

Evaluation of satisfaction levels of women journalists with regards to the consumption of OTT contents: A study of Karnataka

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ABSTRACT

In our everyday lifestyle we spend too much time in front of electronic gadgets. The vast range of development of media and visual entertainment is not a big thing for everyone and it's widely accessible through mobile phones. The new form of media content spreading through the streaming services means OTT Platforms like Amazon Prime Video, Netflix, Voot, Zee5, and etc. availability of OTT Platforms is not a big thing because many streaming platforms give such a freemium option for their viewers. But one thing we all should be aware of is that some contents are released on OTT because they are unlikely to be released on theatre and TV, which is subject to regulation by the Central board of film certification (CBFC) and Broadcasting content complaints council (BCCC) and etc. So, Streaming Platforms has not any regulatory restriction to broadcast web contents and it gets more liberty in the absence of censorship. The main purpose of this study to assess awareness of OTT platforms among women journalists and to know satisfaction level of OTT Content. For this study descriptive research method was adopted and the primary data collected through the survey method. A total 80 number of the respondents were selected. It is found from the study that majority of the women journalist were aware about the OTT platform and they were very satisfied with the content of the OTT.

Keywords: OTT Platforms; Satisfaction level; women Journalists;

INTRODUCTION

Last few decades everything has turned into digitalization and smart work. Before the pandemic or a few years ago everyone should stand in a line for a movie ticket, but now you can sit in your own room and enjoy the new movies. Yes, it happens only because of OTT platforms. OTT Platforms have become most used platforms by web content users. The content delivers in OTT Platforms spread the content in 20 different languages including regional languages in India.

In India there are more than 40 providers of OTT platforms. Which offers original web contents through the internet. In India Hotstar has 4.92 crore subscribers and Amazon prime video has 2.1 crore subscribers followed by other streaming services.

The government of India mends the Business Allocation Act and adds two subscription 22A and 22B on November 9 2020. On February 25, 2021, The Indian

government announced the regulatory code for OTT platforms. According to this, OTT Platforms in India were free from government control.

‘The benefits from OTT streaming platforms were like these platforms are for all age viewers, with no restriction from any sensor board. Varieties of shows are available like web series, movies, TV shows, news channels and more, with best sound quality visually clearer and provided best services to the viewers’ (Ponnumani. K. and Velmurugan. V.S 2022).

According to Tanushree Basuroy (2023), ‘women spent an average of around 819 minutes on YouTube while men spent about 720 minutes. Overall, women reportedly spent more time-consuming streaming content across all the surveyed OTT platforms than men’. Yes, there are 37 percent of the women are digital literates in India.

Kannada journalist has a glories legacy of outstanding women journalists starting from R. Kayanamma to the present-day Poornima, the first woman editor in the post independent Indian history of journalism. Women journalists are professionally engaged in both print and electronic media. (Sathya Prakash and Vinay 2020).

The advent of streaming platforms has significantly changed the viewing habits of Indian citizens. According to Eros and KPMG study that the average Indian OTT viewers spends around 70 minutes per day on these platforms, with a weekly duration of 12.5 hours.

REVIEW OF LITERATURE

Vikas Jadav and Iftiqar Mistry (2023) on their study “Customers satisfaction towards Over the Top (OTT) Platforms on Navi Mumbai” indicates that streaming platforms are replace the traditional one of entertainment in future. According to the study Netflix is the leading OTT platforms followed by Disney Hotstar and Amazon prime video. Viewers of OTT platforms were satisfied with OTT services. Even after the pandemic also the number of subscribers is increasing. Which shows that viewers are always behind quality entertainment.

Jyi-chang Tsai, Lisa Y. Chen and Ming-Han Cai (2023) in their study “Exploring consumers’ intentions to use OTT video streaming platforms” examined that when the OTT streaming service has enough content and is convenient enough, the viewers can enjoy the OTT video streaming platforms in a comfortable and relaxed mood. The higher the level of recognition of perceived usefulness and perceived ease of use will be, and people will want to enjoy OTT streaming platforms and feel entertained.

Ponnumani. K. and Velmurugan. V.S (2022) in their study “Viewers satisfaction level towards OTT Platforms” examined that the major benefits from the OTT platforms are flexibility of usage, availability of cross culture and worldwide entertainment and subscription patterns and ultimate content. The study shows that OTT platforms increasing capital from international investors and making a significant impact on the market.

