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## An Analysis of Customer Perception and Attitude towards OTT Platforms with Special Reference in Tiruvannamalai Town

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### Abstract

Over-the-top platforms or OTT platforms are streaming platforms that deliver audio, video or audio-visual content through the internet. These platforms do not use the usual cable or the satellite signals like the traditional television. Any kind of content will be delivered through the internet. As technology is fast growing and internet is accessible to the majority of the population, Over-the-top (OTT) platforms have carved their niche in the entertainment market. The Study on customer preference towards Amazon Prime, and Hot star among the masses of Tiruvannamalai was done to find the acceptance of the OTT platforms and the underlying influencing factors. The statistical tools like descriptive statistics were used to analyze the collected data through survey with help of a self designed questionnaire. The findings of these studies gave conclusive status of the customer acceptance and preference of the OTT platforms in Tiruvannamalai with a higher preference towards Netflix among the masses.

### I.INTRODUCTION

The online entertainment industry in India has marked a major growth in the past few years. This has all been possible because of the changing lifestyle of the Indian viewers and the introduction of the various online video streaming platform so which the content is served to them. There has been a major growth in the access to online content with the introduction of faster and cheaper internet services in the form of mobile connection and wide availability

of broadband services. The number of people visiting online for content, and the time they spend on watching online videos has increased. The introduction of Netflix, Amazon Prime, ALT Balaji, MX Player, TVF and a number of other web and App based online video streaming platforms, along with faster internet services have become very popular in the Indian entertainment industry. The online content streaming has become a lucrative opportunity for the content producers with growing popularity, and it further has resulted in more and more content being uploaded on the internet

### **Objectives of the Study**

- To study the customer perception towards OTT platforms.
- To determine the factors influencing the users too OTT platforms.
- To measure customer's level of satisfaction towards OTT platform.

### **Scope of the Study**

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

### **Review of Literature**

**Sharma(2020):** Theon-goingCOVID-19crisis 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 among state multiplexes as the users might ship the traditional window pattern. INOX and PVR both issued a public statement reacting to this issue. According to experts this is a solution to the short term need of the film industry. It is a win-win situation for OTT players who has fresh content and the film makers whose production is ready but unable to release. However, this will not be a paradigm shift, in the long term, once things return to normal. The cine magnates more revenue for the production houses compared to the OTT platforms .Being this a vital factor, the films will he cine 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.

**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 or recreation or work, public activity progressively moved to online stages. Web-based social networking furnished the chance to remain associated with families, companions, partners, neighbor 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.

**ManojKumarPatel(2020):** Their search work reveals that OTT platforms are evolving and are having a considerable edge over the traditional mediums of entertainment. Consistent evolution of content richness. The author finally concludes that the rapid growth of streaming media in India is due to the liberty it provides for the consumers to access content anywhere irrespective of time.

**Dasgupta & Grover(2019):** 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.

**ParamveerSingh(2019):** According to the study, Netflix, Hotstar, and Jio are the most popular among Indian youth. The youth are more likely to take advantage of free trials offered on these platforms, are nocturnal viewers, and prefer web series to cinema. Over-the-top applications are transforming media consumption patterns in India, according to the respondents.

### **Statement of the Problem**

The topic of the project is “An analysis of customer perception towards OTT platforms” The study aims at analyzing various OTT platforms that are available to use, which are prominent and measuring the degree of use by the viewers 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 is also measured and further suggestions and use of peers are also analyzed.

### **Research Methodology**

For study, appropriate sample size will be taken from the students towards OTT platforms during the covid-19 pandemic period with special reference to Tiruvannamalai town. Both primary and secondary data will be used for the study. The primary data is collected through online survey and secondary data collected from the internet, various books, journals, and magazines. The study will be conducted in descriptive nature.

### **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, Sony LIV, Zee5, Voot, Hulu, Eros Now, etc.

### **Tools of Data Collection**

Data collection tools refer to the devices/instrument used to collect data. The success of any research depends solely on the data which drives it. In this study data is collected through well-structured questionnaire.

### Tools of Data Analysis

For the analysis of the data and its interpretation, various tools of research were used.

