

Exploring the Effect of Over-The-Top (OTT) Content on Viewer Behaviour: the Role of Personalized Recommendations and Media Consumption Patterns

Dr. Rajashekar. D¹, *Dr Chanakya C N², Dr. Mona Deshmukh³, Dr. Sunil Kumar⁴ & Mahesh P⁵

¹Assistant Professor, Department of Media Studies, CHRIST (Deemed To Be University), Bangalore, India

²Assistant Professor, Department of Electronics Media At Bangalore University, Bangalore, Karnataka, India.

³Associate Professor, Vivekanand Educational Society's Institute of Technology, Mumbai Maharashtra, India

⁴Assistant Professor, Department of Finance & Business Economic University of Delhi, South Campus, Arts Faculty Building, Benito Juarez Marg, Dhaura Kuan, New Delhi, India

⁵Institute of Public Enterprise, Hyderabad, India

ARTICLE INFO

Received: 26 Dec 2024

Revised: 14 Feb 2025

Accepted: 22 Feb 2025

ABSTRACT

The purpose of this research was to find out how the rise of over-the-top has hugely revolutionized viewers' conduct. Other areas that were explored by the study are personalized timely suggestions for over-the-top and changes in consumption behaviour. With the increasing use of over-the-top in today's world, watching television underwent a major transformation. A mixture of survey data and data from interviews and focus group discussions was used by the team conducting the research. Based on primary hypotheses of the study, personal recommendations have an effect on what kind of materials people prefer when they watch or like some content. The findings support that it is crucial for the over-the-top platform to be tailored to suit viewers' tastes. The research also sheds light on how OTT content consumption impacts social interactions and other aspects. Through this research, researchers are able to understand possible future shifts in viewing habits.

Keywords: OTT content, viewer behaviour, media consumption patterns, resilience, personalised recommendations.

INTRODUCTION

1.1 Overview of Over-the-Top (OTT) content

Digital media has become an extremely vital instrument for our everyday purposes, be it communication, education, information, and entertainment, particularly during the COVID-19 pandemic, when face-to-face interactions are almost confined. This advancement in digital media gave birth to over-the-top (OTT). In recent years, it has been observed that OTT platforms have replaced traditional movie theatres.

Over-the-Top (OTT), previously regarded as something "elite" has now become a necessity for all of us. The International Telecommunication Union (ITU) defines OTT services as "A service or application which is provided to a user over the internet." (ITU, 2020) OTT stands for over the top which means availability of entertainment movies on the web. Examples of these platforms are Netflix, Disney+, Hulu, Amazon Prime Video, Peacock, Pluto TV, Curiosity Stream, and Hulu. OTT platforms operate on a paid subscription-basis and offer a plethora of Movies, documentaries, TV series, web series and many more. Starting prices as low as Rs149 for three months or 199 for a month depending on the online platform, they are easily available to a larger audience, which has made it possible for a larger audience to access their preferred content compared to the limited and predetermined content available through traditional means.

1.2 Evolution of OTT

The evolution of CD/DVD players to cables to pen drives and now OTT platforms is quite remarkable. The evolution of the smartphone or the handphone era during 2014-15, gave rise to broadcasting channels, like Sony to enable on the go content. This paved the way to now know OTT platforms and increased the content streaming channels. It was majorly used by the homemakers in Indian households, to watch their daily soap operas as per their convenience. Gen Z was the only generation familiar with Netflix, Amazon Prime, and Hotstar among others. On the other hand, Millennials and Generation X depended on cable or setup box as it is referred to in many homes. With Netflix's launch in U.S. back in 2007, over-the-top (OTT) consumption took-off. However, they began to expand when other services such as Hulu, Amazon Prime, Disney+ etc were launched globally during 2012.

Reliance Entertainment launched BigFlix which was the first OTT service in India in 2008. Digivive introduced NexGTV, an initial OTT mobile application for Indian smartphones enabling users to stream live TV and on-demand content via their mobile phones by 2010. The live streaming of Indian Premier League (IPL) matches also became popular during the years 2013 and 2014. Since then, there have been significant shifts within the entertainment sector driven by other Indian OTTs like Zee TV, Alt Balaji and Sony Liv.

