



Streaming Preferences: Exploring Consumer Perspectives and Experiences on OTT Platforms

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ABSTRACT:

The entertainment sector has changed with the rise of Over-The-Top (OTT) platforms, which provide users unparalleled access to a wide variety of material anywhere, at any time. This research explores the complexities of consumers' perceptions of over-the-top (OTT) platforms, emphasizing their experiences and preferences. This study further aims to identify the variables impacting consumers' decisions to use over-the-top (OTT) platforms for their entertainment demands through a detailed investigation in the form of a survey method. The survey explores into the factors of the user experience including general happiness, recommendation algorithms, and ease of navigation. Additionally, this study looks at the wider effects that consumer behaviour has on the film business. It examines how the emergence of over-the-top (OTT) platforms has affected content development tactics, changed viewing habits, and upended conventional distribution structures. This study intends to offer important insights for industry people and researchers through surveys, and data analysis. Stakeholders may better adapt to changing consumer expectations and prosper in the dynamic digital entertainment ecosystem by developing strategies based on a knowledge of public views of OTT platforms and their effects on the film industry.

Keywords: Entertainment, Over-The-Top, Price structure, Streaming Quality, Experience, Preference, Film industry

Introduction

With the emergence of Over-the-Top (OTT) platforms, the conventional paradigm of entertainment consumption has been completely transformed in terms of how consumers access and interact with digital content. These platforms, which provide consumers with direct access to video content over the internet, have experienced phenomenal development in recent years due to shifting consumer tastes and technological improvements. With the fierce rivalry between the streaming behemoths like Netflix, Amazon Prime Video, Disney+, and others, it is more important than ever for industry players to comprehend how consumers see OTT services.

The intent of this study is to explore the complex dynamics of customer experiences and preferences in the OTT entertainment market. The objective of this study is to identify the fundamental forces influencing customer behavior and satisfaction levels by investigating elements including content selection, user interface, pricing structures, and streaming quality. In addition, this study looks at how OTT platforms are changing in relation to new trends and technical advancements in an effort to offer insightful analysis that will be useful to scholars, legislators, and business professionals. Untangling the intricacies of consumer perception towards over-the-top (OTT) platforms is crucial for promoting innovation and driving strategic decision-making in the digital entertainment ecosystem in an era marked by digital disruption and an abundance of content. By eschewing conventional middlemen like broadcast networks and cable providers, over-the-top (OTT) services provide users the freedom to watch video on a variety of devices and at any time. Due to audiences' growing preference for the ease and personalisation provided by over-the-top (OTT) services, this change in distribution dynamics has resulted in notable shifts in consumer behaviour.

Furthermore, the expansion of OTT platforms has been driven by the widespread use of smartphones and smart TVs, as well as the development of high-speed internet access, which has made streaming services an everyday component of modern media consumption. Because of this, OTT platforms are becoming significant competitors in the global entertainment market, vying with established production companies and studios for viewers and money.

Emergence of OTT Platform

The emergence of over-the-top (OTT) media platforms in the early 2000s by services like Netflix and Hulu resulted in the change in the consumption pattern of the people. These platforms, which at first concentrated on streaming movies and TV shows, have changed the way people access and interact with digital material. They now provide a wide range of content libraries, including original content, and have embraced subscription-based business models. Between 2010 and 2020, the OTT business experienced a phenomenal growth, with global sales rising from USD 6.1 billion to USD 106.48

billion. This upsurge was caused by the arrival of new rivals into the streaming industry, such as Disney+, Apple TV+, and Amazon Prime Video, which heightened competition. Additionally, the introduction of streaming services that are live and the incorporation of cutting-edge technologies like augmented reality (AR) and artificial intelligence (AI) have improved user interaction and personalisation within the over-the-top (OTT) experience.

Forecasts suggest that the over-the-top (OTT) sector will continue to develop, with worldwide media income estimated to reach USD 210 billion by 2026 and the business as a whole likely to reach \$332.52 billion by 2028. Furthermore, the OTT app development market is expected to increase significantly and reach \$200 billion in revenue by 2024.

The OTT business has had a profoundly transformational effect on the media and entertainment scene, as seen by its trajectory, which has driven innovation and competition among industry participants while providing viewers with unparalleled access to content. OTT platforms are positioned to become more and more important in determining the direction of digital entertainment as they develop and diversify.

