



A Study on Subscriber's Behaviour towards Over the top (OTT) Media Services

Dr. Sagar Sanwariya¹, Geetesh Yadav²

¹Assistant Professor, EAFM, Govt. Girls College, Nathdwara

²Research Scholar, Department of Banking and Business Economics, Mohan Lal Sukhadia University, Udaipur

Abstract OTT service in India is a dynamic and evolving phenomenon that has transformed the entertainment industry and has created new possibilities and challenges for both consumers and content creators. It is a service that offers more than just entertainment; it offers an experience that is customized, interactive, and engaging. A significant change has occurred in the entertainment sector over the past couple of years. Watching celebrities and hangovers with friends were formerly a commonplace in multiplexes and movie theatres, but these practices are no longer prevalent, and it doesn't appear that they will ever do so again. This occurred as a consequence of difficulties created by COVID-19 and limits put in place as a result. Only a small number of people have attended in large-scale gatherings.

Keywords OTT service, entertainment

1. Introduction

According to the Nielsen smartphone panel report for week 4, consumption of video streaming platforms increased by about 19% in metro areas compared to 23% in non-metro areas, with weekly average consumption of VOD coming in at almost 4 hours. This trend is continuing as the impact of COVID-19 on daily life intensifies. The outbreak is also causing a surge in content consumption across all devices. During this outbreak, we will see a large shift in consumers using Amazon Fire stick and Google Chrome cast or switching to new age smart TVs for OTT consumption, particularly in India. Most OTT platforms have made great strides in the last few years in terms of integrating new-age ad tech, integrating Data Management Platforms (DMP), and finding ways and means to enrich the data by partnering with third party deterministic data providers, creating new ad formats, so the category is at a tipping point. As a result, the understanding of consumers by OTT platforms today is almost identical to that of YouTube or Facebook. The allocation of media budgets based on channel (TV, Digital, Print, OOH, etc.), as well as these traditional media-driven marketing strategies, must change. Individuals as well as the traits and behaviours that define them as the target market for a brand's good or service are increasingly being acquired as media. Similar to this, the purchase of digital video media is evolving to become highly dynamic in order to follow consumers between devices and streaming services, but it must also be pertinent at every stage. The new media buying era is all about personalisation and how companies must interact with customers across numerous OTT platforms depending on the kind of content they are watching, the time of day, the kind of device they are using to stream video, and many other criteria. OTT service, or over-the-top service, is a term that refers to the delivery of audio, video, and other media content over the internet without the involvement of a traditional cable or satellite operator. OTT service in India has become an important component of the entertainment industry, as it offers many features and advantages to both consumers and content creators. Some of the unique features of OTT services in India are such that it allows users to access a variety of content, such as movies, TV shows, web series, documentaries, sports, news, etc., on demand and at



their convenience. It enables users to stream content on different devices, such as smartphones, tablets, laptops, smart TVs, etc., using a single subscription. It provides users with personalized recommendations and suggestions based on their preferences and viewing history. It offers users more control over their viewing experience, such as choosing the quality, language, subtitles, etc., of the content. The advantages of OTT service in India are to reduce the cost and hassle of subscribing to multiple cable or satellite operators and paying for channels or packages that are not watched. It increases the reach and accessibility of content, especially for rural and remote areas where cable or satellite services may not be available or affordable. It enhances the diversity and quality of content, as it allows content creators to experiment with different genres, formats, themes etc. and cater to niche audiences. It boosts the growth and innovation of the entertainment industry, as it creates more opportunities for content production, distribution, monetization, and consumption. OTT service in India is immense and promising, as it is driven by various factors, such as the rapid growth of internet penetration and smartphone usage in India, which has created a large and diverse online audience for OTT content. The rising demand for original and exclusive content that is not available on traditional platforms or is censored or regulated by them. The increasing competition among OTT platforms that are vying for market share and customer loyalty by offering attractive pricing plans, content libraries, features, etc. The changing preferences and expectations of the Indian audience that are looking for more convenience, choice, and quality in their entertainment options.

Major Reasons which Make OTT More Popular

- Content on OTT
- Popularity Indicates Talent
- No Censorship On OTT

Determinants of Selection of Ott Services

- Content quality and diversity
- Price and value
- User experience and convenience
- Social influence and word-of-mouth

Objectives of the Study

The proposed study has following objectives:

1. To research what makes people choose OTT platforms over more conventional video viewing options like TV.
2. To research factors that affect consumers' selection of OTT platforms.

