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Study on factors influencing consumers' choice of digital platforms for streaming sports in Mumbai

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Abstract
Sports is witnessing a paradigm shift in terms of viewership and with the advent of the internet, a whole new horizon has opened up to view sports. Today, a consumer can view content related to sports online on his computer or on his phone which is at the fingertips. The research aims to study the factors that influence a consumer's choice of digital platform for streaming sports. There are a plethora of sporting events these days and the digital rights to every single event cannot be acquired by one entity. This allows good competition for the broadcasting of these sports in the digital arena. The data collected is through primary sources by using random sampling with the sample size of 210 by administering a structured questionnaire. The data is analyzed by using factor analysis. There are a lot of nitty gritties that go into devising a sports platform and it is not easy by any means. There are a lot of factors that come into play when it comes to managing a digital platform which may or may not be beneficial to the consumer. This study aims to understand those factors, if any, and how they might influence consumer behaviour while streaming sports.

Keywords: Digital platform, streaming sports, hotstar, Sony liv

Introduction
1.1 About digital platform
Digital Platform is a media distribution practice that allows a streaming content provider to sell audio, video, and other media services directly to the consumer over the internet streaming media as a standalone product bypassing telecommunications, cable or broadcast television service providers that traditionally act as a controller or distributor of such content. In today's digital age, more and more consumers opt for over-the-top (OTT) services rather than traditional cable or satellite TV. OTT refers to an app or service that delivers content (audio, visual, etc.) over the internet. Popular examples include Netflix, HBO Go, and Roku.

OTT consumption is on the rise largely because of unhappy pay-TV customers. 73% feel cable companies are predators and take advantage of the lack of pay-tv choices available and 53% would leave providers if they had a chance. The combination of unhappiness with pay-tv companies and variety of viewing choices with OTT services results in pay-TV's dropping market share. 20 years ago, cable TV owned 98% of the market share – a number that has been nearly cut in half today.

While digital platform subscribers make up the smallest percentage of the market today, that number is predicted to skyrocket in the next five years. Customers prefer OTT services for a variety of reasons, particularly because of the number of pricing and viewing options offered. They are no longer bound to stingy, pricey contracts with limited options to choose from.

1.2 The rise of usage of digital media in India in recent years
Entertainment and media in India have grown rapidly in recent years, driven by the youth of

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the country. Nowadays it is easy for people to access to internet from anywhere on devices such as their phones, tablets, laptops etc. which are very easy to carry anywhere in the world. Because of this there has been change in the viewing of the media. Now it is easy for public to access to their digital media apps and can watch their favourite entertainment show & sports from anywhere in the world. Following are the digital platforms which are used the most: Amazon Prime, Hotstar, Netflix, Sony Liv and many more to get live and exclusive streaming of the sports entertainment programs, TV shows and movies etc. There was not much use of the following apps before 2015. There was not much awareness of the availability of such apps in the digital world. The growth digital media began through the youth and since then on has spread through to various demography in the country. The entertainment sector is considerably impacted with the rise of Over-the-counter services, sports sector is not far behind. This miniscule difference is solely due to the broadcasting rights of Premier sports properties.

Not only sports, Digital platforms allow filmmakers, a tremendous creative freedom and unprecedented audience. Number of Social network users in India from 2015 to 2022(in millions)
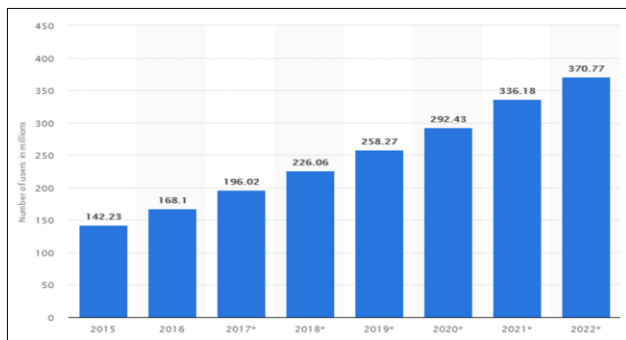
Graph 1: Number of Social network users in India from 2015 to 2022(in millions)

This statistic shows that the use of social network has steadily increased after 2015 and slowly it has increased in 2016 to 168.1 million and in 2017 to 196.02 million. In 2018, it is expected to rise to 226.06 million. And by the year 2022, it will reach to 370.77 million according to the above research. The most popular digital entertainment apps in India are YouTube and Facebook followed by social app WhatsApp.