Understanding Consumer Behavior in OTT Services

Comprehending the intricate dynamics of customer behavior in Over-the-Top (OTT) services is crucial to understanding how the digital media environment is changing. A number of theoretical frameworks provide insightful analyses of the factors influencing consumer behavior in the context of over-the-top (OTT) platforms.

Uses and Gratifications Theory: This well-known theory contends that people deliberately choose and make use of media in order to satisfy particular wants and desires. When applied to over-the-top (OTT) platforms, this theory proposes that reasons including price, convenience, and the wide range of material offered lure users to streaming services. Customers use their tastes, interests, and consumption patterns to inform tailored content experiences that they find satisfying.

Technology Acceptance Model (TAM): The Technology Acceptance Model (TAM), which clarifies the elements impacting customers' adoption and acceptance of new technologies, is another significant framework. TAM places a strong emphasis on how customer attitudes and intentions about OTT platforms are shaped by perceived utility and simplicity of use. If consumers believe that streaming services are useful resources for getting entertainment and if the platforms are easy to use, they are more likely to be adopted by consumers.

Through the examination of these theoretical frameworks, scholars are able to get a more profound understanding of the incentives and inclinations that influence customer behavior within the context of over-the-top (OTT) services. These theoretical frameworks offer a prism through which to see the intricacies of customer interaction and decision-making on digital media platforms.

Literature Review

Understanding customer viewpoints and experiences on Over-the-Top (OTT) platforms is crucial in an era where digital media consumption is on the rise. This study of the literature explores the complex dynamics of streaming preferences and the variables that affect customers' decisions and actions when it comes to over-the-top (OTT) entertainment. This study looks at academic studies in an effort to find important insights into the factors—content selection, UI design, pricing strategies, and streaming quality—that influence customer preferences. By conducting a thorough examination of the extant literature, this study endeavors to illuminate the dynamic topography of over-the-top (OTT) platforms and provide invaluable counsel for industry professionals, policymakers, and investigators attempting to maneuver the intricate terrain of digital media consumption.

Numerous investigations have examined diverse facets of consumer conduct and inclinations concerning digital media and technological acceptance. In their 2020 study, Gangwar et al. examined the preferences of Indian OTT users, emphasizing the importance of technological developments and high-quality content in driving adoption. They discovered that millennials are especially drawn to these platforms because of the availability of foreign material and video-on-demand capabilities. The economic effects of COVID-19 lockdowns on India's service industry were studied by Sharma & Chakraborti (2020), who found significant employment losses and worries about profitability.

In their 2019 study, Sujith et al. examined how consumers felt about mobile wallets and found that most of the respondents were well-informed about and supportive of digital payment options. In their 2018 study, Khadim et al. examined how social media communication affects brand equity and loyalty, highlighting the enormous effects it has on companies. In their analysis of how social media advertising affects millennials' tastes, Arora et al. (2018) discovered that social media usage is influenced by things like reading blogs, comparing products, and getting professional advice.

Using the Technology Acceptance Model (TAM), Khattab & Alhadid (2015) evaluated students' satisfaction with online banking services, emphasizing the significance of perceived usefulness and simplicity of use. Last but not least, Luthra (2021) discovered four key elements that influence how consumers see over-the-top (OTT) platforms: lockdown effects, desire to pay more, social need fulfillment, and convenience-based watching. Together, these studies offer insightful information about the intricate interactions between variables influencing consumer behavior in the digital era.

Framing of the Objective of the Study

This study examines how Over-the-Top (OTT) platforms have revolutionized the entertainment industry, with a particular emphasis on consumer satisfaction, affordability, and accessibility. It looks at the attitudes and levels of participation of young customers, assessing things like user satisfaction, peer pressure, and marketing strategies. In addition, the report examines how OTT platforms are breaking into the market in comparison to traditional

cable TV, taking legislative obstacles and AV privacy into account. Owing to its compatibility with changing digital demands for accessibility, mobility, and diversity of material, over-the-top (OTT) services are becoming more and more popular in India, especially among younger audiences, despite obstacles with content accessibility.

