

**“DEMAND OF OTT PLATFORMS:
PRE AND POST COVID-19”**

Project Report Submitted To

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

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BHARATA MATA COLLEGE

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CERTIFICATE

This is to certify that the Dissertation entitled “**DEMAND OF OTT PLATFORM: PRE AND POST COVID -19**” has been prepared by **KAVYA MANMADHAN, SAUMYASREETM, HRIDYAM.S**, under my supervision and guidance in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce of the Mahatma Gandhi University. It has not previously formed the basis for the award of any Degree, Fellowship, Associateship, etc.

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CHAPTER :1

INTRODUCTION

1.1 Introduction

Conventionally, movies and other audio and video content have been consumed through theatres and television. As technology advanced VHS tapes, DVDs, Blu-ray discs, and discs rental services were more readily available at home and wherever needed. Additionally, materials were provided through cable television over coaxial and fiber optic cable. Another upgraded service Direct To Home (DTH) technology went high-quality broadcast nondemanding directly to the users through satellite and dish transmission. Through online streaming or Video on Demand (VOD) services, technical improvement has made watching movies or video content more convenient. VOD refers to the steaming of video content over the internet, usually using Over the Top (OTT).

The entertainment sector in India has developed dynamically over the past 10 years and more after the internet boom. OTT (Over-the-top) players have modified the way we consume content and as per an industry report by a credible and global marketing research firm, with the introduction of quicker and cheaper internet services in the form of mobile connections and widespread availability of broadband services, there has been a significant increase in access to online material. The number of individuals who go online for material has risen, as has the amount of time they spend watching online videos.

The OTT (Over-The-Top) media platform is a digital media service that is put forward directly to subscribers over the Internet. It has also been extended to no-carrier cell phones, which charge all dispatches as data, thereby eliminating monopolistic Now, as technology advances, we are changing our routines at a rapid pace. With regard to television, there would have been one in each room and everyone would have sat down and installed it at the same time. However, now

we live in the age of OTT, where everyone has a smartphone and can view any sort of content at any time.

India's 4G revolution, OTT (over-the-top) platforms such as Disney +Hotstar, Netflix, Amazon Prime Video, ALT Balaji, and others have been giving addicts limitless quality material such as web series, big screen, television journals, sports, and news in many languages. Internet streaming programs are also addressed in the habits of viewing web series. Working on this concept assists these platforms in attracting young people who are searching for pleasure on their smartphones.

The COVID-19 pandemic has transformed how we consume media and entertainment. With individuals confined to their homes, our social life has evolved online and entertainment consumption has increased especially in the home segments. On the other hand, movie theatres, theme parks, museums, and other external consumption models have suffered, as physical distancing norms and lockdowns are enforced.

With a pandemic so far without precedent forcing the public to stay indoors and offices, schools, and businesses being closed, a noticeable rise in the demand for OTT platforms. Research is undertaken on the demand for OTT platforms before and after COVID-19. The identification of the OTT platforms used, the time spent on them, and their experiments are part of the perception analysis. Increased penetration of smartphones and customized OTT apps have made the OTT platform more popular.

1.2 Significance of the Study

The emergence of the COVID-19 pandemic has had a substantial impact on practically every industry in a variety of ways. The OTT market has also gone through these changes. OTT platforms have gained popularity throughout all age groups in India in the last decade and even more since the COVID-19 lockdown period. . As of now, India has been graded as the highest and most rapidly growing OTT market in the world. Due to time constraints, our study focuses on the demand for OTT platforms pre and post-COVID-19 in the Ernakulam district in Kerala.

1.3 Statement of the Problem

The topic of the project is “Demand of OTT platforms: Pre and post Covid-19”. The study aims to evaluate the degree of use of numerous OTT platforms that are accessible to use before and after the COVID-19 scenario in Ernakulam. The study would also help to find out the various factors that have influenced the rise and decline in demand for OTT-based videos in Ernakulam district since the COVID-19 lockdown period.

In this study, we intended to answer the following questions:

- 1) How has the usage pattern of OTT platforms by consumers changed before and after the COVID-19 pandemic?
- 2) What is the impact of COVID-19 on OTT platform subscriptions in Ernakulam district?
- 3) What is the measure of customer satisfaction towards OTT platforms?

1.4 Scope of the Study

This study focuses on the comparison of the current degree of consumption of OTT platforms with that of the period before the pandemic. Degree of consumption, level of customer satisfaction, and their perceptions about OTT platforms would be studied. This study is based on the data collected from 100 subscribers of OTT platforms in and around the Ernakulam region during the period from 2023 to March 2023.

1.5 Objectives of the Study

The study “Demand of OTT platforms: Pre and post COVID-19” is carried out for the following objectives:

- To study the usage pattern of OTT platforms by consumers pre and post-COVID-19 outbreak.
- To determine the impact of COVID-19 on OTT platforms in Ernakulam district.
- To measure the level of customer satisfaction towards OTT platforms.

1.6 Research Methodology

Research methodology refers to the techniques and specific procedures used to carry out research. It ensures reliable and valid results for the study.

1.6.1 Sampling Method

Convenience Sampling was used in the study.

1.6.2 Sample Size

The size of the sample selected for the study is 100 respondents.

1.6.3 Method of Data Collection

Mainly two methods are used for collecting the data: -

1.6.3.1 Primary Data

A questionnaire made through Google form is used for collecting details from 100 respondents.

1.6.3.2 Secondary Data

- Internet
- Magazines
- Newspaper

1.7 Tools of Analysis

The collected primary data were statistically processed and analyzed by using various mathematical tools such as tables, graphs, pie-chart, etc.

1.8 Period of the Study

This study on “DEMAND OF OTT PLATFORMS: PRE AND POST COVID-19” covered a period of three months from January 2023 to March 2023.

1.9 Limitations of the Study

- Abundant websites are sharing pirated videos from OTT websites like Telegram. This increases the demand for OTT-based videos but cannot be measured for the study.
- Primary data collected may contain personal bias.

1.10 Chapterisation

CHAPTER 1: Introduction

CHAPTER 2: Theoretical Overview

CHAPTER 3: Data Analysis and Interpretation

CHAPTER 4: Findings, Suggestions, and Conclusion

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Appendix

CHAPTER:2
THEORETICAL
OVERVIEW

A: THEORETICAL FRAMEWORK

2.1 Introduction

OTT refers to the platform that enables users to stream video and audio content over the internet, without the need for cable operators, satellite connections, or traditional broadcast mediums. This service can be accessed via smartphones, laptops, smart TVs, and other audio-visual devices connected to the internet. Individuals can subscribe to these services and gain unlimited access to a vast range of media and entertainment sources. OTT services are similar to video-on-demand services and offer access to digital content from around the world. Major companies providing OTT services include Netflix, Amazon Prime, Disney Hotstar, HBO Now, Sony LIV, Zee5, Voot, Hulu, Eros Now, d ALTBalaji, Jio Cinema, and MX PlayerNet.

With the rise in popularity of smart TVs and other connected devices during the pandemic, the demand for OTT services has increased substantially. By partnering with content aggregators, companies can continually update their offerings based on audience preferences. These aggregators provide access to a wide variety of foreign-language web series and movies, which can be dubbed or subtitled to target English, Hindi, or other regional language speakers in India.

2.2 OTT Platforms: A Brief Background

Although OTT has recently gained significant attention, it may be surprising to know that OTT platforms in India have been in existence for over a decade. The first OTT platform in India was launched by Reliance Entertainment in 2008. In 2010, Digivive introduced nexGTV, the first Indian OTT mobile app, which allowed access to both regular TV and on-demand content, including live streaming of popular sports events such as the Indian Premier

League matches during 2013-14. The live streaming of IPL played a pivotal role in the growth of another Indian OTT platform, Hotstar (now Disney+ Hotstar). The market gained traction when established companies like Zee and Sony entered the market with their own OTT platforms, DittoTV (Zee) and Sony Liv. DittoTV aggregated content from various channels such as Star, Sony, Viacom, Zee, etc., which led to wider adoption of the platform. Currently, India has over 40 OTT providers, including domestic players such as Zee5, SonyLIV, and Eros Now, and international players like Netflix, Amazon Prime, and more.

2.3 Advantages of the OTT Platform

OTT platforms have gained immense popularity in India owing to the various benefits that they offer.

- **Cost-Effective** - OTT platforms offer a cost-effective way to access online digital content as users can register themselves and pay a monthly or yearly subscription fee.
- **Easy Access** - OTT platforms can be accessed through various devices such as mobile phones, smart TVs, laptops, and tablets, provided that they have an internet connection.
- **Crisp Sound and Picture Quality** - OTT platforms typically offer high-quality video and audio for movies, and users can often customize the video and audio settings to their liking.
- **Instant Playback** - OTT platforms offer instant viewing of movies and shows, regardless of their release date, providing users with

immediate and unlimited access to content. In exchange for full access to their content, some platforms charge a flat monthly fee.

- **Multi-Platform Service** - OTT platforms offer viewers the liberty to access their preferred content anytime, anywhere, and on any device, as long as there is an internet connection. This service is akin to video-on-demand (SVoD) services, and it facilitates access to digital content at the global level through smartphones, laptops, smart TVs, and other audio-visual devices.

- **Creative and Unusual Content** – Over-the-top platforms have provided a medium for various creative ideas that were previously restricted by censorship or regulatory laws to emerging.

