



A STUDY ON CONSUMER PREFERENCE TOWARDS OTT PLATFORMS OVER THEATRES POST COVID 19

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ABSTRACT

Over the top (OTT) is a film and television content that is provided via the Internet as opposed to the traditional means of a cable or satellite provider. The study of customers preference towards OTT platforms aims at identifying & analysing the factors of influencing them to watch and to understand the competitive analysis of OTT. The sampling methodology which is used to conduct the survey on convenience sampling & descriptive research is used as the type of Research Design. This research has been carried out to identify whether people know about OTT platform before pandemic. From the sample collected we can clearly understand that 2/3rd of the respondents is aware of OTT Platforms before Covid-19. Customer's satisfaction level is very high towards OTT Platforms. The factors that influence the customers to watch OTT is it can be watched anytime, anywhere.

Keywords: customer preference, OTT platform theatres, digital media platform,

1. INTRODUCTION

The acronym OTT stands for OVER-THE-TOP MEDIA SERVICE. It is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the types of companies which traditionally act as controllers or distributors of such content. Over the top (OTT) refers to film and television content provided via a high-speed Internet connection rather than a cable or satellite provider. Viewers who dislike paying for bundled content are often referred to as cord cutters. OTT does not mean free, as the term encompasses services such as Netflix, Amazon Prime, MX Player, Hot star.

Common examples of OTT include services such as Netflix, Amazon Prime Video, Hulu, and HBO Now. OTT allows individuals to avoid having to pay for bundles that are typical of cable and satellite, while selectively choosing their providers, at a much lower cost.

Transactional video on demand (TVOD) services rent or sell movies or television shows one at a time. After the success of Netflix, more and more streaming companies have entered the market, all creating their own content to attract viewers, and therefore, profits. Which led to a boom in the amount of television content available as well as to an increase in its quality; both in terms of visuals and story. (Thangaraja, A. 2016)The success of OTT has been coined "the golden age of television," a reference to the first golden age of television that occurred in the 1950s.

With OTT video delivery technology, people now have a multitude of options at their fingertips. They have the ability to view content on a variety of platforms such as, Smart TVs, Roku, computers, tablets, mobile phones, or gaming consoles. They also have the option to access multiple distributors for specialized programs and view channels by "app switching", giving them more control over the content they choose to purchase and watch.

The acronym OTT perhaps does not describe, nor do justice to, what is clearly one of the most fundamental advances to the distribution landscape. (Thangaraja, A. 2016)Decision making on what to watch, when to watch it and on what device to watch it, is now more firmly in the hands of the consumer. The measurement of the performance of the technology in guaranteeing a satisfying experience to the consumer, has never been of more importance.

2. LITERATURE REVIEW

Menon (2020) states that limitations forced in the wake of Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either for recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbours and others. With external channels of entertainment (Out of Home-based entertainment) shut by government request, the home-based entertainment modes showed consistent growth and development.

Deloitte (2017) report on “Digital Media: Rise of On-demand Content” stated that the availability of affordable smartphones and better internet 4G connectivity has given rise to the demand for video on demand entertainment services. More people are now spending time on digital media compared to the cable or dish network.

ICFAI (2019) report on “Transition of Consumer towards Video Streaming Industry: A comparative analysis of Netflix and Amazon Prime.” mentioned that Content is said to be the king when it comes to on-demand video streaming channels and Netflix has slight edge over others in terms of content. Hot star seems to be 10 considerable choices because of the content it offers at affordable prices. Mann et al., (2015) in report “Digital Video & the connected consumer” notified that with 50% of smartphone app users aged between 18-24 years, the OTT media platforms are targeting a younger demographic.

In the study “Understanding Adoption Factors of Over-the-top Video services among millennial consumers”, researchers highlighted the four major factors that affect consumer adaptation towards different platforms. They are Convenience, Mobility, Content and Cost. (Dasgupta & Grover, 2019) Khanna (2016) in his report “A study on factors Affecting Subscription rates of Netflix in India: An Empirical Approach” stated that Indian consumers are more inclined to watch free content online rather pay a fee for the same. Low subscription of Netflix is due to the non-availability of regional and local TV shows and movies.

The Kalagato report (2017) presented a breakdown of the market share in the Indian video OTT industry for the respective players. The report states that Hot star was a market leader with 73.19% with Netflix with 1.26% of the market share. KPMG (2017) on “The ‘Digital First’ journey” listed down the announcements regarding original content investments by OTT video platforms in India. It also mentioned the emerging genre – ‘live streaming’.

RESEARCH OBJECTIVES

Following are the objectives of the study

- To understand the Customer Preference towards OTT Platforms.
- To find the Factors affecting Customer Preference towards OTT Platforms.
- To understand the competitive analysis of OTT Platforms.

3. RESEARCH METHODOLOGY

A research methodology involves specific techniques that are adopted in research process to collect, assemble and evaluate data. It defines those tools that are used to gather relevant information in a specific research study. Surveys, questionnaires and interviews are the common tools of research. Research methodologies perform a lot of functions. It applies to number of jobs being done in research process. Research methodology identifies the research activity in a true sense. It further specifies and defines the actual concepts. It further declares what sort of methods will be required for further inquiry. Moreover, how progress can be measured. Research methodology offers a platform to demonstrate how we can communicate research activity in a true sense. Theories always require to be checked for relevance. Research methodology is adopted to check a certain theory and its application along a specific set of academic standards. This is mandatory so that all research meets the field specific standards. Research methodology is applied on two important types of research process which involves basic research and applied research. Basic research includes the work or research that has not been done before. On the other hand, applied research involves the work that has already been done.

