

A Study on Users Preference with OTT Platform in Kanniyakumari District

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Abstract

OTT stands for “over-the-top” and refers to technology that delivers streamed content over the internet. OTT platforms started in India with Big-Flix. In previous years, a consumer would take out a cable subscription and their cable TV provider would be responsible for the supply and availability of programming. Now, users can sign up to OTT streaming platforms and access their content over the internet. This transition has big implications for mobile advertising. The popularity of web-enabled devices is rapidly increasing. Television needs to reposition itself as a medium for bringing people together. The way people watch television is changing dramatically. Gone are the days when watching television was considered a social or family practise. As a result, niche content is becoming increasingly popular. There will be a diverse range of content to meet the needs of a diverse range of audiences across languages. The content procedure will face a challenge in providing high-quality niche content. The Indian television industry and government are both mindful of the problems and are trying to overcome them since OTT platforms such as Netflix, Amazon Prime, Hotstar, Zee 5, and others have been the most common source of entertainment for the general public. In this situation, OTT video platforms are a practical choice for consumers. OTT platforms serve as a way for people to spend quality time with their friends and family. Even professionals who work from home have a flexible schedule and can spend time on OTT platforms. There are so many factors are influencing the Preferences of OTT video platform users. The main purpose of this study is to find out the Preferences of consumers or users of OTT video platforms with special reference to Kanniyakumari District.

Key Words: Over-The-Top, Non-Resident Indians, Television, Voice Calling, Regional Language.

Introduction

Entertainment is a big business in all parts of the world. The Media and Entertainment industry has multiple segments that combine into one vertical; Movies/Cinema, Television, Music, Radio, Internet, Advertising, and Gaming. In the entertainment world, new arrival is OTT. OTT stands for (over-the-top) is a means of providing television and film content over the internet at the request and to suit the requirements of the individual consumer. The term itself stands for “over-the-top”, which implies that a content provider is going over the top of existing internet services. It is streaming content directly over the web. It is the channel of the future of entertainment.

OTT is defining a new way of consuming content. This means streaming across different devices whenever it is possible because of “over-the-top,” a convenient little term that explains the new delivery method of film and TV content over the internet without the need for traditional broadcast, cable, or satellite pay - TV providers. OTT streaming is when premium content and a superior experience are made available by an like Netflix, zee5, disney+ hotstar, with the user not needing cable in order to watch. The Internet is rapidly transforming the entertainment industry in India. The size and effect of the future use of digital content is massive for the country's mobile phone user base, led by the launch of 3 G and 4 G and 5 G networks and millions of subscribers. OTT content usually refers to high quality film or TV content. However, other examples of OTT content include voice calling (VoIP), messaging or audio. Audiences are using numerous different technologies to view films, documentaries, and web series on their smartphone devices. Some before mention apps which provide movies and other video content through internet. It has become a challenge to the Movie theater industry. Reliance entertainment launched “Big flix” the first dependent OTT platform in India during 2008. Today television sets are common in all Indian homes but all entertainment contents depend on heavy advertisements. OTT platforms are ad-free and provide freedom to consumers to choose various OTT platforms. Customers only needed good internet connection and a connected device that support apps. Consumers are able to find what they

actually wanted to watch and they only need to pay for the services they wanted. Over the top platforms started as a video and audio streaming and viewing site but later it expanded to distribute various short films, motion pictures, documentaries and web series. Most of the OTT platforms have some free content and some require monthly membership for paid contents

Significance Of The Study

In olden days, for as long have known, watching movies in theatre have been one of the most favorite sources of entertainment across all age groups. In the current scenario, OTT (Over-The-Top) has significantly improved the entertainment industry's standard of performance in recent years. The majority of people turned to OTT services during Covid-19 since all cinema theatres were closed at the time. People can watch a tonne of movies and other stuff for just a monthly fee as they don't need to pay for each individual movie. With the rise of OTT services, NRIs (Non-resident Indians) may now view Indian movies with ease. Small-budget film producers occasionally struggle to get their films into theatres. Additionally, they cannot afford to invest so much money in marketing the film. It can be a little challenging to draw audiences to the theatres when there are no well-known actors in the film. OTT platforms are a blessing for them. They can connect with more people.

Now-a-days the viewers are more dynamic. Their taste, needs and preference are changing. The viewers can see the shows whenever they want and it also have a regional language shows. Regional language shows is most important feature in OTT. It helps viewers to see their shows in regional language like Tamil, English, Malayalam, Kanadam, Telugu, Marati etc., Viewers satisfaction plays an crucial factor in terms of findings whether the viewers preferring the sports, Dramatic shows, Movies, Web series etc., but in some OTT platform have a particular type of shows. Therefore, to overcome these issues various OTT platforms are taking the feedback in order to keep their viewers subscriptions. Therefore, this research is to be identifying the level of satisfaction with these platforms is also measured, as well as further ideas and peer use.

