Report On

OTT Platform's Adoption of Mobile Applications for Business Sustainability for Users: A Case of Beximco Communications Limited (Akash DTH)

By

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18204091

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
July 2023

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Student Full Name: MD.NAFIUE-BIN-SHAHID
Student ID : 18204091

Supervisor's Full Name & Signature:

_____

Supervisor Full Name: Ms. NUSRAT HAFIZ
Lecturer,
BRAC BUSINESS SCHOOL
BRAC UNIVERSITY

Letter of Transmittal

NUSRAT HAFIZ

Lecturer,

BRAC BUSINESS SCHOOL,

BRAC University

66 Mohakhali, Dhaka-1212

Subject: submission of report based on OTT Platform's Adoption of Mobile Applications for Business Sustainability for Users: A Case of Beximco Communications Limited (Akash DTH)

Dear Madam,

I am very grateful to you for presenting herewith the internship report, as partial fulfillment of the Bachelor of Business Administration (BBA) program requirement. Here I present to you the **"OTT Platform's Adoption of Mobile Applications for Business Sustainability for Users: A Case of Beximco Communications Limited (Akash DTH)"** as my internship report on my work experience and case study while working at Beximco Communications Ltd. (Gulshan-1) under your supervision.

It is a pleasure to me to complete the report successfully and submit this on the findings and analysis conducted by me during the period of my internship.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant, compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

_____

MD.NAFIUE-BIN-SHAHID

Student ID: 18204091

BRAC Business School

BRAC University

Date: 20th July, 2023

Acknowledgement

After completing this report I am very grateful to some person for the assistance that I got for writing it and making it possible to work as an intern at the organization.

I am very grateful to my supervisor Ms. Nusrat Hafiz, Lecturer and co-supervisor Md Asadul Islam, Assistant Professor, Department of BRAC Business School, BRAC University for giving me an opportunity to work on my report and completing it. Their support and assistance gave me the strength and motivation to complete the report.

I want to thank all the officials of Beximco Communications Ltd. Who were involved. My special thanks goes to Rifat Hossain, Executive-Business Development who guided in my fieldwork and Monjurul Alam Babon, Deputy manager-Business Development who was my organization supervisor for helping me throughout my training and fieldwork during my internship. I thank them also for teaching me a lot about how to sale and promote products and handle customers with real life examples and tasks.

Finally, I would like to thank everyone whose concern influenced and inspired me to complete this report.

Executive Summary

The study of OTT Platform's Adoption of Mobile Applications for Business Sustainability for Users is a relatively new study as a result of the rise of OTT platforms around the globe. As both Akash DTH and OTT platforms go hand in hand as competitors and there are some interesting views about the audience of both TV and OTT, there are a lot of similarities and differences. Customers tend to use internet and internet-based platforms more now a days and it shows in the research. Also, there are people who still likes the old school TV experience and are aware of Akash DTH's pros as it's the only and the very first provider of DTH in Bangladesh and till now the only officially licensed DTH provider. In this report, a lot of inside matters, company's mission, vision, business strategies, responsibilities as intern, management process are discussed.

However, there are a huge demand of OTT platforms because of the accessibility and ease of using it in mobile, smart tv, computer and other devices and the cost friendliness of the platforms.

A basic comparison and overall competition as well as why users of both services have different mindsets and preference are discussed in the report. Also, some basic quantitative analysis has been done by doing a survey among the users to find out how to approach the marketing to get a significant market benefits for both of them industries.

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CHAPTER 1: Overview of Internship

1.1 STUDENT INFORMATION:

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Program: Bachelor of Business Administration

Department: BRAC Business School

Major/Minor: HRM/E-Business

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1.2 Internship Information:

1.2.1 Period, Organization name, Department, Address

Period: Three Months (6th April-6th July)

Organization's Name: Beximco Communications Ltd.

Department: Business Development

Address: Level-10, SAM Tower, Plot-4, Road-22 Gulshan-1, Dhaka-1219, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Name and Position: Monjurul Alam Babon

Deputy Manager-Business Development

Email: monjurul.babon@akashdth.com

1.2.3 Job Scope- Job Description/Duties/Responsibilities:

After beginning the job as an intern, both my supervisor and the AGM of the business development department of the company instructed and briefed about my work and day to day

activities. They also gave me a deep insight about how their products work, their features, details about their offerings to customers and what are the key features that a business development intern should know.

Then I was assigned to watch and learn from my respected supervisor and our executive at work while they dealt with potential customers.

We had to visit door to door of potential customers and tell them about our offers and benefits of having an Akash DTH connection. A specialized team including 3 intern members was formed named "MDU" which is the short form of Multi-Dwelling Unit also known as building solutions. The specialty of multi-dwelling unit is, it can handle a lot of connection combined with one antenna providing seamless quality of Television watching for everyone in a building.

For the first few days, my supervisor and executive were assigned to guide us and give us the practical knowledge and insights about our work.

Then, the team was separated and divided into 3 different areas or type of solution to do fieldwork and provide report to our supervisors.

After two months doing the same work a different approach was introduced and all the teams were molded together in one big team to visit big civil engineering companies to collaborate with them to find more potential sales.

I used to:

- Go to my designated areas and zones and look for potential customers specially at the new and emerging buildings of real estate companies, commercial spaces, hospitals and hotels to offer them with Akash DTH's discount prices, features and benefits.
  I would then jot down information of the buildings: potential number of customers, number of new and existing customers, phone number of secretaries, name of the secretaries, following visit date etc. for further processing. Later in that internship I had to collect information and visiting cards of civil engineers and project managers from different big civil engineering companies and real estate business institutes.
- I was assigned to call the secretaries of the buildings' committee and try to find potential leads and convince them to take our offers and make a deal. In case of Engineering companies I had to convince the engineers or project managers to cooperate with us.
- In case I found any potential lead, I had to insert the information into the database of our team which my supervisor provided to keep track of our progress.
- When I got any call or positive response from a customer I would visit the site and deal with their questions and give them information that was provided to us about the whole process of building solution from Akash DTH. If they were still interested I would call for an survey team who would then take necessary information about the optimal cost and overall instruments and tools that would be needed to complete the work.
- Any kind of internal information of the company was confidential and not allowed to be shared to the customers and I had to make sure that no confidential information gets leaked in the process of dealing with the customers. At the same time, customers'

information was always safe with companies' database and would not get leaked to any other third-party preventing misuse.
- I had to constantly keep contact and keep my supervisor updated about the progress of my work. I also needed to give photo proof to make sure I am working at the designated places. Also, there are times when I had to do extra duties like pasting stickers door to door of the buildings of potential customers regarding the offers and new projects that might interest them.

1.3 Workplace Outcomes:

1.3.1 Student's contribution to the company:

My contribution to my workplace can be indicated by the efforts and hard work I put for making each sale and trying to aware more customers to buy the product and services of the company. I tried my best with consistent dedication, honesty and regularity to contribute to my department.

I divided my contribution into several categories that's shown below:

1)Sales

2)Marketing/Business-Development

3)Word of mouth

Contribution towards sales:

It was my first and foremost duty to make sale and convince potential customers while retaining the existing ones by keeping track of them, processing and collecting information. I had to make sure that customers are convinced that the product and service of Akash DTH are top notch and there isn't any other option that can be better which is true in a sense as only Akash DTH gives the best quality and the only DTH service in Bangladesh. Moreover, I had to call or visit the sites and ask for follow-up dates if I had found any lead or positive response and update the information. If I get call from any customer I had to inform my supervisor and assign the survey team and get the work done. Once I could connect the customers with the company team and make a sale my work is almost done.

Contribution towards marketing/business development:

My responsibilities for marketing/business development was purely based on campaigning about Akash door to door and sometimes giving out leaflets or visiting cards and pasting stickers inside the buildings' gates or any suitable places to get the attention of the owners and possible

customers of that building. Also, it was my responsibility to show all kinds of offers be it for MDU, Corporate connection and even special occasions like Eid or Puja. I had to keep myself updated with the company policies and special offers and notify the customers about what they are getting and what's available etc. I would report any leads that may turn into a sale and also complains from customers to superiors and try to fix it.

Contribution towards making positive word of mouth:

It was our(interns') duty to make a positive impact on the owners and secretaries of each apartments to have a positive idea and trust towards Akash DTH and the service related to it. I had to make sure that I delivered the perfect gesture, body language, tone, look and complementary things such as leaflet, cards and knowledge I learned from seniors and implemented it.

1.3.2 advantages to the students:

As the BBA program at BRAC University gave an opportunity to work as an intern at Corporate it has been a pleasure because there are a lot to learn and a lot of advantages including the learning curve of how the business world works and how to adopt with the environment. Also the fact that this whole internship is a key to get job offers in future is a blessing. There were an huge opportunity to:

- learn
- develop communication and situational skill
- Personal development
- Gathering experience

When I started the internship, I was not good at my job as it was a different experience from academic and not a part of my major. But gradually I learned a lot about my job and the company culture. I also learned a lot about the business development field and how the field works in details. Here is my learning expertise:

- Introduction to a new environment
- Gaining knowledge about DTH
- Management of time and workplace
- Managing the boss and client
- Working as a team
- Personal skill development
- Being professional and organized
- Art of interaction and presentation
- Maintaining a cross culture environment

- Communication skill
- Typing skill
- Having a good relation with supervisor & co-workers

Introduction to a new environment: Even though the basic structure of a corporation is same but there are differences among the culture of different offices in different companies. Beximco group gave me in depth knowledge about the company culture. I can confidently say that I have gathered great knowledge about how an office works and how the activities gets done and I can apply these knowledge at any given time in an organization. I successfully made sure that I am more confident and eligible to dive into the corporate world.

Gaining knowledge about DTH: As AKASH is a company and a brand of Beximco group which specialize in Direct to Home service also known as DTH I have gained excellent knowledge from my supervisor about everything on DTH and how it works. Detailed knowledge about installation, packages and offers are integral part of doing the job as I had to explain as easily as possible to the customers so that they don't have any confusion.

Management of time and workplace: The whole internship process and works related to it inspired me to finish my deadlines and works in time making me punctual and time conscious. Moreover, it gave me a great opportunity to learn how to manage workplace. Akash DTH (Beximco group) did help me manage the workplace and the related fieldworks which will come in great use in my future career.

Managing the boss and client: My boss was my supervisor and his assistant and I had to give day to day input of my work and update to him and make sure that my client and my boss gets along well. Keeping that in mind my work was to make sure that every client who are interested in the product can contact my boss and gets his desired product and service.

Working as a team: Team work is the key to success for any organization as there are a lot of feedback and ideas coming from different individuals. Akash DTH is no exception, as we all tried our best to give effort in team work in meeting, visiting door to door and so on. In the training phase many of us actually went to visit the marketplace as a team and conducted the market development campaign designed for the virgin customers. We also tried to make sure that we can convince the existing customers to take MDU solution for their building or it's individuals. Moreover, we shared our thoughts and insights by sharing our experience, strategies and suggestions to each other so that we can enhance knowledge and gain a clear idea about the marketplace.

Personal Skill Development: Organizations like Akash DTH or Beximco Communication expects us to spontaneous in our job and build personal skill with great pace. There are a lot of personal skills that I learned and developed gradually from this organization. I will describe them below:

Being professional and organized: There was a lot of time when I thought it will be really hard to maintain professionalism in my workplace. But with the help of my co-workers and supervisor I developed professionalism and started doing my work in a more organized way than expected.

At first it was really hard but gradually I started getting it by trail and error, making notes and resolving my issues. The more the pressure was from both customers and supervisor the better I learned to be more professional and organized. I started making less mistakes and errors in my work. Working in stress is my strength and I used it properly this time in the work.

Art of interaction and presentation: It is essential for an employee to understand how to interact with coworkers, boss and client differently. It is essential to know what kind of interaction and art of conversation is necessary to convince and make them understand about what message they are trying to convey with each individuals as everyone's understanding about certain things and perspective is not the same. So, getting into one's psychology and how they think is essential to know to understand how to deal with each one of them. Besides, it was very important skill to be presentable to customers, supervisors and bosses so that the message gets to them as intended and the way it should be.

