

CONSUMER PREFERENCE TOWARDS OTT PLATFORMS

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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**INSTITUTE OF SCIENCE AND TECHNOLOGY
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRAVEEN SIVAKUMAR G (42410251)** who carried out the project entitled “**CONSUMER PREFERENCE TOWARDS OTT PLATFORMS**” under my supervision from September 2023 to December 2023.

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ABSTARCT

Over the top (OTT) is a film and television content that is provided via the Internet as opposed to the traditional means of a cable or satellite provider. The study of customers preference towards OTT platforms aims at identifying & analysing the factors of influencing them to watch and to understand the competitive analysis of OTT.

The sampling methodology which is used to conduct the survey on convenience sampling & descriptive research is used as the type of Research Design. This research has been carried out to identify whether people know about OTT platform before pandemic. From the sample collected we can clearly understand that 2/3rd of the respondents is aware of OTT Platforms before Covid-19.

Customer"s satisfaction level is very high towards OTT Platforms. The factors that influence the customers to watch OTT is it can be watched anytime, anywhere.

Keywords: customer preference, OTT platform theatres, digital media platform,

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CHAPTER – 1
INTRODUCTION

INTRODUCTION:

Over-the-top (OTT) platforms are video and audio streaming and viewing sites that began as content streaming channels but quickly expanded into the creation and distribution of short films, motion pictures, documentaries, and web series itself.

These apps have a variety of content and utilise artificial intelligence to recommend content to consumers depending on their earlier browsing history on the app. Most OTT sites have some free content and require a monthly membership fee for paid content that is not available elsewhere.

In this paper a study is conducted on the consumption of this OTT platforms among youth. Analysis of the consumption include determination of the OTT platforms used, time spent on them and their experience and to know about the consumers preference towards OTT platforms. This study helps to identify the factors affecting consumers choice for OTT platforms. And to measure consumer's level of satisfaction towards OTT platforms and the use of OTT platforms among college students and to find popular OTT platform and content preference of youth in OTT platforms.

To understand the use of OTT platforms with the reference to the change in the pre and post of Covid-19 pandemic

The premium content is typically developed and distributed by the OTT platform itself, in collaboration with existing production houses that have previously produced feature films.

The revenue generated by over the top (OTT) media is expected to reach 158.84 billion dollars by 2024. This is more than twice the 67.8 billion generated in 2018. In general, OTT has grown massively over the eight years, with revenues growing exponentially from 6.1 billion U.S. dollars in 2010 to over ten times that amount in 2018.

Today, the OTT industry is booming as the technology has become a dominant channel for video consumption alongside Pay-tv and traditional broadcast services. With a 28% Year-on-Year growth in total time spent streaming on OTT.

Growth for the big players such as Amazon Prime and Netflix is bound to slow down due to intense competition from younger rivals such as Disney plus. This also explains the increasingly evident content license tug-of-war going on and an increased push to produce original content – like Netflix does.

In general, depending on who you ask, there is usually a certain lack of consensus regarding the definition of OTT. Operators, hardware manufacturers and OTT platforms – as well as their audiences – see things differently and have other things in mind as far as OTT is concerned.

While we know the acronym OTT stands for Over the Top, there is a bit of controversy regarding what it really means:

By most definitions known today, OTT simply refers to any video streaming service delivering content to the users over the internet. Originally, this happened alongside (or usually on top of) a traditional platform like cable TV, hence ‘over the top’. An example here is HBO Go, which in many countries was only offered as a bonus for HBO cable subscribers. This restriction no longer exists today.

HISTORY OF OTT PLATFORMS:

Popularity of streaming or OTT (Over the Top) services and CTV (Connected TV) devices is now mainstream. It may be hard to remember a time before streaming services existed in our lives, but there’s actually quite an interesting history that has already unfolded. As we all know, there is an abundance of choices available to us as viewers. Market leaders such as Netflix, Hulu, and Amazon Prime Video have been joined by dozens of other services, such as Apple TV+, Disney+, HBO Max, Peacock, and Quibi.

THE BEGINNING OF OTT PLATFORMS:

In India, Netflix marked the beginning in the growth of the OTT platforms. The Viral Fever, popularly known as TVF, is the first platform to create original content in India. TVF, with the aim to reach a young audience, searched for a platform to stream its content. In 2010, Netflix was expanding its service worldwide and fulfilled the need of original content creators like TVF. Before Netflix, there were several other OTT platforms like Sony Liv and BigFix. Afterward, Hotstar and Amazon Prime Video entered the OTT world, which significantly changed the way people consume content.

OTT platforms started in India with BigFix. Launched by Reliance Entertainment in 2008, BigFix became India's first OTT platform. Eventually, OTT started thriving in India in 2013 after the launch of Zee TV and Sony Liv. Disney Hotstar came into the OTT world in 2015. Viewers of Disney Hotstar are increasing since its launch. Today, it has become one of the most-watched OTT platforms. Later, Netflix began providing its service in India from the beginning of 2016 and competing with the platforms like Amazon-Prime Video and Disney + Hotstar

CONCEPTUAL FRAMEWORK

UNDERSTANDING OTT:

Over-the-top (OTT) refers to the method of posting content over a fast Internet connection, rather than the content being shared by traditional distributors in the way that broadcasters, cable and IPTV controllers. OTT content is, in most cases, film or TV content which is observed on a telephone, desktop computer, tablet or connected TV. Another example of OTT content is music particularly streamed directly to a consumer's smart speaker, telephone or laptop over the Internet. Over the top (OTT) refers to film and television content determined by way of a speedy Internet link alternatively a cable or satellite provider. Viewers who dislike paying for bundled content are frequently referred to as cord cutters. The providers of these contents are referred to as OTT platforms.

WHY ARE MORE COMPANIES USING OTT?

OTT services have risen in popularity over recent years as consumers have opted to 'cut the cord' from their traditional TV subscription services. There are a number of reasons why:

- There is the combined impact of higher bandwidth
- Faster, Internet services to the home and via mobile networks
- More sophisticated mobile devices with large screens and impressive graphics.

With more digitally-savvy consumers to target, the first OTT services disrupted and challenged the traditional entertainment market. OTT content services initially emerged as the upstart competitor to the TV service provider, but were quickly embraced and are now integral to the on demand entertainment offered alongside linear broadcasting.

For content owners, having their own OTT app gives them an exclusive streaming 'home' for their content archives - Disney+ is a classic example of this - taking their catalogue of classic and newly released video content direct-to-consumer (DTC). OTT companies are in many cases content creators and distributors in one, much like the traditional broadcasters of old. 2020 has seen lots of great examples of OTT content series.

TYPES OF OTT CONTENT

OTT content usually refers to high quality film or TV content. However, other examples of OTT content include voice calling (VoIP), messaging or audio.

OTT video content: encompasses a broad range of entertainment, factual content, educational resources and lifestyle content such as fitness or travel.

OTT voice services: include for example services Skype or other VoIP services that are delivered over an Internet connection such as 4G or Wi-Fi.

OTT messaging: includes services such as WhatsApp, Facebook Messenger, WeChat and Line.

OTT audio applications: such as music streaming services like Spotify or podcast and music sharing platforms such as SoundCloud.

EVOLUTION OF OTT PLATFORMS

- The first structured Indian OTT platform was BIGFlix, released by Reliance Entertainment in 2008.
- In 2010, Digivive released India's first OTT cellular app referred to as nexGTV and it was the first app to live stream Indian Premier League matches on smart telephones and did so through 2013 and 2014.
- It gained more momentum by the introduction of DittoTV and Sonyliv around 2013 ErosNow was launched in 2012 by Eros International which became much popular.
- American streaming service Netflix entered India in January 2016. It further registered a Limited Liability Partnership (LLP) and started commissioning content.
- Amazon Prime Video was launched in 2016. Amazon India launched Amazon Prime Music in February 2018.
- Star India officially launched Hotstar on 11 February 2015 after fifteen months of development, coinciding with the upcoming 2015 Indian Premier League. In April 2016, Hotstar launched a subscription tier primarily oriented towards international content and the possibility of premium sports content.
- Voot was launched in march 2016, from the digital arms of Viacom 18.
- Hoichoi is the first dedicated regional-language OTT service in India. It has launched in 2017 with 30 new shows and 12 original films in Bengali and has acquired about 200 Bengali films and dubbed content from English, Hindi and Arabic.
- In June 2017, Sun TV Network launched their Sun NXT regional OTT service in Telugu, Tamil, Malayalam, Bengali and Kannada.

ADOPTION OF OTT IN INDIA

While OTT has become the new buzzword, it might be hard for some to believe that OTTs in India are over a decade old platform. Reliance Entertainment launched the first OTT platform in India in the year 2008.⁵ Thereafter, India received its first OTT mobile app called nextGTV, which provided access to both - normal TV and on-demand content including live-streaming of one of the most popular sporting events - Indian Premier League matched in the year 2013-14. The medium gained popularity when biggies like Zee and Sony entered the market with DittoTV (Zee) and Sony Liv.

DittoTV went on to aggregate content from channels including Star, Sony, Viacom, Zee and more and this led to a wider adoption of the platform per say. Today, India enjoys services from over 40 OTT providers including domestic and international players like Netflix, Amazon Prime, Disney+ Hotstar, Zee5 and Eros Now. According to a credible research firm - Price Waterhouse Coopers Global Entertainment and Media Outlook 2019-23, the over the top (OTT) market is pegged to growth at the rate of 21.8 % CAGR, from Rs.4,464 crores in 2018 to Rs. 11,976 crores in 2023. Meanwhile, FICCI- EY Report 2019 suggests the market will reach Rs.24 billion by 2021. To consume content via OTT medium, it is imperative for the consumer to have access to an internet enabled device like a Smart TV, Mobile phone, Laptop or a Tablet. Owing to the basic need for technology access, younger generation is much more comfortable interacting with OTT platforms but post COVID the reach and adoption has increased manifold. The BCG report 'Entertainment Goes Online'⁷ suggests that OTT consumers can be classified under three main categories:

- Traditionalists – who primarily consume on other than OTT platforms
- OTT Experimenter – who have significant consumption on both conventional and OTT platforms
- Early Adopter – whose primary consumption occurs on OTT platforms. While early adopters are still a more urban phenomenon, going forward it will be more equally distributed.

IMPACT OF COVID-19 PANDEMIC ON OTT PLATFORMS

There is no doubt the pandemic has brought millions of customers to the doorstep of online streaming platforms. As a result, over-the-top (OTT) platforms will see services upping their game and budgets by 25-30 percent to stay ahead of the curve in 2021. According to a report by Media Partners Asia, streaming services are estimated to have spent more than Rs 5,100 crore (\$700 million) in India last year.