1.2.1 The consumption of digital media in sports in India
The main reason for sports being a popular on digital platforms is because over 60% of the digital audiences is within the age group of 13-35 years, which is also the core audience for fast sports formats. The increase in consumption has made international companies to look at India in a more serious manner. The consumption of digital media has created a bond between the players and themselves which is beyond the field. The way we consume sports has rapidly changed over the past few years. It's no longer about watching games on television or in-person at the stadium. Sports has moved from the field to our living rooms and mobile phones. Digital media, and largely, social media has had a huge role to play in the sport industry Growing online viewership indicates the sense of comfort that users have with the digital medium. Online viewers are no longer a small, niche category. While most do not watch entire matches online, the average time spent per user is in the range of 30—35 minutes (on Hotstar). The majority of users (61%) access matches on mobile

handsets and live in the top 10 metro cities. The first screen for the IPL still remains TV, but OTT platforms allow consumers to watch anytime anywhere and catch up on matches during travel time. Digital consumption has also been instrumental in driving fan engagement in new age sports properties. Sports properties are connecting with their audiences online, and this consumer database on digital will be key to connect with the audience for further downstream ancillary revenues.

For Example: - At the 2014 FIFA World Cup, a first-ever multimedia operation resulted in download of over 10 million apps, with almost three million daily users choosing to enrich their experience through second screen services. Throughout the tournament, more than 24 million unique users watched content through the multimedia solutions. More digital data was streamed from the 2014 World Cup than any other event in history.

Hotstar posted a 100% jump in the user base to 67.5 million in August from 33 million in the same month last year, show data released by research firm App Annie. Time spent by viewers on the platform jumped two-fold to 15,574 million minutes in August 2017 from 4,739.8 million minutes in the same period last year.Netflix also posted a 100% increase in the user base to 5.37 million from 2.56 million during the same period. However, the number of viewers logging on to the platform still remains much less compared to Hotstar. Time spent by viewers on Netflix has grown by more than 150% in the last one year. In August this year, viewers spent about 1,563.5 million minutes watching content on Netflix, compared with 582.7 million minutes spent in the year-ago period. Amazon Prime Videos has clocked a 100% growth in the user base at a faster pace compared to Netflix. Launched in December last year, the number of viewers accessing the streaming app stood at 12.64 million in August 2017 from 5.82 million.
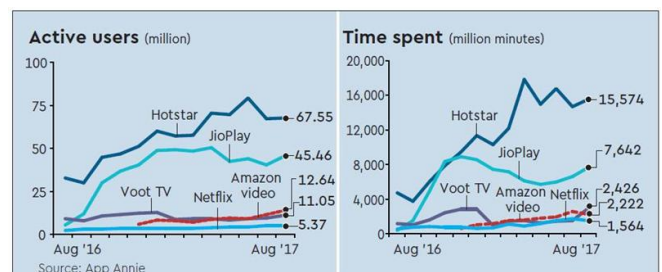
Graph no 1.1: Growth of viewership in terms of users and time spent

1.3 Indian Sports Streaming Services
1.3.1 Hotstar
Hotstar is an online video streaming platform owned by Novi Digital Entertainment Private Limited, a wholly owned subsidiary of Star India Private Limited. It uses the slogan "GO SOLO". Star India Private Limited officially launched Hotstar in February 2015, right before the 2015 Cricket World Cup.

It collated more than 335 million views for all the matches during the ICC Cricket World Cup 2015 and atleast 200 million views during the IPL season 8.