1.3 Growth of Personalized Recommendations and their impact on consumer behaviour

The popularity of OTT platforms is attributed to their personalized content recommendations based on individual preferences of subscribers as well as their viewing history or even mood that day or time when one logs into watch a movie online. They employ sophisticated algorithms that monitor the patterns of individual consumers while also employing digital tags so as to ascertain that all video clips are shown precisely according to each user's profile information including interests. This is similar to discovering a new best friend based on cinematic taste.

For example, if you are a regular fan of crime or thrillers, then you will show recommendations similar to these genres. These platforms are constantly picking up new information from your viewing preferences and refining their recommendation systems over time. They may also use outside information, such as reviews and trends, to inform their choices about what to display.

2. LITERATURE REVIEW

Existing research shows some of the theories relating to consumption of media. The user's gratification theory, generational differences in media consumption theory, media multitasking and information overload are few that can be related to the topic.

2.1 Users gratification theory

In layman terms this theory postulates how, the media has an effect on people. It explains how people use media to fulfil their own needs and are satisfied if their needs are met. It is a contradictory theory to the magic bullet theory; it argues about what people do to the media than what media does to people. By this we can simply make out that the use of media; be it excessive or not; shapes the media or the media content, in this case the OTT content on various platforms. Humans are influenced by a lot of factors in and around them, and vis-a-vis. This is a vicious cycle. The content provided to users on various OTT platforms, understands the activity of the user through the user interface, and shapes itself using the theory. The recommendations are fed to the consumer, who are influenced by the media they consume.

2.2 Generational Differences in Media Consumption Theory

Different generations have different methods, habits, and preferences of media consumption. The younger generations of the 21st century, have shown signs of consuming the newer, sitcoms, movies, dramas, etc. while it has been noticed that, the relatively older generation relates to the movies, sitcoms and dramas released during their time period. For example; the millennials, had various sitcoms like the 'Friends', 'Seinfeld', etc. which were released during the 90's, that they can majorly relate to. Sitcoms like 'XO Kitty' or 'All Creatures Great or Small' etc, are not something they can relate to, their recommendations will be similar to those sitcoms like, 'Modern Family' and so on.

Through outreach programmes and technological user-friendliness initiatives targeting older people M&E companies have successfully paid off in terms of generation effects. According to the 12th edition digital media trends survey by Deloitte, there is evidence that millennials (ages 22-37), Gen X (ages 38-53) and Gen Z (ages 14-21) are becoming each other in just a few years of behaviours. In addition, it is worth noting that streaming subscriptions were had by about seven out ten homes of Gen Z (70%) during the year under review while those for millennials and Gen X stood at 68% respectively. More specifically, half of all respondents in Generation X said they play video games often; this is the same proportion as in the case of millennial or Generation Z respondents. As a result, many M&E providers cannot simply put down media consumption patterns on grounds of age-related behaviour alone. (Digital Media Segments: Looking Beyond Generations, 2018)

2.3 Resilient strategies in changing consumer behaviour

According to the study conducted, it has been derived that COVID-19 had a significant impact on the media and entertainment industry through which more new OTT platforms came into play that furthermore, increased the competitions and shaped the consumer behavioural patterns. Research findings show that there is a lack of understanding about how consumers behave on Over-The-Top (OTT) platforms during the COVID-19 pandemic, especially when it comes to their resilience. This research has identified seven resilient strategies: competitive low pricing, enhancing customer experience, launching innovative service plans, content localisation, strategic collaboration, flexibility in technology adoption and proactive sales promotion. These strategies have all played a role in changing consumer behaviour from using OTT platforms occasionally to using them regularly. (Sharma & Emmanuel, 2023)

3. RESEARCH METHODOLOGY

3.1 Research methodology

This study employed a quantitative analysis of survey data gathered through questionnaire.

3.2 Objective of the study

- i. Investigate the impact of personalized recommendations on viewers' content preferences and consumption patterns.
- ii. Examine changes in viewer behaviour and engagement with OTT platforms in response to personalized content recommendations.
- iii. Examine the relationship between media consumption habits and viewer resilience to content diversification on OTT platforms.

3.3 Hypothesis

The research study aims to verify the hypothesis: “personalized recommendations on OTT platforms significantly influence viewer choices and engagement levels” and that there is a correlation between and usage of OTT platforms (variable 1) and personalized recommendation (variable 2).

3.4 Research Design

A standardized survey using Likert scale format through questionnaire was adopted to provide a comprehensive understanding of the research hypotheses by analysing the findings.

