



IMPACT OF LUXURIATING PROGRESS OF OTT PLATFORMS TOWARDS ONLOOKERS

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ABSTRACT

In today's digital age, more and more consumers opt for over-the-top (OTT) services rather than traditional cable or satellite TV. Over the top media platform ott platforms are used by many people refers to an app or streaming service that delivers content (audio, visual, etc.) directly to the viewers over the internet. It represents the future of entertainment. It gives a viewing experience with greatly improved sound and visual quality, provided the consumers have a stable Internet. Due to advancement in technology and internet-based delivery system, people can easily access to OTT platforms and contents from a broad range of devices. Any account holder can enjoy the same OTT experience from a gaming console, smartphone, tablet, or smart TV.

INTRODUCTION

Traditionally, the consumption of movies and other audio and video content has always been in The formof mediums like theatre and television. In today's digital age, more and more consumers opt For over- the-top(OTT) services rather than traditional cable orsatellite TV. Over the top media Platform refers to an app or streaming service that delivers content (audio, visual, etc.) directly to the Viewers over the internet. It represents the future of entertainment. It gives a viewing experience with Greatly improved sound and visual quality, providedthe consumers have a stable Internet. Due toAdvancement in technology and internet-based delivery system, people can easily access to OTTPlatforms and contents from a broad range of devices. Any account holder can enjoy the same Experience from a gaming console, smartphone, tablet, or smart TV.

STATEMENT OF THE PROBLEM:

Now it is easy for public to access to their digital media apps and can watch their favorite Entertainment show from anywhere in the world. The growth digital media began through the youth And since then on has spread through to various demography in the country. The streaming market Now it is easy for public to access to their digital media apps and can watch their favorite entertainment show from anywhere in the world. The growth digital media began through the youth and since then on has spread through to various demography in the country. The streaming market will collectively account for 46% of the overall growth in the Indian entertainment and media industry from 2017 to 2022 (PwC India, 2018).The research work focuses on people's choice of digital OTT platforms for streaming their favorite content.Will collectively account for 46% of the overall growth in the Indian entertainment and media Industry from 2017 to 2022 (PwC India, 2018).The research work focuses on people's choice of Digital OTT platforms for streaming their favorite content.

OBJECTIVES OF THE STUDY:

1. To know the customer awareness towardsvarious brands and models of OTT PLATFORMS.
2. To examine the factors influencing customer preference for OTT platform.

SCOPE OF STUDY

The present study is an attempt to study the consumer's perception towards choosing a digitalPlatform and to identify the attitude towards the change in the way of delivery of mass media. It takes Into consideration the different factors like Price, Video and Audio Quality, Content, Customization To a customer's needs, Ease of Accessibility, and Interface for choosing a particularOTT platform for Steaming. Similar studies on this line may be conducted in other cities too and reasonsfor selection Of a particular OTT platform can be found out.

REVIEW OF LITERATURE:

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 Park, Sungwook; Kwon, Youngsun (2019) did Research on “The Relationship between the Growth of OTT Service Market and the Change in the Structure of the Pay-TV Market”, this paper produced results that the sum of OTT revenue amounts does not have meaningful Influence on the structural change of the pay-TV market nor the cord-cutting phenomenon. Meanwhile, the result shows the OTT service revenues would increase pay-TV take-up when the squared independent variable (fixed broadband subscriptions) is considered.

METHODOLOGY USED IN THIS STUDY RESEARCH DESIGN:

The research will bring light the perception of customers regarding the awareness and demand of various services presently offered by HYUNDAI motors. This study will help us to understand customers, preference and their needs, and it will help to improve the standard of service. It also helps to know whether the existing products or services which they are offering are really satisfying the customer needs.

SAMPLE SIZE:

The sample size is 127 respondents

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

First time collected data are referred to as primary data. In this research the primary data was collected. The questionnaire consists number of questions in google form.

SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

TOOLS FOR ANALYSIS:

Following tools are used in the study

Percentage analysis.

Pie charts.

Research Instrument and tools used are questionnaire for collecting primary data.

LIMITATIONS OF THE STUDY:

1. Difficulty in communication within the city while conducting the survey.
2. Time was the major constraint for the project.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Particulars	No. of Respondents	Percentage
Gender	Male	63	49.6
	Female	63	49.6

	Prefer Not to Say	01	0.8
Age	Above 18-20	57	44.9
	Age 20-30	49	38.9
	Age 30-40	15	11.8
	Age 40-50	3	2.4
	Above Age 51	3	2.4
Reasons of the OTT PLATFORMS	More movies	61	48
	Sports	29	22.8
	Web series	28	22
	Tv shows	9	7.1
preference in ott platforms	Cost	49	38.6
	Offers	15	11.9
	Discount	27	21.3
	Live	36	28.3
Most preferred OTT Platform	Disney	35	27.5
	Netflix	13	10.2
	Amazon	31	24.4
	Zee5	26	20.5
	Jio	13	10.2
	Sony	9	7.1
Consideration of ott platforms	Agree	74	58.3
	Disagree	7	5.5
	Neutral	49	36.3

INTERPRETATION

This study reveals that Majority **49.6%** of the respondents belongs to both 'Male' and 'Female' category, Majority **44.9%** of the respondents belong to 'Age 18-20' category, Majority **48%** of the respondents choose ott platforms to watch movies Majority **27.5%** of the respondents watch sports in OTT platforms, Majority **58.3%** of the respondents Choose DISNEY +HOTSTAR.

FINDINGS

- Majority 49.6% of the respondents belongs to both 'Male' and 'Female' category.
- Majority 44.9% of the respondents belongs to 'Age 18-20' category.
- Majority 48% of the respondents choose OTT PLATFORMS for the Watching movie.

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- Majority 38.6% of the respondents preferred sports in ott platforms.
 - Majority 27.5% of the respondents choose Disney in ott platforms .

SUGGESTIONS:

- It is found from the analysis that DISNEY+HOTSTAR is the most preferred OTTPlatform.
- Will attract more visitors in OTT platform
- Price of the OTT platforms must be reasonable.
- Location where the scene has been filmed to provide information to the OTT users, Ultimately attracts the viewers.

CONCLUSION:

This research is not only focused on the OTT users' Preference and Satisfaction of each OTT platforms available in India, but also to understand repercussions in terms of what is in Store for the future in terms of media consumption. With the internet and mobile Penetration increasing by the day, the future of OTT looks bright. Although people have Started consuming a lot of time and money on OTT platforms, it is difficult to say that it Will ever replace television as a primary video consumption platform. The pricing Strategies of almost all OTT platforms is currently at a substantially higher side for the Indian consumer and thus is leading to a high dissuasion by them towards becoming a Regularly paying customer. Despite having tie ups with multiple brands and gaining.