Maintaining a cross culture environment: Akash DTH is a company that have a lot of employees from all over the world and all places and religion of Bangladesh. There are many people who are completely different in culture and ethics. But we had to get along with each other and be respectful about the differences. Moreover, I learned a lot about the people who came from abroad or a different place from Bangladesh. This gave me an opportunity to be conscious about other people's feelings, culture and ethics.

Communication skill: It was my pleasure to work as a sales person who had to deal with root level people of our society for example: Caretaker or manager of a building because they were my first target as a communicator. I did not only contacted with them but also made sure that they are eager to give me access to their superiors for example: secretaries of the committee or the owner of the building. So, I think this job gave me a huge opportunity to be able to become a great communicator.

Typing Skill: In my time of work as a sales person and business developer I had a great opportunity to develop my typing skill as my work was to take entry of every information I can collect from my potential customers or leads. I also had to keep a personal digital journal in my phone. Communicating with my supervisors through WhatsApp and letting them know about each update also helped me being great with my typing skill.

Having a good relation with supervisor & co-workers: Maintaining a good relation with supervisor and co-workers was a great thing I learned during the internship. They were all respectful and great people. I think my work became a lot easier because of them. Keeping a good relationship with them made sure that I learned a lot about not only their work but also them as a person. And understanding the need and demand of them helped me to understand what kind of effort I should deliver to keep a good relationship with them.

1.3.3 Problems/Difficulties (faced during the internship period)

Even though I did not face any major problems during my internship period however there was some small inconvenience and issues that may have bothered me:

Basic model of our work is not very bright: Our work is basically going door to door of different buildings and communicate with the caretaker and try to convince him to give us information about the owners and secretary which I think is not a very good model of business development. Most of the caretakers of any building does not show much interest in taking the responsibility of giving any information. I think it would be better if there was a way to directly contact the owners and secretaries of the building and talk with them.

Travelling allowance and Dearness Allowance not included: Sadly even though my salary as an intern was decent enough for the work I did, no additional travelling allowance or dearness allowance was included with the salary. Our work as a sales person is to be efficient marketer and doing marketing campaign which needs a handsome amount of money every day. But we had to bear it on our own. Besides no phone expense allowance was given either and we had to make frequent phone calls to our potential and existing clients. So, it was a little difficult for us to efficiently doing our work with ease. Though it was said that the TADA was included with the salary but it was not enough.

A lot of things that could be resolved earlier: As our teams were the first ever intern program of Beximco Communications Ltd. It was a little difficult to know all the answers to every problem and it had to be manually resolved and redesigned to fit into the new approaches. Even our supervisors came up with lot of ideas after interacting with us and learning from us, which is a good thing for them but a little disappointing for the pace of our work.

No personal space for intern student: It's a little disheartening that none of the intern got any specific space in the office during internship and no one in the office apart from supervisors and co-workers knew us that well. We did not get any table of our own and it was a little disappointing.

No additional laptop: None of us got any laptop as a working machine which is odd as most of the employees have one. It would be really easy to input data and process them if we got any laptop of our own temporarily.

No additional printing and photocopy facility: There were times when we needed a lot of documents printed and photocopied like : proposal letter to customers or leaflets but couldn't do anything about it as without permission it was impossible to get any photocopy or print any necessary documents from the office.

No commission: Even though sales come with commission in most organizations even in an internship it was a little disappointing to not get any.

1.3.4 Recommendations (for the organization on future internships)

The motive and goals of the whole sales team is really great but they can use some expert advice from external mentors to execute the whole process a lot better. In the era of digital marketing Akash DTH should be more focused about Facebook marketing and YouTube Ad and less focused about door to door communication. Even if door to door communication can push a lot of potential customers into becoming actual customers I think it will be better if Akash DTH try implementing some modern approach into their marketing model and work a lot smarter. They

should do more research about their competitors and give proper knowledge to their interns about that. It will help them to deal with the customers more efficiently and effectively. It will be great if the training sessions are a little longer than it is now and feedback is taken carefully and implemented at the workplace. A better knowledge should be given to the interns spending a little more time. It may help the interns to understand everything more clearly and doing the job precisely. Akash DTH should give the interns a temporary laptop and personal space in office along with the access to photocopier and printer. It would be nice if some kind of refreshment was provided for interns at weekly meetings.

Chapter 2: Organization overview, Operations, and a Strategic Audit

2.1 Introduction (Objective, Methodology, Scope, Limitation, and Significance):

The real intention of this report is to find out and learn more about the operations and benefits of Akash DTH in Bangladesh. Also finding out how the marketing and sales work at Akash DTH.

Methodology:

To achieve the intended result of this report, I made sure that the data was taken from both primary and secondary sources and linked them together.

Scope:

According to my topic "OTT Platform's Adoption of Mobile Applications for Business Sustainability for Users: A case of Akash DTH" I tried to include information regarding:

- Sales & Market Development activities conducted by Akash DTH
- Understanding and learning about Organization profile
- Understanding the problems and solution of Market Development and Sales department

Limitations:

There are some limitations that I faced during the internship program. They are:

- There was a lot of pressure during my internship from the organization and supervisor. That is why, I did not get enough time to properly research and collect information to finish the report.
- Akash DTH does not disclose confidential information to the interns at all. That is why it is really difficult for the interns to come up with quality report that contains detailed information regarding the context.
- As I completed my major in Human resource management and the field I worked is basically marketing. That is why, there were some problems understanding the concepts and applications. Also lack of experience and enjoyment may constrained the study.

2.2 Summery of the Corporate

Beximco Communicatins Ltd. is a branch of Beximco Group that handles Akash DTH which is the brand name for the first ever Direct to Home(DTH) service in Bangladesh aiming to make the whole country's entertainment business digital and sustainable with top notch service and quality.

Akash DTH debuted at the beginning of 2019 and began their operation at 19th May 2019.

Even though Bangladesh had a lot of customers who used cable service for their TVs they never enjoyed the joy of DTH service on full extent before Akash. All over the world DTH is very familiar to the people which is superior technology than normal cable operator services. But with the debut of Akash a new era of digitalization of entertainment begun and spread to mass population which was never possible before.

Bangabandhu Satellite 1 broadcast the signal directly to the Antenna of Akash DTH situated at each building and gives a great HD TV watching experience.

Akash gives 125+ channels and 50 HD Bangladeshi & Foreign channels to their users. Besides, bringing in more channels in future, recording contents efficiently and providing on demand videos are some of the future plans of Akash DTH.

There are some cool features that they provide like program reminder, favorite program listing and parental lock/control etc. Their call center is active 24/7 and provide best quality services. They have great survey teams, professional installation team and after sales team.

Their head office where I worked is situated at Gulshan 1. Most of the operations and chain of command are operated from here.

Vision Of Akash DTH(Beximco Communications):

Their vision is to create a world class digital entertainment ecosystem for a digital Bangladesh.

Mission Of Akash DTH:

Their mission is to connect the viewers digitally to enrich the TV viewing experience through high-quality content globally available for any screen, anytime and anywhere. They also aims at changing the game & taking the Pay TV industry of Bangladesh to a new era.

2.3 Management system of Akash DTH

Basically, Akash DTH uses a mixed leadership style which contains both Autocratic and Laissez-faire Leadership. They try to have an autocratic decision while initiating a new project or taking vital decisions for the company and its welfare. But they also take consideration from the opinion of their co-workers and subordinate while making decisions about things that may have impact on them and their works.

For example: What kind of marketing campaign should be done to gain customer's attention is determined by the committee, but how the interns or employees will execute sales and other operations is up to the individuals.

To achieve its goals and objectives Autocratic management style have some advantages. They are:

Having the power to maintain productivity: It is essential to have full control over the organization and its basic functions to maintain a high productivity as it enables the management board and its individuals to drive the company in a single direction focused on gaining successful results.

Having the control over projects and vital decisions: It is very important for an organization to have full control over its projects specially the new one because employees may not always know what is best for the company and the projects. Sometimes they don't know how to handle a project properly due to lack of experience or ability to do so. Having full control of the company may actually help the employees to be focused and enable them to do the task with training and meetings.

There are also some advantages of having Laissez-faire Leadership in this organization. They are:

Flexibility of the work: Employees have some flexibility of how they want to resolve an issue or problem or a task. They can easily make decisions on their own as long as the outcome matches to the expectations of the company and end result is on par level of the blueprint or better.

Rise of Innovative ideas: A lot of great ideas are possible to arise from the team members as everyone has different perspectives and experiences about a single task or operation. But each individual's ideas combined can result in a better outcome.

Accountability and responsibility of the employees: As a leadership system of Laissez-faire it automatically makes the employees more responsive and accountable for their actions. So, they seldom make any huge mistakes that may cost them a lot in future. This enables them to be more precise and careful of their decisions.

2.4 Organizational structure

AKASH DTH (Direct-to-Home) , a subsidiary of the Beximco Group is a leading solo technology based company in Bangladesh. Even though I don't have access to their current organizational data, here's a general overview of a typical organizational structure of a company who provides DTH services:

- **Executive leadership team:** This team consists of the CEO, CFO, COO, CMO, and other top-degree executives, responsible for most of the final stage strategic planning,

decision making, and ensuring the overall growth of the company.

- **Operations:** This department is responsible for managing day-to-day operations of the Akash DTH, including installation, customer service, technical support, and maintenance.

- **Sales and marketing:** This department is responsible for creating promotional materials and selling the company's DTH services to customers, developing and executing advertising campaigns across the country specially for door to door, corporate and strategic market and creating marketing strategies.

- **Technology:** This department is responsible for developing and maintaining the company's technological infrastructure, including satellite transponders, set-top boxes, and other hardware and software systems.

- **Finance and accounting:** This department manages the company's financial operations, including budgeting, accounting, and financial reporting.

- **Human resources:** This department handles the company's employees, including hiring, training, and development, payroll, and benefits.

- **Legal:** This department is responsible for managing the company's legal affairs, including contracts, regulatory compliance, and intellectual property.

2.5 Marketing Practices:

2.5.1 Marketing strategy:

Promotional activities:

> **Advertising:** Advertisements are done by Akash through different medium like tvc, newspapers, billboards and also various online platforms such as facebook, SEO, website advertisements etc.
> **Discounts and Offers:** New customers get significant amount of discounts and various offers such as promotional packages like 1 months free for 6 months pack and other subscription offers. There are offers for certain period of time for different occasions like Eid, Puja etc.
> **Sponsorship:** Akash DTH sponsored a lot of events and shows to reach the intended market group which includes sports, movies and popular reality shows among the target demographic.
> **Referral Programs:** Incentives may be given by Akash DTH to existing customers for referring their friends and family to take Akash DTH which may include both discounts and rewards.

Public relationship: Sometimes Akash DTH takes steps to raise public awareness about their service which help creating credibility of the brand among people. For example: Press conference, media interviews, events etc.

For creating brand awareness, AKASH is doing the following things:

- **Digital Media for building initial awareness**
- **Website & Social media as digital campaign medium**
- **E-business channels for Marketing & Distribution**
- **ATL in addition to Digital for "Awareness & Engagement"**
- **Major focus on BTL**
- **Contracting with TV sellers - Strategic Sales**

2.5.2 Target Customers, targeting and positioning strategy:

The target customers of Akash DTH are normally restaurant managers, hospitals, hotel service providers, corporate offices, households who wants HD quality in various channels by a complete setup of instruments like dish and set-top box. The customers range from both urban to rural areas specially rural people likes to have Akash DTH now a days as it is easy to install hassle free compared to normal dish line which is more expensive and does not provide the best quality as signal drops due to long distance.

Akash targets those who are looking for an affordable solution for HD channel solution which is almost as cheap as normal dish-line. Akash provides a bunch of packages from premium to family to basic which are fully customizable as needed by the consumers.

Targeting:

Criteria size: The Market size of Akash DTH is getting bigger every day. According to the database almost 700000 subscribers were using Akash on daily basis in 2022. So, In my opinion Akash DTH has done a great job targeting market size.

Difference: Akash has differentiated them from others by being the only local DTH company with affordability and quality product and services.

Money: According to my employers Akash makes a great amount of money per connection and in bulk connection it is even greater. There is a significant amount of profit as they are very conscious about marketing costs and budgeting.