As per various reports of 'research dive' the Compound annual growth rate(CAGR) for OTT industry before the pandemic was around 16% and the CAGR post-pandemic is expected to be over 19%. The OTT platforms have filled the void caused by people stopping going to malls and theatres. Trends such as customized content delivery and personalization that encourages user participation are expected to further fuel the growth and expansion of this segment. With over 300 streaming service providers to choose from on an average, users have been spoiled to expect TV-like, and near-flawless experience while watching the streaming content. More people are subscribing to the OTT platforms during this lockdown. Not only this, but governments of many countries are encouraging investments into the supporting infrastructure. The OTT is seen as a channel to push educational content, communicate government policies as well as give a boost to local service providers and product companies that use the OTT platform to connect with their consumers.

COMPANY PROFILE

NETFLIX



Netflix entered India in January 2016. Their Unique Selling Proposition is the abundance of original movies and television shows it offers. As they initially lacked many India-oriented or localized content, Netflix has made its highest investment ever in India to produce more original content. Netflix comes with three different subscription plans with various benefits. The Basic subscription starts at Rs. 500 and does not support HD streaming. The Standard subscription costs Rs. 650 per month and supports HD streaming. The Premium subscription costs Rs. 800 per month and supports ultra-HD streaming and allows up to four devices to stream simultaneously. Netflix is a lot costlier than all of its competitors. So additionally, they launched a low-cost, mobile-only version of its service exclusively in India. The plan costs Rs. 199, and it is aiming to bring a unique personalized experience to the Smartphone users in India.

It is an American over-the-top content platform and production company headquartered in Los Gatos, California. Netflix was founded in 1997. The company's primary business is a subscription-based streaming service offering online streaming from a library of films and television series. In January 2021, Netflix reached 203.7 million subscribers.

DISNEY+ HOTSTAR



Disney+ Hotstar is ideal for watching movies, daily soaps, live sports and news channels. The users can create an account and view the content for free with advertisements between. Whereas, a Hotstar Premium subscription offers ad-free access to exclusive international movies and TV shows for a price of Rs. 299 per month or Rs.1,499 per year. There's also a monthly Premium subscription plan which costs Rs 299 per month. Premium members will also get exclusive access to the latest Hindi and regional movies. Since its official launch in India, Disney Plus Hotstar has accumulated over 28 million paid subscribers. Overall, Hotstar has more than 300 million monthly active users, making it the biggest streaming platform in India. Disney Plus alone has over 94 million subscribers worldwide, about 29% of which are from India.

Disney+ Hotstar is an Indian subscription video on-demand streaming service owned and operated by Star India, a subsidiary of The Walt Disney Company India. The service primarily distributes Hotstar originals, Disney+ originals, films and television series produced by Star, The Walt Disney Studios and Walt Disney Television, with dedicated content hubs for Disney, Pixar, Marvel, Star Wars, and National Geographic. In India, it also offers HBO, Showtime, live sports from Star Sports & ESPN, and select Hulu content. Unlike Disney Plus in other countries, 4K content on Disney Plus Hotstar is very limited.

AMAZON PRIME VIDEO



Amazon Prime Video is owned by Amazon Inc having American origin. It provides various services as primarily distributes films and television series produced by Amazon Studios or licensed to Amazon, as Prime Originals (or Amazon Originals) or Exclusives, with the service also hosting content from other providers, content add-ons, live sporting events, and video rental and purchasing services.

In India, the Prime Video hosts over 2,000 movies and 400 television shows. The subscription costs around Rs. 129 per month or Rs. 999 per year. With over 10 million subscribers, India is the biggest market in the world for Prime Video. In an annual letter to shareholders, Jeff Bezos, Founder and CEO of Amazon, stated that India is the company's most valuable market outside America. Prime Video Mobile Edition, for which Amazon has partnered with Indian telecom network Airtel, will feature 28-day mobile-only, single-user, standard definition (SD) access to customers in India for Rs 89 (\$1.22). This tier will include 6GB of mobile data that customers can consume during the subscription period. There's also a slightly expensive plan for Prime Video Mobile Edition that will charge customers Rs 299 but will offer 1.5GB mobile data for each day of the subscription. To anyone who subscribes to Prime Video Mobile Edition, Amazon says it will pick the tab for the first month.

ZEE5



ZEE5 is the OTT platform run by the Essel Group via its subsidiary Zee Entertainment Enterprises. It was launched in India on 14 February 2018 with content in 12 languages. The ZEE5 mobile app is available on Web, Android, iOS, Smart TVs, among other devices. ZEE5 claimed 56 million monthly active users in December 2019. ZEE5 was a late entrant to the group of OTT platforms but has made its own impact.

Launched 18 months ago, Zee5 India boasts 70 million+ downloads and has an active subscriber base around the 0.5 million marks. Most of the content, if not all, is paid and restricted to only ZEE5's premium users. The ZEE5 'All Access' subscription price in India starts at Rs 99/ month and goes up to Rs 999 for a year. It also supports five screens at a time and offline viewing. ZEE5 premium subscription is available for free to prepaid Airtel and Vodafone Idea users with select prepaid packs that also include unlimited voice calling, data, SMSs and other benefits.

The nationwide lockdown brought about a change in content consumption patterns, which accelerated ZEE5's growth & a report released earlier this year by Sensor Tower stated that ZEE5 is the sixth-most downloaded app on Google Play Store among streaming platforms

VOOT



Voot is an Indian subscription video on-demand and over-the-top streaming service, owned by Viacom18. Launched in March 2016, it is Viacom18's advertising-led video-on-demand platform [3] that is available as an app for iOS,[4] KaiOS (Jiophone) and Android [5] users, and a website for desktop consumption. It is also accessible through Amazon Fire TV, Roku (for Virgin Media and Sling TV subscribers), Apple TV, Android TV and Chromecast devices. Voot is available only in India, United States and United Kingdom, and hosts over 40,000 hours of video content [5] that includes shows from channels like MTV, Nickelodeon and Colors.[3] Content is also available in multiple languages like Kannada, Marathi, Bengali, Gujarati, Odia, Malayalam, Telugu and Tamil.

In February 2020, Voot introduced a paid subscription service called Voot Select. Voot Original series are made available only to paid subscribers. Some TV shows are being streamed a day before TV for its paid subscribers.[7] Entertainment network announced a partnership on April 27 with Bodhi Tree Systems, the content platform of media baron James Murdoch and former Disney India chief Uday Shankar, to create a TV and streaming giant.

SUN NXT



Sun NXT is an Indian video on demand service run by Sun TV Network. It was launched in June 2017 and has content in six languages

- Tamil, Telugu, Malayalam, Kannada,[3][4] Bengali, Marathi. Sun NXT app is available for Android and iOS devices, Smart TVs and other devices. Sun NXT is an Indian video-OnDemand service run by Sun TV Network. It was launched in June 2017 with content in four languages - Tamil, Telugu, Malayalam, Kannada, and later in 2019 after Sun TV Network launch's first GEC in West Bengal, by which Bengali was added, Marathi - coming in FY22. Sun NXT app is available for Android and iOS devices, Smart TVs, and other devices. At the time of launch, the platform had over 4000 movies, allowed live streaming of over 40 television channels and catch-up TV in four languages. Content available apart from TV and movies are news, comedy clips, originals, and music. As of February 2020, it had 410+ shows and 4100+ movies as of 2021 starting

Rates of In-App Advertising Using Sun NXT

Sun NXT follows the CPM Model ensuring that you are charged only when your ad reaches your target audience, making sure that your budget is not unnecessarily utilized. The rates would differ for various ad types. You can contact our agency and we can provide you with the lowest possible rates for Sun NXT advertisements with maximum possible audience reach.

INDUSTRY PROFILE

With enhanced networks, stronger internet connectivity and multimedia service-capable mobiles, the presence of Indian subscribers on over-the-top (OTT) platforms is increasing day by day. This boost in the OTT consumption in India can be attributed to the addition of new subscribers emerging from Tier I and from Tier II cities; is also drawing attention of all media and entertainment houses. With the rising demand, many media and entertainment channels have launched their own platforms or are trying to collaborate with other platforms to stream their content. In the next five years, the OTT industry is expected to escalate in India.

In India, at present the OTT user-base is dominated by Disney+ Hotstar, Amazon Prime Video and Netflix. However, there are several production house-backed local OTT players, such as Sony LIV, Voot, Zee5, Eros Now and ALT Balaji, which are competing with these global players and trying to make a mark in the industry.

The COVID-19 pandemic and the resulting lockdown has caused people to stay at home, which has led to this rise in subscribers for these OTT platforms. In addition, as the coronavirus-led lockdown impeded the theatrical experience, filmmakers are taking new releases to OTT platforms.

The OTT sector in India witnessed a 30% rise in the number of paid subscribers, from 22.2 million to 29.0 million between March and July 2020. As per a recent study, most Indian viewers prefer watching regional language content, especially in Hindi, on the OTT platforms. Hindi language content accounted for >50% of the overall streaming in April–July 2020. Overall, the top five metro cities accounted for 46% of the total OTT video platform users. Another study revealed that ~90% consumers prefer watching video content in regional languages, and that only 7% of the total time spent on OTT platforms in India is on English content. As the coronavirus-led lockdown affected the consumer theatre experience, moviemakers are adding new releases to the OTT platforms.

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CHAPTER-2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Meghan McAdams 2019, “What is OTT- Understanding the Modern Media Streaming Landscape”. The study revealed that the OTT apps clearly represent the future of India. In her study the major thing that was concluded that 50% of OTT customers, are experiencing “subscription fatigue”, from engaging with so many platforms. It was also mentioned that the growth of large-scale platforms like Disney plus could Impact the prospects for smaller niche services.

Sharma, 2020, the on-going COVID-19 crisis has forced the multiplexes to shut down. As a result, the production houses are now releasing the onto OTT platforms directly. This has become a topic of concern amongst the multiplexes as the users might ship the traditional windowing pattern. INOX and PVR both issued a public statement reacting to this issue. According to experts this is solution to a short term need of the film industry which getting by financial difficulties. It is a win-win situation for OTT players who needs fresh content and the filmmakers who had their production ready but unable to release. However, this will not be a paradigm shift, in the long term, once things return to normal. The cinema generates more revenue for the production houses compared to the OTT platforms. Being this a vital factor, the films will hit the cinemas as earlier, once the market is free from COVID-19 crisis. Matter of fact, there may be possibility to see a surge in multiplex services for few days after the returning the things to normal.

The Federal Communications Commission of the U.S. defines an OTT as an online deliverer of video content via the Internet (FCC, 2013). Bury and Li (2013) offered a big picture about the prosperity of online streaming services; digital video viewing dates back to the 1970s when Sony Corporation tried hard to promote its short- lived product, Betamax VCR (Greenberg, 2008). However, the subsequent emergence. of digital video recording (DVR) around 1999 gradually earned a place in the U.S. market and popularized the trend of digital video watching.

