



A Study on Customers' Preference towards OTT Platforms

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ABSTRACT

Over-the-top (OTT) material is television and film content that is delivered over the Internet rather than through a cable and satellite provider. The purpose of this study of customers' preferences for OTT platforms is to discover and analyse the factors that influence their decision to watch and to comprehend the competitor analysis of OTT. The method of research is the sampling process that is utilized to perform the research on convenience sampling and descriptive research. This study was conducted to see if individuals were aware of the OTT platform before to the epidemic. We can clearly see from the sample that 2/3 of the respondents were aware of Ott Services prior to Covid-19. Customer satisfaction with OTT Platforms is really high. Customers are influenced to watch OTT because it may be viewed at any time and from any location.

Keywords: OTT, Customer Preference, Consumer Satisfaction

INTRODUCTION

Over-The-Top Media Service is abbreviated as OTT. It is an online media service that is provided directly to viewers. OTT bypasses cable, broadcast, & satellite television platforms, which have traditionally served as content controllers or distributors. Via the top (OTT) refers to movie and television material delivered over the Internet rather than through a satellite or cable provider (Thangaraja, 2016). Cord cutters are people who don't enjoy having to pay for bundled content. Netflix, Amazon Prime, MX Player, and Hotstar are all examples of over-the-top (OTT) services.

The term OTT may not adequately represent or reflect what is unquestionably one of most significant advancements in the distribution environment. The consumer now has more control over what they watch, when they view it, and on what device they watch it on (Arumugam, Thangaraja. 2016). The necessity of measuring a technology's performance in providing a pleasing experience for the consumer has never been greater. People also have a plethora of options at your fingertips thanks to OTT video distribution technology. They can watch content on even a variety of devices, including Smart TVs, Roku, PCs, tablets, smartphones, and gaming consoles. They now have the option of "app switching," which allows users to access numerous distributors for specialised programmes and view channels, giving them more flexibility over the content they buy and watch.

Commercial video on demand (TVOD) services rent as well as sell individual movies or TV series. Following Netflix's popularity, an increasing number of streaming firms have entered into the market, each producing their own material in order to attract users and thus income. As a result, the quantity of television programming available increased, as did the quality of that content, both in terms of aesthetics and storey (Arumugam, 2016). The rise of OTT has been dubbed "the golden era of television," a tribute to the 1950s' first glorious age of television.

LITERATURE REVIEW

According to a Deloitte analysis titled "Digital Media: Rise of On-Demand Content," the advent of inexpensive smart phones and improved internet 4G access has fueled demand for online streaming entertainment services. In comparison to cable or dish networks, individuals are now spending more time on digital media.

Researchers identified four significant characteristics that influence customer adaption to various platforms in the study "Understanding Adoption Factors of Over-the-Top Video Streaming services among Millennial Consumers." Convenience, Mobility, Content, and Cost are the four factors. According to the study "Factors Affecting Netflix Subscription Rates in India: An Analytical Approach," Indian customers prefer to watch free online content rather than pay for it. Netflix has a low subscription rate due to the lack of provincial and municipal TV series and movies.

According to the Kalagato report (2017), each player's share of the market in the Indian video OTT sector was broken down. According to the survey, Hot star was the leader in the market with 73.19 percent of the market share, followed by Netflix with 1.26 percent. The announcements involving

original content development by OTT video platforms in the world were noted by KPMG (2017) in "The 'Digital First' journey." It also mentioned a new genre called "livestreaming."

The growth of online meal delivery service services is largely due to the ecommerce business. According to research, over 400 apps are thriving in India, thanks to \$120 million in funding from venture capital and some other investors. Given that each person consumes at least three meals each day, the food sector is referred to as a repetitive business, attracting the attention of businesses and companies to this developing business category.

RESEARCH METHODOLOGY

It refers to the number of jobs performed during the study procedure. In a genuine sense, research technique identifies the research activity. It goes on to define and specify the actual notions. It also specifies the types of approaches that will be necessary for further investigation. Furthermore, how can progress be measured? Research methodology provides a platform for demonstrating how we may effectively convey research activity. Theories must always be examined for relevance. The purpose of research methodology is to test a theory and its implementation against a variety of academic standards. This is required in order for all study to meet the field's unique criteria. Basic research & applied research are the two main types of research processes in which research technique is used. Work or investigation that has never been done before is referred to as basic research. Applied research, on either hand, is concerned with previously completed work.

