketing, especially in light of OTT platforms.

The study's overall goals are to provide a thorough knowledge of the variables influencing student decisions on OTT platforms and to offer brand managers and marketers information they can use to create successful marketing strategies in this situation.

FACTORS INFLUENCING CHOICE OF OTT PLATFORMS AMONG STUDENTS

EXCLUSIVE CONTENT

In order to entice and keep users, OTT platforms frequently provide unique content. In addition to docum-

entaries, live events, and other programming not offered on conventional TV networks, this unique material may include original films and TV episodes.

Depending on the OTT platform and the location where it is being delivered, unique content may not always be available. Overall, a lot of users consider the availability of exclusive content when selecting an OTT platform. It might be a major selling factor for platforms that provide a vast selection of excellent original programmes.

QUALITY OF STREAMING AND VIDEO PLAYBACK

Several variables, including the user's internet connection, the streaming device, and the platform itself, can affect the quality of streaming and video playback on OTT platforms. Standard definition (SD), high definition (HD), and occasionally even 4K Ultra HD are among the several video quality options that are available on most OTT services. OTT systems provide numerous options for audio quality, such as stereo or surround sound, in addition to varied video quality options. The majority of OTT platforms provide a high-quality watching experience, and overall, the streaming and video playback quality of OTT platforms has substantially increased over time. To get the greatest watching experience possible, it's crucial to have compatible devices and a dependable internet connection.

COST

OTT platform subscription fees can be significantly different depending on the platform, the area, and the kind of subscription package. While some platforms provide free, ad-supported options, others charge monthly or yearly membership fees. The kind of information accessible on the site affects the price of a membership as well. Platforms that primarily include library titles or older films and TV episodes, for instance, could charge a greater membership cost than those that provide only unique, high-quality original material. Overall, many customers prioritise cost when selecting an OTT platform when picking a subscription plan. To select the one that delivers the most value for your demands and budget, it's critical to examine several platforms and membership options.

CONVENIENCE

The user-friendly features that OTT platforms provide are among their main advantages. Users may watch their preferred films, TV series, and other material whenever and wherever they want thanks to OTT services, which offer a flexible and on-demand watching experience.

Mobile phones, tablets, smart TVs, and streaming media players are just a few of the devices that support OTT platforms. As long as there is an internet connection, consumers may access their material practically anywhere and move between devices without losing their place in the video. To examine a user's watching patterns and recommend new material they might like, several platforms utilise algorithms. Overall, OTT platforms' ease are a big draw for many consumers since it gives them the freedom to watch their preferred material whenever and however, they want.

USER INTERFACE AND EASE OF NAVIGATION

The user experience of OTT platforms is greatly influenced by the user interface and navigational simplicity. While a poorly designed user interface might make the platform annoying and challenging to use, a well-designed user interface can assist consumers quickly and easily discover the material they want to view. The majority of OTT platforms offer easy-to-use interfaces that are clear and straightforward.

Overall, an OTT platform's success depends heavily on its user interface and navigational simplicity. A user-friendly interface that is well-designed might help draw in and keep subscribers, but a difficult-to-use interface may turn people off.

VARIETY OF CONTENT AVAILABLE

The range of material that consumers have access to on OTT platforms is one of its key benefits. The diversity of films, TV series, documentaries, and other types of material available via OTT platforms spans many genres and sources. Depending on the platform and the location, an OTT platform may offer a wider range of content. While some platforms provide a wider selection of titles, certain platforms concentrate on a particular genre or kind of material. Additionally, some platforms provide users with unique and useful resources by providing exclusive material that is not available elsewhere. Overall, OTT platforms' popularity and profitability are largely due to the range of material they offer. Users have access to a variety of alternatives and may choose information based on their tastes and areas of interest. The simplicity and flexibility of OTT platforms, together with their diversity, make them a desirable choice for many consumers.

RESEARCH METHODOLOGY

The research methodology for the study on factors influencing choice of OTT platforms among students may involve the following steps:

Research Design: The research design for this study could be a cross-sectional survey, which involves collecting data from a sample of students at a specific point in time to understand their preferences for brands on OTT platforms and other platforms.

Sampling: A sampling frame will be prepared to include students who are active users of OTT platforms. Random sampling can be used to select participants from the sampling frame to ensure that the sample is representative of the target population.

Data Collection: Data will be collected through a structured questionnaire, which will include questions on factors that influence the choice of brands on OTT platforms and over other platforms among students. The questionnaire can be administered through online platforms or in-person interview and google forms.