Accessible: Most of the plans are made by discussion and meeting. That is why accessibility of information is good in most parts except confidential information.

Focus on different benefits: Different level of attention and benefits are needed for different segments of a business. Akash have great policy about benefits and offerings.

Positioning: 4 main components of product positioning are

Target Market: Akash did a great job targeting their market and understanding their needs, wants and preferences. By conducting surveys by marketing and sales team Akash gather information and create unique marketing campaigns different for each type of customers. Main target market of Akash is mass people who wants quality and consistancy in the cheapest price.

Unique Selling Proposition(USPs): Akash DTH has world class Television viewing experience with almost zero buffering and signal loss. They use the best technology available in world market with zero hassle of risk of cable cuts, interference. Akash is developing a far superior channel recording service than that they already provide. They have parental control which gives full control over the channel lock system. HD and SD channels are all equally high quality channels and Akash provides the maximum amount of HD channels with less money than other competitors in Bangladesh like Jadoo and Bengal. There is an option to check the program list up to next week. Akash is transferable to anywhere in the country in case of house change with the whole package. Customer service is open for 24 hours 7 days. Each area have field service engineers who helps the customers and provide services. Akash is easily installable and payment is very easy. Any bank's debit or credit card will work along with Bkash, Nagad, Rocket etc. Each pack is customizable with add-on pack. 1 Month is free in a 6 month plan and 3 month free in a 12 month plan.

Brand Identity: Akash has created their brand as a mass people brand by being available everywhere from hill tracks to distant rural areas. That is why it is very much popular among rural people.

Communication Strategy: Akash DTH made sure that communication is properly planned to convey the exact message that they want to deliver to the right people. Careful delivery, observation and proper planning was needed for this. Making an audience map and identifying the key audiences paid off Akash DTH to reach their goals. Mostly social media marketing and email marketing was done. Also YouTube marketing had a significant role in reaching the mass people. There are also billboard advertisements in busy streets targeting specific group of people. Both marketing and sales department are responsible for conveying the massages. However, sometimes human resources departments must communicate inside the office discussing any change which can have an impact on the employees.

2.5.3 Marketing Channels :

Social media marketing: facebook, Instagram etc.

Advertisement: Television and Radio

Door to door marketing: Done by marketing and sales team

Email marketing: targeted to specific customers who might have interest in Akash. Information are collected with consent.

Phone calls: Targeted audience gets phone calls and sms who have interest or might have interest. Numbers are obtained by survey of sales team.

Affiliate marketing: This method is applied for corporate and strategic market as they get significant amount of commission as honored by Akash.

Website/App marketing: Beximco Communication/Akash generally promote their offers at their website and app.

2.5.4 Product development and competitive practices:

As a market development intern I learned how Akash DTH, a product of Beximco Communications Limited developed their market and product and what are their strategies that they follow:

Pricing the products as competitive as possible: If I used aggressive pricing tactics, I might be able to attract more customers. The company is able to provide its customers with a range of packages, including basic, premium, and exclusive ones, with adjustable pricing and channel options. This may appeal to those looking for low-cost TV packages without compromising the quality of the programming.

Sustaining quality experience: AKASH DTH can differentiate itself from its competitors by providing its customers with top-notch services. A reliable signal, an easy to learn user interface, and an effective customer support system can all be examples of this. The company can also offer added services like video-on-demand like Amazon/Netflix, recording tools, and mobile streaming for a better customer experience that is up to the modern standard.

Research & Development: There is a research and development department who are concerned and responsible to compare and contrast different ideas and execution. They determine profitability and feasibility of the product ideas, making sure that they are making something that people will pay for and won't get disappointed. For that reason, they discuss with their colleagues and other departments, share their idea with target market on online forums, doing survey to get feedback, test marketing and getting feedback from a target group, researching market demand etc.

Costing: Making sure that the costing of each product to produce or outsource is minimalistic without compromising the product value and quality. Akash does a good balance in both and that is why their pricing and quality both are quite competitive.

Financial Performance and Accounting Practices:

There is not any data available publicly.

2.6 Operations Management and Information System Practices:

Most of the data is collected from sales, management and marketing teams to central data server and it is done through a software developed by Beximco group customized for their need. They do not share data publicly, specially financial statements and inside matters. Most of their operations are managed by managers and information are shared through meetings, emails and software database. Only the employees responsible for Information System and the higher-level managers can access the confidential data. But most employees can access general data related to operations, managements and accounts related to sales, supply chain and production.

2.7 industry and Competitive analysis:

Here is the analysis of competitiveness of Akash DTH through a lens of Porter's five force and SWOT analysis.

2.7.1 Porter's Five Force:

Competition in the industry: There are significant amount of competition in the market like Bengal Digital, Jadoo Digital and other Analog Operators who from their own positions hold a big portion of the market share. In terms of total channel Akash is in 3rd position behind of both Bengal and Jadoo with total of 128, 267 and 288 in order. But in terms of HD channel Akash is number 1 with 58 channels in comparison to 43 and 55 number of channels of Bengal and Jadoo.

In comparison of setup cost Akash is at number 4 with 4,499 taka per connection, while Bengal, Jadoo and Analog connections are 2000-3000, 2500-3500 and 1000 respectively.

Even though Akash has unparallel quality but others have more channel and sometimes more value for money in cases. But as Akash does not support piracy, they can not give more channels that they already offer. A lot of people prefer Akash only for their authenticity. So, I think Akash is facing a huge competition.

Potential of new entrants: Even though Bengal, Jadoo and local Analog operators are giving set top box and in cases digital signal and HD channels, none of them are DTH provider. But this scenario will change if any or all of them start to enter the market of DTH which is very likely to happen in near future. In that case they might have to give up But it will be more interesting if some other giant group of industries come in hand in hand competition with Akash with DTH service and make the battle more intense with more value for money offers. So, there is some moderate extent for potential of new entrants.

Power of Suppliers: Power of suppliers is pretty low for Akash as most of their product parts are easy to made and pretty basic and there are a ton of suppliers for silicon based electronic products as well as aluminum-based frameworks in the market which are the basic of their products. But there is one thing that they can hardly get from other suppliers which is the satellite signal support which is directly related to Bangabandhu Satellite 1.

Power of Customers: As there is a huge number of users of Akash by the year 2022, it is very much clear that power of customer is pretty moderate as they don't have much option for authentic DTH service with maximum amount of HD channel. But they can still switch to other

options for more channels and opportunities. But for DTH Akash is the only option. And unless the prices of other operators don't get significantly low, customers do not have a lot of power over pricing.

Threat of Substitutes: In the age of Internet and OTT platforms most young people prefer not to to watch regular TV. That is why threat of substitutes are pretty high for Akash DTH. There are a lot of options where paid or free contents can be watched as they wish for example: YouTube, Netflix, Amazon, Vimeo, Hoichoi etc. For a result there is a high chance that these substitutes may be more popular in future making the appeal of Akash DTH obsolete.

2.7.2 SWOT Analysis

Strengths:

As the only legal DTH provider in Bangladesh Akash has some really great strengths:

• Exclusive DTH service provider: BEXIMCO Communications Limited's AKASH is the country's first Direct To Home (DTH) service to be introduced. Signals are obtained through DTH directly from the satellite by the dish installed at user's location, as suggested by the name.

• Broad selection of channels: Akash DTH provides a broad selection of channels, both domestically and abroad, in a variety of genres, including sports, entertainment, news, music, and movies. As a result, customers can choose from a wide variety of programming options.

• Interactive features: Customers of Akash DTH can effortlessly explore and manage their watching experience with interactive features like the Electronic Program Guide (EPG) and parental controls.
• Constant customer assistance: Akash DTH offers its clients constant customer service, making sure that any problems or questions are resolved as soon as possible by addressing them to the concerned authority.
• Digital TV customers in Bangladesh frequently choose AKASH DTH because it provides a variety of channels at a moderately cheap price, is simple to setup, and has interactive features like recording, watchlist, program list, parental control etc.

Weaknesses:

Akash DTH has various strengths in the DTH market but there are a few weak sides that should be considered:

- High Installation Cost: While the service itself may be reasonable for many clients, the installation cost of Akash DTH may be slightly more when compared to other DTH services.
- restricted Channel Options: When compared to other DTH service providers in Bangladesh, Akash DTH offers a restricted number of channels. Customers' viewing options may be limited, and they may be unable to access some of their favorite stations.
- Signal Interruptions: Customers have noticed signal interruptions during rainy and cloudy weather, which can result in bad picture quality and frequent signal loss.

- Confined Coverage: Akash DTH's coverage in Bangladesh is confined to specific localities. Customers living outside of these zones may be unable to use the service as there isn't any customer service offices or coverage of the service.
- Customer Service: It has come to the attention of Akash DTH that there are some complaints about the customer service in terms of quality. Some consumers have reported having difficulty reaching customer support representatives and resolving their issues.
- Quality of Set-top Box in general: Some customers have complained about the quality of Akash DTH's set-top box. Overheating, constant rebooting, and slow buffering times causing a lot of customers to rethink their choice.

Opportunities:

- Akash DTH is currently available in Bangladesh and has the potential to provide various opportunities in that market. Here are some of the possibilities:
- Large Market: With a population of over 180 million people, Bangladesh has a huge television market. With its low prices and wide range of channels, Akash DTH has the potential to capture a major share of DTH market.
- Rural Market: A substantial size of Bangladesh's population lives in rural areas. Many of these locations do not have cable television service and must rely on traditional terrestrial transmission. Akash DTH offers a wide selection of channels and a superior viewing experience, can be a feasible alternative in certain rural areas.
- Added-Value Services: In addition to traditional television channels, Akash DTH provides added-value services like as interactive games, educational programming, and video-on-demand.
  These services can give the organization with an additional revenue stream while also improving the overall customer experience.
  In short, Akash DTH can create a great deal of opportunity in the Bangladeshi market with proper marketing and improving their services.
  Akash DTH may become a key player in the Bangladeshi television industry with the proper marketing strategy, pricing, and customer service.

Threats:

Some common hazards linked with a Direct-to-Home (DTH) service like Akash include:

• **Competition:** The DTH market is extremely competitive, with numerous firms competing for market share. Competing with existing carriers who already have a significant client base and brand recognition may provide difficulties for Akash DTH.

• **Obsolescence of technology:** DTH technology is continually improving, and there is always the chance that new technology will render present systems obsolete. To stay up with the latest innovations, Akash DTH may need to invest in new equipment and infrastructure, which could be costly.

• **Issues with infrastructure:** DTH services necessitate a dependable infrastructure, which includes satellites, transponders, and signal transmission equipment. Any problems with this infrastructure could result in downtime, loss of service, and dissatisfied customers.

• **Regulatory issues**: The DTH sector is regulated, and complying with rules can be costly and time-consuming. Akash DTH may experience difficulties obtaining relevant licenses and meeting regulatory standards.

• **Making a change in the preference of consumers:** customer tastes in entertainment and media consumption are rapidly changing. To remain competitive, Akash DTH may need to adjust to shifting consumer expectations and tastes.

2.8 Summary:

To summarize it is clear that Akash DTH is the only TV operator who has the privilege of nationwide service and a lot ahead of the typical cable operators and set-top box providers. They have more authenticity as they have zero tolerance for pirated channels. Also they have the largest amount of HD channels. But, Akash is the most expensive to set up at first and the monthly subscription fee are not the cheapest. But Akash is in second position being just a little behind of Bengal with a huge number of authentic and paid channels. Even though Jadoo has the best lineup of channels and variety with least subscription fee. Though setting up Bengal is a lot cheaper.

Even though Analog cable is the least expensive option in Bangladesh, the quality disrupts a lot according to regular users and also have the least number of features and content lineup in most cases. And most of them are pirated and not up to the mark in terms of authenticity.

So, the main purpose of this research is to comparative strengths, weakness and value proposition of different TV operators from different angles and perspectives to help not only Akash to get to their vision of becoming market leader but also how analog cable operators can benefit from better technology and ensure remarkable growth for both industry.

2.9 Recommendations:

As a analog TV dominated area Bangladeshi consumers have to be made a lot smarter and conscious about the benefits of having authentic DTH services to not only gaining a better position in TV operator market but also for the betterment of next generation by reducing the use of excessive amount of cables in the streets of the cities.