The above research problem has helped the researchers frame the objectives of the study which are as follows:

- To understand the consumer perception in context of OTT Platform.
- To study the factors affecting the consumer preferences towards OTT Platform

Research Methodology

For the attainment of the research objectives the researchers have conducted a mixed approach Research Design. Further both primary and secondary data have been utilized for the study. The description of the primary and secondary data have been explained below:

Primary Data: A predetermined questionnaire that was created with the study purpose in mind was used to conduct an online survey. Among the demographic information gathered by the inquiries were age, gender, and occupation. Furthermore, the inquiries aimed to comprehend the preferences of the consumers about the OTT platforms they often use and the kind of material they enjoy seeing. Finally, questions on their viewing habits and the things that matter to them were included to provide light on their consumption pattern. The basic data was gathered via a Google form.

Secondary Data: The secondary data was gathered from several websites, journals, case studies, and standard reference books.

Sampling Procedure: The primary data were collected from the potential consumers of the OTT platform and the study area is Bhubaneswar. The selection of the respondents was done through given procedure.

Sampling Method: Convenience sampling technique is employed to pick a sample since the research population is unlimited.

Sample Design: A sample design is a predetermined strategy for selecting a representative sample from a specified population.

Sample size: For the study, a sample of 50 respondents is chosen.

Data Collection: Data collection tools encompass the devices or instruments utilized to gather data, which fundamentally steer the success of any research. In this study, data acquisition occurs through a meticulously crafted questionnaire. Tables, graphs, and pie charts serve as the tools for data analysis. The study employs online distribution of questionnaires, resulting in the accumulation of a total of 50 responses. A proper questionnaire was formed in order to collect data of the mentioned topic where there were 50 respondents, and the questionnaire was formed according to the topic. Questionnaire was formed according to the content perception, platform features, social influence, value and perception, user experience and satisfaction level.

Data Analysis and Interpretation

The data collected from the identified respondents underwent a description analysis technique which helped the researchers in inferring the data and framing a proper interpretation which helped in the attainment of the objectives of the study.

Demographic Analysis: This part clearly depicts the detailed demographic description of the respondents. Most of the respondents lies between the age group 20 to 31, among which 72 percent are male and remaining 28 percent are the females. A majority of the respondents of the study are students (46 percent) followed by 38 percent of employees and 16 percent business owners. The data has been collected from respondents belonging to different qualifications, among which 40 percent of the respondents belong to the category of graduates, 32 percent postgraduate and the remaining 28 percent undergraduates.

Descriptive Analysis:

Based on the responses collected from the selected respondents the researchers have undergone a descriptive analysis. The findings of the study from the figure 1 highlighted the frequency of the viewing of the OTT platform, which stated that majority of the respondents accepted that they view OTT platform atleast once a week.

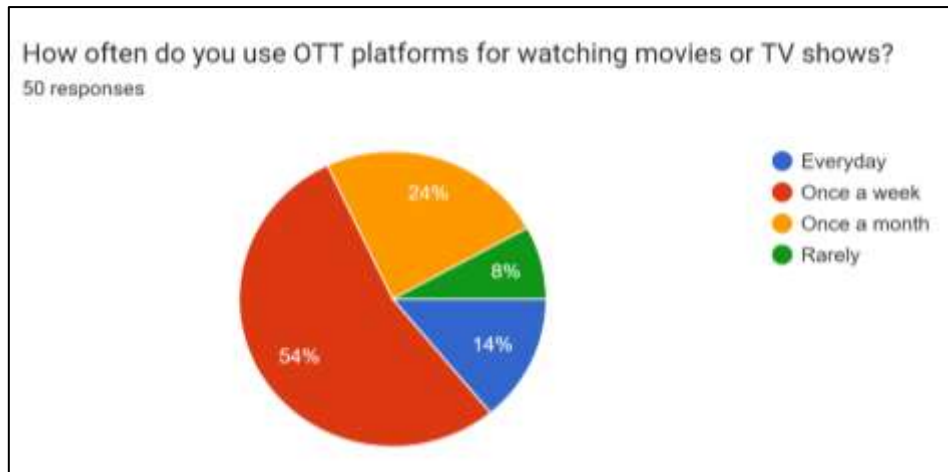


Figure 1: Frequency of audience viewing their OTT

With the advent of OTT platform, the consumers have been receiving access to various global content ranging from European to Korean on a single platform and this has further enhanced their desire for the same. This aspect has been clearly highlighted in figure 2, where the respondents strongly agree that through their OTT platform, they have received the advantage of various content across globe in their own comfort.