Scope Of The Study

This study focuses on the current degree of subscription and perception towards different OTT platforms and also the future estimated consumption. This would help in providing statistical analysis of the preference of different viewers. This study would also help to infer the experiences of different users of OTT platform and their views. The scope of the study is limited to Kanniyakumari District.

Review Of Literature

Shaurya Parnami (2021) "A Study on Increase in the Usage of OTT Streaming Services, This study concluded that the majority of the subscribers to these platforms have increased their usage of OTT Streaming Platforms during the pandemic citing various reasons but majorly 'boredom' and 'excess time.' This means that there is a high demand for such streaming services. This is extremely relevant to the organizations looking to enter the Indian Market for Streaming Services because this study proves that there is not only a high demand but also a high usage rate of such Platforms.

Mallick (2021) "The impact of OTT platform in Film industry", The aim of the study was to know the watching habits of OTT applications among Indian viewers and how OTT market will be a game changer in entertainment industry. The study was based on both qualitative and quantitative approach where the findings revealed that many movies and tv shows will make profit on the digital platforms and some might release exclusively for OTT platforms. Further all respondents agree that OTT platforms have changed their watching habits in India. The responses of audience towards OTT platforms are highly positive hence entertainment is the biggest reason behind the use of OTT.

Objectives Of The Study

To examine the factors influencing to prefer OTT platforms.

To find out the satisfaction level of respondents towards OTT platforms services.

To analyses consumer preference towards OTT platforms.

Research Design

A well-structured interview schedule is adopted by the researcher to collect primary data among 60 respondents. Secondary data is research that is gathered and can be accessed by the researcher. The researcher has gathered the secondary data from the published sources such as websites, magazines and journals. For analyzing the data percentages and t-test were applied.

Limitations Of The Study

This study is limited to within the area of Kanniyakumari District.

There is a chance for biased respondents which may affect the result of study.

The sample sizes of 60 respondents are less to represent the whole population.

Results and Discussions**Table 1: Demographic Variables of the Respondents**

VARIABLES		No of Respondents	Percentage
Age	18-25	53	88.33
	25-30	5	8.33
	30-35	1	1.67
	Above 40	1	1.67
	Total	60	100.00
Gender	Male	24	40.00
	Female	36	60.00
	Total	60	100.00
Educational Qualification	SSLC	4	6.67
	HSC	3	5.00
	Under Graduate	45	75.00
	Post Graduate	8	13.33
	Total	60	100.00
Number of Members Earnings	One	17	28.33
	Two	27	45.00
	Three	9	15.00
	Four	7	11.67
	Total	60	100.00
Income per month	Below ₹20000	13	21.66
	Above ₹20000	10	16.67
	₹20000-₹50000	16	26.67
	Above ₹50000	21	35.00
	Total	60	100.00

Sources: Primary Data

Table No.1 shows demographics wise distribution of the respondents. It reveals that Female respondents are higher than male respondents using. Majority of respondent's age group were 18-25 and Under Graduate were high as compared to other Educational groups. Majority of the respondent's Number of Members Earnings were Two. Majority of respondents were earning Above ₹50000 Income per month.

Table 2: Preferences For Watching Movies/Shows

Preference	Number of respondents	Percentage
Movies	20	33.33
Shows	1	1.67
Movies & Shows	39	65.00
Total	60	100.00

Sources: Primary Data

The above table described that, majority 65 per cent of the respondents prefer to watch Movies & Shows, then 33.33 per cent of the respondents prefer to watch Movies only and finally, 1.67 per cent of the respondents prefer to watch Shows only.

Table 3: Preferences Of Ott Platforms

OTT platform	Number of respondents	Percentage
Disney+ Hotstar	25	41.66
Amazon Prime	13	21.66
Netflix	18	30.00
Sun next	1	1.67
Voot	1	1.67

Zee5	1	1.67
Jio cinema	1	1.67
Total	60	100.00

Sources: Primary Data

The above table define that, out of 60 respondents, 25(41.66 per cent) respondents prefer Disney+Hotstar, 18(30 per cent) respondents prefer Netflix, 13(21.66 per cent) respondents prefer Amazon prime, 1(1.67 per cent) respondents prefer Sun next. 1(1.67 per cent) respondent prefer Voot. 1(1.67 per cent) respondent prefer Zee5. 1(1.67 per cent) respondent prefer Jio cinema. From this data it is clear that majority of the respondents are prefer Disney+Hotstar.

Table 4: Choice Of Devices To Watch Ott Platform

Response	No of Respondents	Percentage
Mobile	43	71.66
Television	6	10.00
Laptop	10	16.67
Tablet	1	1.67
Total	60	100.00

Sources: Primary Data

The above table defines that, 71.66 per cent of the respondents use mobile phone to watch the OTT platform, 16.67 per cent of the respondents use laptop to watch the OTT platform, 10 per cent of the respondents use television to watch the OTT platform, 1.67 per cent respondents use tablet to watch the OTT platform.

