

To Study the popular OTT platform concerning pricing and time spent with it

Prof. Pooja Goswami

Assistant Professor, Accountancy Department,
Chetana's H.S. College of Commerce and Arts (Autonomous), Bandra, Mumbai

Guided by Dr. Tejashree P. Patankar

ABSTRACT:

A streaming media platform is a service that provides streaming media to viewers directly over the internet. The once-luxurious over-the-top video platform has become a commodity. There has been an exceptional increase in the number of consumers adjusting to it in India. While Indian streaming services such as Disney+Hotstar and Jio Cinema have developed a stronger presence in India, global companies such as Netflix and Amazon Prime have risen significantly. It does not use cable, broadcast, or satellite television systems. The study focuses on the viewing behaviour of the OTT platform among millennials, also known as Generation Z. Because of 5g technology and advancements in the IT sector, the future of the OTT platform will be bright because the next generation of the OTT platform will have a greater capacity to cope with highly advanced systems such as providing users with the experience of virtual reality in high-definition video quality. As a result, the user will receive better services in this industry. This research report will assist the OTT platform in looking at the large picture of viewers' behavior when viewing the OTT platforms, as well as their preferences and reasons for choosing this OTT platform. The data for this research article was gathered using both primary and secondary sources. A structured questionnaire technique was utilized to collect primary data, and research articles, research papers, and other sources were used to acquire secondary data.

KEYWORDS: OTT Platforms, Millennial or Generation Z, Viewer's behavior, Technology, Preferences.

INTRODUCTION

Over the top, or OTT refers to content that is provided in addition to cable networks or YouTube. In terms of purchasing entertainment, India is a challenging market. Due to the high availability of smartphones and reasonably priced mobile data plans, digital content consumption is rising quickly. The way Indians consume material has unquestionably changed since the switch from Doordarshan to Direct-to-Door (DTH) to Over-the-top (OTT) services. OTT viewers in India spent about 70 minutes per day on video streaming platforms, with a consumption frequency of 12.5 times per week, according to An Eros Now-KPMG Analysis. (An Overview of India's Booming OTT Market | Marketfeed, n.d.)

Netflix and Amazon Prime leading the world market in OTT Platforms. The same type of platforms in India, such as Voot and SonyLiv, are becoming more popular and providing healthy competition to overseas platforms. In addition to participating in OTT digital streaming entertainment media services for increased revenue, Zomato originals, a well-known meal delivery app has also made a contribution. (Saha & Prasad, n.d.)

INDIAN SCENARIO IN OTT PLATFORM

Reliance Entertainment introduced BigFix, the country's first independent OTT Platform in 2008. The first OTT Mobile app in India was released in 2010 by Gurugram-based Digivive under the name of nexGTV. It provides on-demand and live TV. In 2013 and 2014, nexGTV was the first to broadcast live Indian Premier League games on portable devices. Since securing the rights to stream the IPL live in 2015, Hotstar has experienced substantial development in India. Around 2013, OTT gained significant traction in India with the launch of Ditto TV (Zee) and SonyLiv. Ditto TV was a platform that combined content from several well-known media outlets, including Star, Sony, Viacom, Zee, etc.

MILLENNIALS OR GEN Z

People born between early 1997 and early 2012 are considered Millennials or Gen Z. The Western demographic cohort known as Generation Z, also referred to as Gen Z or Zoomers, follows the millennial generation and comes before gen alpha. Members of Gen Z have been labelled digital natives despite not necessarily being grown up with access to the internet and portable digital equipment. Millennials are spending less time reading books and more time on electronic devices, which has an impact on their academic achievement, vocabulary, attention spans, and potential economic contribution.

REVIEW OF LITERATURE

(Saha & Prasad, n.d.), the study shows that the population from both urban and rural backgrounds, whose access to smart devices has expanded dramatically as a result of reduced costs and data packages at lower pricing. The increased availability of high-quality material in a variety of foreign and regional languages. Ad-free television and binge-watching have all contributed to the expansion of OTT in the nation. The widely dispersed audience may get their preferred content on various screens and spends about one-eighth of their day viewing their preferred drama, TV show, or film. To avoid having to wait till Fridays, the production companies in India have even switched to these platforms for the release of their films and television programs, they invest million to launch online series episodes or dramas because they believe that this will be the successor of cable, satellite, and traditional television.