Data Analysis: Statistical software such as Excel will be used to analyse the collected data. Descriptive statistics such as mean, standard deviation, and frequency distribution will be used to summarise the data. Inferential statistics such as regression analysis or chi-square test will be used to identify significant relationships between variables. Tools used for data analysis are tables, graphs and pie charts.

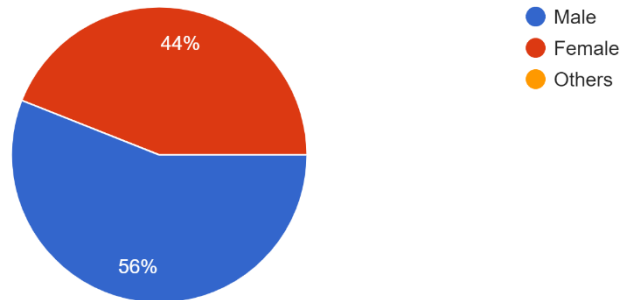
Ethical Considerations: Informed consent will be obtained from participants before collecting data, and the confidentiality and anonymity of participants will be maintained throughout the study.

Conclusion: The research study will conclude with a discussion of the findings and their implications for brand managers, marketers, and policymakers. The study will also suggest recommendations for future research in this area.

DATA ANALYSIS & INTERPRETATION

GENDER OF RESPONDENTS

Gender
50 responses



INTERPRETATION

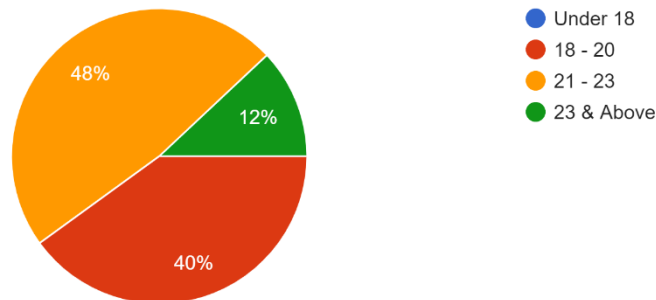
50 respondents in total provided the primary data, which is gathered.

22 responders, or 44% of the total, are female.

28 responders, or 56% of the total, are men.

AGE GROUP OF RESPONDENTS

Age Group
50 responses



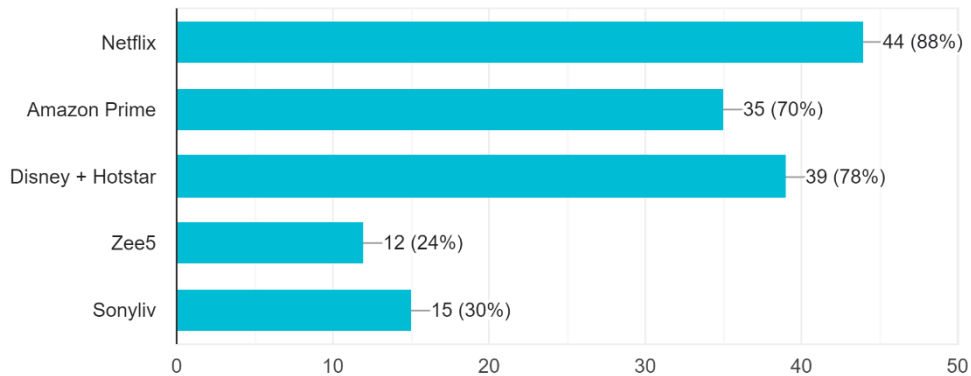
INTERPRETATION

0% of respondents are under the age of 18; 40%, or 20 respondents, are between the ages of 18 and 20. 24 responses, or 48% of the total, are between the ages of 21 and 23. Six respondents, or 12% of the respondents, are over the age of 23.

OTT PLATFORM PREFERENCE

1. Which of the following OTT platforms do you usually use?

50 responses



INTERPRETATION

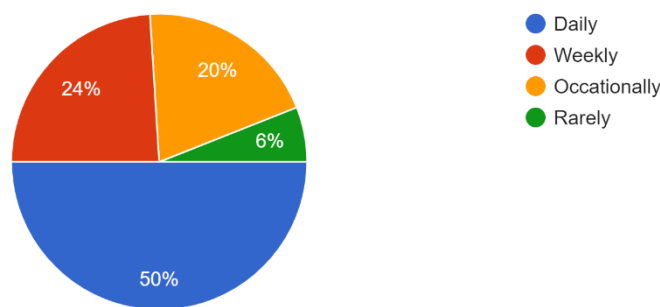
Note: There are multiple responses from various respondents.