- **An open platform for the Entertainment Industry** - One of the main benefits of this platform is that it offers new talent more opportunities, as there are many more projects available in comparison to those available on television or in films.

- **Platform for International content** – Indian content uploaded on these platforms to be accessible on an international level, thus expanding the reach of content and talent. Indians can also easily access and view international content on these platforms

- **Ad-free content** - Viewers can enjoy ad-free content on OTT platforms, which is a major advantage as they no longer have to endure waiting for advertisements to finish before being able to watch films and shows. This feature saves time.

2.4 Disadvantages of the OTT Platform

Despite their benefits, over-the-top (OTT) platforms face several problems and obstacles that they must address and overcome.

- **May affect social-political harmony** – The absence of a censor board to screen the content on OTT platforms increases the risk of content that may disrupt social or political harmony and offend individuals' sentiments on certain matters.
- **No regulatory board** – The lack of accountability for the content that is published online is a significant concern for the government as no organization, department, or entity is held responsible for it.
- **Threat to Culture and Tradition** – While the contemporary and innovative content being released on OTT platforms has gained widespread acceptance and appreciation in India, there are still some individuals who have yet to embrace this distinct content. These individuals hold the belief that such content has an adverse impact on the culture and traditions of India. Therefore, the government must also be answerable to these individuals.
- **Online Limitation** – OTT platforms require an internet connection for users to access their content. However, the drawback of streaming media from a website is that the media is exclusively available online, which restricts access to individuals without an online presence. Additionally, users must have an account on streaming platforms to view programs.

- **Poor Network can cause interruptions** - One of the downsides of streaming media online is the potential for an unstable connection. High-definition (HD) content requires a steady network speed to enable uninterrupted viewing. A reliable internet connection is essential for streaming media, and a minimum of 2Mbps is necessary for an optimal HD experience.

- **Online Security** - In addition to established and trustworthy OTT platforms, there exist numerous unscrupulous platforms that pose a risk to users. These platforms are unsafe and vulnerable to cyber threats, placing users' confidential information at risk during the subscription process, including sensitive data such as bank details. While reputable platforms work towards enhancing their security measures, many others require significant improvements to ensure user protection.

- **Addiction** - The vast amount of web series, movies, and shows being released on a weekly basis on OTT platforms increases the likelihood of users wasting their time. Individuals who spend a significant amount of time on live video streaming are more susceptible to becoming addicted to online content, potentially leading to a reduced level of social activity in real life.

- **Piracy** – The content that is exclusively released on OTT platforms is being illegally shared through apps such as Telegram and other pirated websites. Such activities can have an adverse effect on the revenue generated by OTT platforms.

2.5 Major OTT Platforms

1. Disney + Hotstar

Hotstar, now known as Disney+Hotstar, was established on 11 February 2015 in India, with its headquarters based in the country. Initially, the platform streamed Indian television programs, movies, sports, and other related content. By incorporating third-party content, the platform experienced significant growth. In April 2020, Hotstar integrated with Disney. As of 2nd October 2021, the platform has approximately 43.7 million consumers. Hotstar offers a premium subscription, providing ad-free access to TV shows for Rs. 299 per month or Rs. 1,499 per year. In India, Disney+Hotstar offers HBO content and live sports from Star Sports. The platform's content comes from Star India's television networks, which include entertainment networks. Additionally, Hotstar announced that their series would consist of at least six episodes and be available in regional languages such as Malayalam, Telugu, Marathi, Kannada, and others.

2. Amazon Prime Video

Amazon Prime Video, originally launched on September 7, 2006, is headquartered in Seattle, Washington, United States. In September 2008, it was renamed Amazon Prime Video. This platform distributes films and television series produced by Amazon Studios. As of April 29, 2021, there are 175 million users for Amazon Prime Video. In July 2021, Amazon and Universal Pictures reached a multi-year deal to bring Universal's films to Amazon Prime Video. Amazon Prime Video is available worldwide, except in China, Iran, North Korea, and Syria. In March 2020, Amazon announced that they would reduce streaming bitrates while maintaining high-quality content, and its

demand increased due to the outbreak of the pandemic. Amazon Prime is priced at Rs. 179 per month and Rs. 1,499 per year, and it can be used on up to three devices.

3. SonyLIV

Sony LIV is an Indian OTT streaming platform that belongs to Sony Pictures. It was introduced as India's first OTT platform in 2013, offering various content such as movies, TV shows, live sports, and licensed content from third parties. In June 2020, Sony LIV streaming services were launched in the United States, followed by Canada on October 15, 2021. With access to 18 years' worth of materials from Sony Entertainment Network India, Sony LIV provides around 700 films and 40,000 hours of TV content available in Hindi, English, Telugu, and Tamil. Moreover, it is the first Indian OTT platform to produce music for a Hollywood motion picture. Additionally, Sony LIV has a vast sports channel portfolio, including Sony TEN 1, Sony TEN 2, Sony TEN 3, and Sony Six.

4. ZEE5

ZEE5 is an Indian OTT service operated by Zee Entertainment Enterprise, and it is the country's second-largest original content provider. The platform was launched in India on February 14, 2018, and offers content in 12 languages, including Hindi, English, Bengali, Punjabi, Kannada, Marathi, and Telugu. ZEE5's popularity is attributed to its rapidly expanding collection of high-quality content. The platform is available in all countries except the United States and can be accessed for free on Vodafone Play and Airtel Stream. ZEE5 has collaborated with Vodafone and Idea to create a new channel called ZEE5 Theatre.

5. Netflix

Netflix is a production company based in Los Gatos, California, United States, founded on August 29, 1997. It is accessible through various devices such as computers, smart TVs, tablets, and smartphones. Netflix has significantly increased its content investments in India. The platform's success is attributed to its focus on subscribers' needs and continuous innovation to enhance user experience. In 2021, Morning Consult ranked Netflix as the eighth most trusted brand globally. As of December 31, 2021, Netflix had over 221.8 million subscribers worldwide, except for China, Syria, North Korea, and Crimea. The company is ranked 115th on the Fortune and 219th on the Forbes Global. Unlike other networks, Netflix funds its shows when they sign projects. Its annual budget for content creation increased to \$13.6 billion in 2021 and is expected to reach \$18.9 billion by 2025. While Netflix is more expensive compared to other platforms, it launched a low-cost, mobile version service in India, costing Rs. 199.

2.6 Reasons for the Growth of OTT Platforms

- The widespread acceptance and advancement of internet infrastructure have played a major role in the immense success of OTT. These aspects facilitate the direct delivery of content to viewers through OTT platforms, eliminating the need for traditional distribution and media networks.
- The COVID-19 pandemic enforced home confinement for people, leading to the rise in popularity and acceptance of OTT platforms as a means of combating boredom.
- In addition to providing the convenience of streaming media anytime and anywhere, OTT platforms offer ad-free services at an

affordable price as well as the option to download videos in multiple languages for offline viewing on various devices.

- Streaming platforms often make television shows and films available well in advance of their TV broadcast, making them an excellent outlet for fans of movies or web series to explore their passion and expand their horizons.

- For OTT platform owners who aim to establish a dedicated following and attract subscribers, it is essential to provide a smooth and uninterrupted viewing experience across various devices. Additionally, the ability to enjoy OTT content on multiple screens has played a significant role in the streaming industry's continuous expansion of its customer base.

- The availability of high-quality and original content is a major attraction for audiences towards these platforms, as they seek alternatives to the prolonged and formulaic nature of traditional Indian television serials.

- The emergence of OTT platforms has opened up new avenues for creators and artists who had lost their prominence due to the changing landscape of the film and entertainment industry. This has led to a resurgence of their careers and a renewed spotlight on their work.

- The shift towards smaller families and urban living has had a profound impact on people's entertainment preferences, moving away from shared phone-based activities and towards traditional television viewing. However, the adoption of Western cultural influences has

paved the way for the emergence and popularity of OTT platforms as an alternative source of entertainment.

- The diverse preferences of individuals within joint families, which are prevalent in India, can often be challenging to cater to with traditional media. OTT platforms offer a solution to this issue, allowing members of different generations to access the content of their choice on various devices simultaneously. This way, children can watch cartoons, teenagers and adults can enjoy movies and TV shows, while the elderly can stay informed with news and watch serials, all from the convenience of their preferred devices.

2.7 OTT Platforms Before the Impact of Covid -19

Before the COVID-19 pandemic, the Indian OTT industry was witnessing a significant growth trajectory, driven by factors such as increasing internet penetration, the rise of affordable smartphones, and the growing demand for on-demand content.

Key Points

- The number of players in the Indian OTT market had grown from 9 in 2012 to 32 players in 2018.
- The average time spent on OTT platforms had increased significantly, with users spending an average of 70-72 minutes per day on these platforms in 2019, up from 50 minutes in 2017.
- The OTT market in India was valued at INR 21.5 billion (approximately USD 300 million) in 2018.
- In 2019, the Indian OTT market was valued at INR 35 billion (approximately USD 490 million)

- The Indian OTT industry was also witnessing increasing competition, with both domestic and international players vying for a share of the market. This led to a diverse range of content being offered to viewers, catering to their varied tastes and preferences.

Overall, the Indian OTT industry was in a promising position before the COVID-19 pandemic, with significant growth potential, a diverse range of players, and a growing demand for on-demand content.

2.8 OTT Platforms After the Impact of Covid -19

The Covid-19 pandemic was game-changing for the media and entertainment industry among others. While the last decade was about the growth of multiplexes, 2020 has turned out to be the year of OTT entertainment as movie theatres have been shut down for most parts of the year.

