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Assessment of Efficacy on Customer Satisfaction in OTT and Theatres

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ABSTRACT

The rise of Over-the-top (OTT) Platforms has significantly transformed the landscape of entertainment consumption, particularly in comparison to traditional theatrical releases. This study aims to assess the efficacy of consumer preferences between OTT and Cinemas, analyzing factors such as accessibility, cost, content variety, and social experiences. Utilizing a mixed-methods approach, the research incorporates competitive surveys and qualitative interview to gauge viewer habits and satisfaction levels. Preliminary findings suggest that while OTT platforms offer convenience and diverse range of content, traditional theatres retain the appeal through their immersive experience and social atmosphere. This study seeks to elucidate the evolving dynamic of consumer choice in media consumption, providing insights of industry stakeholders to adapt to shifting preferences in a rapidly changing environment.

Introduction

There were days when we got excited to go to new movies with friends and family... But now, in this fast moving world, are we able to spend our quality time in theatres?

For some, satisfaction of watching a movie comes only when they go to theatres. And for the rest have an option called (OTT) Over-The-Top platforms that make them to watch movies whenever they want because, they are satisfied with the OTT platforms itself.

Everything has its own pros and cons. So my project is about assessing customer satisfaction between Over-the-top (OTT) platforms and traditional theatres involve exploring how these mediums meet viewer expectations and preferences.

The entertainment industry has witnessed a significant shift in recent years, with the raise of Over-the-top (OTT) platforms and traditional theatre experience. As consumers demand convenience, flexibility, and high-quality content, both OTT platforms and theatres strive to meet these expectations. Consumer satisfaction plays a crucial role in determining the success of these entertainment options.

This assessment aims to evaluate the efficacy of customer satisfaction in OTT platforms and theatres, exploring factors such as convenience, cost effectiveness, viewing experience, content availability, quality, impact of socio-cultural factors and overall engagement.

By comparing these elements, we can better understand which platform resonates more with audience and how each contributes to overall satisfaction in the realm of entertainment consumption.

INDUSTRY PROFILE

Theatres:

The theatre industry encompasses establishments that produce and present live theatrical performances, such as, plays, musical and other stage productions. This industry includes live theatres, dinner theatres, community theatres, repertory theatres and festival theatres.

The global theatre market size was estimated at 48.5 billion dollars in 2020 and is expected to grow at a CAGR of 5.5% from 2020 – 2027. In the US, the theatre industry generated 2.6 billion dollars in revenue in 2020, with a projected growth rate of 4.5% from 2020 – 2025.

The industry can be segmented by production type, including musicals, plays, dance performances, and opera. Venues can be categorised into indoor theatres, temporary or pop-up venues. Theatres also cater to various target audiences, such as children, adults, families, and tourists.

Key players in the industry include major theatre companies, independent theatres and production companies, and theatre festivals and events. The value chain consists of production and creative teams, value management and operation, marketing and promotion, ticketing and box office, and audience and community engagement.

Overall, the theatre industry is a vibrant industry and evolving sector that continues to adopt to changing audience preference and technological advancement while maintaining its rich cultural heritage.

(OTT) Over The Top Platforms:

The over the top platform (OTT) industry refers to the delivery of film and television content via the internet, without the need for traditional cable or satellite television subscription. OTT platforms have revolutionized the way people consume entertainment content, offering on-demand access to a vast library of movies, TV shows, and the original content.

The global OTT market size was estimated at \$161.6 billion in 2020 and is expected to grow at a CARG of 20.6% from 2020 to 2027. The US OTT market generated \$43.9 billion in revenue in 2020, with a projected growth rate of 14.1% from 2020 to 2025. Key players in the industry include Netflix, Amazon Prime, Video, Hulu, Disney+ Hotstar and HBO Max.

OTT platforms can be segmented by Content type, including movies, TV shows, documentaries, and original content. They also cater to various target audience, such as children, adults, and niche groups. Additionally, OTT platforms offer different monetization models including subscriptions-based (SVOD) advertising-based (AVOD), and transactional (TVOD).

