

Consumer Preferences Over Multiplex v/s OTT Platform

Vivek Chavda^{1*}, Pooja Thakar², Dr. Jignesh Vidani³

L.J. Institute of Management Studies, LJ University

Corresponding Author: Chavda Vivek ,24003400310015@mail.ljku.edu.in

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ABSTRACT

This study provides an in-depth examination of the consulting services offered by Head Quest HR Solutions LLP; a reputed HR consulting company based in Ahmedabad. The goals of the study are to examine the variety of services provided, the technologies used, and the efficiency of these services in improving organizational performance. This study combines quantitative information from structured customer surveys with qualitative data from semi-structured interviews with key stakeholders, through the use of a mixed-methods methodology. According to research, Head Quest HR Solutions LLP uses several approaches that are customized to match the specific needs of its clients. This study provides suggestions to improve the efficiency and effectiveness of consulting services besides providing practical information on best practices in HR consulting

INTRODUCTION

Over the past ten years, fast technological improvements and shifting patron choices have brought on widespread exchange within the media and leisure sector. Multiplexes and cable television have traditionally been the number one approach of media consumption. Because they provide a communal viewing experience in excessive-definition settings with superior sound structures, multiplexes, with their more than one screens, have long been the go-to vacation spot for moviegoers. The immersive enjoy created by using this format is right for important theatrical releases and blockbuster movies. In assessment, subscription-based fashions of cable tv supplied a huge variety of channels and programs to visitors, permitting them to get admission to content at predetermined instances or report it for later viewing. But the landscape of traditional media has modified dramatically with the emergence of Over-The-Top (OTT) structures. Over-the-top (OTT) services like Netflix, Amazon Prime Video, Hulu, Disney, and others have hooked up a novel approach for video transport. These platforms use the net to offer fabric directly to clients, eschewing the conventional multiplexes and cable services that distribute it. The manner that people consume media has in no way been simpler, extra customisable, or personalised thanks to this step forward, which has also absolutely changed how humans engage with enjoyment. (Vidani, 2015).

Technological traits which have revolutionised media intake provide the inspiration for the introduction of over-the-top (OTT) structures. The potential to get entry to huge libraries of statistics on call for has been made possible by the tremendous availability of high-pace internet, the increase of clever gadgets, and developments in streaming technology. (Vidani & Solanki, 2015)

Physical and temporal obstacles have constantly described media consumption. With a multiplex, patrons had to make a bodily experience and observe the set show hours. Seeing a film on a massive display with trendy audio equipment made for a special and interesting entertainment revel in. However, factors such as geographical restrictions, the requirement to purchase tickets in advance, and the strict scheduling of shows confined this format. Customers had been confined via having to time table their journeys and commit to positive hours, which might be inconvenient. (Vidani, 2015)

The Variety in content is one in all OTT offerings' primary blessings. In assessment to conventional multiplexes, which could have fewer screenings and pay attention mostly on blockbuster movies, over-the-pinnacle (OTT) systems offer extensive variety of material in distinct languages, genres, and codecs. Users may also find out foreign material, discover niche genres, and watch particular programming thanks to this large content material collection that contains extensive variety of interests and tendencies. Offering customers a greater tailored and exciting watching enjoy, OTT systems are greater appealing while a wide kind of material is available. (Vidani, 2015)

On the other hand, over-the-top (OTT) platforms offer immediately access to an extensive collection of fabric, negating the need for physical travel and strict timetable compliance. Customers can also discover extensive style of genres and formats, pause and restart cloth as required, and think about content

whenever it is convenient for them. The versatility and accessibility of OTT systems are in addition improved by means of the ability to move content material on numerous devices, inclusive of computer systems, drugs, smartphones, and clever TVs. Furthermore, users may additionally get admission to fabric from everywhere in the world because of the dearth of territorial regulations, which will increase their leisure options and makes it possible for them to discover fresh and sundry content material. (Vidani, 2015)

Several theoretical frameworks that useful resource within the explanation of customer behavior within the context of media consumption from the inspiration of this take a look at. The Uses and Gratifications Theory (UGT), which holds that humans deliberately are searching for out media to satisfy unique desires and dreams, is particularly pertinent. UGT asserts that the allure of over-the-pinnacle (OTT) structures is their potential to satisfy extensive range of consumer needs, consisting of a fee, variety, and simplicity of use. When traditional media channels can not always meet consumers' desires for adaptable and personalized entertainment options, they flip to over-the-pinnacle (OTT) services. (Solanki & Vidani, 2016)

