



A STUDY ON FACTORS INFLUENCING VIEWERS PREFERENCE TOWARDS OTT APPS WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT

Over-the-top media services (OTT) platforms have become quite popular in India in the last few years. An over-the-top (OTT) media service is delivered directly to viewers via the internet. The study revolves around video streaming services that are over-the-top (OTT) platforms. Netflix, Amazon, Hotstar, ZEE 5, etc., provide D2C services directly to their consumers without any intermediaries. This study aims to identify the various factors that influence consumers' subscription decisions. The objective is to identify the most popular OTT platform and the factors influencing subscription. The study's sample size is 150. SPSS is the software used in the study.

KEY WORDS: OTT, D2C, INTERMEDIARIES, SUBSCRIPTION

INTRODUCTION

Over-the-top (OTT) in 2008 Reliance entertainment started the first dependent Indian OTT platform. OTT platforms are where people can have access over the content via internet. OTT platforms eliminate the factor of visiting theatres as everything is available at our comfort zone. There is a common talk that, because of OTT there is a smaller number of people have cable access (television). OTT platforms have influenced a lot of viewers because of easy accessibility through internet in our comfort zone. The factors influencing viewer's preference towards OTT platforms can be:

- Price of subscription
- Content of OTT platform
- Languages available



OBJECTIVES OF THE STUDY

1. To find the demographic profile of the respondents.
2. To find the major OTT platform subscribed by the customers.
3. To analyze the time spent on OTT platforms by the customers.
4. To find the major factor that influences the customers towards each OTT platform.

REVIEW OF LITERATURE

Jay chopdur , Tanima tarafdar (2021) conducted the research on “A study on consumer’s perception towards over – the –top(OTT) platforms with special reference to Guwahati city” among 100 respondents .The main objective of the study was to identify the factors influencing consumers choice towards OTT platforms and their level of satisfaction towards the services of OTT .The statistical tools used in the study was percentage analysis and cross tabulation.The study found the consumers are satisfied towards OTT platforms.

Sujith T.S, Sumathy M (2021) conducted the study on “User perception towards OTT video streaming platforms in Kerala (with special reference to Thrissur) among 86 users .The study adapted non probability convenience sampling method . The statistical tool used in the study was correlation analysis . One of the analysis of correlation found that there exists a positive relationship between perceived ease of use and perceived usefulness. Further analysis on correlation between the variable found that there exists a positive relationship between perceived ease of use and overall satisfaction of users about the OTT platforms.

Rachita ota ,Sushree sangita ray ,Animesh chandra (2020) conducted the study on “ An analysis of customer preference towards OTT platform during a pandemic” among 100 respondents in Jamshedpur. The main objective of the study was to found the underlying influencing factors towards the subscription of OTT platforms. The research found that the customer acceptance and preference of OTT platforms in Jamshedpur had a higher preference towards hotstar .



RESEARCH METHODOLOGY

Sample size

The sample size of the study is 150 and the data is collected through structured questionnaire. The study uses convenient sampling method .

Statistical tools

The statistical tools used in the study are Percentage analysis, weighted average method, Chi square test and correlation analysis using SPSS software.

LIMITATION OF THE STUDY

The scope of the study is limited to Chennai city and the sample size is 150 respondents only.

DATA ANALYSIS AND INTERPRETATIONS

TABLE- 1 AN OVERALL RESULT OF PROFILE OF RESPONDENTS (DOMINANT ONLY)

S.NO	PARTICULARS	VARIABLES	NO OF RESPONDENTS	PERCENTAGE
1	Gender	Female	86	57.3
2	Age	18-21 Years	70	46.7
3	Occupation	Student	89	59.3
4	Income	Less than Rs 10,000 per month	78	52
5	Marital status	Unmarried	134	89.3

Source-Primary Data

INTERPRETATION

Most respondents are female. The majority of respondents belong to the 18-21 age group and the majority have an income less than 10,000 per month.



CHI-SQUARE TEST

Association between Age and Hours spent on OTT platforms

H_0 ; There is no significant relationship between Age and Hours spent on OTT platforms

H_1 ; There is a significant relationship between Age and Hours spent on OTT platforms

TABLE -2 Cross tabs between Age and Hours spent on OTT platforms

AGE OF THE RESPONDENTS	1-2 hours	3-4 hours	5-6 hours	More than 6 hours	TOTAL
18-21 years	43	21	4	2	70
22-25 years	40	18	5	3	66
26-30 years	7	0	0	0	7
More than 31 years	5	2	0	0	7
TOTAL	95	41	9	5	150

INTERPRETATION

Table 2 shows 95 respondents watched 1-2 hours on the OTT platform, out of which 43 respondents fall into the 18-21 age group and 40 respondents fall into the 22-25 year age group. The age group 26-30 watches only 1-2 hours a day. The 18-21 age group spends most of their time on OTT platforms.

