

A STUDY ON CONSUMER PREFERENCE TOWARDS OVER THE TOP (OTT) MEDIA SERVICE PLATFORMS IN SOUTH TAMILNADU

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ABSTRACT

Numerous modes of digital medium are now available for people to employ in their daily lives because of advancements in technology (Gupta & Singharia, 2021). These technologies altered people's habits about purchasing, media consumption, and entertainment, among other things (Jorge Cruz-Cárdenas, 2021). People once needed to go out and expend their time and energy on things like buying food, booking their transportation needs, watching movies, etc. However, the use of digital gadgets allowed users to access the earlier services at their doorsteps due to digital technologies. Additionally, lockdowns forced people and businesses to rely more on digital technologies for a wide range of activities (Mohd Javaid, 2021). Over The Top platform is one such technology that is transforming the entertainment industry in India. The purpose of this study is to determine why users utilise the platform, what issues they encounter, and how their demographics correspond to their individual preferences

KEYWORDS: Over the top platform, media consumption pattern, preference, digital technology, lockdown

1. INTRODUCTION

Technology and digital devices are developing more quickly than ever before (Islam & Want, 2014). This has an effect on the global economy as well. Additionally, the concept of digitalization is altering how people are consuming media and creating new requirements for doing so. The development of digital gadgets (smart phones, Smart TVs, tablets, etc.) and evolving internet technology (Allam & Dinana, 2021), such as 4G and 5G, have contributed to a shift in how people see and consume information (Reyna & Hanham, 2018). This opened the door for the rapid global and Indian expansion of OTT (Over the Top) platforms. Traditionally, viewers have access to a variety of programmes like as news, serials, movies, educational programming, sports, etc. through paid cable TV services, movie theatres, and DTH platforms. Viewers on these platforms have less or fewer options for selecting their desired media content which make them to shift towards modern media platforms (Kim, Viswanathan, & Lee, 2020). Additionally, on these platforms, users will not be able to watch their favourite programmes at their preferred times on their preferred devices (Loos & Ivan, 2022) .

Over the top (OTT) platforms utilize the internet to provide consumers with a variety of visual and audio contents, voice calling, and messaging services. These digital contents are offered by distributors (firms like Amazon Prime, Disney Hot Star, Netflix, Voot etc.), who also govern who has access to them. Users typically connect to OTT platforms through an application (app), a Dongle, or an OTT box with an internet service, and these devices should be connected to smartphones, smart TVs, personal computers, laptops, etc. to view the platform's contents.

The first company to offer an OTT service was Netflix, which began as a DVD sales and rental business in 1997 (Karin van Es, 2022). On a monthly subscription basis, they offered a limited amount of content online in 1999. It began providing its subscribers with streaming capabilities in 2007 (Hosch, 2023). Due to the success of its own web series House of Cards (Wayne & Sandoval, 2021) in 2013, many people are now familiar with Netflix. In 2007, it only offered its service to two nations; today, it is streamed to more than 190 nations worldwide (Wayne & Sandoval, 2021) . This demonstrates that there are on-going global trends in favour of OTT services.

The way in which individuals consume media has evolved as a consequence of COVID19 (Gupta & Singharia, 2021) . The majority of people in our nations still are scared of the corona virus spreading, therefore they avoid coming out in public, especially for recreational purposes (going out with family for purchase, tour, for movie viewing in cinema

theatres, etc.). This encouraged media consumers to watch movies and other shows on OTT platforms. Additionally, because consumers had the choice to choose pertinent audio and video content, they could access the preferred contents at their convenience and on the appropriate device

Therefore, there is without a doubt a bigger favourable trend among media consumers who prefer to use OTT (Gupta & Singharia, 2021). Owing to strong connection, the availability of improved digital platforms, the rise in smartphone users, and the closure of theatres due to the COVID outbreak, a significant number of new OTT platform customers have been drawn to India. According to "Mint," the Indian streaming market is currently worth \$1.7 billion and is projected to reach \$15 billion in value by 2030 (Jha, 2022). So this study analyses OTT platform awareness, OTT user preferences, and issues they encounter. This study also aims to determine the impact of COVID19 on OTT platforms and the impact of such platforms on movie theatres

