

A STUDY ON CUSTOMER PERCEPTION TOWARDS OTT PLATFORM WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY, THRISSUR DISTRICT, KERALA

Remya*
Rupini T.S.**

ABSTRACT

The Covid-19 pandemic and the nation lockdown has not only slowed down the growth of the enterprises and financial outcome, yet has additionally prompted change in the behavioral pattern of the individual towards consumption of products and services, including that of digital based consumption. One of the more recent is the content shift from television to OTT platforms. Over the Top (OTT) platforms like Netflix, Amazon Prime, Disney + hot star etc. are becoming more popular day by day and increasing its subscriber base. OTT refers to film and television content provided via a high-speed internet connection rather than a cable or satellite provider.

Keywords: OTT, Covid-19, Lockdown, Indian Media, Big Flix.

Introduction

In India, Big Flix also termed as 'Personal Blockbuster Theater' was launched by Reliance entertainment in 2008 which offered numerous movies on demand with a subscription fee. There has been an exponential growth in video-on-demand platforms in India. Hotstar, Netflix, Amazon prime have become big names in the business. There's no rethinking in the way that the OTT business will be the substance of the Media and Entertainment Industry in the coming years. The report covers reviews of Netflix and Hotstar, the two significant giants in OTT platforms in the Indian Media and Entertainment industry. Amidst all this, the dominance of watching movies in the cinema hall has always remained. But now this domination is suspected. In India, the theater release of all major films has been 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.

The present study has been undertaken to analyze the attitude of customers towards OTT platforms in Irinjalakuda locality. It tries to analyze the level of satisfaction towards OTT platforms.

Significance of the Study

OTT clearly represents the future of media, representing the best way for entertainment. The demand for OTT services had been surging, but with coronavirus, people have stopped going to the movie theaters, and OTT platforms have filled this void by releasing new movies and TV shows on the platforms. The trends such as customized content delivery and personalization encourages user participation in this streaming mode. The economic cost for subscription, crisp sound and picture quality for streaming, multi-platform service and the delivery of original content has prompted the customer to shift to OTT platforms. The main aim of this study is to analyze the perception of the individuals towards OTT platforms. It also aims to identify the satisfaction level of users towards OTT platforms and make suitable changes in OTT services according to the respective needs of the users.

* Assistant Professor, St Joseph's College (Autonomous), Irinjalakuda, Kerala, India.

** Assistant Professor, St Joseph's College (Autonomous), Irinjalakuda, Kerala, India.

Scope of the Study

The study aims to analyze the attitude towards OTT platforms of people in Munkundapuram Taluk of Irinjalakuda Municipality. This research is primarily about information on the concept of OTT platforms influencing users during pandemic time. The study aims to understand the factors influencing users in Irinjalakuda municipality to choose different types of OTT platforms and to study the key possibilities surrounding OTT adoption due to covid-19. The Independent variables of the study are Age, Income of the people etc. and Dependent variable is Customer Satisfaction.

Statement of the Problem

In the present scenario, the world communication service has moved to an advanced step for telecasting their programs. This new mode of telecasting is known as OTT platform service. With the use of mobile and internet connection the OTT media provide telecast shows, movies and other programs through applications and websites which can be easily accessed by the people. In this pandemic situation of covid, there is an increased use of mobile phones and internet and the theater release of films is decreased, most of the people shifted to OTT platforms. In the previous studies, researchers had put an effort in analyzing the comparison between two OTT platforms or comparison between OTT platforms and traditional streaming media. Now it has been an initiative to analyze the satisfaction of the customers towards this latest streaming method. So the topic "A study on customer perception towards OTT platforms during the pandemic with special reference to Irinjalakuda Municipality" was selected.

Objectives of the Study

- To study the customer preference for OTT Platforms.
- To identify the factors influencing customer usage of OTT Platforms.
- To analyze the level of satisfaction of customer towards OTT platforms.
- To identify the problems while using OTT channels.

Research Methodology**Type of Research**

The type of research used for this study is descriptive research.

Source of Data

The data for this study is obtained as a blend of primary and secondary sources. Primary data of this study is collected through questionnaires distributed among the users of OTT platform in Irinjalakuda Municipality. Secondary data has been collected from the internet, magazines and newspapers.

Population of the Study

The population of the study is the customers using OTT platform in Irinjalakuda municipality.

Sample Frame

Selected wards in Munkundapuram Taluk

Sample Unit

Each customer in the sample frame

Sample Size

Sample size is 50

Sampling Technique

The sampling technique used in the study is Convenience Sampling.

Tools used for Data Analysis

The data collected was analyzed using Percentage Analysis, Ranking method and Likert scale.

Tools used for Data Presentation

The data analyzed was presented through Tables, Graphs and Diagrams.

