AN ANALYSIS OF CHANGING CONSUMER PREFERENCES: THE RISE OF OTT PLATFORM

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ABSTRACT

In recent years, there has been a notable shift in consumer preferences, particularly in the entertainment industry, with the emergence and widespread adoption of Over-The-Top (OTT) platforms. This analysis delves into the dynamic landscape of changing consumer behavior, focusing on the factors driving the rise of OTT platforms and their impact on traditional media channels.

The study employs a comprehensive approach, integrating qualitative and quantitative methods to investigate the multifaceted aspects of this consumer trend. Through extensive market research, surveys, and in-depth interviews, the research explores the motivations behind consumers' increasing preference for OTT platforms over traditional cable television and cinema experiences.

One of the key findings of this analysis is the convenience factor offered by OTT platforms. The on-demand nature of content availability, coupled with the flexibility to consume diverse content across various devices, has significantly influenced consumer choices. Additionally, the affordability and customization options provided by OTT services have played a pivotal role in attracting a wide audience demographic.

Furthermore, the analysis delves into the role of original content production and its impact on consumer engagement. OTT platforms, by investing heavily in producing high-quality, exclusive content, have successfully captivated viewers, fostering a loyal subscriber base. This content-driven strategy has reshaped the entertainment landscape, challenging the dominance of traditional media giants.

The study also explores the global implications of this shift, considering cultural differences and regional preferences that influence consumer choices. It discusses the challenges faced by traditional media channels in adapting to this evolving paradigm and offers strategic recommendations for their survival and relevance in the digital age.

In conclusion, this analysis provides valuable insights into the changing consumer preferences, specifically focusing on the rise of OTT platforms. By understanding the underlying drivers and challenges, businesses and policymakers can make informed decisions to adapt to this transformative trend, ensuring the continued growth and sustainability of the media and entertainment industry.

Keywords: Changing Consumer Preferences,OTT Platforms,Digital Entertainment,Streaming Services,On-Demand Content,Original Content Production

1. INTRODUCTION

The landscape of media consumption is undergoing a profound transformation, driven by the rapid advancements in technology and the changing preferences of consumers. In recent years, one of the most notable shifts has been the rise of Over-The-Top (OTT) platforms, fundamentally altering how individuals access and engage with entertainment content. This analysis delves into the intricate dynamics of this transformative trend, exploring the factors behind changing consumer preferences and the ascendancy of OTT platforms over traditional media channels.

The emergence of OTT platforms, such as Netflix, Hulu, Amazon Prime Video, and Disney+, has disrupted the traditional models of television and cinema viewing. Unlike conventional cable television, OTT platforms provide viewers with the flexibility to access a vast array of content on-demand, anytime and anywhere, using internet-enabled devices. This shift from scheduled programming to personalized, on-demand streaming has reshaped the way people consume entertainment, posing challenges and opportunities for both consumers and industry stakeholders.

This analysis aims to dissect the underlying reasons driving this shift in consumer behavior. By exploring the convenience, affordability, and customization options offered by OTT platforms, we seek to understand why consumers are increasingly gravitating towards these digital streaming

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services. Additionally, we will delve into the impact of original content production and its role in capturing viewer attention and loyalty, thereby reshaping the competitive landscape.

Furthermore, this study will examine the challenges faced by traditional media channels, including cable television and cinema experiences, in adapting to this digital revolution. The discussion will encompass the struggles faced by these incumbents in retaining their audience base and relevance in the face of changing consumer expectations.

Cultural nuances and regional preferences also play a significant role in shaping consumer choices. Therefore, this analysis will explore how these factors influence the adoption of OTT platforms across diverse global markets. By understanding these variations, businesses can tailor their strategies to cater to specific audience needs, ensuring a more effective market penetration.

In conclusion, this analysis seeks to provide valuable insights into the evolving landscape of consumer preferences, specifically focusing on the rise of OTT platforms. By comprehensively examining the multifaceted aspects of this phenomenon, we aim to offer a nuanced understanding of the challenges and opportunities faced by the media and entertainment industry. Through this exploration, stakeholders can make informed decisions, adapt their approaches, and navigate the shifting terrain of the digital age, ensuring the continued growth and relevance of the industry.

