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A STUDY ON CONSUMER PREFERENCE TOWARDS OTT PLATFORM

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ABSTRACT

The rapid growth of Over-the-Top (OTT) platforms has reshaped consumer viewing habits, offering on-demand entertainment with personalized experiences. This study examines key factors influencing consumer preferences, including content variety, subscription cost, ease of access, and user experience. Through a survey-based approach, the research analyzes demographic trends and emerging patterns in OTT consumption. The findings provide insights into user behavior and offer strategic recommendations for OTT service providers to enhance engagement and retention.

Keywords: OTT platforms, consumer preference, streaming services, digital entertainment, user behavior.

INTRODUCTION

The OTT(Over-The-Top) media platform is a digital media service delivered directly to audiences over the Internet. The companies that historically served as controllers or distributors of such content, such as cable, radio, and satellite television channels, are bypassed by OTT. It's also been extended to no-carrier cell phones, which bill all communications as data, preventing monopolistic competition. OTT also 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.

OBJECTIVES OF THE STUDY

- To measure the pattern of people using OTT platforms.
- To determine the factors influencing the use of OTT platforms.
- To recognize popular OTT platforms & content preferences of viewers in OTT platforms.
- To understand the experience of using OTT platforms.

RESEARCH METHODOLOGY

1. Research Design

- Type: Descriptive research design to gather insights into consumer preferences.
- Approach: Quantitative methods (surveys) supplemented with qualitative methods (focus groups or interviews).

2. Sampling Technique

- Sampling Method: Stratified random sampling to ensure representation across different demographic groups.
- Recruitment: Utilize social media, online forums, and existing customer databases to reach participants.

3. Data Collection Methods

- Surveys: Design an online questionnaire with closed and open-ended questions.

STATEMENT OF THE PROBLEM

The rapid growth of Over-The-Top (OTT) platforms has transformed the way consumers access and engage with media content. However, the factors influencing consumer preferences for specific OTT services remain inadequately explored. Key challenges include identifying the demographic and psychographic characteristics that influence preferences, assessing the impact of content variety, pricing strategies, user experience, and marketing efforts.

SCOPE OF THE STUDY

This study focuses on the consumer preference towards OTT during current degree of consumption of different OTT platforms and also the future estimated consumption. This would thus help in providing statistical analysis of the preference of different consumers. The study would also help to infer the experiences of different users of OTT platforms and their views.

LIMITATIONS OF THE STUDY

- Preferences may vary across cultures and regions, limiting the generalizability of findings.
- Consumer preferences are constantly evolving due to new content, platforms, and technologies.
- Combine quantitative and qualitative methods to gain a more comprehensive understanding of consumer preference.

REVIEW OF LITERATURE

1. Gupta & Sharma (2020)

This study analyzed consumer preferences for OTT platforms in India, revealing that content variety, affordable pricing, and the ability to access content on multiple devices were significant factors influencing consumers' decisions to use services like Netflix, Amazon Prime, and Disney+ Hotstar.

2. Saini & Kapoor (2020)

Consumers in India prefer OTT platforms due to the flexibility they offer, such as watching content anytime, anywhere, without being bound by traditional TV schedules. The study also noted that content personalization and recommendation algorithms positively impact user satisfaction and engagement on platforms like Netflix and Amazon Prime Video.

3. Patel & Mishra (2020)

The preference for OTT platforms over traditional cable TV is largely driven by convenience, affordable subscription plans, and ad-free experience. Additionally, the rise of local content and regional language options has expanded the OTT platform's reach among diverse audiences in India.

4. Kumar & Rani (2020)

OTT platforms' price sensitivity is a key factor driving consumer decisions. The study found that younger consumers, especially in urban areas, prefer platforms with cost-effective plans and free trial offers, which encourage consumers to explore multiple services before committing.

5. Yadav & Joshi (2020)

Content is a significant driver of consumer choice when it comes to OTT platforms. This study emphasized the growing demand for original content like Netflix's Stranger Things and Amazon Prime's The Family Man, as well as a rise in demand for niche genres and non-mainstream content.

INDUSTRY OVERVIEW

The Over-the-Top (OTT) industry has witnessed rapid growth in recent years, driven by advancements in internet technology, increased smartphone penetration, and changing consumer preferences. The global OTT market is expanding with major players like Netflix, Amazon Prime Video, Disney+, and regional platforms offering diverse content to cater to varied audiences. The shift from traditional cable television to on-demand streaming services has been accelerated by factors such as flexible subscription models, original content production, and technological innovations like artificial intelligence-driven recommendations.

With competition intensifying, OTT platforms are focusing on exclusive content, localized programming, and hybrid monetization models, including ad-supported and subscription-based services. The rise of regional and vernacular content has further fueled user engagement, making the industry highly dynamic. As consumer behavior continues to evolve, understanding preferences and trends in OTT consumption is essential for stakeholders to stay competitive and enhance user experience.