Anuncia Gabriela and Pavithra (2022) in their study “A study on customer satisfaction towards OTT platforms with special reference to Coimbatore city” found that viewers like to watch movies in their phones and computers, that’s why OTT platforms have a bright future.

Abhishek Kharade (2023) in his study “exploring audience preferences: content consumption patterns on OTT platforms” found that all over the world OTT platforms are providing personalized, flexible, and accessible content to viewers. because of lockdown the popularity of OTT platforms was increased. Due to binge watching and work from home was preferable data consumption method. The study also examined that in future action and comedy content will be demand.

Ashutosh, Amithab, Manish, Govind and Amit (2023) in their study “the portrayal of Indian rural women on OTT Platforms: A critical discourse analysis of the film Jai Bhim” indicates that the movie Jai Bhim portrays the women in its most potent form, how women fight for her family, the film portrays a women high ethical and moral value derived from the firm root of Indian culture. The study concludes that Indian women can stands for her family and she get it done.

Anup Anurag Suren and Shibashish chakraborty (2024) in their studies “Adoption, trust, and commitments of over-the-top platforms: An integrated approach” shows that providers of OTT Platforms could increase their subscribers by providing more important factor with poor performance. The study found satisfaction and perceived trust, and user commitment demonstrated of video content availability and mediator in transferring its effect on user commitment

RESEARCH GAP

The existing reviews focuses on various aspects of customer satisfaction, content availability, and market impact related to Over-the-Top platforms. The studies collectively suggest a growing trend and preference for OTT platforms, emphasizing factors such as content quality, convenience, flexibility, and accessibility. While, Abhishek Kharade’s study touches on preferences for action and comedy content, a more in-depth analysis of specific content genres and viewer’s preferences across different demographics such as: age groups, socio-economic backgrounds could provide a nuanced understanding. While the studies mentioned provided insight into general customer’s satisfaction, there is a gap in understanding how women, specifically women journalists, perceive and engage with OTT platforms. A study focusing on this demographic can offer unique perspectives and shed light in their specific needs, preferences and challenges.

THEORETICAL FRAMEWORK

Uses and gratification theory believes that audience have a complex set of desire to seek satisfaction in the use of mass media. Uses and gratification were built to explain mass communication, although it can also be used for face-to-face communication. The theory explained the audience plays active role, audience are free to choose the media and programs that are considered most capable of satisfying their needs. Uses and gratification theory also focus on when the internet plays an important role and has many enthusiasts to be research. (LaRose and Eastin 2004)

STATEMENT OF THE PROBLEM

The main purpose of this study is to know Satisfaction level of women journalist with regards to the consumption of OTT content. The research aims to analyzing how women journalist are aware about OTT content and how they are satisfied with streaming content. Present days OTT contents are very popular because of their exciting features and different types of content. But, in Karnataka there are a smaller number of women journalists are working compared to men. The main reason for choosing women journalist as respondents, they have digital literacy very well and they use digital platforms in their daily lives as compared as common women. So, therefore it felt necessary to make an in-depth study on “Evaluation of satisfaction level of women journalist with regards to the consumption of OTT content: A case study of Karnataka”.

OBJECTIVES

1. To assess the awareness of OTT platforms among women journalists
2. To know the satisfaction level of OTT Content among women journalists.
3. To know the impact of OTT platform of their professionalism.

METHOD

The descriptive research design was adopted to study satisfaction levels of women journalists with regards to the consumption of OTT contents. Descriptive research is a study designed to depict the participants in an accurate way and is used to describe characteristics of a population or phenomena being studied. In descriptive research methodology quantitative analysis was used.

LOCALE OF THE STUDY

For the present study the respondents have been selected from four revenue divisions of Karnataka i.e. Bengaluru, Belagavi, Kalaburgi and Mysuru.

SAMPLING TECHNIQUE

In the present research, purposive sampling technique is used. Purposive sampling refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that we need in our sample. From each revenue division 20 women journalists a total of 80 respondents was chosen purposefully, likely to ensure a representative and diverse set of perspectives.

DATA COLLECTION METHOD

A structured questionnaire was designed to collect primary data from the selected women journalists. The questionnaire contains a predetermined set of questions with fixed response options. To distribute the questionnaire Google form is prepared. Google forms are an online survey that allows for easy creation, distribution and collection of information from the respondents. It offers a user-friendly interface and efficient data management. The questionnaire was distributed through various online platforms, such as Whatsapp, E-mail, for sharing the survey link directly with participants and Facebook and other online platforms for wider dissemination and reaching a diverse audience.