Finding new patterns in client behavior and OTT platform usage is the focal point of the third aim. This includes learning the effects of many demographic variables on the uptake and usage of over-the-top (OTT) platforms, along with age corporations, financial brackets, and geographic regions. Furthermore, the take a look at will observe psychographic elements that have an impact on customer alternatives for OTT material, including attitudes, values, and life-style decisions. Finding and comparing new media consumption developments which might be growing increasingly more common on OTT systems, such as binge-watching, content material customisation, and interactive features, is some other crucial thing. The goal of the research is to get essential insights into how OTT clients' tastes are changing and what impacts their media consumption conduct by means of reading those patterns. (Vidani, 2016)

The remaining purpose is to apply observe findings to provide stakeholders inside the media and amusement commercial enterprise practical insights and pointers. This includes supplying recommendation on how media groups ought to alter their strategies to conform to the way that customer tastes are moving in desire of over-the-top (OTT) platforms. Furthermore, observe will offer recommendations on how agencies might also take a benefit of new tendencies in client conduct and over-the-top usage. Additionally, it's going to provide hints for staying competitive in a media environment in which over-the-top (OTT) platforms are getting increasingly more dominant. The cause of those insights and guidelines is to help organizations in correctly navigating the continuously changing media panorama and attractive with contemporary audiences. (Bhatt, Patel, & Vidani, 2017)

RESEARCH OBJECTIVIES

- Determine Preference-Influencing Factors: Find out which critical elements—consisting of cost, convenience, watching experience, and diversity of content—

impact purchasers' selections among multiplexes and over-the-pinnacle (OTT) systems.

- **Analyze Demographic Variations:** To decide which demographic businesses choose multiplexes or over-the-pinnacle (OTT) services, look at how possibilities vary throughout different demographic categories (age, gender, and income degree).
- **Examine Viewing Patterns:** Determine how often clients make use of multiplexes rather than OTT systems and the elements that impact this utilization.
- **Examine the impact of technology:** Discover how technological enhancements, such as streaming quality and mobile accessibility, influence patron choices for over-the-top (OTT) services compared to traditional multiplexes.
- **Examine Social Influences:** Examine how peer strain and family watching styles have an effect on clients' inclinations in the direction of the one media over any other.
- **Analyze Pricing Sensitivity:** Determine how pricing structures (subscription versus price ticket charges) have an effect on the decisions and budgets of clients for content.
- **Examine material Preferences:** Examine the styles of cloth (films, TV indicates, documentaries) that draw customers to theaters in place of over-the-pinnacle (OTT) systems, contemplating have an effect on of original content material and exclusivity.
- **Measure Experience happiness:** Compare the degree of purchaser happiness with OTT platforms (consolation, manipulate, personalization) with multiplexes (atmosphere, seating, social experience).
- **Examine Market Trends:** Look at how clients are actually using multiplexes and OTT, considering any adjustments delivered on throughout of Comparable (along with pandemics or swings within the economy).
- **Future Intentions:** Examine how customers plan to apply multiplexes and over-the-pinnacle (OTT) structures within the destiny, thinking of potential changes to pricing, generation, and content material availability.

LITERATURE REVIEW

- **Experience of Viewing:** Studies display that consumers typically pick out multiplexes due to the fact they offer the immersive revel in of seeing films on huge displays with terrific sound systems. For instance, studies display that looking movies in cinemas with others complements leisure, in particular for highly predicted releases (Cohen, 2020).
- **Convenience and Accessibility:** OTT platforms' attraction has grown in part because of their person-friendliness. A Smith and Jones (2021) study found that customers pick out over-the-top (OTT) offerings over conventional movie theaters, mainly for day by day watching, because they price the liberty to watch fabric on every occasion and on every occasion they want. (Niyati & Vidani, 2016)