According to Robert and Ravi (2015) Traffic Management would not be allowed under Net Neutrality. There is a fine line between correctly applying traffic management to ensure a high quality of service and wrongly interfering with internet traffic to limit applications that threaten the telecom operators own lines of business. They have seen a warning sign at the end of the road to regulation where the internet access will become costlier. Due to rise in data traffic, Telcos will be forced to increase the cost of access for consumers and consumers would be worse off. Instead, Apps that earn by advertising and other business models should be charged by the Telecom Operators. They have seen some opportunities where regulation might allow the Telcos to discriminate. There are lots of ways they can do that like blocking certain apps or services, so that they can maximize their profit from their own services, or they can slow the internet or asking for more payment for fast lane access. However, Robert and Ravi (2015) have depicted some arguments in favour of the Telcos. Attributable to the increasing demand of the users of Data- intensive applications Telcos are always under pressure to invest in network infrastructure in regular basis. So, to some extent it is justifiable if the Telcos can generate some extra revenue by charging contents, which they can utilize to bear the expenditure to upgrade the network. Even though there is a possibility of violation of net neutrality but there should be some level, after what Telcos can charge additional fee from an OTT service Providers. The pricing structure before that level should be viewed as a means of subsidizing and promoting innovation. Actually, Net Neutrality cannot be either strictly followed or totally ignored. So, the regulators should find a solution in between where there will be a somewhat balanced level of control over the OTTs.

Baldry, Dr. Steingröver and Hassler (2013) have envisaged a process of assessing the current Broadband market. According to the researchers there is a very popular hypothesis that the unfairly competitive behaviour of OTTs is causing the market malfunction. The process should be started with the assessment of the economic demand for the broadband service, the feasibility of the network should be calculated than. There may be several outcomes, based on the outcomes the regulatory authority will make policy decisions. But there might be a substantial possibility of negative public relations effects of any regulation actions. Because the consumer will have to pay for their services in a regulated market at a higher rate. Probably that is why most of the scholars are agreed on that there should not be any injunction on the market, otherwise it will destroy the competition by giving the Telcos upper hand and also restrict the innovation process by regulating OTT's.

According to Rupal.S Unlike most industries, the Covid-19 pandemic was game-changing for the media and entertainment industry. If the last decade was about the boom of multiplexes, 2020 turned out to be the year of OTT entertainment, with cineplexes and movie theatres being shut down for most parts of the year. Stuck inside their houses, people across the globe turned to digital screens to seek entertainment. India is the world's fastest-growing market for streaming platforms, also known as over-the-top or OTT service providers, according to a recent report by PwC.

Menon (2020) states that limitations forced in the wake of Covid-19 pandemic significantly changed the consumption pattern for media and entertainment too. As lockdowns kept individuals from wandering out, either for recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbours and others. With external channels of entertainment (Out of Home-based entertainment) shut by government request, the home-based entertainment modes showed consistent growth and development.

Deloitte (2017) report on “Digital Media: Rise of On-demand Content” stated that the availability of affordable smartphones and better internet 4G connectivity has given rise to the demand for video on demand entertainment services. More people are now spending time on digital media compared to the cable or dish network

ICFAI (2019) report on “Transition of Consumer towards Video Streaming Industry: A comparative analysis of Netflix and Amazon Prime.” mentioned that Content is said to be the king when it comes to on-demand video streaming channels and Netflix has slight edge over others in terms of content. Hotstar seems to be considerable choice because of the content it offers at affordable prices

Mann et al., (2015) in report “Digital Video & the connected consumer” notified that with 50% of smartphone app users aged between 18-24 years, the OTT media platforms are targeting a younger demographic. In the study “Understanding Adoption Factors of Over-the-top Video services among millennial consumers”, researchers highlighted the four major factors that affect consumer adaptation towards different platforms. They are Convenience, Mobility, Content and Cost. (Dasgupta & Grover, 2019)

Khanna (2016) in his report “A study on factors Affecting Subscription rates of Netflix in India: An Empirical Approach” stated that Indian consumers are more inclined to watch free content online rather pay a fee for the same. Low subscription of Netflix is due to the non-availability of regional and local TV shows and movies.

The Kalagato report (2017) presented a breakdown of the market share in the Indian video OTT industry for the respective players. The report states that Hotstar was a market leader with 73.19% with Netflix with 1.26% of the market share.

KPMG (2017) on “The ‘Digital First’ journey” listed down the announcements regarding original content investments by OTT video platforms in India. It also mentioned the emerging genre – ‘live streaming’.

Ernst & Young (2016) in the report “Future of Digital Content Consumption in India” stated that an increase in the usage of smartphones in India has stirred a new era of video consumption on the personal media devices. The penetration of smartphones in India is projected to grow to 520mn by 2020 and broadband penetration will increase to 40% from 14% in 2020.

Digital Media: Rise of on-demand Content' a report by Deloitte - it is noted that the rise of internet-enabled digital devices capable of supporting digitized content has led to an increase in the use of digital content globally. In India, this trend is observed across diverse platforms such as audio, visual, news, music etc. It mentions that an Indian youth, on an average spends 14% of their time and nearly 17% of their monthly expenditures on entertainment. An internet content consumer in India consumes an average of 6.2 hours of content on an everyday basis out of which 21% of the time is spent on audio-visual entertainment. A shift in consumer attitude with regard to a favoritism for OTT content and easy access to vast libraries at any time and place over content ownership is notable.

Understanding adoption factors of over-the-top video services among millennial consumer's a study by Dr. Sabyasachi Dasgupta and Dr. Priya Grover - takes note that Indian audiences have swayed towards OTT content and are willing to spend for easy and unlimited access to content without a place and time limitation. It again notes the inverse impact of pricing strategy of OTT on its popularity. Data consumption is another attribute that makes it a tough choice for Indian viewers and so are habits and preferences for TV as a medium

The burgeoning digital media consumption: a challenge for traditional television and advertising industries - an analysis' a study by Ritu Bhavsar - mentions that digital media has become an indispensable part of everyday lives and is a prominent medium used for gathering and disseminating information, socialization, entertainment and marketing. An ever-increasing consumption of content via digital media effects a change in the consumer preferences and attitudes and this transformation trend can be associated with better internet connectivity, advanced digital devices, competitive data prices in India and the accessible, on-the-go nature of internet media

The reports of PwC India - has similar observations that slated a huge opportunity for OTT platforms in India. The report however states that pricing of content can be hindrance to the growth and suggests a revised policy to foster the OTT market in India. It can therefore be concluded from the literature review that the popularity of OTT is on the rise owing to increasing smartphone penetration, competitive internet data plans offered by Indian telecom service providers, the abundance and quality of

content on these platforms and the global media industry dynamics that have a sizable impact on the economic and policy matters of OTT service providers. To add to this is the personalized nature of smartphone media and the availability of content from around the globe. Also, instrumentals are the preference of youth for free and unlimited access to content as opposed to complete content ownership in a limited manner. Thus the consumption of the OTT platforms are thus in huge rise especially among the youth.

Further, due to a surge in internet consumption during the lockdown (Madhukalya, 2020), it has become necessary for service providers to search for ways to deal with the problem of increased demand for data without hampering the QoSE, else customers will easily switch to another service providing better quality (Van Daele, 2020). Taking support from these recent studies, the current work devotes attention to the influence of these two factors on customers' WCS streaming services as well as examines the role of satisfaction and habit in affecting the aforesaid impact.

From the aforesaid discussion, it can be inferred that the digital era has undeniably opened up avenues for streaming services to connect and engage with customers in real time. In order to remain competitive, it becomes imperative for the service providers to focus on key drivers that impact the customer's decision to stay connected to the firm and provide it steady flow of sales in future (Viswanathan et al., 2017).

The above-mentioned varied views incorporating multiple dimensions of the construct led Kuvykaitė and Tarutė (2015) to conclude that the dimensionality of CE depends on the perspective of the construct and the definition for these dimensions would depend on the object of engagement (e.g., brand, website or advertisement). Extending this notion in the online environment, the work by Mollen and Wilson (2010) provides an understanding of online CE and explains it as the way in which a person is engaged with a brand via its website or any other entities that are computer mediated. Following the work of Toor et al. (2017), the present study has conceptualized engagement as 'customers' physical, cognitive and emotional presence in their relationship with the service provider'. This active relationship of customers with the organization distinguishes the construct of engagement from customers' involvement.

CHAPTER - 3
RESEARCH METHODOLOGY

STATEMENT OF RESEARCH PROBLEM

The topic of the project is “A study on factors leading to adoption of OTT platforms among college students in Chennai city”. The study aims analysing about various OTT platforms that are available to use, which are prominent and measuring the degree of use of voting platforms by the college students in Chennai city and their experiences views and opinion on these platforms. This study will help you focus on the various factors that influence the COLLEGE STUDENTS to adopt OTT platforms. The degree of satisfaction by using these platforms are also measured and further suggestions and after covid-19, the change in the consumption are also analysed.

OBJECTIVES OF THE STUDY

- To analyse consumers preference towards OTT platforms.
- To identify the factors affecting consumers choice for OTT platforms.
- To measure consumer’s level of satisfaction towards OTT platforms.
- To measure the use of OTT platforms among college students
- To recognize popular OTT platform and content preference of college students in OTT platforms.
- To understand the use of OTT platforms with the reference to the change in the pre and post of Covid-19 pandemic

SCOPE OF THE STUDY

This study focuses on the current degree of usage of different OTT Platforms and also the future estimation usage and to measure which OTT platforms contains quality content. This study also helps to know the experiences and opinions on different users of OTT platforms.

The study is confined to the survey of factors than leading to adoption of OTT platform by the college students of Chennai district of Tamil Nādu which can be extended to other districts and states also.

This study focuses mainly on the college students which can be extended to other age group of people.

This study is based on only 6 OTT platform which can be extended to another OTT platform.

LIMITATION OF THE STUDY

- This study is based on limited responses of which are college students and this research is focused mainly on the Chennai city.
- The findings and suggestions given on the basis of the study cannot be concluded by the entire population
- This study is limited to 80 respondents of which are college students.

SIGNIFICANCE OF THE STUDY

In current year the consumption of OTT platforms has increased. Many youths started to watch movies, series and news on OTT platforms rather than theatres and DTH. This is because of easy accessibility of OTT platforms. And the major part is the spread of the COVID-19 pandemic has significantly affected almost all industries in many ways. The OTT platforms have themselves undergone and moved to the next stage during these times. Not only youth, but all age groups have increased the use of OTT platforms during these times. The researchers have graded India as the highest and rapidly growing OTT market in the world. The ease of availing worldwide entertainment is been satisfied through these platforms which made the OTT wider acceptance.

NEED OF THE STUDY

Today, as fast as technology is changing, the faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch at the same time, whereas today it is the age of OTT where every person has a smart phone in which they can watch any kind of content anytime. Amidst all this, the dominance of watching movies in the cinema hall has always remained. But now this domination is suspected. Most big-ticket movies in the USA have been pushed to later this year, some even to next year. Similarly, in India, the theatrical release of all major films has been indefinitely postponed. But OTT platforms are buzzing with activity. Especially after the lockdown in India, with the OTT channel gaining such a large number of viewers, people have gained a new kind of viewing experience, which can be said if it continues after this so there will be a lot of concern for cinema hall owners.

