



A STUDY ON CUSTOMERS' PERCEPTION ON OTT PLATFORMS IN RECENT TIMES

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ABSTRACT

The study on customers' preference towards OTT platforms was done to identify their preference towards OTT Platforms, analyze the factors influencing them to watch & to understand the competitive analysis of OTT. The sampling methodology which is used to conduct the survey on is convenience sampling. Descriptive research is the type of Research Design used in this research project. This research was carried out to identify the role of Online Video Streaming Services in the lifestyle of the people and to know if they were aware of OTT Platforms before Pandemic. To conclude, from the sample collected we can clearly understand that 2/3rd of the respondents are aware of OTT Platforms before Covid-19. The most preferred one is 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.

KEYWORDS : Customer's preference, OTT platforms, customer satisfaction, customer preference

INTRODUCTION

The acronym OTT stands for **OVER-THE-TOP MEDIA SERVICE** 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, Hotstar.

Over the top (OTT) is film and television content that is provided via the Internet as opposed to the traditional means of a cable or satellite provider. 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) refers to renting or buying movies through certain providers, such as Apple TV, YouTube.

OBJECTIVE FOR THE STUDY

- To understand the reasons in the popularity of Online Video Streaming Services
- To analyse various factors that influence the consumers to choose Online Video Streaming Services
- To determine how streaming videos have created awareness among the users.

REVIEW OF LITERATURE

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, neighbors and others. With external channels of entertainment (Out of Homebased 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 Thangaraja, A. (2016). 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. Hotstar seems to be considerable choice 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 Hotstar 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. Thangaraja, A. (2016) It also mentioned the emerging genre – ‘live streaming’.

RESEARCH METHODOLOGY

The scope of the study lies in the fact that this study is a sociological analysis of the various ramifications of the impact of Cable TV and Online Streaming services as an important medium of mass communication. The scope of the study enables the consumers to choose the online video streaming services and also to identify the attitude towards the change in the way of delivery of mass media. It also analyses their preferences on various genres and various streaming applications. The study finds how it effects the climate change and also gives suggestions on how to enhance energy consumption practices.

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

The sampling methodology which is used to conduct the survey on “**THE CUSTOMERS PREFERENCE TOWARDS OTT PLATFORMS**”

Is **CONVINIENCE SAMPLING. DESCRIPTIVE RESEARCH** is the type of Research Design used in this research project. To undergo this research, we clearly defined the targeted population, determined the sampling frame, selected the appropriate sampling technique, then determined the sample size & finally executed the sampling process. We then framed the objective of our research, followed by preparing the questionnaire, then collected responses, which were then updated to the SPSS Software & then finally we analyzed the responses after which the output was generated & then the findings of the research project were concluded.

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. Some of the types of research are descriptive, explanatory, exploratory, applied, pure, qualitative, quantitative and so on. Based on the topic and the comfort the research method can be chosen. The type of research adopted by us is Descriptive Research.

Descriptive research 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” of the research subject rather than the “why” of the research subject. In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on “why” a certain phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens. The term descriptive research refers to research questions, design of the research and data analysis that would be conducted on that topic. It is

called an observational research method because none of the variables that are part of the research study are influenced in any capacity.

SUGGESTION

Qualitative research and physical in-depth interview cannot be conducted due to the on-going global pandemic COVID 19. Much of literature review was not available. The limitation of my study restricted itself to the analysis of customer preference and perception. There are many other OTT platforms available but my study is limited to two major players NETFLIX, AMAZON PRIME, MX PLAYER and HOTSTAR leaving behind the others. The study also restricts itself to the geographical area of the city Chennai. 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.

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 are 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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