

STUDY ON CUSTOMER PREFERENCE TOWARDS OTT PLATFORM DURING A PANDEMIC

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

BY
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**BACHELOR OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600 119**

APRIL - 2022



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SCHOOL OF BUSINESS STUDIES
BONAFIDE CERTIFICARE

This is to certify that this project report is the bonafide work of PAVITHRA.D (39280022) who has done the project work entitled **A STUDY ON CUSTOMER PREFERENCE TOWARDS OTT PLATFORM DURING PANDEMIC** under my supervision from December 2021 to April 2022.

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Submitted for Viva Voice Examination held on _____

Internal Examiner

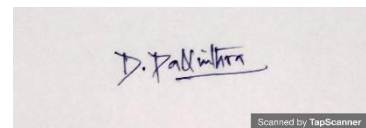
External Examiner

DECLARATION

I **PAVITHRA.D (39280022)** hereby declare that the Project Report entitled “ A STUDY ON CUSTOMER PREFERENCE TOWARDS OTT PLATFORM DURING PANDEMIC” done by me under the guidance of **Dr. Shetty Deepa Thangam Geeta, M.Com.;B.Ed;PhD(Internal)** submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration Degree.

DATE :22-04-2022

PLACE : Chennai

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'D. Pavithra'. Below the signature, there is a small, faint text that reads 'Scanned by TapScanner'.

Signature of the student

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **Sathyabama Institute of Science and Technology** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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PAVITHRA. D

ABSTRACT

Over-the-top (OTT) video platforms, once considered a luxury is today commodity. In India, there is an increasingly growing number of consumers adopting to it. While Indian streaming services like Hotstar and Jio Cinema has gained a stronger foothold, global players like Netflix and Amazon Prime have steadily grown their market share in India. This research tries to study the rise of OTT platforms during the pandemic, it is important to know the extend of increase in the popularity of OTT platforms during pandemic to know their future scope. This paper explores the emergence, advantage and future of streaming service in India through an analytical research. We also present the various OTT services, their growth factors, technology background, audience characteristics, content, censorship and future developments expected in the industry.

Key Words: OTT future, Network, Policy, Competition, Regulation, Market, Telecommunications, Internet.

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CHAPTER 1

INTRODUCTION

INTRODUCTION



The OTT(Over-The-Top) media platform is a digital media service delivered directly to audiences over the Internet. The companies that historically serve as a controller or distributor of such content, such as cable, radio, and satellite television channels, are bypassed by OTT. It's also been extended to no-carrier cellphones, which bill all communications as data, preventing monopolistic competition. OTT also refers to a new generation of modern television networks that, like conventional satellite or cable TV providers, offer live streams of linear specialty channels over the public Internet rather than a closed, private network of proprietary equipment like set-top boxes.

In this paper a study on customer preference towards OTT during a pandemic. Analysis of the consumption include determination of the OTT platforms used, time spent on them and their experience. Consumers can watch OTT content on phones (including Android, iOS, and Windows-type mobile devices), smart TVs (like Google TV and LG Electronics' Channel Plus), set-top boxes (like Apple TV, Nvidia Shield, Fire TV, and Roku), gaming consoles (like the PlayStation 4, Wii U, and Xbox One), tablets, and desktop and laptop computers.

The growing popularity and increased usage of the OTT platforms are aided with various benefits like ;

- **Connectivity** - OTT platforms are easy to use. OTT platforms requires only minimal things to access. It requires only a stable internet connection and a device like Mobile Phone or PC.
- **Cost friendly** - OTT platforms are Cost Friendly in compare to the Traditional TV connection. The content you can get on TV cable for a premium costly package is accessible on OTT for minimal prices.

●**Convenience** - OTT platforms allows you to access your favourite media content whenever, wherever and as often as you want. Also, considering physical requirements for cable TV based on location, OTT allows freedom over geographic location.

●**Variety content** - Through VOD service, one can access hundreds and thousands of movies and shows. Also including, news, sports, kids content and many more. Thanks to OTT, users can watch and enjoy most content from other countries.

Statement of research problem

The topic of the project is "A Study on consumer preference towards OTT Platform during Pandemic". The study aims at analyzing various OTT platforms that are available to use, which are prominent and measuring the degree of use by the people and their experiences and views on these platforms. The study also would help to focus on the various factors that may have influenced to the use of these platforms. The degree of satisfaction by using these platforms are also measured and further suggestions and use of peers are also analysed.