Out of the 50 respondents, there were 145 multiple replies among these 5 platforms. With 88% of respondents using it, Netflix is the most used OTT platform, followed by Disney+hotstar with 78%. 70% of the respondents utilise Amazon Prime Video. Zee5 and Sony Liv are used by respectively 24% and 30% of the respondents.

PATTERN OF USAGE

2. How often do you use your preferred OTT platform?

50 responses



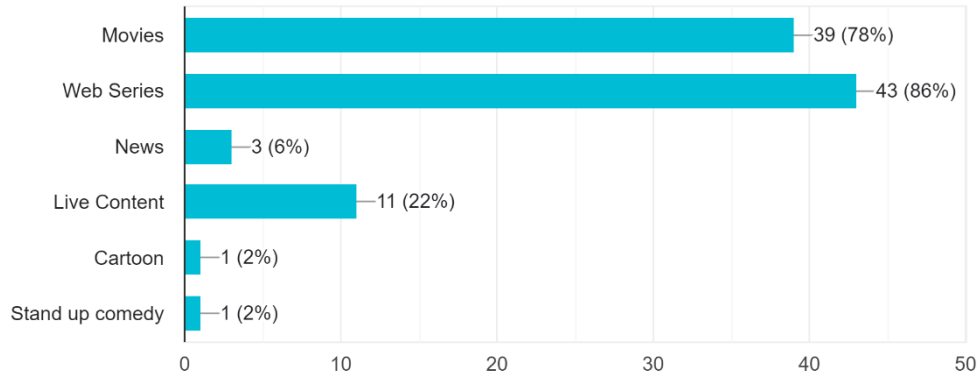
INTERPRETATION

In accordance with their preferences, 50% of the respondents (or 25) utilise OTT platforms every day. 12 respondents, or 24% of them, use OTT platforms on a weekly basis. Only 2% of the respondents, or 10 people, seldom use OTT platforms. Three respondents, or 6% of the total, utilise OTT platforms infrequently.

CONTENT PREFERENCE

3. Which of these do you usually watch on OTT platforms?

50 responses



INTERPRETATION

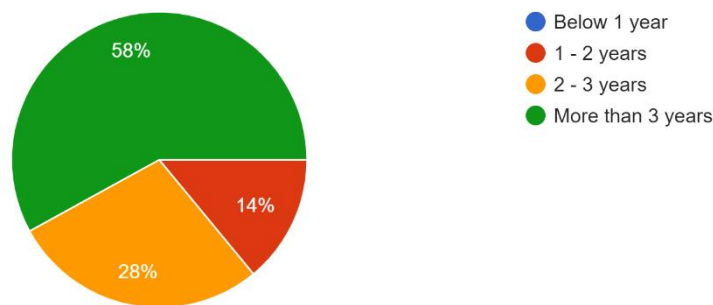
Note: There are multiple responses from various respondents.

Out of the 50 respondents, 98 came as multiple answers, and the majority of them (78% & 86%, respectively) said they watched films and web series on OTT platforms. On these platforms, 22% of respondents view live content, and 6% of all respondents watch news. Other media, such as comedy programmes and cartoons, are also seen on OTT platforms by roughly 2% of respondents each.

COMMENCEMENT OF USAGE

4. Since when have you started using OTT platforms?

50 responses



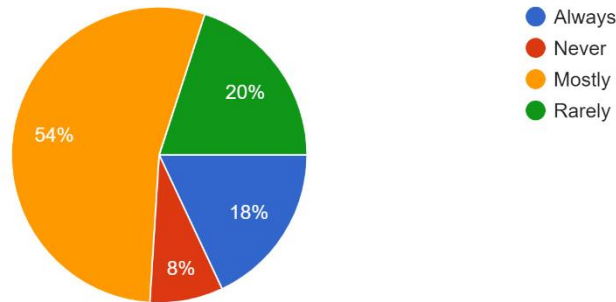
INTERPRETATION

58% of the respondents, or more than half, had been using OTT platforms for more than three years. 14% of respondents have only used OTT platforms for a few months, while 28% have been using them for two to three years. There are no responders who have used OTT for less than a year.