In Football the English Premier League, Bundesliga, I-League and the ISL which are very popular among football fans in India is broadcasted. Vivo Pro Kabaddi League has been a smash hit since its inception in 2014 is also broadcasted on Hotstar. In Tennis 3 of the 4 Grand Slams; French Open, Wimbledon, US Open are broadcasted on Hotsar. Major

Hockey events and multi sports events like the summer and Winter Olympics are also broadcasted on Hotstar. With such a grand success for the company, they have managed to garner 100 advertisers on their platform.

Initially it was a free app and the source of monetization for Hotstar was advertising. Later popular content was made premium and viewers have to pay for watching the shows.

Hotstar is ranked 390th globally and 20th in India in terms of popularity.

1.3.2 Sony LIV
Sony LIV is an Indian general entertainment, Video on demand service that is owned by Sony Pictures Networks India Pvt. Ltd. It uses the slogan "WE LIV TO ENTERTAIN". Launched in January 2013, Sony LIV enables users to discover 20 years of rich content from the network channels of Sony Pictures Networks India Private Limited. With 20 million app downloads so far, LIV is the first amongst its competition to provide original exclusive premium content.

On June 1, 2014, Sony Pictures Networks India launched LIV Sports, a digital sports entertainment property. Sony has also signed Times Internet's BoxTV as their content partner.

For Sony LIV, sports contribute to about 30 per cent of the overall viewership. Though cricket and football are big drivers for them, niche sports are also bringing them loyal viewers. In terms of passionate users, they are seeing traction from basketball, wrestling and tennis. The number is small but are the customer base is loyal.

Globally Sony LIV is ranked 1,429th and 69th in India in terms of popularity.

2. Objectives
The objectives of the study are as follows:

i. To identify the factors that influence consumer behaviour while streaming sports on a particular digital platform.

ii. To identify the preferences of the factors that influence consumer behaviour while streaming sports on a particular digital platform.

3. Research Methodology
3. 1 Research Statement
The problem studied in the present context is entitled – "To study factors that influence consumer's choice of digital platforms for streaming sports in Mumbai" The research work focuses on people's choice of digital platforms for streaming sports events in the Mumbai region. The study has been undertaken to find out answers to the following questions:

1. What are the factors that influence people's choice for sports digital platforms?
2. What are the problems faced by people while live streaming a sports event on a digital platform?
3. Which digital platforms are more popular amongst the people?
4. Does price play a part in influencing the choice for a sport's digital platform?
5. How significant are factors like navigation and smooth user interface for people in their choice for a sport's digital platform?

3.1.1 Tools for Data Collection
The study covers primary data. Primary data was collected with the help of a structured questionnaire which was distributed and collected from the respondents who used digital platforms for streaming of sports in Mumbai. The questionnaire has two sections; the first section relates to the choice of digital sports platform while the second section deals with the factors contributing to that particular choice. The data has been collected directly by approaching people and also through Google Forms. Sample respondents were requested to give an unbiased and honest response.

3.1.2 Sample Design
Random and Convenience sampling method was used to collect data. 210 respondents were taken from different parts of Mumbai. A structured questionnaire was given to these respondents which consisted of close ended questions.

3.2 Area of Study
The study has been limited to the city of Mumbai since it is a metro city and the financial capital of India. Also, internet penetration is high in Mumbai city.

3.3 Scope of the Study
The present study is an attempt to study the consumer's perception towards choosing a digital platform for live streaming of sports in Mumbai. It takes into consideration the different factors like Price, Video and Audio Quality, Content, Customization to a customer's needs, Ease of Accessibility, Geoblock and Interface for choosing a particular digital platform for steaming sports live.

Similar studies on this line may be conducted in other cities too and reasons for selection of a particular digital platform can be found out. Also the study can help the digital platforms in improving their websites and apps as per the consumer's needs.

4. Limitations of the Study
The study has the following limitations:

a) The study is limited to only one city, that is Mumbai and hence the result may not be applicable in any other part of the country.
b) The study is only limited to the digital platforms that the consumers choose for streaming sports online.
c) The study does not consider illegal methods of live streaming of sports through various websites.
d) The study does not mediatory platforms like Jio TV, Airtel TV.
e) The study only considers two digital platforms for streaming of sports i.e. Hotstar, Sony LIV
f) The sample size of 210 is good but a larger sample size can paint a more accurate picture.