- Percentage analysis is the tool used for data analysis.
- Chi square formula

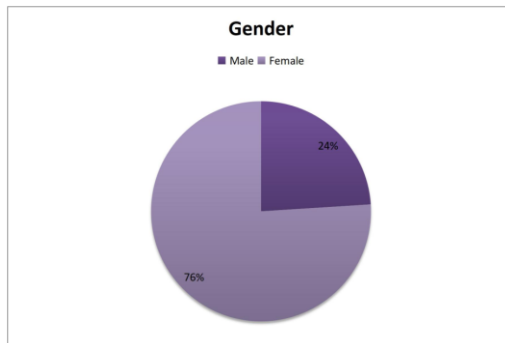
### Data Analysis and Interpretation

Table 4.1: Gender

PARTICULAR	NO.OF RESPONDENTS	PERCENTGE
Male	24	24
Female	76	76
Total	100	100

### Interpretation

From the table 4.1, it is clear that out of 100 respondents, 24% of the respondents are male, 76% are female. From this data it is seen that majority are female.



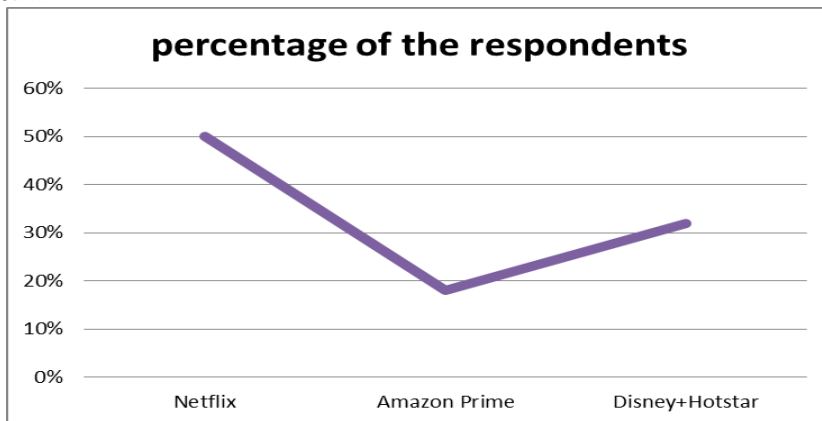
Particular	No. of Respondents	% Percentage
Netflix	52	52
Amazon Prime	18	18
Disney+ Hotstar	30	30
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 4.2: Preference of OTT platforms**

(Sources: Primary data)

**Interpretation**

From the table 4.2, it is clear that out of 100 respondents, 52% of the respondents prefer Netflix, 18% prefer Amazon prime, 30% prefer Disney+ Hotstar,. From this data it is seen that majority of the respondents prefer Netflix.



**Chi Square Test Analysis**

- Percentage analysis is the tool used for data analysis.
- Chi Square Formula-  $\chi^2$ . The chi-square formula is:  $\chi^2 = \sum(O_i - E_i)^2 / E_i$  where  
 $O_i$  = observed value  
 $E_i$  = expected value.  
 $\chi^2$  = Chi Square Value

## **Findings**

1. Out of 105 respondents, 21.9% of the respondents are male, 78.1% are female and 0% other respondents. From this data it is seen that majority are female.
2. Out of 105 respondents, 59% of the respondents are doing below 20, 20% are 21-40, 14.3% are 41-60 and 6.7% are above 60. From this data it is seen that majority are below 20 the least is above 60 .
3. Out of 105 respondents, 93.3% of the respondents are aware of OTT platforms and 6.7% are not aware. From this data it is seen that majority of the respondents are aware of OTT platforms.

## **Suggestions**

- The OTT platforms should recommend its users with new and featured content which was 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 user who are occasionally consuming OTT platforms.
- Segmentations of the user's experiences are to be made from the content selection to the payment model, all have to be finely turned to the expectations of their respective audience bases.

## **II. CONCLUSION**

- As India is the world's largest growing OTT industry, this momentum is utilized by the significant increase in the introduction of new OTT players in the market and rapid changes in providing of personalized 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. 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 smart phones and availability of internet data at competitive prices in India.

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