



## **A Study on Youth Choice towards OTT Platform in Chennai**

<sup>1</sup> *Harikrishnan. R* and <sup>2</sup> *Surendher. R*

<sup>1</sup>MBA student Jerusalem College of Engineering, Chennai

<sup>2</sup>Assistant Professor MBA, Jerusalem College of Engineering, Chennai

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### **ABSTRACT:**

The research project entitled 'A STUDY ON YOUTH CHOICE TOWARDS OTT PLATFORM IN CHENNAI' is an attempt to understand and identify the consumers perception about youth choice towards OTT platform in study area, the data were collected through well-structured questionnaires which contain closed end question. This survey is collected from the general public and most specifically among youth in Chennai. The research design used for this study is descriptive in nature. The descriptive study helps the researcher to find out various characteristics of the population. Snow ball sampling technique was adopted for selecting sample units from the respondents. The methods of data collection for the study include both primary and secondary data. A sample data of 107 respondents helped to analyse their choice towards OTT platform in Chennai. The statistical tool used for analysing and interpreting the opinions of the consumers and the tools includes simple percentage analysis and hypothesis testing (ANOVA, correlation test, regression test). The results were presented with the help of different charts and diagrams were drawn from the analyzing of data's, suggestions and conclusion have been made based on the findings.

**KEYWORDS:** OTT platform, Youth, Consumer satisfaction, preference, Purchase, Over-The-Top

### **1. INTRODUCTION**

The OTT(Over-The-Top) media platform is a digital media service delivered directly to audiences over the Internet. OTT refers to a new generation of modern television networks that, like conventional satellite or cable TV providers, offer live streams of linear specialty channels over the public Internet rather than a closed, private network of proprietary equipment like set-top boxes. There's a wide range of OTT platforms that provide OTT media services, including Netflix, Disney+, Hulu, HBO Max, Amazon Prime Video, Peacock, Curiosity Stream, Pluto TV, and so many more. Unlike OTT platforms, YouTube is a social video platform that was originally designed to allow everyday consumers to share moments caught on video. YouTube has attempted to enter the OTT market several times with limited success since the market clearly sees YouTube as a place for free content. Analysis of the consumption include determination of the OTT platforms used, time spent on them and their experience. Consumers can watch OTT content on phones (including Android, iOS, and Windows-type mobile devices), smart TVs (like Google TV and LG Electronics' Channel Plus), set-top boxes (like Apple TV, Nvidia Shield, Fire TV, and Roku), gaming consoles (like the PlayStation 4, Wii U, and Xbox One), tablets, and desktop and laptop computers.

#### **2.1 OBJECTIVES OF THE STUDY**

- ❖ To analyze the factor influences the OTT platform purchase among youth in Chennai
- ❖ To recognize popular OTT platforms and content preferences of youth in OTT platform
- ❖ To measure the consumers satisfaction with the OTT services in the Chennai

#### **2.2 LIMITATIONS OF THE STUDY**

- The time frame given to complete the study did not allow an in-depth investigation into the study
- As the study was to be completed in a short time, the time factor acted as a considerable limit on the scope and the extensiveness of the study.
- The information provided by the respondent may not be fully accurate due to unavoidable biases.
- Since this is a one-person survey, the number of respondents is relatively small for this kind of study. However, this could not be helped due to constraints on time and money

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### 3. REVIEW OF LITERATURE:

**Eshwa Pachaiavel S & Revanth K R (2022)**. The purpose of this study of customers' preferences for OTT platforms is to discover and analyze the factors that influence their decision to watch and to comprehend the competitor analysis of OTT. The authors can 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 high. Customers are influenced to watch OTT because it may be viewed anytime and from any location. **Chopard, J., & Tarafdar, T. (2021)**. Over The Top platforms, commonly termed OTT platforms, are online streaming media services that have been gaining much popularity among the masses over the past few years. NETFLIX, AMAZON PRIME VIDEO, DISNEY + HOTSTAR are some of the many OTT channels offered to viewers in India. As per reports, the Indian OTT market is expecting \$5 Billion in Customers by 2023. **Sadana, M., & Sharma, D. (2021)** describe the results insinuated the five factors which affect consumers' options concerning entertainment, i.e., content and presentation behavior, expenses incurred on services, shifts influenced by offerings/incentives, convenience, and telecom. Logistic regression validated these factors' strength, making content and viewing behavior, expenses incurred on services, and convenience, the three most important factors.