3.5 Type of Data

Primary quantitative data were collected using a standardized questionnaire. The questionnaire aimed to collect demographic data, viewer preferences, satisfaction with personalized recommendations, and media consumption habits. Fifty responses were recorded.

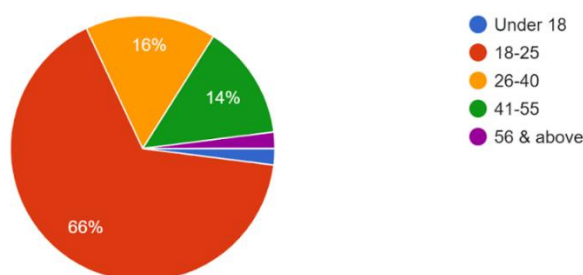
4. DATA ANALYSIS AND INTERPRETATION

Quantitative data collected were analysed using statistical tools, such as Jamovi and Excel. Questions for the questionnaire are structured in a Likert scale format to measure responses related to the impact of Over-the-Top (OTT) content and personalized recommendations on viewer behaviour and preferences. Total no. of respondents: 50

4.1 Demographic Information

i. Name Age

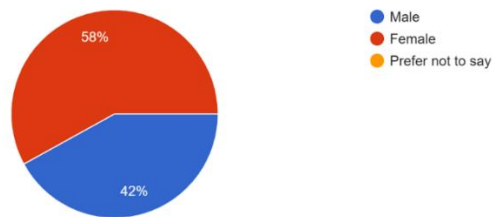
Age:
50 responses



Pie Chart 1- Age Group

Maximum number of participations was done by the people of age group 18-25, followed by 26-40,41-55. There were only 1 participant each in the age group under 18 and 56 & above.

Gender:
50 responses



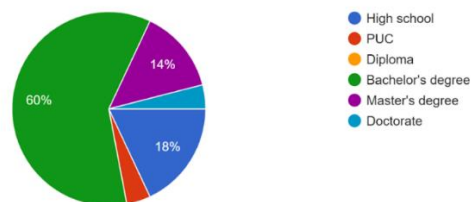
ii. Gender

Pie Chart 2- Gender

56% participants were female and 42% were male.

iii. Educational Background

Educational background
50 responses

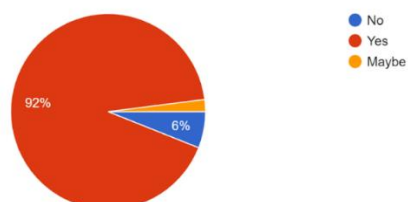


Pie Chart 3- Educational Background

60% of the participants were doing bachelor's degrees, 18% were high school students, 14% were master's students, 4% had a doctorate degree, and 4% were still in PUC.

Do you use OTT platforms?

Do you use OTT platforms?
50 responses

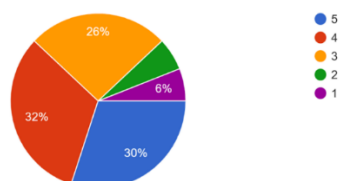


Pie Chart- 4 Usage of OTT platforms

In terms of usage, 92% of the participants use OTT platforms, 6% don't use them, and 2% had mixed doubts.

4.2 How often do you use OTT platforms (e.g., Netflix, Hulu, Amazon Prime Video, etc.)?

How often do you use OTT platforms (e.g., Netflix, Hulu, Amazon Prime Video, etc.)? (5-daily,4-often,3-sometimes,2-rarely,1-never)
50 responses

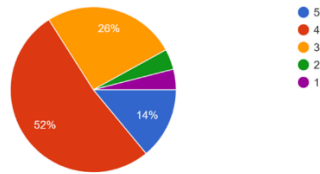


Pie Chart- 5 Usage of Netflix Prime Hulu, etc

6% of participants never use OTT platforms, 6% rarely use them, 26% sometimes use them, 32% often use them, and 30% use them daily.

4.3 How satisfied are you with the user interface and navigation of OTT platforms?

How satisfied are you with the user interface and navigation of OTT platforms? (5-very satisfied,4-satisfied,3-Neutral,2-dissatisfied,1-very dissatisfied)
50 responses

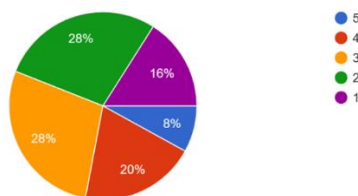


Pie Chart- 6 User Interface and Navigation

Regarding satisfaction with the user interface and navigation of the OTT platforms, 52% of participants were very satisfied, 26% had a neutral reaction, 14% were very satisfied, 4% were very dissatisfied, and 4% were dissatisfied.