RESEARCH DESIGN

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research. The design of a study defines the study types if it is descriptive or correlation or semi-experimental or experimental or review and various sub-types, research problem, hypotheses, independent and dependent variables, experimental design, and if applicable, the data collection methods and a statistical analysis plan can also be defined.

The type of research adopted is Descriptive Research. It is a type of research done in the existing market that describes its functional elements. It is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what aspect” of the research subject rather than the “why aspect”. In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on “why” a certain phenomenon occurs.

Data has been collected from various source for this paper to bring in a lot of information and do the research. The source of data in this paper can be both,

- Primary Data
- Secondary Data

Primary data is otherwise called raw information, the information gathered from the first source in a controlled or an uncontrolled situation. The data so collected are pure and original and collected for a specific purpose. They have never undergone any statistical treatment before. The collected data may be published as well. Methods of primary data collection are Personal investigation, collection Via Investigators, questionnaires, telephonic investigation. The Primary Data for this paper was collected through Questionnaire which were

filled by the students and professors from the field of Law and Psychology in Chennai city. Primary Data was the mode of data collection to conduct this study on the customers' preference towards OTT Platforms. Around 100 responses were collected through the questionnaire process

By having a proper sampling plan as to how to categorise the survey, what should be the sample size, how the respondents should be chosen out of the population the research was proceeded.

- The Population of this Research Project is the people of age group from 18 – 55.
- The Sampling Units are 'Students, Housewives, Employed persons, Businessmen'.
- The Size of the Sample Chosen for our study is 100 by which, we understand a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study.

The Sampling Procedure is the process of selecting the number of individuals for a study in such a way that the individuals selected represent the large group from which they were selected. The sampling technique used in this survey is non-Probability sampling. It is a sampling technique where the odds of any member being selected for a sample cannot be calculated. In addition, non-probability sampling does not involve random selection, it relies on the subjective judgement of the researcher. Convenience Sampling is the sampling method used in the research. It is a type of non-probability sampling method which is adopted by the researchers where the sample is taken from a group of people easy to contact or from a conveniently available pool of respondents.

Steps involved in conducting the research of customers' preferences towards OTT Platforms:

- The targeted population was clearly defined.
- The sampling frame was determined.
- To select the appropriate sampling technique.
- Determination of the sample size.
- Execution of the sampling process took place.
- The research objective was framed.
- Then the questionnaire was prepared.
- The responses were collected.
- We then updated it to the SPSS Software.
- Then we analysed the responses after which the output was generated.
- Then as the final step the findings of the research project were concluded.

Data Collection begins after a research problem has been defined and research design is framed.

- **Data source:** Primary Data
- **Research approach:** Survey Method
- **Research Instrument:** Questionnaire Method
- **Respondents:** Students, Housewives, Employed persons, Businessmen'.

Data was collected through G-Form. In order to follow all the COVID-19 Protocols, we were only able to adopt this online mode of conducting survey & collecting the responses of the questionnaire through the G-Form.

The data for this study was collected by distributing a Questionnaire through G-Form. The Questionnaire was framed in such a way that it had two parts.

The first part had questions related to personal information to know the demography of the respondent.

The second part of the questionnaire had dichotomous questions, having options as either Yes or No, then to give ratings from 1-5(1-highly disagree, 2-disagree, 3-neutral, 4-agree, 5-highly agree) which is basically Likert scaling& also few multiple-choice questions.

The questionnaire had totally 25 questions. Questions were framed in such a way that the answers reflect the ideas and thoughts of the respondents.

Tools & techniques used for analysis:

- ANOVA

- Correlation
- Chi-square
- Regression
- Frequency Compared Mean

4. DISCUSSION

The respondents of the study consist of people from different gender, age group residence, marital status, and income level. These factors were considered during conducting this survey, to find out if it had a significance with the independent variable. The findings of the research include the following:

- The amount spent on OTT Platforms is not significant between the annual income of the respondents
- In OTT Platforms the satisfaction level of the respondents is not significant with their age
- From the survey, we can clearly understand that there is no significance between Age of the respondent & Genre preferred in OTT
- From the survey we get to know that 52% were Male Respondents & 48% were Female Respondents
- It is also found that irrespective of gender the respondents are having huge preference towards OTT Platforms.
- From the sampling collected most of the people preferred Amazon Prime and the least app preferred by them is MX Player.
- Most people use Mobiles for watching OTT and Comedy is the genre they prefer.

5. CONCLUSION

The aim of this research is to find out the customers' perception towards OTT Platforms in the Chennai City and to know if they were aware of OTT Platforms before Pandemic. The study shows that 2/3rd of the respondents is aware of OTT Platforms before Covid-19, most people prefer Amazon Prime & the least preferred is MX Player. Most people use Mobiles for watching OTT & Comedy is the genre they prefer. Customers' satisfaction level is very high towards OTT Platforms. The factors that influence the customers to watch OTT is it can be watched anytime, anywhere.

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