The entertainment industry was badly hit in the first lockdown as all the ongoing production projects came to a halt leading to a deficiency of fresh content on the television as well as theatres. The theatres were closed and television channels played reruns of the old shows. Consumers were forced to look for alternate choices of entertainment and this resulted in their sampling of OTT platforms. This paved the way for OTT to become the next normal entertainment. These platforms had a huge collection of movies in multiple languages and original shows that were promising to consumers.

The affordability of subscription fees, easier access to the internet at present, and the increased time spent at home led to the increased use of OTT platforms. This content was consumed by people individually as well as collectively.

Key Points

- Filmmakers started to rethink their distribution strategies and OTT became the new alternative to watching films in theatres.
- OTT platforms saw an increase in their overall growth.
- OTT video streaming platforms like Netflix, Amazon Prime Video, Disney+Hotstar, Voot, and SonyLIV, among others, gained immense popularity in India during the pandemic.
- The overall number of subscribers of OTT platforms have grown collectively from 32 million at the end of 2019 to 62 million at the end of 2020.
- In 2020 there were about 40 OTT platforms, most of them in regional languages, according to a report published by the National Association of Software and Service Companies.
- ALTBalaji witnessed 42% Year-on-Year growth in subscriptions for the financial year 2020.
- From November 2019, the active subscribers of ZEE5 grew 2.6 times, engagement grew 1.3 times and its average subscribers grew 3 times in 2020.
- 2019 was the first year when approximately 700-800 hours of content were specifically produced for OTT. This number touched approximately 2,000 hours in 2020.
- The 'Show Goes On' report released at CII Big Picture Summit 2020 mentioned that the growth rate of new users in tier – 2,3,4 cities was 1.5x that of the growth rate in metro & tier 1 cities during the pandemic.
- The demand for regional content has led to an increase in the usage of regional platforms like Oho Gujarati, Hoichoi, aha, and NeeStream.
- According to the annual M&E report by the Boston Consulting Group (BCG) along with the Confederation of Indian Industry (CII),

the SVoD (Subscription Video-On-Demand) has seen 55% to 60% year-on-year growth in India in 2020.

2.9 Future of OTT Platforms

The growth in subscriptions and viewership of OTT platforms over the last two years has been phenomenal. The year 2022 continued this upward rise even after the restrictions on movie theatres were lifted.

According to a report by RBSA Advisors, the OTT market is expected to touch USD 12.5 billion by 2030 from USD 1.5 billion in 2021 due to better access to networks, digital connectivity throughout the country, and increased use of smartphones.

"OTT industry is poised for aggressive growth prospects with access to better networks, digital connectivity, and smartphones. OTT platforms in India have been increasingly attracting subscribers daily. Apart from top favorites Disney+ Hotstar, Amazon Prime Video, and Netflix, the space is seeing a plethora of local and regional OTT players," it added.

The report said the Indian video OTT market in India is expected to grow from USD 1.5 billion in 2021 to USD 4 billion in 2025 and further to USD 12.5 billion by 2030.

The audio OTT market has players like Gaana, Jio Saavn, Wynk Music, Spotify, and others. It is also expected to grow from USD 0.6 billion in 2021 to USD 1.1 billion in 2025 and further to USD 2.5 billion by 2030.

"The OTT market in India is expected to grow at the rate of 28.6 percent over the next four years. The industry has the potential to grow to USD 15 billion industry over the next 9 to 10 years.

Some of the factors hinting at the bright future of the OTT industry are: -

- **Rural India is opening a new distribution channel:** With increased internet penetration in the rural areas of India, OTT players are developing regional content to cater to the needs of the rural markets. The demand for OTT platforms is still increasing in rural areas.
- **Production houses are going digital:** Production houses with immense production experience and knowledge about consumer preference for content are venturing from linear TV to OTT. Many production houses have already made their content available in platforms like YouTube. Most of them have already started reaching out to other rising OTT platforms of preference in India such as Hotstar, Sony LIV, Eros Now, etc.
- **An explosion in kids' entertainment options:** According to reports, around 1,70,000 kids use the internet daily. OTT platforms provide content for kids too. Platforms like VOOT Kids, Netflix, and Disney+Hotstar have earned high revenue from kids' content. Even after the pandemic, there is no decline in the demand for OTT content for children.
- **Internet penetration:** Most Indian households have a single TV per household. However, as part of the Digital India plan, the government has been investing in high-speed broadband enterprises to amplify broadband coverage and adoption which is crucial for OTT video success. Therefore, the availability of affordable data has created an alternate medium where consumers can tap into any content, at any time, at any place on a device of their choice as per their convenience. With the necessary infrastructure being put in place it is obvious the sector will grow at this pace

B. LITERATURE REVIEW

Divya Madnani, Semila Fernandes, and Nidhi Madnani - 'Analysing the impact of covid-19 on over-the-top media platforms in India' - This study aimed to explore how the COVID-19 pandemic has influenced the preferences of consumers for OTT (over-the-top) platforms in India. The authors conducted primary research, including a survey and focus group discussion, to investigate various factors, such as time, content, convenience, satisfaction, and work from home (WFH), and their impact on OTT platforms during the pandemic. The second study focused on changes in people's behavior before and during the lockdown, using visual representation. The study found that the lockdown had a significant impact on the increase in OTT viewership, as people working from home tended to use OTT platforms more.

Monojit Dutta and Sainaz Sardar - 'Impact of covid-19 on the rise of OTT platforms in India' - The objective of the study was to analyze the shift of consumers from traditional television to OTT platforms and identify the factors that are driving this shift during the COVID-19 pandemic. The study findings revealed that convenience, accessibility, and affordability are the key drivers of the shift from traditional television to on-demand media platforms. The study also observed a significant surge in the usage of OTT platforms during the COVID-19 pandemic.

Brindha D, Jayaseelan R, and Kadeswaran - 'Covid-19 lockdown, entertainment and paid OTT video-streaming platforms: A qualitative study of audience preferences' - The study aimed to gain an understanding of how people from different districts in Tamil Nadu utilized paid OTT video streaming services during the lockdown period, as well as changes in their usage patterns and preferences for watching movies on paid OTT platforms instead of in theaters. The researchers used a qualitative approach by conducting semi-structured interviews.

Navsangeet Saini - 'Usage of OTT platforms during covid-19 lockdown: Trends, Rationale and Implications' - The objective of this research on urban youth is to analyze the patterns of content consumption during the lockdown, and explore its underlying reasons and implications. The study reveals that the utilization of OTT content platforms has increased considerably, particularly among younger age groups. The content's popularity stems from its ability to entertain and provide information, as well as its diverse global content offerings from various cultures, which attract avid viewers. This emerging trend suggests a surge in demand for OTT content and indicates a growing preference for video-on-demand platforms.

Dr. Navleen Kaur, Supriya Lamba Sahdev, Vaibhav Chaturvedi, and Dhruv Rajawat - 'Fighting covid-19 with technology and innovation, evolving and advancing with technological possibilities' - The focus of this study is the effect of the COVID-19 pandemic on different industries, revealing that the businesses that have experienced the most growth are OTT (Over the Top) platforms. These platforms now offer direct release of movies that were previously exclusive to cinemas and multiplexes. In addition, e-commerce companies like Flipkart and Amazon, and online grocery stores such as Grofers and Big Basket, have also seen a significant surge in demand, as consumers opt for online purchasing as a safety and precautionary measure instead of going to the market.

Garima Sharma and Dr. Surbhi Dahiya - 'Role of Covid as a catalyst in increasing adoption of OTTs in India' - The researchers studied the evolution of OTT space and reviewed its dynamics in India. The researchers evaluated the role played by the pandemic in evolving OTT media consumption levels among consumers during

Pre and Post COVID 19 in India. The study is of the changing trends around increasing consumer usage of OTT based videos and analyzes its impact on children and adults. It lists the pros and cons of freely available content in OTT platforms. The researchers adopted a combined qualitative and quantitative approach to analyze the data collected. A survey was also conducted to do audience mapping and analysis.

Deloitte, Digital Media (2020) - According to a Deloitte report titled “Digital Media: Rise on-demand Content,” the rapid increase of internet enabled digital devices has led to an increase in the consumption of digital content worldwide. This trend can also be seen in India on a variety of channels, including audio, video, news, and music.

Dr. Sabyasachi Dasgupta and Dr. Priya Grover - 'Understanding adoption factors of over-the-top video services among millennial consumers' - This study takes note that Indian audiences have swayed towards OTT content and are now willing to spend for easy and unlimited access to content without place and time limitation. It also notes the inverse relation of the pricing strategy of OTT platforms on its popularity. Data consumption is a limitation for Indian viewers and so are habits and preferences for TV as a medium.

Sidneyeve Matrix - 'A study on Netflix' - This study observes that viewers, especially youth are becoming more active consumers of content. The reason for this is the consumers need to share, stay connected, and discuss the content on social media forums. By these social media transactions, the viewers are setting new standards of expectations from producers thereby becoming an active catalyst in the production process too.