4.4 How often do you use features such as offline downloads or watchlists on OTT platforms?

How often do you use features such as offline downloads or watchlists on OTT platforms? (5-always,4-often,3-sometimes,2-rarely,1-never)
50 responses

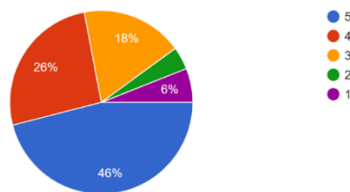


Pie Chart- 7 Offline Downloads or Watchlists

28% of participants rarely used it, 28% sometimes used it, 20% often used it, 8% always used it, and 16% never used it.

4.5 How likely are you to use the "skip intro" or "skip recap" feature while watching series on OTT platforms?

How likely are you to use the "skip intro" or "skip recap" feature while watching series on OTT platforms? (5-very likely,4-likely,3-neutral,2-unlikely,1-very unlikely)
50 responses

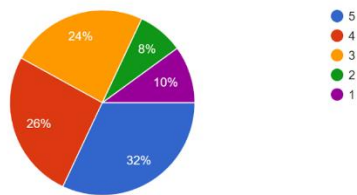


Pie Chart- 8 "Skip intro" or "Skip recap"

46% of participants were very likely to use it, 26% were likely to use it, 18% had a neutral reaction, 8% were unlikely to use it, and 6% were very unlikely to use it.

4.6 How likely are you to binge-watch multiple episodes or movies in one sitting on OTT platforms?

How likely are you to binge-watch multiple episodes or movies in one sitting on OTT platforms? (5-very likely,4-likely,3-neutral,2-unlikely,1-very unlikely)
50 responses

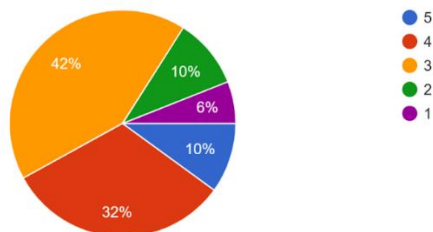


Pie Chart- 9 Binge-watch

In terms of binge-watching, 32% of participants were very likely to binge-watch, 26% were likely to do so, 24% had a neutral reaction, 10% were very unlikely to binge-watch, and 8% were likely to binge-watch.

4.7 How satisfied are you with the feature of receiving notifications for new content releases on OTT platforms?

How satisfied are you with the feature of receiving notifications for new content releases on OTT platforms? (5-very satisfied,4-satisfied,3-Neutral,2-dissatisfied,1-very dissatisfied)
50 responses

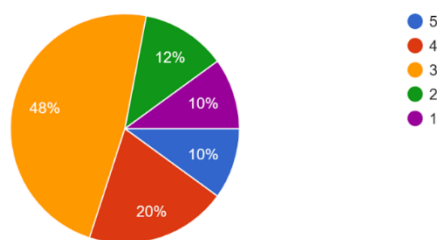


Pie Chart- 10 Receiving Notification

42% of participants had a mixed reaction, 32% were satisfied, 10% were dissatisfied, 10% were very satisfied, and 6% were very dissatisfied.

4.8 How satisfied are you with the availability of parental control features on OTT platforms?

How satisfied are you with the availability of parental control features on OTT platforms? (5-very satisfied,4-satisfied,3-Neutral,2-dissatisfied,1-very dissatisfied)
50 responses

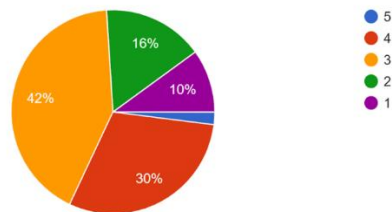


Pie Chart- 11 Availability of Parental Control

46% of participants had a neutral reaction, 20% were satisfied, 12% were dissatisfied, 10% were very dissatisfied, and 10% were very satisfied.