Overall, the OTT platform industry has transformed the entertainment landscape, offering consumer's unparalleled convenience, flexibility, and choice. As the industry continues to evolve, we can expect to see new innovations, business models, and players emerging to shape the future of entertainment.

REVIEW OF INTRODUCTION

STATISTICAL ANALYSIS ON THE VIEWERSHIP OF OTT AND THEATRES AND ITS ASSOCIATED FACTORS (2023)

DIVYA N V, ELIZABETH JOSEPH, FATHIMA DIYANA, FATHIMA SHABEER, GREESHNA GILBERT

Objective The main purpose of this study is to identify and analyze the preference of audience towards OTT or Theatres to watch movies.

Findings The preference towards OTT and theatre are not in the same proportion that is, the proportion of preference for theatre is greater than that for OTT.

OTT VS. CINEMAS: THE FUTURE TREND IN THE MOVIE AND ENTERTAINMENT SECTOR (2022)

Aishwary Gaonkar , Shreyansh Jain , Rohan Dowerah , Jaskiran Atwal , Santoshkumar Dyavanpelli

Objective To know about the consumer's perception of mode of entertainment in the future.

Findings By doing the study, the author says that there is a greater impact on the OTT platforms in the future.

THE FUTURE OF MOVIES: WILL OTT TAKE OVER THEATRES? (2022)

Mr. P. William Robert, Dr J Jesukulandai Raj, Dr. T. Joseph.

Objective To find whether the OTT platforms Take over the Theatres?

Findings Their results indicate that three factors determine the watching of movies in OTT from this study.

NEED OF THE STUDY

This study helps us to know about the consumer preference among the OTT platforms and theatres.

This study aims to provide the insights about consumer's views on OTT Platforms and Theatres

This study helps us to know about the factors that influence the consumers to decide one among OTT Platforms and Theatres.

To get reason behind consumer's choice of mode of entertainment.

To understand consumer's trust and loyalty of the mode of entertainment chosen by consumer.

SCOPE OF THE STUDY

A comprehensive analysis of various factors influencing consumer's choices. It delves to demographic examining preferences across age groups, gender, income levels, education, and occupation. The study also explores content preferences, including genre-wise preferences, content formats, and language preferences. Additionally, it compares platform preferences between popular OTT platforms and traditional theatres, investigating viewing habits, pricing and affordability and user experience. Furthermore, the study assesses the impact of marketing strategies, regional differences, technological advancements, and the COVID-19 pandemic on consumer's behaviour. It also evaluates consumer's loyalty, effectiveness of promotional

campaigns, social media influence, and word-of-mouth recommendations. By examining these aspects, the study provides a detailed understanding of consumer preferences, enabling business to make informed decisions and stay competitive in the evolving entertainment Industry.

LIMITATION OF THE STUDY

The area of study is only conducted around Chennai

Biases in respondent's feedback could impact on the accuracy of the results.

The trend in the market will not remain the same and thus the preference change in the future.

OBJECTIVE OF THE STUDY

Primary Objective:

To find consumer preference between OTT Platforms and Theatres.

Secondary Objectives:

To compare the consumer preference among OTT Platforms and Theatres.

To identify key drivers of consumer preference in both entertainment options.

To analyze the impact of demographic variables on consumer's preference.

RESEARCH METHEDODOLOGY

Research Design: Descriptive Statistics method is used in this project.

Sampling Technique: Convenience sampling method is used in this project.

Sources of Data: Primary data is collected through Google form Questionnaire and Secondary Data through Journals.

ANALYSIS

1 Percentage analysis for Age Variable

Age	No. of respondents	Percentage
18-24	69	65
25-34	8	7
35-44	10	9
45-54	4	4
Below 18	16	15

INTERPRETATION:

From the above table and chart it is observed that out of 107 respondents 15% are belongs to the age group of Below 18, 65% are belongs to the age group of 18-24, 7% of the respondents are in the category of the age of 25-34, 9% are 35-44 and 4% are above the age of 45-54. As the age group of 18-24% are the major respondents of this study.