CHAPTER:3
DATA ANALYSIS
AND INTERPRETATION

3.0 Introduction

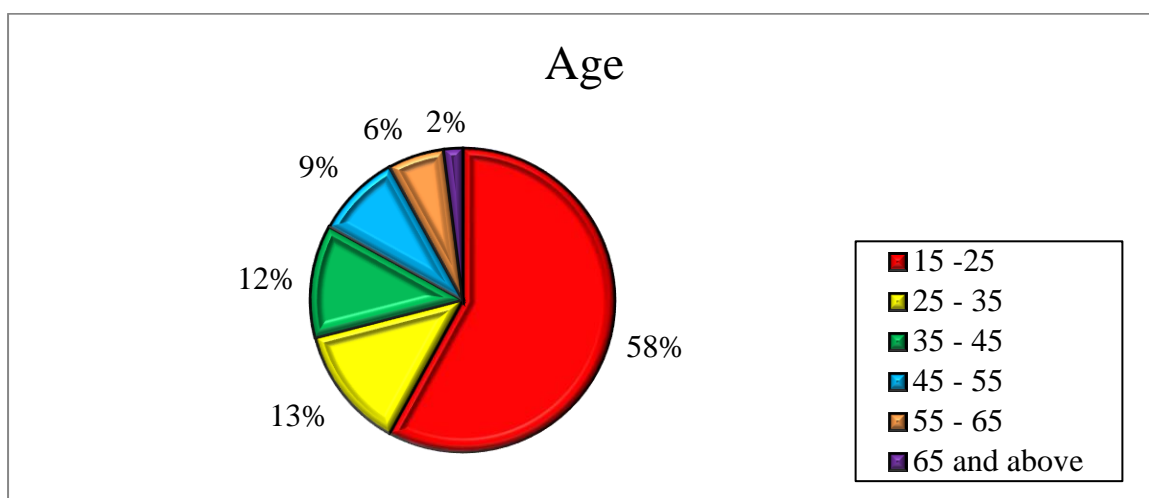
The chapter deals with the analysis of the responses given by respondents to the questionnaire. The data is collected from 100 respondents. The analysis uses statistical devices like frequency distribution percentage. The findings arrived at from the analysis are presented in the form of tables and graphs.

3.1: Classification of Respondents based on Age

Table 3.1: Age-Wise Distribution

OPTIONS (IN YEARS)	NO. OF RESPONDENTS
15 - 25	58
25 - 35	13
35 - 45	12
45 - 55	9
55 - 65	6
65 and above	2
TOTAL	100

Figure 3.1: Age-Wise Distribution



Interpretation

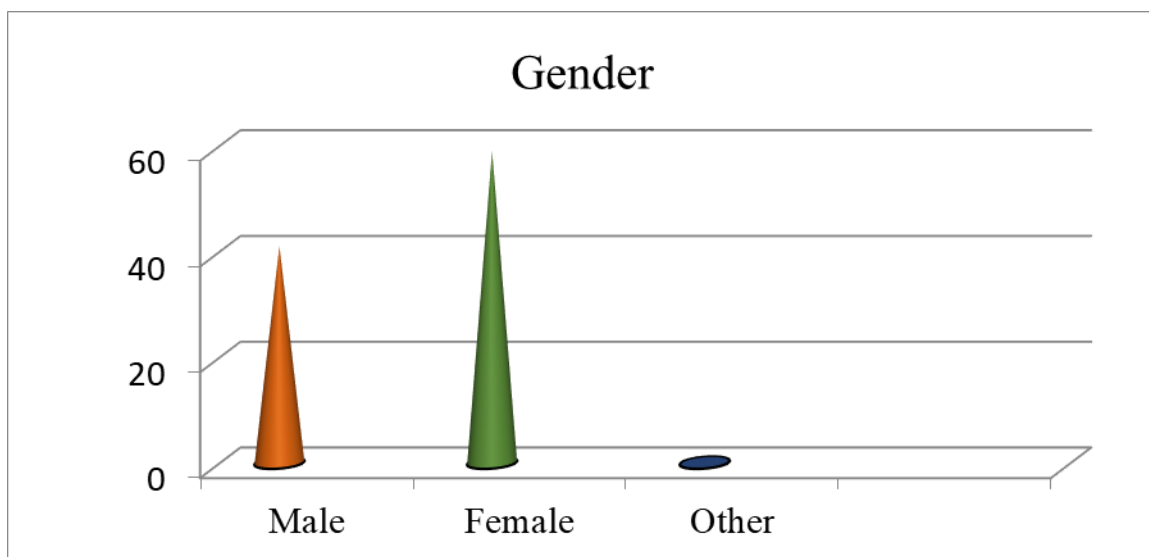
From the above table, out of 100 respondents, it is clear that 58% of the respondents belong to the age group 15-25 years, 13% come under the category of 25-35 and 12% come under the category of 35-45. Hence the majority are young people.

3.2: Classification of Respondents Based on Gender

Table 3.2: Gender-Wise Distribution

PARTICULARS	NO. OF RESPONDENTS
Male	41
Female	59
Other	0
TOTAL	100

Figure 3.2: Gender-Wise Distribution



Interpretation

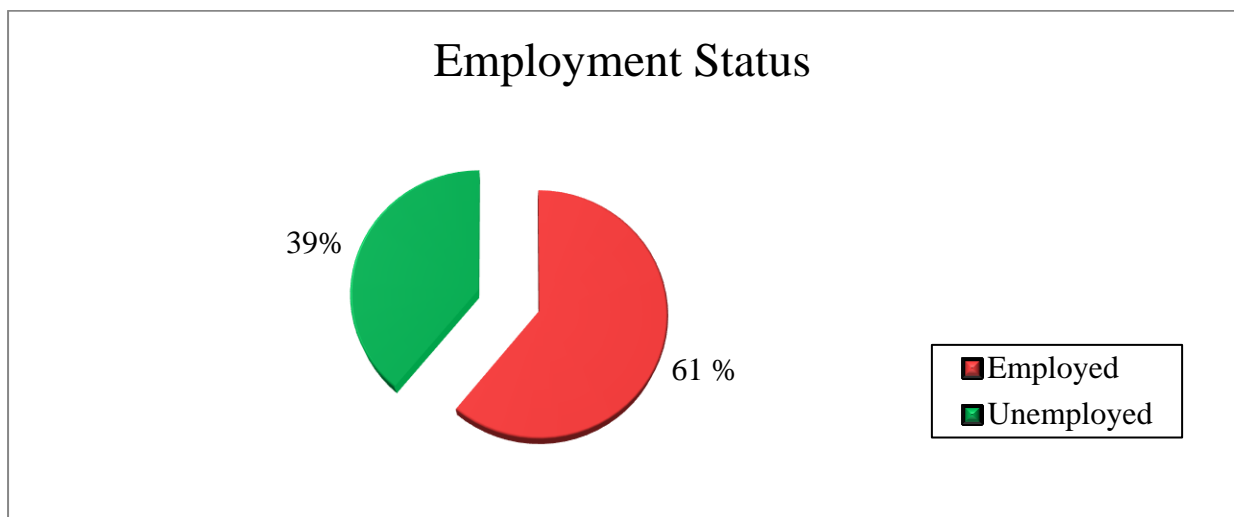
The above table shows that 59% are female and 41% are male. There are 0% other respondents.

3.3: Classification of Respondents Based on Employment Status

Table 3.3: Employment Status of Respondents

PARTICULARS	NO. OF RESPONDENTS
Employed	61
Unemployed	39
TOTAL	100

Figure 3.3: Analyzing the Employment Status of Respondents



Interpretation

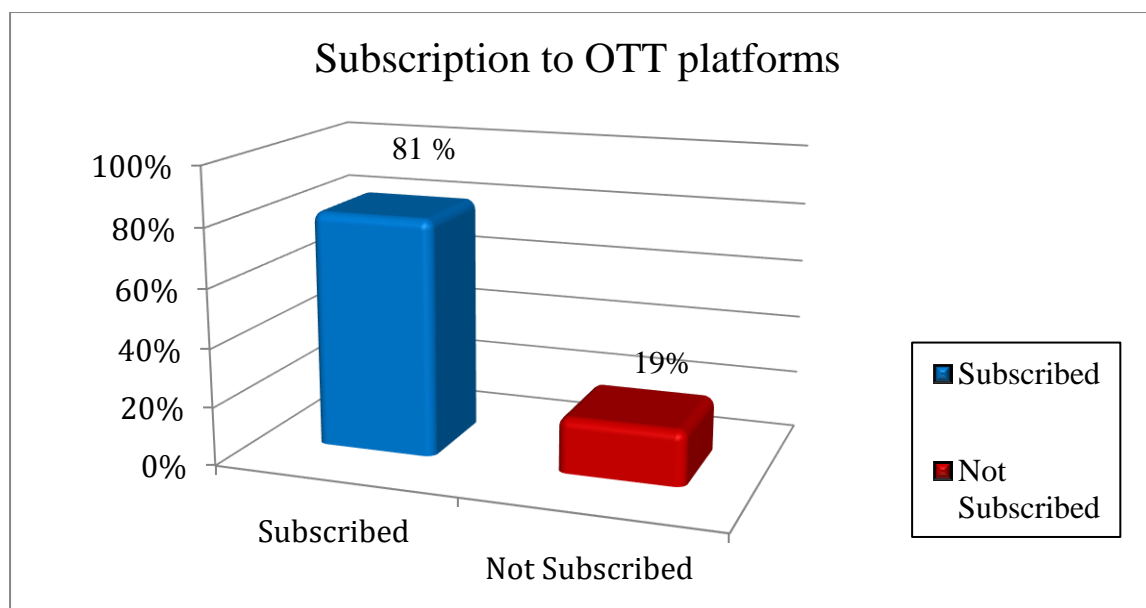
From the above table, 61% of the respondents are employed while the others are unemployed. From the data, we can infer that employed people are the major users of OTT-based videos.

