

Business Statistics (QM – 502)

Group Project Presentation

Under the guidance of
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Group 9

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"Research is to see what everybody else has seen and to think what nobody else has thought."

- Albert Szent-Gyorgyi

Idea Initiation for the Research

- ❑ To understand the buying pattern of rural Indians through e-commerce sites
- ❑ To study the perception of viewers towards regional content on OTT platforms
- ❑ To understand the buying behaviour of investors in Mutual Funds
- Finally, the idea that was finalized for the research was **“to study the perception of viewers towards regional content on OTT platforms”**
- ❖ To review the literature on the selected topic
- ❖ To conduct **unstructured interviews** as a **pilot survey**, to identify the variables
- ❖ **12** such interviews were conducted

Conceptualization of the Study

Literature Review provided us with two principal insights:

- ❑ **Regional** OTT content would be greater in proportion than **Hindi** content by 2025 (FICCI and EY Report, 2020) – regional content would comprise **53%** of new productions and viewership by 2025
- ❑ Regional platforms such as **Hoichoi** (Bengali), **Tarang Plus** (Odia), **Planet Marathi** (Marathi) etc. were investing significantly to upgrade their platforms and bring local productions into fore

12 unstructured interviews were conducted – which provide us with some key insights:

- ❖ Regional content is more relatable and gives a glimpse of the local culture
- ❖ Quality of content on regional OTT is an indication of progress in the state
- ❖ Subscribers remain emotionally connected to OTT content in the mother tongue
- ❖ Regional platforms have yet to gain traction in quality as compared to Hindi or international platforms
- ❖ Lack of quality content in every genre, poor acting skills and adapted storylines on regional platforms

Broad Objectives of the Study

A) To examine the usage of OTT platforms with respect to demographic factors

1. Does the usage vary across age?
2. Does the usage vary across gender?
3. Does the usage vary across income?
4. Does the usage vary across education level?
5. Does the usage vary across marital status?

B) To study the pattern of content consumption on OTT platforms

1. To find the popular devices used to watch content on OTT platforms
2. To find the most preferred OTT platform
3. To find the amount of time spent on OTT platforms
4. To determine the most popular type of content watched on OTT platforms
5. To find the willingness to pay for subscriptions on annual basis

C) To study the perception of viewers towards usage of OTT platforms

D) To study the viewing pattern of viewers in mother tongue as well as regional language

E) To study the perception of viewers towards regional content on OTT platforms

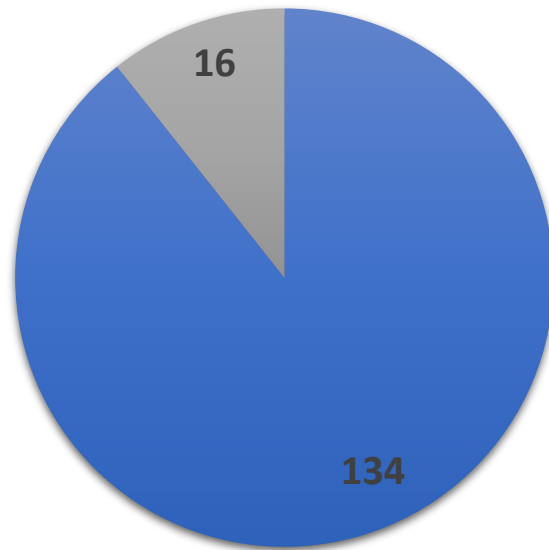
F) To study the relationship between regional content viewing and demographic factors

Overall Design of the Questionnaire and Data Collection

- The questionnaire was created on the basis of the **objectives** and **variables** identified
- Owing to severity of the **Covid-19** pandemic, the questionnaire was created by **Google Forms** and distributed online for responses
- The questionnaire comprised of 6 sections given below:
 - ❖ **Section 1:** If the respondent watches content on OTT platforms
 - ❖ **Section 2:** Details on content consumption on OTT platforms
 - ❖ **Section 3:** Respondents' Perception about OTT platforms
 - ❖ **Section 4:** Regional Content on OTT platforms
 - ❖ **Section 5:** Perception about Regional Content on OTT platforms
 - ❖ **Section 6:** Demographic Details of the Respondents
- The responses were collected over **15 days**, and the total number of responses received were **150**
- Each response was accompanied with the respondent's email address, as a **measure of authenticity** of the responses

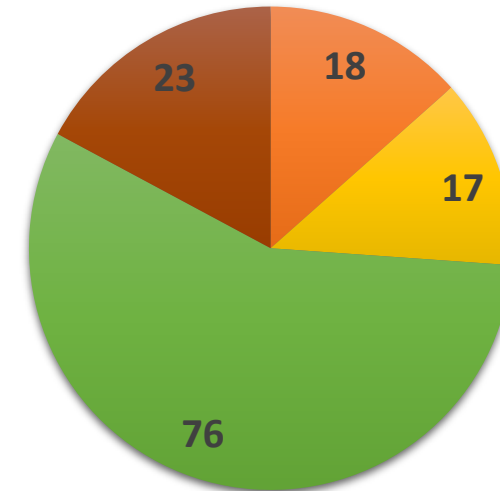
Descriptive Statistics

OTT Consumers among Respondents



■ Yes ■ No

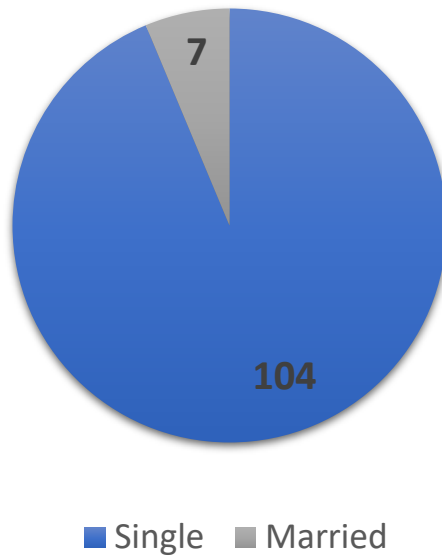
Regional content in Mother Tongue or apart from Mother Tongue



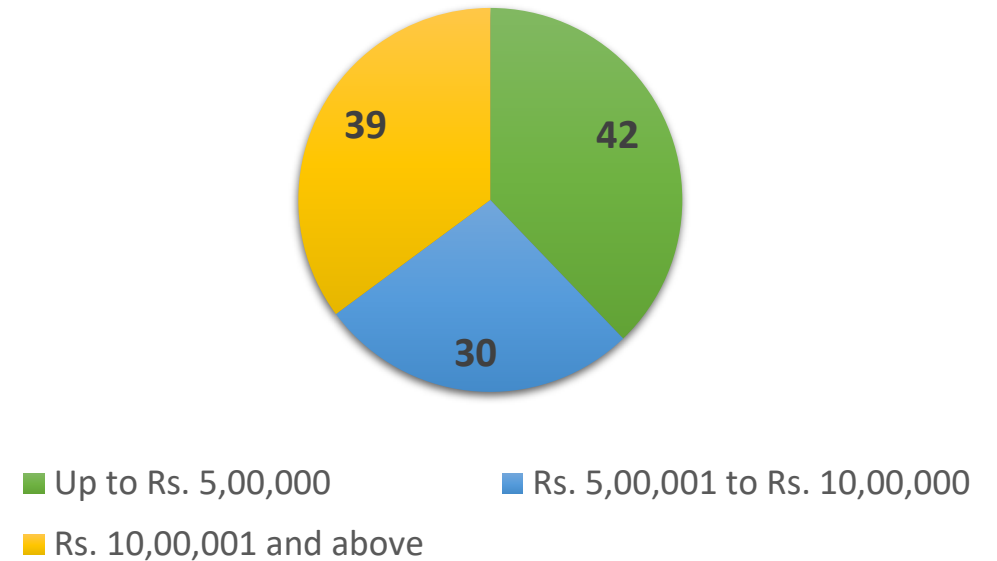
- In my mother tongue only
- In other regional languages apart from my mother tongue
- Both (A) and (B)
- None

Descriptive Statistics – Marital Status and Annual Household Income

Marital Status

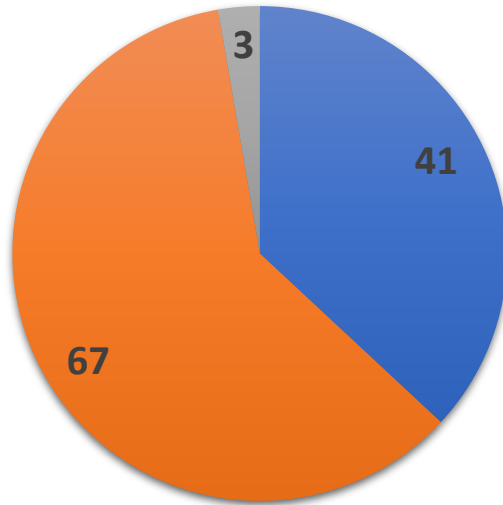


Annual Household Income



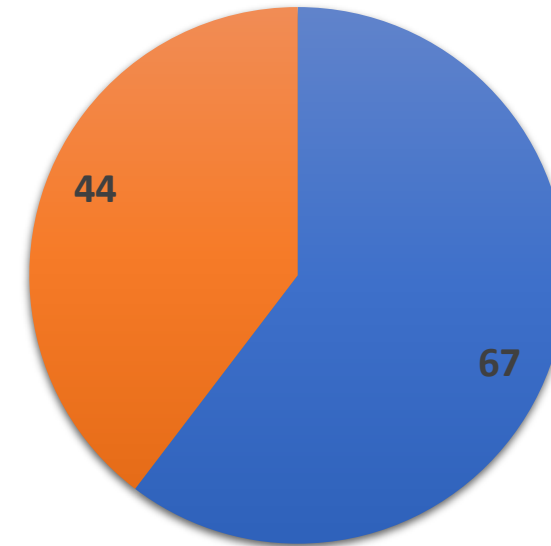
Descriptive Statistics – Age and Gender

Age



- Gen Z (Age 9-24)
- Millennials (Age 25-40)
- Gen X and Baby Boomers (Age 41-75)

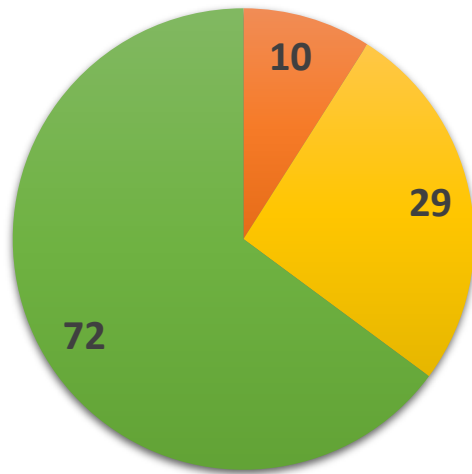
Gender



- Male
- Female

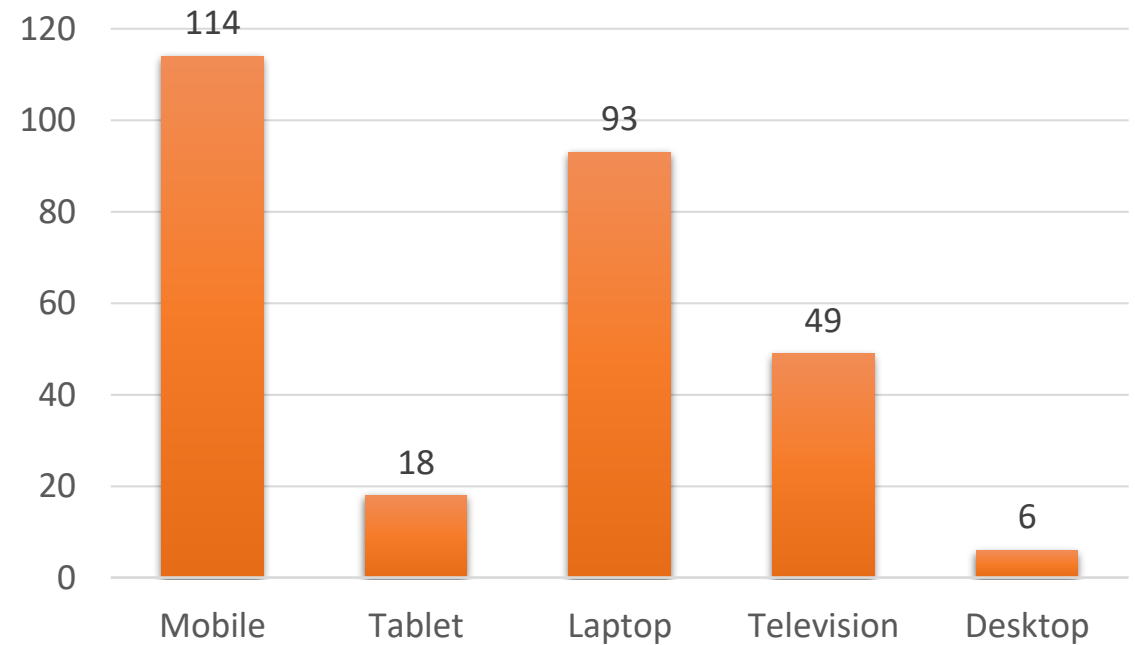
Descriptive Statistics – Education Level and Types of Devices

Education Level



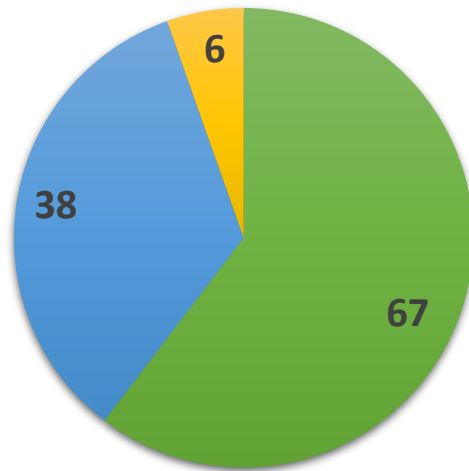
■ Less than graduation ■ Graduate ■ Postgraduate and above

Types of Devices



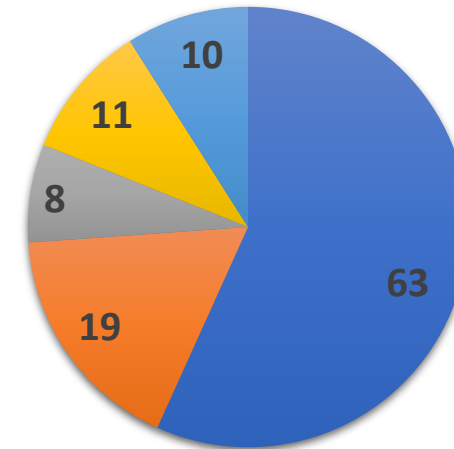
Descriptive Statistics – Duration and Willingness to Spend

Watch Duration/Day on OTT



■ Less than 2 hours ■ 2 to 4 hours ■ More than 4 hours

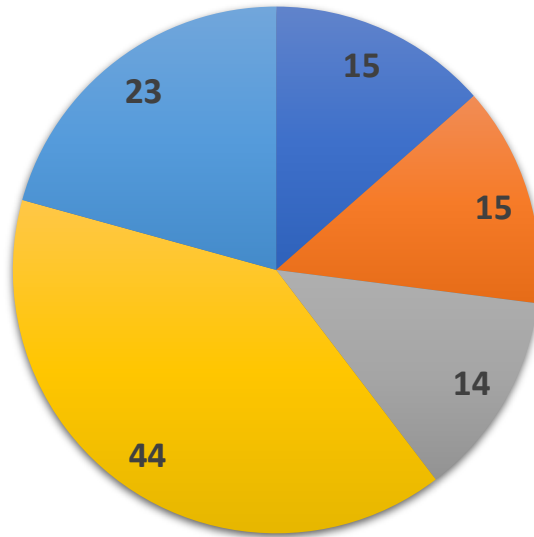
Preference to spend on Annual Subscriptions



■ Rs.0 to Rs. 1000 ■ Rs.1001 to Rs.2000
 ■ Rs.2000 to Rs.3000 ■ Rs.3001 and above
 ■ Gifted

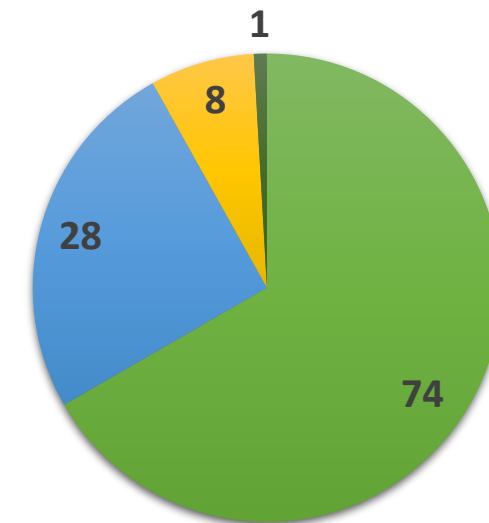
Descriptive Statistics – Regional Content and Mother Tongue Preference

Mother Tongue



■ Marathi ■ Bengali ■ Odiya ■ Hindi ■ Others

Percentage of Regional Content Watch



■ Less than 25% ■ 25% to 50%
■ 51% to 75% ■ More than 75%

Test 1

- **Objective:** To study the overall perception of users towards OTT platforms
- **Hypothesis**
 $H_0: \mu=3$
 $H_1: \mu>3$, where μ is the average perception score(for 12 factors) of all the users in the sample
- **n** = 111 users
- **d.f** = $n-1 = 111-1 = 110$
- **Tool Utilized:** One Sample t test

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AP	14.728	110	.000	.58934	.5100	.6686

Calculation for Average Perception(AP) Score

Factors considered:

- 1) Unfiltered content
- 2) Disturbance from advertisements
- 3) Multiple device support
- 4) No cinematic experience
- 5) Convenience
- 6) 24x7 content availability
- 7) No discount on subscription
- 8) New Talent
- 9) Security of data
- 10) Original Content
- 11) High quality streaming
- 12) Intention to spend time

AP Score = \sum Perception score of person I for factor j / 12

Where I runs from 1 to 111

Where j runs from 1 to 12

Inference

- Obtained Probability value(p value) = 0.000
- For one tailed test p value = $0.000/2 = 0.000$
- $\alpha = 0.05$
- Since p value $< \alpha$, we reject H_0
- The test is significant
- Hence, average perception of users towards OTT platforms is positive

Test 2

- **Objective:** To study the perception of users towards OTT platforms for individual factors

- **Hypothesis**

$H_0: \mu=3$

$H_1: \mu>3$, where μ is the average perception score of users, per factor

- $n = 111$ users
- $d.f = n-1 = 111-1 = 110$
- **Tool Utilized:** One Sample t test

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Unfiltered content	3.445	110	.001	.360	.15	.57
support watching content on multiple devices	13.511	110	.000	1.171	1.00	1.34
convenient access	16.755	110	.000	1.432	1.26	1.60
24*7 availability	25.226	110	.000	1.640	1.51	1.77
promotes newer talent	12.396	110	.000	1.045	.88	1.21
Secured consumer data	-.944	110	.347	-.090	-.28	.10
originality in content	8.234	110	.000	.730	.55	.91
High Quality streaming	13.366	110	.000	1.171	1.00	1.34
Addiction to OTT content	3.594	110	.000	.459	.21	.71
Disturbance due to advertisement	-6.177	110	.000	-.74775	-.9877	-.5078
Do not give cinematic experience	.159	110	.874	.01802	-.2060	.2420
No discounts on subscription	-1.112	110	.269	-.11712	-.3259	.0916

Inference

- $\alpha = 0.05$
- For one tailed test $p \text{ value} = \text{sig.}(2\text{-tailed})/2$
- Test is insignificant for factors
 - ☐ Secured Consumer data($p \text{ value} = 0.1735$)
 - ☐ Do not give cinematic experience ($p \text{ value} = 0.437$)
 - ☐ No discounts on subscriptions ($p \text{ value} = 0.1345$)
- Since $p \text{ value} > \alpha$ for above 3 factors , we accept H_0

Hence, a positive perception of OTT platforms by users is observed for factors

- ☐ Unfiltered content
- ☐ support watching content on multiple devices
- ☐ convenient access
- ☐ 24*7 availability
- ☐ promotes newer talent
- ☐ originality in content
- ☐ High Quality streaming
- ☐ Addiction to OTT content

Test 3

- **Objective:** To study if the perception of male and female users towards OTT platforms for individual factors are same
- **Hypothesis**
 - H0: $\mu_1 = \mu_2$
 - H1: $\mu_1 \neq \mu_2$, where μ_1 is the average perception score of male users, per factor and where μ_2 is the average perception score of female users, per factor and
- **n1** = male users = 67
- **n2** = female users = 44
- **d.f** = $n_1 + n_2 - 2 = 67 + 44 - 2 = 109$
- **Tool Utilized:** Independent Sample t test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Unfiltered content	Equal variances assumed	.915	.341	2.689	109	.008	.559	.208	.147	.972
	Equal variances not assumed			2.693	92.618	.008	.559	.208	.147	.972
support watching content on multiple devices	Equal variances assumed	.472	.494	1.177	109	.242	.208	.177	-.142	.559
	Equal variances not assumed			1.154	85.904	.252	.208	.180	-.150	.567
convenient access	Equal variances assumed	3.999	.048	2.197	109	.030	.378	.172	.037	.718
	Equal variances not assumed			2.060	72.381	.043	.378	.183	.012	.743
24*7 availability	Equal variances assumed	4.863	.030	2.355	109	.020	.307	.130	.049	.565
	Equal variances not assumed			2.323	87.855	.022	.307	.132	.044	.569
promotes newer talent	Equal variances assumed	.001	.971	1.760	109	.081	.301	.171	-.038	.639
	Equal variances not assumed			1.743	89.071	.085	.301	.172	-.042	.643
Secured consumer data	Equal variances assumed	.292	.590	1.167	109	.246	.227	.195	-.159	.613
	Equal variances not assumed			1.215	103.316	.227	.227	.187	-.144	.598
originality in content	Equal variances assumed	2.579	.111	2.134	109	.035	.381	.178	.027	.734
	Equal variances not assumed			2.051	79.684	.044	.381	.186	.011	.750
High Quality streaming	Equal variances assumed	.947	.333	2.941	109	.004	.509	.173	.166	.853
	Equal variances not assumed			2.792	75.930	.007	.509	.182	.146	.873
Addiction to OTT content	Equal variances assumed	1.751	.188	-.688	109	.493	-.180	.262	-.699	.339
	Equal variances not assumed			-.703	98.613	.484	-.180	.256	-.689	.329
Disturbance due to advertisement	Equal variances assumed	.625	.431	-.440	109	.661	-.10923	.24840	-.60155	.38309
	Equal variances not assumed			-.450	98.827	.654	-.10923	.24291	-.59122	.37277
Do not give cinematic experience	Equal variances assumed	1.319	.253	-.196	109	.845	-.04545	.23207	-.50541	.41450
	Equal variances not assumed			-.192	86.564	.848	-.04545	.23621	-.51497	.42406
No discounts on subscription	Equal variances assumed	.656	.420	-1.077	109	.284	-.23168	.21519	-.65818	.19482
	Equal variances not assumed			-1.043	82.084	.300	-.23168	.22217	-.67364	.21028

Inference

- $\alpha = 0.05$
- Test is significant for factors

Factor	P value (F test)	Equality of variances	P value(t test)
Unfiltered content	0.341	Yes	0.008
24x7 availability of content	0.030	No	0.022
Convenient access	0.048	No	0.043
Originality in content	0.111	Yes	0.035
High quality streaming	0.333	Yes	0.004

Hence, an unequal perception of OTT platforms by male and female users is observed for factors

- Unfiltered Content
- 24x7 availability of content
- Convenient access
- Originality in content
- High quality streaming

Test 4

- **Objective:** To study the overall perception of users towards regional content OTT platforms

- **Hypothesis**

$H_0: \mu=3$

$H_1: \mu>3$, where μ is the average perception score(for 12 factors) of all the users in the sample

- **n** = 111 users
- **d.f** = $n-1 = 111-1 = 110$
- **Tool Utilized:** One Sample t test

Calculation for Average Perception(AP) Score

Factors considered:

- Sense of familiarity
- **Progress of state**
- Own taste and charm
- **Overtly sexualised**
- **Poor acting skills**
- Watch with family
- Multilingual platforms
- **No quality content**
- Regional content more entertaining
- Contemporary changes in society
- **Copies storylines**
- Emotional connection

AP Score = \sum Perception score of person I for factor j / 12

Where I runs from 1 to 111

Where j runs from 1 to 12

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AP_R	6.262	110	.000	.27252	.1863	.3588

Inference

- Obtained Probability value(p value) = 0.000
- For one tailed test p value = $0.000/2 = 0.000$
- $\alpha = 0.05$
- Since p value $< \alpha$, we reject H_0
- The test is significant
- Hence, average perception of users towards regional content on OTT platforms is positive

Test 5

- **Objective:** To study the perception of users towards regional content on OTT platforms for individual factors

- **Hypothesis**

H0: $\mu=3$

H1: $\mu>3$, where μ is the average perception score of users, per factor

- **n** = 111 users
- **d.f** = $n-1 = 111-1 = 110$
- **Tool Utilized:** One Sample t test

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Local Culture	5.884	110	.000	.532	.35	.71
Progresss of State	3.875	110	.000	.360	.18	.54
Regional Taste and Charm	7.605	110	.000	.694	.51	.87
family content	-.679	110	.498	-.072	-.28	.14
preference to watch regional content on multilingual OTT platforms	5.011	110	.000	.505	.30	.70
regional entertaining than global content	-1.237	110	.219	-.117	-.30	.07
Portraying contemporary changes in society	5.467	110	.000	.468	.30	.64
Emotional connect to content in mother tongue	2.158	110	.033	.234	.02	.45
Overt sexualization	.529	110	.598	.05405	-.1486	.2567
No Content in every genre	-.265	110	.791	-.02703	-.2291	.1750
Copies mainstream content	-.344	110	.731	-.03604	-.2435	.1715

Inference

- $\alpha = 0.05$
- For one tailed test p value = sig.(2-tailed)/2
- Test is insignificant for factors
 - ☐ Family content(p value = 0.249)
 - ☐ Regional content more entertaining than global (p value = 0.1095)
 - ☐ Overt sexualization(p value = 0.299)
 - ☐ No content in every genre(p value = 0.3955)
 - ☐ Copies mainstream content(p value = 0.3655)
- Since p value > α for above factors , we accept H₀

Hence, a positive perception of regional content on OTT platforms by users is observed for factors

- ☐ Local Culture
- ☐ Progress of State
- ☐ Regional Taste and Charm
- ☐ preference to watch regional content on multilingual OTT platforms
- ☐ Portraying contemporary changes in society
- ☐ Emotional connect to content in mother tongue

Test 6

- **Objective:** To study if the perception of male and female users towards regional OTT platforms for individual factors are same
- **Hypothesis**
 - H0: $\mu_1 = \mu_2$
 - H1: $\mu_1 \neq \mu_2$, where μ_1 is the average perception score of male users, per factor and
where μ_2 is the average perception score of female users, per factor and
- **n1** = male users = 67
- **n2** = female users = 44
- **d.f** = $n_1 + n_2 - 2 = 67 + 44 - 2 = 109$
- **Tool Utilized:** Independent Sample t test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Local Culture	Equal variances assumed	.106	.746	2.590	109	.011	.466	.180	.110	.823
	Equal variances not assumed			2.529	84.633	.013	.466	.184	.100	.833
Progresss of State	Equal variances assumed	1.118	.293	.169	109	.866	.032	.191	-.346	.411
	Equal variances not assumed			.173	99.416	.863	.032	.186	-.337	.402
Regional Taste and Charm	Equal variances assumed	.008	.928	.912	109	.364	.170	.187	-.200	.540
	Equal variances not assumed			.917	93.670	.361	.170	.186	-.198	.539
family content	Equal variances assumed	1.459	.230	-1.072	109	.286	-.232	.217	-.662	.197
	Equal variances not assumed			-1.082	94.988	.282	-.232	.215	-.659	.194
preference to watch regional content on multilingual OTT platforms	Equal variances assumed	.287	.593	1.321	109	.189	.271	.205	-.136	.678
	Equal variances not assumed			1.294	85.650	.199	.271	.209	-.145	.687
regional entertaining than global content	Equal variances assumed	.014	.906	1.736	109	.085	.333	.192	-.047	.713
	Equal variances not assumed			1.785	100.210	.077	.333	.187	-.037	.703
Portraying contemporary changes in society	Equal variances assumed	.953	.331	-.083	109	.934	-.015	.176	-.363	.334
	Equal variances not assumed			-.081	83.713	.936	-.015	.181	-.374	.345
Emotional connect to content in mother tongue	Equal variances assumed	.525	.470	-.117	109	.907	-.026	.223	-.468	.416
	Equal variances not assumed			-.118	94.515	.906	-.026	.221	-.465	.413
Overt sexualization	Equal variances assumed	2.765	.099	.247	109	.805	.05190	.20995	-.36422	.46801
	Equal variances not assumed			.254	99.817	.800	.05190	.20458	-.35399	.45779
poor acting skills	Equal variances assumed	.002	.962	-.049	109	.961	-.01018	.20889	-.42419	.40384
	Equal variances not assumed			-.048	88.134	.962	-.01018	.21156	-.43060	.41025
No Content in every genre	Equal variances assumed	.013	.909	-.937	109	.351	-.19539	.20855	-.60872	.21795
	Equal variances not assumed			-.931	90.002	.355	-.19539	.20997	-.61253	.22175
Copies mainstream content	Equal variances assumed	.576	.449	1.852	109	.067	.39213	.21173	-.02750	.81177
	Equal variances not assumed			1.894	98.815	.061	.39213	.20706	-.01872	.80298

Inference

- $\alpha = 0.05$
- Test is significant for factors

Factor	P value (F test)	Equality of variances	P value(t test)
Local Culture	0.746	Yes	0.0055
Regional entertaining than global content	0.906	Yes	0.0425
Copies mainstream content	0.449	Yes	0.0335

Hence, an unequal perception of OTT platforms by male and female users is observed for factors

- Local Culture
- Regional entertaining than global content
- Copies mainstream content

Test 7

Objective: To study if a user's willingness to spend on OTT subscriptions is dependent on their age

Hypothesis:

H0: A user's willingness to spend on OTT subscriptions and their age are independent

H1: A user's willingness to spend on OTT subscriptions and their age are not independent

n = 108 users

d.f = (r-1)*(c-1) = 4

Age categorization: Gen Z (9 – 24)

Millennials (25 – 40)

Tool Utilized: Chi Square tests using cross tabs

GenZ and Mill * Preference to spend on annual subscription Crosstabulation

Count		Preference to spend on annual subscription					Total
		Rs.0 to Rs. 1000	Rs.1001 to Rs.2000	Rs.2000 to Rs.3000	Rs.3001 and above	Gifted	
GenZ and Mill	GenZ	24	8	1	3	5	41
	Mill	38	11	6	8	4	67
Total		62	19	7	11	9	108

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.536 ^a	4	.472
Likelihood Ratio	3.775	4	.437
Linear-by-Linear Association	.002	1	.967
N of Valid Cases	108		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.66.

Inference

- Obtained Probability value(p value) = 0.472
- For one tailed test p value = $0.472/2 = 0.236$
- $\alpha = 0.05$
- Since p value $> \alpha$, we accept H_0
- The test is insignificant
- Hence, a user's willingness to spend on OTT subscriptions and their age are independent of each other.

Test 8

Objective: To study if a user's percentage time spent on OTT platforms is dependent on their age

Hypothesis:

H0: A percentage time spent on OTT platforms and their age are independent

H1: A percentage time spent on OTT platforms and their age are not independent

n = 108 users

d.f = (r-1)*(c-1) = 4

Age categorization: Gen Z (9 – 24)

Millennials (25 – 40)

Tool Utilized: Chi Square tests using cross tabs

GenZ and Mill * Percentage time spent on OTT by categories Crosstabulation

Count		Percentage time spent on OTT by categories				Total
		Less than 25%	25% to 50%	51% to 75%	More than 75%	
GenZ and Mill	GenZ	27	12	2	0	41
	Mill	45	16	5	1	67
Total		72	28	7	1	108

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.165 ^a	3	.761
Likelihood Ratio	1.515	3	.679
Linear-by-Linear Association	.107	1	.744
N of Valid Cases	108		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .38.

Inference

- Obtained Probability value(p value) = 0.761
- For one tailed test p value = $0.472/2 = 0.3805$
- $\alpha = 0.05$
- Since p value $> \alpha$, we accept H_0
- The test is insignificant
- Hence, a user's percentage time spent on OTT platforms and their age are independent of each other.

Test 9

Objective: To study whether proportion of male using mobile devices to watch OTT content is equal to proportion of female using mobile devices to watch OTT content

H_0 : Proportion of male using mobile devices to watch OTT content is equal to proportion of female using mobile devices to watch OTT content

H_1 : Proportion of male using mobile devices to watch OTT content is not equal to proportion of female using mobile devices to watch OTT content

		Not using mobile devices	Using mobile devices	Total
Gender	Male	7	60	67
	Female	6	38	44
		13	98	111

$$\bar{P}_1 = \frac{60}{67} = 0.895$$

$$n_1 = 67$$

$$\bar{P}_2 = \frac{38}{44} = 0.805$$

$$n_2 = 44$$

$$\hat{P} = \frac{60+38}{111} = 0.883 \quad \hat{q} = 0.117$$

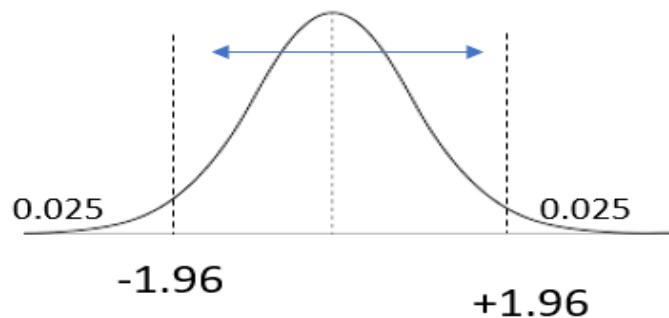
$$\sigma_{\bar{P}_1 - \bar{P}_2} = \sqrt{0.883 * 0.117 * \left(\frac{1}{67} + \frac{1}{44}\right)}$$

$$Z = \frac{0.895 - 0.864}{0.0624} = 0.4968$$

Considering $\alpha = 0.05$

We Accept H_0

$$\begin{aligned} &P(z > 0.4968) + P(Z < 0.4968) \\ &= 2 P(z > 0.4968) \\ &= 2 * 0.1879 \\ &= 0.3758 \end{aligned}$$



Test 10

Objective: To study whether the duration of OTT users watching online content is not independent of the mobile device used

H_0 : The duration of OTT users watching online content is independent upon the mobile device used to watch the content

H_1 : The duration of OTT users watching online content is not independent upon the mobile device used to watch the content

Crosstab

Count

		per day duration on OTT			Total
		Less than 2 hours	2 to 4 hours	More than 4 hours	
Device - Mobile	not using mobile to watch OTT	12	1	0	13
	Using Mobile to watch OTT	55	37	6	98
Total		67	38	6	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.316 ^a	2	.043
Likelihood Ratio	7.940	2	.019
Linear-by-Linear Association	5.724	1	.017
N of Valid Cases	111		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .70.

Considering $\alpha = 0.05$, the value of chi-square ($\chi^2 = 6.316$) is significant

Thus, **we accept H_1**

Test 11

Objective: Testing for equality of proportion of people watching regional content in 4 of our major sample size languages.

$$H_0: p_1 = p_2 = p_3 = p_4$$

In my mothertongue only * Language coding Crosstabulation

Count

		Language coding				Total
		Marathi	Bengali	Odiya	Hindi	
In my mothertongue only	Not watching regional content in my mother tongue only	14	14	13	30	71
	Watching regional content my mother tongue only	1	1	1	14	17
Total		15	15	14	44	88

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.823 ^a	3	.032
Likelihood Ratio	9.438	3	.024
Linear-by-Linear Association	6.679	1	.010
N of Valid Cases	88		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.70.