PREFERENCE OF WATCHING MOVIES ON OTT THAN IN THEATRES

5. Do you prefer to watch movies on OTT Platforms than in theatres?

50 responses



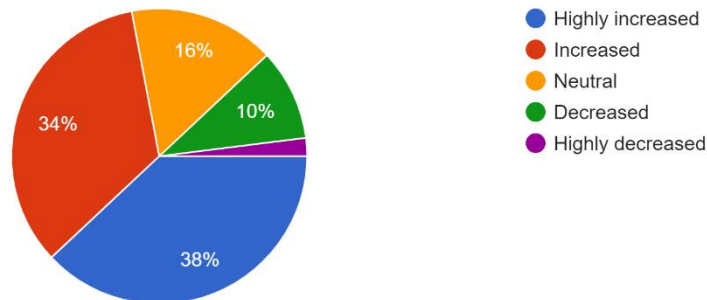
INTERPRETATION

The majority of respondents (54%), however, prefer watching films on OTT over in cinemas. 20% of those surveyed rarely view films on OTT. 18% of the respondents said they prefer watching films on OTT over in cinemas. 8% of respondents said they would never prefer to see films on OTT over in cinemas.

CHANGE IN USAGE OF OTT AFTER PANDEMIC

6. Change in your consumption of OTT platforms after the pandemic?

50 responses



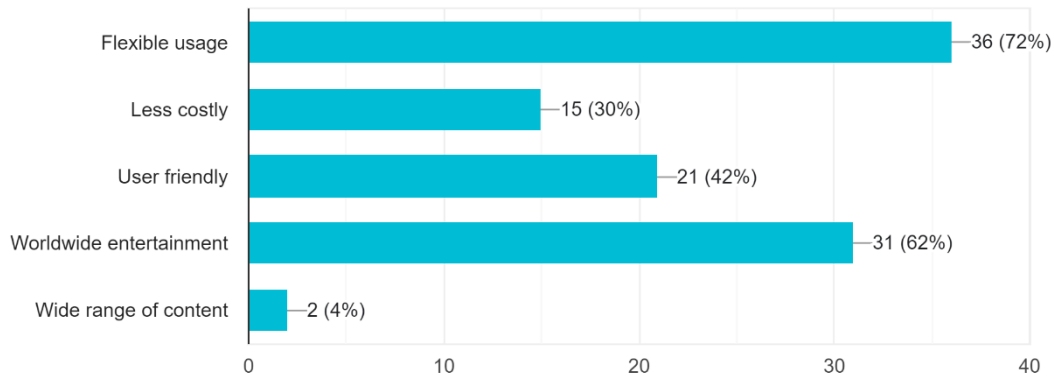
INTERPRETATION

After the epidemic, the majority of responders (38%), significantly increased their use of OTT services. Since the COVID-19 epidemic, 34% of the responders had increased their usage. 16% of the respondents have been using OTT platforms indifferently. After the COVID-19 epidemic hit, 10% of respondents cut back on their OTT consumption, but just one respondent—or only 2% of all respondents—had their consumption drastically cut.

BENEFITS OF OTT PLATFORMS

7. For you what are the benefits of OTT platforms?

50 responses



INTERPRETATION

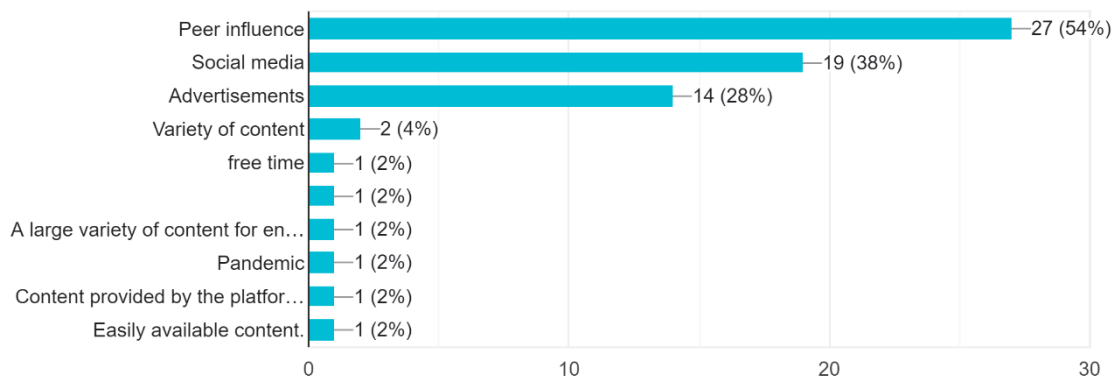
Note: There are multiple responses from various respondents.