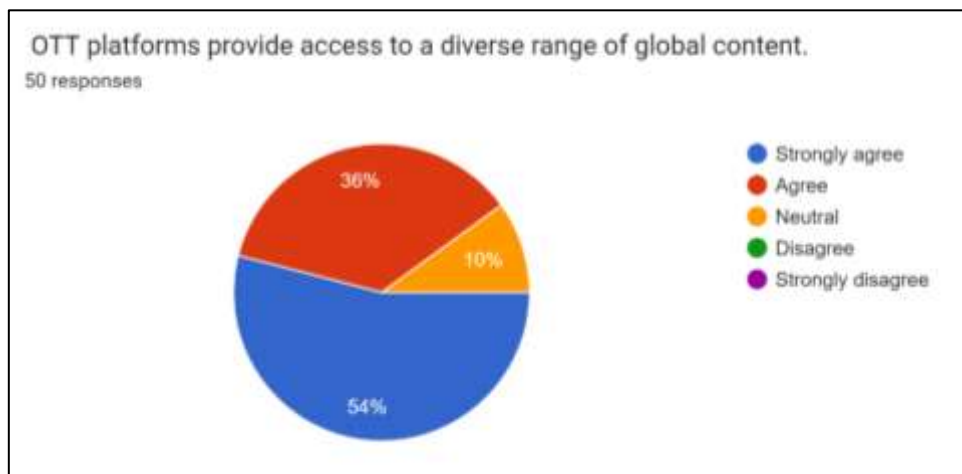


Figure 2: Access to diverse range of Global Content

The content is also considered to be highly relevant to the needs and preferences of the viewers compared to the various contemporary platforms as indicated in the findings of figure 3.

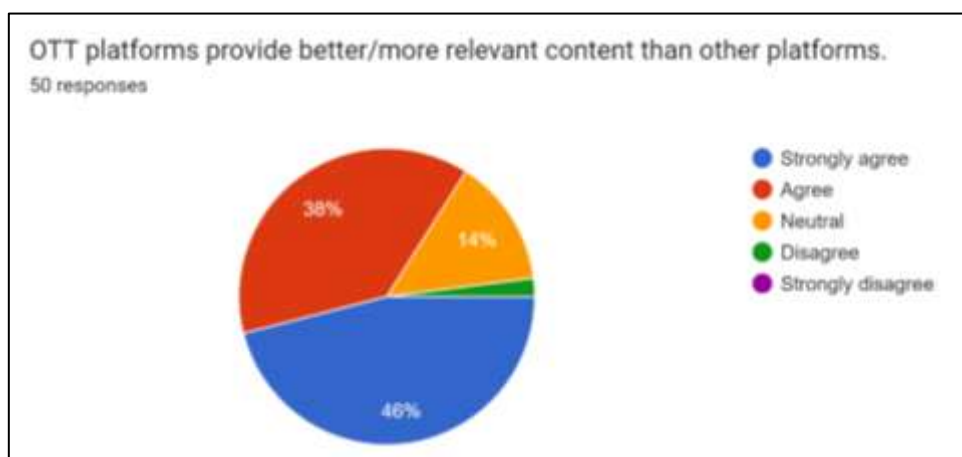


Figure 3: Better relevant content

Along with the relevant content, the audience have also agreed on the experience of better-quality based content, with around 50 percent selecting strongly agree for the same.