(Singh MBA Marketing, n.d.), The goal of the research was to better understand the numerous elements that influence millennial customers' adoption of OTT services. Future generations will be better able to handle extremely advanced systems like providing consumers with the experience of virtual reality in high-definition video quality thanks to 5G Technology and advancement in the IT Industry. In this research, the researcher aims to comprehend why millennial customers are addicted to binge-watching video material on OTT Platforms, as well as the advantages they experience when doing so. This study also aids businesses in considering the wider picture of incorporating OTT services into their business plans, as this gives reasons why customers favour these services and how to encourage continued use of the OTT platform before its full acceptance in India,

(Yoon & Kim, 2022), the value-based acceptance model serves as the foundation for this study, which examined the variables that can be expected for OTT Platform digital content and services as well as how the perceived value of OTT services affects user happiness and intent to stick with them. Additionally,

through casual analysis of the digital content providing services that are most frequently used by both domestic and foreign OTT platforms, domestic and foreign OTT platform digital content providers will identify and provides considerations for improvement or upgrade.

STATEMENT OF THE PROBLEM

At the global level, internet entertainment streaming platforms (OTT Platforms) are projected to have a market size of \$ 179.9 billion worldwide by the year 2025.

The Boston Consulting Group's report, titled "Entertainment goes online", predicts that the Indian online entertainment business will grow to **\$ 5 billion in size by 2023**. According to a recent analysis, the Indian Industry for OTT Platforms is about to undergo a paradigm shift due to the widespread 5G internet accessibility across the country within a year.

The purpose of this research is to find out the most popular OTT Platform used by the Millennials or Gen Z, the genre of content that is mostly viewed by the millennials or Gen Z, it also studies the pricing effect of subscription plans on the millennials or Gen Z and also aims to find the average time spent by them through an in-depth study on "**Viewers behaviour of OTT Platform among the Millennials or Gen Z**".

RESEARCH GAP

While reviewing the Literature, it is observed that most of the researchers have only focused on the growth of OTT Platforms among the population and the Impact of the use of OTT Platforms over Traditional TVs. It shows that in the past no study has been conducted on the Viewer's Behaviour toward Millennials or Gen Z. It has also seen that other researcher has not considered the age restriction.

Because the young generation makes up a sizable portion of the target audience for various OTT Steaming platforms, this study exclusively seeks to gather responses from respondents between the ages of 15 and 24.

The purpose of this research is to find out the most popular OTT Platform used by the Millennials and the genre of content that influences them to shift towards an OTT Platform and to know the pricing method (subscription plan) effect.

OBJECTIVES

1. To study the popular OTT Platform among Millennials or Gen Z.
2. To identify the genre of content popularity on the OTT Platform among Millennials or Gen Z.
3. To examine the method of pricing and offers provided by the OTT Platform.
4. To find the average time spent on OTT Platforms and devices used for accessing content.

HYPOTHESIS

1. H₀. There is no relationship between time spent and the content of the OTT Platform.

H1. There is a relationship between time spent and the content of the OTT Platform.

2. **H0.** There is no significant influence of the pricing of the subscription plan on viewer retention.

H1. There is a significant influence of the pricing of subscription plans on viewer retention.

3. **H0.** There is no significant relationship between various content provided by OTT Platform and customer satisfaction.

H1. There is a significant relationship between various content provided by OTT Platform and customer satisfaction.

RESEARCH METHODOLOGY

This study specifically focused to study the genre of content that influences the respondents to shift to the OTT platforms. The researcher aims to identify whether there is a relationship between the time spent and content provided by the OTT Platform and does the pricing of subscription plans affects viewer retention.

The data for the study is to be collected with the help of Online Convenience sampling techniques for 17 questions from Mumbai city and the suburban Mumbai region. The questionnaire was shared with the respondents through a digital media platform (WhatsApp). The respondents were college-going students between the age group of 15 to 24 in Mumbai City.