Objectives of the study

- (i) To measure the pattern of use of OTT platforms among people.
- (ii) To determine the factors influencing the use of OTT platforms.
- (iii) To recognize popular OTT platforms & content preference of viewers in OTT platforms.
- (iv) To understand the experience of using OTT platforms.
- (v) To make a study on the impact of COVID-19 pandemic on the OTT platforms.

HYPOTHESIS OF THE STUDY :

- NULL HYPOTHESIS(H₀)**; There is no significant relationship between gender & satisfaction of OTT platform.
- ALTERNATIVE HYPOTHESIS(H_a)**; There is significant between gender & satisfaction of OTT platform.

Significance of the study

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. All age groups have increased the use of OTT platforms during these times. With the use of mobile and internet connection the OTT media providers telecast shows, movies and other programs through applications and websites which can be easily accessed by the people. 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.

Scope of the study

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

Research methodology

The study is conducted among customers aging between 18-30 which are mostly students to infer their consumption of different OTT platforms. The study is conducted through distribution of questionnaires online and a total of 170 responses were 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.

Limitations of the study :

- 1.This study is limited to 170 respondents . So findings and suggestions given on the basis of the study cannot be extrapolated to the entire population.
2. The Study also restricts itself to the geographical area of the city Chennai.
3. Qualitative research & physical in-depth interview cannot be conducted due to on-going global pandemic Covid 19.

Chapterisation schemes

Chapter 1 : INTRODUCTION

The first is the introduction chapter. It includes a brief introduction of the topic, significance of the study, statement of the problem, objectives of the study, scope of the study, research methodology and limitations of the study.

Chapter 2 : REVIEW OF LITERATURE & THEORETICAL FRAMEWORK

This is the second chapter that explains the theoretical basis of the study and contains the survey of available literature pertaining to the study.

Chapter 3 : COMPANY PROFILE

This chapter explains about the details of the various companies and the industry.

Chapter 4 : DATA ANALYSIS & INTERPRETATION

This is an important chapter on the study because it deals with the interpretation and analysis of the topic. The tool used for the analysis is percentage analysis.

Chapter 5 : FINDINGS, SUGGESTIONS & CONCLUSIONS

This is the last chapter on the project. This includes the findings which derived from the analysis of the primary data. It also includes the conclusions made and suggestions on the study conducted.

CHAPTER 2

LITERATURE REVIEW & THEORETICAL FRAMEWORK

REVIEW OF LITERATURE

The literature review is a written overview of major writings and other sources on a selected topic. Sources covered in the review may include scholarly journal articles, books, government reports, Web sites, etc. The literature review provides a description, summary and evaluation of each source. It is usually presented as a distinct section of a graduate thesis or dissertation.

'Digital Media: Rise of on-demand Content' a report by Deloitte(2017) - 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.

Sachika Luthra- A study by Meghan McAdams revealed that the future of OTT applications in India will certainly be bright and long lasting. The conclusion she provided in her paper, she explains that at least half of the OTT users are undergoing a phenomena labeled as “subscription fatigue” which arises when engaging with a countless number of platforms worldwide. Apart from this, it was also pointed out that with major production houses like ZEE and Sony releasing their own OTT platforms, the services of niche and freestanding broadcasting platforms (mostly catering to regional and cultural tastes) are impacted negatively (McAdams, 2019).

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.

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.

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 a 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. Thus the consumption of the OTT platforms are thus in huge rise especially among the youth.

THEORETICAL FRAMEWORK

Understanding OTT

Over the top (OTT) refers to film and television content provided via a high-speed Internet connection rather than a cable or satellite provider. Viewers who dislike paying for bundled content are often referred to as cord cutters. The providers of these contents are referred to as OTT platforms. Common examples of OTT platforms popular in India are Netflix, Amazon prime, Disney+hotstar, HBO now, Sonyliv, Zee5, Voot, Hulu, ErosNow etc.

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.

- **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.

Reasons for growth of OTT platforms

- OTT bypasses cable, broadcast, satellite television and other platforms that generally act as a controller or distributor and enables disintermediation. The sole gateway to consumers, in the age of traditional media, was through film distributors, theatre runners, television networks or Multiple System Operators (MSOs). With OTT, the content creators can interact with their audience directly through a web page or Smartphone app. This offers the comfort of viewing movies and other entertainment at one's convenient time and place.
- The OTT platforms are easily accessible through the respective OTT apps available. The OTT apps have become the most downloaded app category ahead of social networking apps like Facebook, messaging apps like WhatsApp and

e-commerce apps like Amazon and Flipkart. The streaming market will collectively account for 46% of the overa growth in the Indian entertainment and media industry from 2017 to 2022.