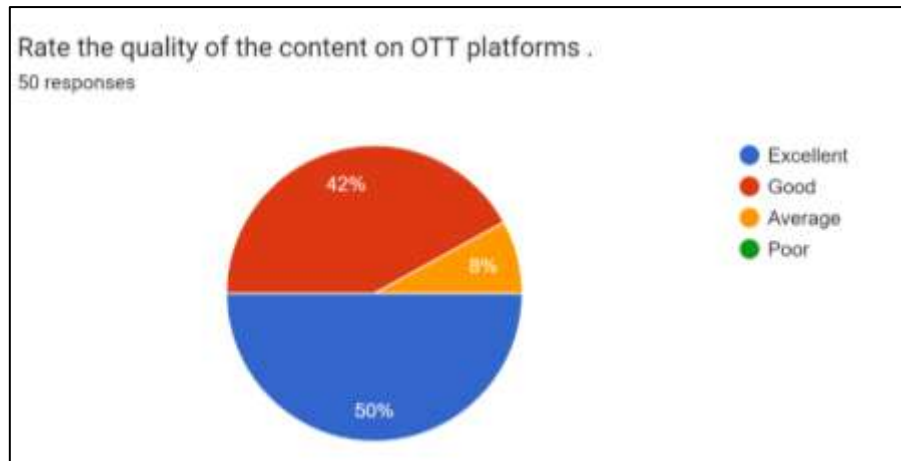


Figure 4: Quality of the Content on OTT

Platform Features:

The study has highlighted certain attributes which provide an adage to the OTT platform over the other traditional form of entertainment. These include device compatibility and flexibility related to their availability. Figure 5 & 6 clearly indicates that for both the attributes the respondents have shown a higher percentage of Agreeability (54 percent – Device Compatibility and 48 percent – Flexibility).

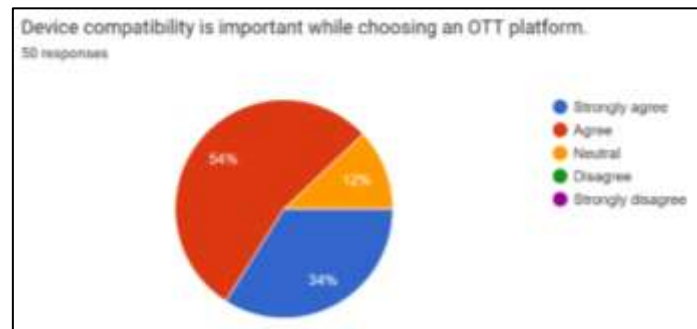


Figure 5: Device Compatibility

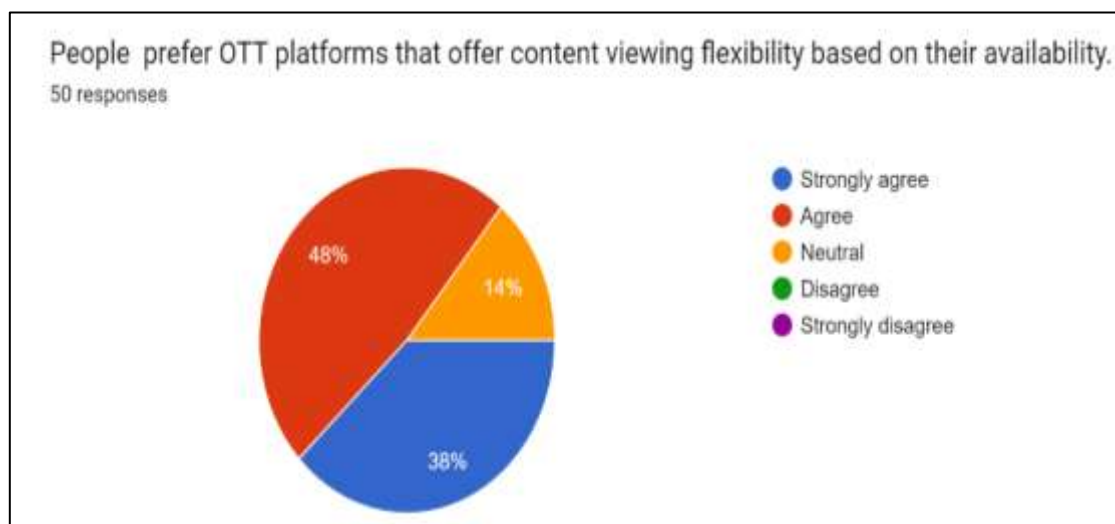


Figure 6: Flexibility

Social Influence:

The present generation of consumers have a very high influence of peer pressure. It may be for deciding on a dress or even for trying their first puff of a cigarette. Along with peer member pressure the youth is also highly influenced by the media. When it comes to taking a decision regarding choosing an

OTT platform, the findings from figures 7 and 8 clearly indicate that social media has a greater impact on the decision of OTT platform rather than the peer members.