Limitations of the Study

- The study covers only Irinjalakuda municipality.
- Some of the respondents hesitated to give information.

OTT Platforms

OTT (over-the-top) is a means of providing television and film content over the internet at the request and to suit the requirements of the individual consumer. The term itself stands for "over-the-top", which implies that a content provider is going over the top of existing internet services.

The first dependent Indian OTT platform was BIGFlix, launched by Reliance Entertainment in 2008. In 2010 Digivive launched India's first OTT mobile app called nexGTV, which provides access to both live TV and on-demand content. NexGTV is the first app to live-stream Indian Premier League matches on smartphones and did so during 2013 and 2014. The livestream of the IPL since 2015, played an important role in the growth of another OTT platform, Disney + Hotstar in India. OTT gained significant momentum in India when both DittoTV (Zee) and Sony Liv were launched in the Indian market around 2013. DittoTV was an aggregator platform containing shows across all media channels including Star, Sony, Zee etc.

Rise of OTT in India

Since the outbreak of COVID-19 and consequent national lockdown in March 2020, India witnessed a significant growth in the usage of OTT and emerged as a threat to the Television industry. Until then, the popularity of OTT platforms were limited to urban areas and the above middle class.

Literature Review

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

Junghwan K, Seungcheol K and Changi N (2016) in their study entitled "Competitive dynamics in the Korean video platform market: Traditional pay TV platforms vs. OTT platforms" indicated that the case of the Korean market was significantly different from the case of America, in that competition between traditional pay TV and OTT was not severe. This theory is a unique framework to conceptualize and empirically measure the impact of new media on the old one.

U Cebeci, Oguzhanince and HulyaTurkcan (2019) in their study entitled "Understanding the intention to use Netflix : An extended technology acceptance model approach" found that self-efficacy is related to PEOU and PU. People who have self-efficacy of using Netflix or any other new technology, perceive that they can use it without having a problem. Consumers can only believe that they can easily use and benefit from this technology when they have sufficient knowledge.

Dr. Dasgupta and Dr.Grover (2019) in their study entitled "Understanding adoption factors of over-the-top video services among millennial consumers" examined that the key factors affecting adoption to over-the-top are convenience, mobility, content, subscription strategies. These strategic parameters will ensure higher engagement levels of the consumers for the OTT content.

Madnani D, Fernandes S and Madnani N (2020) in their study entitled "Analyzing the impact of covid-19 on over-the-top media platforms in India" found that lockdown has played a major role in increase in viewership of OTT platforms, as people working from home are also using OTT platforms more. The average hours spent on OTT have increased from 0-2 to 2-5 hours and average spending that users are willing to make on OTT platforms is Rs. 100-300 (per month).

Table 1: Age of Respondents

Particulars	Frequency	Percentage
Less than 20	14	28
20-40	27	54
40-60	7	14
Above 60	2	4
Total	50	100

Source: Primary Data

Table 2: Gender of Respondents

Particulars	Frequency	Percentage
Male	23	46
Female	27	54
Total	50	100

Source: Primary Data

Table 3: Income of the Respondents

Income of the Respondents	Frequency	Percentage
Less than 1 lakh	36	72
1 lakh-3 lakh	10	20
Above 3 lakh	4	8
Total	50	100

Source: Primary Data

Table 4: Awareness about OTT platforms

Particulars	Frequency	Percentage
Aware	50	90.9
Not aware	5	9.1
Total	55	100

Source: Primary Data

Table 5: Subscription of OTT platforms

Particulars	Frequency	Percentage
Subscribed	50	100
Not subscribed	Nil	0
Total	50	100

Source: Primary Data

Table 6: Time Spend on OTT Platforms

Particulars	Frequency	Percentage
Daily	19	38
Weekly	17	34
Monthly	14	28
Total	50	100

Source: Primary Data

Table 7: Source of Awareness about OTT Platforms

Particulars	Frequency	Percentage
Friends and relatives	28	56
Advertisements	9	18
Magazines and newspapers	1	2
All of the above	12	24
Total	50	100

Source: Primary Data

Table 8: Preferred Time for using OTT

Particulars	Frequency	Percentage
Morning	2	4
Afternoon	8	16
Evening	9	18
Night	31	62
Total	50	100

Source: Primary Data

Table 9: Preference of OTT platforms over Cinema Halls

Particulars	Frequency	Percentage
Preferred	25	50
Not preferred	25	50
Total	50	100

Source: Primary Data

Table 10: Most preferred OTT Application

Particulars	Frequency	Percentage
Netflix	21	42
Amazon prime	20	40
Disney + hotstar	8	16
Others	1	2
Total	50	100