- Another significant factor driving the rise of OTT platforms are rising Internet & broadband penetration and declining data charges, the proliferation of internet enabled mobile phones, personalization of content and pricing. At the end of 2019, India had 451 million monthly active Internet users, which is projected at 666.4 million by 2023 and currently has the 2nd largest population of internet users.
- Consumption of OTT platforms heavily relied on the availability of devices that are compatible with online video viewing. The Smartphone is the preferred video streaming device in India. In February 2019, nearly 144 million people spent a total of 362 million hours on an OTT platform as per the reports of Gevers, 2019.
- The next important factor for higher popularity of OTT platforms is the availability of personalized content. Research by IHS Markit reported that 76% of those surveyed gave their opinion that availability localized content, and 74% opted for the quality of dubbing and subtitles of international content as the critical decision-making factors.

Impact of COVID-19 pandemic on OTT platforms

The COVID-19 pandemic has played a major role in the increase in viewership of OTT platforms, as people working from home are also using OTT platforms more. The satisfaction level of customers have also risen due to space to watch with family, time to use OTT platforms, the quality of content on OTT platforms and preference of OTT platform over television.

As a result of these factors, 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 during last year 2020.

The suspension of major sports leagues around the globe was a massive blow since sports advertisements accounted for a significant share of the revenue for these OTT platforms.

However, sitting in October, most major leagues have returned as a relief to both the sports fans as well as the OTT service providers.

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.

CHAPTER 3

COMPANY PROFILE

NETFLIX



NETFLIX is one of the most common OTT services, and it is suitable for those interested in foreign programs. It is published in nearly 20 languages, like English, Spanish, and Portuguese. Netflix hits **16 million subscribers in three months** after the lockdown. Netflix entered India in January 2016. Their Unique Selling Proposition is the abundance of original movies and television shows it offers. Netflix comes with three different subscription plans with various benefits. The Basic subscription starts at Rs. 199 and does not support HD streaming. The Standard subscription costs Rs. 499 per month and supports HD streaming. The Premium subscription costs Rs. 649 per month and supports ultra-HD streaming and allows up to four devices to stream simultaneously. 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. In January 2021, Netflix reached 203.7 million subscribers.

MX PLAYER



MX Player is an OTT platform that offers material in all audio formats (including AC-3) and with subtitle assistance. 141 million unique users were recorded by the MX player mostly during the lockdown.

VOOT



Voot is an another OTT network. You can watch Colors TV's different TV shows when watching blockbuster movies. According to the most recent news, VOOT would be the first AVOD (advertisement based on demand) website in India to turn a profit.

AMAZON PRIME VIDEO



Amazon Prime Video is a well-known American organization best known for its web series such as "Mirzapur." Its material is also available in other languages, such as Dutch, italics, and so on. He stated that throughout the third quarter of 2020, there was a growth of approximately **80% of Prime members globally**. 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. 179 per month or Rs. 1499 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.

YOU TUBE PREMIIUM



[YouTube Premium \(previously YouTube Red\)](#) is a video website YouTube's subscription service..

DISNEY+ HOTSTAR



[DisneyPlus](#) is a service provided by Disney. 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. 99 per month or Rs.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.

SONYLIV



[Sony Liv](#) is another common OTT channel. Sony Liv was introduced by Sony Picture India Private Limited in 2013. Sony LIV received **26.14 million visitors in December 2020, ranking first in the area of arts and entertainment**. It has more than 40,000 hours of content from a wide variety of genres. SonyLiv had a higher growth rate in non-metropolitan cities like Lucknow, Indore, Patna and Jaipur, as compared to the metropolitan cities. Similar to Hotstar, it is available as a freemium service with content which viewers can see without signing-up or subscribing. The entry-level SonyLiv Special plan is priced at Rs 199. The top-end SonyLiv Premium plan, which includes live sports, original TV shows and movies, among others, is priced starting at Rs 299. The platform recorded 70 million viewers during the FIFA World Cup in 2018. The regional programmes boosts the popularity of SonyLIV.

ZEE5



ZEE5 is

another prominent OTT network operated by Essel Group through its subsidiary ZEE Entertainment Enterprises. According to ZEE 5, there are about **56 million daily users**. Moreover, it had an almost **80% rise in membership** after the lockdown. 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 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 mark. 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.

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 SonyLIV, Voot, Zee5, ErosNow and ALTBalaji, 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 booming industry

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.