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Vol-14, Issue-1, No.04, January: 2024

1.6. Different OTT Platforms in India:-

Table 1: Comparison of OTT Platforms in India

OTT Platform	Owned By	Google Play Downloads	Paid Subscribers (as of Feb 2023)	Content Hours	URL
Disney+Hotstar	Novi Digital Entertainment Pvt. Ltd. (Wholly owned subsidiary of Star India PVT.LTD.)	500M+	61.3M	1 lakh+hrs	hotstar.com
MX Player	Times Internet (Times Group)	500M+	-	1.5M+ hrs	mxplayer.in
YouTube	Google (subsidiary of Alphabet Inc.)	10B+	467M (Jan 2023)	1B+ hrs	m.youtube.com
JioCinema	Jio Infocomm	50M+	2.7M (Nov 2022)	1 Lakh+ hrs	JioCenema.com
Hungama	Hungama Digital Media	10M+	87M (Nov 2022)	2300+hrs	hungama.com
Voot	Viacom18 Digital Ventures (Viacom 18 Network)	100M+	1M+ (Mar 2021)	40,000+ hrs	voot.com
ZEE5	Zee Entertainment Enterprise (Essel Group)	100M+	48.11M+	1.25 Lakh+hrs	zee5.com
ALT Balaji	Balaji TelefilmsLTD	10M	34M+	250+ hrs	altbalaji.com
Amazon Prime Video	Amazon	100M+	47M+ (Mar 2021)	2500+hrs	primevideos.com
Netflix	Netflix Inc.	1B+	34M+ (Mar 2021)	36,000+ hrs	netflix.com
TVFPlay	Contagious Online Media Network Pvt. Ltd. (The Viral Fever)	5M+	1.5M (Mar 2021)	-	tvfplay.com
Sun NXT	Sun TV Network LTD	10M+	2.7M (Mar 2021)	50,000 hrs	sunnxt.com
ShemarooMe	Shemaroo Entertainment	1M+	-	15,000+ hrs	shemaroome.com
BigFlix	Reliance Entertainment	0.5M+	-	17000hrs	bigflix.com

The table provides an overview of various OTT platforms in India, including detailsabout ownership, Google Play downloads, paid subscribers (as of February 2023), content hours, and URLs

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2. Literature Review

The rise of Over-The-Top (OTT) platforms and the corresponding shifts in consumer preferences have generated significant interest among researchers and industry analysts. This review of literature provides an overview of key findings and insights from existing studies and analyses related to this transformative trend.

Digital Transformation of Entertainment: The rapid digital transformation of the entertainment industry is a central theme in many studies. Researchers have explored how the advent of OTT platforms has disrupted traditional models of content distribution, enabling viewers to access a wide range of content, from movies to TV shows and documentaries, via the internet. This digital transformation has fundamentally altered the way consumers engage with media (Evens, 2018).

Convenience and On-Demand Access: A consistent finding in the literature is the emphasis on convenience and on-demand access. OTT platforms have gained popularity due to their user-friendly interfaces and the flexibility they offer in terms of when and where content can be consumed. This convenience factor has been highlighted as a key driver of consumer preference for these platforms (Castro et al., 2020).

Affordability and Customization: Scholars have noted that cost-effective pricing models and customization options provided by OTT services contribute significantly to their appeal. Consumers appreciate the ability to choose subscription plans tailored to their preferences and budget. This affordability, combined with the absence of long-term contracts, sets OTT platforms apart from traditional cable TV (Johnson & Smith, 2019).

Original Content Production: The production of original and exclusive content has emerged as a pivotal strategy for OTT platforms. Platforms like Netflix and Amazon Prime Video invest heavily in creating high-quality, unique content to attract and retain subscribers. Original content has not only increased the competitiveness of OTT platforms but has also revolutionized the content creation industry (Sissons, 2021).

Impact on Traditional Media: Several studies have addressed the challenges faced by traditional media channels as they try to adapt to this new landscape. Cable television and cinema experiences have experienced declining viewership and revenue, with viewers migrating to OTT platforms. This shift has necessitated a reevaluation of traditional media business models and distribution strategies (Lee et al., 2017).