- **Type of Data**

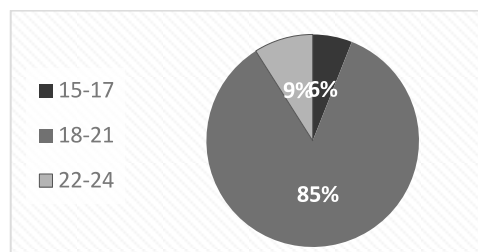
- ◆ Primary data (Only the respondent using the OTT Platform)
- ◆ 100 respondents

- **Data Analysis**

- ◆ Pie Charts analysis
- ◆ Bar Graphs Analysis
- ◆ Percentage Analysis

FINDINGS

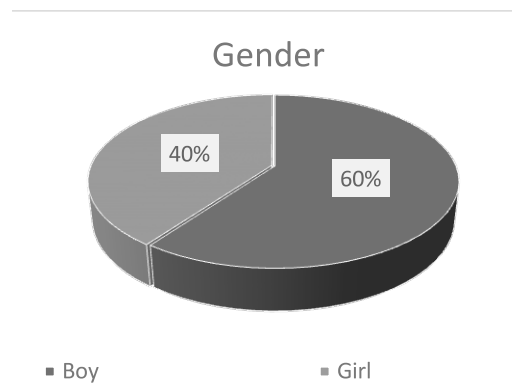
Q. Age: Chart No. 1



Interpretation:

The following data shows that out of a total 85% of the respondents are between the age of 18 to 21 years. Most young adults are using the OTT Platform.

Q. Gender Chart No.2



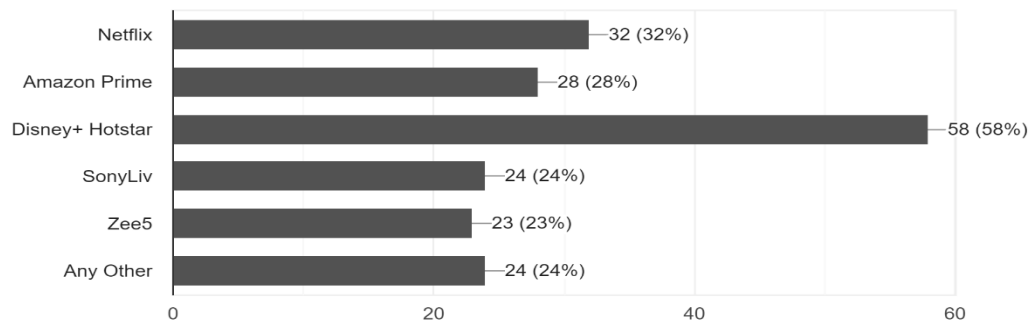
Interpretation:

The above chart shows that the major population for this research study is of boys which is equal to 60% and the number of girls is 40%.

Q. Which of the OTT Platform do you prefer:

Chart No. 3

Which of the OTT Platform do you prefer
100 responses



Interpretation:

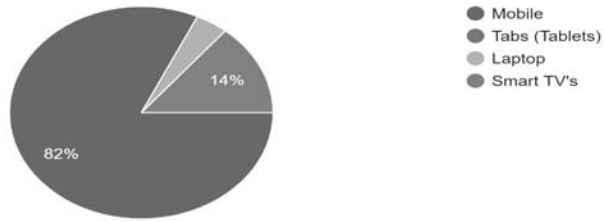
The above graphs show that 50% of the respondents are using Disney+Hotstar for watching Contents. Followed by Netflix 32% and Amazon Prime 28%. The least used OTT Platform is Zee5 by the respondents.

Finding: it shows that the most popular OTT Platform is Disney+Hotstar. This application subscription is given free of cost to the user of Telecom company with their Recharge Plans.

Q. On which electronic devices you prefer to watch OTT Platform:

Chart No.4

On which electronic devices you prefer to watch OTT Platform
100 responses



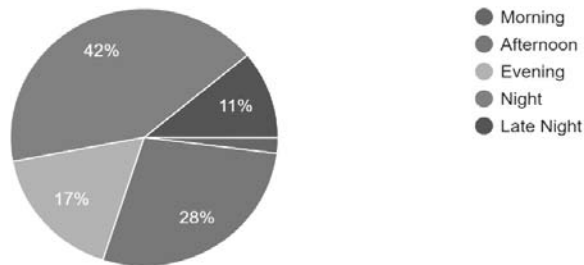
Interpretation:

The data shows that the Respondents prefer to watch Content of OTT Platform on their Mobile phones.

