

AN EMPIRICAL STUDY OF CONSUMER PERCEPTION TOWARDS OTT STREAMING PLATFORMS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

In recent years Over-the-Top (OTT) platforms have gained widespread popularity across the world particularly following the COVID-19 pandemic, which accelerated the adoption of digital entertainment services. Audiences in rural areas of India relied mainly on cinema halls and television channels for entertainment but with the increasing availability of internet connectivity and smart devices, consumers have gradually shifted towards Over-The-Top platforms (OTT) for accessing a wide variety of digital content. Global Over-The-Top (OTT) platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar (Now Jio Hotstar) have experienced substantial growth in popularity, while regional OTT platforms including Sun NXT and Aha Tamil have also emerged and are witnessing increasing viewership.

The industry reports suggests that the Indian OTT market was projected to reach approximately USD 5 billion by 2023, reflecting the rapid expansion of digital streaming services in the country. By considering all these, the present study aims to assess consumer perception towards Over-The-Top platforms with special reference to Coimbatore City. The study also attempts to determine the factors influencing consumers' choice of Over-The-Top platforms and to examine their level of satisfaction with the services provided by these Platforms

Keywords: OTT Platforms, Consumer Perception, Consumer Preference, pandemic

INTRODUCTION

The COVID-19 pandemic has significantly transformed the patterns of entertainment consumption across the world. The closure of cinema theatres and restrictions on mobility during this period advanced the shift from traditional television broadcasting to digital streaming platforms. Consequently, Over-the-Top (OTT) platforms have emerged as a major medium for entertainment consumption. In recent years, several films have even been released directly through OTT platforms without theatrical screening. This transition has contributed to the rapid growth and popularity of OTT services among diverse audience groups, including viewers in rural areas of India.

Over-The-Top platforms deliver television shows and movies through internet connectivity, which can be accessed via digital devices such as smartphones, smart televisions, tablets, and

laptops. Global OTT platforms such as Netflix and Amazon Prime Video provide a wide range of exclusive original content that is streamed directly through their services. Netflix, founded in 1997, initially operated as a DVD rental service before evolving into a leading global streaming platform. The company launched its streaming services in India in 2016. In recent years, the Indian streaming market has expanded considerably with the presence of major platforms such as Amazon Prime Video and Disney+ Hotstar (now Jio Hotstar), along with regional OTT platforms like Sun NXT and Aha Tamil, which have gained popularity particularly in Tamil Nadu.

MAJOR OTT PLATFORMS

GLOBAL	NATIONAL	REGIONAL
<ul style="list-style-type: none"> • Netflix • Disney +Hotstar • Amazon Prime Video • Apple Tv 	<ul style="list-style-type: none"> • Jio Hotstar • Zee5 • SonyLIV 	<ul style="list-style-type: none"> • Aha Tamil • Sun NXT

Source: Ormax Media

OBJECTIVES

The objectives of the present study are:

- 1.To analyse consumer preference towards OTT Platforms
- 2.To identify the factors influencing consumer's choice for OTT Platforms.
- 3.To Assess the consumer's level of satisfaction towards OTT Platforms

REVIEW OF LITERATURE.

Duc, Tran, Tan, and Kamioka (2019) developed and validated a cumulative Quality of Experience (QoE) modelling approach for on-demand video streaming that explicitly incorporated human-related influences—perceptual factors, memory effects, and users' degree of interest in the content—so that cumulative perceived quality could be predicted at any moment during a viewing session rather than only at the end. The central objective was to overcome limitations of models that focus only on instantaneous QoE (highly local and sensitive to short-term impairments) or overall QoE (available only after the session), by proposing a cumulative QoE model that captured how prior events and psychological memory dynamics shape the running experience of a service encounter.

Ruan and Xie (2021) presented a comprehensive review of quality-of-experience (QoE) research in virtual-reality (VR) video streaming, motivated by the rapid diffusion of immersive VR services in entertainment, education, and connected-vehicle contexts and the corresponding need for service providers to sustain superior user experience. The paper aimed to consolidate the state of knowledge on QoE-oriented VR streaming by synthesising (i) the key determinants

of QoE in VR video delivery, (ii) approaches used to evaluate VR QoE, (iii) QoE modelling strategies and QoE-driven optimisation problems in VR streaming, and (iv) the emerging role of machine learning techniques in improving VR streaming performance, while also identifying unresolved challenges and potential future research directions.