Objectives of the study

- To gain a better understanding of customer preferences for OTT platforms.
- Customer Preference for OTT Platforms is influenced by a number of factors.
- To gain a better understanding of OTT Platforms' competitive landscape.

Research type

The set of methodologies and procedures utilized in collecting and assessing measurements of the explore and figure things in the research is referred to as a research design. The research design includes the study types, such as descriptive, correlation, semi-experimental, experimental, or review, and various sub-types, as well as the research question, hypothesis testing, independent as well as dependent variables, field experiment, data collection methods, and an analysis plan, if applicable.

The research method used was Descriptive Research. It is a sort of market research that describes the functional characteristics of an existing market. It is defined as a process of searching for information on the characteristics of a population or phenomenon being examined. This methodology emphasizes the "what" rather than the "why" of the study topic. To put it another way, descriptive research focuses on identifying the nature of such a demographic segment rather than "why" an event occurs. For this study, data was gathered from a variety of sources in order to bring in a large amount of information and conduct research. Both can be used as data sources in this paper.

The information received from the first resource in a regulated or uncontrolled scenario is referred to as primary data, also known as raw information. The information gathered is pure and original, and it was gathered for a clear objective. They've never been subjected to any kind of statistical analysis before. The information gathered could also be made public. Individual investigations, collection via investigator, questionnaires, and telephone investigation are all examples of primary data gathering methods. Primary data for this research was gathered through a questionnaire filled out by students and professors in the fields of law & psychology in Chennai. The methods of data collection used to conduct this research on customers' preferences for OTT Platforms was primary data. The questionnaire method yielded approximately 100 responses.

The research was carried out using a comprehensive sampling plan that included how to categories the survey, what sample size should be used, and how respondents should indeed be chosen from the community. The subjects in this research project are between the ages of 18 and 55. 'Students, Housewives, Employed Persons, and Businessmen' are the sampling units. The number of participants participants chosen in our study is ten, which refers to a group of participants chosen from the overall population and deemed to be representative of real demographic for that particular study.

The Sampling Strategy is the method of selecting a group of people for research in a really way that the people chosen are representative of the larger population from which they had been chosen. The non-probability sampling technique was utilized in this survey. It's a sampling method in which the chances of any individual being chosen for a sample can't be calculated. Furthermore, non-probability sampling somehow doesn't entail any sorting or selection; instead, it relies on the researcher's subjective judgement. Convenience In their search, they used sampling as a sample approach. It is a non-probability sampling strategy used by their searchers in which a sample is defined as the group of persons who are easy to approach or from a pool of respondents who are readily available.

G-Form was used to collect data. We were only able to use this online form of conducting surveys and collecting questionnaire replies through the G-Form in order to pursue all of the COVID-19 Protocols. The sample for this research was gathered by using G-Form to distribute a Questionnaire. The Questionnaire was planned in such a manner that it was divided into two sections. The first section included questions on personal information in order to determine the respondent's demographics. The second section of the questionnaire included dichotomous questions with alternatives of Yes or No, followed by scores from 1 to 5 (1-highly disagree, 2-disagree, 3-neutral, 4-agree, 5-highly agree) and a few multiple-choice questions. There were a total

of 25 questions in the survey. The responses were phrased in such a manner that they reflected the respondents' views and thoughts. ANOVA, Correlation, Chi-square, Regression, Frequency, and Compared Mean were utilized in the analysis.

DISCUSSION

The total expenditure on OTT Platforms isn't really proportional to the respondents' annual income. The overall satisfaction of responders on OTT Platforms is unrelated to their age. We can clearly see from the study that there really is no correlation between the respondent's age and the genre they favor in OTT. According to the survey, male respondents made up 52 percent and female respondents made up 48 percent. It was also shown that respondents, regardless of gender, have a strong preference for OTT platforms. According to the data gathered, the majority of customers favored Amazon Prime, with MX Player being the least popular app. The majority of consumers watch OTT on their phones, and comedy is their favorite genre.

The goal of this study is to learn about customers' attitudes toward OTT platforms in Chennai and to see if they are aware of them prior to Pandemic. According to the report, 2/3 of respondents were aware of Channels prior to Covid- 19, with Amazon Prime being the most popular and MX Player being the least popular. The majority of consumers watch OTT on their phones, and comedy is their preferred genre. Customers have a high level of satisfaction with OTT Platforms. Customers are influenced to watch OTT because it may be viewed at any time and from any location.

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