DISCUSSION

DATA ANALYSIS

Table 1. Age

Age	Frequency	Percentage
18 to 25	32	40%
26 to 30	22	27.5%
31 to 35	08	10%
36 to 40	10	12.5%
Above 40	08	10%

Total	80	100%
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The above table interprets the age groups of the respondents. It shows that majority of the respondents (40%, N=32) were belonged to 18 to 25 years of age group, followed by 26 to 30 years of age group (27.5%, N=22). Whereas, 12.5 percent (N=10) of the respondents were belonged to 36 to 40 years of the age group and 10 percent (N=08) of the respondents were belonged to 31 to 40 years and above 40 year's age group.

Table 2. Education Qualification

Education	Frequency	Percentage
Degree	20	25%
Master degree	32	40%
PHD	04	05%
Other	04	05%
Diploma in Journalism	12	15%
Diploma in electronic/digital media	08	10%
Total	80	100%

This table reveals that education qualifications of the respondents. It indicates that majority of the respondents were belonged to master degree =, followed by degree. Whereas, 15 percent of the respondents were belonged to diploma in journalism, 10 percent were diploma in electronic media and only 5 percent were belonged to PHD and other courses.

Table 3. Monthly Income

Monthly income	Frequency	Percentage
10000 to 50000	48	60%
50000 to 100000	16	20%
Above 100000	16	20%
Total	80	100%

The above table exhibits that monthly income of the respondents. It indicates that more than half of the respondents (N=48, 60%) were have 10000 to 50000 monthly income, followed by 50000 to 100000 and above 100000 of monthly income (N=16, 20%).

Table 4. Marital Status

Marital status	Frequency	Percentage
Married	44	55%
Un married	36	45%
Divorced	00	00%
Total	80	100%

Verified from the above table there are out of 80, 44 respondents (55%) were married and 36 (45%) of the respondents were unmarried.

Table 5. Working Experience in Media Field

Years of working experience	Frequency	Percentage
Less than one year	06	7.5%
2 to 5 years	28	35%
5 to 10 years	26	32.5%
10 to 15 years	10	12.5%
Above 15 years	10	12.5%

Total	80	100%
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This table reveals that working experience of the respondents. It shows that majority of the respondents were belonged to 2 to 5 years (N=28, 35%) of work experience, followed by 5 to 10 (N=26, 32.5%) years of experience. Whereas 12.5 (N=10) percent of the respondents were belonged to 10 to 15 years of experience and above 15 years of experience in the media field and only 7.5 percent (N=6) of the respondents were have less than 1 year of the working experience.

Table 6. Using OTT Platforms

Opinion	Frequency	Percentage
Yes	64	80%
No	00	00%
Sometimes	16	20%
Total	80	100%

From the above table it indicates that respondents Using OTT platforms or Not in their daily lives. It exhibits that more than three fourth of the respondents (N=64, 80%) were said Yes and 20 percent (N=16) were said sometimes and no said No.

Table 7. Have an Account on Following Streaming Platforms

OTT platforms	Frequency	Percentage
Netflix	32	40%
Amazon Prime Video	44	55%
Disney + Hotstar	16	20%
Apple TV	12	15%
Zee 5	44	55%
VOOT	48	60%
Jio TV	24	30%
Alt Balaji	16	20%
MX player	20	25%
Sun Next	13	16.25%
Aha	9	11.25%
Others	5	6.25%

It is evident from the above table 7 about the have an account on varies streaming platforms. The data exhibits that more than half of the respondents (N=48, 60%) were have an account of VOOT, followed by Amazon Prime video and Zee5 (N=44, 55%). Whereas 40 percent (N=32) of the respondents were have an account on Netflix, 30 percent (N=24) were have Jio TV, 25 percent (N=20) were have MX Player, 20 percent (N=16) were have Disney+ Hotstar and Alt Balaji and 15 percent (N=12) were have Apple Tv and 16.25 percent (N=13) were have Sun Next and 11.25 percent were have Aha and only 6.25 percent were have an accounts on other streaming platforms.