2. LITERATURE REVIEW

In recent years there are different modes of video sharing and streaming platforms are available to the media consumer. (Spilker & Colbjørnsen, 2020). Higher video consumption has also been spurred by faster mobile device usage (Anderson, 2015) and availability of cheaper data package (Business Standard, 2021) and Internet connections. Because these new generation media consumers have different needs than past generations did, media companies must come up with innovative strategies to appeal to them (Yang & Coffey, 2014). So this access to Internet has permanently altered media consumption pattern of consumers (Mulla, 2022) and reshaping business model (Spilker & Colbjørnsen, 2020). There is a considerable overlapping seen between traditional and experienced online streaming media users because experienced Internet users believe the Internet was better than traditional media (Nagaraj, Singh, & Yasa, 2021) (Strangelove, 2015). These emerging new media consumers demand different attributes than previous generations, and that requires media providers to develop new ways to engage them (Yang & Coffey, 2014).

Decades ago when YouTube was introduced in 2005, it soon rose to the top of the list of most visited websites for video streaming content. (Burgess & Green, 2018). Then came streaming and social media platforms through which users consumed varieties of content through different modes. (Burroughs & Edward., 2015). Finally now we are witnessing the rise of OTT platform (Roscoe, 2019) which offers multinational content, original movies and localised content by targeting specific group of audience (Sharma, 2018). Time and then new media formats have emerged and have attracted large number of media consumer (Puthiyakath & Goswami, 2021). Making the choice to accept an invention includes a process that takes place over time rather than being an immediate move (Venkatesh, 2006).

According to Everett M. Rogers an individual undergo five stages before adopting a technology (Everett, 2003). People are more inclined to keep using an innovation than withdraw when they are comfortable and satisfied with it (Massey, 2007). In India there is increase in number of users in OTT platform is a strong sign that depict that more users are adapting to OTT platforms (Statista, 2022). But still traditional media like television programs and cinema theatre also attracts huge number of viewers because of the social value (Kim, Soo, Shim, & Hyun, 2014) offered by them which is low in OTT platforms. People wish use both OTT and movie theatres to watch movie (Puthiyakath & Goswami, 2021).

The emergence of Internet-driven, over-the-top (OTT) streaming platforms that forego conventional distribution methods is the primary driver of this shift in consuming media (Shin & Park, 2021). With the familiarity of Video on Demand (VoD) growing, those seeking a superior viewing experience without paying for cable may turn to streaming video from over-the-top services like Netflix (Kanozia & Gangharia, 2021), Amazon, Disney in addition to Hotstar, Zee, and more. There are numerous variables that have contributed to the sharp rise of streaming services, including price, easy accessibility, relevant content, perceived usefulness, etc. (Dasgupta & Grover, 2019) (Lee, 2018). The one another purpose that people use media is for relaxation (Papacharissi Ph.D & Mendelson Ph.D, 2007). Relaxation is the mental condition achieved by letting go of tension and worry. Individuals have relied on diverse media for relaxation (Rubin, 1983). In a similar way it was identified that OTT platforms which are more convenient platform than traditional media for relaxation (Steiner & Xu, 2018).

Also the other aspects of the adoption of OTT services, such as the prevalence of smartphones and mobile internet, net neutrality regulation and user experience. The OTT platforms offer the users the more autonomy (Lammers & Stoker, 2016) in how, when, and also what they watch compared traditional media which attract more media consumers especially millennial (Koul, Ambekar, & Hudnurkar, 2021). Individuals who value autonomy highly will also value streaming video (Massad, 2018). Watching many episodes at one sitting (Binge watching) is a type of viewing practice preferred by youngsters make them turn towards the OTT platforms (Tryon, 2015).