METHODOLOGY OF STUDY

Research is a careful and detailed study of a specific problem, concern, or issue using the scientific method. The objective of this course is to pay attention to the most important dimension of research (i.e.) Research Methodology. It will enable the researchers to develop the most appropriate methodology for this research and study.

RESEARCH DESIGN

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instrument will be used and the intended means for analysing the data collection. The primary objective of the study is to analyse the factors for adopting OTT platforms by college students in Chennai city. Hence it is Descriptive in nature. Research is the specification of methods and procedure for acquiring the information needed. It's the overall operational pattern or framework of the project that stipulates what Information is to be calculated from which source and by what procedure.

There are three types of research design, and they are:

Exploratory research design:

Exploratory research is a method of research design that investigates, collects, analyse, data and questions related to the research topic that have not previously been studied in-depth by the researchers. Exploratory research design is conducted by asking questions to the consumers and it takes place during the early stage of decision making

Descriptive research design:

Descriptive research is a method of research design that the researcher focuses on expanding the knowledge of data and questions of research topic through process of data collection and approach used in this market design is structured approach. Descriptive research design is conducted by asking questions to the consumer and it's done in the later stage of decision making.

Explanatory research design:

Explanatory research design is research that is conducted to understand the impact of specific changes in the procedure or the topic of the research. The approach used in explanatory / casual research design is highly structured approach. It's conducted by using hypothesis and its proceeded in the time of lately stage of decision making.

Area of Study - Chennai city, Tamil Nadu

Data - Both Primary and Secondary Data

Type of Research - Descriptive Research

Sampling Technique - Convenience Sampling

It's a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Sample Size - The sample size of the study is 80

Data Collection Technique - A Structured Questionnaire was used in this study
7 Tools for Data Analysis Charts, Diagrams, frequency tables, percentage analysis and Cross tabulations were used for analysing the requisite data. Further, MS Excel and SPSS has also been used for analysis of the data collected.

The study has used both primary data and secondary data.

Primary data: the primary data has been collected through random sampling, from the sample respondents through the schedule with the help of a questionnaire which was distributed online.

Secondary data: the secondary data has been collected from standard reference book and various websites.

Tools used for analysis: the tools for data analysis are tables, graphs and pie charts.

SAMPLING:

Sampling is the process or approach to gather data for the research from few units of population under study are considered for analysis is called as sampling method. The sampling method or sampling technique is the process of studying the population by gathering information and analysing that data collected from every unit.

SAMPLING METHOD:

In this study, the convenience sampling is used for accumulating statistics on this take a look for collection and gathering data.

SAMPLING SIZE:

In this study of research, the pattern size of sampling size which is collected from every few units of population are 80 responses from the respondents.

Sampling size – 80 respondents

CHAPTER – 4

DATA ANALYSIS

&

INTERPRETATION

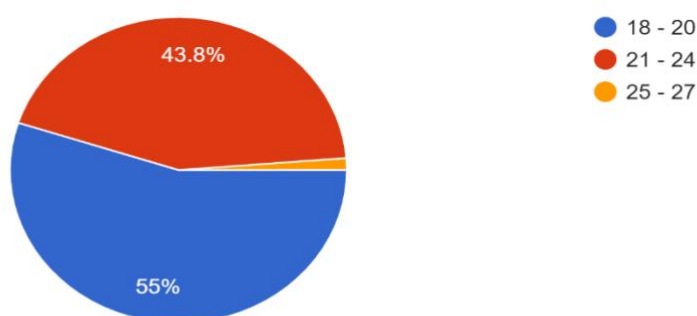
AGE OF THE RESPONDENTS

TABLE 5.1

SERIAL NO.	PARAMETERS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	18-20	44	55
2	21-24	35	43.8
3	25-27	1	1.2
	TOTAL	80	100

CHART 5.1.1

AGE
80 responses



INTERPRETATION:

The above chart is representing the age of the respondents. From the total respondents,

- 55% of the respondents belongs to 18 – 20 years.
- 43.8% of the respondents belongs to 21-24 years.
- 1.2% of the respondents belongs to 25-27 years.

GENDER OF THE RESPONDENTS

TABLE 5.2

SERIAL NO.	PARAMETERS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	MALE	66	82.5
2	FEMALE	14	17.5
3	OTHER	-	-
	TOTAL	80	100

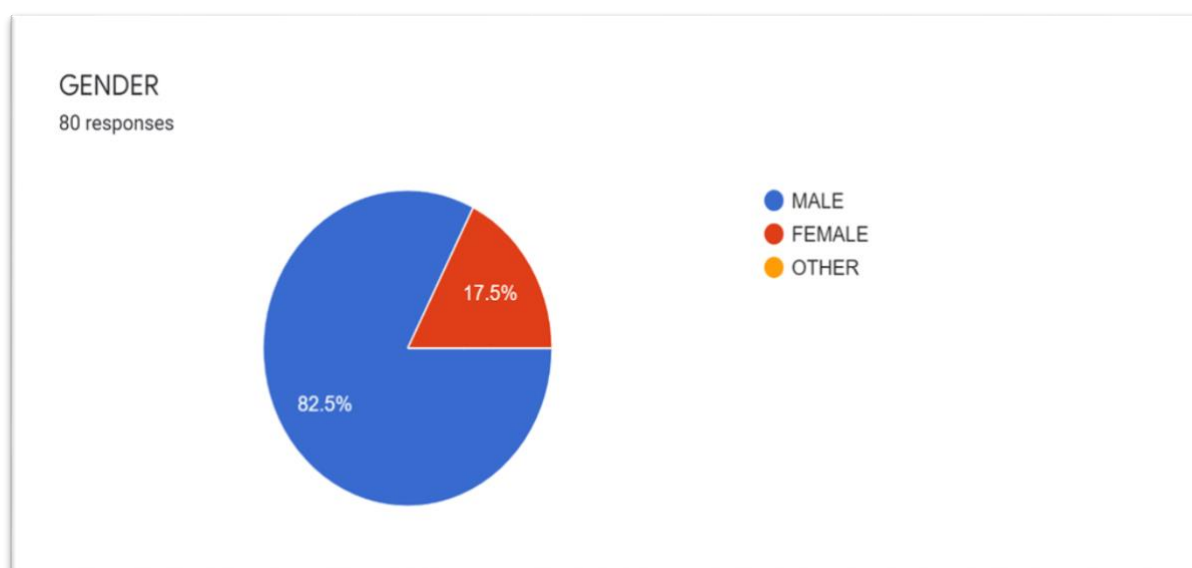


CHART 5.2.1

INTERPRETATION:

The above chart is representing the gender of the respondents. From the total respondents,

- 82.5% of the respondents are male.
- 17.5% of the respondents are female.

NUMBER OF RESPONDENT HAVE ACCOUNT IN OTT PLATFORMS

TABLE 5.3

SERIAL NO.	PARAMETERS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	YES	58	72.5
2	NO	22	27.5
	TOTAL	80	100

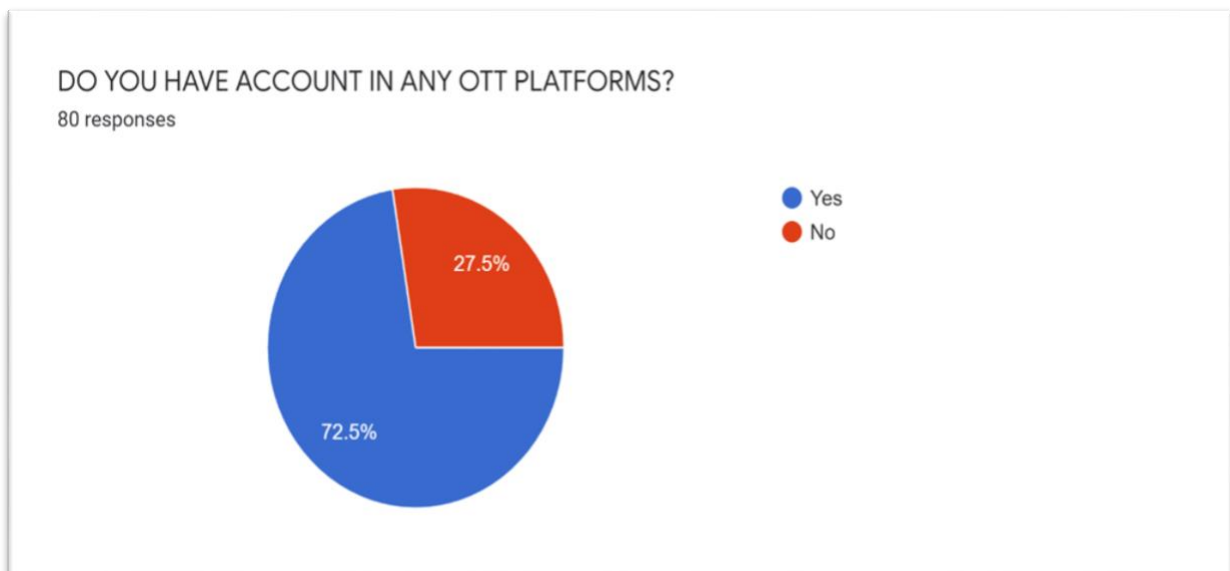


CHART 5.3.1

INTERPRETATION:

The above chart is representing the respondents who have account in OTT platforms. From the total respondents,

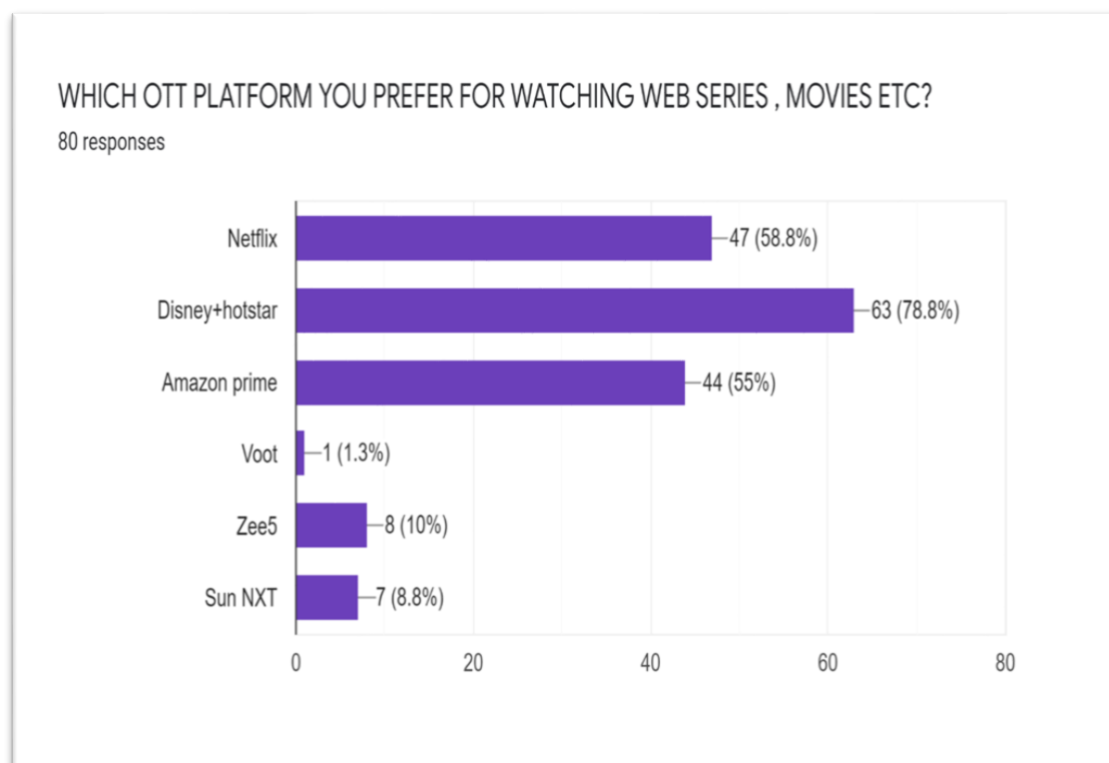
- 72.5% of the respondents have account in OTT platforms.
- 27.5% of the respondents doesn't have account in OTT platforms.