Table 5: Method Of Payment For Subscription

Payment method	Number of respondents	Percentage
Net banking	16	26.66
UPI payment	40	66.67
Credit card	4	6.67
Total	60	100.00

Sources: Primary Data

The above table explains that, 26.66 per cent of the respondents are using net banking for paying subscription payment, 66.67 per cent of the respondents are using UPI payment for the subscription payment, 6.67 per cent of the respondents are using credit card for subscription payment.

Table 6: Satisfaction Level Of Ott Platform

S. No	Opinion	Number of respondents	Percentage
1	Highly satisfied	11	18.33
2	Satisfied	26	43.33
3	Neutral	20	33.33
4	Dissatisfied	2	3.33
5	Highly dissatisfied	1	1.68
	Total	60	100.00

Source: Primary Data

From above table shows that, 43.33 per cent of the respondents are satisfied with OTT platform, 33.33 per cent of the respondents are neutral, 18.33 per cent of the respondents are highly satisfied, 3.33 per cent of the respondents are dissatisfied with OTT platform and 1.68 per cent of the respondents are highly dissatisfied.

Table 7: Table showing T-Test for Preferences of OTT Platforms and Gender Type

Dimensions	Family type	N	Mean	T Test	
				Value	Sig.
Disney+ Hotstar	Male	24	2.63	3.338	0.0010**
	Female	36	2.11		
Amazon Prime	Male	24	2.60	2.429	0.0160*
	Female	36	2.42		
Netflix	Male	24	2.90	2.144	0.0320*
	Female	36	2.07		

Sun next	Male	24	2.47	1.279	0.0020**
	Female	36	2.55		
Voot	Male	24	2.37	2.647	0.0080**
	Female	36	2.45		
Zee5	Male	24	2.84	4.120	0.0000**
	Female	36	2.10		
Jio cinema	Male	24	2.42	1.671	0.0000**
	Female	36	2.53		

Source: Computed Data, Note: **, and * means significance at 0.01, and 0.05 level respectively.

The above table summarizes the results of Testing of mean differences of Preferences of OTT Platforms and Gender Type. The p value of Disney+ Hotstar, Sun next, Voot, Zee5, Jio cinema are significant at 0.01 level, whereas other dimensions such as Amazon Prime and Netflix are significant at 0.05 level, hence the Null hypothesis (H₀) is rejected. Consequently, it is accepted that a noteworthy mean difference persists between Preferences of OTT Platforms and Gender Type.

Findings

1. Female respondents are higher than male respondents.
2. Majority of respondent's age group were 18-25
3. Under Graduate were high as compared to other Educational groups.
4. Majority of the respondent's Number of Members Earnings were Two.
5. Majority of respondents were earning above ₹50000 Income per month.
6. Majority of the respondents prefer to watch Movies & Shows.
7. 25 respondents prefer Disney+Hotstar.
8. 43 respondents use mobile phone to watch the OTT platform.
9. 40 respondents are using UPI payment for the subscription payment
10. 26 respondents are satisfied with OTT platform.

Suggestions Of The Study

OTT Offer subtitles to all contents, by providing subtitles in various regional languages it may help to gain popularity for the shows globally.

Providing feedbacks by the audience can improve efficiency of the platforms. So that they can stream shows according to the viewers needs.

Conclusion

The main reason for this is due to the high usage of internet and smartphones. Compared to traditional medium many people find OTT platforms more convenient and user Friendly. Its features like low cost, less ads and less time consuming are other reason why people recommend OTT platforms. Nowadays internet connectivity in rural areas were also good so people in rural areas can also watch shows on OTT platforms at price affordable for them. Majority of the people prefer OTT platforms over traditional cinema. Audience find OTT platform as a cheaper source. OTT provides original contents and it is provided before television. Therefore, people are willing to pay for the contents on OTT 43.33% of the respondents have paid to watch contents on OTT platforms. The audiences were satisfied with the usage of OTT platforms because it offers high quality contents. Movies and web series are the most watched contents in OTT platforms. Because OTT provide original contents which are free from censorship. Offering various genres like action, horror, romance, thriller etc. attracts the consumers to subscribe to OTT apps. Majority of the people loves to watch thriller shows. In the future also OTT contents market will expand.

The COVID-19 pandemic and subsequent lockdown in India from 2019 to 2022 resulted in a rise in the use of OTT platforms. Furthermore, metros and also rural had the biggest number of OTT video platform users. The Indian public has become increasingly conscious of the digital world over time. For visual material, they choose smartphones or computers. The People became increasingly active with the internet. Hence, the study proves mass audience is like OTT better than theatre. OTT platform has taken measures in recent years to improve their subscription but still further development is required.

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