Also at any time and on any device, one can access the OTT subscription (Nagaraj, Singh, & Yasa, 2021). OTT services have gained popularity (Kim, Kim, Hwang, Kim, & Kim, 2017) because they provide a variety of content like movies,

comedies, dramas, reality TV, news, documentaries, and other original unique program for different age, gender, occupation and lifestyle which cannot find other traditional and digital platforms (Westcott, 2021). The benefits of watching content through an OTT service include financial savings in addition to a seemingly endless selection of programmes and dynamic viewing options like fast-forwarding, rewinding, pausing, and picking up where you left off (Massad, 2018).

In the wake of the COVID-19 disruption, which has boosted OTT media consumption (Brand Equity, 2021). That creates a significant potential for OTT service providers to benefit from the power of digital media as a route for effective communication. The user will continue to use and subscribe to streaming services in the future due to the satisfaction of two major criteria, namely, customer engagement (Hollebeek, 2011), quality of service experience (Khalifa & Liu, 2007) provided by OTT platforms. It was also identified that habit (Liao a, Palvia b, & Nan- Lin, 2006) of viewing programmes on OTT platforms developed during pandemic will also strongly influence user to continue to subscribe to OTT services in the future (Gupta & Singharia, 2021).

India's diverse socioeconomic and cultural background requires a comprehensive inspection into the factors affecting people's decisions to adopt or reject OTT services. The current study attempts to investigate the demographics factors like age, occupation, location, income, education and its influence in OTT consumption pattern of in South Tamilnadu as well as the factors that led to the adoption of OTT services. Even though there are multiple benefits of OTT platform. Despite its benefit OTT users face service and quality dissatisfaction (Seong, 2014). The study also investigates certain issues or dissatisfaction experienced by the OTT platform users.

The information viewing format and media consumption pattern of today's general public of our nation has undergone a wider change. This is due to the larger penetration of internet, availability of more data at cheaper price and increasing number of smartphone, laptop and other digital devices users. Also more number of people is using online food ordering services, online cab booking services, online shopping apps. These technologies provoke this generation to spend more time in usage of digital devices and internet. Also recent lockdowns due to COVID19 made lot of people and companies depend on digital technologies and devices due to carry out their daily professional activities.

These technological changes, changes in information and media consumption patterns among people paved way for emergence and speeder adoption of over the top (OTT) platforms. With no doubt OTT platforms are evolving at faster with daily increasing number of subscribers. So this study aims to identify the various reasons for OTT usage. Also to identify the various preferences and problems faced by OTT users. This study also compares the demographic profile of the respondents with their preferences.

This study aims to identify the respondents' frequency of usage in OTT platforms. This also tries to predict their preferred device, preferred time of usage, preferred programs and their frequency of usage to OTT platforms. This study also describes various reasons of respondents for using OTT platforms, influence of COVID19 in their usage hours and also tries to predict the few problems faced by the OTT users. The samples selected for the study is limited to few cities, towns, town panchayats and villages within Tamilnadu. So it can't be generalised to the entire state or for the country.

3. RESEARCH METHODOLOGY

Initially pilot study was conducted with a questionnaire and responses were obtained from few users of OTT platform. Then based on the pilot study, questionnaire was revised and finalised. Physical copy of questionnaire was given for the respondents who were accessible and for other respondents same questionnaire was framed using Google form. Then the link of the Google form was mailed and their responses were recorded. Secondary data was obtained from various websites, books, and journals and from different research papers. Convenient sampling method is used for selecting the samples for the study and responses were obtained from those samples.

Total sample size for the study is 174 respondents who were users of OTT services. For analysing the data statistical tools like Factor analysis, Independent sample T-test, ANOVA, Paired sample T-test, percentage analysis and weighted mean score are used in SPSS software. Pie charts and bar charts were used for better understanding of the findings.

4. DATA DESCRIPTION AND DISCUSSION

In this section, a description about the profile of the respondents who use OTT platform is presented. The data collected from the respondents have been analysed through various tools and the results of the same have been presented.

