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Analyze The Business Model In Vod Business And Consumer Behaviour

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Abstract

It is also expected that the Video-On-Demand business is growing rapidly with a 15% CAGR from the year 2020 to the year 2026. From around $83 billion in the year 2022, the demand is expected that there is a growth of CAGR of 17.6% to reach around $260 billion by the year 2029. This study was presented to analyze the business model in VDO and consumer behaviours. Here, the data were collected from the metro cities in India. The simple random technique was used for the analysis of the result. Then, the objective of this study is to examine the customer behaviours of VDO on watching with the OTT platform. Thereafter, the market growth of OTT, constructs of VDO services, and correlation matrix were analyzed and discussed. Moreover, the consumer's behaviours toward the OTT platforms were analyzed. The result indicated that the consumer base of the video-on-demand industry could be dramatically increased and the OTT services owing to the convenience and variety available without advertisement. Thereafter, the consumers were likely to switch the AVOD from the SVOD.

Keywords: Business model, OTT platform, Video 0n demand, Customer engagement, Advertising-Based Video on Demand, and Subscription Video on Demand.

1. INTRODUCTION

People have become more reliant on the Internet as it influences their lives in all aspects, such as communicating, working, and decision-making. Approximately, 59% of the total work population had access to the Internet. People had been spending time on social media on broadcasting, streaming, and video-on-demand (VOD) [1, and 2]. Also, technological advancements have made watching movies or TV more convenient through online streaming or video-on-demand services. Video on demand refers to the streaming of video content over the Internet, through the applications referred to as Over-The-Top (OTT) [3]. Now, consumers are not dependent on their television sets for entertainment. A new era of binge-watching has gained popularity nowadays on OTT platforms. Sensing the opportunity in the OTT platform, a number of different entities, including new content providers, traditional broadcasters, and telecom companies have deployed a variety of competitive offerings [4]. The OTT video services have been known well in the community since 2005, and it started with YouTube, a free-of-charge video-sharing website after that, it was taken over by Google in 2006. After that, many OTT video streaming platforms, such as Amazon Prime Video, Netflix, Hotstar, Alt Balaji, Zee5, Voot, and many more came into the existence and are apprehending the media consumer market [5]. The report for 2020-2024 of PwC Global Entertainment and Media revealed that OTT video content growth is happening from inside and outside the home. The subscription of VOD will be the prime driver of revenue increasing at a 30.7 percent CAGR from US$708 million in 2019 to US$2.7 billion in 2024. The report said that India is the fastest-growing OTT market at 28.6 percent CAGR and to become the sixth-largest market in 2024 [6, and 7].

Different forms of VoD service allowed in the workplace, include Subscription Video on Demand (SVOD)and

Ad-Based Video on Demand (AVOD). Along with this, there is also the presence of Transaction-based Video on Demand (TVOD), which plays important role in purchasing content. The subscription video-on-demand industry is growing organically as new technologies appear and customer trends change. The services of SVOD have risen with consumers subscribing to multiple services that were once cheap and become suddenly expensive to consumers with multiple subscriptions meaning multiple subscription fees. This has opened a window for consumers for advertising video-on-demand services with low subscription fees or free subscriptions. The TVOD services, such as Sky Box office or iTunes offer a pay-per-view model, which is mostly focused on the purchase or rental of movies or TV episodes [8, 9, and 10]. The presented research methodology analyzes the business model in the video on demand business and consumer behaviours. The objective of this study is to analyze the customer behaviours of VDO on watching with the OTT platform. A well-structured questionnaire survey was conducted to analyze the VOD business model. The diagrammatic representation of video-on-demand business and OTT platform was shown in figure 1,