OTT PLATFORM PREFERENCES BY THE RESPONDENTS:

TABLE 5.4

OTT PLATFORMS USUALLY USE	NUMBERS OF RESPONDENTS
Netflix	47
Disney + Hotstar	63
Amazon Prime	44
Voot	1
Zee 5	8
Sun NXT	7
Total	170

CHART 5.4.1



INTERPRETATION:

The above chart is representing the respondent's preference in OTT platforms. From the total respondents,

- 78.8% of the respondents prefers Disney + Hotstar.
- 58.8% of the respondents prefers Netflix
- 55% of the respondents prefers Amazon Prime.
- 10% of the respondents prefers Zee5.
- 7% of the respondents prefers Sun NXT.
- 1.3% of the respondents prefers Voot.

Out of the 80 respondents, Disney + Hotstar is the most popular OTT Platform being used. Followed by Netflix, Amazon Prime, Zee5, Voot.

FACTORS AT INFLUENCES THE RESPONDENTS TO PREFER THIS OTT PLATFORMS

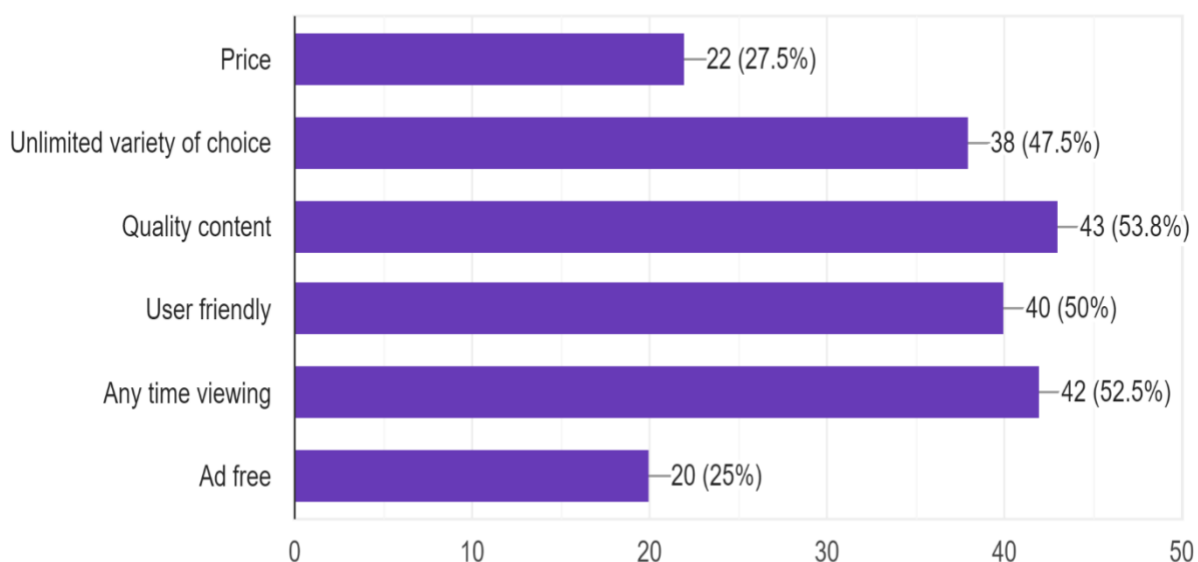
TABLE 5.5

OTT PLATFORMS USUALLY USE	NUMBERS OF RESPONDENTS
Price	22
Unlimited variety of choice	38
Quality content	43
User friendly	40
Any time viewing	42
Ad free	20
Total	205

CHART 5.5.1

WHICH FACTOR INFLUENCED YOU TO PREFER THIS OTT PLATFORMS?

80 responses



INTERPRETATION:

The above chart is representing the factors that influenced the respondents to prefer OTT platforms. From the total respondents,

- 53.8% of the respondents influenced by the Quality Content in OTT Platforms
- 52.5% of the respondents influenced by the Any Time Viewing in OTT Platforms.
- 50% of the respondents used OTT platform for user friendly.
- 47.5% of the respondents influenced by the unlimited variety of choice provided in OTT Platforms.
- 27.5% of the respondents influenced by the price charged by the OTT Platforms.
- 25% of the respondents prefer OTT for Ad-Free.

The major factor is Quality Content which influenced respondent to prefer OTT Platform.

FREQUENT USE OF OTT PLATFORM BY THE RESPONDENT

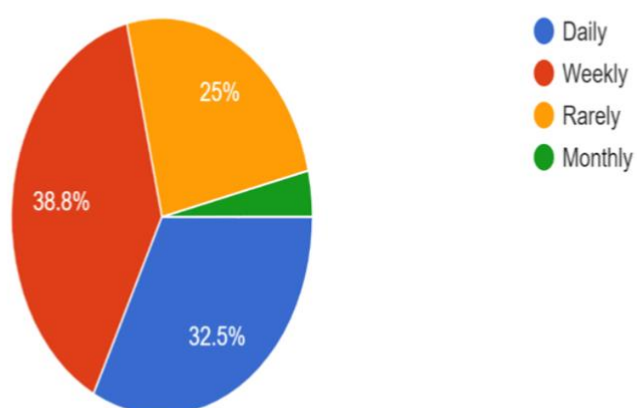
TABLE: 5.6

SERIAL NO.	PARAMETERS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	Daily	26	32.5
2	Weekly	31	38.5
3	Rarely	20	25
4	Monthly	3	3.7
	Total	80	100

CHART 5.6.1

HOW OFTEN DO YOU USE THESE PLATFORMS?

80 responses



INTERPRETATION:

The above chart is representing the usage of OTT platforms by the respondents. From the total respondents,

- 38.8% of the respondents view OTT Platform in weekly basis.
- 32.5% of the respondents view OTT Platform in daily basis.
- 25% of the respondents view OTT Platform in rarely basis.
- 3.7% of the respondents view OTT Platform in monthly basis.

Most of the respondents view OTT Platform in weekly basis.

TIME SPENT ON OTT PLATFORMS BY THE RESPONDENTS

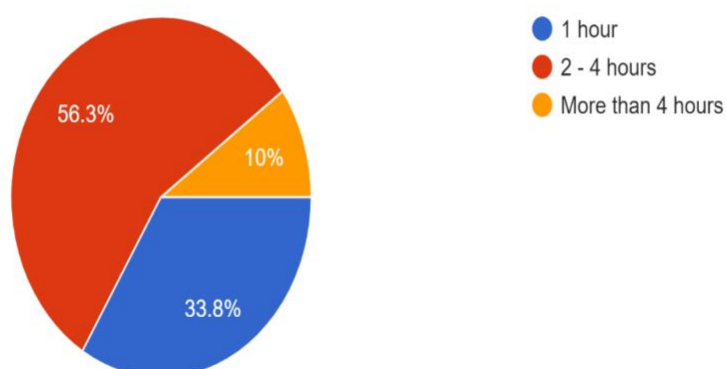
TABLE 5.7

SERIAL NO	TIME	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	1 HOUR	27	33.8
2	2-4 HOURS	45	56.3
3	MORE THAN 4 HOURS	8	10
	TOTAL	80	100

CHART 5.7.1

HOW MUCH TIME YOU WILL SPEND ON THESE PLATFORMS IN A DAY?

80 responses



INTERPRETATION:

The above chart is representing the time spend by the respondents on OTT platforms. From the total respondents,

- 56.3% of the respondents spend 2-4 hours in a day
- 33.8% of the respondents spend only 1 hour in a day
- 10% of the respondents more than 4 hours in a day in OTT platforms.

FACTORS THAT INFLUENCED THEM TO USE OTT PLATFORMS

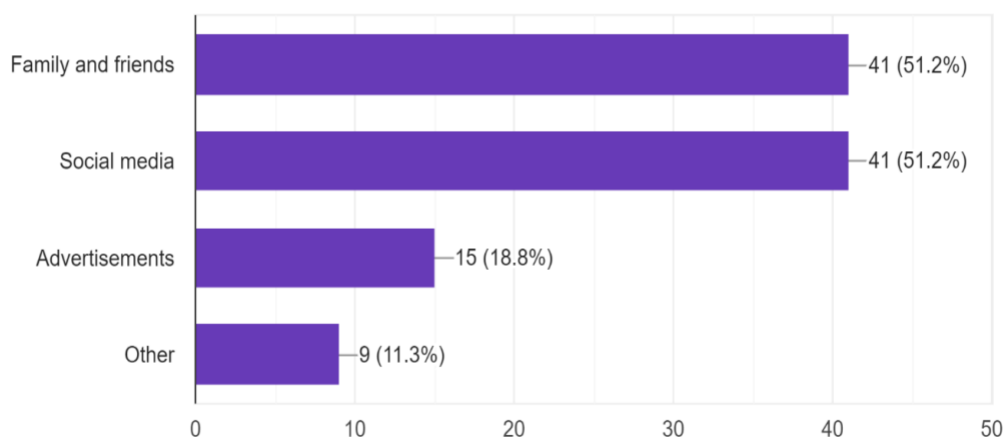
TABLE 5.8

SERIAL NO	INFLUENCED FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	FAMILY & FRIENDS	41	51.2
2	SOCIAL MEDIA	41	51.2
3	ADVERTISTMENT	15	18.8
4	OTHERS	9	11.3

CHART5.8.1

WHICH OF THESE INFLUENCED YOU TO USE OF OTT PLATFORMS?

80 responses



INTERPRETATION:

The above chart is representing the factors that influenced the respondents to use OTT platforms. From the total respondents,

- The factors that influenced 41 respondents to use OTT platforms is family and friends
- Social media which includes Instagram, WhatsApp, Facebook etc, influenced 41 respondents.
- Advertisements have influenced 15 respondents to use OTT platforms
- The other factors include various benefits of OTT platforms, newspapers, magazines.