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### 4. RESEARCH METHODOLOGY

#### 4.1 RESEARCH DESIGN:

"Research design is a plan, structure and strategy of investigations to obtain answer to the research questions". Research methodology simply refers to the practical "how" of any given piece of research more specifically, it's about how a research systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

#### 4.2 TYPE OF RESEARCH:

In this study follows descriptive research, this defines as a research method that describes the characteristics of the population or phenomenon studied. It allows easy analysis of non-quantified research problem by implementing the qualitative methods. It uses easy research methods such as observation, where the researcher may or may not participate in the activities that are ongoing in a particular target group.

#### 4.3 DATA FOR STUDY:

The study depends on both primary as well as secondary data. The primary data has been collected from the general public. The secondary data has been collected from journals, magazines, websites and annual reports.

#### 4.4 TARGET RESPONDENTS:

A sample of 107 respondents was taken into consideration for my study and required data has been collected.

#### 4.5 SAMPLING METHOD:

One of the best probability sampling techniques that's helps in saving time and resources, is the Snowball Sampling method. It is a reliable method of obtaining information where every single member of a population is chosen randomly, merely by chance. Each individual has the same probability of being chosen to be part of a sample.

#### 4.6 DATA PROCESSING

##### 4.6.1 Primary data

Data was collected from primary and secondary source. The questionnaire consisted of 22 questions, with a combination of open ended and close ended

##### 4.6.2 Secondary data

Secondary data is information that is collected for the purpose other than to solve the specific problem under investigation. The secondary source of data collected were information obtained from books, magazine, website and article on the topic, etc. In the study, the researcher would use the secondary data to supplement the primary data.

#### 4.7 TOOLS FOR ANALYSIS

**PERCENTAGE ANALYSIS:** Percentage is a special kind of ratio, which are used in marketing comparison between two or more series of data percentage can also be used to compare the relative items, relationship, and the distribution of two or more series of data.

**ANOVA:** ANOVA, which stands for Analysis of Variance, is a statistical test used to analyse the difference between the means of more than two groups. A one-way ANOVA uses one independent variable, while a two-way ANOVA uses two independent variables.

**CORRELATION:** Correlation analysis studies the statistical relation between two or more variables such that systematic changes in the value of one variable are accompanied by systematic changes in the other.

**REGRESSION:** Regression is a set of statistical process for estimating the relationships between a dependent variable and one or more independent variables.

## 5. DATA ANALYSIS AND INTERPRETATION

### 5.1 ANOVA:

To find out the significant difference between age and factor influencing the purchase of OTT platform.

**H0(null hypothesis):** There is no significant difference between age and factor influencing the purchase of OTT platform.

**H1(Alternative hypothesis):** There is significant difference between age and factor influencing the purchase of OTT platform

Table No.1 ANOVA

ANOVA					
Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.295	3	.765	1.932	.129
Within Groups	40.771	103	.396		
Total	43.065	106			

**INFERENCE:** From the above table, we find out that the calculated significant value 0.129 is lesser than the table significant value 0.05 ( $0.129 < 0.05$ ). Hence null hypothesis (H0) is rejected and alternate hypothesis(H1) is accepted. Therefore, there is significant difference between age and factor influencing the purchase of OTT platform.