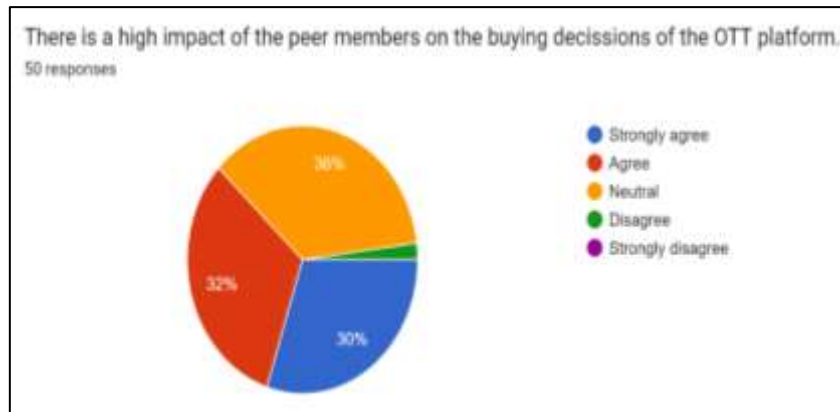


Figure 7: Influence of Peer Members

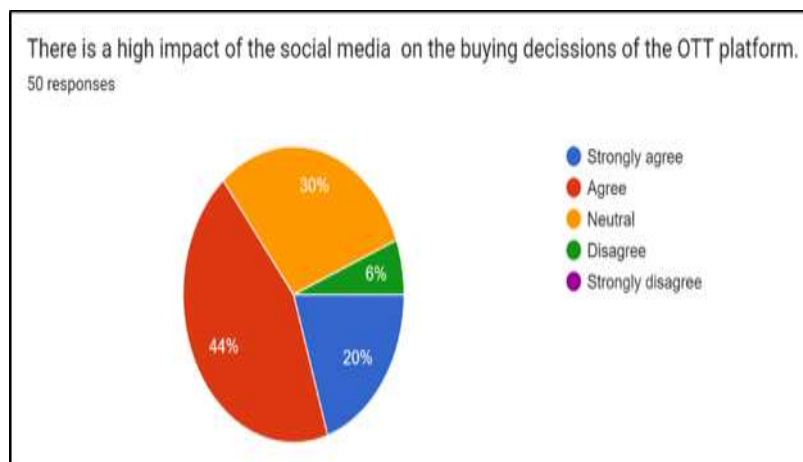


Figure 8: Influence of Social Media

Price and Value Perception

Pricing acts as one of the major determinants towards the decision-making process of OTT platforms, where the audience tries to compare the accrued cost and the availed benefits resulting in deciding the Value of the OTT platform. Figure 9 states that most of the respondents have agreed that pricing is reasonable and has acted as an essential determinant. However, when it comes to the value of the OTT platform, the respondents representing the audience of the OTT platform accept that compared to the cost paid for the OTT platform the audience have been receiving various content, hence enhancing the value of the platform (Figure 10).