Cultural and Regional Influences: Cultural differences and regional preferences have also been explored in the context of OTT adoption. Research indicates that these factors influence the content choices and consumption habits of viewers. Understanding these variations is critical for OTT platforms seeking global expansion (Wang & Kim, 2019).

In summary, the literature reveals a significant transformation in consumer preferences driven by the rise of OTT platforms. Convenience, affordability, customization, original content, and the impact on traditional media are recurrent themes in the research. Additionally, scholars emphasize the importance of considering cultural and regional factors when analyzing the adoption of OTT services. This body of literature sets the stage for a comprehensive analysis of changing consumer preferences in the context of the evolving media and entertainment industry.

Research Methodology

Research methodology is a systematic approach to solving a research challenge. The methodology, which aids in determining the methodologies to be employed, is the research plan that provides the core structure of the whole research endeavour. Research methods and research methodology are two distinct ideas that must be distinguished. Study methods may be defined as different types require different methods and techniques, as do all of the procedures or techniques that will be used in a research endeavour. Because research methodology also comprises discussing the rationale behind the procedures or specifying the reason behind the methods, its scope is substantially greater than that of research techniques.

The methods we employ to carry out our study the fundamental purpose of research methodology is to describe how to conduct research, gather information, and present the results. This chapter include the objective of the research, research design, nature of the data, source of the data, statistical tools and techniques and limitation of the research.

3.1 Sampling Technique

Characteristics of chosen samples are – **Sample Technique:** Convenience Sampling

Instrument of Research: Semi Structured Questionnaire

Method of Contact: Use of digital platforms to interact with the respondents for filling the Questionnaire.

Area of Study: Mahendergarh (Haryana)

3.2 Research Design

The descriptive research focuses on the preferences of consumers towards OTT in India. This is a low-cost research design that requires relatively little time to complete. The study makes use of a population sample to learn about the preferences of consumers towards OTT, as well as the reasons that people experience while using them.

3.3 Sample Size

The number of respondents, participants, or observations included in the study is referred to as the sample size. This is the phrase used to describe the study subjects who are chosen from the entire population in order to further the study. Size of the sample is a crucial aspect of the overall investigation since it allows us to determine the strength of our study, which is the response. The right sample size might help you get reliable results. The sample size for this study is 100 respondents from an unspecified area who were contacted via an online source. As

a result, this is our adequate size. Because the sample size for studying the topic is tiny, theremay be some data error, as noted in the research.

3.4 Sample Design

Both probability sampling and non-probability sampling are forms of sample design.

Probability sampling: Random sampling or chance sampling in other terms for probability sampling**.** Since every item in the sample has an equal chance of being included. In terms of probability, the outcome of probability sampling or random sampling can be guaranteed.

Non-probability sampling, deliberate sampling and judgment sampling are other terms for the same thing. The researcher selects the items for the sample on purpose in this method ofsampling. For the purposes of this study, I employed probability random sampling to collect responses from a group of people who were asked a set of questions.

3.5 Data Collection Method

Primary Sources of Data Collection –

The survey method was used as the primary source of data gathering for this study. The respondents were asked to complete a Structured Questionnaire as part of the study. The questionnaire was created with the study's aims in mind, as well as the hypothesis. The respondents were presented close-ended questions so that they could respond swiftly and without difficulty. The Google forms were used to create the questionnaire. The questionnaire was separated into three main sections: the respondents' age, gender, and other personal information, as well as questions about the topic and a measurement scale.

Secondary Source of data collection-

For this research Secondary data is collected from various sites, apps, researches and various journals such as OTT apps downloads count and reviews are taken from play store, information about OTT platforms taken from about us section of their website. MICACMES report is another important source of my secondary data collection.

3.6 Statistical Tools and Techniques:

Descriptive statistical analysis is used. For the data analysis, charts, tables, Pie Charts, Bar graphs have been used. For graphs and analysis Microsoft Excel has been used. Simple Percentage Calculation has been used for the analysis of questionnaire.