- Akash is not the top market leader specially in contrast of pricing with the competitors and the price war is not something Akash can afford as their costing is really higher than most operators for obvious reasons. The investment needed to enter and maintain DTH market is also higher. But there is an opportunity for them if they start a competition with analog operators by reducing the set up cost and make it affordable for mass people. Even

though I do not suggest it because it may hurt their profit margin badly. But they can definitely give offers in different occasions for limited time to boost up sales in significant amount.

- Akash DTH holds some advantages over their competitors with largest number of HD channels in terms of percentage and cost and have recording, parental control, program pausing and some other features to provide. And not to mention they have a great coverage from city to hillside to distant rural areas of Bangladesh. If they further improve their service they can have a strong impact on the market and will gain a better market share.

- Because analog cable providers control 97% of the market, R&D department suggests focusing on competing with both analog cable operators and digital operators. When compared to digital cable, AKASH DTH falls short. The one significant advantage it has over digital operators is that AKASH has a statewide footprint; however, in terms of overall value proposition, digital cable is the superior supplier. As a result, AKASH's primary goal should not be to drive the leaders into their own territory.

- Akash need to quickly focus on competing with analog operators because soon there is a possibility of whole country digitalization even for the cable operators. Their main focus must be their Unique Selling Points and largest number of HD channels with value for money approach.

- New packages with student friendly features and price should be introduced. Also, a lot of people who only watch certain amount of channels should be able to take the service with small customizable package targeted to them.

- A lot of mass people do not understand the benefits and USPs of Akash. So before starting a campaign Akash should focus more on educating mass people about their service properly so that it becomes easier and more accessible to them. Logical explanations must be broken down to make them understand properly and marketing teams should be properly trained to do that.

Chapter 3:

Topic: OTT Platform's Adoption of Mobile Applications for Business Sustainability for Users

3.1.1 Literature Review:

Business sustainability is a known main goal for most medium to large business industries and OTT platforms are no exception. Business sustainability can give a company better chance to survive and ensures long-term growth. It can also give a competitive edge over other companies. OTT platforms are becoming popular not only around the world but also in our country as well and the demand for Bangladeshi OTT platforms along with user friendly Apps is increasing rapidly among them consumers. There are already a lot of foreign OTT platforms that have permission to do business in this country including Netflix, Disney+ and Amazon. Moreover a lot of other Bangladeshi and Indian ones like Zee5, Voot, SonyLiv, Hoichoi, Chorki, I Screen, Bioscope, Tofee, Binge etc. A lot of people who preferred Traditional TV channels are now shifting towards OTT platforms because how easy and

cheap it is. Also the fact that these platforms have exclusive contents made with proper budget to provide the best kind of experience. None the less, there are benefits of great picture quality and cancelation of subscription whenever needed. And through good customer satisfaction and great service their business is becoming a sustainable business as more customers are joining the market and old customers are happy with the service too.

3.1.2 Broad Objective:

To find out the reasons why OTT platforms are more popular than tradition TV channels and what are the impacts OTT Platform has on adoption of mobile applications for business sustainability

3.1.3 Specific Objectives:

1. To find out the lacking of Traditional TV channels and their service offerings

2. To find out the advantages of OTT platforms

3. To find out how well users are adopting mobile applications for OTT platforms and how it is impacting business sustainability

3.1.4 Comparative analysis of OTT platforms and Traditional TV channels:

OTT Platforms	Traditional TV
Pros: • OTT costs really low and consists thousand of programs with yearly or monthly subscription packages. (Majilis, 2022) • Along with multiplatform benefit, spontaneous movies and series watching without worrying about schedule and time. (Majilis,2022) • Original and high budget quality contents with focus of satisfying all kind and all age group of customers. (Majilis,2022)	**Pros:** • Reliable news source and people can get updated with live status of any problems, mishaps or accidents from safe distance. (Javatpoint) • Unity and bond among family members gets stronger while watching television. • Good source for passing time for senior citizens, poor and rural people.(Javatpoint) • A lot cheaper entertainment medium. • Building up knowledge and awareness about many things including fashion, culture, sports etc. from national and international level. (Javatpoint)

Cons:	Cons:
• Limited by internet connection. (Majilis,2022) • Unless there is a minimum of 2MBPS internet connection viewer cannot experience buffer free HD quality. (Majilis,2022) • There might be an issue of cybercrime as a result of leaked/hacked bank details while subscribed. (Majilis,2022) • There is not any censorship system for OTT platforms as government policies don't apply for them. (Majilis,2022)	• Lack of quality content due to low budget and lacking in creative imagination. • Repetitive and annoying contents. • Not suitable for busy life as favorite programs can't be winded back. • Can't be used in multiple devices.

3.1.5 Significance:

There is a huge opportunity for OTT platform companies to grow their business and sustain them by introducing user friendly apps along with some good number of exclusive and enough number of non-exclusive contents. Survey from 50 users of OTT platform apps shows that social influence and effort expectancy, has a better influence on users' mind to use these apps for OTT platforms. However, facilitating conditions were not that much of a predictor of the behavioral intention of users to use mobile applications.

3.2 Methodology:

To conduct the research, mostly quantitative data was gathered from respondents by using primary research methodology carried out by formulated questionnaire which was given to different age groups and other demographic type of users to conduct a survey to find out the different aspects that may be related to their consumer behavior.

For primary method I have collected information from :

1. Conducting surveys and questionnaires

For secondary research I have gathered information from :

1. Websites of OTT platforms
2. Articles on OTT platforms

3. Journals

3.3 Data Collection and Analysis:

Data was collected from a survey sampling from age group of less than 15 to 50 years old as mostly the younger and also the young adults prefer to watch OTT platforms. Usual sampling method was used to gather necessary data using google form through email and Facebook media.

3.3.1 Questionnaires:

There are some common demographic Questions that were asked about gender, age, income, education and residence area. Then there were also the questions about:

Performance expectancy

1. How useful you find mobile application for OTT in daily life?
   - Not useful
   - Neutral
   - Useful
   - Very useful

Effort expectancy

2. How easy you think understanding to operate apps for OTT platforms?
   - Need to be skillful
   - Have to learn
   - Clear and understandable
   - Easy to use

Social Influence

3. Who influenced you to use mobile apps

	1	2	3	4	5
Influenced by	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Social media marketing					
family					
Friends					
Colleagues					
Partners					

Facilitating Conditions

4. How well facilited you are to use OTT platform apps?
    - I have the resources necessary to use mobile applications
    - I have the knowledge necessary to use mobile applications
    - Mobile applications are not compatible with other systems I use
    - I can get help from others when I have difficulties using mobile applications

Behavioral Intention

5. How much you plan to use Apps for OTT platforms in future?
    - Not at all
    - Maybe sometimes
    - Neutral
    - frequently
    - very frequently

3.3.2 Findings and Analysis:

Respondents are mostly teenagers and students and also young-adults and adults who are job-holders/businessmen:

Gender: Table 1 & 2 shows the characteristics of the respondents' demographic information. Information regarding Gender, age, income, education and residence area were collected from the respondents. Among 50 respondents 29 person were women indicating a 58% of the total respondents and 42% was men with a frequency of 21. In terms of Income calculation in SPSS : 1 was coded as zero income, 2 was coded as 10-20k, 3 was coded as 21-35k and 4 was coded as 36-45k+ income monthly. For education, 1 was coded as "less than high school" to respectively 5 as "Postgraduate". For Residence in SPSS, 1 is equal to rural, 2= suburban and 3=urban.

Statistics

		Age	Income	Education	Sex	Residence
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		24.6600	2.7200	3.38		2.32
Std. Deviation		8.75893	1.21286	1.369		.844
Minimum		12.00	1.00	1		1
Maximum		50.00	4.00	5		3

Table 1: Demographic Descriptive statistics: Mean, Std. Deviation, Minimum and Maximum

Sex

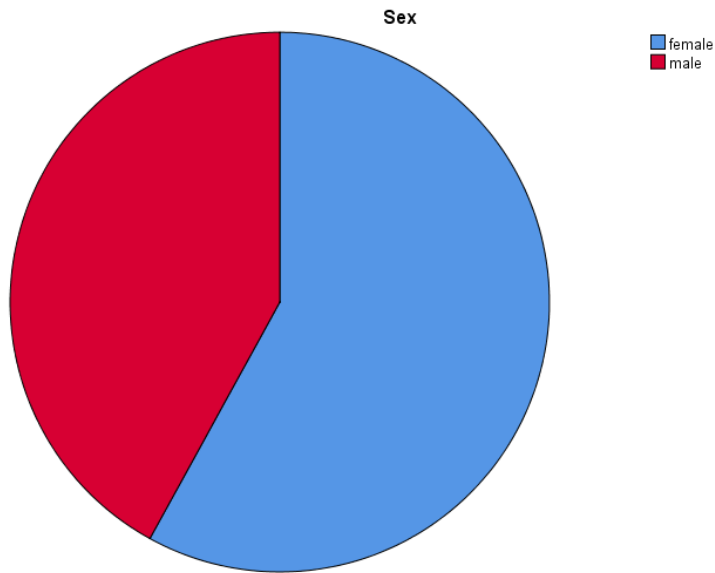|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	29	58.0	58.0	58.0
	male	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

Table2: gender percentage of participants

Figure1: Male-Female ratio

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12.00	1	2.0	2.0	2.0
	13.00	1	2.0	2.0	4.0
	14.00	2	4.0	4.0	8.0
	15.00	2	4.0	4.0	12.0
	16.00	4	8.0	8.0	20.0

17.00	3	6.0	6.0	26.0
18.00	3	6.0	6.0	32.0
19.00	2	4.0	4.0	36.0
21.00	1	2.0	2.0	38.0
22.00	2	4.0	4.0	42.0
23.00	1	2.0	2.0	44.0
24.00	5	10.0	10.0	54.0
25.00	2	4.0	4.0	58.0
26.00	4	8.0	8.0	66.0
27.00	3	6.0	6.0	72.0
28.00	2	4.0	4.0	76.0
29.00	1	2.0	2.0	78.0
30.00	1	2.0	2.0	80.0
31.00	1	2.0	2.0	82.0
32.00	1	2.0	2.0	84.0
33.00	1	2.0	2.0	86.0
36.00	1	2.0	2.0	88.0
37.00	1	2.0	2.0	90.0
38.00	1	2.0	2.0	92.0
40.00	1	2.0	2.0	94.0
43.00	1	2.0	2.0	96.0
45.00	1	2.0	2.0	98.0
50.00	1	2.0	2.0	100.0
Total	50	100.0	100.0	
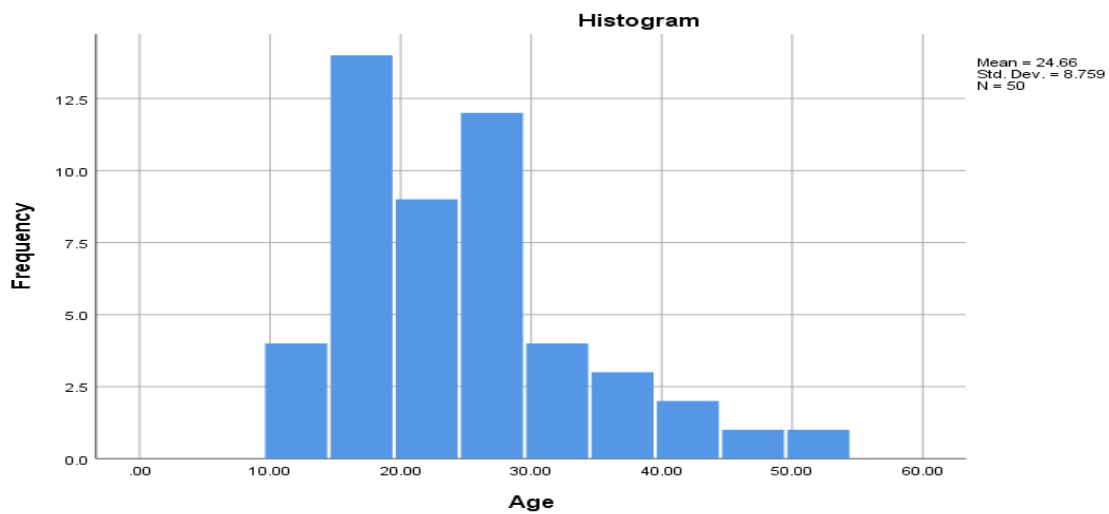
Figure 2: Histogram of Age frequency

Age: From age data it is found that most of the customers who preferred or used OTT platform are mostly fall into the age group of mid-teenagers to 30 years old. And the senior citizens are more comfortable with traditional TVs as the user number is very low. The mean of age group is 24.66 and standard deviation is 8.759. Minimum age found is 12 years and maximum is 50 years.