2 Percentage analysis for Gender Variable

Gender	No. of respondents	Percentage
Female	61	57
Male	46	43
Total	107	100

INTERPRETATION:

From the above data it is inferred that out of 107 respondents, 57% are female and 43% are male.

3 Percentage analysis for Entertainment Experience Preferred The Most By The Respondents Variable

Platform	Percentage
OTT	42.1
Theatres	57.9
Total	100

INTERPRETATION:

Respondents prefer Theatres experience than OTT platforms.

4 CHI SQUARE TEST

The Chi-Square test is a statistical method used to determine if there is a significant association or relationship between categorical variables. It's commonly used to analyse data in the form of frequency counts or proportions in contingency tables. The Chi-Square test assesses whether the observed frequencies in the table differ significantly from the expected frequencies, assuming that there is no association between the variables. To find the relationship between quality services and customer satisfaction.

Null Hypothesis H0: OTT streaming services do not significantly decrease family time spent in theatres.

Alternative Hypothesis H1: OTT streaming services significantly decrease family time spent in theatres.

Test Statistics		
	Gender	Do you think OTT decreased family time in Theatre?
Chi-Square	2.103 ^a	38.206 ^b
df	1	2
Asymp. Sig.	.000	.000

INFERENCE

P (calculated) value is lesser than the Sig. Value, H0 is rejected,

OTT streaming services significantly decrease family time spent in theatres.

5 ANOVA TEST

One-Way Analysis of Variance (ANOVA) is a statistical technique used to compare means across multiple groups. It's commonly used when you have one independent variable (also known as a factor) with more than two levels, and you want to determine if there are any significant differences in the means of a dependent variable among those levels.

Null Hypothesis H0: There is no significant relationship between age group and the perception of which mode of movie release gives more reach among the public.

Alternative Hypothesis H1: There is a significant relationship between age group and the perception of which mode of movie release gives more reach among the public.

ANOVA					
Which mode of movie release do you think that gives more reach among the public?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.380	4	.095	.373	.827
Within Groups	25.975	102	.255		
Total	26.355	106			

INFERENCE:

P (calculated) value is larger than the Sig. Value, H0 is accepted,

There is no significant relationship between age group and the perception of which mode of movie release gives more reach among the public.

FINDINGS AND SUGGESTIONS

FINDINGS

The report finds that the majority of respondents, 57.9%, prefer traditional theatres over OTT platforms, which are favoured by 42.1%. This indicates that despite the convenience offered by OTT services, many consumers still value the immersive and social experiences of theatres. The study also shows that the 18-24 age group made up the largest portion of respondents, suggesting that younger audiences are more engaged with entertainment options. Gender distribution was slightly skewed toward females, which may have influenced preferences in the study.

The analysis reveals that OTT platforms significantly reduce family time spent at theatres, highlighting a shift in viewing habits. However, no significant relationship was found between age groups and their perception of which mode of movie release—OTT or theatres—provides more reach. OTT platforms are valued for their convenience, content variety, and flexibility, with the global OTT market rapidly expanding due to the popularity of services like Netflix and Amazon Prime. Despite this growth, theatres remain important due to their unique viewing experience, which many respondents still prefer.

SUGGESTIONS

Suggestions include enhancing the theatre experience through new technologies like 3D or IMAX, and creating bundled entertainment packages to make theatres more appealing. A hybrid model combining theatrical releases with later OTT availability could cater to different audience preferences. OTT platforms are advised to diversify their content offerings and collaborate with local productions to attract a broader audience. Both OTT platforms and theatres should develop family-friendly promotions, and theatres might focus on making ticketing more seamless through mobile apps to compete with OTT convenience. Tailoring marketing strategies to regional preferences and continually adapting to new technologies will also help both industries remain competitive and relevant.