3.4: Classification based on Subscription to OTT Platform.

Table 3.4: Subscription-Wise Distribution

PARTICULARS	NO. OF RESPONDENTS
Subscribed	81
Not Subscribed	19
TOTAL	100

Figure 3.4: Subscribers of OTT



Interpretation

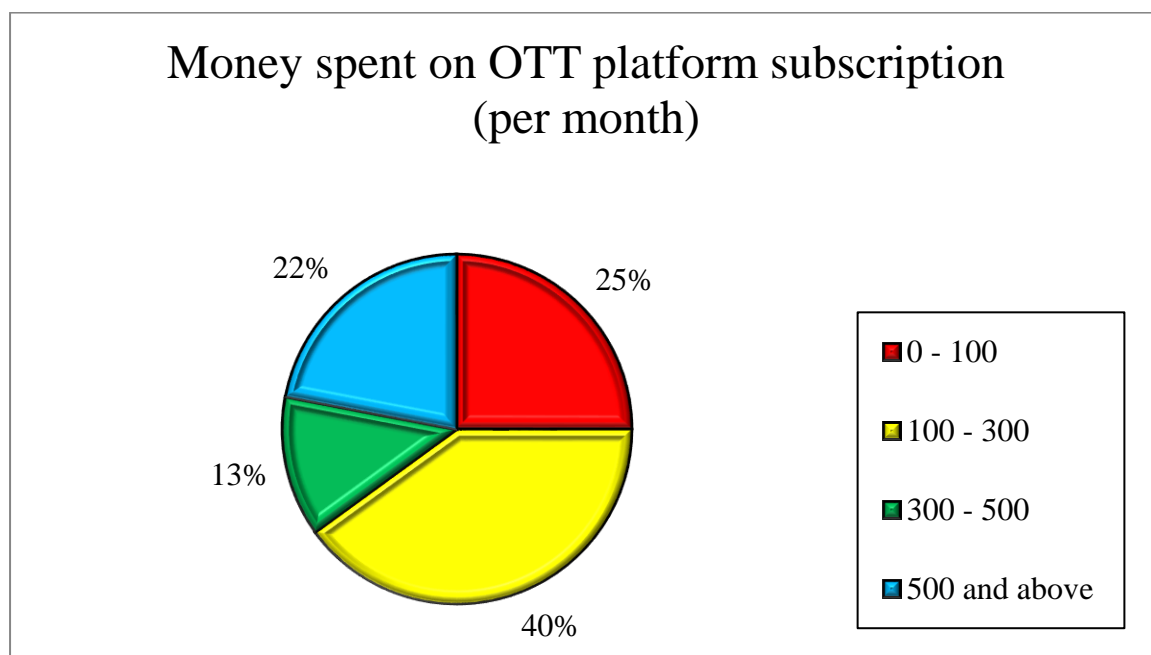
81% of the respondents are subscribed to one or more OTT platforms while 19% are not subscribed. Respondents not subscribed to OTT platforms may also include people sharing OTT platform accounts with their friends or family. It is inferred that the majority of people are subscribed to OTT platforms.

3.5: Money Spent on OTT Platform Subscription Per Month

Table 3.5: Money Spent on Subscription

AMOUNT (Rs)	NO. OF RESPONDENTS
0-100	25
100-300	40
300-500	13
500 and above	22
TOTAL	100

Figure 3.5: Analyzing the money spent on OTT subscription



Interpretation

From the above data, it can be seen that the majority of the respondents (40%) spend Rs 100 to 300 for subscriptions to OTT platforms monthly. 25% of respondents spend up to Rs 100 monthly and the remaining spend Rs 300 and above. Therefore, on average, Rs 300 to Rs 400 is spent by a respondent monthly on subscriptions OTT to platforms.

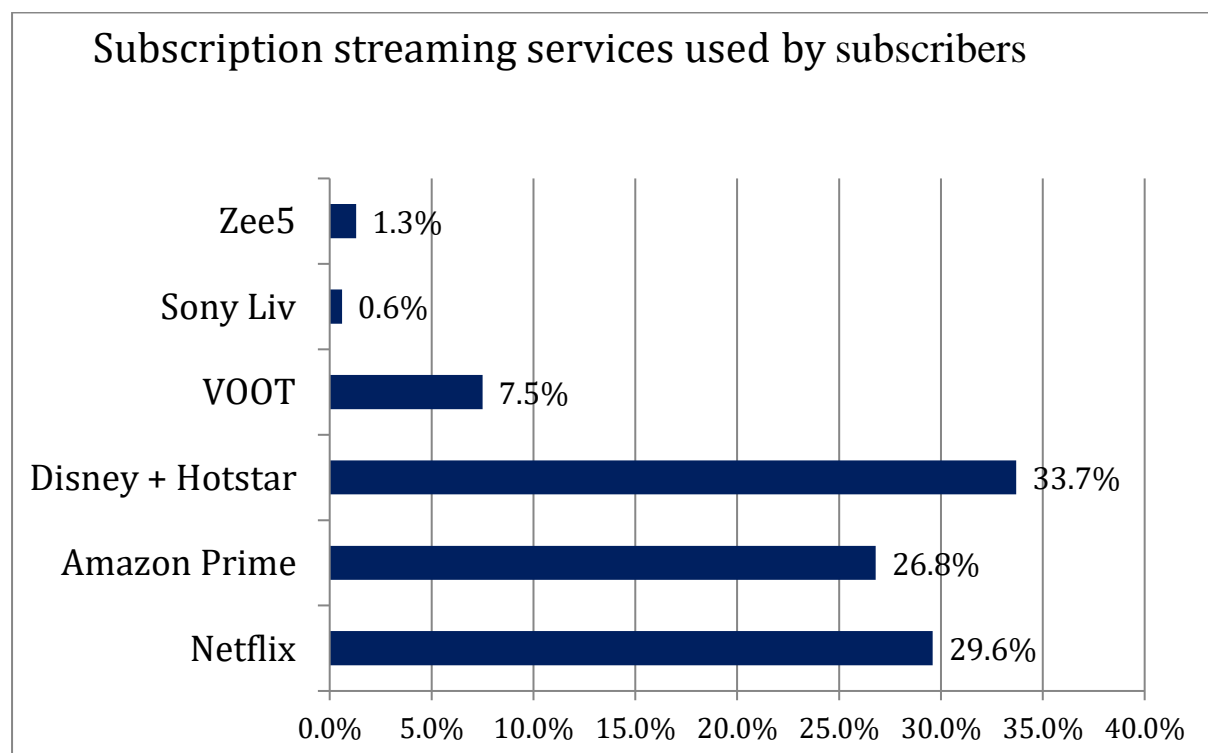
3.6: Classification based on Streaming Service used by Subscribers

Table 3.6: Options used for streaming service

PARTICULARS	NO. OF RESPONDENTS
Netflix	43
Amazon Prime	39
Disney + Hotstar	49
VOOT	11
Other: Sony Liv	1
Other: Zee5	2
TOTAL	145

NOTE: There are multiple responses from various respondents regarding streaming services used by them

Figure 3.6: Analyzing the subscription streaming service used



Interpretation

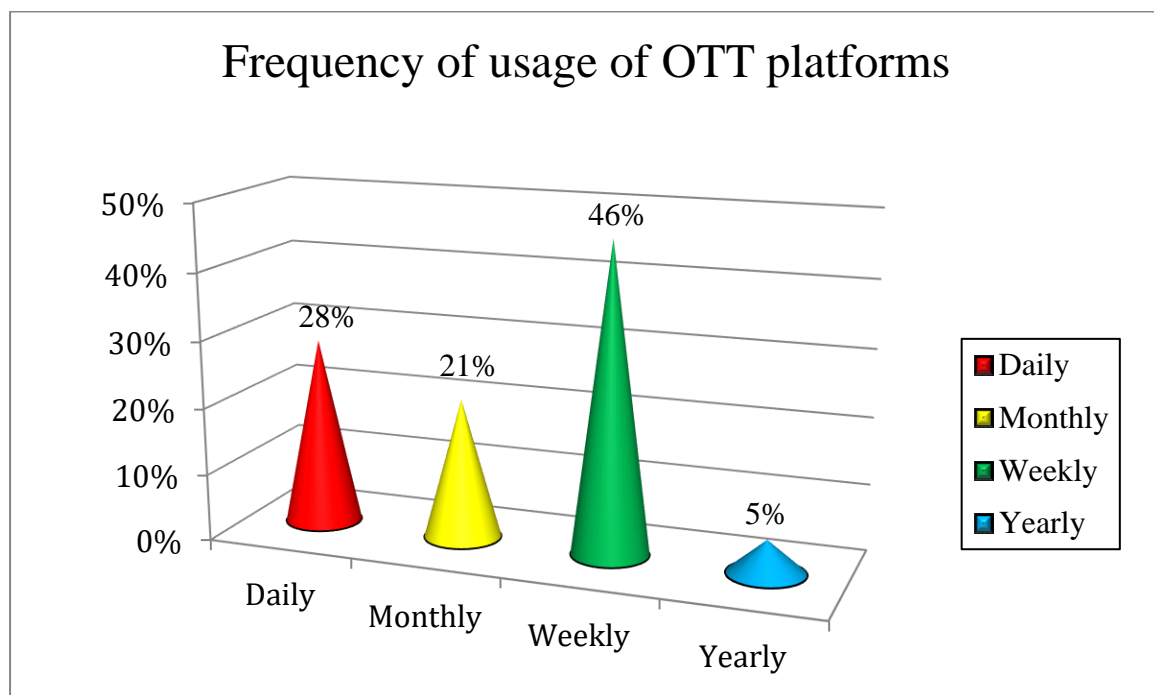
34% of the respondents use Disney+ Hotstar, 30% use Netflix, and 27% use Amazon Prime Video for OTT-based video consumption. These three streaming services are the market leaders in the Indian OTT market. Other streaming services used by respondents are Voot (7.5%), Zee5 (1.3%), and Sony Liv (0.6%).