4.1 Demographic profile of the respondents

Demographic profile includes nature and characteristics of a population such as age, gender, marital status, occupation, and income level etc. Percentages are used in this study to measure the demographic profile of the respondents who use OTT platforms.

Table 1: Demographic profile of the respondents

Demographic Variables		No. of Respondents	Percentage to Total
Gender	Male	94	54.0
	Female	80	46.0
Age	15to21	23	13.2
	21to30	87	50.0
	30to40	32	20.4
	40to50	32	16.4
Occupation	Student	62	35.6
	Homemaker	11	6.3
	Working Professional	67	38.5
	Entrepreneur	20	11.5
	Self-Employed	14	8.0
Type Of Geographic Area	City	75	43.1
	Town	51	29.3
	Town Panchayat	31	17.8
	Village	17	9.8
Annual Family Income	Rs 40,000 to 1 Lakh	13	7.5
	Rs 1 Lakh - 2 Lakhs	42	24.1
	Rs 2.1 Lakhs - 3 Lakhs	68	39.1
	Rs 3.1 Lakhs - 4 Lakhs	30	17.2
	Above 4 Lakhs	21	12.1

Source: Primary Data

In a recent report from Indian Express it was mentioned that Indian OTT market is dominated by young male users (Indian Express, 2022). In the current study also from the above table shows that 54% of respondents are male and 46% of them are female. Since OTT platform has more awareness in urban areas than rural regions and the users mostly belong to students and working professionals. So in this study from the sample size 50% are from age 21 to 30 and 20.4% are from age 30 to 40. About 38.5% of them are working professional, 35.6% are students and 11.5% are entrepreneurs. About 43.1% belong to city, 29.3% are belonging to town, 17.8% belong to town panchayat and 9.8% of them belong to village. Also among the respondents 39.1% are having annual family income of Rs 2.1 Lakhs - 3 Lakhs, 24.1% are getting annual salary of Rs 1 Lakh - 2 Lakhs, 17.1% are having annual family income of Rs 3.1 Lakhs - 4 Lakhs and 12.1% are having annual family income above 4 Lakhs.

4.2 Factors influencing usage of OTT PLATFORM among consumers

Factor analysis is used to eliminate the unrelated constructs and assess whether the response pattern reflect the adequate intended conceptual structure and to support the content validity of the research (Jeyapaul, 2018). Initially in the instrument 20 items were used to identify the reason for the respondents to use OTT platform, later the researcher here used factor analysis and with that 20 related items were retained under six factors.

Table 2: Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.621
Bartlett's Test of Sphericity	Approx. Chi-Square	873.489
	Df	120
	Sig.	<0.001

Table3: Factors influencing usage of OTT PLATFORM among consumers

Components	Item Description	Rotated Loading	% of σ^2	Eigen Value
OTT Attributes	Flexible usage	0.896	18.252	2.920
	Easy	0.879		

	Availability of World Wide Content	0.864		
	Privacy	0.604		
Personal Factors	Less cost	0.909	14.136	2.262
	To avoid crowd	0.898		
	save my energy	0.529		
Availability of varieties of Entertainment Content	Favourite stars	0.801	11.968	1.915
	Telecasting of new movies	0.767		
	More variety of programs	0.669		
Net package and Free Trial	Availability of net package	0.846	9.148	1.464
	Because free trial offered for limited period of time	0.670		
Technology Adoption	New evolving technology	0.866	1.110	6.935
	Because of more usage of digital devices	0.675		
Lifestyle	Keeps me relaxed during leisure time	0.765	1.091	6.819
	Social Status	0.650		

Source: Primary Data

Factor analysis was used to identify the factors influencing the respondents for using OTT platform. In that first step is to check the sampling adequacy for factor analysis through KMO (**Kaiser-Meyer-Olkin**) and Bartlett's Test. In this research from the above table (Table:2), it was observed that the KMO measure was 0.621 and that is more 0.5. So it is in the acceptable range and valid for conducting factor reduction technique. Also the chi Square value of Bartlett's Test has significance<0.001 from the above table (Table: 2) confirms that variables have high correlation and it is adequate to use factor analysis.