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	12	24.0	24.0	24.0
	10-20	9	18.0	18.0	42.0
	21-35	10	20.0	20.0	62.0
	36-45+	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

Table 3: Income analysis
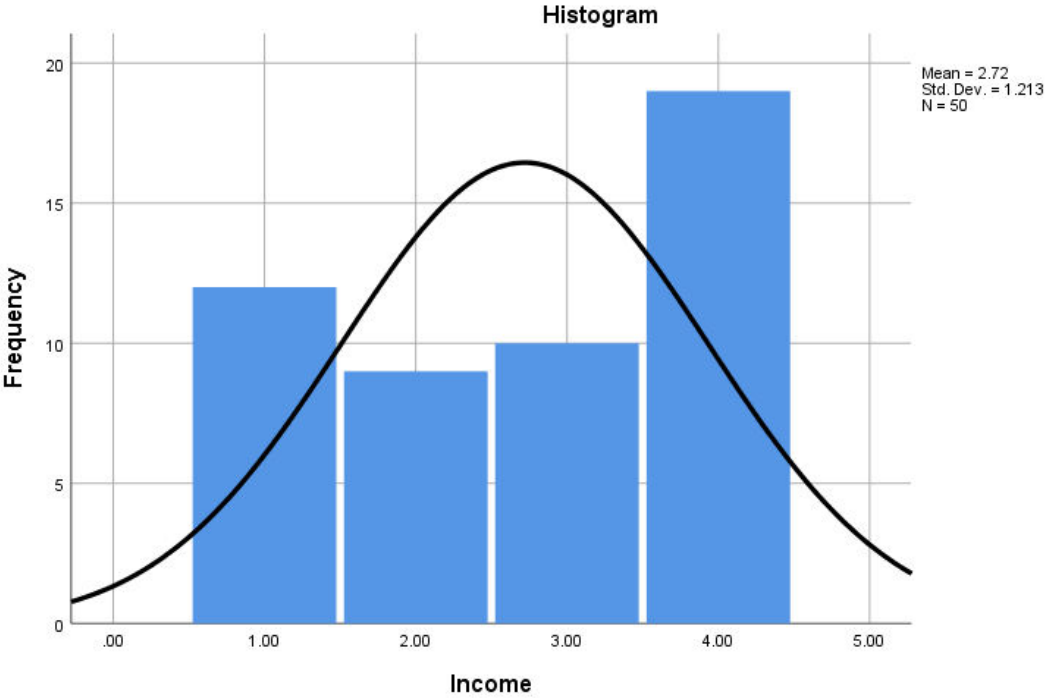
Figure3: Histogram of Income data

Income: By analyzing the data it is found that the mean of income is 2.72 and standard deviation 1.213. Highest 38% of users were high income people whose monthly income was 36-45+k which is category 4 . And lowest income users, who does not have any income source but use the platform via their parents were in the second position which is 24% which is in category 1 in SPSS. 21-35k income users were in the 3rd position with 20% and 10-20k was in 4th position with 18% in total number.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than high school	3	6.0	6.0	6.0
	High School	16	32.0	32.0	38.0
	Diploma	5	10.0	10.0	48.0
	Bachelor	11	22.0	22.0	70.0
	Postgraduate	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

Table 4: Educational background
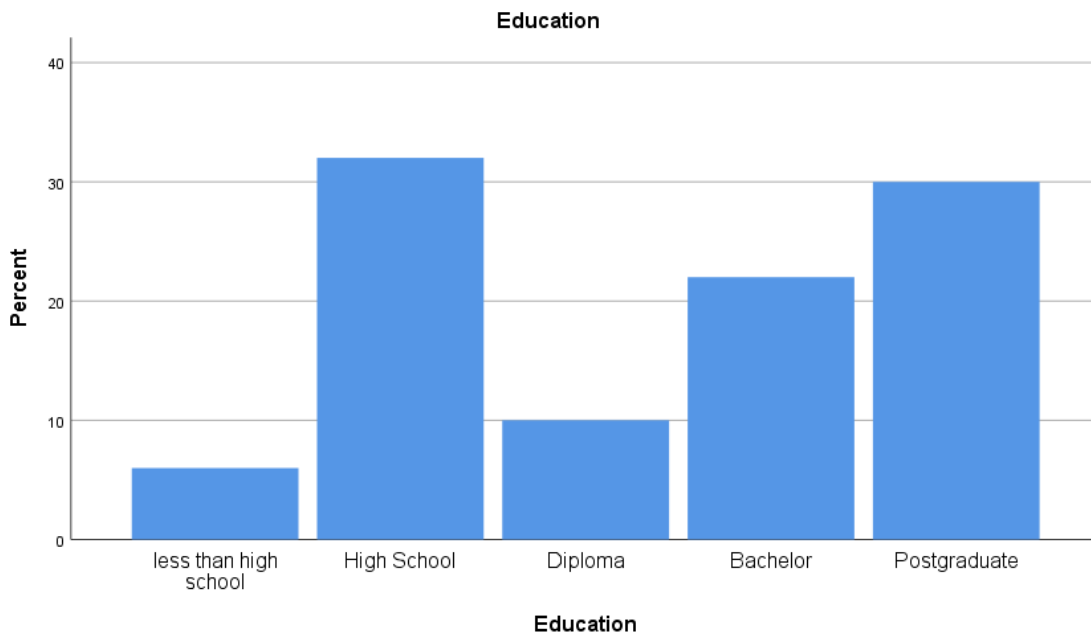
Figure5: Bar chart of Educational qualification

Education: The most educated users who have a postgraduate degree are the 2nd largest in number which is 15 (30%), the largest number of users are at high school or completed high school with a frequency of 11 (32%) . Bachelor degree is in the 3rd position with a frequency of 11(22%), diploma at 4th with frequency of 5 and less than high school is at the last with frequency of 3 (6%). From the descriptive statistics mean of Education is 3.38 and standard deviation is 1.369.

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rural	12	24.0	24.0	24.0
	suburban	10	20.0	20.0	44.0
	urban	28	56.0	56.0	100.0
	Total	50	100.0	100.0	

Table 5: Residence

Residence: About 56% of users live in urban area including major cities like Dhaka, Rajshahi, shylhet etc. city areas. Others live in suburban (20%) areas like small towns and rural areas (24%).

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	50	12.00	50.00	24.6600	8.75893
Income	50	1.00	4.00	2.7200	1.21286
Education	50	1	5	3.38	1.369
Residence	50	1	3	2.32	.844
usefulness	50	1	4	3.28	1.051
understandability	50	1.00	4.00	2.9200	.85332
Social media marketing	50	1.00	5.00	4.1600	.99714
family influence	50	1.00	5.00	3.4400	1.16339
friend's influence	50	2.00	5.00	3.9800	1.03982
Colleagues' influence	50	1.00	5.00	3.1400	1.19540
Partner's influence	50	1.00	5.00	4.0800	1.24278
Facilitating Conditions	50	1.00	4.00	2.2000	1.08797
Behavioral Intention	50	2.00	5.00	4.5000	.88641
Valid N (listwise)	50				

Usefulness of OTT apps:

usefulness

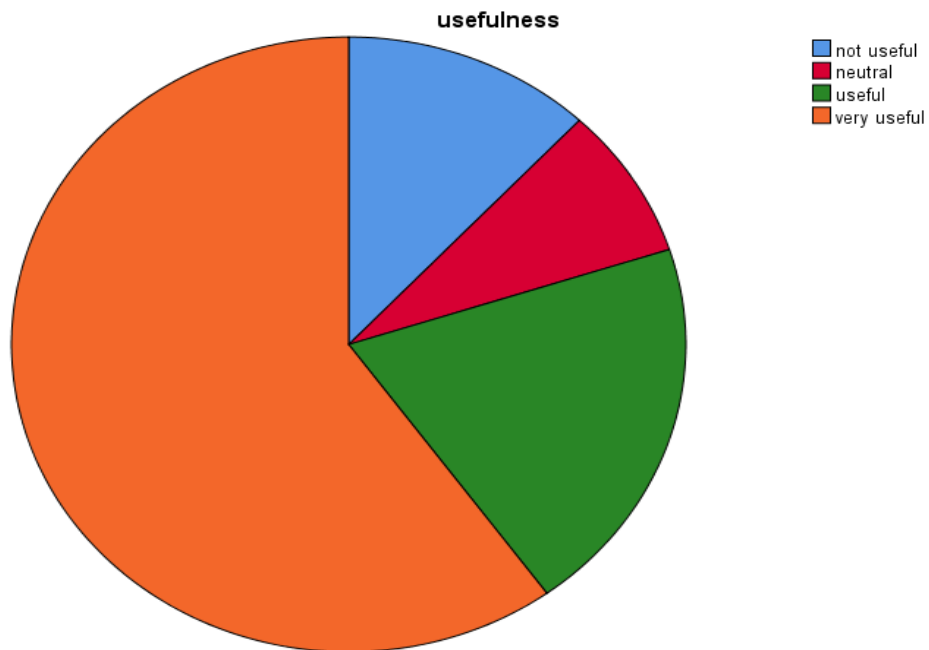|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 not useful	6	12.0	12.0	12.0
	2 neutral	4	8.0	8.0	20.0
	3 useful	10	20.0	20.0	40.0
	4 very useful	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

figure 6: How useful you find mobile application for OTT in daily life?

In terms of performance expectancy 60% of the total respondents found the apps for most part very useful which means these apps are well-made and easy to use and makes the experience a lot better for most people. 20% of them found it useful and 8% were neutral and 12% thought mobile apps are not useful for streaming and operating OTT platforms.

So, it demonstrates that OTT apps are in great use in terms of sustainable business model when it comes to performance expectancy. The mean is 3.28 and standard deviation is 1.051.

Effort expectancy

understandability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 need to be skillful	3	6.0	6.0	6.0
	2.00 have to learn	11	22.0	22.0	28.0
	3.00 clear and understandable	23	46.0	46.0	74.0
	4.00 easy to use	13	26.0	26.0	100.0
	Total	50	100.0	100.0	
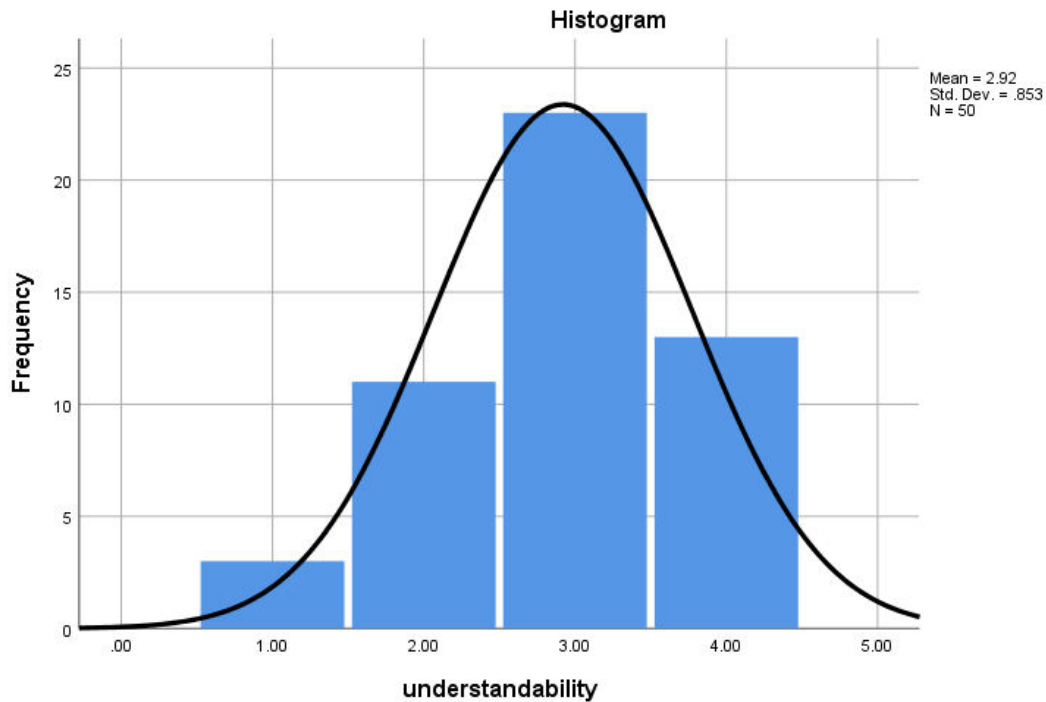
Figure 7: How easy you think understanding to operate apps for OTT platforms?