Table 8. Years of Using OTT Platforms

Opinion	Frequency	Percentage
From last 4/3 years	35	43.75%
From last 2 years	32	40%
From last 1 year	08	10%

Less than 1 year	05	6.35%
Total	80	100%

The table 8 analysis the years of using OTT platforms by the respondents. It shows that near half of the respondents (N=35, 43.75%) were using OTT platforms from last 4/3 years, followed by from last 2 years (N=32, 40%). Whereas 10 percent (N=8) were using from last one years and 6.35 percent (N=5) were using OTT platforms less than 1 year.

Table 9. Spending Hours on OTT Platforms in a Day

Opinion	Frequency	Percentage
More than 5 hours	04	5%
3-4 hours	16	20%
2-3 hours	32	40%
Less than 1 hour	28	35%
Total	80	100%

It is observed from the above table spending hours on OTT content by the respondents. It indicates that majority of the respondents were spending 2-3 hours in a day for OTT content, followed by less than 1 hour. Whereas 20 percent were spending 3-4 hours in a day and only 5 percent were spending more than 5 hours in a day to watch OTT content.

Table 10. Reason for Preferring OTT Platforms

Reasons	Frequency	Percentage
More content in less money	24	30%
Time saver	60	75%
Add free content	12	15%
Quality of content	40	50%
Different content in one subscription	44	55%
Many time viewing	12	15%
Download option	42	52.5%

Table 10 shows the reason for preferring OTT platforms for watching movies. The data shows that three fourth of the respondents (N=60, 75%) were said OTT platforms are time saver that's why they preferred OTT, followed by OTT platforms have different content in one subscription. Whereas 50 percent (N=40) were said reason for preferring OTT is Quality of the content, 30 percent (N=24) were preferring OTT for it has more content in less money and 15 percent (N=12) were preferring OTT because of its ad free content and many time viewing.

Table 11. Given Priority for Following OTT Content

OTT content	Frequency	Percentage
Cinema	75	93.75%
Reality Show	65	81.25%
Live Shows	32	40%
Educational videos	38	47.5%
Short films	52	65%
Web series	71	88.75%
TV content	57	71.25%
Cartoon series	22	27.5%

Sports	48	60%
Others	32	40%

Table 11 indicates that out of 8- respondents 75 respondents were given priority to watching cinema on OTT Platforms, followed by web series (N=71, 88.75%). Whereas 81.25 percent (N=65) of the respondents were given priority to watch reality shows on streaming platforms, 71.25 percent (N=57) were like to watch TV content, 65 percent (N=52) were like to watch short films, 60 percent (N=48) were like to watch sports, 47.5 percent (N=38) were like to watch educational videos, 40 percent (N=32) were like to watch live shows and others and only 27.5 percent (N=22) were like to watch cartoon series.

Table 12. Preferring Content to Watch

Types of content	Frequency	Percentage
International	36	45%
National	48	60%
Regional	46	57.5%
Own language content	68	85%
Other language content	20	25%
Other content with subtitles	64	80%

It is asserted from the above table more than three fourth of the respondents mean 85 percents (N=68) of the respondents were like to watch own language content on OTT platforms, followed by other language content with subtitle (N=64, 80%). Whereas 60 percent were like to watch National content (N=48), 57.5 percent (N=46) of the respondents were preferred to watch regional content, 45 percent (N=36) of the respondents were preferred watch international content, and only 25 percent (N=20) of the respondents were preferred other language content to watch on OTT platforms.

Table 13. Preferring Types of OTT Content

Content	Frequency	Percentage
Comedy	15	18.75%
Thriller	36	45%
Sci-fi	59	73.75%
Horror	48	60%
Drama	28	35%
Inspired	62	77.5%
Social	36	45%

It is observed from the above table shows that preferred types of content for watch on OTT platforms by the respondents. It shows that majority of the respondents (77.5%, N=62) were prefer inspired content on OTT, followed by Sci-fi (73.75%, N=59). Whereas 60 percent (N=48) were preferred Horror content, 45 percent (N=36) were preferred thriller and social and 35 percent (N=28) were preferred drama and only 18.75 percent (N=15) of the respondents were preferred comedy content on OTT platforms.

Table 14. OTT Content is Good for Everyone

Opinion	Frequency	Percentage
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Yes	32	40%
No	04	5%
Can't say	44	55%
Total	80	100%

The above table indicates that opinion about OTT content is good for everyone. The data shows that majority of the respondents (55%, N=44) were said can't say with this opinion, followed by Yes (N=32, 40%) and No (N=4, 5%).