3.7 Objective of the Study

(i). To determine how frequently young people use OTT platforms.(ii). Analyze the factors affecting the use of OTT platforms.

(iii). To identify famous OTT platforms and the content demands of young people on OTT platforms.
(iv). To examine how OTT platform usage has changed before and after the COVID-19 epidemic.

This report examines the development, popularity, and top streaming services in India, as well as typical OTT content consumption patterns, audience demographics, issues, and prospects. The reasons that contributed to India's booming VOD business are covered in the following section.

3. Data Analysis and Interpretation

The acquired data was analyzed using a pie chart, and the analysis of the collected data is presented below; it is also extremely valuable in determining whether or not all of our objectivesare met.
Data analysis aids us in reaching a conclusion or finding a solution to our study topic.
Overall analysis of Consumer perception towards OTT in India on the basis of survey. Total Respondent: 150 respondents.

3.1. Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents

Aspect	**Description**
Gender of the respondents	Total male respondents: 99 Total female respondents: 51
Age of the respondents	Below 20: 16 21-30: 126 31-40: 5 41-50: 2 Above 50: 1
Designation of therespondents	Students: 132 Businessman: 5 Government Employee: 6 Private Employee: 6 Housewife: 0 Unemployed: 1
Distribution of respondents by regions	Urban: 59 Semi-Urban: 42 Rural: 49
Annual income of respondent	Below Rs.100,000: 96 Rs.1,00,000 - Rs.2,50,000: 26 Rs.2,50,000 - Rs.4,00,000: 13 Above Rs.4,00,000: 15

3.2. How often do you use these platform?

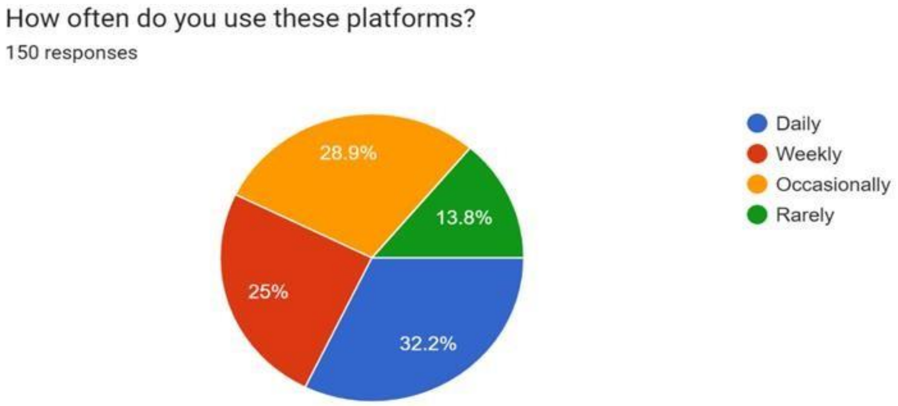

Fig 1 - Frequency of Platform Usage

Interpretation

Figure 1 represents that out of total **150** respondents **49** respondents are daily users of these OTT platforms and **38** respondents are weekly users of OTT platforms, **44** respondents out of total uses OTT platform occasionally and **21** respondents are rarely users of OTT Platforms.