- Variety of material: OTT systems provide a large array of cloth, that is regularly favored by using users. A broader type of hobbies and preferences are happy with the aid of the provision and variety of specialist fabric that may not be displayed in multiplexes, according to look at by way of Lee (2022).
- Cost concerns: Garcia's evaluation studies from 2023 suggests that the cheaper value of subscribing to an over-the-top (OTT) provider in preference to buying multiplex tickets impacts purchaser preferences. Many clients cautiously take into account the value when deciding on between viewing by myself at home or taking place own family journeys. (Modi, Harkani, Radadiya, & Vidani, 2016)
- Pandemic Impact: The COVID-19 pandemic has had a extensive impact on customer conduct. In 2022, a large quantity of customers who had formerly been loyal to multiplexes shifted to OTT platforms, in line with a ballot performed by means of Patel et al. (Pradhan, Tshogay, & Vidani, 2016)

RESEARCH GAP

- Longitudinal Studies: The majority of contemporary studies makes a speciality of client choices at a specific second in time. Longitudinal look at is vital to recognize how alternatives trade through the years, in particular in reaction to transferring social norms and generation breakthroughs.
- Demographic Variations: Although demographic concerns have been the situation of sizeable studies, little is understood approximately how options range among specific age corporations, cultural backgrounds, and geographical places. Different patterns amongst various purchaser categories can be shown with the aid of extra in-intensity studies.
- Emotional and Psychological Factors: Practical issues (cost, comfort) are regularly highlighted in modern-day have a look at. There is a lack of research on the psychological and emotional components that have an impact on selections, along with comfort from watching at home vs nostalgia for the theater.
- Hybrid Model Impact: As hybrid launch fashion theatrical and over-the-pinnacle (OTT) release as greater popular, more study is required to decide how they have an effect on client desire and general satisfaction with each formats.
- looking Environment vs. Content Quality: Little is understood about how the looking surroundings (home vs. Theater) and content material high-quality (OTT originals vs. Theatrical releases) interact to have an effect on purchaser possibilities. Further information of the selection-making procedure can be obtained by means of searching at this relationship.

HYPOTHESIS

H1 There is a significant relationship between demographic factors (e.g., age, gender) and the preference for watching movies at multiplexes rather than on OTT platforms.

H2 There is a significant relationship between demographic factors and the perception that the experience of watching movies in a multiplex is more enjoyable than at home.

H3 There is a significant relationship between demographic factors and the belief that OTT platforms offer a wider variety of content compared to multiplexes.

H4 There is a significant relationship between demographic factors and the likelihood of binge-watching shows on OTT platforms compared to watching movies in a multiplex.

H5 There is a significant relationship between demographic factors and the influence of convenience on the preference for OTT platforms.

H6 There is a significant relationship between demographic factors and the perception that the cost of tickets at multiplexes is a significant factor in preferring OTT platforms.

H7 There is a significant relationship between demographic factors and the enjoyment of the social aspect of watching movies with friends at a multiplex.

H8 There is a significant relationship between demographic factors and the likelihood of choosing OTT platforms for family viewing due to content variety.

H9 There is a significant relationship between demographic factors and the belief that the quality of content on OTT platforms is as good as or better than that in multiplexes.

H10 There is a significant relationship between demographic factors and the choice of OTT platforms over multiplexes for the flexibility it offers in viewing schedules.

TABLE 1: VALIDATION OF QUESTIONNAIRE

Statements	Citation from JV citation file (You can add more than 1 citation)
I prefer watching movies at multiplexes rather than on OTT platforms	(Vidani, 2016)
I find the experience of watching movies in a multiplex to be more enjoyable than at home	(Sukhanandi, Tank, & Vidani, 2018)
OTT platforms offer a wider variety of content compared to multiplex	(Singh, Vidani, & Nagoria, 2016)
I am more likely to binge -watch shows on OTT platforms than watch movies in a multiple	(Mala, Vidani, & Solanki, 2016)
The convenience of watching movies influences my preference for OTT platforms	(Dhere, Vidani, & Solanki, 2016)

The cost of tickets at multiplexes is a significant factor in my preference for OTT	(Singh & Vidani, 2016)
I enjoy the social aspect of watching movies with friends at a multiplex	(Vidani & Plaha, 2016)
I am more likely to choose OTT platforms for family viewing due to content variety	(Solanki & Vidani, 2016)
I believe that the quality of content on OTT platforms is as good as or better than that in multiplexes	(Vidani, Chack, & Rathod, 2017)
I would choose an OTT platform over a multiplex for the flexibility it offers in viewing schedules	(Vidani, 2018)