RESEARCH METHODOLOGY

This study is descriptive research based on primary data. It was conducted in the Coimbatore City with 200 users of the Over-The-Top (OTT) video streaming platform. A self-administered online survey was conducted and proportionate random sampling method is used. The tools which have been used for data analysis are charts, diagrams, frequency, table, percentage analysis and the secondary data were collected from various websites, articles, newspapers, etc.

ANALYSIS AND INTERPRETATION

TABLE NO.1 FACTORS INFLUENCING CONSUMERS CHOICE OF OTT PLATFORMS

Factors	Frequency	Percentage
Content diversity	64	32.0
Portability	16	8.0
Quality Contents	80	40.0
Lower cost	24	12.0
Convenience	16	8.0
TOTAL	200	100.0

Quality contents and its diversities are the main factors which influences majority of consumers in choosing Over-The-Top platforms. The factors like lower cost, portability and convenience are also considered but in a meager percentage comparing with the other two factors

TABLE NO.2 PREFERRED OTT CHANNELS

OTT Channels	Frequency	Percentage
Netflix	80	40.0
Amazon prime video	64	32.0
Disney + hotstar(Jio hotstar)	14	7.0
Sun nxt	10	5.0
Aha tamil	12	6.0
All of the above	20	10.0
Total	200	100.0

Most of the consumers prefers global brands like Netflix, Amazon Prime and Disney+Hotstar. Very few of them prefers regional Over-The-Top Platforms. Some of the consumers are also interested in subscribing all the OTT platforms available.

TABLE NO.3 CHOICE OF PLATFORMS FOR WATCHING OTT CHANNELS

Choice of Platforms for Watching OTT Channels	Frequency	Percentage
Smart TV	40	20.0
Laptop	50	25.0
Tablet	10	5.0
Mobile Phone	100	50.0
TOTAL	200	100.0

Majority of the consumers prefers Mobile phones/Smart Phones due to their convenience and portability feature. Rest of the consumers uses Laptops, Smart TVs and Tablets.

TABLE NO.4 CONSUMER SATISFACTION OVER OTT PLATFORMS

Consumer's Satisfaction over OTT Platforms	Frequency	Percentage
Neutral	52	26.0
Satisfied	120	60.0
Highly Satisfied	28	14.0
TOTAL	200	100.0

Most of the consumers are satisfied with their Over-The-Top Platforms. Only a meagre amount of consumer are being neutral about their opinion.

TESTING OF HYPOTHESIS USING CHI-SQUARE TEST

H₀: There is no relationship between choice of platforms for watching OTT channels and Preferred OTT channels

H₁: There is significant relationship between choice of platforms for watching OTT channels and Preferred OTT channels

level of significance = **.05%**

Degree of freedom=(column-1) (rows-1)=(6-1) (4-1)=5x3=15

chi- square tabulated =24.996

Chi-square calculated < **Chi-square tabulated**

Therefore, we accept the null hypothesis i.e., **H₀: There is no significant relationship between choice of platforms for watching OTT channel and Choice of OTT channels**

FINDINGS

1.Content quality is the major factor influencing OTT usage.

- 2.Global OTT platforms are the most preferred among consumers.
- 3.Mobile phones are the most preferred device for accessing OTT platforms.
- 4.Most consumers are satisfied with OTT services.
- 5.Cost and convenience have relatively lower influence.

SUGGESTIONS

- 1.OTT platforms should focus more on high-quality and diverse content.
- 2.Regional OTT platforms should improve content variety and marketing strategies.
- 3.Mobile-friendly features should be further enhanced.
- 4.Affordable subscription plans can attract more users.
- 5.OTT platforms should improve user experience and interface design.

CONCLUSION

OTT Platforms are becoming very popular in India, with young people started to watch more and more content through OTT Platforms. They have a wide variety of choices to watch and because of that there is an element of comfort. Due to the pandemic in search of entertainment, there is an increase in viewership and subscription of OTT channels. Telecom companies are also reaping the benefit of OTT channel subscriptions, as the people are consuming more and more data for viewing and downloading OTT contents. The Film Industries of the various states are also finding out that it is profitable enough to stream the movies directly through OTT channels, otherwise they have to suffer huge losses due to closing of movie halls across the countries due to COVID 19. The revenue generated by OTT channels helps in rejuvenating the pandemic affected Indian economy. Indian government implemented new laws for regulating OTT Platforms and also for the smooth functioning of it. The rise in viewership of OTT channels not shown any dip and it is going to be continued as the people find it more worthy and accessible compared to other similar content providers.

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