The biggest draw and benefit that the majority of respondents (72%) see in OTT platforms is their adaptability. 62% of respondents praised the advantage of having access to global entertainment through OTT platforms. A total of 30% of respondents like the less expensive entertainment offered by these OTT platforms, and 42% of respondents are drawn in by these platforms' user-friendliness. Finally, 4% of respondents value having a variety of material.

FACTORS THAT INFLUENCED

8. Which of these influenced you to use of OTT platform?

50 responses



INTERPRETATION

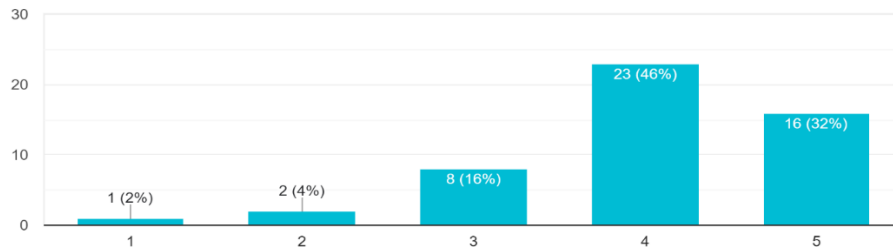
Note: There are multiple responses from various respondents.

The most significant element that affected 54% of respondents was peer influence. Social media, which includes Facebook, WhatsApp, Instagram, and other platforms, is the factor that persuaded 38% of respondents to utilise OTT platforms. 14% of respondents say that advertisements motivated them to utilise

OTT platforms. With 4% of responders, content variety had an impact. The other items included in the respondents' provided graph are considered the additional variables.

FACTORS INFLUENCING CHOICE OF OTT PLATFORMS AMONG STUDENTS EXCLUSIVE CONTENT

9. How important is the Availability of exclusive content to you when choosing an OTT platform?
50 responses

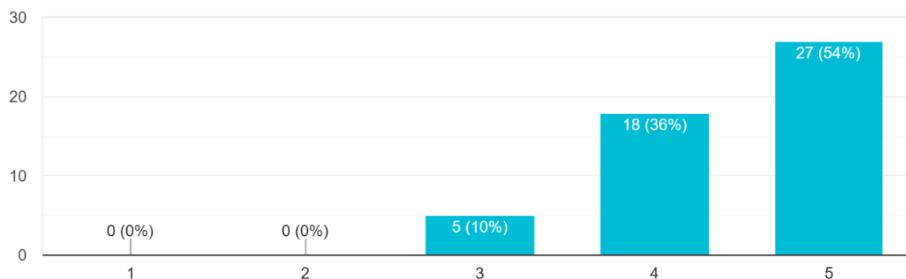


INTERPRETATION

It is seen 46% that is about 23 of the respondents among the 50 have claimed that availability of exclusive content is important for them when choosing an Ott platform. It can be also seen that about 32% that is 16 respondents claims it to be very important. Following this we observe that 16% is neutral and 4% & 2% respondent consider the factor not important.

QUALITY OF STREAMING AND VIDEO PLAYBACK

10. How important is the Quality of streaming and video playback when choosing an OTT platform?
50 responses



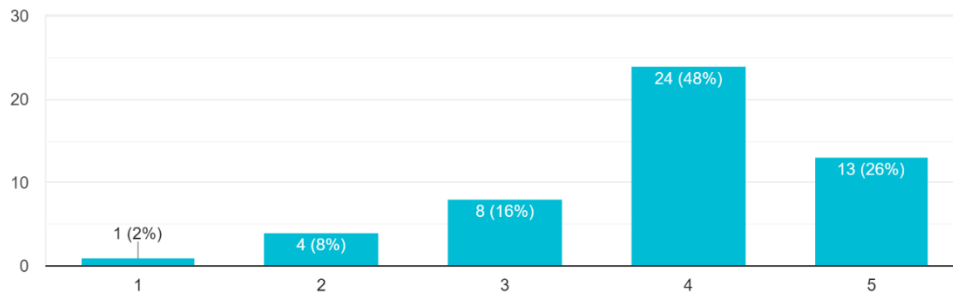
INTERPRETATION

It is seen 54% that is about 27 of the respondents among the 50 have claimed that quality of streaming and video playback is very important for them when choosing an Ott platform. It can be also seen that about 36% that is 18 respondents claims it to be important. Following this we observe that 10% is neutral and No respondent consider the factor not important.