CONTENT PREFERENCE OF THE RESPONDENTS

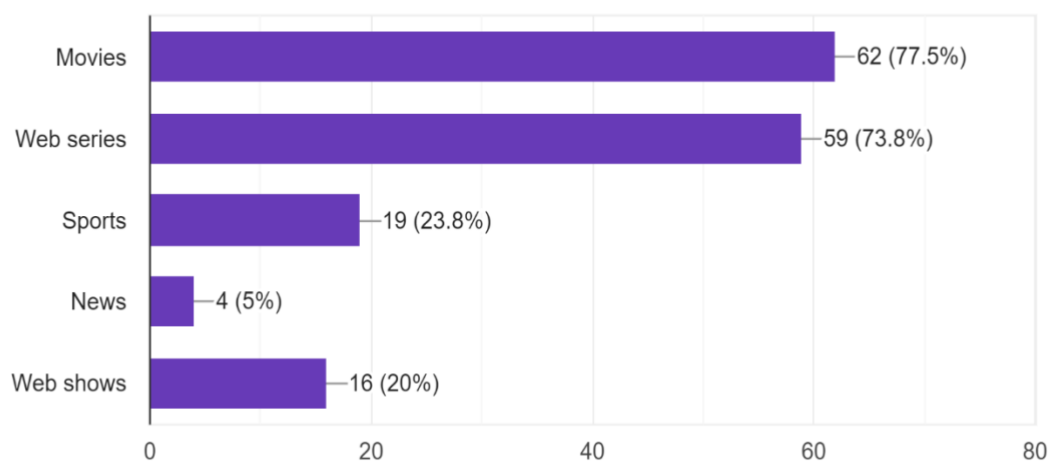
TABLE 5.9

SERIAL NO	CONTENTS	NUMBER OF RESPONDENTS
1	MOVIES	62
2	WEB SERIES	59
3	SPORTS	19
4	NEWS	4
5	WEB SHOWS	16
	TOTAL	160

CHART 5.9.1

WHAT DO YOU LIKE TO WATCH MORE ON OTT PLATFORMS?

80 responses



INTERPRETATION:

The above chart is representing the preference of content mostly watched by the respondents on OTT platforms. From the total respondents.

- Out of the 80 respondent's majority of them are using OTT platforms to watch movies at 77.5%
- 73.8% of the respondents watch web series on these platforms
- 23.8% of the respondents watch sports on these platforms
- 5% of the respondents watch news in these platforms
- 20% of the respondents watch web shows on these platforms

RESPONSE ON THE PRICE CHARGED BY THE OTT PLATFORMS

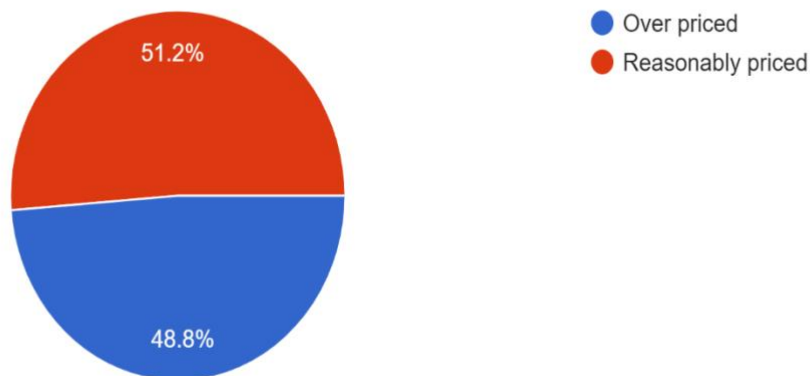
TABLE 5.10

SERIAL NO	PRICE CHARGED	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	OVER PRICED	39	48.8%
2	REASONABLY PRICED	41	51.2%
	TOTAL	80	100

CHART 5.10.1

DO YOU FEEL OTT PROVIDERS ARE REASONABLY PRICED?

80 responses



INTERPRETATION:

The above chart represents the response of the respondents about the price charged by the OTT platforms from the total respondents,

- 51.2% of the respondents feel that the charges provided by the OTT platforms are reasonably priced
- 48.8% of the respondents feel that the charges provided by the OTT platforms are overpriced.

OTT PLATFORMS THAT PROVIDE QUALITY CONTENT, VARIETY OF MOVIES AND WEB SERIES

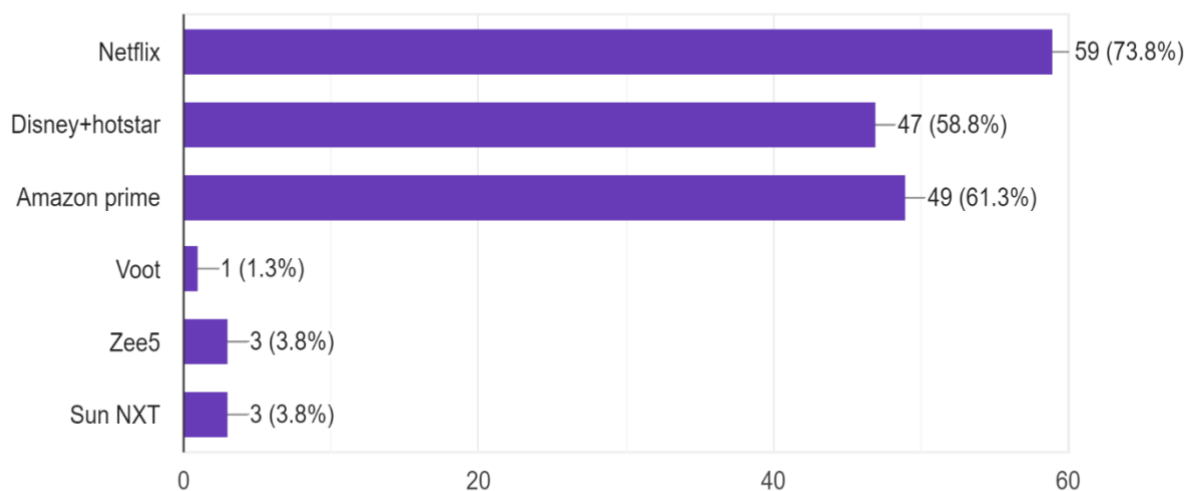
TABLE 5.11

SERIAL NO	CONTENTS	NUMBER OF RESPODENTS
1	NETFLIX	59
2	DISNEY+ HOTSTAR	47
3	AMAZON PRIME	49
4	VOOT	1
5	ZEE5	3
6	SUN NXT	3
	TOTAL	162

CHART 5.11.1

Which ott platforms provides quality content, variety of movies and web series?

80 responses



INTERPRETATION:

The above chart representing which OTT platform provides quality content, variety of movies and web series from the total respondents,

- 73.8% of the major respondents voted for Netflix for providing quality content, variety of movies and web series.
- 61.3% of the respondents voted for amazon prime.
- 58.8% of the respondents voted for Disney+ hot star
- 3% of the respondents voted for zee5 and sun NXT
- 1% of the respondents voted for voot

CHANGE IN THE USAGE OF OTT PLATFORMS AFTER PANDEMIC

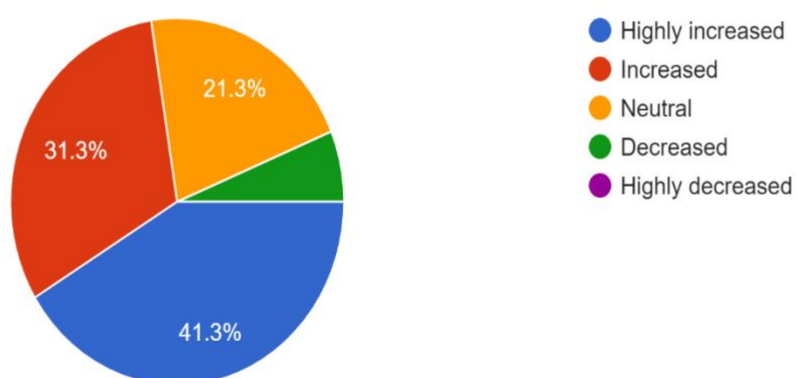
TABLE 5.12

SERIAL NO	CHANGE IN CONSUMPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	HIGHLY INCREASED	33	41.3
2	INCREASED	25	31.3
3	NEUTRAL	17	21.3
4	DECREASED	5	6.3
5	HIGHLY DECREASED	-	-
	TOTAL	80	100

CHART 5.12.1

CHANGE IN YOUR CONSUMPTION OF OTT PLATFORMS AFTER THE PANDEMIC

80 responses



INTERPRETATION

The above chart representing the consumption of OTT Platforms after the pandemic from the total respondents,

- 41.3%, majority of the respondents has highly increased their consumption of OTT platforms after the arrival of pandemic.
- 31.3% of the respondents has increased their consumption of OTT platforms after the covid-19 pandemic
- 21.3% of the respondents are neutral on the consumption of OTT platforms after this pandemic
- 6.3% of the respondents decreased the consumption of OTT platforms after this pandemic

**ASSUMPTION OF THE RESPONDENTS REGARDING WHETHER
THE OTT WILL OVERTAKE CABLE SERVICE**

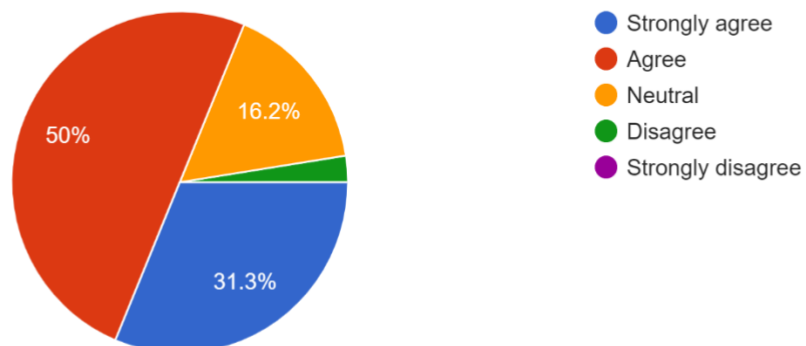
TABLE 5.13

SERIAL NO	PARAMETER	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	STRONGLY AGREE	25	31.3%
2	AGREE	40	50%
3	NEURTAL	13	16.2%
4	DISAGREE	2	2.5%
5	STRONGLY DISAGREE	-	-
	TOTAL	80	100

CHART 5.13.1

BASED UPON TODAY'S TECHNOLOGIES ADVANCEMENT DO YOU BELIEVE OTT WILL OVERTAKE
CABLE SERVICE

80 responses



INTERPRETATION:

The above chart representing the assumption of the respondents regarding whether the OTT will one stake cable services

- 50% of the respondents believe that the OTT will one stake cable services
- 31.3% of the respondents strongly believe that the OTT will one stake cable services
- 16.2% of the respondents are unspecific opinion regarding this assumption
- 2.5% of the respondents believe that the OTT wont one stake cable services
- None of the respondents strongly disagreed