According to a report, the Indian OTT market is set to reach Rs 237.86 billion (US\$3.22 billion) by FY25, from Rs 42.50 billion (US\$576.73 million) in FY19.

India will have 500+ million online video subscribers by FY23 and this number is likely to grow with increased smartphone and internet penetration. Going by the current trends, a diversified content portfolio and various pricing plans would help OTT players gain more paid subscribers.

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

4.1 GENDER OF RESPONDENTS

GENDER	No. of respondents	% of respondents
Female	98	58%
Male	72	42%
Total	170	100%

Table 4.1

Gender:
170 responses

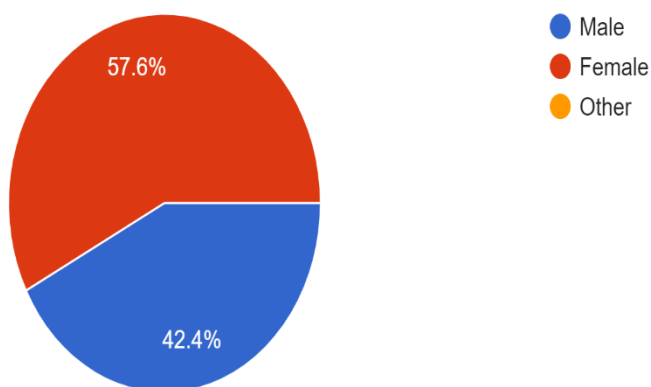


Chart 4.1

INTERPRETATION

- The primary data is collected from a total of 170 respondents
- 58% of the respondents are female
- 42% of the respondents are male

4.2. AGE GROUP OF RESPONDENTS

AGE GROUPS	No. of respondents	% of respondents
Below 20	53	31%
20-25	109	64%
25-30	2	1%
Above 30	6	4%
Total	170	100%

Table 4.2

Age:

170 responses

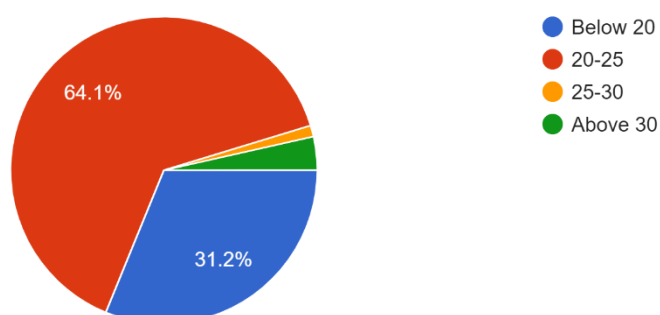


Chart 4.2

INTERPRETATION

- 64% of the respondents are in age group of below 20-25
- 1% of the respondents are in age group of 25-30years
- 31% of the respondents are aged below 20years
- 4% of the respondents are aged above 30

4.3 PROFESSION STATUS OF RESPONDENTS

PROFESSION STATUS	No. of respondents	% of respondents
Student	154	91%
Employee	13	8%
Home maker	2	1%
Total	170	100%

Table 4.3

Profession :
170 responses

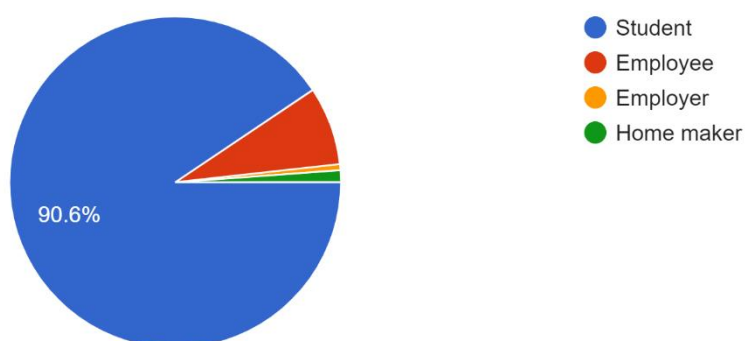


Chart 4.3

INTERPRETATION

- The majority of the respondents are students which consists of 91%
- 8% of the respondents are employed
- A small margin of 1% of respondents are homemaker.

4.4 OTT PLATFORM PREFERENCE

OTT PLATFORMS USUALLY USED	No. of responses	% of respondents
Netflix	92	54.1%
Amazon prime video	92	54.1%
Disney + hotstar	111	65.3%
You Tube	105	61.8%
Zee5	33	19.4%
Mx Player	40	23.5%
Jio Cinema	10	5.9%
Voot	6	3.5%
Other	13	7.6%

Table 4.4

Note : There are multiple responses from various respondents regarding the OTT platforms usually used by them.