The loading of factors is presented in rotated component matrix table (Table: 3). It could be observed from the table that the variables flexible usage, Flexible Accessibility, Availability of world-wide content and Privacy are loaded as factor 1 and it is named as OTT Attributes. Then the variables ,I feel it incurs less cost compared to watching movies in cinema theatre, I can avoid crowd and maintain social distancing while watching new movies and I feel I can save my energy and effort in watching new movies in OTT platform are loaded as factor 2 and it is named as Personal Factors. Followed by the variables Because OTT platforms have movies and programs with my favourite stars, because new movies are released in OTT platform, OTT platforms

Provides me more variety of programs in a faster way than traditional TV Medias are loaded as factor 3 and it is named as Availability of varieties of Entertainment Content. Then the variables Due to the availability of net package and I have started using OTT platform because one month free trial was offered for my Unlimited recharge scheme by my network provider are loaded as factor 4 and it is named as Net Package and net package. Also the variables, I feel it is a new evolving technology for watching movie and so I am using it and I am spending more time in digital devices and that triggers me to use OTT platform are loaded as factor 5 and it is named as Technology Adoption . Finally the variables, Keeps me engaged during leisure time and Social Status are loaded as factor 6 and it is named as Lifestyle.

4.3 Data Discussion on various preferences of OTT users

In India the most subscribed OTT platform is Disney plus Hotstar (Hindustan Times, 2022) because of availability regional television shows and also it has exclusive rights to telecast IPL, a popular cricket event in India. As south Tamilnadu consist of more tyre 2 cities like Tirunelveli, Thoothukudi, Sivakasi, Nagarcoil, etc. which is surrounded by huge rural population and it is less developed compared to other districts (The Hindu, 2022) and cities like Chennai, Coimbatore and Trichy. So the cities and rural areas in south Tamilnadu markets are comparatively high price sensitive. Netflix is preferred by respondents because of cheaper base plan from Netflix which start from Rs149. Whereas in Amazon prime the base plan starts with the price Rs179 and in Disney Plus Hotstar the base starts with Rs499 (Livemint, 2022). So it could be inferred from Figure: 1 that most of respondents of the study prefer using Netflix followed by Amazon prime, Disney plus Hotstar and Zee5.