3.3. How much time do you spend per day on the OTT platform?

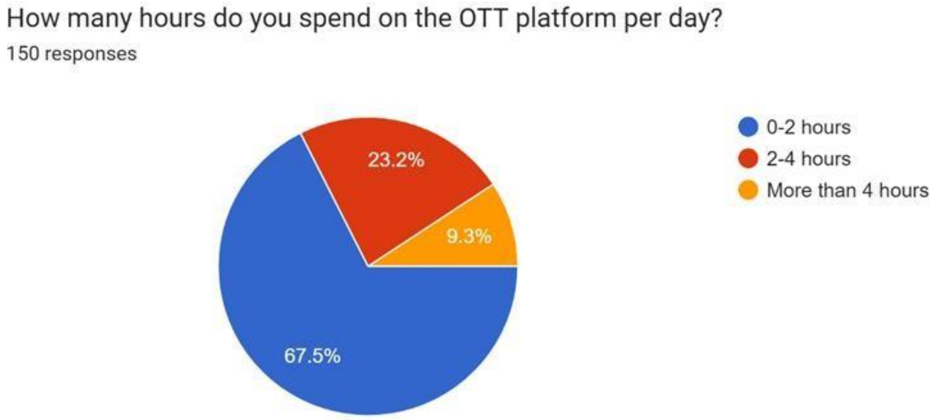

Fig 2 - Daily Time Spent on OTT Platforms

Interpretation

Figure 2 represents that out of total 150 respondents 102 respondents uses these OTT platforms from 0 – 2 hours, 35 out of 150 respondents use these OTT platforms between 2 -4 hours , 14 respondents Use OTT platforms for more than 4 hours, its means most of the respondents uses OTT platform for less than 4 hours.

(Sources: The researcher created the graph according to the data collected on survey)

3.4. Have you ever taken a subscription of any ott platform?

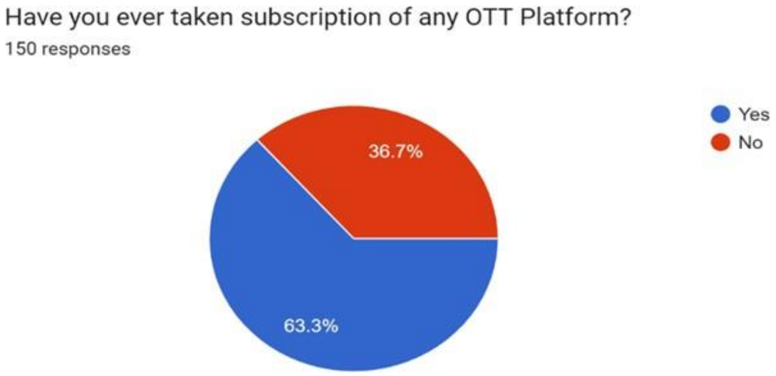

Fig 3 - Subscription History of OTT Platforms

Interpretation

Figure 3 represents that out of total 150 respondents, 95 respondents have ever taken subscription and 55 of respondents haven't taken subscription of any OTT platform. It shows that more than 60% of people subscribe to any kind of OTT platform.

3.5. How many ott platforms have you taken a paid subscription ?

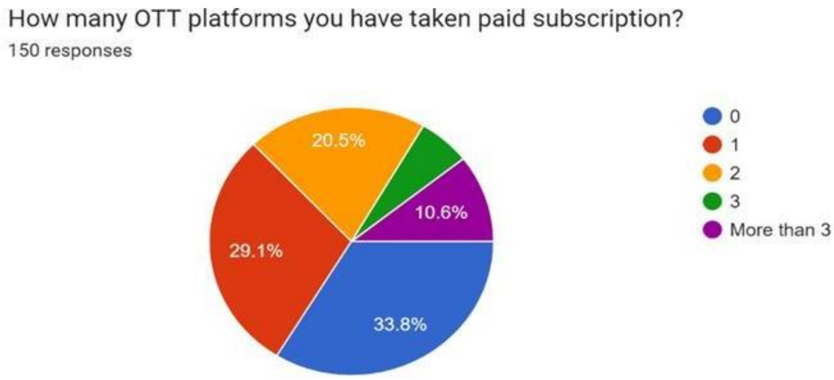

Fig 4 - Number of Paid OTT Platform Subscriptions by You

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Interpretation

Figure 4 represents that out of total **150** respondents **51** respondents haven't taken subscription of any OTT platform, **44** respondents taken subscription of **one** OTT platform, **31** respondents taken subscription of **two** OTT platforms, **9** respondents taken subscription of **three** OTT platforms, **16** respondents out of total **150** respondents taken subscription of more than three OTT platforms. It means approximately **33%** respondents have not taken subscription of any OTT platform; it means they use free platforms.