OTT platforms do you prefer the most?

170 responses

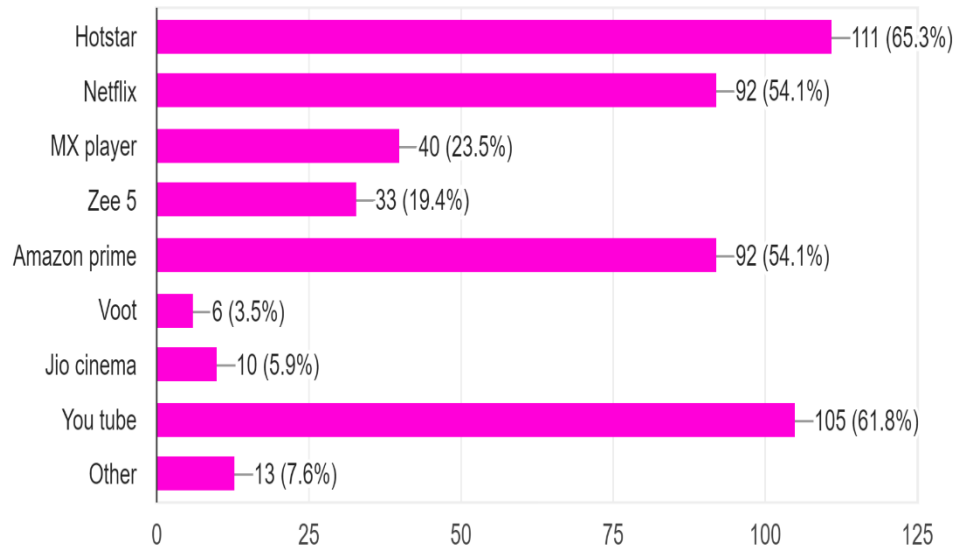


Chart 4.4

INTERPRETATION

Out of the 170 respondents, Hotstar is the most popular OTT platform being used followed by You tube. Netflix & Amazon Prime is used by 54% of the respondents. Mx Player is used by 24% of respondents. The other OTT platforms used include Voot, Zee 5, Jio Cinema etc.

4.5 LANGUAGE PREFERENCE

Languages	No. of responses	% of respondents
Tamil	151	89.3%
English	129	76.3%
Telugu	58	34.3%
Hindi	40	23.7%
Others	28	16.6%

Table 4.5

Note : There are multiple responses from various respondents regarding the language preference they wish to watch on OTT platforms.

Languages do you prefer to watch in Ott?

169 responses

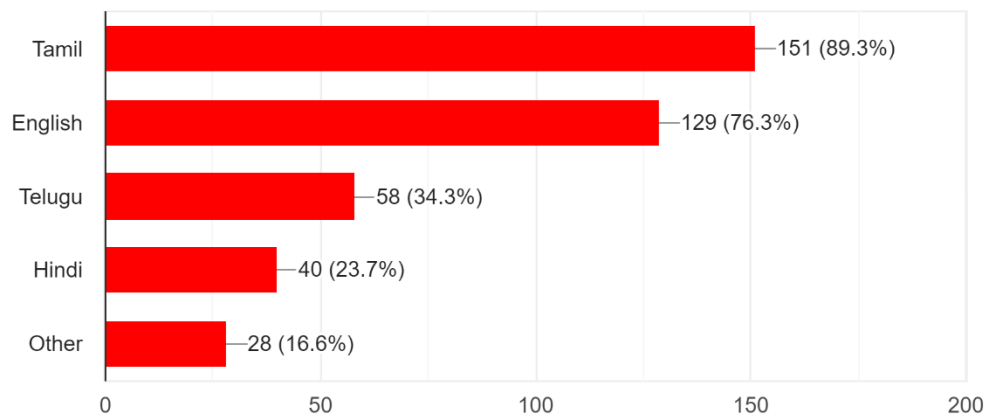


Chart 4.5

INTERPRETATION

Out of the 170 respondents, majority of them are using tamil language to see movies and web series with 151 responses respectively. 76% watch the contents in English Language. And some will watch in other languages.