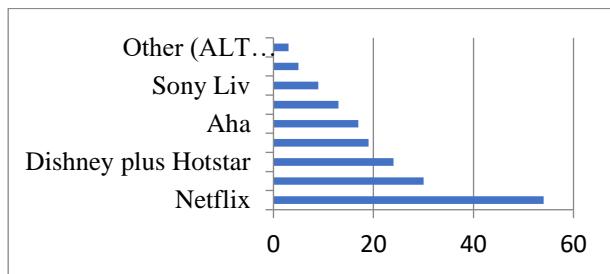


Figure 1 Users preference on different OTT service providers

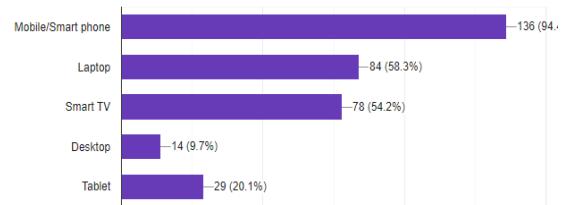


Figure 2 Users preference on preferred device to watch programs in OTT platform

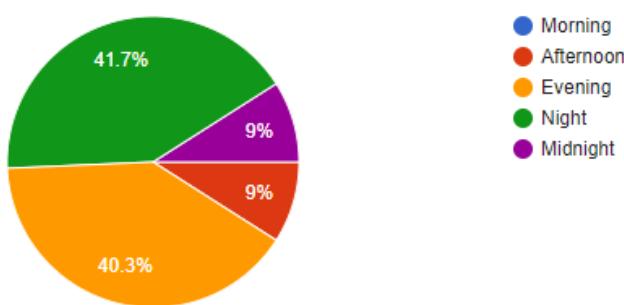


Figure 3 : OTT users preferred time of watching movie

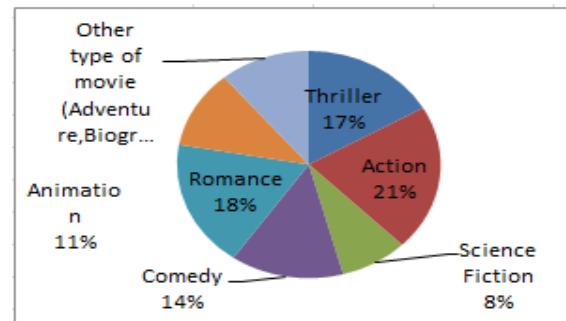


Figure 4: OTT users Preferred genre of movie

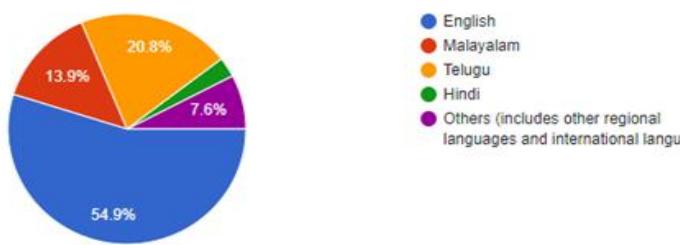


Figure 5 OTT users preference of other language program apart from Tamil language

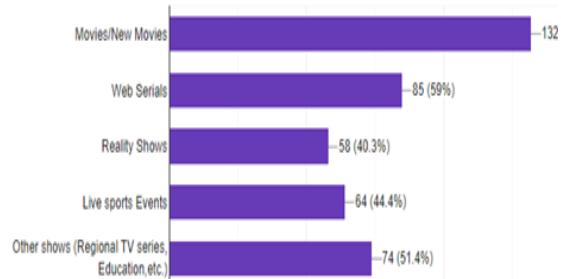


Figure 6 OTT users preference towards different programs offered by service providers



Figure 7: OTT customers preference about their privacy priority in watching programs

OTT users prefer to view program in their smartphone because of easy access to internet and more number of people using smartphone (Techarc, 2019). From above bar chart (Figure 2) it was observed that most of the OTT users prefer smartphone (94.4%) on the platform followed by laptop (58.3%) to view programs in OTT platforms. OTT users in India are interested in watching regional movies especially acted by their favourite stars (Brand Equity, 2022) which are followed by regional and other language web series. From Figure 3 it was observed that 41.7% of the respondents wish to watch programs at OTT platform during night time and followed by 40.3% of them watch during evening time. From the above chart it was observed that 21% of the respondents prefer action movies followed 18% of them prefer romantic movies, 17% of them prefer thriller movies and 13.9% of them prefer comedy movies.

From Figure 5 it was observed that 54.9% of the respondents prefer English language movies, followed by 28.9% prefer Telugu language movies and 13.9% prefer Malayalam language movies other than Tamil language movies. From the above chart (Figure: 6) it was observed that 91.7% of the respondents wish to watch movies in OTT platform, followed by 59% watch web serials 51.4% watch regional TV serials and 44.4% of them watch live sports event. From the above chart (Figure:7) it is observed that 89.6% of the respondents wish to watch alone the programs in the OTT platform, followed by 47.2% of the respondents wish to watch with their friends and family members.

4.4 Relationship between demographic factors and users preference of OTT platform

In this research article a Chi square test is used to identify is there any significance difference in opinion from different categories users in their preference of movies and usage pattern of the platform. So the below hypothesis are framed and checked.