3.7: Classification of Respondents based on Frequency of Usage

Table 3.7: Frequency of usage

PARTICULARS	NO. OF RESPONDENTS
Daily	28
Monthly	21
Weekly	46
Yearly	5
TOTAL	100

3.7: Analyzing the frequency of usage



Interpretation

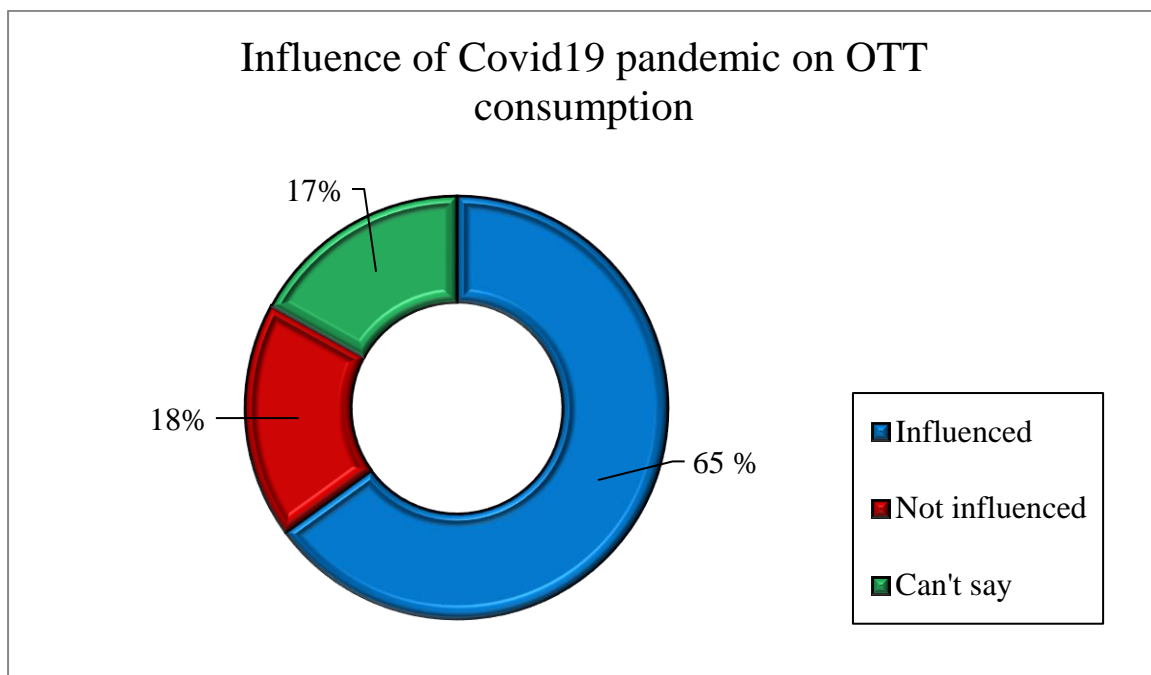
Most of the respondents (46%) use Ott platforms every week. 28% of respondents use it on a daily a monthly basisevery monthrespondents use yearly basis. Henceevery year most people prefer watching Ott based videos weekly.

3.8: Influence of Covid -19 Pandemicon OTT Consumption

Table 3.8: Opinion regarding the influence of COVID-19 on OTT consumption

PARTICULARS	NO. OF RESPONDENTS
Influenced	65
Not Influenced	18
Can't say	17
TOTAL	100

Figure 3.8: Analyzingthe influence of COVID-19 on OTT consumption



Interpretation

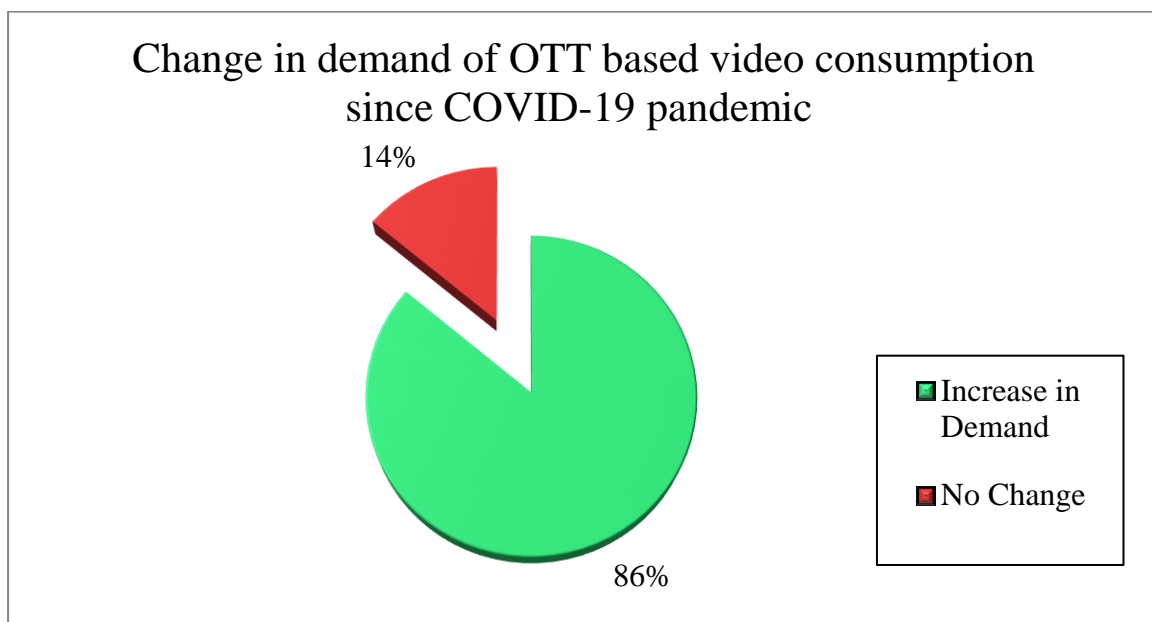
65% of the respondents think that the Covid-19 pandemic has influenced OTT consumption and 18% believe not influenced OTT consumption. So, the majority of the people feel that the pandemic has had an impact on the consumption of OTT-based videos in India.

3.9: Change in Demand of OTTbased Video Consumption since Covid -19 Pandemic

Table 3.9: Demand for OTT platforms since COVID-19

PARTICULARS	NO. OF RESPONDENTS
Increase in Demand	86
No Change	14
TOTAL	100

Figure 3.9: Analysing the demand forOTT platforms since COVID-19



Interpretation

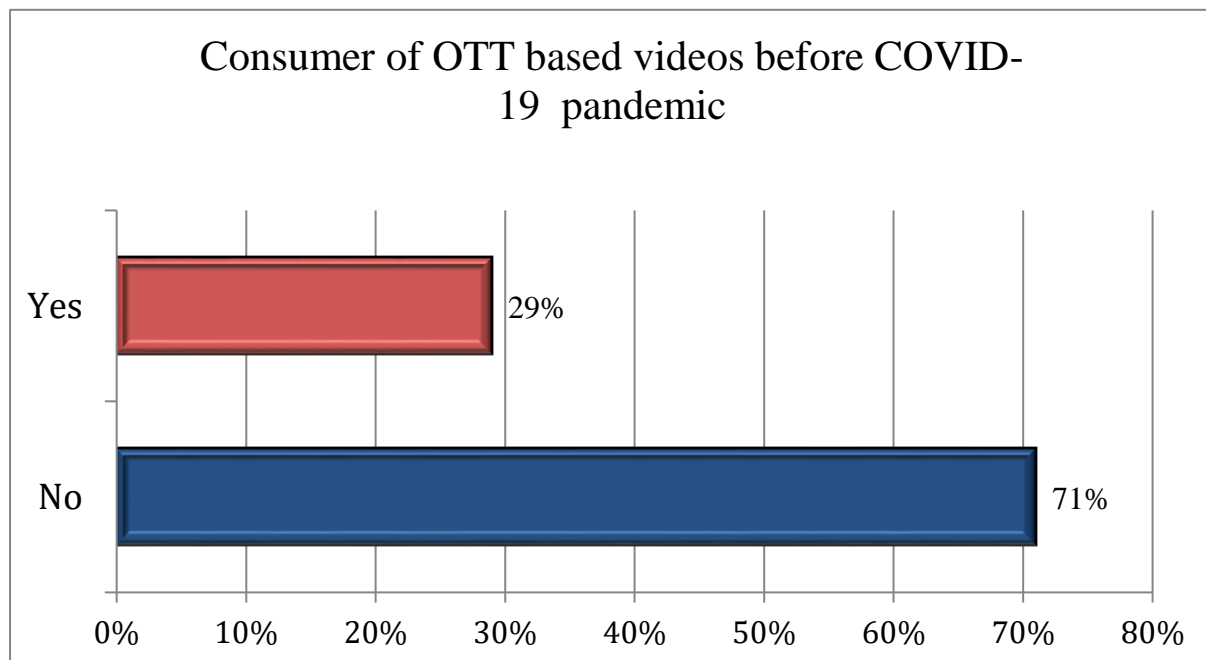
86% of respondents believe that the covid-19 pandemic has increased the demand for OTT platforms and OTT-based videos. 14% of respondents feel that Covid-19 has made no change on the demand of OTT platforms. It can be inferred that according to most people, the demand of OTT platforms has increased since the pandemic.