4.9 How satisfied are you with the pricing plans and subscription options offered by OTT platforms?

How satisfied are you with the pricing plans and subscription options offered by OTT platforms? (5-very satisfied,4-satisfied,3-Neutral,2-dissatisfied,1-very dissatisfied)
50 responses

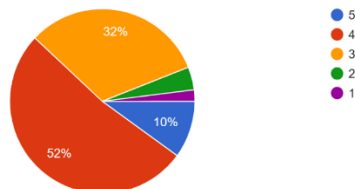


Pie Chart-12 Pricing Plans

When it comes to the pricing plans and subscription options offered by the OTT platforms, 42% of participants had a neutral opinion, 30% were satisfied, 16% were dissatisfied, 10% were very dissatisfied, and only 2% were very satisfied.

4.10 How satisfied are you with the accuracy of personalized recommendations on OTT platforms?

How satisfied are you with the accuracy of personalized recommendations on OTT platforms? (5-very satisfied,4-satisfied,3-Neutral,2-dissatisfied,1-very dissatisfied)
50 responses

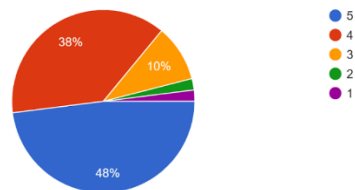


Pie chart-13 Accuracy of personalized recommendations

10% of the participants were very satisfied with the accuracy of personalized recommendations on OTT platforms. 52% of the participants were satisfied, 32% had a neutral opinion, 4% were dissatisfied, and 2% were very dissatisfied.

4.11 How important is the availability of subtitles and multiple languages in your choice of content on OTT platforms?

How important is the availability of subtitles and multiple languages in your choice of content on OTT platforms? (5-very important,4-important,3-neutral,2-slightly imp,1- not at all important)
50 responses

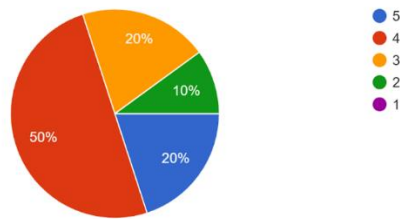


Pie chart-14 Subtitles and Multiple Languages

48% of the participants believed that the availability of subtitles and multiple languages in content on OTT platforms is very important. 38% of the participants believe it is important, 10% find it neutral, 2% find it slightly important, and 2% find it not at all important.

4.12 Do you think your media consumption has increased after using OTT platforms that provide personalized recommendations?

Do you think your media consumption has increased after using OTT platforms that provide personalized recommendations? (5-strongly agree,4-agree,3-neutral,2-disagree,1-strongly disagree)
50 responses

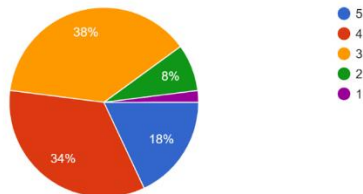


Pie chart-15 Increase after Personalized content

20% of the participants strongly agree, 50% agree, 20% have a neutral opinion, and 10% disagree with the fact.

4.13 Have personalized recommendations influenced your decision to continue using a specific OTT platform?

Have personalized recommendations influenced your decision to continue using a specific OTT platform? (5-very likely,4-likely,3-neutral,2-unlikely,1-very unlikely)
50 responses

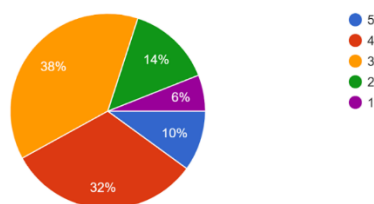


Pie chart-16 Influence of personalized recommendations

18% of the participants are very likely to continue using a specific OTT platform based on personal recommendations, 34% are likely to use it, 19% have a neutral view, 8% are unlikely, and 2% are very unlikely.

4.14 How likely are you to engage with recommended content that is outside your typical viewing genre?

How likely are you to engage with recommended content that is outside your typical viewing genre? (5-very likely,4-likely,3-neutral,2-unlikely,1-very unlikely)
50 responses

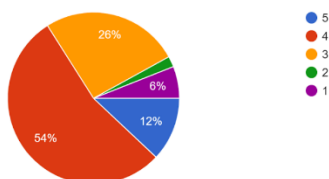


Pie chart-17 Engagement outside typical genre

10% of the participants are very likely to engage with recommendations outside the typical genre, 32% are likely to engage, 38% have a neutral opinion, 14% are unlikely, and 6% are very unlikely.