### 5.2 REGRESSION:

To find out the significant impact between rate of experience and rate of satisfaction with OTT services

**H0(null hypothesis):** Rate of experience has no significant impact on rate of satisfaction with OTT Services

**H1(Alternative hypothesis):** Rate of experience has significant impact on rate of satisfaction with OTT Services

Table No.2 Regression

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.485	.636		3.907	.000
	Rate your satisfaction with the OTT services [Quality of video and Audio]	.081	.115	.072	.704	.483
	Rate your satisfaction with the OTT services [Choice of Language]	-.063	.121	-.059	-.522	.603
	Rate your satisfaction with the OTT services [Quality of content]	.232	.146	.204	1.587	.116
	Rate your satisfaction with the OTT services [Affordability]	-.036	.115	-.037	-.314	.754
	Rate your satisfaction with the OTT services [Variety of programs]	.087	.138	.080	.628	.532

a. Dependent Variable: Rate your experience of using OTT platforms: (1 is low and 5 is high)

**INFERENCE:** From the above table, we find out that the calculated significant value 0.000 is lesser than the table significant value 0.05 ( $0.000 < 0.05$ ). Hence null hypothesis ( $H_0$ ) is rejected and alternate hypothesis ( $H_1$ ) is accepted. Therefore, Rate of experience has significant impact on rate of satisfaction with OTT Services

### 5.3 CORRELATION:

To find out the significant relationship between purpose of using OTT platform and usually used OTT platform

**H0(null hypothesis):** There is no significant relationship between purpose of using OTT platform and usually used OTT platform

**H1(Alternative hypothesis):** There is significant relationship between purpose of using OTT platform and usually used OTT platform

**Table No.3 Correlation**

Correlations				
			What is the purpose of using OTT?	Which OTT platform did you use usually?
Spearman's rho	What is the purpose of using OTT?	Correlation Coefficient	1.000	.218*
		Sig. (2-tailed)	.	.024
		N	107	107
	Which OTT platform did you use usually?	Correlation Coefficient	.218*	1.000
		Sig. (2-tailed)	.024	.
		N	107	107

\*. Correlation is significant at the 0.05 level (2-tailed).

**INFERENCE:** From the above table, we find out that the calculated significant value 0.024 is lesser than the significant value 0.05 ( $0.024 < 0.05$ ). Hence null hypothesis ( $H_0$ ) is rejected and alternate hypothesis ( $H_1$ ) is accepted. Therefore, there is significant relationship between purpose of using OTT platform and usually used OTT platform.

## 6. FINDINGS

From the table 1, we find out that the calculated significant value 0.129 is lesser than the table significant value 0.05 ( $0.129 < 0.05$ ). Hence null hypothesis ( $H_0$ ) is rejected and alternate hypothesis ( $H_1$ ) is accepted. Therefore, there is significant difference between age and factor influencing the purchase of OTT platform. From the table 2, we find out that the calculated significant value 0.000 is lesser than the table significant value 0.05 ( $0.000 < 0.05$ ). Hence null hypothesis ( $H_0$ ) is rejected and alternate hypothesis ( $H_1$ ) is accepted. Therefore, Rate of experience has significant impact on rate of satisfaction with OTT Services. From the table 3, we find out that the calculated significant value 0.024 is lesser than the significant value 0.05 ( $0.024 < 0.05$ ). Hence null hypothesis ( $H_0$ ) is rejected and alternate hypothesis ( $H_1$ ) is accepted. Therefore, there is significant relationship between purpose of using OTT platform and usually used OTT platform.

## 7. SUGGESTIONS

The OTT platforms should recommend its users with new and featured content which was received through getting the right to stream protected content, by display of attractive banners. Better and effective subscription plans are to be introduced to cope up with the need for a majority of users who are occasionally consuming OTT platforms. More attractive offers and promotions are to be made on the referral policy of the OTT platforms which would help in newer user acquisition.

## 8. CONCLUSION

This study proposed to evaluate youth choice towards OTT platform in Chennai. The study's outcome reveals that the majority of the consumers, use hot star in the Chennai. This study also inferred that most consumers view the OTT services weekly once and use the OTT services on their mobile phones. This study also concluded that the factors significantly influence the purchase of OTT platforms among the consumers in the Chennai. This study also confirmed that the consumers are significantly satisfied with the OTT services in the Chennai. Study shows there is significant relationship between purpose of using OTT platform and usually used OTT platform.

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