SUGGESTING OF OTT PLATFORMS TO OTHERS

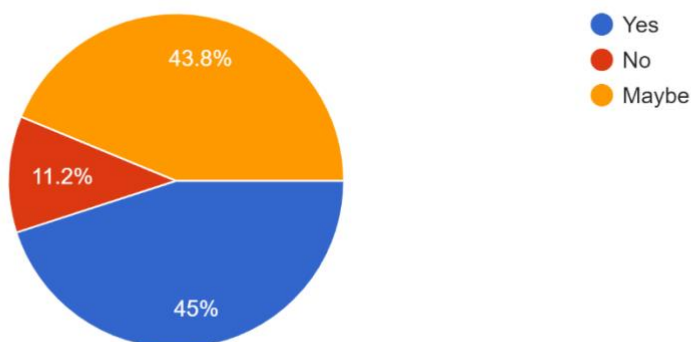
TABLE 5.14

SUGGESTING OTHERS	NO OF RESPONDENTS	PERCENTAGE (%)
YES	36	45%
NO	9	11.2%
MAYBE	35	43.8%
TOTAL	80	100

CHART 5.14.1

WILL YOU SUGGEST OTHERS TO USE THE OTT PLATFORMS

80 responses



INTERPRETATION:

- 45% of the respondents are sure of the opinion that they would suggest OTT platforms to others
- 43.8% of the respondents are of unspecific opinion regarding suggesting OTT platforms to others and may depend on personal matters
- 11.2% of the respondents are against suggesting OTT platforms to others

**PREFERENCE OF WATCHING MOVIES IN OTT THAN IN
THEATRES**

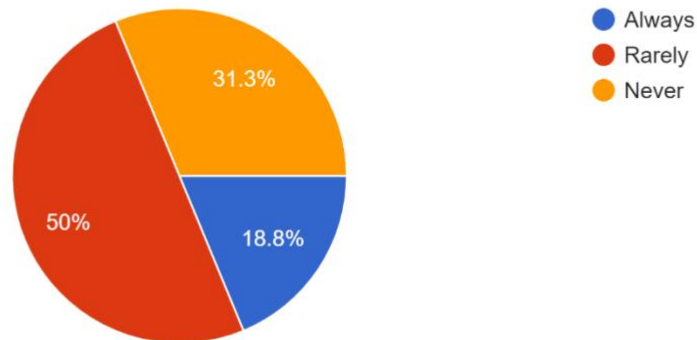
TABLE 5.15

S.NO	PREFERENCE	NO OF RESPODENTS	PERCENTAGE (%)
1	ALWAYS	15	18.8
2	RARELY	40	50
3	NEVER	25	31.3
	TOTAL	80	100

CHART 5.15.1

DO YOU PREFER WATCHING MOVIES ON OTT THAN IN THEATRES

80 responses



INTERPRETATION:

- 50% of the respondents watch movies on OTT rarely
- 31.3% of the respondents never wish to watch movies on OTT that in comparison with theatres
- 18.8% of the respondents always wish to watch movies on OTT that in comparison with theatres

OTT EXPERIENCE RATING

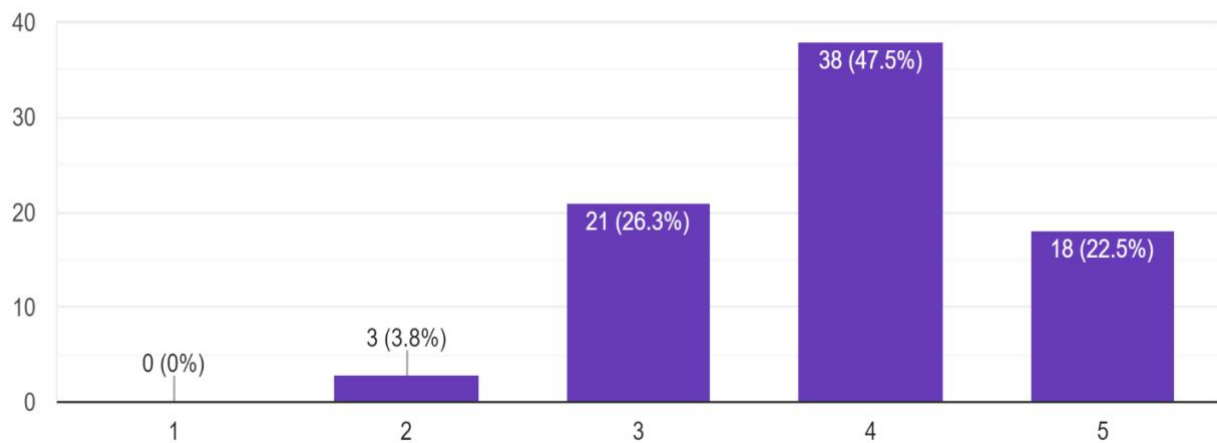
TABLE 5.16

S.NO	RATING (1-5)	NO.OF. RESPONDENTS	PERCENTAGE (%)
1	1	-	-
2	2	3	3.8
3	3	21	26.3
4	4	38	47.5
5	5	18	22.5
	TOTAL	80	100

CHART 5.16.1

RATE YOUR EXPERIENCE OF USING OTT PLATFORMS

80 responses



INTERPRETATION:

- 47.5% of the respondents have given a rating of 4 out of 5 as their OTT experience
- 22.5% of the respondents were fully satisfied with their experience, they gave 5-star rating
- 26.3% of the respondents they gave 3-star rating
- 3.8% of the respondents weren't happy with the experience and they gave 2-star ratings, one of the respondents made the experience on OTT given zero rating

CHANGE IN FUTURE USAGE OF OTT PLATFORMS

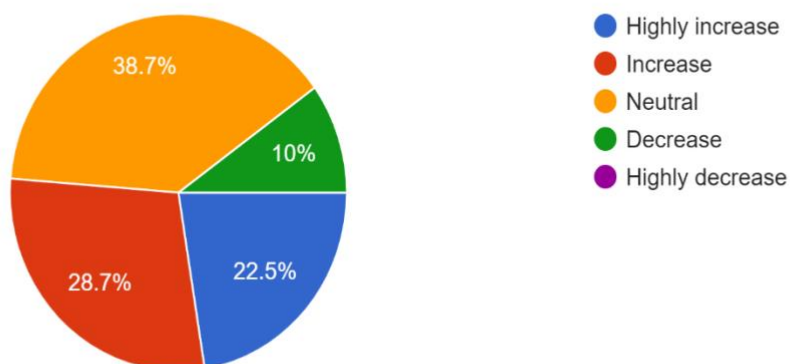
TABLE 5.17

SERIAL NUMBER	CHANGE IN FUTURE USAGE	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	HIGHLY INCREASE	18	22.5
2	INCREASE	23	28.7
3	NEUTRAL	31	38.7
4	DECREASE	8	10
5	HIGHLY DECREASE	-	-
	TOTAL	80	100

CHART 5.17.1

YOUR FUTURE USAGE OF OTT PLATFORMS

80 responses



INTERPRETATION

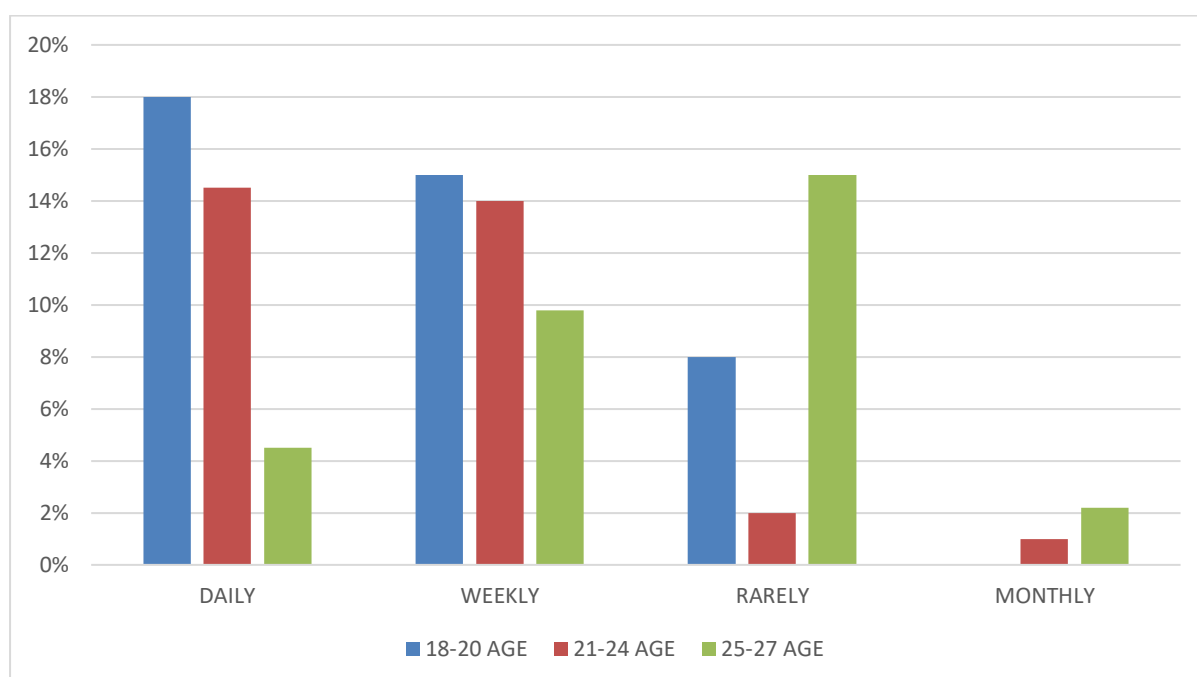
- 38.7% of the respondents plan to stay neutral on their OTT platforms usage
- 28.7% of the respondents wish to increase their OTT platform consumption
- 22.5% of the respondents planned to highly increase the OTT platforms consumption
- 10% of the respondents planned to decrease their consumption.

COMPARING THE AGE AND THE USAGE OF OTT PLATFORMS BY THE RESPONDENTS

TABLE 5.18

PARTICULAR	18-20 AGE	21-24 AGE	25-27 AGE
DAILY	18%	14.5%	4.5%
WEEKLY	15%	14%	9.8%
RARELY	8%	2%	15%
MONTHLY	NIL	1%	2.2%

CHART 5.18.1



INTERPRETATION:

➤ 18-20 AGE

From the above chart 18% of the age group 18-20 spends time on the OTT platform at daily basis. 15% of the respondents spends time on the OTT platforms at weekly basis. 8% of the respondents spends time rarely on the OTT platform.

➤ 21-24 AGE

From the above chart 14.5% of the age group 21-24 spends time on the OTT platform at daily basis. 14% of the respondents spends time on the OTT platforms at weekly basis. 2% of the respondents spends time rarely and 1% of the respondents spend time at monthly basis.

➤ 25-27AGE

From the above chart 4.5% of the respondents of the age group 25-27 spends time on the OTT platforms at daily basis. 9.8% of the respondents spends time on the OTT platforms at weekly basis. 15% of the respondents spends time rarely and 2.2% of the respondents spend time at monthly basis.