5. Analysis and Data Interpretation.
5.1 Cronbach's Alpha
The Cronbach's Alpha was calculated separately for Hostar and Sony LIV

5.1.1 Hotstar
The Cronbach's Alpha for Hotstar was 0.803 based on the responses. Since it is more than 0.7, it is a proof that the data collected on Hotstar is extremely reliable.

5.1.2 Sony LIV
The Cronbach's Alpha for Sony LIV was 0.869 based on the responses. Since it is more than 0.7, it is also proof that the data collected on Sony LIV is extremely reliable.

5.2 Factor Analysis
There were 12 statements that were used for factor analysis. It

is important to note that these 12 statements were used separately each time for Hotstar and Sony LIV. Hence, there is a separate factor analysis for each platform.The responses for the 12 statements were measured on a continuum ranging from one to five based on the likert scale.

5.2.1 Factor Analysis for Hotstar
5.2.1.1 Bartlett's test of Sphericity and Kaiser-Meyer-Oklin (KMO) test for sampling adequacy

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.831
Bartlett's Test of Sphericity	Approx. Chi-Square	805.765
	Df	66
	Sig.	.000

The Bartlett's Test of Sphericity shows a p-value of less than 0.001 which proves that the correlation matrix is not an identity matrix. The KMO test reveals that a sampling adequacy score of 0.831 is more than 0.5. This means that the value is acceptable and justifies the appropriateness of factor analysis.

5.2.1.2 Variance Explained with Eigen values
It is required that the scale constructed and the components extracted should be able to explain maximum variance in the data. For this, an analysis of the Eigen values is required.

Eigen values represent the total variance explained by each factor. The table also shows the cumulative variance. However, it is required that the maximum amount of variance should be explained in minimum number of components – for this reason extraction of the components is required. Only those factors were extracted for which the Eigen values were greater than one. These factors were three in number and together contribute 61.09% of total variance. This showed the validity of the factor analysis. So ultimately three dimensions were extracted from a total of 12 statements. What originally was thought to be as six factors while thinking about the research (viz. Price, Audio and Video quality, Content, Customisation, Accessibility across Devices and User Interface) have been brought down to three in factor analysis.

5.2.1.3. Rotation Factor Matrix Eigen value
In such a complex correlation matrix like this one, it is difficult to interpret the factors. Therefore, through rotation, the factor matrix was transformed into a simpler one that was easier to interpret. Varimax method of rotation was used in the present study to analyse data. An analysis of factor loadings in the rotated factor matrix helps in interpreting and naming the three factors that had been extracted in the earlier section. Interpretation was done by identifying the statements that have very high loadings on the same component. These factors could then be interpreted in terms of the statements that load highly on it.

Table 5.1: Rotated Component Matrix[a]

	Component		
	1	**2**	**3**
I am satisfied with my experience on Hotstar through mobile apps. (Android and IOS)	.800		
I feel that the interface of Hotstar is very user friendly.	.752		
I am satisfied with my experience on Hotstar through their website on mediums such as PCs and Laptops.	.699		
I am satisfied with the video and audio quality while streaming sports live on Hotstar.	.684		
I find it easy and convenient to navigate a specific sport or team through Hotstar's interface.	.656		
I am satisfied with the variety of sports content displayed on Hotstar	.566	.562	
I am not satisfied with buffering speed while streaming sports live on Hotstar.		-.777	
Hotstar allows me to pay for only an exclusive event of sports and not the entire sports package.		.700	
I am satisfied with Hotstar's ability to customize streaming services according to my needs.	.493	.560	
I feel that Hotstar has variety of content available on the website in the sports domain.	.458	.479	
I feel the price of subscription services of Hotstar is economical.			.868
I feel that the content of subscription package on Hotstar for which I have paid is justified.			.851
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]			
a. Rotation converged in 5 iterations.			

Tablerepresents factor loadings. These factor loadings represent the correlation between the factors and variables, based on which, factors are interpreted and factor names are allotted. A coefficient with a large absolute variable indicates that the factor and the variable are closely related.