Q. At what time do you prefer to watch OTT Platforms:

Chart No.5

At What time do you prefer to watch OTT Platforms
100 responses



Interpretation:

The respondents view the Content on the OTT Platform the Night time mostly followed by afternoon.

Q. What kind of Internet network do you prefer while watching OTT Platform:

Chart No.6

What kind of internet network do you prefer while watching OTT Platform
100 responses

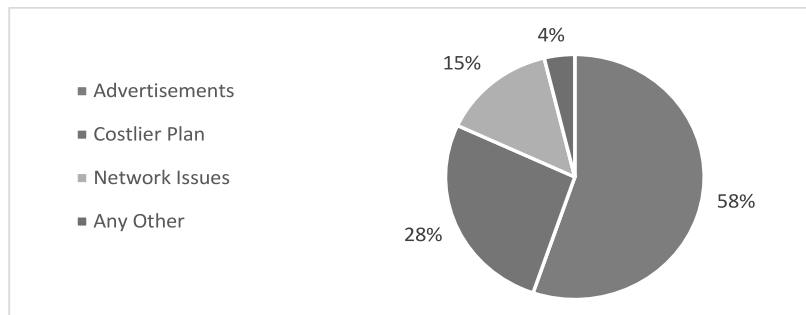


Interpretation:

The respondents prefer the WIFI Network while watching the content on OTT Platform.

Q. Do you face any problems while using OTT Platform

Chart No.7



Interpretation:

In the Above graphs, the 53% of respondents says that they are facing the Advertisements issues while watching their favourite content on the OTT Platforms. 28% respondents says that they are having issue with the Pricing of the OTT Platform and 15% of the respondents are having network issues.

TESTING OF HYPOTHESIS:

H0. There is no relationship between time spent and the content of the OTT Platform.

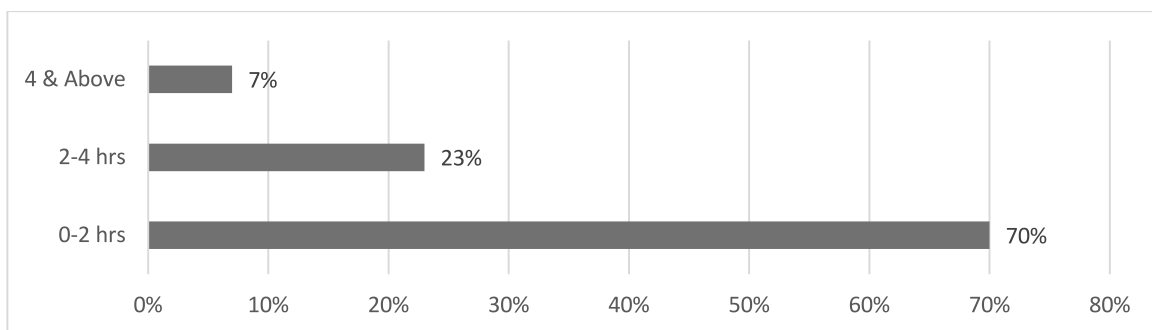
H1. There is a relationship between time spent and the content of the OTT Platform.

Q. How much time you spend in the OTT Platform for watching the content in a day.

Table No.2

Hours	No. of Respondents
0-2 hr	70
2-4 hrs	23
4 & above	7

Chart No. 8

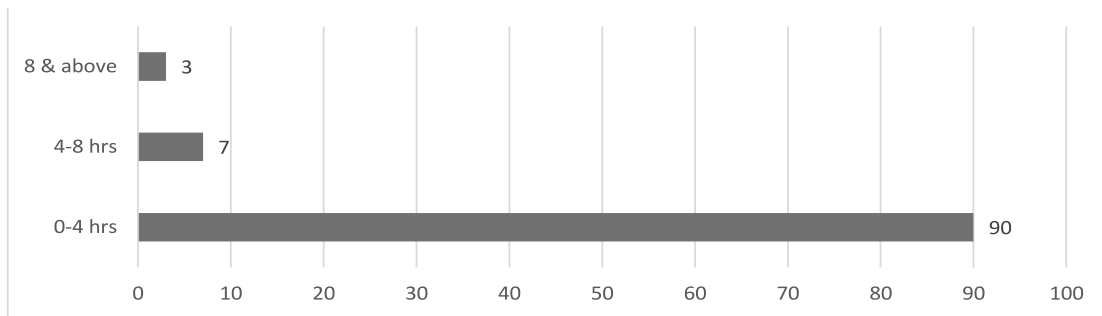


Interpretation:

Time is a most important factor for OTT platform for viewers. In above bar graph (Chart no 8) it shows that 70% of respondents accepted to watch OTT platform on an average 2 hours. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1= There is a relationship between time spent and the content of the OTT Platform) is accepted.