Table 15. Felt After Watching OTT Content

Opinion	Frequency	Percentage
Happy	40	50%
Peacefull	56	70%
Satisfied	72	90%
Calm	20	25%
Anxiety	04	5%

It is asserted from the above table how respondents feel after watching OTT content. The result shows that majority of the respondents (N=72, 90%) were felt satisfied after watching OTT content, followed by peaceful (N=56, 70%). Whereas 50 percent (N=40) were felt happy, 25 percent (N=20) were felt calm and only 5 percent (N=4) were felt Anxiety.

Table 16. Opinion About OTT is Expensive

Opinion	Frequency	Percentage
Yes	12	15%
No	28	35%
May be	24	30%
Can't say	16	20%
Total	80	100%

The above table exhibits that opinion about OTT platforms is expensive according to the respondents. The result of the study shows that most of the respondents said No (35%, N=28), followed by May be (30%, N=24). Whereas 20 percent (N=16) were said can't say and only 15 percent (N=12) were opined Yes OTT is Expensive.

Table 17. Using Subscription Pattern for Consuming OTT Content

Subscription patterns	Frequency	Percentage
Monthly	28	35%
Three months	04	5%
Yearly	40	50%
Only on necessary	08	10%
Total	80	100%

The above table exhibits that half of the respondents were (N=40, 50%) were subscribed yearly pack for watch OTT content, followed by monthly packs (N=28, 35%). Whereas 10 percent (N=8) were subscribed only on necessary and only 5 percent (N=4) were subscribed three months once.

Table 18. Like to Watch OTT Content With

Opinion	Frequency	Percentage
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Friends	08	10%
Family	16	20%
Alone	56	70%
Total	80	100%

The above table indicates that near three fourth of the respondents (N=56, 70%) were watching OTT content Alone, followed by with family members (N=16, 20%) and only 10 percent (N=8) were watching OTT content with friends.

Table 19. Like to Share or Suggest Content With Others

Opinion	Frequency	Percentage
Yes	24	30%
No	16	20%
Only selected content	40	50%
Total	80	100%

It is observed from the above table respondents were like to share or suggest the content with others to watch. The data analyses that out of 80 respondents 40 respondents (50%) were share or suggest only selected content with others and 24 (30%) respondents were said Yes and 16 respondents (20%) were said No with this opinion.

Table 20. Highly Satisfied OTT Platform

Streaming platforms	Highly	Moderate	Dissatisfied
Netflix	65 (81.25%)	10 (12.5%)	05 (6.25%)
Amazon Prime Video	48 (60%)	24(30%)	08 (10%)
Zee5	32 (40%)	40 (50%)	08 (10%)
Jio Cinema	16 (20%)	48 (60%)	16 (20%)
Disney+ Hot star	24 (30%)	28 (35%)	28 (35%)
VOOT	32 (40%)	42 (52.5%)	06 (7.5)
Alt Balaji	16 (20%)	28 (35%)	36 (45%)
MX Player	42 (52.5%)	30 (37.5%)	08 (10%)
Sun next	32 (40%)	40 (50%)	08 (10%)
Aha	12 (15%)	38 (47.5%)	30 (37.5%)
Others	22 (27.5%)	48 (60%)	10 (12.5%)

It is asserted from the above data that satisfaction level on selected OTT platforms among respondents. The result shows that majority of the respondents (N=65, 81.25%) were highly satisfied with Netflix contents, followed by moderate satisfied (N=10, 12.5%) and only 6.25 percent (N=05) were dissatisfied with Netflix contents.

The data indicates that 60 percent (N=48) of the respondents were highly satisfied with Amazon Prime Video content, followed by moderate satisfied (N=24, 30%) and 10 percent (N=8) were dissatisfied with Prime Video contents.

The above table shows that half of the respondents (N=40, 50%) were moderately satisfied with Zee5 streaming site's content, followed by highly satisfied (N=50, 50%) and only 10 percent (N=8) were dissatisfied on Zee5 content.

The above table indicates that majority of the respondents (N=48, 60%) were moderately satisfied with Jio cinema streaming platform, followed by Highly satisfied and dissatisfied with Jio cinema content (N=16, 20%).

The above data shows that majority of the respondents were (N=28,35%) were moderately satisfied and dissatisfied with Disney+ Hot Star content and 30 percent (N=24) were highly satisfied with Disney+ Hot star streaming content.