COST

11. How important is the cost of a subscription when choosing an OTT platform?

50 responses



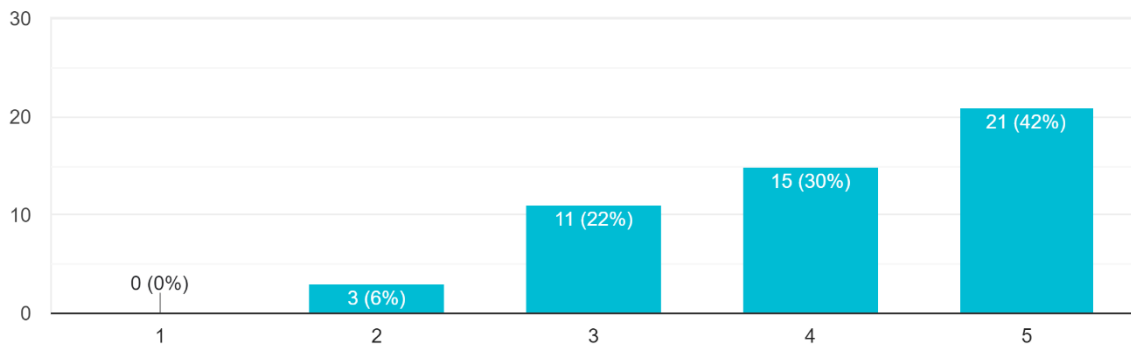
INTERPRETATION

It is seen 48% that is about 24 of the respondents among the 50 have claimed that cost is important for them when choosing an Ott platform. It can be also seen that about 26% that is 13 respondents claims it to be very important. Following this we observe that 16% is neutral and 8% & 2% respondent consider the factor not important.

CONVENIENCE

12. How important is the Convenience factor when choosing an OTT platform?

50 responses



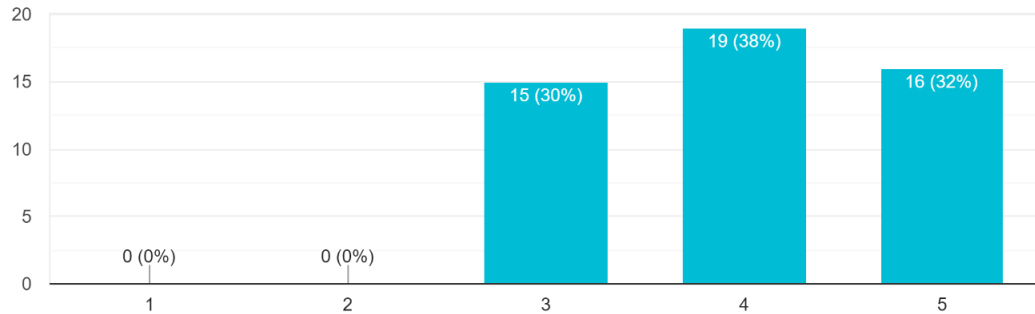
INTERPRETATION

It is seen 42% that is about 21 of the respondents among the 50 have claimed that convenience is very important for them when choosing an Ott platform. It can be also seen that about 30% that is 15 respondents claims it to be important. Following this we observe that 22% is neutral and 6% respondent consider the factor not important.

USER INTERFACE AND EASE OF NAVIGATION

13. How important is the user interface and ease of navigation when choosing an OTT platform?

50 responses



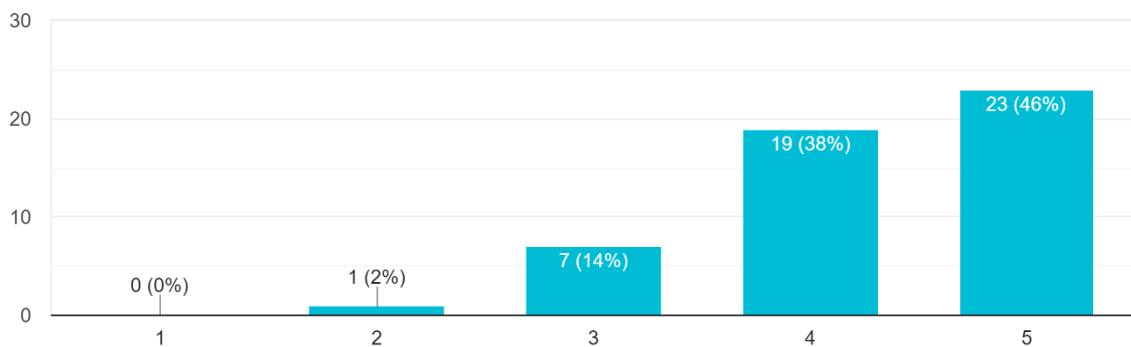
INTERPRETATION

It is seen 38% that is about 19 of the respondents among the 50 have claimed that user interface and ease of navigation is important for them when choosing an Ott platform. It can be also seen that about 32% that is 16 respondents claims it to be very important. Following this we observe that 30% is neutral and No respondent consider the factor not important.