Review of Literature

Chakraborty et al. (2023) conducted this study with a purpose to identify the consumption values that contribute to the development of trust and affect subscribers' intentions to renew their OTT platform subscriptions. Through the use of the theory of consumption values (TCV), we offer a brief theoretical model. SEM was used to analyse the survey results, and mediation and moderation analysis was used to further investigate the model. With the exception of social value, all other proposed values were found to positively increase repurchase intention. The identified five values were found to have a substantial impact on developing trust.

Saha and Srivastava (2023) Fast technical advancements besides higher network dissemination levels across India as a result of the introduction of OTT platforms drastically altered how people consumed media. COVID-Demand for OTT platform services like Netflix, Amazon Prime, Zee 5, Alt Balaji, and Disney Hotstar has significantly surged as a result of the Covid-19 outbreaks. These services revolutionized the theatre and broadcasting industries by providing tremendous services throughout the restricted period.

Sharma and Lulandala (2023) to fill the two gaps in the current OTT literature, this study was done. In order to determine the techniques adopted by the best-performing subscription-based OTT platforms in India, this



study applied Eisenhardt's multiple case study methodology. Additionally, an exploratory semi-structured Google questionnaire was employed to examine how consumers used OTT throughout the epidemic. Data from the survey and case studies were analysed in this study using NVivo 12 and MS Excel 2010. Seven resilient OTT methods were identified by this study, including competitive cheap pricing, improving customer experience, introducing novel service plans, localising content, strategic collaboration, adaptability in technology adoption, and proactive sales promotion.

Sharma et al. (2023) OTT platform are investing too much in generating material for the Indian market. These situations highlight the demand for a solution that attracts and retains customers, enabling OTT providers to generate revenue. This study investigates the underlying gratifications, such as informational, connection, and regional and cultural content, gained via OTT qualities, through repercussions, such as raising consciousness and being connected to reality. The utilization of OTT platforms by customers to satisfy their desires was shown by the means-end chain hypothesis.

Tsai et al. (2023) entitled "A deeper understanding of switching intention and the perceptions of non-subscribers". This study tries to comprehend users' intentions to transfer from free platforms to paid subscription ones. The push-pull-mooring (PPM) theory was used in this study to examine viewers' intents to transfer from free OTT platforms to paid ones. The partial least square (PLS) method, which consists of two stages, was used to create and evaluate a research model.

Data Analysis

How much time do you spend on watching OTT content in a week

Table 1: Time

Amount	N	Percentage
Time less than 6 hours in a week	80	16%
60-12 hours in a week	94	18.8%
12-18 hours in a week	124	24.8%
18-24 hours in a week	154	30.8%
More than 24 hours in a week	48	9.6%
Total	500	100

(Source: Field Survey)

When respondents were asked that how much time they are spending on the watching OTT content in a week than majority of the respondents(N=154, Percentage=30.8%) said 18-24 hours in a week followed by 12-18 hours in a week(N=124, Percentage=24.8%) and 18.8% respondents said 60-12 hours in a week, 16% respondents said less than 6 hours in a week and very few respondents said more than 24 hours in a week.

OTT services are accessible to me as I have unlimited access to the internet on my smartphone/system

Table 2: OTT services are accessible

Response	N	Percentage
Strongly Disagree	47	9.40%
Disagree	6	1.20%
Neutral	112	22.40%
Agree	196	39.20%
Strongly Agree	139	27.80%
Total	500	100.00
Mean Score		3.83
Standard Deviation		0.984
Result		Agree

(Source: Statical Analysis)



OTT services are accessible, according to 39.20% of respondents (N=196), and 27.80% of respondents (N=139) have shown significant agreement to this assertion. 22.40% of respondents (N=112) lack a firm opinion on the matter, compared to 9.40% (N=47) who strongly disagree and 1.20% (N=6) who disagree with the statement. The statement has forecast agreement with the average score (3.83), leading to the conclusion that OTT services are accessible.

Conclusion

The conclusion drawn from the study's findings about technology adoption indicates that OTT viewers' intentions to adopt technology are viewed as relatively less positive than their perceptions of its perceived utility, usability, and attitude toward its use. It is important for e-service providers to concentrate on numerous e-service-related aspects that meet the expectations of OTT viewers. Overall, it is clear that broadcasters of OTT platforms should concentrate on providing consumers with aggregated content on a variety of programs, even though technology will continue to be crucial to commercial operations. The OTT service providers who might profit from adjusting the measures to the sector should also take note of effective e-services. Therefore, it is crucial to develop technology capabilities to draw a large audience in order to initially inspire OTT viewers to use OTT platforms. India has made improvements to its internet protocol in recent years, but more work has to be done.

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