Was it easy to operate the apps? In this context most (46%)of the participants (23 participants) said it was clear and understandable meaning the apps were made for users who are not tech savvy. 3 of them(6%) thought that they need to be skillful to use the apps. There were 13 people(26%) who thought it is easy to use and 11 of them though they need to learn about it.

**Social Influence:**

Social media marketing

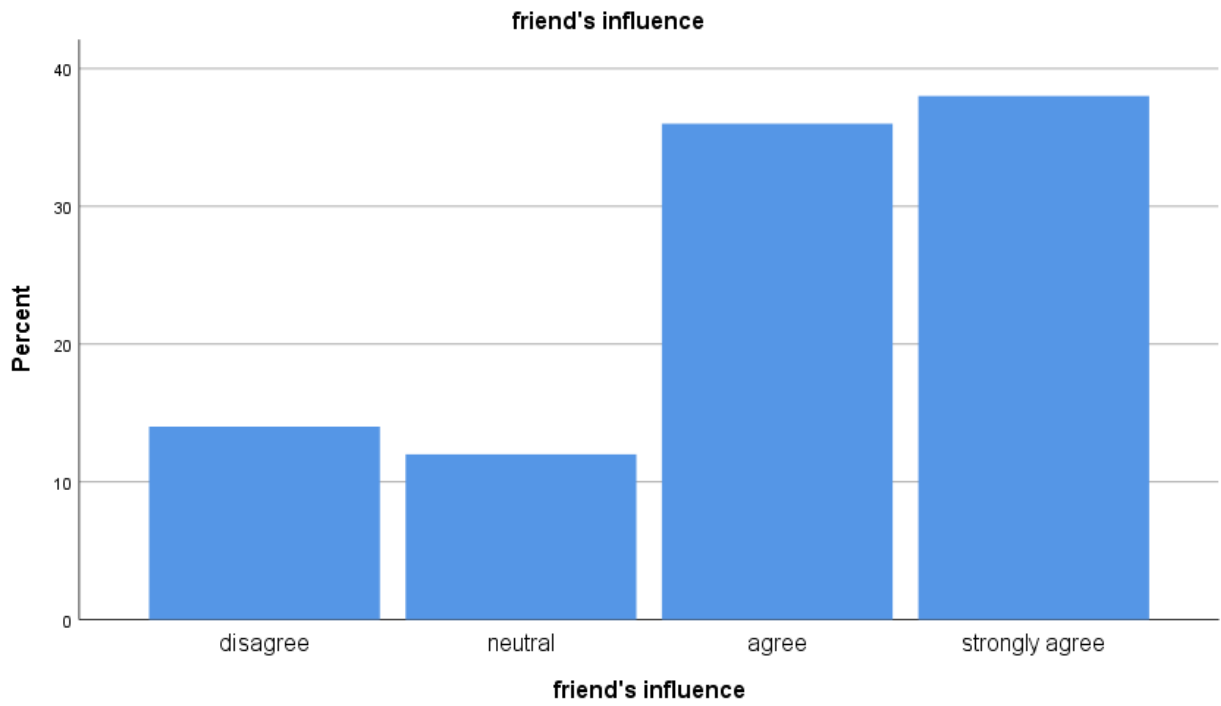|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 strongly disagree	1	2.0	2.0	2.0
	2.00 disagree	4	8.0	8.0	10.0
	3.00 neutral	3	6.0	6.0	16.0
	4.00 agree	20	40.0	40.0	56.0
	5.00 strongly agree	22	44.0	44.0	100.0
	Total	50	100.0	100.0	
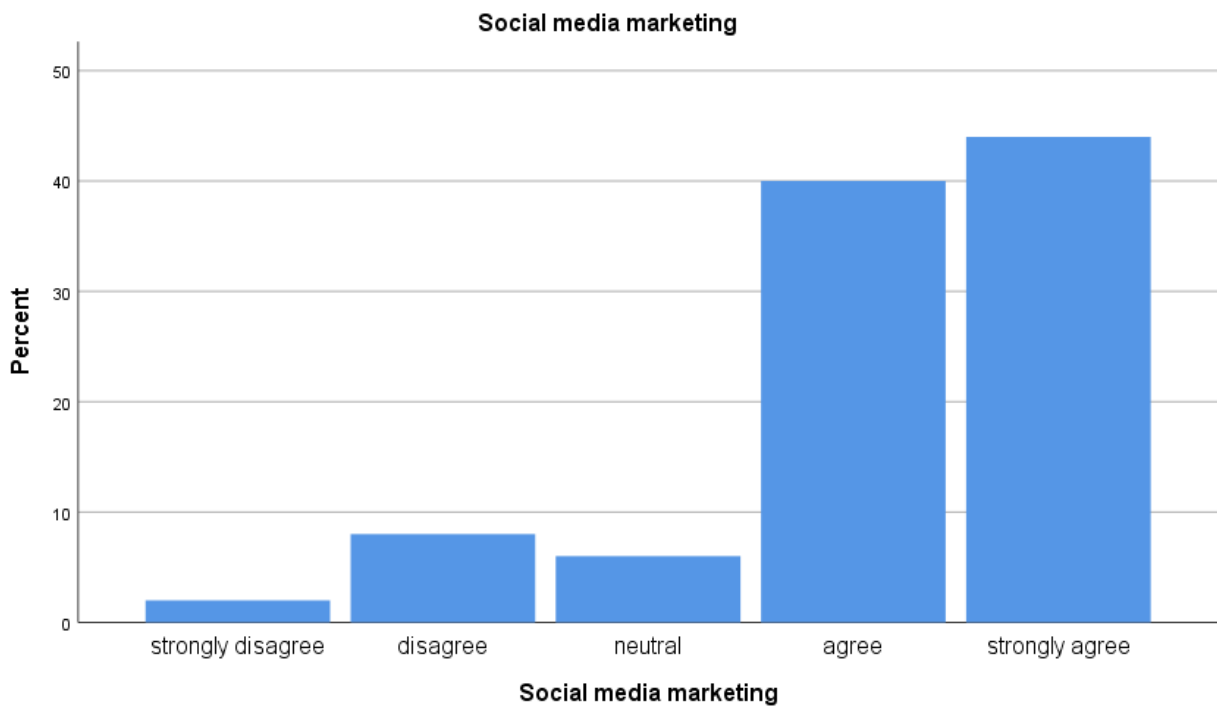
family influence

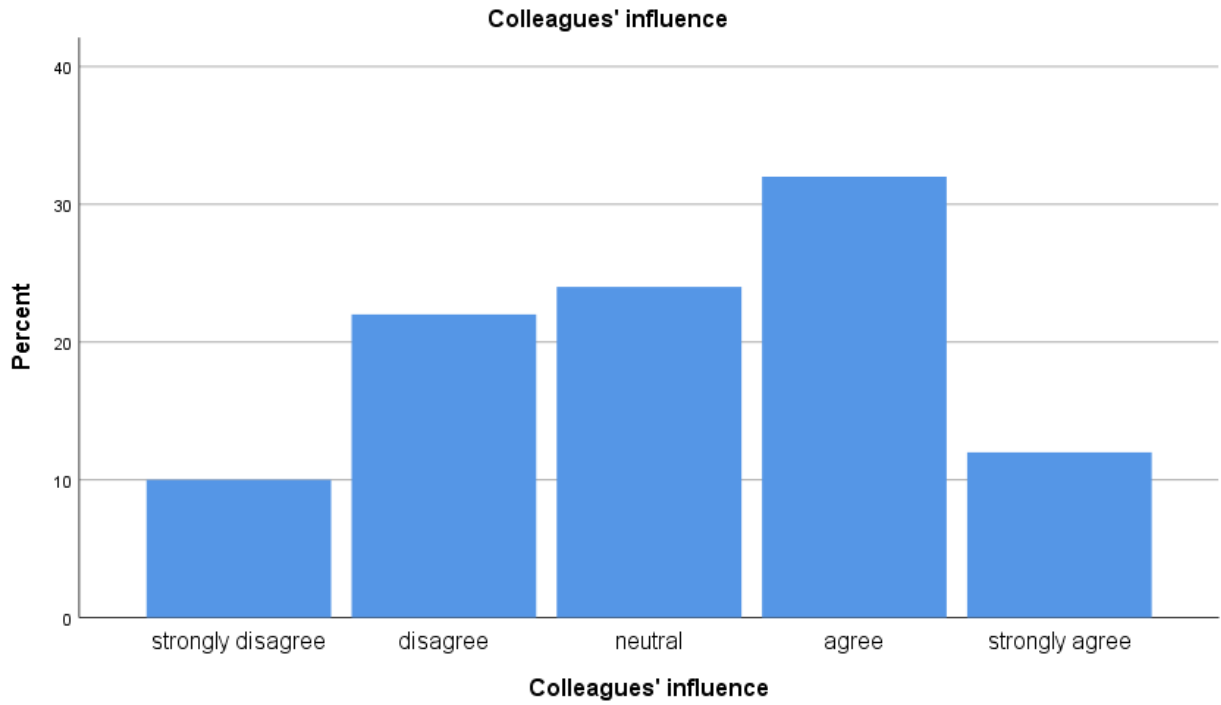|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 strongly disagree	4	8.0	8.0	8.0
	2.00 disagree	8	16.0	16.0	24.0
	3.00 neutral	7	14.0	14.0	38.0
	4.00 agree	24	48.0	48.0	86.0
	5.00 strongly agree	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

family influence
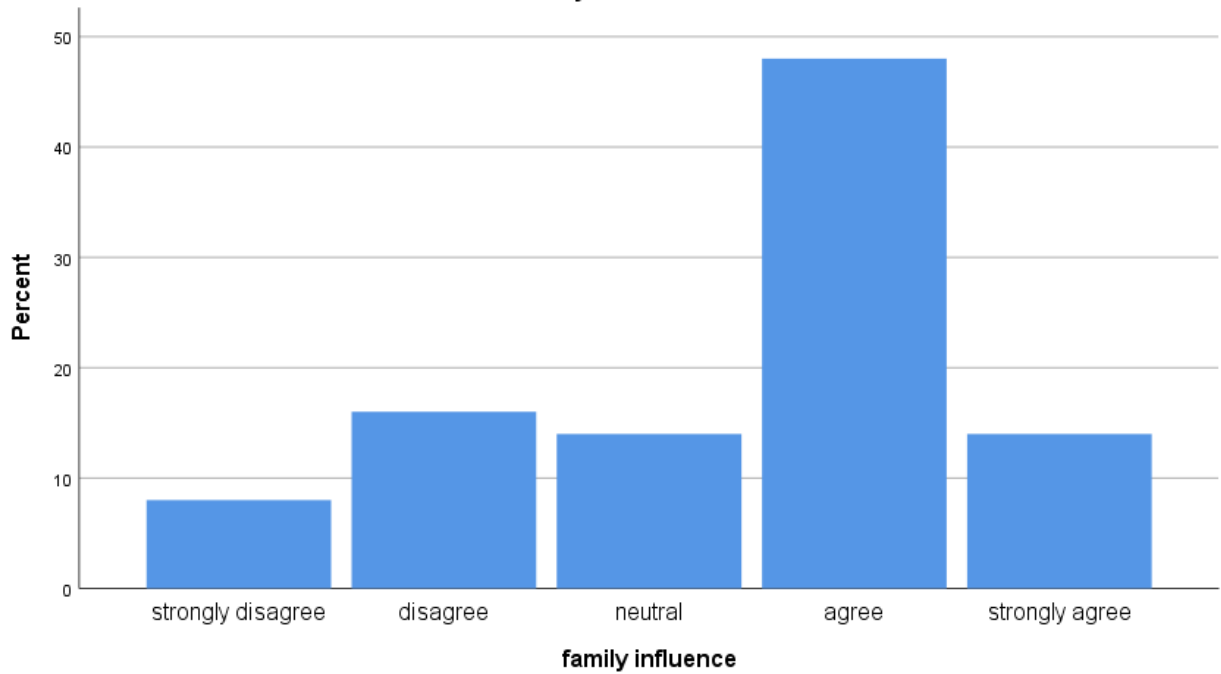
friend's influence

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00 disagree	7	14.0	14.0	14.0
	3.00 neutral	6	12.0	12.0	26.0
	4.00 agree	18	36.0	36.0	62.0
	5.00 strongly agree	19	38.0	38.0	100.0
	Total	50	100.0	100.0	

