

A Study on The Transition of Ott Over the Top Services Among Young Consumers Across Chennai City

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ABSTRACT:

OTT also refers to a brand-new generation of contemporary television networks similar to traditional satellite or cable TV providers. The objective of this study is to find the recent transition of OTT services among young consumers. The study focuses on the factors influencing the young consumers in the OTT platforms and also the strategies adopted by the company to attract them. A survey was conducted and data from 100 respondents were collected across the young consumers in Chennai. This study undergoes descriptive and analytical analysis. The findings reveal that the factors such as recommendations, rate of advertisement, quality of the content, audio and video quality, loading time influences the young consumers in the OTT platforms. The reasons behind paid and unpaid users of OTT services were also identified. The further study would help to infer the experiences of different users of OTT platforms and their views.

Keywords: OTT platforms, online, streaming, subscriber, audio, video, movies, etc.,

INTRODUCTION

The Over-The-Top (OTT) media platform is an online platform that provides audiences with direct access to digital media content. OTT avoids the businesses that formerly acted as a controller or distributor of this content, including cable, radio, and satellite television channels. The younger generation is increasingly accepting of extravagant platforms. Over-the-top (OTT) services are widely used in both domestic and foreign markets. The term "New media as a change agent of Indian television and cinema" is often used to describe OTT services. There are many advantages that help OTT platforms become more popular and are used more frequently, including:

- (i) **Connectivity** - OTT platforms just need a few things in order to be accessed. Only a reliable internet connection and a computer or mobile device are needed.
- (ii) **Cost-effective** - OTT systems are less expensive than traditional TV connections, we can access the same content for less money than you would pay for a premium TV cable bundle.
- (iii) **Convenience** - OTT platforms enable you to access your preferred media content whenever, anywhere, and as frequently you like. Additionally, OTT enables freedom from geographic location when taking into account the physical needs for cable TV based on location.
- (iv) **Content** - Thousands of films and television programmes are available through VOD services. news, sports, kid's programming, and a lot more. Users may see and enjoy the majority of content from other

nations because of OTT.

LITERATURE REVIEW

Yaqoub, M., Jingwu, Z., & Ambekar, S. S. (2023). This study examines the different modes of watching films that have emerged due to the proliferation of over-the-top platforms, smartphones, and 5G technologies during the pandemic period in China. The top five factors in increasing over-the-top platforms to watch movies include easy access, various genres, no time to visit a cinema, pandemic, and new films. Findings also show that users tend to use smartphones to access over-the-top platforms. These results suggest that the film industry should maintain the quality of the movies, especially those released on the cinema screen.

Nata, C., Antonio, F., & Monika, M. (2022). This study looked at the factors that led to viewing enjoyment on an OTT platform and the impact that viewing enjoyment played in influencing behavioral intentions in Indonesia. The findings imply that film qualities specifically stimulate watching enjoyment. Also, this study looked at how the want to recommend movies, the desire to recommend structures, and the desire to continue subscribing are predicted by sound viewing enjoyment, social media exposure, and the desire to avoid missing out.

Haritha, T., & Joseph, V. (2021). The goal of the study is to examine the approaching revolution of entertainment providers: over the top (OTT). The facts gathered must be analyzed with statistical equipment. This observation discovered that clients prefer rather OTT to look at movies than series. The findings have highlighted that high desire of the OTT systems is in the direction of Hotstar. This research observed and concluded that high-quality content material and inexpensive price are the elements which draws the customers toward OTT platform.

OBJECTIVES :

- To identify the factors influencing young consumers
- To find the strategies adopted to attract the young consumers

RESEARCH METHODOLOGY

Analytical research design is used in the study. Convenience sampling is the study's methodology. Data are gathered using both primary and secondary sources; primary sources include questionnaires, while secondary sources include books, journals, and the internet. The study's sample size is 100, and the replies were collected and taken into consideration. This study has adopted statistical methods like chi square test and friedman test with the help of statistical tools like spss software, excel sheets and google forms.

TOOLS APPLIED FOR THE STUDY: Chi Square test and One way ANOVA test

ANALYSIS & INTERPRETATION:

I . CHI SQUARE TEST -

The Chi-Square Test of Independence has been undertaken by the researcher to determine whether there is an association between the monthly income and the amount spent on the subscription of OTT platform.

Hypothesis :

H0: There is no dependency between the monthly income and the amount spent on the subscription of OTT platform.

H1: There is a dependency between the monthly income and the amount spent on the subscription of OTT platform.

Results :

	Value	Degree of freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.036	9	0.018
Likelihood Ratio	22.051	9	0.009
No of valid Cases	100		

Interpretation:

The results of the Chi-Square Tests from Table 4.28 shows that the Pearson Chi-Square value, χ^2 is 20.036 and the significant value, p is 0.018 which is less than 0.05, rejecting the null hypothesis at 5% level of significance. Therefore, it is concluded that there is a dependency between the monthly income and the amount spent on the subscription of OTT platform.

II. ONE WAY ANOVA TEST

The Analysis of variance Test of Independence has been undertaken by the researcher to determine whether there is difference among the strategies adopted by the OTT platforms.

Hypothesis:

H0 : There is no statistically significant relationship among the strategies adopted by the OTT platforms

H1 : There is statistically significant relationship among the strategies adopted by the OTT platforms

Results:

Source of Variation	SS	Df	MS	F	P -value	F crit
Between Groups	7548.4	4	1887.1	175.055	<0.001	2.866
Within Groups	215.6	20	10.78			
Total	7764	24				

Interpretation :

The table shows the output of the ANOVA analysis and whether there is a significant relationship among the strategies adopted by the OTT platforms. The significance value, $p = <0.001$ which is below

0.05 rejecting the null hypothesis. This indicates that there is a significant relationship among the strategies adopted by the OTT platforms.

CONCLUSION :

The young consumers have significant participation in the OTT platforms because of the time spent by them across the online media platforms - the increased screen time enables them to come across more relevant content .From the study details obtained through primary and secondary data reveals that the strategies adopted by the OTT service providers like recommendations based on previous watch list effective onboard experience , Multimedia experience like smartphone, television, laptop ,etc ., Personal tabs with preferences, notifications regarding new watch lists are very attractive.Necessary initiatives can be taken by the experts to regulate the content across the online streaming media .

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