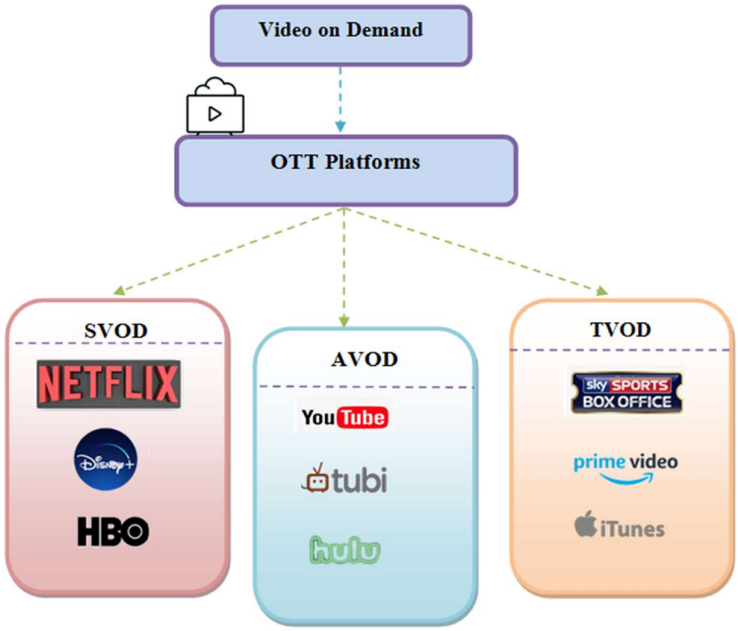


Figure 1: Business model in VDO and OTT platform

The structure of the presented research work is organized as follows: in section 2, the existing methodologies were explained; in section 3, the presented research methodology is explained; section 4 discussed the results and in section 5, the paper is concluded and the future direction enhancement of the research study is also explained.

2. RELATED WORKS

Sinem Guney *et al.* [11] intended to analyze and profile customers in video-on-demand services. Here, the combined data mining approach was used for the analysis. The data were collected from a single company in Turkish. The presented approach integrates clustering and association rule mining. Then, the K-means clustering algorithm was applied for customer profiling, and the LRFMP model was employed to determine the values of the customer. The result concluded that the presented approach generated the useful association rules for the distinct groups and form different customer segments. Certain limitations occurred in this method were that the use of the subscriber's VOD transaction records only with the STB devices, and the data were collected by a single company and limited to the Turkish customers.

Vanessa Rahe*et al.* [12] examined the S-VoD services of Amazon prime video and Netflix from a perspective of the Functionoriented Media Brand Model in Germany. A quantitative online survey model was conducted and collected the data from 1267 respondents. The collected data were measured using a five-point Likert scale. The

analysis of variances (ANOVAs) was used to calculate the degree of Netflix and Amazon prime video. The result indicated a more favorable media brand perception of Netflix compared to Amazon Prime video. However, the sampling strategy did not allow for the results to be generalized neither to the entire German population nor to the other markets.

Rasha Allam and Sylvia Chan-Olmsted [13] intended to analyze the development of the video streaming industry in Egypt. Also, it investigated the development of different video streaming platforms and how the business model factors influenced the performance of the market. A total of 17 semi-structured interviews were conducted. Then, purposive sampling was used for the analysis of the result. The result showed the importance of economic and cultural factors in setting the parameters of competition and the flexibility in pricing and partnerships. However, the collected sample size was limited.

Rita Pereira and Carlos Tam [14] analyzed the behavioral intentions of VOD consumers to continue using the services and examined the influence of enjoyment with the intention to continue to use. Here, the Expectation Confirmation Model (ECM) for information technology with the hedonic system adoption model was presented for the analysis of the result. The data were gathered from 205 individuals from an online survey. Then, the partial least squares (PLS) method was used for the analysis of the collected data. The result revealed that satisfaction was the greatest predictor of the usage continuance intention and enjoyment strongly impacts satisfaction and 48.1% of the variance of the usage continuance and 53.8% of satisfaction. Here, the respondents were current users of the VoD platforms, which impact the experience and the perception of the technology.

Ai-Phuong Hoang and Robert J. Kauffman [15] analyzed the effectiveness of the content sampling strategy. Here, the data were extracted from a large set of household video-on-demand viewing records and combined with external data sources. Then, to explore the main causal relationships, a propensity score matching (PSM) was used. The result concluded that the content sampling stimulates the higher demand for series dramas. Then, the samples of the series revealed the quality information to consumers and allow them to assess preference fit directly.

Moonkyoung Jang *et al.* [16] intended to examine the characteristics of movie VODs as the determinants of download-to-own performance. The data were collected and analyzed from 433 movies from Korea between 2017 and 2018 on SK broadband VOD platforms. Thereafter, the hypotheses were generated and tested by performing multiple regression analyses. Finally, the result showed that the sequel movies, G-rated movies, movies with fandom, and those with the popular original soundtrack (OST) had higher scales with the DTO model than other movies. However, the VOD consumption data was obtained from a Korean IPTV operator, which could not obtain detailed information about each customer owing to Korea's strict privacy regulations.

Anthony Palomba [17] examined the consumer product trade-offs in the SVOD firms and predicted the consumer SVOD subscriptions or SVOD account access toward select the SVOD firms. The data were gathered from 286 participants in the United States. To analyze the latent consumer preferences and trade-offs, the conjoint analysis method was used. The result concluded that the utility constant sums could be predicted by the SVOD subscription and SVOD account access. Then, it also connects to the right consumers with the right product trade-offs. Certain limitations occurred in this method, the data were collected from a randomized population of adults in the United States, which might limit the result. Thereafter, the method was based on the cross-sectional, which was disseminated again to the same population to gain greater insights.