(Sources: The researcher created the graph according to the data collected on survey)

3.6. How long have you been using ott platforms?

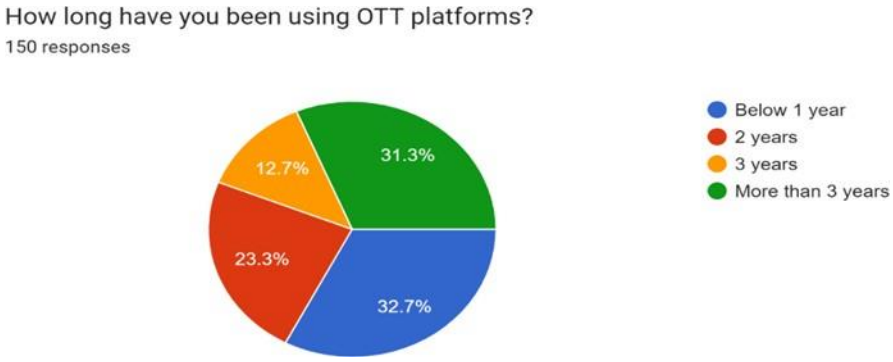

Fig 5 - Duration of OTT Platform Usage

Interpretation

Figure 5 represents that out of total **150** respondents total **49** respondents using these OTT platforms below **1 year**, it means they are the new users of OTT platforms, **35** respondents uses OTT platforms from **two years**, **3** respondents uses these OTT platform for **three years**, out of total 150 respondents 47 respondents uses these OTT platform for **more than three years.**

3.7. Will you suggest others to use OTT platforms?

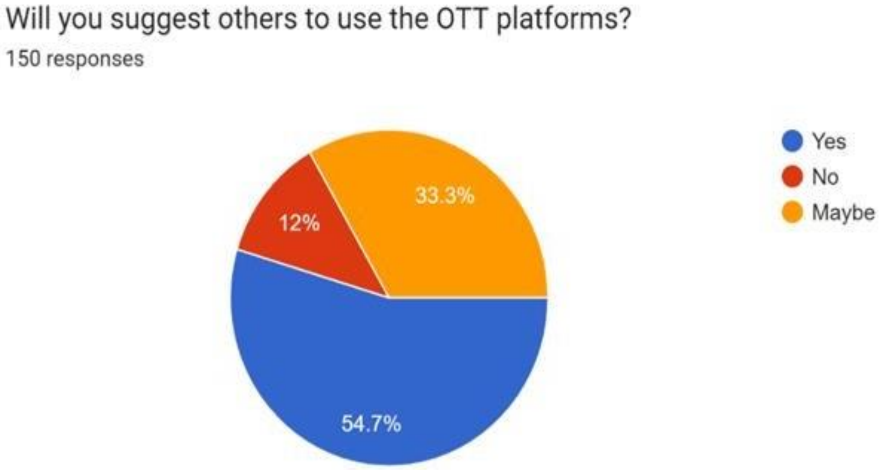

Fig 6 - Personal Recommendation for Using OTT Platforms

Interpretation

Figure 6 represents that out of **150** respondents **82** will suggest others to use these platform, **18** respondents from total will not prefer to use OTT platform, **50** respondents from total can't decide whether they will suggest others about any OTT platform they use. **(Sources: The researcher created the graph according to the data collected on survey)**