3.10: Consumers of OTT-Based Videos Before Covid -19 Pandemic

Table 3.10: Consumers of OTT platforms before Covid-19

PARTICULARS	NO. OF RESPONDENTS
Yes	29
No	71
TOTAL	100

Figure 3.10: Consumers of OTT platforms before COVID-19



Interpretation

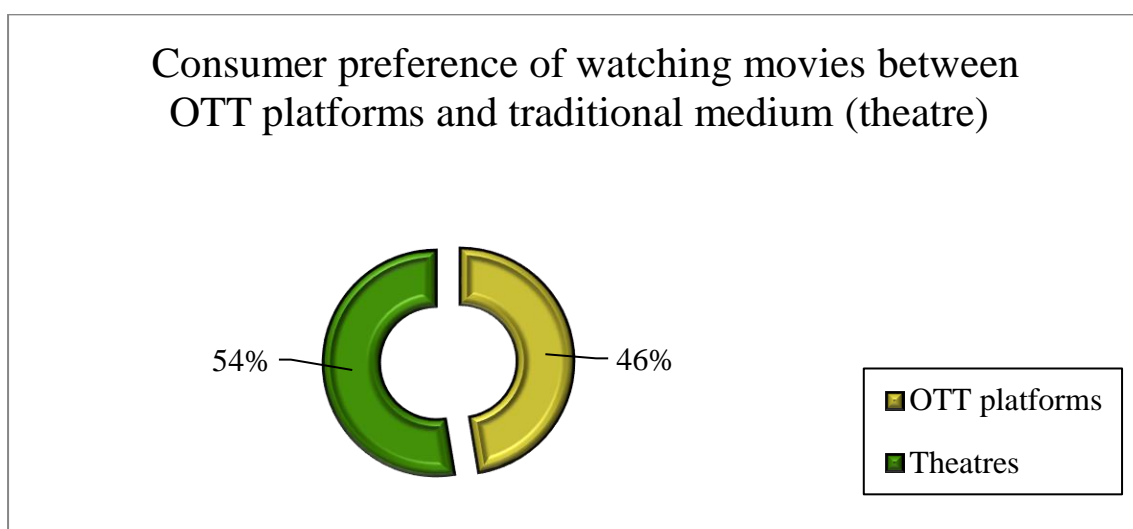
71% of the respondents were not subscribers of any OTT platforms before the covid-19 pandemic and 29% of respondents were subscribers even before the pandemic. Hence it can be inferred that lockdown due to the pandemic has influenced more people to subscribe to OTT platforms causing an increase in demand after the pandemic.

3.11: Preference for Watching Movies Between OTT Platforms and Theatres

Table 3.11: Consumer Preference between OTT Platforms and Theatres

PARTICULARS	NO. OF RESPONDENTS
OTT Platforms	46
Theatres	54
TOTAL	100

Figure 3.11: Consumer preference between OTT platforms and theatres



Interpretation

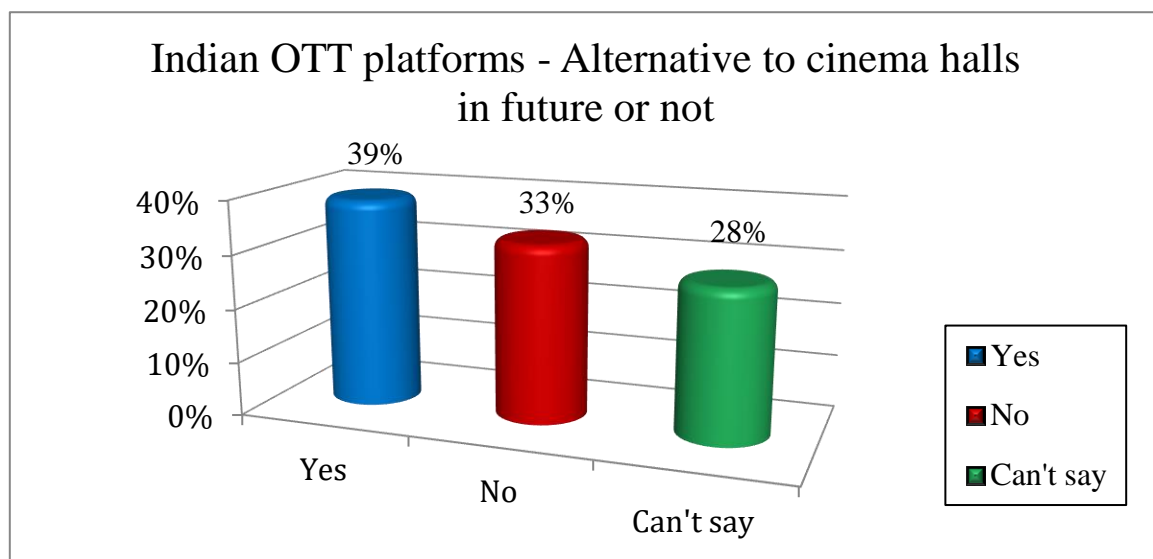
In the present scenario, 54% of the respondents prefer watching movies in theatres and 46% of the respondents prefer watching movies in OTT platforms. Hence, even though OTT platforms are more accessible and convenient, most people prefer experiencing new movies in the ambiance of theatres.

3.12: Indian OTT Platforms– An Alternative to Cinema Halls in the Future or Not

Table 3.12: Opinions regarding whether OTT platforms can be alternatives to cinema halls

PARTICULARS	NO. OF RESPONDENTS
Yes	39
No	33
Can't say	28
TOTAL	100

Figure 3.12: Analyzing whether OTT platforms can be alternatives to cinema halls



Interpretation

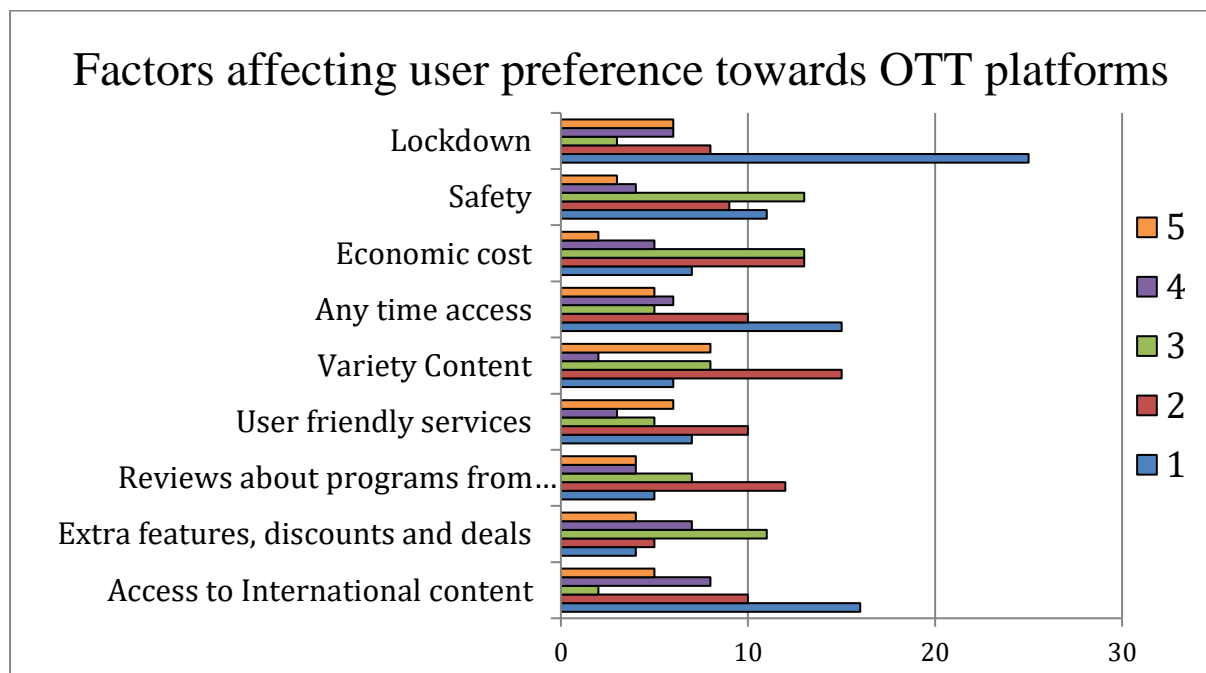
39% of the respondents feel that OTT platforms can be an alternative to cinema theatres in the future, 33% feel that OTT platforms cannot be such an alternative and the remaining 28% have a neutral opinion regarding the matter.