Source: Primary Data

Table 11: Number of OTT Channels Currently Subscribed

Particulars	Frequency	Percentage
0-1 channel	27	54
1-3 channel	20	40
More than 3	3	6
Total	50	100

Source: Primary Data

Table 12: OTT Platform is Cheaper than Traditional Medium

Particulars	Frequency	Percentage
Cheaper	17	34
Not cheaper	10	20
Can't say	23	46
Total	50	100

Source: Primary Data

Table 13: Most Watched OTT Content

Particulars	Frequency	Percentage
TV shows	6	12
Movies	37	74
Sports	5	10
Others	2	4
Total	50	100

Source: Primary Data

Table 14: Increased Use of OTT Platform During Lockdown Period

Particulars	Frequency	Percentage
Agree	43	86
Disagree	2	4
Can't say	5	10
Total	50	100

Source: Primary Data

Table 15: Pandemic Influence on OTT Usage

Particulars	Frequency	Percentage
Influenced	35	70
Not influenced	6	12
Can't say	9	18
Total	50	100

Source: Primary Data

Table 16: Last Subscription of an OTT Platform

Particulars	Frequency	Percentage
Pre-lockdown period	21	42
Post-lockdown period	29	58
Total	50	100

Source: Primary Data

Table 17: Reason for having more than One Paid OTT Platform

Particulars	Frequency	Percentage
To meet the needs of different household members.	23	46
There is no single service that provide all the content I want	13	26
I sign to a free trial and forgot to cancel	12	24
None of above	2	4
Total	50	100

Source: Primary Data

Table18: Satisfaction with the Use of OTT Platforms

Particulars	Frequency	Percentage
Highly satisfied	10	20
Satisfied	23	46
Neutral	12	24
Dissatisfied	3	6
Highly dissatisfied	2	4
Total	50	100

Source: Primary Data

Findings

On the analysis and evaluation of the data collected from the respondents, the following important findings were recorded:

- It can be seen that, 28 percent of respondents are in the age group of less than 20, 54 percent of the respondents are in between 20-40 age group, 14 percent of the respondents are in between 40-60 and 4 percent of the respondents are in the age group of above 60.
- It can be seen that, out of the 50 respondents, 46 percent of the respondents are male and 54 percent of them are female.
- It can be seen that, 72 percent of the respondents have income less than Rs.1 lakh, 20 percent of the respondents have income between Rs.1 lakh-Rs.3 lakh and 8 percent of the respondents have income above Rs.3 lakh.
- It can be seen that, 90.9 percent of the respondents are aware of OTT platforms and 9.1 percent of the respondents are not aware of OTT platforms.
- It can be seen that 100 percent of the respondents are OTT subscribers.
- It can be seen that, 38 percent of the respondents are daily users of OTT platforms, 34 percent of the respondents are weekly users of OTT platforms, 28 percent of the people are monthly users of OTT platforms.
- It can be seen that, 56 percent of the respondents are aware about OTT through their friends and relatives, 18 percent of them are through advertisements, 2 percent of them are aware through magazines and newspapers and the remaining 24 percent of the respondents are aware about OTT platforms through all of the above sources.
- It can be seen that, 4 percent of the respondents prefer morning time for consumption of OTT platforms, 16 percent of them prefer afternoon time to consume OTT platforms, 18 percent of them prefer evening time and 62 percent of them prefer night for the consumption of OTT platforms
- It can be seen that, 50 percent of the respondents prefer watching movies in OTT platforms over cinema halls and 50 percent prefer cinema halls for watching movies.
- It can be seen that, 42 percent of the respondents prefer Netflix, 40 percent of them prefer Amazon prime, 16 percent of them prefer Disney + hotstar and 2 percent of them prefer other applications for watching OTT contents.
- It can be seen that, 54 percent of the respondents have currently subscribed to 0 to 1 channel, 40 percent of them have currently subscribed to 1 to 3 channels and the remaining 6 percent of them have currently subscribed to more than 3 channels.
- It can be seen that, 34 percent of the respondents agreed that OTT platforms are cheaper than traditional medium, 20 percent of the respondents disagreed that OTT platforms are cheaper than traditional medium and remaining 46 percent of the respondents have a neutral opinion about the statement.
- It can be seen that, 12 percent of the respondents watch TV shows in OTT platforms, 74 percent of them watch movies, 10 percent of them prefer sports and 4 percent of them prefer other available content in OTT platforms.
- It can be seen that, 86 percent of the respondents agreed that there is increased use of OTT during lockdown period, 4 percent of the respondents disagreed that there is increased use OTT during lockdown period and 10 percent of the respondents have a neutral opinion on the statement.