4.15 To what extent do you find personalized recommendations on OTT platforms helpful in discovering new content?

To what extent do you find personalized recommendations on OTT platforms helpful in discovering new content? (5-very likely,4-likely,3-neutral,2-unlikely,1-very unlikely)
50 responses

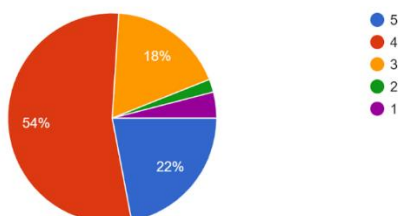


Pie chart-18 Discovery of new content based on personalization

12% of the participants are very likely to find personalized recommendations on the platform helpful, 54% are likely to find them helpful, 26% have a neutral view, 2% are unlikely, and 6% are very unlikely.

4.16 Overall, how would you rate your experience with OTT platforms and personalized recommendations?

Overall, how would you rate your experience with OTT platforms and personalized recommendations? (5-excellent,4-good,3-average,2-bad,1-poor)
50 responses

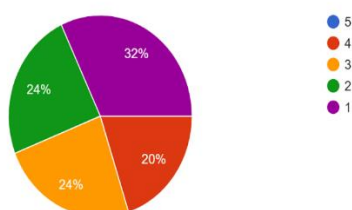


Pie chart-19 Experience with personalized content

22% of the participants would rate their experience as excellent, 54% as good, 18% as average, 2% as bad, and 4% as poor.

4.17 How often do you provide feedback or ratings on content recommended to you by OTT platforms?

How often do you provide feedback or ratings on content recommended to you by OTT platforms? (5-always,4-often,3-sometimes,2-rarely,1-never)
50 responses

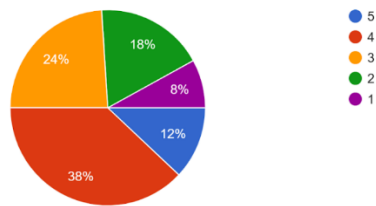


Pie chart- 20 Feedback or Ratings

32% of the participants never provide feedback or ratings on the content recommendations, 24% rarely provide feedback, 24% sometimes provide feedback, and 20% often provide feedback.

4.18 How likely are you to cancel your subscription to an OTT platform if it doesn't offer content that interests you?

How likely are you to cancel your subscription to an OTT platform if it doesn't offer content that interests you? (5-very likely,4-likely,3-neutral,2-unlikely,1-very unlikely)
50 responses

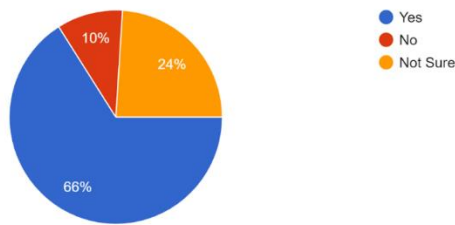


Pie chart- 21 Cancellation of Subscription

12% of the participants are very likely to cancel their subscription to an OTT platform if it doesn't offer content that interests them, 38% are likely to cancel, 24% have a neutral opinion, 18% are unlikely to cancel, and 8% are very unlikely to cancel.

4.19 Do you prefer watching content on OTT platforms over traditional television?

Do you prefer watching content on OTT platforms over traditional television?
50 responses

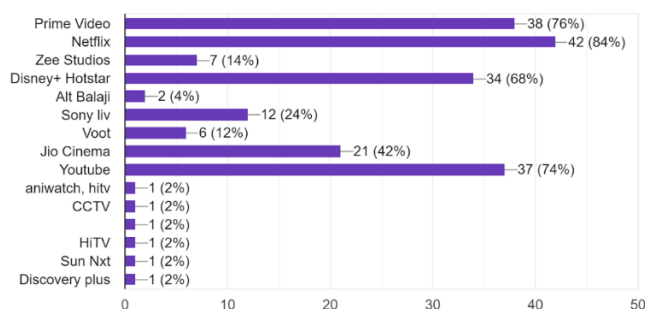


Pie chart- 22 Traditional TV versus OTT

66% of the participants prefer watching content on OTT platforms over traditional television, 10% do not prefer OTT platforms, and 24% are unsure.