More than half of the respondents (N=42, 52.5%) of the respondents were moderately satisfied with VOOT streaming sites, followed by highly satisfied (N=N=32, 40%) and 7.5 percent (N=6) were dissatisfied with VOOT.

Majority of the respondents means 45 percent (N=36) of the respondents were dissatisfied with Alt Balaji streaming platforms, followed by moderate satisfied (N=28, 25%) and 20 percent (N=16) were highly satisfied with Alt Balaji Streaming site.

The data shows that majority of the respondents (N=42, 52.5%) were highly satisfied with MX player, followed by moderately satisfied (N=30, 37.5%) and 10 percent were (N=08) were dissatisfied with MX player.

Majority of the respondents (N=40, 50%) were moderately satisfied with Sun next streaming site, followed by highly satisfied (N=32, 40%) and 10 percent were (N=8) were dissatisfied with this platform.

Majority of the respondents (N=38, 47.5%) were moderately satisfied with Aha streaming site, followed by dissatisfied (N=30, 37.5%) and only 15 percent (N=12) were highly satisfied with this streaming site.

The data shows out of 80 respondents 48 respondents (60%) were moderately satisfied with other streaming platforms, followed by highly satisfied (N=22, 27.5%) and only 12.5 percent (N=10) were dissatisfied with other streaming sites.

Table 21. Opinion About Satisfaction Level to Consuming OTT Content

Level of satisfaction	Delighted	Satisfied	Neutral	Dissatisfied
Used language in OTT content	11 (13.75%)	45 (56.25%)	00 (00%)	24 (30%)
Accessibility of different content	44 (55%)	28 (35%)	04 (05%)	04 (05%)
Quality of the content	24 (30%)	56 (70%)	00 (00%)	00 (00%)
Accessibility of different types of languages	36 (45%)	32 (40%)	08 (10%)	04 (05%)
Audio quality of the content	36 (45%)	40 (50%)	00 (00%)	04 (05)
Subtitle of content	24 (30%)	32 (40%)	12 (15%)	12 (15%)
Regional content	16 (20%)	40 (50%)	12 (15%)	12 (15%)
Portray of characters	16 (20%)	44 (55%)	08 (10%)	12 (15%)
TV Content on OTT	24 (30%)	44 (55%)	04 (5%)	08 (10%)

It is asserted from the above table is opinion about satisfaction level to consuming OTT content among respondents. The data indicates that more than half of the respondent (N=45, 56.25%) were satisfied with the used language in OTT content, followed by delighted

(N=11, 13.75%). Whereas 30 percent (N=24) were dissatisfied with the used language in OTT content and one opined neutral with this opinion.

The above table shows that majority of the respondents (N=44, 55%) were opined delighted with accessibility of the different content on OTT, followed by satisfied (N=28, 35%). Whereas 5 percent (N=04) were neutral and dissatisfied with this opinion.

Near three fourth of the respondents (N=56, 70%) were opined satisfied with quality of the content on OTT platforms, followed by delighted (N=24, 30%) and no one opined neutral and dissatisfied.

The above data shows that most of the respondents (N=36, 45%) were opined delighted with accessibility of the different language contents on OTT platforms, followed by satisfied (N=32, 40%). Whereas 10 percent were (N=8) were neutral and 5 percent (N=04) were opined dissatisfied with this opinion.

The data indicates that half of the respondents (N=40, 50%) were satisfied with Audio quality of the OTT content, followed by delighted (N=36, 45%). Whereas 5 percent (N=04) were dissatisfied and no one neutral with this opinion.

The above table indicates that most of the respondents (N=40, 50%) were opined satisfied with quality of subtitles of OTT contents, followed by delighted (N=24, 30%). Whereas 15 percent were opined neutral and dissatisfied with this opinion.

Half of the respondents (N=40, 50%) were opined satisfied with availability of regional contents on OTT platforms, followed by delighted (N=16, 20%). Whereas 15 percent were neutral and dissatisfied with this opinion.

The data exhibits that 55 percent (N=44) of the respondents were satisfied with portrayal of the characters in OTT contents followed by dissatisfied (N=16, 20%). Whereas 15 percent were opined (N=12) delighted and 10 percent (N=8) were neutral with this opinion.

The result shows that majority of the respondents (N=44, 55%) were satisfied with accessibility of TV contents on OTT, followed by delighted (N=24, 30%). Whereas 10 percent (N=08) were dissatisfied and only 05 percent (N=5) were neutral with this opinion.