VARIETY OF CONTENT AVAILABLE

14. How important is the variety of content available when choosing an OTT platform?

50 responses

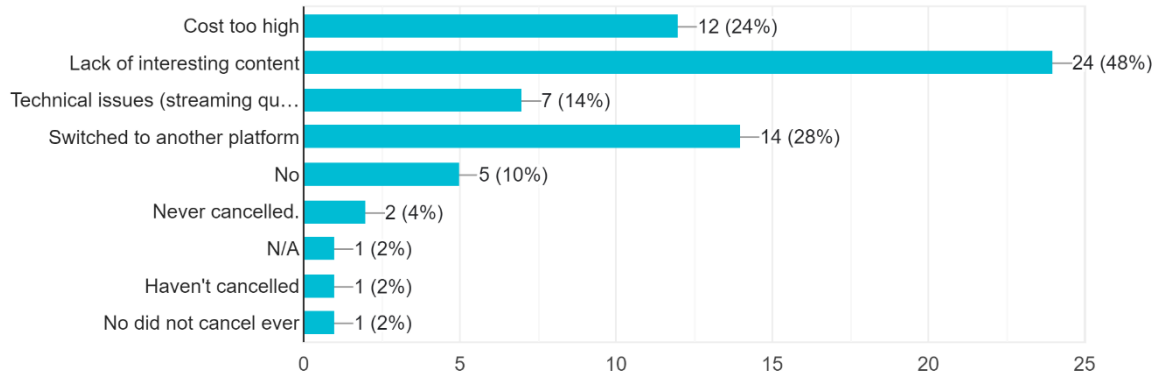


INTERPRETATION

It is seen 46% that is about 23 of the respondents among the 50 have claimed that variety of content available is very important for them when choosing an Ott platform. It can be also seen that about 38% that is 19 respondents claims it to be important. Following this we observe that 14% is neutral and 2% respondent consider the factor not important.

15. Have you ever cancelled a subscription to an OTT platform? If yes, why? (Select all that apply)

50 responses

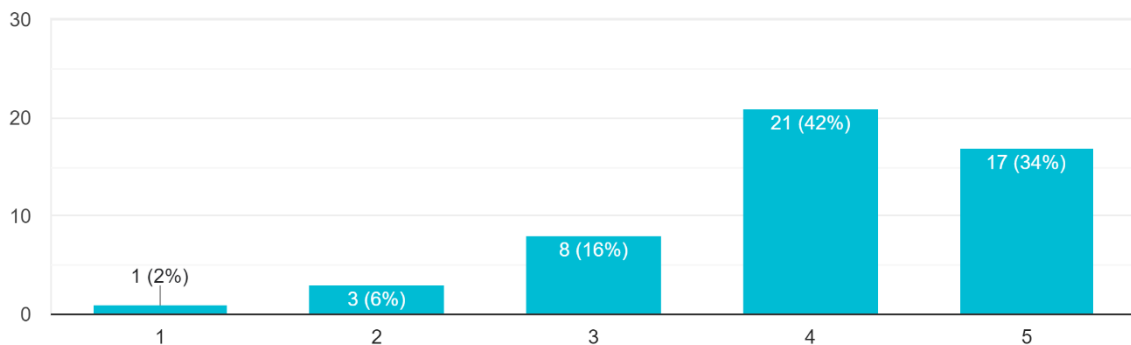


INTERPRETATION

The lack of interesting content is one of the most important factors for about 48% that is 24 of the respondents tend to cancel a subscription to an Ott platform. Then about 28% that is 14 respondents lend to cancel for general reasons and switching to other platforms. The cost factor is also considered by 24% respondents to cancel out their subscription. Following this about 7 respondents cancelled due to technical issues. The rest about 10 respondents haven't cancelled a subscription to an Ott platform.

16. How likely are you to recommend your preferred OTT platform to a friend or family member?

50 responses

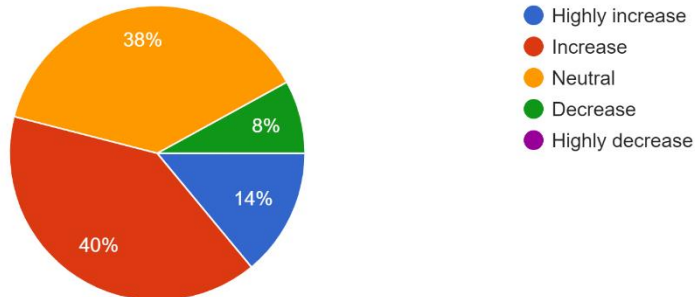


INTERPRETATION

From the total of 50 respondents about 21 of the are likely to recommend their preferred Ott platform to others whereas 17 of them are most likely to recommend. Whereas 8 of stay as neutral that is they may or may not recommend to others. Finally, about 4 of them are likely not to recommend their preferred Ott platforms to their friends and family.

17. Your future usage of OTT platforms will?

50 responses

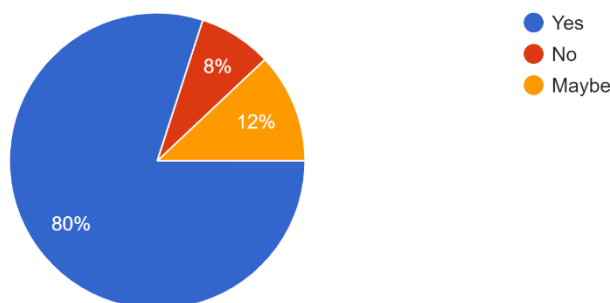


INTERPRETATION

While 38% of respondents want to use OTT platforms in an unbiased way, 40% of respondents want to use them more frequently, and 8% of respondents want to use them less frequently. 14% of respondents said they intended to significantly expand their use of OTT platforms.

Do you think OTT platforms are replacing traditional TV?

50 responses



INTERPRETATION

It is observed that 80% of the respondents support the fact that Ott platforms are replacing the traditional Tv. While we see that 12% of the respondents have a dilemma and 8% of the respondents believe that Ott is Not replacing the traditional tv.

LIMITATIONS OF THE STUDY

Some possible limitations of the study on factors influencing choice of OTT platforms among students could include:

Limited Generalizability: The study may only focus on a specific geographic region, and the results may not be generalizable to other regions or countries and to limited size. Additionally, the sample may only consist of students who are active OTT platform users and may not be representative of the wider student population.

Self-Report Bias: The study relies on self-reported data collected through questionnaires, which can be subject to response bias. Students may not provide honest or accurate answers to the questions, leading to unreliable data.

Limited Scope: The study may only examine a limited number of factors that influence the choice of OTT platforms among students. Other factors that may affect students' brand choices, such as personal values, cultural differences, or advertising creativity, may not be investigated.

Limited Timeframe: The study may be conducted during a specific period, and the findings may not reflect changes in students' behaviour and preferences over time.

It is important to acknowledge and address these limitations to ensure the validity and reliability of the study's findings.

CONCLUSION

This study identifies the factors that influence the choice of over-the-top (OTT) platforms among students. The study was conducted using an approach quantitative data collection technique.

The quantitative data was collected through an online survey distributed to students from Kolkata. Survey included questions on the frequency of OTT platform usage, preferred genres, and the factors that influenced their choice of OTT platforms.

The findings of the study revealed that the most important factors influencing the choice of OTT platforms among students were the availability of exclusive content, ease of use, cost and social influence etc. In terms of content, students preferred platforms that offered a wide range of genres, including movies, TV shows, and original programming.

Affordability was also an important factor, with many students preferring platforms that offered flexible subscription plans and pricing options. Ease of use was another significant factor, with students preferring platforms that had user-friendly interfaces and intuitive navigation.

Social influence was also found to play a role in the choice of OTT platforms, with many students citing recommendations from friends and family as a key factor in their decision-making process.

Overall, the study provides valuable insights into the factors that influence the choice of OTT platforms among students, which can be used to inform marketing strategies and improve user experiences for this important demographic.

In conclusion, the study on aspects affecting choice of OTT platforms among students has brought attention to a number of crucial aspects that affect this group's decision to use over-the-top (OTT) video services.

The media business and the education sector may be significantly impacted by the study's conclusions. While educational institutions might use these insights to better understand the preferences and behaviours of their students in the digital era, media businesses could use them to customise their content offerings and pricing strategies to better match the demands of their target audiences.

Overall, this study sheds light on the variables impacting students' selection of OTT platforms and emphasises the need for more research to fully comprehend this industry that is quickly changing.

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