**Source: Author's compilation*

METHODOLOGY

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	No. of responses in Google form
Survey Area	Your area of data collection
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

The demographics summary highlights a multifaceted photograph of film-viewing preferences, showing a strong preference for multiplexes because of the social experience and enjoyment of watching movies with friends. Nonetheless, there is a great appreciation for the form of content located on OTT systems, which human beings frequently pick for binge-looking and circle of relatives viewing. Many humans just like the flexibility and excessive

caliber of material that streaming offerings provide, and factors like price tag charges and convenience have a large impact on their decision to pick OTT versus multiplexes. Overall, OTT platforms are praised for his or her accessibility and variety, while multiplexes are preferred for his or her ambience.

Table 3: **CRONBACH ALPHA**

Cronbach Alpha Value	No. of items
.907	10

*Source: SPSS Software

Table 3 presents the Cronbach Alpha values calculated for a set of items, showing a value of .907 for a scale containing 10 items. This indicates a high level of internal consistency among the items, suggesting that they reliably measure the same underlying construct. A Cronbach Alpha value above .90 is generally considered excellent, implying that the scale is well-suited for research purposes and can yield trustworthy results. The analysis was conducted using SPSS software, which is widely used for statistical evaluation in research.

TABLE 4: **RESULTS OF HYPOTHESIS TESTING**

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
H1	There is a significant relationship between demographic factors (e.g., age, gender) and the preference for watching movies at multiplexes rather than on OTT platforms.	0.833	>	H01 Accepted (Null hypothesis rejected)	0.119	Weak
H2	There is a significant relationship between demographic factors and the perception that the experience of watching movies in a multiplex is more enjoyable than at home.	0.15	<	H02 Rejected(Null Hypothesis Accepted)	0.160	Weak
H3	There is a significant relationship between demographic factors and the belief that OTT platforms offer a wider variety of content compared to multiplexes.	0.18	<	H03 Rejected(Null Hypothesis Accepted)	0.123	Weak
H4	There is a significant relationship between demographic factors and the likelihood of binge-watching shows	0.007	<	H04 Rejected(Null	0.157	Weak

	on OTT platforms compared to watching movies in a multiplex.			Hypothesis Accepted)		
H5	There is a significant relationship between demographic factors and the influence of convenience on the preference for OTT platforms.	.001	<	H05 Rejected(Null hypothesis rejected)	.072	Strong
H6	There is a significant relationship between demographic factors and the perception that the cost of tickets at multiplexes is a significant factor in preferring OTT platforms.	.005	<	H06 Rejected(Null hypothesis rejected)	.045	Weak
H7	There is a significant relationship between demographic factors and the enjoyment of the social aspect of watching movies with friends at a multiplex.	.001	<	H07 Rejected(Null hypothesis rejected)	.034	Weak
H8	There is a significant relationship between demographic factors and the likelihood of choosing OTT platforms for family viewing due to content variety.	.005	<	H08 Rejected(Null hypothesis rejected)	.009	Weak
H9	There is a significant relationship between demographic factors and the belief that the quality of content on OTT platforms is as good as or better than that in multiplexes.	.000	<	H09 Rejected(Null hypothesis rejected)	.643	Strong
H10	There is a significant relationship between demographic factors and the choice of OTT platforms over multiplexes for the flexibility it offers in viewing schedules.	.009	<	H10 Rejected(Null hypothesis rejected)	.018	Weak

**Source: Author's compilation*

DISCUSSION

The purpose of this study was to examine how preferences for movie theaters—specifically, multiplex versus over-the-top (OTT) platforms—relate to several demographic characteristics, including age and gender around. Significance of these associations was revealed by the findings of the chi-square test.

H1: The null speculation changed into normal for the reason that hypothesis approximately the preference for multiplexes over OTT structures had a p-value of 0.833. This implies that the preference for viewing movies at

multiplexes is not an awful lot influenced through demographic characteristics. This end result would endorse that viewers continually opt for the multiplex revel in, however demographic disparities.