4.20 Which OTT platform do you utilize the most?

Which OTT platform do you utilize the most?
50 responses

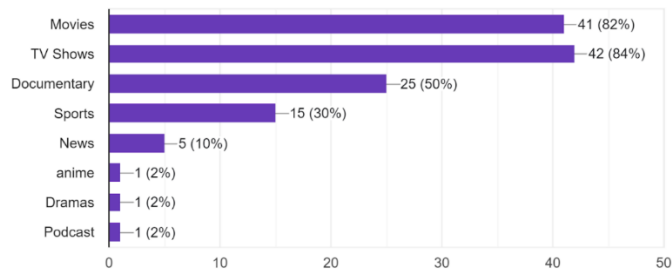


Graph 1 Most Utilized OTT platform

4.21 What types of content do you typically watch on OTT platforms?

What types of content do you typically watch on OTT platforms?

50 responses

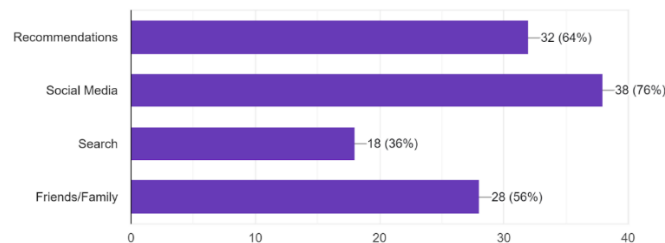


Graph 2 Types of content available on OTT

4.22 How do you discover new content to watch on OTT platforms?

How do you discover new content to watch on OTT platforms?

50 responses

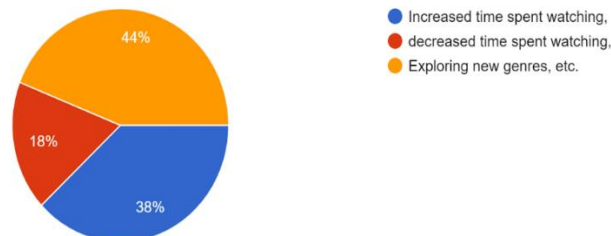


Graph 3 New Content

4.23 Have you noticed any changes in your viewing behaviour since using OTT platforms?

Have you noticed any changes in your viewing behavior since using OTT platforms?

50 responses



Pie Chart- 23 Noticeable changes in behaviour since using OTT platforms

38% of the participants observed that after using OTT platforms, their watching time has increased, 18% observed a decrease, and 44% observed that they have started exploring new genres after using OTT platforms.

5.FINDINGS

We conducted research on Exploring the Effect of Over-the-Top (OTT) Content on Viewer Behaviour: The Role of Personalized Recommendations and Media Consumption Patterns. Our sample size for this research was 50 people.

5.1 Inferential Findings

We carried out a correlation-based analysis using Jamovi Software Edition 2.3.28 to verify the hypothesis: “personalized recommendations on OTT platforms significantly influence viewer choices and engagement levels.” We applied the Pearson’s Correlation Coefficient (r) analysis to test the hypothesis. The correlation analysis proved that viewer engagement and personalized recommendations on OTT platforms are highly correlated ($r = 0.830$, $p = < 0.001$).

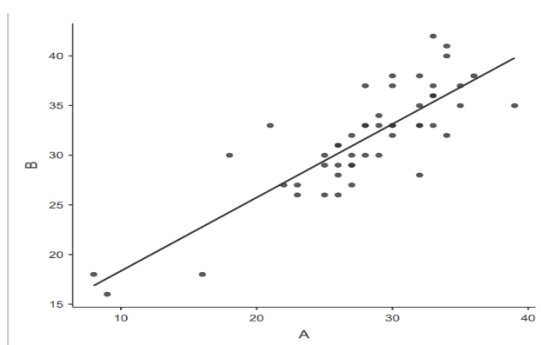
The data is linearly correlated as depicted by the Scatterplot Pie Chart. It clearly shows that an increase in one Variable is followed by an increase in the other variable. It means that increase in the usage of OTT platforms will lead to more personalized recommendations.

Correlation Matrix

Correlation Matrix			
		A	B
A	Pearson's r	—	
	df	—	
	p-value	—	
B	Pearson's r	0.830	—
	df	48	—
	p-value	< .001	—

Table 1

Scatterplot



Graph 4

6. LIMITATIONS

- Time constraints
- The sample is too small hence, it can lead to the lack of generalizability of results.
- Some responses may have been biased.