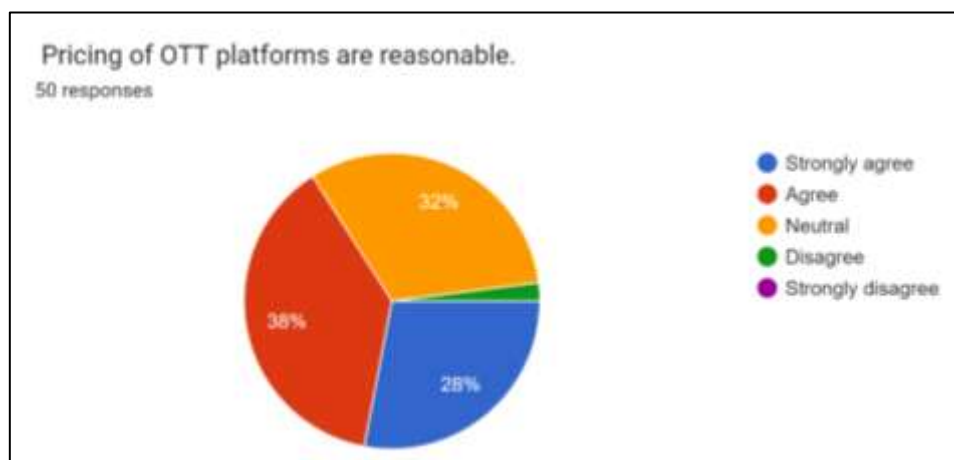


Figure 9: Pricing of OTT

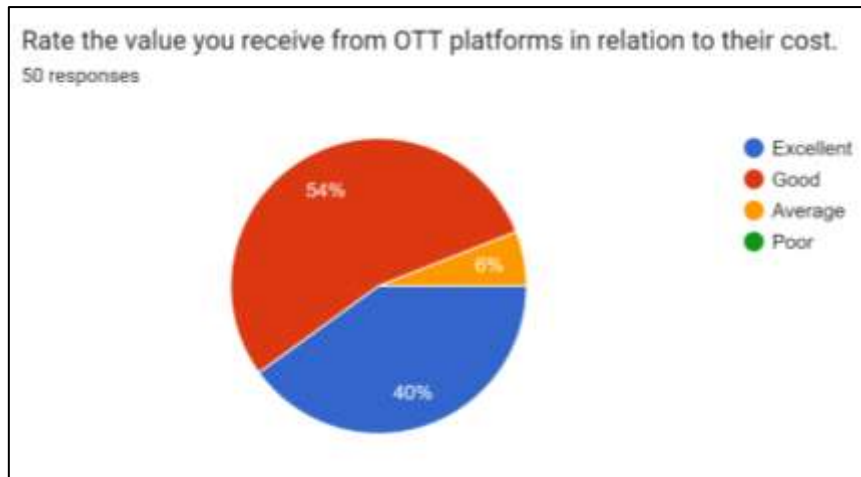


Figure 10: Value for the OTT

User experience and satisfaction

The present study has highlighted an association between satisfaction and consumer experience in the form of customized content, which enhance their satisfaction level and also increased the inclination towards the OTT platform over the traditional platforms.

Figure 11 states that a majority of the respondents agree that OTT platform through their customized user experience have enhanced consumer experience.

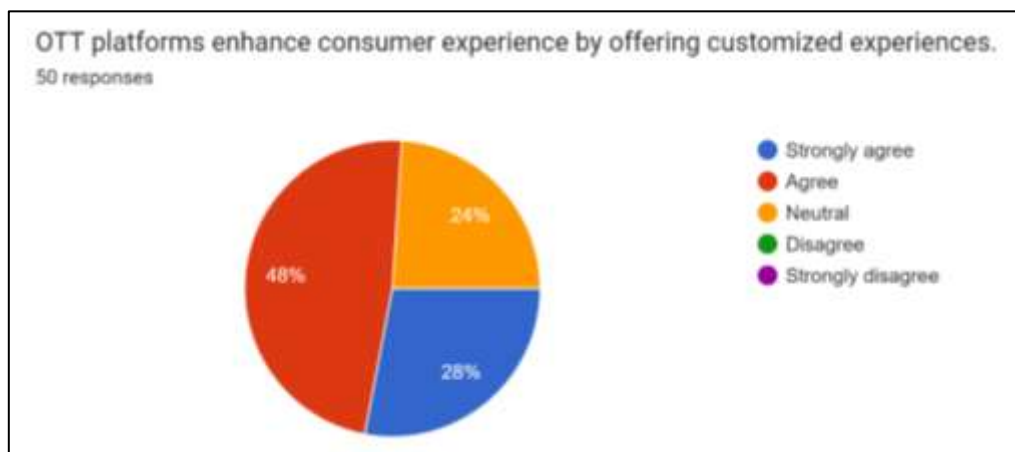


Figure 11: Consumer Experience and customized experience

The inclination of consumers towards OTT platform is higher than traditional media as stated in figure 12.