Q. How much time do you spend continuously If you are watching your favourite content on OTT Platform:**Table No. 3**

No. of Hours	Respondents (in Percentage)
0-4 hrs	90
4-8 hrs	7
8 & above	3

Chart No. 9**Interpretation:**

In above bar graph (Chart No.9) it shows that 90% of respondents accepted to watch OTT platform continuously if their favourite content available. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1= There is a relationship between time spent and the content of the OTT Platform) is accepted.

From above two questions null hypothesis is rejected and alternative hypothesis (H1= There is a relationship between time spent and the content of the OTT Platform) is accepted. It means overall we can say that there is a relationship between time spent and the content of the OTT Platform.

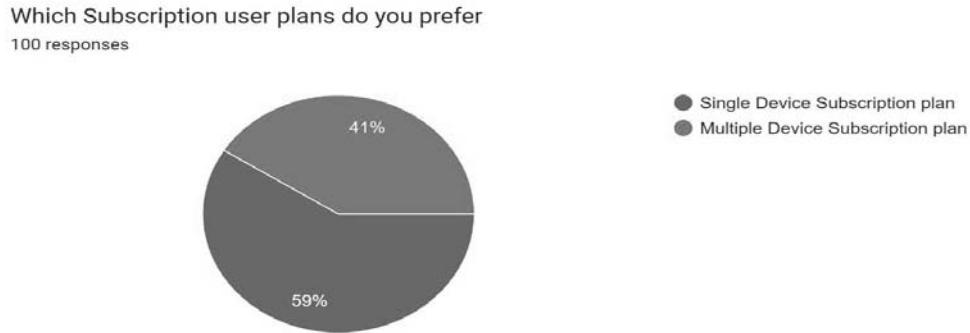
H0. There is no significant influence of the pricing of the subscription plan on viewer retention.

H1. There is a significant influence of the pricing of subscription plans on viewer retention.

Table No. 4

Particulars	No. of Respondents
Single Device Subscription Plan	59
Multiple Device Subscription Plan	41
Total	100

Chart No.10



Interpretation:

To retaining of OTT customer is done through subscription plan, OTT customers delighted from experience of OTT channel platform they can buy multiple device subscription plan also.

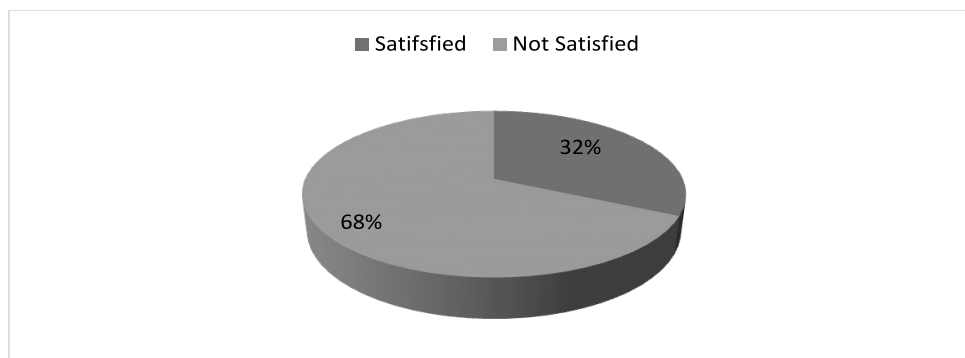
In above bar graph (Chart No.10) it shows that 59% of respondents accepted to used single device subscription plan and 41 % of respondents have accepted to used multiple device subscription plan. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1= There is a significant influence of the pricing of subscription plans on viewer retention) is accepted.

Are you satisfied with the pricing of Subscription Plan of OTT Platform

Table No.5

Particulars	No. of Respondents
Satisfied	32
Not Satisfied	68
Total	100

Chart No.11



Interpretation:

To retaining of OTT customer is done through subscription plan, if customer like OTT channel, then they will buy monthly plan, quarterly plan or yearly plan. If customers are satisfied from ongoing subscription pricing of OTT channels which helps us to retaining our OTT customers.