4.6 MODE OF USAGE

Mode	No. of respondents	% of respondents
Paid	41	24%
Unpaid	61	36%
Both	68	40%
Total	170	100%

Table 4.6

Mode of utilization
170 responses

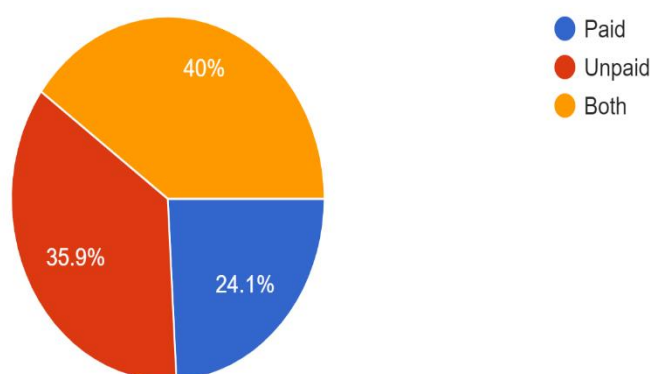


Chart 4.6

INTERPRETATION

From the above table majority of the respondents use unpaid OTT platforms. And some of them use both paid and unpaid modes, so no of respondents use both the modes are 40%.

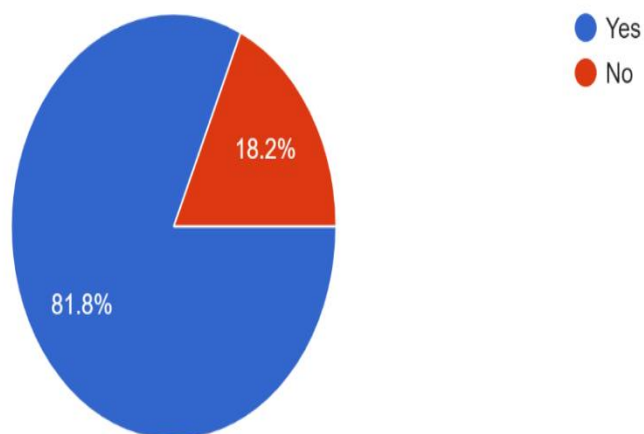
4.7 Cheaper & Convenient than Traditional Medium

Convenience	No. of respondents	% of respondents
Yes	139	82%
No	31	18%

Table 4.7

Do you think watching movies in OTT is cheaper and convenient than other Traditional medium?

170 responses



4.8 Cinema Hall vs OTT Platform

In a future,if a movie released in cinema hall or on OTT together,What Would you prefer mostly?

170 responses

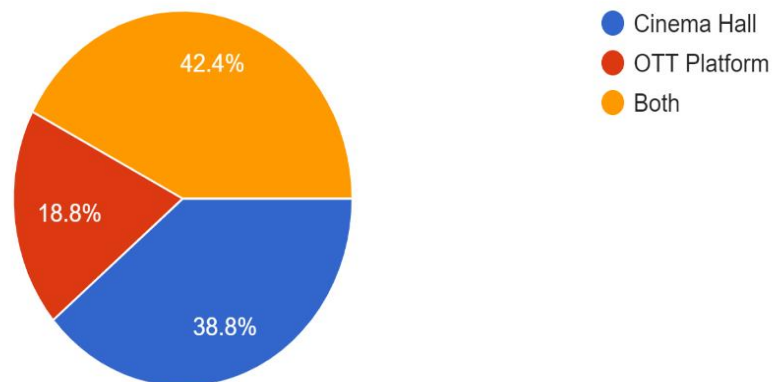


Chart 4.8

FACTORS	No. of responses	% of respondents
OTT Platform	32	18.8%
Cinema Hall	66	38.8%
Both	72	42.4%
Total	170	

Table 4.8

INTERPRETATION

The factor that influenced 42% respondents to use to see the movie in cinema hall & OTT Platform.

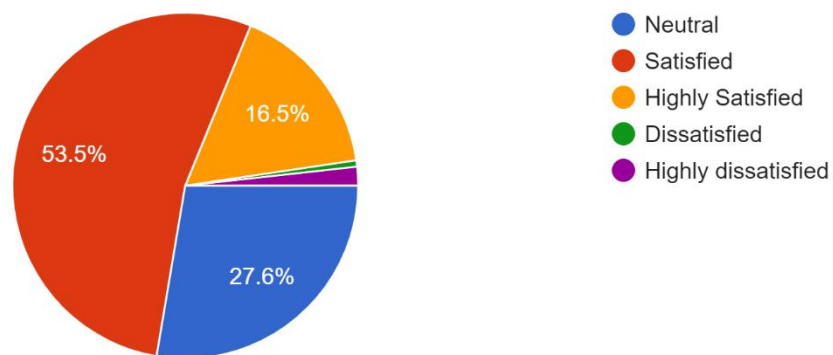
4.9 SATISFACTION OVER OTT PLATFORM

Satisfaction	No. of responses	% of respondents
Neutral	47	27.6%
Satisfied	91	53.5%
Highly Satisfied	28	16.5%
Dissatisfied	1	0.6%
Highly dissatisfied	3	1.8%

Table 4.9

Satisfaction Over OTT Platform?