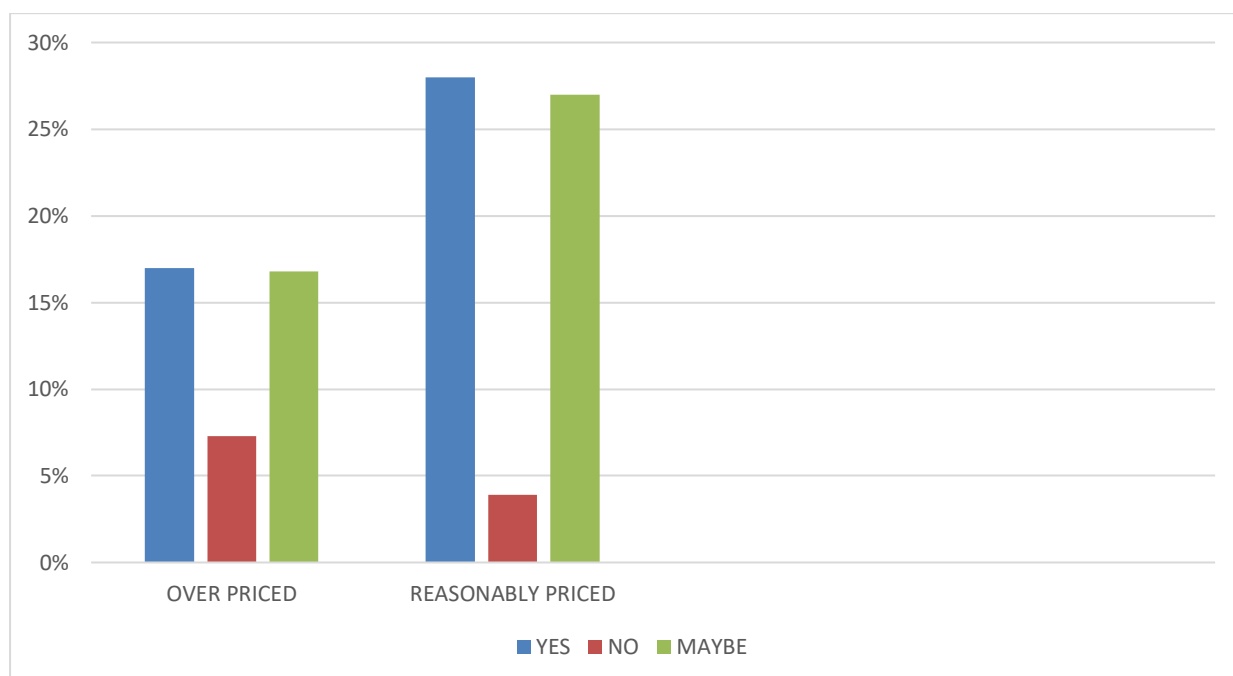
- ★ It's clear that age group 18-20 spends more time on OTT platforms and age group 25-27 spends less time on OTT platforms.

COMPARING THE PRICE CHARGED AND SUGGESTING OF OTT PLATFORMS TO OTHERS

TABLE 5.19

PARTICULAR	YES	NO	MAYBE
OVER PRICED	17%	7.3%	16.8%
REASONABLY PRICED	28%	3.9%	27%

CHART 5.19.1



INTERPRETATION

- 51.2% of the respondents who said the charges provided by the OTT platform is overpriced. From that 17% of the respondents suggested OTT platforms to others, 7.3% of the respondents are against suggesting OTT platforms to others. 16.8% of the respondents are unspecific on suggesting the OTT platform to others.
- 48.8% of the respondents who said the charges provided by the OTT platform is reasonably priced. From that 28% of the respondents suggested OTT platforms to others, 3.9% of the respondents are against suggesting OTT platforms to others. 27% of the respondents are unspecific on suggesting the OTT platform to others.
- Even though 51.2% of the respondents felt that charges provided by the OTT platform is overpriced, from that 17% of the respondents are suggesting OTT to others. The quality content provided by the OTT platforms is the reason

CHAPTER – 5

FINDINGS

SUGGESTIONS

CONCLUSION

FINDINGS

- ❑ 72.5% of the majority college students in Chennai
- ❑ city already have account in OTT platforms.
- ❑ Quality content provided by the OTT platforms is the main factor that influenced the college students to prefer OTT platforms.
- ❑ 53.8% of the majority college students use Disney+hotstar followed by Netflix and Amazon Prime.
- ❑ Quality content, any time viewing and user friendliness of the OTT platforms is the most influential benefit derived from the OTT platforms.
- ❑ 51.2% of the majority college students influenced by social media and family & friends to use the OTT platforms followed by the advertisement with 18.8%.
- ❑ Netflix is the most popular OTT platform among college students that provides quality content, variety of movies and web series.
- ❑ Out of the 80 respondent's majority of them are using OTT platforms to watch movies at 77.5%. And less percentage of respondents watch news in these OTT platforms at 5%
- ❑ Majority of the college students spent 2-4 hours on OTT platforms.
- ❑ 41.3% of the majority college students has started using OTT platforms after the arrival of the covid- 19 pandemic.
- ❑ Majority of the respondents rarely wish to watch movies on OTT rather than in theatres at 45%.
- ❑ Majority of the respondents responded positively for suggesting OTT to others.
- ❑ 47.5% of the majority college students are satisfied with their experience of using OTT platforms and only a small group has dissatisfied with their OTT experience.
- ❑ 51.2% of the majority respondents feel that the charges provided by the OTT platforms are reasonably priced and 48.8% of the respondents feel that the charges provided is overpriced.

SUGGESTIONS:

- Better and effective subscription plans are to be introduced to cope up with the need for a majority of users who are occasionally consuming OTT platforms.
- The relationship between the OTT platform and the consumers are to be strengthened by considering the feedback given by the consumers which would help to maintain service excellence and retain your subscribers.
- More attractive offers and promotions are to be made on the referral policy of the OTT platforms which would help in more new user addition.
- Charges provided by the OTT platforms can be reduced.
- The consumers should be aware about the negative impact of sharing login details with others and also implement steps for resisting the same.
- The advertisement and promotion of the contents of the OTT platforms are to be made in the social media as it is one of the influential factors for the consumption of college students.
- There should be more broadcasting of regional movies and programs which would give rise to an increased number of OTT consumers.
- Freedom should be provided to the consumers regarding the selection of their language and the choosing of their preferred contents.

CONCLUSION

It is quite evident that the arrival of COVID-19 pandemic has aided the OTT platforms with the increased consumption of these by the youth and OTT becoming the most preferred medium. The major benefits incurred from the OTT platforms are the flexibility of usage, availability of cross-cultural & worldwide entertainment and subscription to the user-friendly unlimited content. Also vital are factors like increasing penetration of smartphones and availability of internet data at competitive prices in India. Movies and web series are the most watched on OTT among the youth, which are preferred due to the availability of the original content. There are higher chances for the usage of OTT platforms in Chennai city than theatres in future.

Netflix, Amazon Prime Video and Disney+hotstar are the highest consumed OTT platforms as they satisfy their consumers with the best quality contents and user friendliness.

Most of the current users of the OTT platforms are quite satisfied with their experience and majority of the consumers tend to increase their consumption of OTT in future. This trend can be successfully explored by the different OTT platforms. The OTT will further go through many changes and advancements to get the right model.

The COVID-19 pandemic had a spontaneous and positive effect on the consumption of OTT platforms by youth as most of them tend to increase their usage. Further the majority of the youth plans to increase their future consumption of OTT platforms which directly signifies the positive impact of COVID-19 pandemic.

APPENDIX
&
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QUESTIONNAIRE

1. NAME: _____

2. AGE GROUP:

- 18-20
- 21-24
- 25-27

3. GENDER:

- MALE
- FEMALE
- OTHER

4. AREA NAME: _____

5. EMAIL ID: _____

6. DO YOU HAVE ACCOUNT IN ANY OTT PLATFORMS?

- YES
- NO

7. WHICH OTT PLATFORM YOU PREFER FOR WATCHING WEB SERIES, MOVIES ETC?

- NETFLIX
- DISNEY+HOTSTAR
- AMAZON PRIME
- VOOT
- ZEE5
- SUN NXT

8. WHICH FACTOR INFLUENCED YOU TO PREFER THIS OTT PLATFORMS?

- **PRICE**
- **UNLIMITED VARIETY OF CHOICE**
- **QUALITY CONTENT**
- **USER FRIENDLY**
- **ANY TIME VIEWING**
- **AD FREE**

9.HOW OFTEN DO YOU USE THESE PLATFORMS?

- **DAILY**
- **WEEKLY**
- **RARELY**
- **MONTHLY**

9. HOW MUCH TIME YOU WILL SPEND ON THESE PLATFORMS IN A DAY?

- **1 HOUR**
- **2-4 HOURS**
- **MORE THAN 4 HOURS**

10. WHICH OF THESE INFLUENCED YOU TO USE OF OTT PLATFORMS?

- **FAMILY AND FRIENDS**
- **SOCIAL MEDIA**
- **ADVERTISEMENT**
- **OTHER**

11. WHAT DO YOU LIKE TO WATCH MORE ON OTT PLATFORMS?

- **MOVIES**
- **WEB SERIES**
- **SPORTS**
- **NEWS**
- **WEB SHOWS**

12. DO YOU FEEL OTT PROVIDERS ARE REASONABLY PRICED?

- **OVER PRICED**
- **REASONABLY PRICED**

13. WHICH OTT PLATFORMS PROVIDES QUALITY CONTENT, VARIETY OF MOVIES AND WEB SERIES?

- NETFLIX
- DISNEY+HOTSTAR
- AMAZON PRIME
- VOOT
- ZEE5
- SUN NXT

14. CHANGE IN YOUR CONSUMPTION OF OTT PLATFORMS AFTER THE PANDEMIC?

- HIGHLY INCREASED
- INCREASED
- NEUTRAL
- DECREASED
- HIGHLY DECREASED

15.YOUR FUTURE USAGE OF OTT PLATFORMS

- HIGHLY INCREASED
- INCREASED
- NEUTRAL
- DECREASED
- HIGHLY DECREASED

16. BASED UPON TODAY'S TECHNOLOGIES ADVANCEMENT DO YOU BELIEVE OTT WILL OVERTAKE CABLE SERVICES.

- STRONGLY AGREE
- AGREE
- NEUTRAL
- DISAGREE
- STRONGLY DISAGREE

17. WILL YOU SUGGEST OTHERS TO USE THE OTT PLATFORMS

- YES
- NO
- MAYBE

18. DO YOU PREFER WATCHING MOVIES ON OTT THAN IN THEATRES

- ALWAYS
- RARELY
- NEVER

19. RATE YOUR EXPERIENCE OF USING OTT PLATFORMS.

- 1
- 2
- 3
- 4
- 5

20. ANY OTHER OPINIONS REGARDING THE OTT PLATFORMS