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friend's influence

friend's influence

Colleagues' influence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 strongly disagree	5	10.0	10.0	10.0
	2.00 disagree	11	22.0	22.0	32.0
	3.00 neutral	12	24.0	24.0	56.0
	4.00 agree	16	32.0	32.0	88.0
	5.00 strongly agree	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Colleagues' influence

Colleagues' influence

Partner's influence

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 strongly disagree	3	6.0	6.0	6.0
	2.00 disagree	4	8.0	8.0	14.0
	3.00 neutral	6	12.0	12.0	26.0
	4.00 agree	10	20.0	20.0	46.0
	5.00 srongly agree	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

Partner's influence
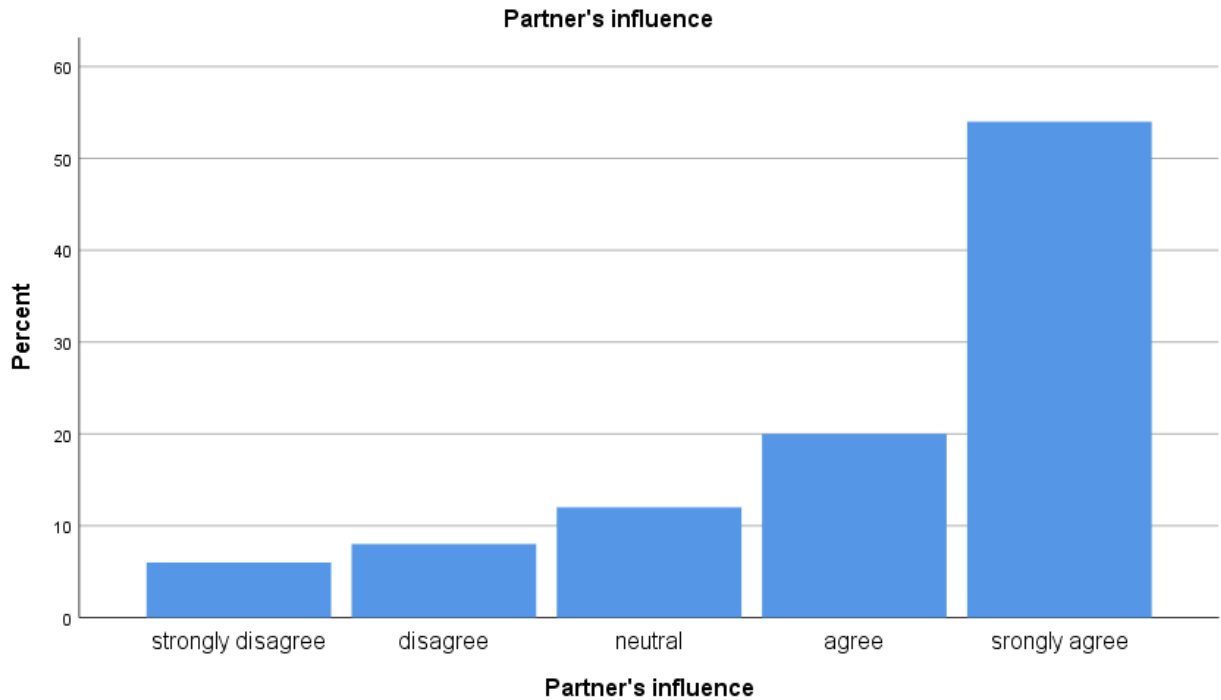
Mostly, what can be seen in this questionnaire that, a total of 27 persons are strongly agreeing that they were mostly influenced by their partners and by social media the 2nd most with a 22 person strongly agreeing and 20 persons agreeing with the statement. However, Friends, family and colleagues also play a vital role with 19, 24 and 16 persons strongly agreeing or at least agreeing. It shows, social influence is the most efficient influence in marketing and needs to be done right and carefully. Targeting specific groups with social influence and the gained potential customers needs to be handled very carefully. Offers and promos should be given to existing customers for customer retention.

Facilitating Conditions:

Facility Facilitating Conditions

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 I have the resources necessary	17	34.0	34.0	34.0
	2.00 I have knowledge	14	28.0	28.0	62.0
	3.00 mobile apps are not compatible with the other systems I use	11	22.0	22.0	84.0
	4.00 I can get help from others when I have difficulties	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Facilitating Conditions
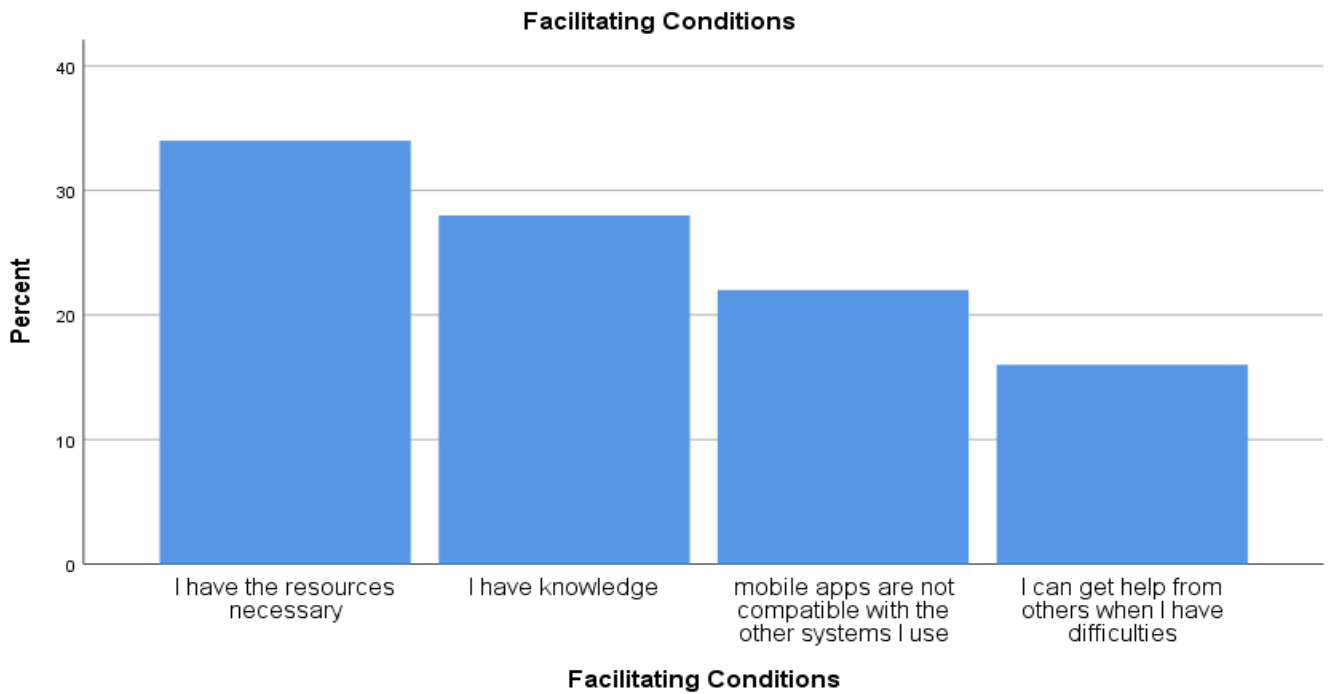
34% of the people have the resources necessary to use mobile applications, 28% of the respondents have knowledge about the applications.22% thinks they have compatibility

issues with their system. And only 16% think they may face difficulties while using these apps.

Behavioral Intention

Behavioral Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00 maybe sometimes	3	6.0	6.0	6.0
	3.00 neutral	4	8.0	8.0	14.0
	4.00 frequently	8	16.0	16.0	30.0
	5.00 very frequenty	35	70.0	70.0	100.0
	Total	50	100.0	100.0	

Behavioral Intention
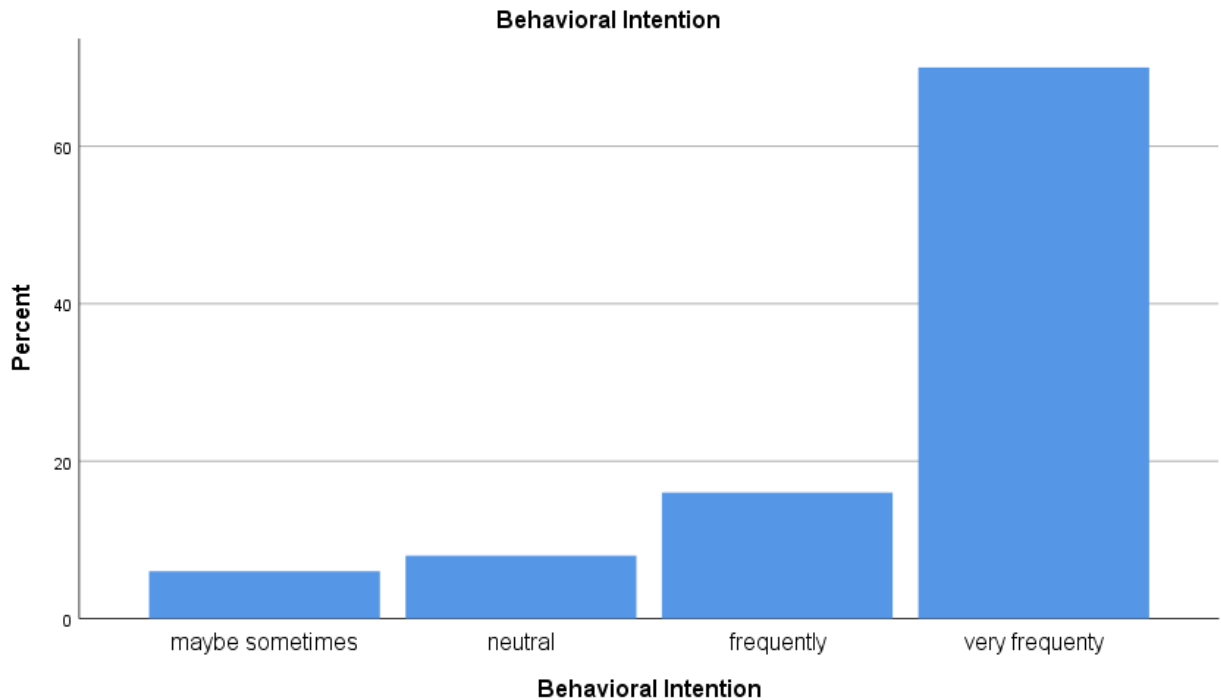
To answer the question, most participants (70%) chose 'very frequently', a few (16%) chose 'frequently' and only a little number (8%) of people chose to be neutral about it.

So, by analyzing the data, it is clear that understandable and easy to use apps, useful and handy apps, social influence are the key factors to user's behavioral intention to use mobile application. However, facilitating condition does have minimal impact on user's behavioral intention.

3.3.3 Correlation Analysis:

By taking Behavioral intention as an dependent variable and facilitating conditions, social media marketing and income as independent variable these data are obtained for correlation analysis.