170 responses



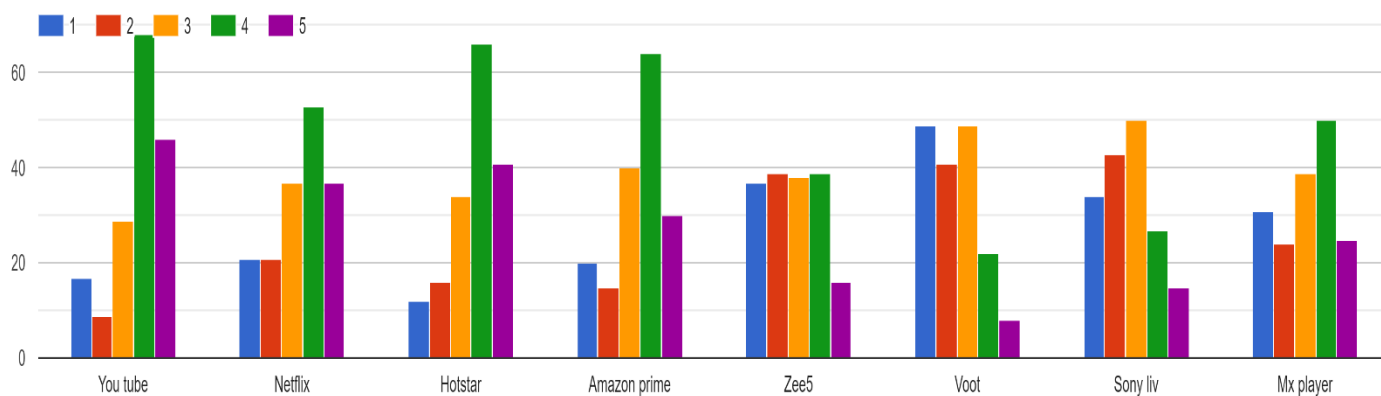
INTERPRETATION

Chart 4.9

From the above table it clearly shows that most of customers are satisfied with the OTT PLATFORM. The level of dissatisfied persons are very low.

4.10 RATINGS OF THE OTT PLATFORM BASED ON EXPERIENCE

Rating of the OTT platforms based on experience?

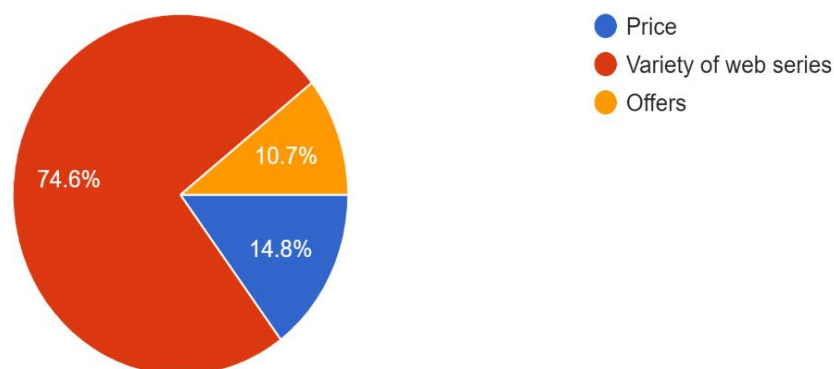


4.11 Reason for preferring OTT PLATFORM

FACTORS	RESPONDENTS	PERCENTAGE
Price	25	15%
Variety of Web Series	126	75%
Offers	18	11%

What is the reason for preferring Ott platform?

169 responses



INTERPRETATION:

The majority of the customers prefer Ott platform for variety of web series. So it clearly show that viewers watch the series for their entertainment. Offer are not a issue for them.

ANNOVA Analysis-Gender-wise satisfaction of ott platform.

NULL HYPOTHESIS(HO);There is no significant relationship between gender & satisfaction of OTT platform.

•**ALTERNATIVE HYPOTHESIS(Ha);**There is significant between gender & satisfaction of OTT platform

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	55.68182	1	55.68182	20.01634	0.000232	4.351244
Within Groups	55.63636	169	2.781818			
Total	111.3182	170				

INTERPRETATION: From the table (number of the table) it can be interpreted that there is relationship between gender and satisfaction of ott platform significant value is less than 0.05.