In above bar graph (Chart No. 11) it shows that **68% of respondents are satisfied** from their ongoing subscription plans of various OTT channels. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1= There is a significant influence of the pricing of subscription plans on viewer retention) is accepted.

From above two questions null hypothesis is rejected and alternative hypothesis (H1= There is a significant influence of the pricing of subscription plans on viewer retention) is accepted. It means overall we can say that there is a significant influence of the pricing of subscription plans on viewer retention.

H0. There is no significant relationship between various content provided by OTT Platform and customer satisfaction.

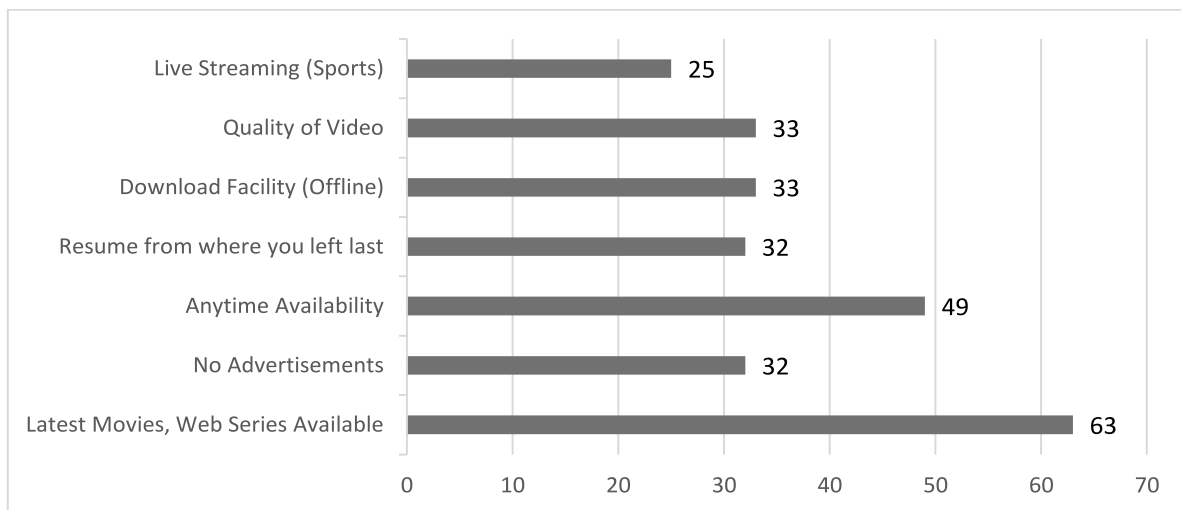
H1. There is a significant relationship between various content provided by OTT Platform and customer satisfaction.

Q. Why do you prefer OTT Platform as compared to Traditional TV Channels

Table No.6

Reasons	No. of Respondents	Rank
Latest Movies, Web Series Available	63	1
No Advertisements	32	4
Anytime Availability	49	2
Resume from where you left last	32	4
Download Facility (Offline)	33	3
Quality of Video	33	3
Live Streaming (Sports)	25	5

Chart No. 12



Interpretation:

To know the viewer's satisfaction of OTT channels can be understand through content provided by OTT channel and to know which content viewers like the most.

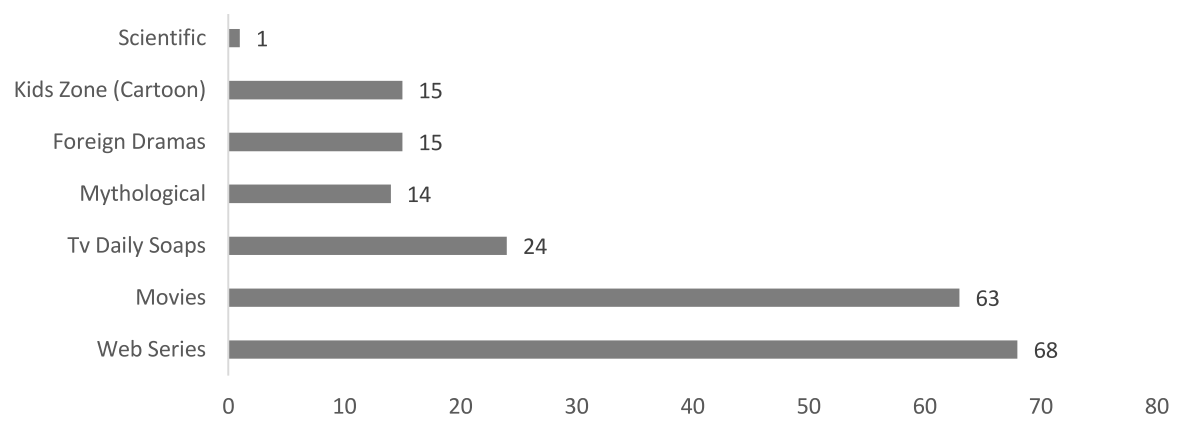
In above bar graph (Chart No.12) it shows that 63 respondents like to watch OTT channel due to latest movies, web series available and 49 respondents like to watch OTT channel due to anytime availability of content. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1= There is a significant relationship between various content provided by OTT Platform and customer satisfaction) is accepted.

Q. What kind (type) of Content do you watch on the OTT Platforms

Table No.7

Type of Content	No. of Respondents	Rank
Web Series	68	1
Movies	63	2
Sports	41	3
TV Daily Soaps	23	4
Foreign Drama's	15	5
Kid's Zone (Cartoon)	15	5
Mythological	14	6
Scientific	1	7
Total	100	

Chart No.13



To know the viewer's satisfaction of OTT channels can be understand through content provided by OTT channel and to know which content viewers views the most.

In above bar graph (Chart No.13) it shows that 68 respondents like to watch OTT channel for watching Web Series and 63 Respondents likes to watch Movies. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1= There is a significant relationship between various content provided by OTT Platform and customer satisfaction) is accepted.

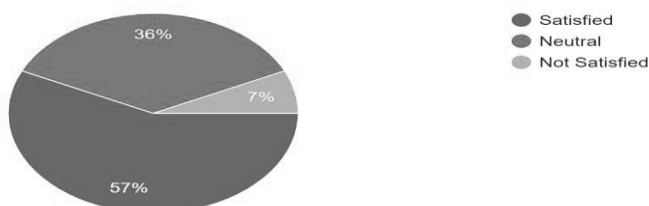
Q. Are you satisfied with the content provided by the OTT Platform

Table No. 8

Particulars	No. of Respondents
Satisfied	57
Neutral	36
Not Satisfied	7
Total	100

Chart No. 14

Are you satisfied with the content provided by the OTT Platform
100 responses



Interpretation:

In above bar graph (Chart No.14) it shows that 64% of respondents are satisfied from OTT channels due to contents and other features of OTT platforms and 36% of respondents are not satisfied from OTT channels. This is very significant data help us to prove that our Null hypothesis is rejected and alternative hypothesis (H1= There is a significant relationship between various content provided by OTT Platform and customer satisfaction) is accepted.

From above two questions null hypothesis is rejected and alternative hypothesis (H1= There is a significant relationship between various content provided by OTT Platform and customer satisfaction) is accepted. It means overall we can say that There is a significant relationship between various content provided by OTT Platform and customer satisfaction.

LIMITATION OF THE RESEARCH

- The study is only covering the respondents who are between the age of 15 and 24. So it is not generalised to other age groups.
- The study is conducted in the Mumbai city and result cannot be generalised for the other areas.
- The respondents who are using OTT Platform are only focused in this research.

- The respondents are the college student and hence the result will not be able to be generalised to other sectors.
- The sample size is restricted to 100 respondents only.

SUGGESTIONS:

- In order to prevent piracy, OTT platforms should produce original, distinctive content that is shielded by multiple layers of security.
- OTT Platform should alter their subscription plans so all the income groups can be diverted towards them.
- The free version of the OTT Platform should minimize the number of advertisements and its duration which will increase the number of users, as they will not feel irritated.