Considering a cut off value for the loading of 0.50, the results showed that six statements were associated with factor '1', and four statements were associated with factor '2' and two were associated with factor '3'.

5.2.1.4 Interpretation of Factors
The interpretations of the three factors and the statements falling under each factor are given below:

5.2.1.4.1 Statements associated with 'Factor 1' are:
1. I am satisfied with my experience on Hotstar through mobile apps. (Android and IOS)
2. I feel that the interface of Hotstar is very user friendly.

3. I am satisfied with my experience on Hotstar through their website on mediums such as PCs and Laptops.
4. I am satisfied with the video and audio quality while streaming sports live on Hotstar.
5. I find it easy and convenient to navigate a specific sport or team through Hotstar's interface.
6. I am satisfied with the variety of content available on the website in the sports domain.

The six statements above reflect the technical characteristics of digital platforms such as user interface, accessibility across devices and video and audio quality. Therefore, the above data can be summarized by stating that the statements under Factor 1 can be labelled as 'Technical Characteristics'.

5.2.1.4.2 Statements associated with 'Factor 2' are:
1. I am not satisfied with the buffering speed while streaming sports live on Hotstar.
2. Hotstar allows me to pay for only an exclusive event of

sports and not the entire sports package.

3. I am satisfied with Hotstar's ability to customise streaming services according to my needs.
4. I feel that Hotstar has variety of content available on the website in the sports domain.

The four statements above reflect a factor privy to the consumer's taste and preferences. Therefore, the above data can be summarised by stating that the statements under Factor 2 can be labelled as 'Customisability'.

5.2.1.4.3 Statements associated with 'Factor 3' are

1. I feel that the price of subscription services of Hotstar is economical.
2. I feel that the content of subscription package on Hotstar for which I have paid is justified.

The two statements above clearly reflect the importance of price on the digital platforms. Therefore, the above data can be summarised by stating that the statements under Factor 3 can be labelled as 'Price'.

5.3.1 Factor Analysis for Sony LIV
5.3.2.1 Bartlett's test of Sphericity and Kaiser-Meyer-Oklin (KMO) test for sampling adequacy

Table 5.2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	693.911
	df	66
	Sig.	.000

The Bartlett's Test of Sphericity shows a p-value of less than 0.001 which proves that the correlation matrix is not an identity matrix. The KMO test reveals that a sampling adequacy score of 0.856 is more than 0.5. This means that the value is acceptable and justifies the appropriateness of factor analysis.

It is required that the scale constructed and the components extracted should be able to explain maximum variance in the data. For this, an analysis of the Eigen values is required. Eigen values represent the total variance explained by each factor. The table also shows the cumulative variance. However, it is required that the maximum amount of variance should be explained in minimum number of components – for this reason extraction of the components is required. Only those factors were extracted for which the Eigen values were greater than one. These factors were three in number and together contribute 72.008% of total variance. This showed the validity of the factor analysis. So ultimately three dimensions were extracted from a total of 12 statements. What originally was thought to be as six factors while thinking about the research (viz. Price, Audio and Video quality, Content, Customisation, Accessibility across Devices and User Interface) have been brought down to three in factor analysis.

5.3.3 Rotation Factor Matrix

In such a complex correlation matrix like this one, it is difficult to interpret the factors. Therefore, through rotation, the factor matrix was transformed into a simpler one that was easier to interpret. Varimax method of rotation was used in the present study to analyse data. An analysis of factor loadings in the rotated factor matrix helps in interpreting and naming the three factors that had been extracted in the earlier section. Interpretation was done by identifying the statements that have very high loadings on the same component. These factors could then be interpreted in terms of the statements that load highly on it.