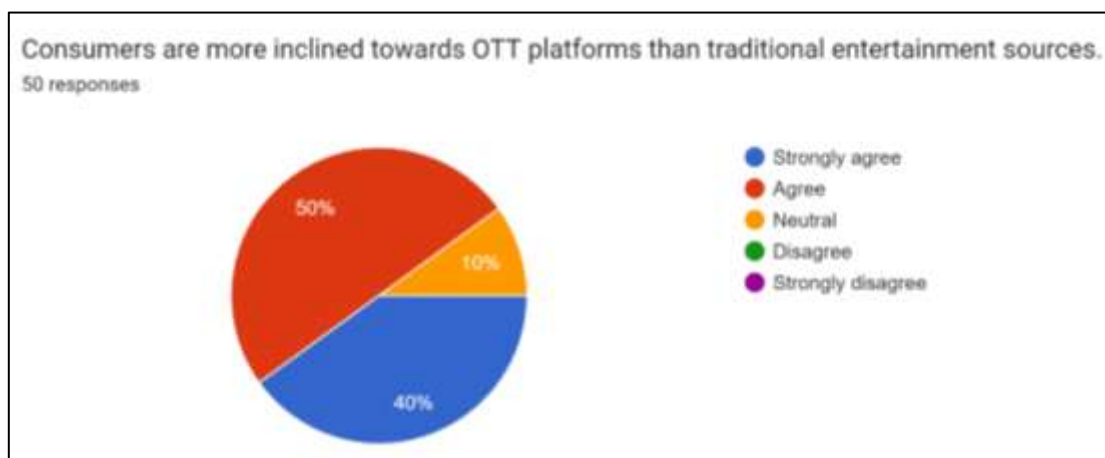


Figure 12: Inclination towards OTT platforms than traditional sources

Discussion

There has been a noticeable trend away from traditional TV and movie theatres as consumers view OTT platforms as their preferred method of consuming entertainment. The ease of use and accessibility that OTT platforms provide—enabling consumers to stream content on any device, at anytime, anywhere—are the main factors contributing to its favourable reputation. Customers have a positive opinion of OTT platforms because of the wide variety of material they offer, which includes films, TV series, documentaries, and unique works. Tailored suggestions that are customized to the preferences of the user improve the way that consumers see over-the-top (OTT) services, which increases user happiness and engagement. With advancements in content distribution, user experience, and personalised suggestions, the changing OTT platform environment offers prospects to further improve customer perception and influence the direction of entertainment consumption in the future.

Primarily, the study emphasises how crucial material quality and diversity are in determining customer choices and satisfaction levels. A vital differentiation in today's crowded OTT market, where several platforms compete for viewers' attention, is the capacity to provide engaging, unique content. The audience are becoming more selective, looking for platforms that offer a wide range of choices together with excellent content that suits their tastes and interests. As a result, OTT providers need to provide special attention to content curation and production techniques which satisfy the needs of various audience groups while upholding a constant level of quality.

Additionally, the study clarifies how important interface and user experience design are to promoting customer engagement and retention. Users' overall pleasure and probability of returning to a digital platform increases when they get used to fluid, intuitive interfaces. This is where usability comes into play. In order to maximise platform functionality and improve the overall watching experience, OTT providers need to make investments in user-centric design concepts and make use of data analytics and user input. OTT platforms might eventually encourage more user involvement and loyalty by placing a high priority on features like seamless cross-device compatibility, personalised suggestions, and easy navigation.

The study also emphasises how social and cultural elements are becoming more and more significant in influencing how customers see over-the-top (OTT) services. Viewers are more drawn to platforms that represent and promote their beliefs, identities, and lived experiences in a period marked by increased social consciousness and cultural diversity. To ensure representation across gender, colour, ethnicity, and other facets of identity, OTT providers must embrace inclusion and diversity in their content offerings. Through the cultivation of a feeling of inclusion and cultural significance, platforms may establish more robust emotional bonds with their viewership, thereby encouraging retention and support.

Conclusion

This study highlights the revolutionary influence of over-the-top (OTT) platforms on the entertainment business and provides insightful information about customer perspectives and experiences on these platforms. It is clear from a review of customer happiness, price, and accessibility that OTT platforms have completely changed how consumers watch movies and TV series. The study emphasizes how important it is for peer pressure, marketing strategies, and user satisfaction to drive consumer adoption of over-the-top (OTT) services. OTT services continue to beat traditional cable TV in spite of obstacles including AV privacy and legal constraints. They are also drawing an increasing user base, particularly among younger people. It is impossible to overestimate how crucial OTT platforms will be in determining how people consume entertainment in the future as they continue to change to suit the needs of the ever-evolving digital ecosystem.

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