A Study on Subscribers Perception towards Over The Top (OTT) Platform

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Abstract

Over-the-Top (OTT) video streaming services through national and international providers has changed consumer behavior towards entertainment subscription. The online screening and streaming video content providing platforms which can also be said as OTT (Over-The-Top) services providing platforms have successfully marked their presence in the entertainment part of people`s life in India. In this view the first objectives aims to explore how different demographic factor such as age, gender, income, and education, impact consumer experiences with OTT subscriptions. By analyzing data on subscriber satisfaction, content preferences, and usage patterns, the study will identify trends and insights that can help OTT providers tailor their services to better meet the needs of diverse user groups. Lastly this study focused on understanding subscribers' attitudes and behaviors regarding the usage of OTT platforms within a specific geographic or demographic context. Overall, while users express satisfaction with various aspects of OTT services, particularly regarding security, content variety, and value for money, there are key areas for improvement, particularly in usability and flexibility. Addressing these issues could further enhance the overall user or OTT viewers experience in Mysore City.
Keywords: OTT Services, Amazon Prime, Industry 4.0, Artificial Intelligence etc.

Introduction

The acronym OTT stands for OVER-THE-TOP MEDIA SERVICE is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the types of companies which traditionally act as controllers or distributors of such content. Over the top (OTT) refers to film and television content provided via a high-speed Internet connection rather than a cable or satellite provider. The rise of high-speed internet has dramatically shifted consumer preferences from traditional cable and satellite television to online streaming, known as Over-the-Top (OTT) services. This transition is fueled by several factors, including lower costs for high-speed internet, widespread access to smartphones, and advancements in mobile technology.OTT platforms have revolutionized how audiences consume content, providing a vast array of options that cater to diverse tastes and preferences. This shift

not only enhances the viewing experience but also leads to changes in video consumption habits, particularly in India, where an increasing number of viewers are seeking fresh and varied content. The proliferation of smart TVs, tablets, and affordable internet access is further driving this trend, making OTT a key player in the evolving entertainment landscape.

The Indian OTT market is projected to experience significant growth, reaching USD 15 billion by 2030, driven by both video and audio streaming segments. The video OTT market is expected to contribute USD 12.5 billion, while audio OTT is anticipated to reach USD 2.5 billion. In 2020, the market was valued at approximately USD 1.7 billion, showing the rapid expansion of this sector. The KPMG report highlights that the number of online video viewers in India surged from about 225 million in 2018 to an expected 550 million by 2023. Revenue from OTT services has also grown considerably, with an increase from INR 21.5 billion in 2018 to a projected INR 138.1 billion in 2023.OTT revenue is generated primarily through advertising and consumer subscriptions. In 2018, advertising accounted for 80% of revenue, while subscriptions made up 20%. However, this trend is shifting, with subscription-based revenue expected to rise, and advertising revenue projected to decrease to 67.5% by 2023. This indicates a growing consumer willingness to pay for content, reflecting the evolving landscape of media consumption in India

As of 2021, India boasted over 30 OTT platforms, with both international giants like Netflix and Amazon Prime, and domestic players such as Hotstar, ZEE5, ALT Balaji, and Eros Now. These platforms generate revenue through online advertising and consumer subscriptions, with some even providing free access to content. The competitive landscape among OTT players is intense, with a focus on reducing subscription costs, creating original content, and building extensive libraries that cater to regional audiences. Many platforms have recognized the importance of localization, offering content in various regional languages to attract a broader viewer base. For instance, Hoichoi specializes in Bengali-language content. Understanding consumer viewing behavior is essential for these OTT players, as it allows them to tailor their offerings to meet audience preferences, enhance user engagement, and ultimately drive subscriptions. As the market continues to evolve, insights into viewer habits will be key to maintaining competitiveness in this dynamic industry.

Review of Literature

Bastiaan (2013), this study focused on struggle of Television in a Cable Dominant Market due to the evolution of Over-the-Top services. The paper throws light on the availability of content at various alternative screens such as Smart-phones, Tablets, Desktop Computers, Laptops and TV with high speed network technologies in the era of digitalization in Flanders on the one side and on the other side the presence of two dominant traditional broadcasters.

Wei john (2014), analysis of OTT Media with the StructureConduct-Performance Model. The objective of this paper was to analyze the Media market of Over-the-Top (OTT) in the prospective of China market with the help of Structure- Conduct- Performance Model (SCP). Structure signifies the presence of competitors, product & services differentiation, market concentration and entry barrier. Conduct implies to the behavior which is based on the market structure and OTT market is oligopolistic in nature, where the policies are high with entry barrier.

Nasir (2017), in his study explored the OTT sector in terms of advertising services and contents services with respect to India. in an in depth study, the author found that in order to satisfy their desires to get best contents at any time, any place without obstruction, people across the world are rapidly accepting the over-the top (OTT) video services on Internet. To retain the customers, various media and entertainment service companies are now offering on-demand services along with catch-up TV, recommendations with social networking applications.

Hoelck, (2019), focused a study on reflected the Strategies of OTT Platforms in the Telecommunications Sector to cross the borders. The paper throws light on changing and complex state of the traditional telecommunication companies because of digitalization, smart-phones with advanced software's applications and high speed internet services. Keeping in mind the aforesaid position this paper also has objective to address the current position of the entity in the market so that strategies can be outlined according to the prevailing threads and opportunities.

Park (2021) explored a study on the OTT sector with special reference to Netflix. Author studied the market of USA, Japan and South Korea with the objectives to study the various markets for OTT services. These three nations have different market for OTT. While in Japan and Korea, OTT served as the extension of the audio-visual mode of entertainment; in the USA, the OTT came as a disrupting concept with international media players like Netflix.

Moochhala (2024) delved into context of India with respect to future of online OTT entertainment service. The study viewed that with a changing world, India is also changing at a greater speed towards viewing entertainment through online streaming services. Although, it took time to get the pace with the growing demand of Internet and updating technologies. The researcher tried to assess the streaming platforms based on certain parameters, measuring the shift of users from Traditional (TV and Cinema) to Over-the-Top (OTT) with an objective to find out the possibilities of OTT in Indian Market.

Research Methodology

The primary data was collected on the basis of issuing questionnaire using the mode of google forms. The target population of the study is150 OTT subscribers in Mysore City. The total population size is indefinite; therefore sample size is universe, which is considered optimum for the study and method of sampling used is convenient simple random sampling. In this study for administering the questioner exhibits opinion collected by the subscribers using Likert 5 Scale, binary and interview mode etc.The secondary data was gathered from different sources such as, Internet, website, Professional Magazines, refereed journals related on chosen topic. We applied, mean, standard deviation, chi square Test and Paired Sample T-Test etc.

Objectives Of The Study
1. To find out the co-relation between demographic factors consumer experience towards OTT subscription.
2. To assess the subscribers perspective towards usage of OTT platforms in selected study area.

Proposed Hypothesis of the Study
- H0= There is no significant differences between demographic factors consumer experience towards OTT subscription.
- H1= There is a significant differences between demographic factors consumer experience towards OTT subscription.
- H0= There is no significant differences between subscribers perspective towards usage of OTT platforms in selected study area
- H2= There is a significant differences between subscribers perspective towards usage of OTT platforms in selected study area

Results and Discussions
1. Co-relation between demographic factors consumer experience towards OTT subscription.

Table No.1 visualizes the Co-relation between demographic factors consumer experience towards OTT subscribers in Mysore City. The overall respondents numbering, 150 OTT subscribers out of that 85 respondents are belongs to male category and 65 respondents are belongs female category this shows male respondents more used OTT platforms. In the context of age pattern, majority of the respondents numbering, 49 and 48OTT subscribers belongs to age group of less than 30 years and between 30 years to 40 years. Out of that majority numbering, 30 and 10, younger OTT subscribers are had good experience and the adult respondents are bad experience while watching TV shows using OTT platforms. Furtherthe income level of the respondent's majority 63 and 45 respondents earning between Rs. 20000-30000 and more than 30,000, this high income income group of the respondents subscribes OTT platform. In the context of Amazon Prime: 21 (Good: 30, Better: 8, Bad: 3), this values explains that Amazon Prime has the highest "Good" experiences, indicating a strong preference among subscribers and Discovery+ and Jio Cinema have the most "moderate" experiences, suggesting that users are less satisfied with these platforms. These insights can help OTT providers tailor their content and marketing strategies to better meet the needs of diverse subscriber groups respectively.

Table No. 1 Shows that Demographic Factors Consumer Experience towards OTT Subscription

Gender	Subscribers Experience			
	Good	**Better**	**Bad**	**Total**
Male	40	25	20	85
Female	30	25	10	65
Total	70	50	30	150

Age Pattern	Subscribers Experience			
	Good	**Better**	**Bad**	**Total**
Less than 30 years	25	20	04	49
Between 30-40 years	30	13	05	48
Between 40-50 years	15	10	06	31
Above 50 years	05	07	10	22
Total	75	50	25	150

Income Level (Per Month)	Subscribers Experience			
	Good	**Better**	**Bad**	**Total**
Below Rs.10000	04	07	04	15
Between Rs.10000-20000	10	11	06	27
Between Rs. 20000-30000	24	13	08	45
Above Rs. 30000	27	24	12	63
Total	65	55	30	150

Types of OTT Platforms	Subscribers Experience			
	Good	**Better**	**Bad**	**Total**
Amazon Prime	30	08	03	21
Hotstar and ZEE5	25	12	07	34
Disney/ Netflix	15	10	09	44
Discovery+ and jio cinema	10	15	16	61
Total	80	45	35	150

Chi-square Test			
Variables	**Chi-square**	**P-value**	**Hypothesis**
Gender	4.123	0.001	Ho=Rejected
Age Pattern	2.124	0.000	Ho=Rejected
Income Level (Per Month)	3.116	0.512	Ho=Accepted
Types of OTT platforms	3.874	0.000	Ho=Rejected

Source: Field Survey. Note: Significant level at 5%.

To calculate, chi-square test for data of gender, age pattern, frequency of OTT subscription, the P value (Sig 2-tailed) is 0.000,0.001 and 0.000, which is less than the Alpha value of 0.05, it was found to be significant. Therefore the results indicate that the stated null hypothesis to be rejected and alternative hypothesis is accepted. Further the data of income level per month, P value (Sig 2-tailed) is 0.512, which is more than the Alpha value of 0.05, it was found to be insignificant. Therefore the results indicate that the stated null hypothesis to be accepted and alternative hypothesis is rejected.

Subscriber's Perspective Towards Usage of OTT Platforms Services in Selected Study Area

Table no 2 shows that subscriber's perspective towards usage of OTT platforms services in selected study area. The evaluation of OTT services based on various factors highlights both strengths and areas for improvement etc. In the context of Efficacy and Usage the highest score recorded 4.67, users find that well-organized websites enhance their experience. However, the ease of search functionality and response times received lower scores (2.99 and 2.33, respectively), indicating a need for improvement in these areas to enhance usability. Further ability to access content at any time scored highly at 4.55, showcasing user satisfaction with availability. Additionally, the protection of payment information (4.12) and two-step verification (3.89) are valued, reflecting a strong demand for secure transactions. In the case of reliability of the service (4.28) and minimal issues with video freezing and buffering (4.30) received high marks, indicating strong performance. Users appreciate quick loading times (4.04) but noted room for improvement in overall picture quality (3.61) and the ability to stream in Ultra HD (3.55). This was followed by perceived value-for-money of OTT services is notably high at 4.34, along with favorable responses to flexible payment options (4.43) and cancellation policies (4.33). However, the ability to choose from various subscription plans scored lower (3.60), suggesting that more options could enhance satisfaction and Users rated the range of content (4.29) and audio-video quality (4.31) positively, indicating satisfaction with the offerings. However, easy entry and exit from subscriptions scored the lowest (2.88), signaling potential barriers to user flexibility and satisfaction among the subscribers in Mysore City.

Table No. 2 Shows that Subscriber's Perspective towards Usage of OTT Platforms Service

Variables	Parameters Measured	Average Mean
Efficacy and usage of OTT services	a) Easy to search Simple to use	2.99
	b) Simple to use Website is well organized	4.67
	c) The response time is fast	2.33
	d) The search function is satisfactory	3.10
Availability and Privacy	a) My transactions are safe Protects	3.11
	b) Protects any information regarding payment	4.12
	c) Two-step Verification	3.89
	d) Access content at any time	4.55
Quality of Services	a) The picture quality of videos	3.61
	b) The reliability of the OTT service	4.28
	c) The initial loading and start-up time of videos	4.04
	d) The frequency of video freezing and re-buffering	4.30
	e) The ability to stream content in Ultra HD	3.55
Pricing of OTT Subscription	a) The value-for-money of the OTT service	4.34
	b) Ability to select between various	3.60
	c) Less amount subscription plans	3.37
	d) Terms and cancellation policy of subscription	4.33
	e) The ability to select between various payment method	4.43
Attributes of OTT	a) Audio & video content	4.31
	b) HD video quality	3.78
	c) Wide range of content	4.29
	d) Easy Entry & exit from the subscription	2.88
	e) Access to variety of program content	3.51

Source: Field Survey

From the below tables shows paired sample correlations shows that , efficacy and usage of OTT services, availability and privacy, quality of services, pricing of OTT Subscription and attributes of OTTstatements explained in the above table. According to the results of paired sample correlations shows that there is a strong correlations between the subscriber's perspectives towards usage of OTT platforms service.

Table No. 2 (a) showing Results of Paired Samples Correlations

Variables		Correlation	Sig.
Efficacy and usage of OTT services	Pair-I (Male)	-.507	.135
	Pair-II (Female)	.127	.726
Availability and Privacy	Pair-I (Male)	-.523	.018
	Pair-II (Female)	.453	.045
Quality of Services	Pair-I (Male)	-.507	.135
	Pair-II (Female)	.127	.726
Pricing of OTT Subscription	Pair-I (Male)	.121	.752
	Pair-II (Female)	.314	.888
Attributes of OTT	Pair-I (Male)	.541	.112
	Pair-II (Female)	.311	0.214

Source: Field Survey

From the below tables shows paired sample t-test, except attributes of OTT factors statements remaining the all independent variables, shows that less than p value is 0.05, therefore it is insignificant. The null hypothesis is rejected and alternative hypothesis is accepted. This inference that the above mentioned various dimensions of respondents they have positively opinion about below mentioned statements of subscriber's perspectives towards usage of OTT platforms service.

Table No.2 (b) Showing Results of Paired Samples T-Test

Variables		Std. Error Mean	t	Sig	95% Confidence Interval of the Difference	
					Lower	Upper
Efficacy and usage of OTT services	Pair-I (Male)	1.4792	.623	0.000	-8.79105	-4.31695
	Pair-II(Female)	0.0213	1.631	0.000	-.37127	-.25073
Availability and Privacy	Pair-I (Male)	0.03699	-6.628	0.000	-4.01700	2.17500
	Pair-II(Female)	0.05699	3.673	0.000	-4.01700	2.17500
Quality of Services	Pair-I (Male)	0.23413	2.888	0.000	-.29322	-.20378
	Pair-II(Female)	0.01211	5.123	0.000	-8.79105	-4.31695
Pricing of OTT Subscription	Pair-I (Male)	0.04123	3.666	0.000	-.3.7127	-.25073
	Pair-II(Female)	0.0331	2.714	0.000	-2.1113	4.2241
Attributes of OTT	Pair-I (Male)	0.01214	3.142	0.612	-1.1231	2.4123
	Pair-II(Female)	0.2234	5.231	0.631	-2.1141	3.1143

Source: Field Survey

Recommendations for The Study
• OTT platforms service providers should focus on unifying customer data from all the sources to enable building the foundation for long term user loyalty and retention strategies.
• One of the best ways suggested for OTT service provider is investing in good analytics tool for video platform will help track various data about who, what, when and where videos are being watched and based on this information easily strategies can be created to cater and attract audience better etc.
• OTT service providers should provide customized entertainment based on their preference. Streaming services must turn out to be the ideal sources of entertainment since TV and OTT companies are slowing at producing new content. Hence, marketing the right kind of content to the audience is key to improve engagement
• OTT service providers need to work efficiently with spontaneous and comprehensive tools to manage customer accounts over the entire subscription lifecycle.
• OTT should make an automation strategy to optimize subscription base as it would help in maximizing subscription.
• OTT service provider has to select target group segment which has the most potential. For fulfilment in content, the service provider should know the distribution channels where target group is active on and then strategically deliver content to create a strong distribution network.

Conclusions
The OTT viewers experience towards OTT platforms and cable TV services has been explored in this study. The inference from the outcome of the study towards the adoption of technology shows that the intention on acceptance of technology by OTT viewers is perceived relatively less when compared with perceived usefulness, perceived ease of use and attitude towards usage. With

regard to e-service providers various dimensions related to e-services need to be concentrated that matches with the expectations of the OTT viewers. Lastly this study identified that younger and higher-income subscribers generally report better experiences with OTT services and males tend to report higher satisfaction, while females have fewer negative experiences and Amazon Prime stands out positively, while Discovery+ and Jio Cinema might need improvements to enhance user/viewers satisfaction in .Mysore City.

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