3.13: Factors Affecting User's Preference Towards OTT Platform

Table 3.13: Factors affecting user preference for OTT Platforms

Particulars	Number of respondents				
	1	2	3	4	5
Access to International content	16	10	2	8	5
Extra features, discounts, and deals	4	5	11	7	4
Reviews about programs from friends	5	12	7	4	4
User-friendly services	7	10	5	3	6
Variety Content	6	15	8	2	8
Any time access	15	10	5	6	5
Economic cost	7	13	13	5	2
Safety	11	9	13	4	3
Lockdown	25	8	3	6	6

Figure 3.13: Analyzing the factors affecting the preference of users on OTT platforms



Interpretation

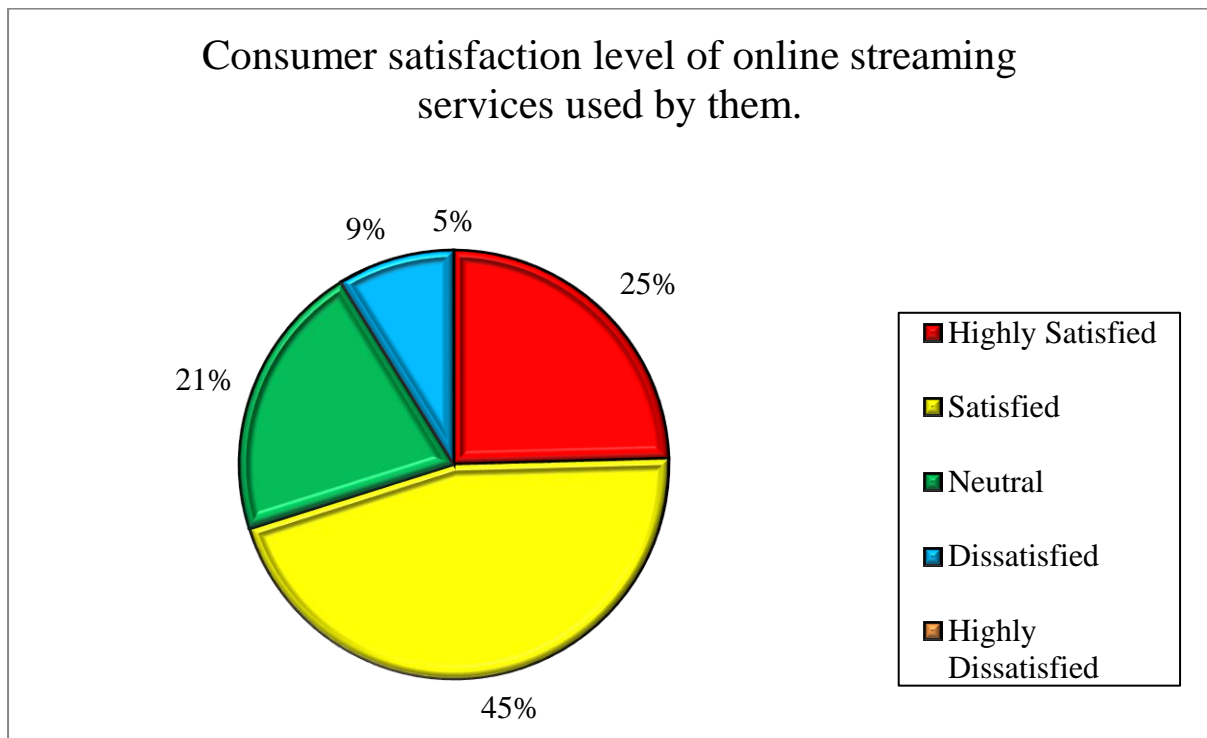
Among the various factors, 24x7 accessibility, variety of content, reviews, access to international content, and lockdown are the factors that contributed to the use of OTT platforms by a majority of the respondents.

3.14: Consumers' Satisfaction Level on Online Streaming Service

Table 3.14: Satisfaction Level of Current Service

PARTICULARS	NO. OF RESPONDENTS
Highly Satisfied	25
Satisfied	45
Neutral	21
Dissatisfied	9
Highly Dissatisfied	0
TOTAL	100

Figure 3.14: Analyzing the satisfaction level of current streaming service



Interpretation

Majority of the respondents (45%) are satisfied with their subscribed OTT platforms, 25% are highly satisfied, 21% are neutral regarding the matter and 9% are dissatisfied with their streaming service. Hence, most people are satisfied with the services received by them.

CHAPTER:4

FINDINGS, SUGGESTIONS AND CONCLUSION

4.1: Introduction

This chapter deals with the major findings of the study and makes some recommendations based on the findings. This chapter also presents the conclusion and scope for future research.OTT has experienced significant changes as a result of the emergence of the COVID-19 pandemic. OTT platforms have acquired popularity throughout all age groups in India in the last decade and even more since the Covid-19 lockdown period. The offering ring of international entertainment by OTT platforms has made them more widely accepted.

4.2: Objectives

The purpose of the study titled 'DEMAND OF OTT PLATFORMS PRE AND POST COVID-19 PANDEMIC' was to compare the degree of consumption of OTT platforms currently with that before the pandemic with regards to the degree of utilization, level of consumer satisfaction, and their insights concerning OTT platforms. The study focused on the demand for OTT platforms pre-post-COVID-19 in the Ernakulam district of Kerala. It attempted to accomplish the following objectives. They are:

- To study the pattern of use of OTT platforms by consumers before and after the COVID-19 outbreak.
- To ascertain the impact of COVID-19 on OTT platforms in Ernakulam district.
- To measure the level of consumer satisfaction towards OTT platforms.

4.3: Findings

The major findings are: -

a) Consumers' usage pattern of OTT platform pre and post-Covid post-Covid -19 outbreak

- Before the COVID-19 pandemic, only 21% of the respondents used OTT platforms. However, after the pandemic outbreak, approximately 79% of consumers shifted to OTT platforms for their entertainment needs. Only a small percentage used OTT after the pandemic outbreak it increased sufficiently
- The majority of consumers typically spend between INR 100 to INR 300 per month on their OTT subscription as this price range is perceived as reasonable by them
- The respondents use OTT platforms for a variety of reasons. The main ones are the access to international and diverse content, the convenience of anytime access, and the availability of an alternative to theatres due to lockdowns.

b) Impact of covid 19 on OTT platforms

- The most subscribed OTT platform is Disney+Hotstar (mainly because of the availability of diverse content including sports content such as live streaming of IPL) followed by Netflix (because of its affordability and the availability of good quality international content).
- After the pandemic there has been an increase in the use of OTT and subscription, because of the convenience
- Majority of the respondents believe that the COVID-19 pandemic has had an impact on OTT consumption while a smaller proportion disagrees with the idea.

c)Satisfaction level of consumers

- A significant portion of the respondents believes that OTT platforms could replace Cinema Theatres in the future, while another sizable portion disagrees with this notion.
- Even after the outbreak of the pandemic, consumers still prefer to watch movies in theatre's rather than on OTT platforms
- A significant number of consumers are content with the streaming service that they are using currently.

4.4:Suggestions

- Better and effective subscription plans are to be introduced to cope up with the needs of increasing users of OTT platforms.
- Collection of critical consumer feedback on OTT platforms would help maintain service excellence and retain subscribers.
- More attractive offers and promotions are to be made to ensure affordability to the increasing users of OTT platforms.
- Broadcast Broadcasts of more regional movies and shows should be made to cater to the needs of various OTT consumers.
- Promotion of OTT platforms in social media would help in acquiring new consumers.

4.5: Conclusion

In conclusion, the demand for OTT platforms in India has been on the rise, both before and after the COVID-19 pandemic. However, the pandemic has accelerated the growth of the industry significantly, as more and more people turned to online entertainment options during the lockdowns and restrictions.

Before the pandemic, the Indian OTT industry was already witnessing substantial growth, driven by factors such as increasing internet penetration and the rise of affordable smartphones. The market was highly competitive with both domestic and international players vying for a share of the market.

Post-pandemic, the demand for OTT platforms has continued to surge and the industry is expected to grow even further in the coming years. With an ever-increasing range of options available to viewers, the Indian OTT industry is poised to become one of the most dynamic and exciting markets globally.

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APPENDIX

**DEMAND OF OTT PLATFORMS:
PRE AND POST COVID-19**

QUESTIONNAIRE

1. Name

2. Age

15 – 25

25 – 35

35 – 45

45 – 55

55 – 65

65 and above

3. Gender

- Male
- Female
- Other

4. Employment Status

- Employed
- Unemployed

5. Are you a subscriber of any OTT platform?

- Yes
- No

6. How much do you spend on OTT platform subscriptions(per month)?

- 0 – 100
- 100 – 300
- 300 – 500
- 500 and above

7. What subscription streaming services do you or someone from your household pay for?

- Netflix
- Amazon Prime
- Disney + Hotstar

- VOOT
- Other – Specify

8. How often do you use OTT platforms?

- Daily
- Weekly
- Monthly
- Yearly

9. Has the pandemic influenced your OTT consumption?

- Yes
- No
- Can't say

10. Has the covid lockdown led to an increase in the habit of watching OTT based videos?

- Yes
- No

11. Were you a consumer of OTT-based videos before the COVID-19 pandemic?

- Yes
- No

12. Do you now prefer watching movies on OTT platforms or traditional mediums?

- OTT Platforms
- Theatres

13. Do you think Indian OTT platforms can be an alternative to cinema halls in the future?

- Yes
- No
- Can't say

14. Rank the factors affecting user preference for OTT platforms from 1 to 5 (1 being the highest rank and 5 being the lowest)

Particulars	1	2	3	4	5
Lockdown					
Safety					
Economic Cost					
Any time accesses					
Variety Content					
User-friendly services					
Reviews about programs from friends					
Extra features, discounts, and deals					
Access to International content					

15. Overall, I am content with the online streaming service that I am presently utilizing?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree