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PERCEPTUAL MAPPING OF ONLINE VIDEO STREAMING PLATFORM IN INDIA

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ABSTRACT

In 2020, online video streaming platforms (OVSP), also known as OTT platforms, have seen massive growth due to pandemic-induced lockdown in India. This research explores the perceived usage and perceived satisfaction of the OVSPs in India. The multidimensional scaling technique is used to analyse the data collected from 265 college students. The findings of the study indicate the relative market position of the OVSPs currently operating in India. This research will provide strategic insights to the streaming platform sin positioning or repositioning their offering in this increasingly competitive scenario. The findings show that the top OVSP Netflix and Amazon Prime Video are maintaining their superiority in the minds of consumers. While Amazon Prime Video is rated as value for money, Netflix is considered to be highly-priced. Disney+Hotstar and Sony Live are distinctive and mainstream; VOOT and Zee5 are popular due to their soap genre.

KEYWORDS: *Online Streaming, OTT, Netflix, Amazon Prime Video, Disney Hot Star, Multidimensional Scaling, Positioning Map, Perceptual Mapping.*

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