Ashraf Elsafty and Abdulaziz Boghdady [18] intended to explore the valuable information to SVOD industries and willingness to subscribe to video-on-demand services in Egypt. Here, the conceptual framework of UTAUT2 was presented to test and explained the factors impacting the Purchase Intention (PI) to subscribe to video-on-demand services. The data were collected from 133 respondents in Egypt. Next, to test the surveying data, the Contest Piracy (CP) test was used. Finally, the result concluded that the UTAUT2 constructs positively influenced factors of Social Influence (SI), Effort Expectance (EE), Facilitating conditions (FC), Performance Expectancy (PE), Habit (HB), Hedonic Motivation (HM), and Price Value (PV).

Samala Nagaraj *et al.* [19] examined the factors, which affect the consumer's OTT subscription decisions. The data were gathered from 468 respondents and the snowball sampling techniques and Mturk was used to collect the data. A cross-sectional descriptive approach was used for the analysis of the result.The Logistic regression analysis was used to analyze the factors. The result showed that the factors of content, features, convenience, price, and quality affected the consumer's decision along with price inversely and the household structure was the major influencer along with age, occupation, and education. However, the collected sample size was limited.

Michel Clement *et al.* [20] examined the fundamental shift in traditional distributors' value chains and business models by the market entry of global SVOD services. Here, the Resource Based View (RBV) of the firm framework was used for the analysis of the result. Then, the competitive market analysis is used for the distributor's competitive environment in response to SVOD. The result showed that the distributors' value chains and business models were highly affected by the dynamics introduced by SVOD services and the regulatory and technological advances affect these dynamics.

Kyu Tae Kwak *et al.* [21] investigated the influence of the use of paid content streaming or over-the-top media services. The data were collected from seven countries of Britain, China, France, Germany, Japan, South Korea, and the United States. Thereafter, this method also examined the effects of user demographics and values on paid OTT usage and the different user characteristics, which affect paid OTT usage by country. And to examine the structural validity, confirmatory factor analysis was used. The result concluded that age, monthly income, education, occupation, tendencies toward warm relationships with others, fun and enjoyment in life, self-fulfillment, and a sense of accomplishment are the main variables that directly influence the use of paid OTT services. However, it does not cover all geographic and cultural areas, for instance, the Middle East, South America, and Africa where the result might be changed to other regions.

Shinwon Noh [22] explored how online subscription video on-demand companies managed their genre portfolios. Here, the longitudinal data of all the original content of the two largest U.S. SVOD platforms over a seven-year period from 2012-2019 was used. The t-test was conducted to test the independent samples.The result showed that the SVOD companies used dual strategies to maximize the appeal to both subscribers and critics. However, in this method, a limited dataset was used, which made it impossible to uncover the direct mechanisms. Next, the sample of SVOD only included new original series, which limits the scope of the result's implications.

Raoul Kubler *et al.* [23] examined the influences the subscription fee through acquisition and content diffuses and retention as well as revenues from cross-scales and advertising. Here, the return-on-investment (ROI) of the content valuation framework was developed. Then, each business model provides a different content strategy for generating the highest value for the digital video subscription platforms(DSP). The result indicated that the presented framework was used to address the heterogeneity across the content and platform contingencies of exclusive availability and link them to revenue streams and platform specifics.

Advait Lad *et al.* [24] intended to examine Amazon Prime Video and Netflix on the basis of several parameters of total annual revenue, user preference, budget, the amount of original content, and the number of subscribers, and determined which OTT platform had managed to win the entertainment battle. The data were gathered from a variety of sources. Then, Amazon Prime Video and Netflix were compared on the basis of a number of features and data, and each feature was obtained from varied sources. Finally, the result concluded that Netflix was a significant winner, which has almost double the content of Amazon Prime Video.

Jinal Shah [25] explored the media preferences of Generation Z and the usage of VOD in an Indian context. The data were collected from 270 respondents in Urban Mumbai. A questionnaire survey was conducted and collected the primary data by employing non-profitability sampling. Thereafter, to analyze the entertainment consumption habits qualitatively and quantitatively, a mixed method approach was used. Then, the inferential statistical tools and descriptive tools were applied for the data analysis. The result showed that the video on demand had definitely made the appoint viewing on a TV outdated. And the local language and culture-specific appropriate content

innovations would lead the exponential growth in the sector of video on demand. However, the constraint of time and money, this method has used a limited sample size.