- It can be seen that, 70 percent of the respondents are influenced by pandemic in their OTT usage, 12 percent of them are not influenced by pandemic and remaining 18 percent of them have a neutral opinion about influence of pandemic in their OTT usage.
- It can be seen that, 42 percent of the respondents lastly subscribed an OTT platform during pre-lockdown period and 58 percent of the respondents lastly subscribed an OTT platform during post-lockdown period.
- It can be seen that, 46 percent of the respondents have more than one paid online video subscription to meet the needs of different household members, 26 percent of them have more than one paid online video subscription because there is no single service that provide all the content they need, 24 percent of them have more than one paid online video subscription because respondents sign in to a free trial and forgot to cancel it and the reason for having more than one paid OTT subscription for remaining 4 percent of respondents are none of the above.
- It can be seen that, 20 percent of the respondents are highly satisfied with the use of OTT platform, 46 percent of them are satisfied with the use of OTT platform, 24 percent of them have neutral experience in the use of OTT platform, 6 percent of them are dissatisfied with the use of OTT platform and 4 percent of them are highly dissatisfied with the use of OTT platform
- It can be seen that the majority of respondents used Laptop to watch OTT channels, next they prefer Mobile phones to watch OTT channels, then they prefer Smart TV to watch OTT channels, fourth preference to Tablet and least preference given to PC to watch OTT channels
- It can be seen that the main factor influencing usage of OTT platform is Lockdown, next factor is any time access, the third factor is Economic cost, fourth factor is Variety contents, fifth one is Safety and the least factor influencing usage of OTT platform is User friendly services.
- It can be seen that the main problem faced while using OTT platform is lack of big screen experience with a mean score of 3.78, the next problem is that it limits social life (3.36), the third problem is poor internet connection with mean score of 3.30, fourth problem is that it lacks censorship (3.28) and least problem is that it lacks personal security and privacy (2.94).
- It can be seen that, people are highly satisfied with customized services of OTT platforms(4.04), the next factor which provides satisfaction to the people while using OTT platforms is unlimited variety of choices(3.58), the third factor which people are highly satisfied is that OTT have parental control tools(3.56), fourth and fifth factor in which people are highly satisfied is that it provide a free trial before subscription(3.46) and less amount of ads(3.46) and the least satisfaction is that they have cheaper rates for subscription(3.4)

Suggestions

- Provide better subscription plans and offer to the subscribers so that they would recommend it to others.
- Advertisements in between the show should be minimized, it is the distraction for the continuation of the shows.
- Reduce the screen time of using OTT platforms and improve social life.

Conclusion

India is one of the countries with the largest growing OTT platforms. In India there is a tremendous rise in the consumption of OTT platforms in the last couple of years. The main reason for this is due to the high usage of internet and smartphones. Compared to traditional media, many people find OTT platforms more convenient and user friendly. Its features like low cost, less ads and less time consuming are other reasons why people recommend OTT platforms. Nowadays internet connectivity in rural areas is also good so people in rural areas can also watch shows on OTT platforms at a price affordable for them.

Covid 19 pandemic is one of the reasons for the tremendous growth of OTT platforms in India. Majority of them started to subscribe to OTT platforms after the outbreak of corona, due to this reason many companies started their OTT streaming services. Majority of the people prefer OTT platforms over traditional cinema. Audiences find OTT platforms as a cheaper source. OTT provides original content and it is provided before television. Therefore, people are willing to pay for the contents on OTT for watching the best entertainment shows. The audience were satisfied with the usage of OTT platforms because they offer high quality contents. In the future also OTT contents market will expand. OTT is a top

distribution channel which not only provide movies but also offers educational programs. OTT platforms gain popularity and many of the content creators find it as a great place to expand, film makers started to produce films which is suitable for OTT platforms.

References

1. Khanna (2016), *A study on factors affecting subscription rates of Netflix in India: An Empirical Approach*, 3rd international conference on Recent innovations in science, Technology, Management and Environment ISBN:9-78-93-86171-13-9.
2. Junghwan K, Seungcheol K and Changi N(2016), *Competitive dynamics in the Korean video platform market: Traditional pay Tv platforms vs. OTT platforms*, Telematics and informatics Vol 33, No. 2, pp. 711-721.
3. U Cebeci, Oguzhanince and Hulya Turkcan(2019), *Understanding the intention to use Netflix : An extended technology acceptance model approach*, International Review of management and marketing Vol.9, No. 6, pp 152-158.
4. Dr.Dasgupta and Dr.Grover (2019), *Understanding adoption factors of over-the-top video services among millennial consumers*, International journal of computer engineering and Technology Vol 10 No.1, pp 61-71.
5. Madnani D, Fernandes S and Madnani N (2020), *Analyzing the impact of covid-19 on over-the-top media platforms in India*, International journal of pervasive computing and communication Vol 16 No. 5, pp. 457-475.