7. CONCLUSION

OTT platform has become essential for everyday tasks such as communication, education, information, and entertainment. Some popular OTT platforms such as Netflix, Disney+, Hulu, Amazon Prime Video, are all premium membership platforms that offer a variety of films, documentaries, TV shows, web series, and other content. The growing popularity of smartphones and the introduction of broadcasting channels such as Sony have accelerated the emergence of OTT platforms. The demand of OTT platforms is due to their personalized content recommendations based on user interests and viewing history. These platforms utilize advanced algorithms and digital tags to display video clips based on each user's profile information, allowing them to cater to a variety of hobbies and preferences. Noticeable changes in behaviour since using OTT platforms, including increased watching time, decreased watching time, and exploring new genres. These research findings highlight the profound impact of personalized recommendations on viewer behaviour and the potential for OTT platforms to influence content discovery and consumption habits.

It can be concluded that there is strong correlation between personalized recommendations and the use of OTT, indicating that consumers are much more likely to have engagement with and continue the usage of OTT platforms hence, verifying the hypothesis “personalized recommendations on OTT platforms significantly influence viewer choices and engagement levels.”

REFERENCES

- [1] The Rise of OTT Platform: Changing Consumer Preferences . (2023, August).
- [2] Chauhan, T., Mittal, R., Partap, V., & Shrivastava, S. (2022, May 6). OTT Platforms & Digital Media. ResearchGate. https://www.researchgate.net/publication/360411296_OTT_Platforms_Digital_Media

-
- [3] Patch, H. (2018). Which factors influence Generation Z's content selection in OTT TV? : A Case Study. DIVA. <https://urn.kb.se/resolve?urn=urn:nbn:se:kth:diva-232146>
 - [4] Digital media segments: Looking beyond generations. (n.d.). Deloitte Insights. <https://www2.deloitte.com/us/en/insights/industry/telecommunications/media-consumption-behavior-across-generations.html>
 - [5] A., & A. (2018, December 11). uses and gratification theory. Communication Theory. <https://www.communicationtheory.org/uses-and-gratification-theory/>
 - [6] New ITU Recommendation provides parameters for a collaborative framework for OTTs. (2021, November 30). ITU Hub. <https://www.itu.int/hub/2020/05/new-itu-recommendation-provides-parameters-for-a-collaborative-framework-for-otts/>
 - [7] C B, A. (2023, September 5). A Study to Recognise the Indian Viewers' Preferences for OTT Platforms. International Journal of Science and Research (IJSR), 12(9), 1861–1869. <https://doi.org/10.21275/sr23924230725>
 - [8] Choudhary, S., Dixit, D. R. S., & Govil, N. (2023). Analysing Consumer Preferences and Pattern for Ott Platforms: A Study. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.4605161>
 - [9] Kabali, H. K., Irigoyen, M. M., Nunez-Davis, R., Budacki, J. G., Mohanty, S. H., Leister, K. P., & Bonner, R. L. (2015, December 1). Exposure and Use of Mobile Media Devices by Young Children. Pediatrics, 136(6), 1044–1050. <https://doi.org/10.1542/peds.2015-2151>
 - [10] In a Multiscreen World, One Screen Is Trending Downward. (2018, March 5). EMARKETER. <https://www.emarketer.com/content/simultaneous-use-of-desktop-laptops-and-tv-is-trending-downward>
 - [11] Segijn, C. M., Voorveld, H. A. M., Vandeberg, L., Pennekamp, S. F., & Smit, E. G. (2017, August 4). Insight into everyday media use with multiple screens. International Journal of Advertising, 36(5), 779–797. <https://doi.org/10.1080/02650487.2017.1348042>
 - [12] Voorveld, H. A. M., & van der Goot, M. (2013, July). Age Differences in Media Multitasking: A Diary Study. Journal of Broadcasting & Electronic Media, 57(3), 392–408. <https://doi.org/10.1080/08838151.2013.816709>.
 - [13] Sharma, K., & Lulandala, E. E. (2022, April 26). OTT platforms resilience to COVID-19 – a study of business strategies and consumer media consumption in India. International Journal of Organizational Analysis, 31(1), 63–90. <https://doi.org/10.1108/ijoa-06-2021-2816>
 - [14] The Comprehensive R Archive Network. cran.r-project.org.
 - [15] The jamovi project (2022). jamovi. (Version 2.3) [Computer Software]. Retrieved from <https://www.jamovi.org>