CHAPTER 5

FINDINGS, SUGGESTIONS & CONCLUSION

F

FINDINGS:

(i) To measure the use of OTT platforms among customers.

- There are almost an equal majority of people who use the OTT platforms both paid and unpaid modes.
- Majority of the students uses a single OTT platform regularly and the next large group of students uses 2 OTT platforms regularly.

(ii) To determine the factors influencing the use of OTT platforms.

- Majority of the customers are influenced by social media to use the OTT platforms followed by the peer influence becoming the next big factor.
- User friendliness of the OTT platforms is the most influential benefit derived from the OTT platforms followed by the flexibility in usage of these platforms.

(iii) To recognise popular OTT platforms & content preference of viewers in OTT platforms.

- Disney + Hotstar is the most popular OTT platform among people followed by Netflix and you tube.
- Majority of the you prefer to watch movies & web series on the OTT platforms in Tamil and English language.

(iv) To understand the experience of using OTT platforms.

- Majority of the customers are satisfied with their experience of using OTT platforms & only a small group has dissatisfied with their OTT experience.
- Majority of the viwers mostly wish to watch movies on OTT & theatres. Also none of the viewers has responded negatively for suggesting OTT to others.

(v) To make a study on the impact of COVID-19 pandemic on the OTT platforms.

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

SUGGESTIONS

- The OTT platforms should recommend its users with new and featured content which was received through getting the right to stream protected content, by display of attractive banners.
- 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.
- Segmentation of the user's experience are to be made from the content selection to the payment model, all have to be finely tuned to the expectations of their respective audience bases
- The relationship between the streaming platform and the consumers are to be strengthened through collection of critical user feedback which would help to maintain service excellence and retain your subscribers.
- Advertising should be made by the OTT platforms whose presence should have as minimal an impact on the viewing experience as possible and they should be targeted to the interests of the user seeing them.
- More attractive offers and promotions are to be made on the referral policy of the OTT platforms which would help in more new user acquisition.
- The consumers should be made 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 more made in the social media as it is one of the influential factors for the consumption of customers.
- There should be more broadcasting of regional movies and programs which would give rise to an increased number of OTT consumers.
- Freedom should be given to the consumers regarding the selection of their language and the choosing of their preferred contents.

CONCLUSION

The present study confirms to know about the customer preference and satisfaction towards OTT platform.

As India is the world's largest growing OTT industry, this momentum is utilised by the significant increase in the introduction of new OTT players in the market and rapid changes in providing of personalised content. Even the smaller OTT platforms are raising capital from international investors and making a significant impact on the market.

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.

Movies and web series are the most watched on OTT among the youth, which are preferred due to the availability of the original content, which are free from censorship. The government's plan to impose censorship on the contents of OTT platforms would have a drastic effect, as most of the users prefer to watch original content - which are unavailable on theatres and other platforms. Most youth are also against the imposition of censorship.

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 result of the study reveals the preference towards OTT platform

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QUESTIONNAIRE

Name: _____

1. Age group:

● Below 20

● 20 - 25

● 25 - 30

● 30 above

2. Gender:

● Male

● Female

● Other: _____

3. Profession:

● Student

● Employee

● Unemployer

● Home maker

4. What is the reason for preferring OTT PLATFORMS:

● Price

● Variety of web series

● Offers

5. Mode of Utilization:

● Paid

● Unpaid

● Both

6. OTT platforms do you prefer the most:

- Hotstar
- Netflix
- Mx Player
- Zee 5
- Amazon Prime
- Voot
- Jio Cinema
- You tube
- Other

7. Language do you prefer to watch in OTT:

- Tamil
- English
- Telugu
- Hindi
- Other

8. Do you think watching movies in OTT is Cheaper & Convenient than other Traditional Medium:

- Yes
- No

9. In a future, if a movie released in cinema hall or on OTT together, What Would you prefer mostly:

- Cinema Hall
- OTT Platform
- Both

10. Will there be decrease in cinema hall Footfalls due to OTT Platform in future:

- Yes
- No
- Can't Say

11. Satisfaction Over OTT Platform:

- Netural
- Satisfied
- Highly Satisfied
- Dissatisfied
- Highly dissatisfied

12. Which of these online streaming platform you prefer the most to watch movies, TV shows,sports etc

- Hotstar
- Amazon Prime
- Netflix
- Voot
- Sony liv
- Zee 5
- ALL