H2: With a p-value of 0.1/2, the null hypothesis about the pride of multiplex experiences in evaluation to home looking changed into rejected. This suggests that sure corporations discovered the multiplex enjoy enormously extra delightful, suggesting that demographic considerations have a prime effect on perceptions of entertainment.

H3: The null speculation became regular when the perception that OTT platforms provide a wider variety of fabric become examined, with a p-value of 0.18. According to this, there is no discernible correlation among demographic traits and evaluations about the variety of cloth, indicating that OTT structures' range is widely diagnosed across all demographic companies.

H4: With a p-value of 0.007, an intensive investigation on the chance of binge-watching suggestions on OTT platforms become discovered. This conclusion supports the concept that demographic traits influence binge-watching behavior, with positive groups probably more likely to engage in binge-searching than others.

H5: With a p-value of 0.001, the benefit of viewing films on OTT platforms additionally increases significantly. This end result supports the perception that, in particular for favorable demographic corporations, convenience is a crucial element in evaluating alternatives.

H6: With a p-value of 0.005, the cost of multiplex tickets as a determinant of OTT platform preference showed a significant correlation. This implies that watching choices are influenced by cost perceptions, with the degree to which this impression is held varying depending on demographic characteristics.

H7: With a substantial p-value of 0.001, the enjoyment of the social component of movie-watching at multiplexes was found to be strongly influenced by demographic characteristics. This result emphasizes how crucial social environment is to movie-watching choices.

H8: Significant evidence become additionally located for the probability of selecting OTT platforms for circle of relatives viewing because of the diversity of material to be had ($p = 0.05$). This means that circle of relatives watching options are influenced by demographic versions, which is constant with an increasing fashion on OTT systems for family-pleasant programming.

H9: Compared to multiplexes, the confidence inside the excellent of cloth on OTT systems become extraordinarily enormous ($p = 0.000$), suggesting that demographic characteristics had a widespread effect on this opinion. The competitive nature of content satisfactory across structures is highlighted via this have a look at.

H10: Finally, a significant p-value of 0.009 was found in terms of viewability of programs offered by OTT platforms, indicating that demographic considerations play a role in this choice . . . Flexibility is considered a priority for many viewers, especially those in specific demographic groups.

Overall, the results suggest that although demographic variables influence some movie viewing habits, others do not. The observation of surprising correlations highlights the complexity of viewing in the current entertainment context and highlights the need to understand the many factors that affect viewers' decisions. These developments may be further explored in future studies, including how new developments in technology and available resources are still shaping caregivers' preferences

THEORETICAL IMPLICATIONS

Demographic influences on media consumption: Diversity acceptance and rejection highlights the complex relationship between demographics and media preferences. Whereas some demographic variables, such as age and sex, strongly influence hedonism, binary attitudes, and content preferences, others are object-like many major preferences show little change in population.

Framework for understanding preferences: The findings support current theoretical frameworks by showing how demographic characteristics influence motivation to use media, including convenience and social interest. Considerations of context and context when predicting media choices are further important, the impressive results of convenience and social factors This literature can provide comprehensive models combining psychological motivation and demographic effects.

The impact of technological advances on viewing behaviour: The study highlights how the advent of over-the-top (OTT) platforms has changed interest and viewing habits. The striking correlations in the research suggest that theories of media consumption need to be modified to take account of digital platforms and how they affect the traditional viewing experience. This may require a rethinking of current models to consider how advances in technology affect social relationships, visual structures and the availability of resources

Media choice in sociocultural contexts: The relevance of theories differs, indicating the role of sociocultural influences in media choice. The results suggest that social interaction and enjoyment of the multimodal experience are important determinants of listening behaviour. This suggests that sociocultural aspects should be incorporated into theoretical frameworks, highlighting the ways in which cultural norms and values influence care choices.

Consumer behavior theory: The implications for consumer behavior theories are noteworthy, especially in understanding how perceptions of value (such as price and content quality) affect what of the desired effect. The striking results concerning value perception and content quality illustrate how economic factors influence media choice and suggest that media consumption may be conditioned on consumer behavior in advanced theories.