Table 22. Extent has Consuming OTT Content Influenced Your Knowledge About Current Events and News

Opinion	Frequency	Percentage
Significantly improved	12	15%
Moderate improved	48	60%
Slightly improved	16	20%
No impact	04	05%
Decreased	00	00%
Total	80	100%

It is observed from the table 22 that extent has consuming OTT content influenced their knowledge about current events and news. the data indicates that majority of the respondents (N=48, 60%) were said moderately improved their knowledge, followed by slightly improved (N=16, 20%). Whereas 15 percent (N=12) were said significantly improved and 5 percent (N=4) were said there is no impact on their knowledge.

According to the result most of the journalists said consumption of OTT content moderately improved their knowledge, because most of the OTT contents like web series, short films are influenced by real incidents or biographies, for example Delhi crime, Mumbai

dairies and Scoop etc. So, they can easily improve our knowledge and influenced our journalistic life/works.

Table 23. Used Information From OTT in Journalistic Work

Opinion	Frequency	Percentage
Frequently	12	15%
Occasionally	44	55%
Rarely	24	30%
Never	00	00%
Total	80	100%

It is asserted from the above table that used information from OTT contents in their journalistic work. The data shows that 55 percent (N=44) of the respondents were said occasionally they used information from OTT, followed by rarely (N=24, 30%). Whereas 15 percent were (N=12) frequently used information from OTT content in their journalistic work and no one said Never.

Table 24. Portrayal of Women in OTT Content Align With the Principles of Gender Equality and Empowerment

Opinion	Frequency	Percentage
Strongly aligns	08	10%
Somewhat aligns	48	60%
Neutral	12	15%
Somewhat misaligned	08	10%
Strongly misaligned	04	05%
Total	80	100%

The above table exhibits that portrayal of women in OTTT content align with the principles of gender equality and empowerment. The data shows that 60 percent (N=48) of the respondents were said somewhat aligns, followed by neutral (N=12, 15%). Whereas 10 percent (N=8) were said strongly aligns and somewhat misaligns and 5 percent (N=4) were said strongly misaligned.

Some of web series and web content are created controversial characters in series and movies. In that situation they should portray the characters as they are. But sometime the limits are destroyed by the portrayal of the characters. That's why majority of the respondents were said somewhat aligns with this opinion, it means they are not satisfied of portrayal of women in OTT content align with the principles of gender equality and empowerment.

Table 25. Perceive the Impact of Consuming OTT Content on Work Life Balance

Opinion	Frequency	Percentage
Improved work life balance	40	50%
No impact	40	50%
Worsened work life balance	00	00%
Total	80	100%

The table 25 indicates that perceive the impact of consuming OTT content o work life balance. The above table shows that respondents were equally opined with impact of consuming OTT content is improved their work life balance and there is No impact by consuming OTT content (N=40, 50%).

Table 26. Consuming OTT Content Positively or Negatively Affected Their Stress Level

Opinion	Frequency	Percentage
Positively affected	52	65%
No significant impact	28	35%
Negatively affected	00	00%
Total	80	100%

The above table shows that consuming OTT content how affected on their stress level. The result of the study indicates that most of the respondents (N=52, 60%) were said consuming of OTT content positively affected on their stress level, followed by No significant impact (N=28, 35%) and on one said its negatively affected of their stress level.

OTT is the one of best example for stress buster. These days everyone can easily offered the OTT contents by the subscription. Now, prices of subscriptions are very less and is affordable foe everyone. For example, Netflix has 30 days plan in just 149rs.

CONCLUSION

One of the key factors driving the adoption of OTT platform in India is the extensive range of available content. These platforms cater to the diverse preferences of Indian audiences by offering a wide variety of content targeted at specific viewer segments. It is concluded from the study that most of the women journalists were highly satisfied with regards to the consumption of OTT content in different streaming sites. In India there are no limits or there is no any restriction for OTT content. In India more than 48 streaming platforms are available and there is no shortage for web content. According to the study majority of the people including women journalists are enjoyed and entertained by the OTT streaming sites. They use mobile for watching OTT and they are satisfied with the content of OTT. The higher level of the recognition of the study is quality of the content, availability of different content, and accessibility of the OTT contents and consumption of OTT contents are highly satisfied to the women journalist and they like to adopt some qualities from which they access through the OTT content in their journalistic works.

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