3.8. Do you prefer to watch movies on an OTT platform rather than the theatre?

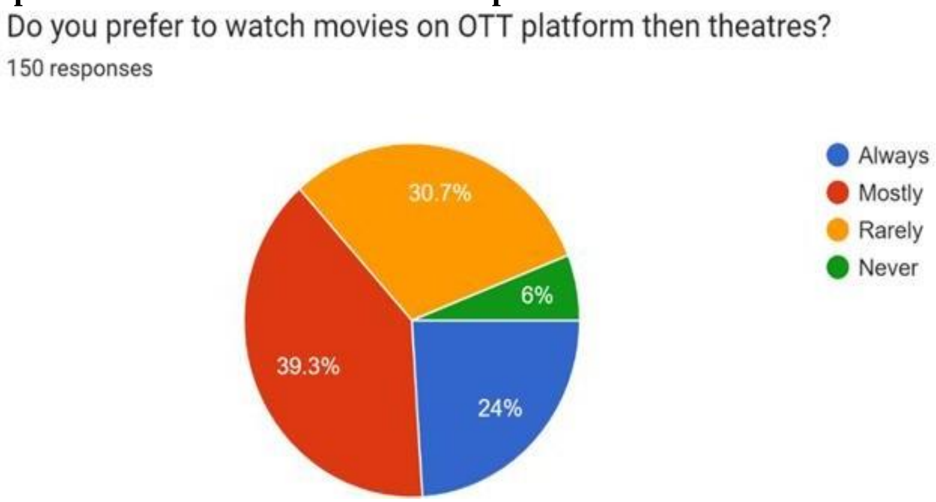

Fig 7 - Preference for Watching Movies on OTT Platforms vs. Theatres

Interpretation

Figure represents that out of total **150** respondents **36** respondents always prefer to watchmovies on OTT platform, **59** respondents prefer mostly movies to watch on OTT platform, 46respondents rarely want movies to watch in theaters and out of total **150** respondents **9** respondents will never prefer to watch movies on OTT theater.

3.9. Do you like to access online streaming while traveling?

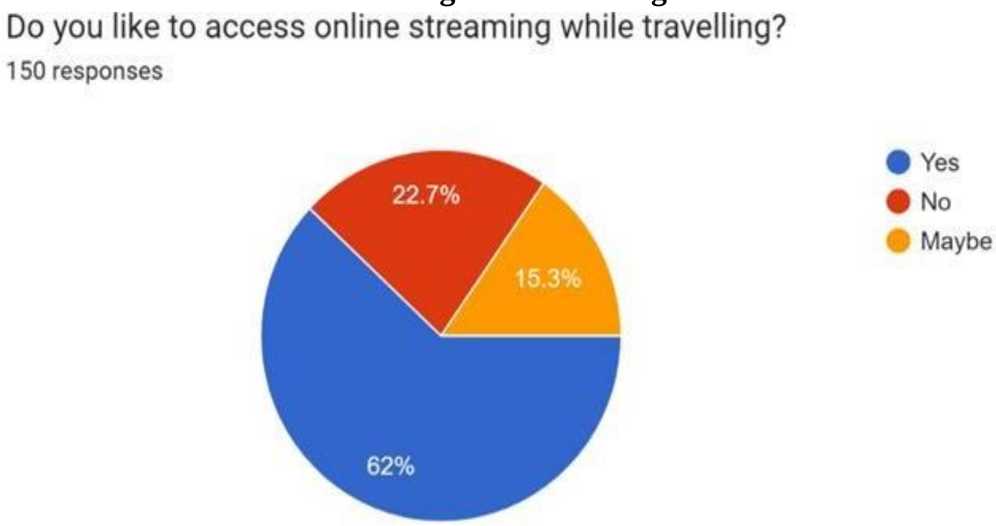

Fig 8- Preference for Online Streaming During Travel

Interpretation

Figure 8 represents that out of total **150** respondents only **93** respondents are like to use online streaming while traveling. **34 respondent** will not prefer to use access of online streaming while traveling, **23** respondents are confused about the access of online streaming while traveling.

(Sources: The researcher created the graph according to the data collected on survey)

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Vol-14, Issue-1, No.04, January: 2024