CONCLUSION:

India is a price-sensitive country with a diverse culture, viewership of movies, television shows, sports, and other content on DTH cable operators is increasing, particularly in rural areas where there is a dearth of high-speed internet access. According to a study on "Viewers behaviour of the OTT platform among the millennials generation or generation Z," OTT material is largely consumed on handheld devices such as mobile phones, and viewers prefer to watch their favourite content at night when they are free from other responsibilities. It also adds that Disney+Hotstar is the most popular OTT platform because it is provided free of charge by telecom companies in India such as Jio, VI (Vodafone Idea), and Airtel with their normal recharge data plans. According to the report, people are turning to the OTT Platform because of new material such as movies and web series, as well as the ability to access their favourite content at any time and from any location. and these platforms have become a part of their daily lives. When it comes to millennials, often known as Generation Z, they do not have the patience to wait for movies or television shows to premiere. They view content on demand, similar to how they prepare instant foods.

FUTURE SCOPE:

- The further research can be carried on pricing effect of subscription plans.
- The comparative study can be done using any two popular OTT Platforms.
- The study can be made on the problems faced by the user of the OTT Platforms.
- The comparative study can also be done on traditional (DTH) and OTT Platform.

BIBLIOGRAPHY:

Chandel, M. N. P. S. E. /, Researcher, M. P., & Verma, S. (2019). DESIGN AND DEVELOPMENT OF WEB PLATFORM FOR STUDENT TEACHERS WITH DIVERSIFIED NEEDS BASED ON UNIVERSAL DESIGN FOR LEARNING. *University*. <http://shodhgangotri.inflibnet.ac.in:8080/jspui/handle/123456789/7950>

Digvijaysinh Jhala, B., Patadiya, V., Jhala, B. D., & Patadiya Assistant Professor, V. B. (n.d.). A STUDY ON CONSUMER BEHAVIOUR TOWARDS OTT PLATFORMS IN INDIA DURING COVID ERA STATISTICAL ANALYSIS OF INDIAN AGRICULTURE

- YIELDS View project A STUDY ON CONSUMER BEHAVIOUR TOWARDS OTT PLATFORMS IN INDIA DURING COVID ERA. In *International Journal of Advance and Innovative Research* (Vol. 8, Issue 3). <https://www.researchgate.net/publication/354543407>
- Parnami, S., Engineering, T. J. R. in, and, S., & 2021, undefined. (n.d.). A Study on Increase in the Usage of OTT Streaming Services. *Journals.Resaim.Com*. Retrieved December 15, 2022, from <http://journals.resaim.com/ijresm/article/view/1202>
- Patch, H. (n.d.). *English title Which factors influence Generation Z's content selection in OTT TV? A Case Study*
Swedish title Vilka faktorer påverkar Generation Z:s beslut när de väljer innehåll i OTT-tv? En fallstudie Which factors influence Generation Z's content selection in OTT TV? A Case Study.
- Priya, R., Mondal, D., Innovative, T. P.-I. J. of, & 2021, undefined. (2021). Understanding the intentions of students to use OTT platforms. *Researchgate.Net*. https://www.researchgate.net/profile/Trinley-Paldon/publication/353706410_Understanding_the_intentions_of_Students_to_use_OTT_Platforms/links/610bb0931e95fe241aaf9c66/Understanding-the-intentions-of-Students-to-use-OTT-Platforms.pdf
- Saha, S., & Prasad, V. K. S. (n.d.). CONSUMPTION PATTERN OF OTT PLATFORMS IN INDIA. *International Journal of Modern Agriculture*, 10(2), 2021.
- Singh, R. (n.d.). *Online Entertainment Streaming Services in India: Enablers and Challenges A Synopsis Submitted in the partial fulfilment for the requirement of Doctor of Philosophy In Management Submitted By.*
- Singh, Y. A. (2021). A Study of Acquisition Consumption and Disposable Behavior of Consumers towards Personal Development Courses using Digital Platforms in India. *University*. <http://shodhgangotri.inflibnet.ac.in:8080/jspui/handle/123456789/9312>
- Turner, A. (2015). Generation Z: Technology And Social Interest. *Journal of Individual Psychology*, 71(2), 103–113. <https://doi.org/10.1353/jip.2015.0021>
- Yoon, S. Y., & Kim, J. B. (2022). A Study on User Satisfaction and Intention to Continue Use of OTT Platform Digital Content Provision Service. *Proceedings - 2022 IEEE/ACIS 7th International Conference on Big Data, Cloud Computing, and Data Science, BCD 2022*, 290–296. <https://doi.org/10.1109/BCD54882.2022.9900797>