3. RESEARCH METHODOLOGY

The present study is conducted to analyze the business model in the video on demand business and analyzed the consumer behaviours towards the OTT platform. In this study, a methodology adopted is simple random sampling based on a well-structured questionnaire and quantitative research. The data were collected from 400 respondents from various metro cities in India. The questionnaire was prepared by the 5-point Likert scale. The 5-point Likert scale ranges from "Strongly agree", "Agree", "neutral", "disagree", and "strongly disagree" was used for the analysis. Out of 400 respondents, 377 respondents completed the survey and the remaining 23 respondents did not properly reply to the structured questions. And the secondary data were collected from papers, journals, books and reviews, and websites. In order to analyze the interpretation of the data, simple statistical tools like percentage analysis, and mean and standard deviation were used. The questionnaire was intricately designed to tap the demographic variables including age, occupation, gender, and monthly income of the respondents. It also gathered information about the market share of OTT platforms in India and analyzed the user engagement in watching videos on television and video on demand and factors, which influence the subscription of OTT services. Thus, the questionnaire distribution and collection counts are presented in a tabulation format in table 1,

Table 1: Analysis of questionnaire distribution and the respondent collection count

Questionnaire distribution count	Accepted response count	Rejected response count
400	377	23

The research methodology considers the main objectives of analyzing the customer behaviours of VDO on watching with the OTT platform. . A simple random sampling technique was used to gather data from the respondents because the respondents diverged from every age group, gender, respondent's monthly income, occupation, etc.

Table 2: Demographic characteristics of the respondents

(a)

Age	Count	Percentage
Between 18-25	183	48.54 %
26-35	97	25.72 %
36-45	56	14.8 %
More than 45	41	10.87 %

(b)

Gender	Count	Percentage
Male	204	54.11 %
Female	173	45.88 %

(c)

Monthly Income	Count	Percentage
<5000	25	6.63 %
5000-20000	123	32.62 %

20000-50000	191	50.66 %
50000-100000	30	7.95 %
>100000	18	4.77 %

(d)

Occupation	Count	Percentage
Students	112	29.70 %
Employee	159	42.17 %
Retire	35	9.28 %
Housewife/ Unemployed	71	18.83 %

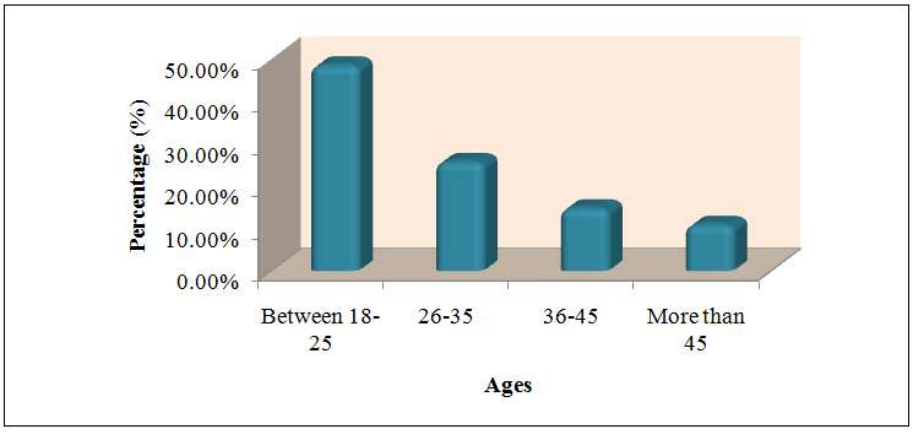
The details of the respondents given with regard to their age, gender, and monthly income were shown in the above table.

- **Age:** In table 2 (a), the age details of the respondents are given. The majority of the respondents are presented under 18 to 25 age groups (i.e., 48.54 %) followed by 26 to 35 age groups, which is 25.72 %, 36 to 45 age groups, which is 14.8 %, and above 45 age groups obtained a low percentage, which is 10.87 %.

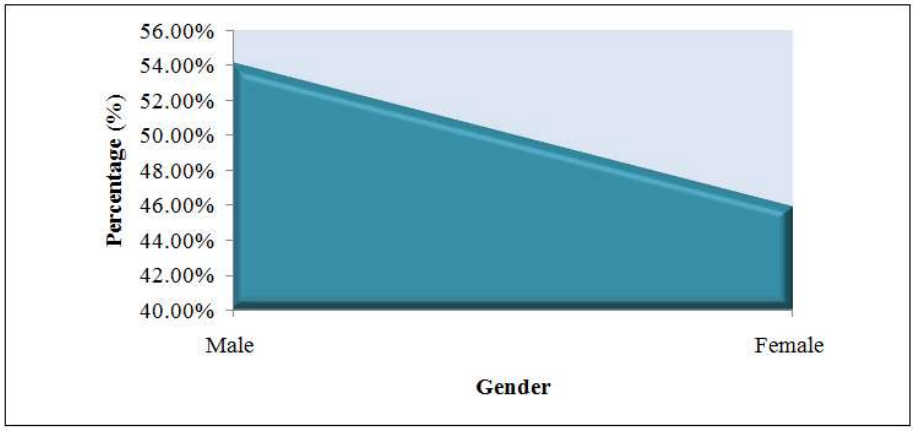
- **Gender:** In table 2 (b), the gender of the respondents are given. The gender is categorized into male and female. The percentage of the male respondents is 54.11and the percentage of the female respondents is 45.88.