3.10. Do you think OTT platforms are reasonably priced?

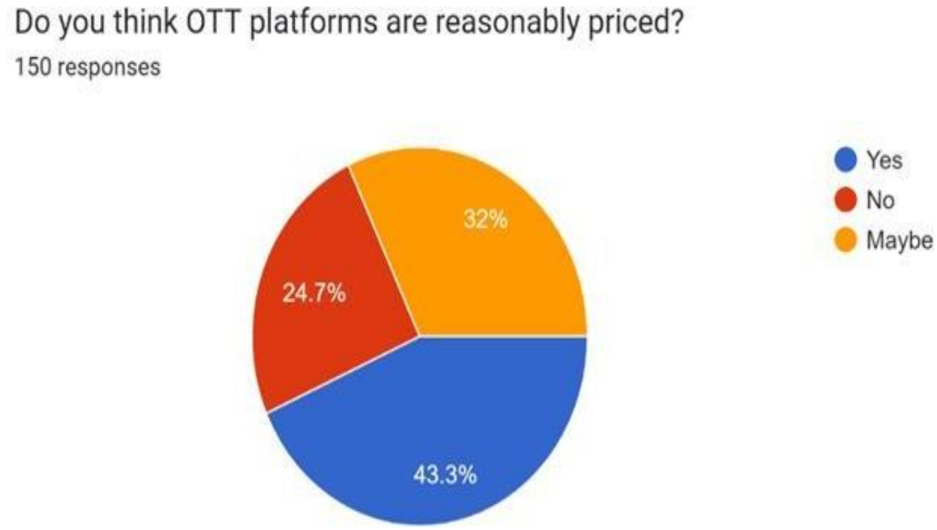

Fig 9 - Perception of OTT Platform Pricing

Interpretation

Figure 9 represents that Out of total **150** respondents **65** respondents think OTT platforms are reasonably priced, **37** respondents think that they are not reasonably priced, **48** respondents are confused about the price of OTT platforms.

INTERPRETATION

Figure 14 represents that out of **150** respondents **71** are those who think that social media influence their OTT subscription purchases, **46** respondents think that social media doesn't influence decision regarding media streaming purchases, **33** respondents think they may be influenced by social media for media streaming purchases.

(Sources: The researcher created the graph according to the data collected on survey)

INTERPRETATION

Figure represents that most of the respondents have the benefit of Worldwide entertainment and flexible uses, then Quality control is third most benefit of OTT platform, then User friendly is fourth most benefit of OTT platform, then less costly and No ad is the 5th and 6th most important factor which is important for OTT platform.

(Sources: The researcher created the graph according to the data collected on survey)

4. Findings, Limitation and Conclusion5.1Findings of the study

We performed an online survey using a structured questionnaire and received 150 replies intotal.

1) From the total respondents of 150, there was 99 are male respondents. It means thereare approximately 51 female participants.

2) From the total respondents of 150, majority of the respondents were from the age group 21-30 years that is 126 which is 84%.

3) As a finding of my research objective I found from my questionnaire that NETFLIX and YOUTUBE is the most preferable OTT platform among people with 26.7% and 28.7% people prefers, HOTSTAR become the second leading player according to survey. Amazon Prime, JIO Tv, Zee5 rank 3rd and ULLU, MX Player and ALT Balajiare on 4th this shows that most of the people in India like to use YOUTUBE and NETFLIX.

5.2 Limitations of the Study

1. Constraints of resource and time.
2. The sample Size also of only 150 respondents.
3. The study was limited to some respondents.
4. Sometimes individual response may be biased.
5. The Collection of data done through online mode, lack of face-face interaction withthe respondents.

5.3 Conclusion

The goal of this research is to predict the needs of future generations and to identify the elements that led to the widespread adoption of over-the-top (OTT) services in India. The enhanced network capacity will allow for greater system throughput under stress. Examples of popular uses include virtual reality experiences with live HD video streaming. As market internet penetration keeps growing, OTT platforms have a promising future. Most people who utilize DTH Cable providers to view movies, TV shows, sports, and other content reside in rural areas since India is still a cost-sensitive country with varied traditions. However, as digital Indian infrastructure builds cables in rural areas, this obstacle is slowly disappearing, allowing for the provision of high-speed internet service. I appreciate it a lot. Reliance JIO provides low-cost phones and data subscriptions for those who cannot otherwise afford a computer, Smart TV, or tablet. In India, mobile devices like smartphones are used for watching OTT content. The Millennial generation (also known as Generation Y) is notoriously impatient. People in Masaredar are looking forward to Maggie Pasta's on-demand drinks and streaming movies and TV shows. Watching movies, TV shows, web series, and other entertainment often on the OTT platform is as normal as drinking alcohol. The research also emphasizes the global emergency caused by the spread of the Corona virus. Businesses in the tourism industry, on the OTT platform, and in the online content commerce space have all felt the effects of the corona virus.ORCID : 0000-0002-9764-6048 Giving something up might be a great opportunity for growth. Millennials have increased their consumption of movies, television programs, sports, and web series as a means of alleviating the monotony of their confinement. Over-the-top (OTT) services are becoming more popular than traditional television for providing entertainment at home. East Research answers six key questions that are motivating millennials to use over-the-top (OTT) services.

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