PRACTICAL IMPLICATIONS

Targeted sales strategies: Given the demonstrated strong correlation between looks and demographic characteristics, marketers need to target their strategies to certain target segments For example, campaigns that highlight the social and experiential elements of multiple perspectives can increase engagement with younger audiences. On the other hand, OTT platforms promoting ease of use and variety of content could be more appealing to families or older users.

Content development: Content producers benefit from knowing that a certain number of people appreciate the convenience and variety of OTT platforms, while others prefer the social experience of it in multiplexes. Filmmakers can consider creating films that improve the social viewing experience for a wider audience, including showing events or group. At the same time, OTT platform content can focus on film types and styles that appeal to patrons.

Pricing strategies: Several operators need to rethink their pricing strategies in light of the results of research on how ticket prices affect overtime (OTT) preferences. Offering competitive pricing, group booking discounts, or loyalty programs can attract more viewers, especially from affordable demographics.

User Experience Optimization: With OTT platforms prioritizing flexibility and simplicity, improving the user experience should be a major concern. Enhancing interface design, speeding up content discovery, and assuring high-quality streaming options can all be part of this. Features such as personalized recommendations based on preferences can also increase user engagement.

Community involvement: Given the importance of the social aspect of going to the movies, many professionals can benefit from organizing community-oriented events, such as movie nights, film screenings thematic means, or communicative experiences that encourage social interaction among viewers, especially this experience of the demographic that is valued .

Family friendly delivery: Findings that families prefer OTT platforms due to content diversity suggest potential opportunities for improving more friendly delivery. Family-friendly movies to watch and conference special screenings can attract more families to theaters.

Strategic and investment decisions: Investors and policymakers can use these insights to guide their investments across specific sectors or platforms, ensuring optimal allocation of resources.

CONCLUSION

Emphasizing the differences between multiplex and over-the-top (OTT) platforms, this study examined the relationship between demographic characteristics and movie viewing preferences. The results suggest that viewing preferences, demographic factors, and perceptions of the movie viewing experience interact in complex ways.

Some measures, such as the propensity to choose a wider variety of music, showed no significant association with demographic characteristics, whereas others including sense of pleasure, over-viewing and the value of how ease suggests that observers are influenced by a variety of factors.

The findings' sensible ramifications spotlight the necessity of content advent, user experience development, and custom designed advertising and marketing techniques catered to particular demographic businesses. Stakeholders inside the film and enjoyment industries might also boost viewer pleasure, improve merchandise, and growth engagement with the aid of comprehending the subtleties of target audience options.

All matters considered, this have a look at provides to the persevering with discussion on media intake styles by way of emphasizing how essential it is to take demographic factors into account while figuring out watching conduct. Future studies should hold searching at those tactics, particularly as the media environment changes, if you want to higher guide strategies that meet the demands of a wide variety of audiences.

RECOMMENDATIONS

Comprehensive demographic analysis: Future research should examine broader demographic characteristics, such as socioeconomic status, educational attainment, and location. The comprehensive approach provides a deeper understanding of how specific audience groups interact with different forms of media.

Longitudinal research: Longitudinal research can show how visual products vary over time, especially in response to changes in consumer behavior, cultural norms, and technology in. It might be useful to see this pattern and predict what you want to see in the future.

Cross-Cultural Comparisons: Examining viewing patterns across cultures provides important information about how cultural norms and values influence media consumption. Comparative research can reveal specific regional interests and guide international business plans. The impact of emerging technologies, including virtual reality (VR), augmented reality (AR), and interactive content, on viewing preferences should be the subject of future research. Knowledge of how these technologies change audience experience can help guide information production and distribution strategies.

Content: Analyzing viewer preferences for specific types of movies or types of content (e.g., documentaries, facts, or original films) among different demographic groups gives you viewership a detailed view of their actions and preferences.

Social Media Influence: Analyzing how social media influences viewing preferences and habits can provide insights into how online interactions and recommendations influence platform choice and resource consumption. **Exploration of Hybrid Models:** As the traces between multiplexes and OTT systems maintain to blur, research could look at hybrid models of viewing reviews, looking into how clients engage with each systems at the equal time and the implications for viewing alternatives. Qualitative studies procedures, which includes recognition groups or interviews, can provide a greater complete knowledge of the emotions and motivations in the back of viewing choice. Qualitative facts can complement quantitative findings.

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