ANALYSIS AND INTERPRETATION

Table 1

This table is showing the How long have you been using OTT platforms of respondents

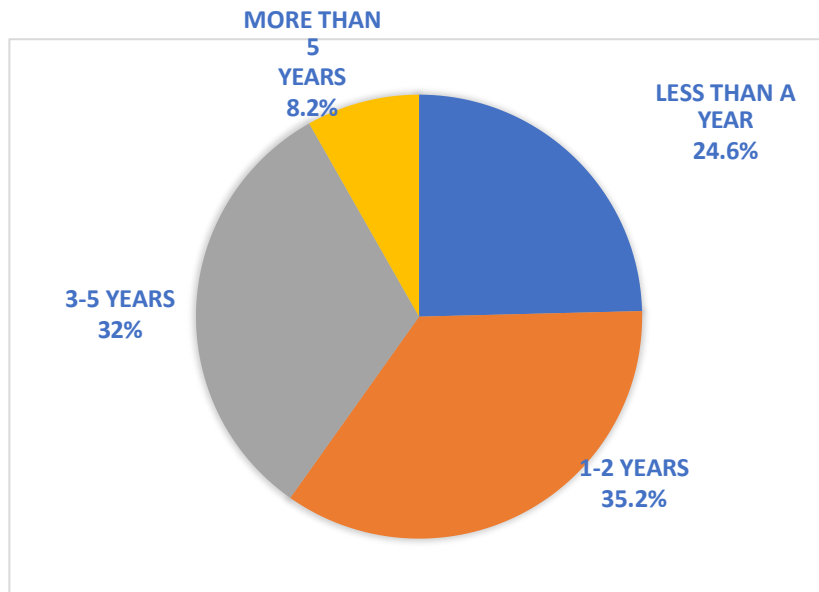
USAGE OF OTT PLATFORMS	NUMBER OF RESPONDENT	PERCENTAGE %
LESS THAN A YEAR	30	24.6%
1-2 YEARS	43	35.2%

3-5 YEARS	39	32%
MORE THAN 5 YEARS	10	8.2%
TOTAL	122	100%

SOURCE: Primary Data

INTERPRETATION

The above table shows the usage of Ott platform 24.6% belongs to less than a year, 35.2% belongs to 1-2 years, 32% belongs to 3-5 years, 8.2% belongs



to more than 5 years.

INFERENCE

Majority 35.2% of the respondents are collected from How long have you been using OTT platforms.

Table 2

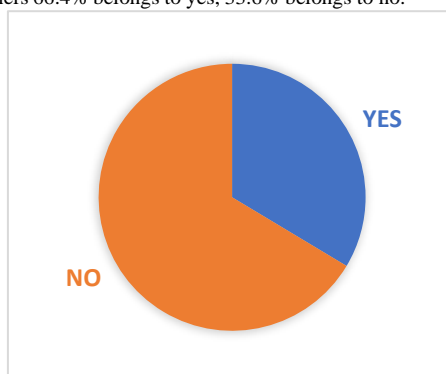
This table is showing Do you share your Ott subscription with others of respondents

DO YOU SHARE OTT SUBSCRIPTION TO OTHERS	NUMBER OF RESPONDENT	PERCENTAGE %
YES	81	66.4%
NO	41	33.6%
TOTAL	122	100%

SOURCE: Primary Data

INTERPRETATION

The above table shows the Ott subscription to others 66.4% belongs to yes, 33.6% belongs to no.



INFERENCE

Majority 66.4% of the respondents are collected from share Ott subscription to others.

FINDINGS

- ✓ Majority 35.2% of the respondents are collected from usage of Ott platform 1-2 years.
 - ✓ Majority 66.4% of the respondents are collected from share Ott subscription to others.
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SUGGESTION

1. **Enhancing Content Diversity:** OTT platforms should focus on increasing the availability of regional and international content to cater to a diverse audience.
 2. **Affordable Subscription Plans:** Many users find high subscription costs to be a challenge. Platforms can introduce more flexible pricing options, including customized and student- friendly plans.
 3. **Improved Streaming Quality:** Technical improvements such as enhanced video resolution, reduced buffering time, and better compression algorithms can significantly improve user satisfaction.
 4. **User-Friendly Interface:** Platforms should focus on intuitive navigation, easy search features, and personalized recommendations to enhance the user experience.
 5. **Reducing Advertisements:** Free-tier users are often dissatisfied with frequent ads. Platforms can optimize the number of ads or introduce ad-free plans at competitive prices.
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CONCLUSION

The study on consumer preference towards OTT platforms highlights

the evolving nature of digital entertainment consumption. The findings indicate that affordability, content diversity, streaming quality, and user experience play a crucial role in influencing consumer choices.

The majority of respondents are young adults, predominantly students, who prefer affordable and flexible subscription models. Additionally, users value high-quality content, easy accessibility, and uninterrupted streaming experiences. The rise in competition among OTT platforms has led to increased investments in original content and technology to enhance user engagement.

The study concludes that OTT platforms need to focus on affordability, personalized recommendations, and regional content expansion to sustain their growth in the Indian market. With continuous advancements in streaming technology, artificial intelligence, and immersive content, the future of OTT platforms looks promising. If platforms can successfully address challenges such as high subscription costs, content saturation, and technical issues, they can further revolutionize the way audiences consume digital entertainment.

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