The problem:

Investigating the relationships among Behavioral intention and Facilitating Conditions, social media marketing and income.

H1: There is a significant relationship between Facilitating Conditions & Behavioral intention

H2: There is a significant relationship between social media marketing & Behavioral intention

H3: There is a significant relationship between income & Behavioral intention

Reporting Pearson Correlation:

Pearson correlation of Facilitating condition and Behavioral intention was found to be very low negative and statistically insignificant(r=-.212,p>.05). Hence, H1 was not supported. So, the correlation is not statistically significant.

For social marketing & Behavioral intention Pearson correlation was found to be very low negative and statistically insignificant (r=-.182, p>.05). Hence, H2 was not supported. So, the correlation is not statistically significant.

For between income & Behavioral intention Pearson correlation was found to be negative and insignificant. Hence H3 was not supported. However, between income and facilitating condition it was found to be positive and statistically significant(r=.353,p<.05). Therefore, There is a significant relationship between income and facilitating condition.

Correlation Analysis:

	Behavioral intention	Facilitating condition	Social Media Marketing	Income
Behavioral intention	1			
Facilitating condition	-.212	1		
Social Media Marketing	-.185	-.275	1	
Income	-.266	.353*	-.249	1

*correlation is significant at the 0.05 level(2 tailed)

Correlations			Behavioral Behavioral Intention	Facility Facilitating Conditions	smi Social media marketing	Income Income
Behavioral Behavioral Intention	Pearson Correlation		1	-.212	-.185	-.266
	Sig. (2-tailed)			.140	.199	.062
	Sum of Squares and Cross-products		38.500	-10.000	-8.000	-14.000
	Covariance		.786	-.204	-.163	-.286
	N		50	50	50	50
Facility Facilitating Conditions	Pearson Correlation		-.212	1	-.275	.353*
	Sig. (2-tailed)		.140		.054	.012
	Sum of Squares and Cross-products		-10.000	58.000	-14.600	22.800
	Covariance		-.204	1.184	-.298	.465
	N		50	50	50	50
smi Social media marketing	Pearson Correlation		-.185	-.275	1	-.249
	Sig. (2-tailed)		.199	.054		.081
	Sum of Squares and Cross-products		-8.000	-14.600	48.720	-14.760
	Covariance		-.163	-.298	.994	-.301
	N		50	50	50	50
Income Income	Pearson Correlation		-.266	.353*	-.249	1
	Sig. (2-tailed)		.062	.012	.081	
	Sum of Squares and Cross-products		-14.000	22.800	-14.760	72.080
	Covariance		-.286	.465	-.301	1.471
	N		50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

Nonparametric Correlations

Correlations

			Behavioral Behavioral Intention	Facility Facilitating Conditions	smi Social media marketing	Income Income
Kendall's tau_b	Behavioral Behavioral Intention	Correlation Coefficient	1.000	-.266*	-.124	-.310*
		Sig. (2-tailed)	.	.034	.338	.014
		N	50	50	50	50
	Facility Facilitating Conditions	Correlation Coefficient	-.266*	1.000	-.317*	.301*
		Sig. (2-tailed)	.034	.	.011	.012
		N	50	50	50	50
	smi Social media marketing	Correlation Coefficient	-.124	-.317*	1.000	-.205
		Sig. (2-tailed)	.338	.011	.	.098
		N	50	50	50	50
	Income Income	Correlation Coefficient	-.310*	.301*	-.205	1.000
		Sig. (2-tailed)	.014	.012	.098	.
		N	50	50	50	50
Spearman's rho	Behavioral Behavioral Intention	Correlation Coefficient	1.000	-.298*	-.137	-.351*
		Sig. (2-tailed)	.	.035	.344	.013
		N	50	50	50	50
	Facility Facilitating Conditions	Correlation Coefficient	-.298*	1.000	-.371**	.355*
		Sig. (2-tailed)	.035	.	.008	.011
		N	50	50	50	50
	smi Social media marketing	Correlation Coefficient	-.137	-.371**	1.000	-.251
		Sig. (2-tailed)	.344	.008	.	.078
		N	50	50	50	50
	Income Income	Correlation Coefficient	-.351*	.355*	-.251	1.000
		Sig. (2-tailed)	.013	.011	.078	.
		N	50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

3.3.4 Regression Analysis:

The problem: To investigate if age, income, education, Residence, usefulness of app, understandability, social media marketing(smi/smm), family influence friends' influence, colleagues' influence, partner's influence and facilitating condition has a significant impact on life satisfaction.

Hypothesis:

H1: There is a significant impact of age on behavioral intention.

The hypothesis tests if age carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable age to test the hypothesis H1, age predicted behavioral intention significantly, $F_{(12,37)}=5.137$, $p<0.05$, which indicates that age can play a significant negative role in shaping behavioral intention,

BI(b=-.059, p<.05).Moreover, R^2=.625 depicts that the model explains 62.5% of the variance in BI. As the t value<-2 it's more confident as a predictor.

H2: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable income to test the hypothesis H2, income did not predict behavioral intention significantly, $F_{(12,37)}$=5.137, p>0.05, which indicates that income cannot play a significant role in shaping behavioral intention, BI(b=-.007, p>.05).Moreover, R^2=.625 depicts that the model explains 62.5% of the variance in BI. As the t value<-2 it's confident as a predictor.

H3: The hypothesis tests if education carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable education to test the hypothesis H3, education did not predict behavioral intention significantly, $F_{(12,37)}$=5.137, p>0.05, which indicates that education cannot play a significant role in shaping behavioral intention, BI(b=.160, p>.05).Moreover, R^2=.625 depicts that the model explains 62.5% of the variance in BI. As the t value<2 it's not confident as a predictor.

H4: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable residence to test the hypothesis H4, residence did not predict behavioral intention significantly, $F_{(12,37)}$=5.137, p>0.05, which indicates that residence cannot play a significant role in shaping behavioral intention, BI(b=-.027, p>.05).Moreover, R^2=.625 depicts that the model explains 62.5% of the variance in BI. As the t value<2 it's not confident as a predictor.

H5: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable usefulness to test the hypothesis H5, usefulness did not predict behavioral intention significantly, $F_{(12,37)}$=5.137, p>0.05, which indicates that usefulness cannot play a significant role in shaping behavioral intention, BI(b=-.021, p>.05).Moreover, R^2=.625 depicts that the model explains 62.5% of the variance in BI. t<-2 means it's confident as a predictor.

H6: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable understandability to test the hypothesis H6, usefulness predicted behavioral intention significantly, $F_{(12,37)}$=5.137, p<0.05, which indicates that usefulness can play a significant positive role in shaping behavioral intention, BI(b=.529, p>.05).Moreover, R^2=.625 depicts that the model explains 62.5% of the variance in BI. t>2 means it's confident as a predictor.

H7: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable social media marketing to test the hypothesis H7, smm predicted behavioral intention significantly, $F(12,37)=5.137$, $p<0.05$, which indicates that smm can play a significant positive role in shaping behavioral intention, BI(b=-.323, p>.05).Moreover, $R^2=.625$ depicts that the model explains 62.5% of the variance in BI. t<-2 means it's confident as a predictor.

H8: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable family influence to test the hypothesis H8, family did not predict behavioral intention significantly, $F(12,37)=5.137$, $p>0.05$, which indicates that family cannot play a significant positive role in shaping behavioral intention, BI(b=.74, p>.05).Moreover, $R^2=.625$ depicts that the model explains 62.5% of the variance in BI. t<2 means it's not confident as a predictor.

H9: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable friends' influence to test the hypothesis H9, friends predicted behavioral intention significantly, $F(12,37)=5.137$, $p<0.05$, which indicates that friends can play a significant positive role in shaping behavioral intention, BI(b=-.479, p>.05).Moreover, $R^2=.625$ depicts that the model explains 62.5% of the variance in BI. t<-2 means it's confident as a predictor.

H10: The hypothesis tests if income carries a significant impact on behavioral intention where the dependent variable behavioral intention was regressed on predicting variable colleagues' influence to test the hypothesis H10, colleagues predicted behavioral intention significantly, $F(12,37)=5.137$, $p>0.05$, which indicates that colleagues cannot play a significant role in shaping behavioral intention, BI(b=-.035, p>.05).Moreover, $R^2=.625$ depicts that the model explains 62.5% of the variance in BI. t>-2 means it's not confident as a predictor.

H11 & H12 are same as the rest as both have t values less than +2 and p value >0.05.

Table shows the summery of the findings.

Hypothesis	Regression Weights	Beta Coefficient	R^2	F	t-value	p-value	Hypothesis supported
H1	age→BI	-.059	.625	5.137	-2.522	.016	Yes
H2	income→BI	-.007	.625	5.137	-.036	.972	No
H3	education→BI	.160	.625	5.137	.929	.359	No

H4	residence→BI	-.027	.625	5.137	-.201	.842	No
H5	usefulness→BI	-.021	.625	5.137	-.147	.884	No
H6	understandability→BI	.529	.625	5.137	3.198	.003	Yes
H7	smm→BI	-.323	.625	5.137	-2.307	.027	Yes
H8	family→BI	.074	.625	5.137	.783	.439	No
H9	friend→BI	-.479	.625	5.137	-3.485	.001	Yes
H10	colleagues→BI	-.035	.625	5.137	-.277	.783	No
H11	partner→BI	.165	.625	5.137	1.494	.144	No
H12	facility→BI	.007	.625	5.137	.064	.949	No

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.428	.761		8.448	.000
	Age Age	-.059	.023	-.578	-2.522	.016
	Income Income	-.007	.187	-.009	-.036	.972
	Edu Education	.160	.172	.246	.929	.359
	Residence Residence	-.027	.137	-.026	-.201	.842
	useful usefulness	-.021	.145	-.025	-.147	.884
	understand understandability	.529	.165	.509	3.198	.003
	smi Social media marketing	-.323	.140	-.363	-2.307	.027
	fi family influence	.074	.094	.097	.783	.439
	Frnds friend's influence	-.479	.137	-.562	-3.485	.001
	Colleagues' influence	-.035	.127	-.047	-.277	.783
	Partners Partner's influence	.165	.111	.232	1.494	.144
	Facility Facilitating Conditions	.007	.103	.008	.064	.949

a. Dependent Variable: Behavioral Behavioral Intention

3.4 Summary: In short, Mobile applications are being used more frequently by Over-the-Top (OTT) platforms as a means of attracting users and sustaining their operations. The rise in popularity of smartphones and mobile internet, the expansion of high-quality content on OTT platforms, and the practicality and adaptability of mobile apps are only a few of the reasons behind this.

Compared to conventional terrestrial television, OTT platforms have a number of benefits, such as:

- Compared to terrestrial television, OTT services offer a broader range of material, including movies, TV series, documentaries, and live sports.
- OTT services often do not require contracts, allowing users to revoke their subscription at any time.
- Smart TVs, cellphones, tablets, and computers can all be used to access OTT platforms.
- By making watchlists, recommending material, and other features, OTT platforms let users customize their viewing experiences.

Because of these benefits, OTT platforms are gaining popularity among users. By 2027, it is projected that the worldwide OTT industry would have grown to $1.8 trillion. (PWC, Global Entertainment & Media Outlook 2023–2027: India perspective)

Conclusion

An important development that has the potential to upend the traditional television industry is the use of mobile applications by OTT platforms.
In comparison to terrestrial television, OTT platforms have a variety of advantages, and users are increasingly favoring them.
As a result, OTT platforms are in a good position to expand over the coming years.

3.5 Recommendations

These suggestions are offered in light of the findings of this report:

- OTT platforms should keep spending money on mobile apps to expand their user base and expand their businesses.
- OTT platforms should concentrate on creating excellent content that is only available on their platforms.
- The ability to cancel a membership at any moment should be a feature of flexible subscription options on OTT platforms.
- Through watchlists and content suggestions, OTT platforms should continuously improve the user experience.

- As social media marketing, understandability, friends and age groups has a significant impact on behavioral intention of customers. It will be great to invest more in making the apps easy to use, market them properly and spread word of mouth by arranging some contests and offers regularly on usage.

These recommendations can aid OTT platforms in continuing to expand and succeed in the future.

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