TABLE -3 Chi- square between Age and hours spent on OTT platforms

Independent variable	d.f.	Chi-square values	Asymp.sig	Inference
Age	9	5.703	0.769	Not significant

INTERPRETATION

In Table 3, the calculated level (0.769) is greater than (0.05) at the 5% significance level. Therefore, the null hypothesis is accepted. Thus, there is no significant association between age and hours spent on OTT platforms.

WEIGHTED AVERAGE METHOD

The formula used to calculate weighted mean is $\sum (xiwi)/\sum wi$



**TABLE-4 WEIGHTED AVERAGE VALUE AND RANK ON PROBLEMS FACED BY VIEWERS IN THE
OTT PLATFORMS**

FACTORS	WEIGHTS					Weighted mean $\frac{\sum(xiwi)}{\sum wi}$	Rank
	4	3	2	1			
Network problem	43	76	25	6	45.6	1	
Low video and audio quality	21	71	51	7	40.6	4	
Wrong subtitles	17	57	61	15	36.8	8	
Default in payment	27	59	50	14	39.9	5	
Online insecurity	22	64	52	12	39.6	7	
Time absorption	44	70	29	7	45.1	2	
Affecting day to day activities	41	61	41	7	43.6	3	
Problem with the content	13	49	77	11	36.4	9	
Health related issues	23	62	55	10	39.8	6	
Doesn't match with the expectation	11	54	67	18	35.8	10	

Weights assignment -Strongly agree(4) ,Agree(3) ,Disagree(2) ,Strongly disagree(1)

INTERPRETATION

In the OTT platform survey, respondents were asked to choose their level of acceptance such as strongly agree, agree, disagree, strongly disagree. Table 4 shows that the weighted average method Rank-1 customers face frequent network problems, and Rank-2 customers have time absorption problems since OTT platforms consume time. Other ranks are: Affecting day-to-day activities, Poor audio and video quality, Default in payment, Health related issues, Online security issues, Wrong subtitles, Problem with contents.

CORRELATION ANALYSIS

Relationship between income and number of OTT platforms subscription

H_0 ; There is no significant relationship between Income and the No of the OTT platform subscription

H_1 ; There is no significant relationship between Income and the No of the OTT platform subscription



TABLE -5 Relationship between Income and No of OTT platforms subscription

		INCOME OF THE RESPONDENTS	NO OF OTT PLATFORMS SUBSCRIBED
INCOME OF RESPONDENTS	Pearson correlation	1	-0.04
	Sig(2-tailed)		0.958
	N	150	150
NO OF OTT PLATFORMS SUBSCRIBED	Pearson correlation	-0.04	
	Sig.(2-tailed)	0.958	
	N	150	150

Table 5 shows the relationship between income of the respondents and number of OTT platforms subscribed by the respondents .It shows that the p-value (-0.04) is less than the significant value (0.05) .Since the P-value is less than the significant value H_1 is accepted that is there is a significant relationship between income and the no of OTT platforms subscribed by the respondents.

FINDINGS OF THE STUDY

1. In the demographic profile the majority of the respondents are female.
2. The majority of the respondents fall within the age group 18-21 years.
3. The majority of the respondents are students.
4. The majority of the respondent's income is less than 10,000 per month.
5. Respondents spend 1-2 hrs per day on OTT platforms.
6. The most preferable OTT platform is Netflix
7. The major factor that influences the OTT subscription is price
8. In the study it shows that there is no significant relationship between age and hours spent on OTT platform
9. The major problem faced by the respondents is network problem
10. In the study it shows that there is a significant relationship between income and Number of OTT platforms subscribed



CONCLUSION

As a result, OTT platforms are widely adopted by people since they are budget-friendly. OTT platforms are among the major platforms used by everyone in the modern digital age. About 1-2 hours per day on OTT platforms. It says that students mostly use the platforms for entertainment, and a variety of factors influence subscriptions to OTT platforms and the problems viewers face.

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