Considering $\alpha = 0.05$, the value of chi-square ($\chi^2 = 8.823$) is significant

Thus, **we accept H_1**

Test 12

Objective: To examine the mean of OTT users' age difference across the duration of watching OTT content

Where:

μ_1 = mean of OTT users' age watching content for the duration of less than 2 hours

μ_2 = mean of OTT users' age watching content for the duration 2 hours to 4 hours

μ_3 = mean of OTT users' age watching content for the duration more than 2 hours

Descriptives

AGE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 2 hours	67	27.13	7.451	.910	25.32	28.95	21	72
2 to 4 hours	38	25.87	6.055	.982	23.88	27.86	20	55
More than 4 hours	6	24.83	2.563	1.046	22.14	27.52	21	29
Total	111	26.58	6.816	.647	25.29	27.86	20	72

ANOVA

AGE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.133	2	29.066	.621	.539
Within Groups	5052.966	108	46.787		
Total	5111.099	110			

At $\alpha = 0.05$ the obtained P-value is 0.539, which greater than 0.05

Thus, we accept H_0

Regression Test 1

Objective :

To estimate the linear regression of the **preference to watch General OTT platforms** on variables like:-

- i) Support for watching content on multiple devices
- ii) Security of consumer data
- iii) Quality of streaming
- iv) Impact of advertisement
- v) Impact of not providing cinematic experience
- vi) Impact of not providing the discounts

Dependent Variable:

Y = preference to watch General OTT platforms

Independent Variable:

x1 = watching content on multiple devices
x2 = Security of consumer data
x3 = Quality of streaming
x4 = showing advertisement
x5 = giving cinematic experience
x6 = providing the discounts

Output

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.239	.195	1.208

a. Predictors: (Constant), No discounts on subscription, Secured consumer data, Do not give cinematic experience, High Quality streaming, Disturbance due to advertisement, support watching content on multiple devices

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.382	.926		1.493	.139
	support watching content on multiple devices	.258	.148	.175	1.740	.085
	Secured consumer data	.256	.115	.191	2.225	.028
	High Quality streaming	.275	.145	.188	1.897	.061
	Disturbance due to advertisement	-.236	.094	-.224	-2.525	.013
	Do not give cinematic experience	-.099	.101	-.088	-.988	.326
	No discounts on subscription	-.020	.106	-.017	-.192	.848

a. Dependent Variable: Addiction to OTT content

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.702	6	7.950	5.445	.000 ^b
	Residual	151.865	104	1.460		
	Total	199.568	110			

a. Dependent Variable: Addiction to OTT content

b. Predictors: (Constant), No discounts on subscription, Secured consumer data, Do not give cinematic experience, High Quality streaming, Disturbance due to advertisement, support watching content on multiple devices

Regression Equation :

$$Y = 1.382 + 0.258 * x_1 + 0.256 * x_2 + 0.275 * x_3 - 0.236 * x_4 - 0.99 * x_5 - 0.20 * x_6$$

Interpretation of R square: (Significant)

The value of R square is 0.239, indicating that 23.9% of the variations in the **preference to watch General OTT platforms** are explained by the:-

- Support for watching content on multiple devices
- Security of consumer data
- Quality of streaming
- Impact of advertisement
- Impact of not providing cinematic experience
- Impact of not providing the discounts

Regression Test 2

Objective :

To estimate the linear regression of the **preference to watch Regional content on OTT platforms** on variables like:-

- i) Presence of Local Culture in Regional content
- ii) Showing Progress of State in the Regional content
- iii) Regional Taste and Charm in the content
- iv) Regional content entertaining than global content
- v) Existence emotional connect to content in mother tongue
- vi) Presence of Overt sexualized content

Dependent Variable:

Y = preference to watch Regional content on OTT platforms

Independent Variable:

x1 = Local Culture
x2 = Progress of State
x3 = Regional Taste and Charm
x4 = regional content entertaining than global content
x5 = Emotional connect to content in mother tongue
x6 = Overt sexualization

Output

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.502	.474	.769

a. Predictors: (Constant), Overt sexualization, Local Culture, Emotional connect to content in mother tongue, Regional Taste and Charm, Progresss of State, regional entertaining than global content

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.802	.471		1.703	.092
	Local Culture	.165	.098	.148	1.685	.095
	Progresss of State	.000	.093	.000	.003	.998
	Regional Taste and Charm	.378	.094	.343	4.007	.000
	regional entertaining than global content	.366	.094	.345	3.884	.000
	Emotional connect to content in mother tongue	.034	.081	.037	.421	.675
	Overt sexualization	-.146	.073	-.148	-2.012	.047

a. Dependent Variable: preference to watch regional content on multilingual OTT platforms

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.178	6	10.363	17.504	.000 ^b
	Residual	61.570	104	.592		
	Total	123.748	110			

a. Dependent Variable: preference to watch regional content on multilingual OTT platforms

b. Predictors: (Constant), Overt sexualization, Local Culture, Emotional connect to content in mother tongue, Regional Taste and Charm, Progresss of State, regional entertaining than global content

Regression Equation :

$$Y = 0.802 + 0.165 * x_1 + 0.000 * x_2 + 0.378 * x_3 + 0.366 * x_4 + 0.034 * x_5 - 1.46 * x_6$$

Interpretation of R square (Significant):

The value of R square is 0.502, indicating that 50.2% of the variations in the **preference to watch Regional content on OTT platforms** are explained by the:-

- Presence of Local Culture in Regional content
- Showing Progress of State in the Regional content
- Regional Taste and Charm in the content
- Regional content entertaining than global content
- Existence emotional connect to content in mother tongue
- Presence of Overt sexualized content

Thank You