- **Monthly Income:** Table 2 (c) shows the respondents' monthly income. The respondents below 5000 are 6.63 %, the respondents' monthly income between 5000 and 20000 is 32.62 %, the respondents' monthly income between 20000 and 50000 is 50.66 %, the respondents' monthly income between 50000 to 100000 is 7.95 % and the respondents' monthly income above 100000 is 4.77%. Comparing all the respondents from the above table, the monthly income between 20000 and 50000 achieved the highest percentage.

- **Occupation:** Table 2 (d) displayed the occupation of the respondents. The majority of the respondents were employees, which is 42.17 % followed by students (29.70 %), Housewives/ Unemployed (18.83 %), and retire (9.28 %).The graphical representation was shown in figure 2,



(a)



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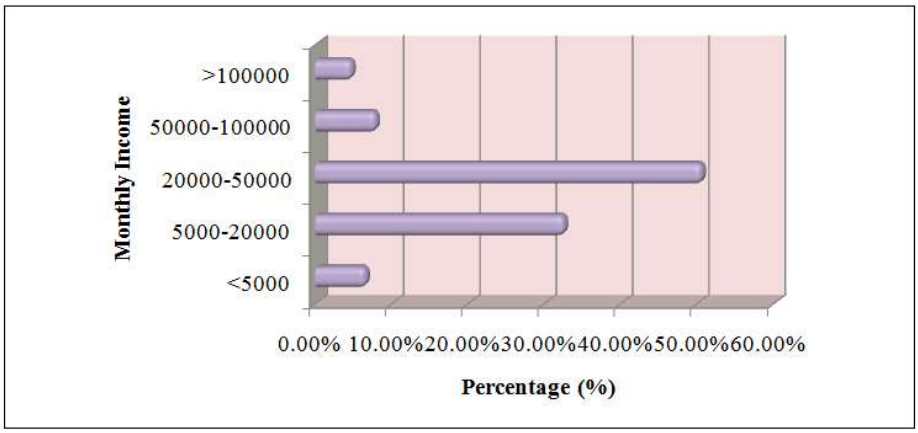

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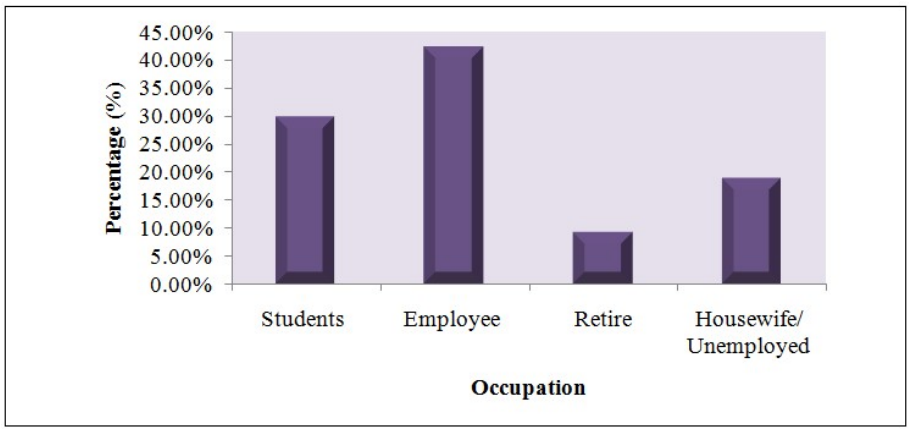

(d)

Figure 2: Graphical representation of (a) ages (b) Gender (c) Monthly Income (d) Occupation

3.1. OTT platforms in India

Table 3: Market share of OTT platforms in India

OTT platform	Number of respondents	Percentage (%)
Netflix	97	25.72 %
Amazon Prime Video	72	19.09 %
Zee5	31	8.22 %
Eros Now	27	7.16 %
SonyLIV	44	11.67 %
Hotstar	59	15.64 %
ALTBalaji	19	5.03 %
Hungama play	11	2.91 %
Viu	8	2.12 %
Others	9	2.38 %

Table 3 displays the market share of OTT platforms in India and the respondent's count and the percentage shown [3].The OTT platforms given in the tables are Netflix, Amazon Prime Video, Zee5, Eros Now, SonyLIV, Hotstar, ALTBalaji, Hungama play, Viu, and Others. Comparing all the OTT platforms, Netflix and Amazon Prime Video achieved the highest percentage, which is 25.72 % and 19.09 % respectively. The Hotstar achieved a percentage of 15.64 % followed by SonyLIV (11.67 %), then the respondents count in SonyLIV is 44, Zee5 (8.22 %) where the respondent's count is 31, Eros Now (7.16 %), the respondent's count is 27 and ALTBalaji (5.03 %), the respondent's count is 19. Here, the Hungama play, Viu, and others achieved a low percentage and the respondents count. Comparing all the OTT platforms, Viu achieved the lowest percentage which is 2.12 %. Then the percentage of Hungama play and others is 2.91 % and 2.38 %.

3.2. User engagement watching videos on television and video on demand

Table 4: Number of hours spent by viewers in a day watching videos online

Number of hours utilized	Television	Video on demand
Less than one hour	49.1 %	5.6 %
One to three hours	40.4 %	23.2 %
Three to five hours	7.1 %	65.3 %
More than five hours	4.4 %	5.9 %

The above table analyzed the number of hours spent by viewers in a day watching videos online [25]. The number of hours utilized by the respondents is less than one hour, One to three hours, Three to five hours, and More than five hours. Here, 49.1 % of respondents watch television content in less than one hour whereas the respondents on video on demand watching content less than one hour are 5.6%. Collectively, the respondents watching television content for one to three hours is 40.4 % whereas approximately 23% of respondents watch content on video on demand. Thereafter, the respondents watching television content for three to five hours is 40.4 %. Here, the respondents watching content on video on demand for three to five hours is 65.3 %. Next, the respondents watching content on television for more than five hours is only 4.4 % whereas the respondents watching content on video on demand is 5.9 %. The graphical representation was shown in figure 3,

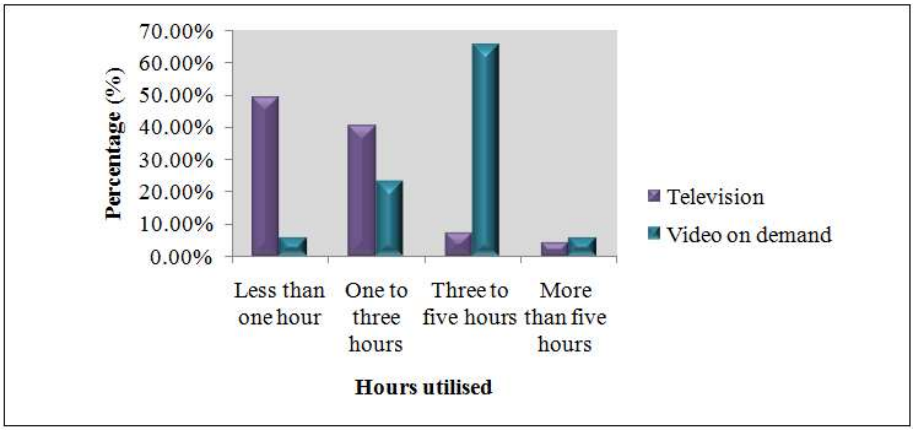

Figure 3: A graphical representation of user engagement of watching content on television and video on demand

3.3. Reasons for subscribing to the OTT platform

Table 5: Analysis of the factors that influence the subscription of OTT services

Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Technology enthusiast	66	81	110	61	59
All time access	191	97	56	27	6

Any time viewing	77	133	101	48	18
Low subscription rate	179	104	46	15	33
Ad free experience	159	113	65	29	11
Interactive features	65	89	144	40	39
Personal consumption	55	119	137	39	27
Wide variety of global video content	75	126	141	19	16
Unlimited access to the internet	123	108	71	39	36
Recommended by the peers	78	112	153	21	13
Use of AI for better recommendations	77	98	162	26	14
Easy Content creation and Publishing videos	134	109	91	23	20

Table 5 represents the factors that affected the participant's willingness to subscribe to the OTT services [19]. The factors are Technology enthusiast, all-time access, any-time viewing, low subscription rate, ad-free experience, interactive features, personal consumption, and a wide variety of global video content, unlimited access to the internet, recommended by the peers, use of AI for better recommendations and easy Content creation and Publishing videos. Comparing all the factors, the factor all-time access achieved the highest respondent count in strongly agreed, the count is 191 followed by the factors of low subscription rate (179),ad-free experience (159), easy Content creation, and publishing videos (134), unlimited access to the internet (123), recommended by the peers (78), thereafter the factors use of AI for better recommendations and any time viewing achieved the same respondent's count which is 77, followed by a wide variety of global video content (75), interactive features (65) and personal consumption (55). Next, the highest number of respondents agreed to the factor of any time viewing which is 133. Then, the factors of a wide variety of global video content achieved the second highest respondent count, which is 126 and personal consumption takes the third position, with a respondents count of 119. In neutral, the factor use of AI for better recommendations achieved the highest respondent count, which is 162 whereas the low subscription rate achieved the low respondent count, which is 46. The highest respondents count disagreed to the factors, the factor technology enthusiast achieved the highest respondent count, which is 61 and the technology enthusiast achieved the highest number of respondent count to the strongly agreed, the count is 59 and only 6 respondents were selected strongly disagreed to the factor of all time access.

4. RESULT AND DISCUSSION

In this section, the data of the collected respondents are analyzed and discussed by the descriptive analysis of mean, standard deviation, and correlation. Here, the correlation coefficient between the market size of SVOD, competition in the OTT platform, population density, pay-TV subscription revenue growth rate, total broadband infrastructure, paid OTT video streaming revenue growth rate and OTT platform market concentration were analyzed.

4.1. Market growth model of OTT

Table 6: Analysis of the OTT model of market growth

Variables	Mean	Min	Max	Standard deviation
Market size of SVOD	271.04	0.03	2912.25	561.46
Competition in the OTT platform	6872.12	5015.10	10000.00	1568.84
Population density	423.94	2.99	7912.84	1415.97
Pay TV subscription revenue growth rate	0.19	-0.47	1.00	0.22
Total broadband infrastructure	88.06	1.24	191.43	45.04
Paid OTT video streaming revenue growth rate	1.63	-0.72	36.00	4.04
OTT platform market concentration	9185.85	6801.77	10000.00	747.06

The above table analyzed the market growth of OTT. The variables of the Market size of SVOD, competition in OTT platform, population density, pay-TV subscription revenue growth rate, total broadband infrastructure, paid OTT video streaming revenue growth rate, and OTT platform market concentration [7]. Here, the mean, max, and min values and standard deviation were calculated. The OTT platform market concentration achieved the highest mean value, which is 9185.85 followed by competition in the OTT platform (6872.12), population density (423.94), and market size of SVOD (271.04), paid OTT video streaming revenue growth rate (1.63) and pay TV subscription revenue growth rate (0.19). Comparing all the variables, the OTT platform market concentration and competition in the OTT platform achieved the highest min values, which are 6801.77 and 5015.10. Thereafter, the competition in the OTT platform and OTT platform market concentration achieved the highest max value whereas the pay-TV subscription revenue growth rate achieved the minimum value. Here, the competition in the OTT platform and population density achieved the highest standard deviation value, which is 1568.84 and 1415.97. Then, the paid OTT video streaming revenue growth rate and pay TV subscription revenue growth rate achieved the lowest standard deviation value which is 4.04 and 0.22.

4.2. Correlation Matrix

Table 7: Analysis of correlation matrix

Variables	1	2	3	4	5	6	7
Market size of SVOD	1						
Competition in the OTT platform	-0.2232	1					
Population density	-0.2511	-0.2169	1				
Pay TV subscription revenue growth	0.5806	0.4177	0.6013	1			

rate							
Total broadband infrastructure	-0.3588	0.1324	-0.1141	0.2429	1		
Paid OTT video streaming revenue growth rate	0.7269	-0.4236	0.2439	0.4111	-0.126	1	
OTT platform market concentration	0.3997	-0.0650	-0.1752	0.2323	0.2996	0.6825	1

Table 7 analyzed the correlation matrix between the Market size of SVOD, competition in the OTT platform, population density, pay-TV subscription revenue growth rate, total broadband infrastructure, paid OTT video streaming revenue growth rate, and OTT platform market concentration. Here, the market size of SVOD had a positive and significant correlation between the factors of Pay TV subscription revenue growth rate (0.5806), Paid OTT video streaming revenue growth rate (0.7269), and OTT platform market concentration (0.3997). Next, the Competition in the OTT platform positively correlated with the Pay TV subscription revenue growth rate (0.4177) and Total broadband infrastructure (0.1324). Then, the Population density had a significant relation to the Pay TV subscription revenue growth rate (0.6013) and Paid OTT video streaming revenue growth rate (0.2439) whereas it is negatively correlated with the Total broadband infrastructure (-0.1141) and OTT platform market concentration (-0.1752). Pay TV subscription revenue growth rate was positively correlated with the variables of Total broadband infrastructure, Paid OTT video streaming revenue growth rate, and OTT platform market concentration. Thereafter, the Total broadband infrastructure had negatively correlated only with Paid OTT video streaming revenue growth rate, the value is -0.126, then the Paid OTT video streaming revenue growth rate had a positive relationship with the OTT platform market concentration.

4.3. Video on-demand services

Table 8: Mean and standard deviation of constructs of video on-demand services

Constructs	Mean	Standard deviation	Kolmogorov smornov test p-value
Confirmation- Most of my expectations from using VOD services were confirmed	5.623	1.782	0.791
Continue intention- Using VOD services rather than using any alternative means of Traditional TV	6.116	1.296	0.575
Perceived usefulness- VOD services helped me better pass time	4.248	1.701	0.813
Satisfaction- satisfied with the VOD services	6.082	1.017	0.945
Joy- Using VOD services to be enjoyable	5.989	1.143	0.437

Table 8 analyzed the constructs for the VOD services of confirmation; continue intention of using VOD service,

perceived usefulness of VOD services, satisfaction, and enjoyment of using VOD services [14]. The mean, standard deviation, and p-value were calculated. Here, the constructs of continued intention achieved the highest mean value, which is 6.116 followed by satisfaction (6.082), joy (5.989), confirmation (5.623), and perceived usefulness (4.248). Thereafter, the confirmation achieved the highest standard deviation value, the value is 1.782, then the perceived usefulness achieved the second highest standard deviation value, which is 1.701 followed by continuing intention (1.296), joy (1.143), and satisfaction (1.017). Thereafter, the p-value was calculated, here satisfaction achieved the highest p-value, which is 0.945 and joy achieved the lowest p-value, which is 0.437.

4.4. Switching AVOD from SVOD

Free AVOD services consumers were more likely to switch their SVOD service into AVOD service if the AVOD service were to be free of charge. Here, most of the consumers were very likely to switch to AVOD from SVOD; the percentage value is 41.37 %. Next, 24.13 % of consumers were likely to switch AVOD from the SVOD. Thereafter, 20.42 % of consumers selected neutral. Here, 11.40 % of consumers were not likely to switch AVOD from SVOD and the least amount of consumers didn't bother to switch AVOD from SVOD; the percentage value is 2.65 %. The graphical representation was shown in figure 4,

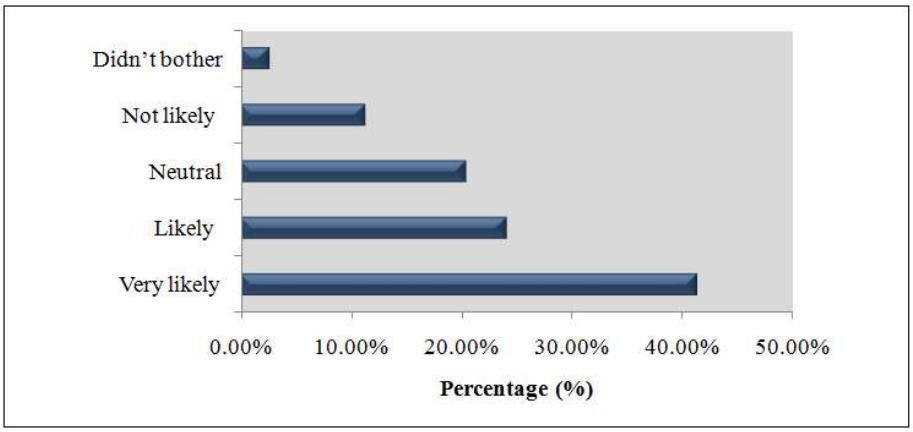

Figure 4: A scale of consumers would switch AVOD from SVOD

5. CONCLUSION

By and large India is witnessing growth in consumption of OTT services. OTT video services were once considered as luxury has turned into a commodity. This present research study was intended to analyze the business model in the video on demand businesses and consumers' behaviours. The data were gathered from 377 respondents from various metro cities in India. Here, a simple random technique was used for the analysis of the result. Thereafter, examined the OTT model market growth and correlation matrix and construction of VOD services were analyzed and discussed. The result of this study concluded that the OTT services owing to the convenience and variety available without advertisement and the consumer base of the video-on-demand industry could be increased with the market needs. Next, the consumers were likely to switch AVOD from SVOD. As the trends are observed, the market of OTT will grow rapidly in the coming years too. In the future, the study can be extended by considering more populations and examining all states and union territories in India for the analysis of the business model in the video on demand through OTT platforms.

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