Table 5.3L: Rotated Component Matrix[a]

	Component		
	1	**2**	**3**
I am satisfied with the variety of sports content displayed on Sony LIV.	.862		
I am satisfied with my experience on Sony LIV through mobile apps. (Android and IOS)	.842		
I feel that the interface of Sony LIV is very user friendly.	.793		
I am satisfied with Sony LIV's ability to customize streaming services according to my needs.	.718		
I am satisfied with my experience on Sony LIV through their website on mediums such as PCs and Laptops.	.710		
I feel that Sony LIV has variety of content available on the website in the sports domain.	.708		
I find it easy and convenient to navigate a specific sport or team through Sony LIV's interface.	.691		
I feel the price of subscription services of Sony LIV is economical.		.918	
I feel that the content of subscription package on Sony LIV for which I have paid is justified.		.756	
I am satisfied with the video and audio quality while streaming sports live on Sony LIV.		.531	
I am not satisfied with buffering speed while streaming sports live on Sony LIV.			-.902
Sony LIV allows me to pay for only an exclusive event of sports and not the entire sports package.			.770
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]			

This table represents factor loadings. These factor loadings represent the correlation between the factors and variables, based on which, factors are interpreted and factor names are allotted. A coefficient with a large absolute variable indicates that the factor and the variable are closely related.

Considering a cut off value for the loading of 0.50, the results showed that seven statements were associated with factor '1', and three statements were associated with factor '2' and two were associated with factor '3'.

5.3.4 Interpretation of Factors

The interpretations of the three factors and the statements falling under each factor are given below:

5.3.4.1 Statements associated with 'Factor 1' are:

1. I am satisfied with the variety of sports content displayed on Sony LIV.
2. I am satisfied with my experience on Sony LIV through mobile apps. (Android and IOS)
3. I feel that the interface of Sony LIV is very user friendly.
4. I am satisfied with Sony LIV's ability to customize streaming services according to my needs.
5. I am satisfied with my experience on Sony LIV through their website on mediums such as PCs and Laptops.
6. I feel that Sony LIV has variety of content available on the

website in the sports domain.

7. I find it easy and convenient to navigate a specific sport or team through Sony LIV's interface

The seven statements above reflect the technical characteristics of digital platforms such as user interface, accessibility across devices and content. Therefore, the above data can be summarized by stating that the statements under Factor 1 can be labelled as 'Technical Characteristics'.

5.3.4.2 Statements associated with 'Factor 2' are:
1. I feel the price of subscription services of Sony LIV is economical.
2. I feel that the content of subscription package on Sony LIV for which I have paid is justified.
3. I am satisfied with the video and audio quality while streaming sports live on Sony LIV.

The three statements above reflect the importance of price on the digital platforms. Therefore, the above data can be summarised by stating that the statements under Factor 2 can be labelled as 'Price'.

5.3.4.3 Statements associated with 'Factor 3' are:
1. I am not satisfied with buffering speed while streaming sports live on Sony LIV.
2. Sony LIV allows me to pay for only an exclusive event of sports and not the entire sports package.

It is worth noting that the above factors do not share anything strikingly in common. But for research purposes, the above data can be summarised by stating that the statements under Factor 3 can be labelled as 'Miscellaneous'.

5.4.1 Similarities between Factor Analysis of Hotstar and Sony LIV
1. The factors in both the digital platforms were reduced to three from 12 statements that were identical for both platforms. Thus, it can be inference that there were three general factors that contribute to a consumer's choice of digital platform.
2. Two of the factors were named exactly the same based on inference of statements associated with them viz. Technical Factors and Price.
3. The use of Factor Analysis was justified as both platforms showed a KMO test score of more than 0.8 and had Bartlett's test score of less than 0.001.
4. The use of Factor Analysis was further justified when the cumulative variance of the three factors having Eigen value greater than one was more than 60% in both digital platforms.

5.4.2 Differences between Factor Analysis of Hotstar and Sony LIV
1. The extraction figures in communalities were higher in case of Sony LIV compared to Hotstar.
2. The Rotated Matrix was more defined in the case of Sony LIV compared to Hotstar which had a lot of close absolute values.
3. It was relatively easier to name factors based on inferences in the case of Hotstar compared to Sony LIV.
4. It is important to note that the number of respondents using Hotstar compared to that of Sony LIV are higher in the sample size. Hence, the output between the two could have varied.

5.5.1 Area Chart based on predetermined factors
Based on the predetermined factors viz. Price, Audio and Video quality, Content, Customisation, Accessibility across Devices and User Interface, a stratum chart could be created to find the relation of the influence of these factors on the digital platforms in the research.

There were 2 statements for each factor with a score of 1-5 based on the likert scale. Hence, there was a consolidated score of 10 for each factor. An average of 10 was taken based on the total number of respondents who used the particular platform.

Table 5.4: The table for the average scores for each factor was as follows:

Customisation	7.45	7.56	8.09
Accessibility across Devices	8.23	7.96	7.71
User Interface	8.29	7.64	7.95

Hence from the above graph, it is evident that the factors mentioned are significant enough to influence a consumer's choice of digital platform to stream sports.

6. Findings
The data was collected through questionnaire. The data was classified on the basis of which digital platform are you aware of, which digital platform you use for streaming Sports, what is the frequently do you use this platform. Further the question was divided based on which platform they have choose. In this question were divided based on price, quality, content, service according to needs, where do you use this platform and how user friendly it is. Following are the results obtain from questionnaire.

6.1 Findings based on age and consumption of digital platforms for sports.

Table 5.5: Findings based on age and consumption of digital platforms for sports.

Age Group	% of Total Respondents
17-21	32.97%
22-26	58.24%
27-31	6.14%
32-36	1.65%
36 and above	1.10%

In this research project, the respondents filled questionnaires through either Google Forms or manually self-administering the questionnaire. There is data from an article in Economic Times [1] that states that the age group of 13-35 views sports the most. Our research reinforces that statistic which shows that most of the respondents fall between the age group 17-26 (approximately 91.21%) who are aware of the digital platforms and consume them. Above table shows the age wise division.

6.2 Findings based on gender
It can be concluded from the survey that 22.5% of users who consume sports on digital platforms are female. Hence, it can also be concluded that that the 77.5% users from the sample size who consume sports on digital media are male.

6.3 Findings on usage of sports digital platforms
The responses indicate that 92% of them use/have used this digital platform for streaming sports. And only 8% of the population have not used the digital platform. From this research it can be said that people are very much aware of digital platforms available in the market to stream sports.

6.4 Findings on awareness of sports digital platforms

It can be said that most of the sample population are aware of Hotstar (96.2%). Sony LIV has awareness among 70.9% of the sample size. It can be concluded that Hotstar is the leader when it comes to awareness of digital platforms for streaming sports. Some of the respondent are aware both Hotstar and Sony LIV.

6.5 Findings on usage of sports digital platforms among Hotstar and Sony LIV.

It can be concluded from this study that Hotstar is mostly used and constitutes of 90.7% usage among the sample size. It is then followed by Sony LIV with 48.9%. It may be because of the leagues which respondent follows are not available on one platform.

6.6 Findings on frequency of usage of sports digital platform.

Here, it can be said that population from the sample size use digital platforms mostly either frequently or occasionally and only few use it rarely. Percentage wise distribution from sample size includes 35.7% of frequent users, 40.7% of occasional users and 23.6% of rare users.

6.7 Findings of Factor Analysis

The Factor Analysis for Hotstar and Sony LIV divided the 12 statements for each digital platform into 3 factors.

7. Conclusion
7.1 Scope for further research
1. There is scope for further research if determinant analysis can be carried out for the reduced factors in the factor analysis for Hotstar and Sony LIV.
2. There is scope to get better results in analysis if the sample size is increased.
3. The research can be further aided by addition of secondary data.

7.2 Limitations of the research

The study has the following limitations:
a. The study is limited to only one city, that is Mumbai and hence the result may not be applicable in any other part of the country.
b. The study is only limited to the digital platforms that the consumers choose for streaming sports online.
c. The study does not consider illegal methods of live streaming of sports through various websites.
d. The study does not mediatory platforms like JioTV, Airtel TV.
e. The study only considers three digital platforms for streaming of sports i.e. Hotstar and Sony LIV
f. The study uses only Primary Data and little to no Secondary Data.
g. The sample size of 210 is good but a larger sample size can paint a more accurate picture.

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