Hypothesis

H₁: There is no association between gender and preferred movie type

H₂: There is no association between Gender and Frequency of usage

H₃: There is no association between Gender and preferred time of watching movies and other programs in OTT platforms

H₄: There is no association between Geographic location and language preferred in watching program and movies in OTT platforms

H₅: There is no association between Age and frequency of usage of OTT platform

H₆: There is no association between Age and preferred movie type

Table 4: Demographic factors and users preference of OTT platform

Demographic factors	Factors							Asymp. Sig.			
	Genre of movie										
Gender	Thriller	Science fiction	Action	Comedy	Romance	Animation	Adventure, family drama, biography and children film	.000			
Male	13 (13.8%)	15 (16%)	25 (26.6%)	6 (6.40%)	13 (13.80%)	4 (4.30%)	18 (19.10%)				
Female	12 (15%)	8 (13.92%)	6 (10.4%)	20 (42.50%)	21 (26.20%)	3 (3.80%)	10 (12.50%)				
	Frequency of usage of OTT platform										
	Daily		Weekly		Occasionally						
Male	45 (47.90%)		32 (34%)		17 (18.10%)						
Female	34 (42.50%)		33 (41.20%)		13 (16.20%)						
Most preferred time of watching movies in OTT platform											
Gender	Afternoon		Evening		Night		Midnight				
Male	6 (6.40%)		27 (28.40%)		49 (52.10%)		12 (12.80%)				
Female	12 (15%)		45 (56.20%)		18 (22.50%)		5 (6.20%)				
Preferred Language other than tamil											
Geography	English	Malayalam	Telugu	Hindi	Others						
City	53 (70.70%)	4 (5.30%)	6 (8%)	3 (4%)	9 (12%)						
Town	23 (45.10%)	9 (17.60%)	12 (23.50%)	2 (4%)	5 (12%)						
Town Panchayat	14 (45.20%)	5 (16.10%)	11 (35.50%)	1 (3.20%)	0 (0%)						
Village	7 (41.20%)	0	9 (52.9%)	0	1						
Age	Frequency of usage of OTT platform							0.000			
	Daily		Weekly		Monthly						
15 to 21	14 (60.90%)		6 (26.10%)		3 (13%)						
21 to 30	43 (49.40%)		36 (41.40%)		8 (9.20%)						
30 to 40	15 (46.90%)		5 (15.60%)		12 (37.50%)						
40 to 50	7 (21.90%)		18 (56.20%)		7 (21.90%)						
Genre of movie											

Age	Thriller	Science fiction	Action	Comedy	Romance	Animation	Adventure, family drama, biography and children film	
15 to 21	2 (8.70%)	5 (21.70%)	2 (8.70%)	1 (4.30%)	7 (30.40%)	2 (8.70%)	4 (17.40%)	0.000
21 to 30	19 (21.80%)	7 (8%)	12 (13.80%)	19 (21.80%)	15 (17.20%)	5 (5.70%)	10 (11.50%)	
30 to 40	1 (3.10%)	1 (3.10%)	7 (21.90%)	4 (12.50%)	3 (9.40%)	9 (28.10%)	7 (21.90%)	
40 to 50	3 (9.40%)	2 (6.20%)	4 (12.50%)	16 (50%)	0	0	7 (21.90%)	

Source: Primary Data

From the above data it was observed that there is difference in opinion of different categories of users in their preference and usage pattern. Male prefer more of action, thriller, science fiction and romantic movies whereas female users prefer to watch comedy, romantic and thriller genre of movies. Also frequency of usage, preferred genre of movies varies with gender, age and geographic locations. This could be explained from Table 4 as in first factor it was observed that P value is less than 0.001, hence null hypotheses is rejected. So it is concluded that there is association between gender and preferred movie type. It was also identified that male prefer action movies and female prefer more of comedy and romantic movies (Wühr, Lange, & Schwarz, 2017).

In earlier study it was advocated this may due to presence of hormones like testosterone and oxytocin at different proportions with men and women i.e. due to biological difference between the gender group (Wühr, Lange, & Schwarz, 2017). For the second factor the P value is 0.619 which is greater than 0.05. So it is concluded that there is no association between gender and frequency of usage of OTT platform. From the above table for the factor three it was observed that P value is less than 0.001, hence null hypothesis is rejected. So it is concluded that there is association between gender and preferred time of watching movie in OTT platform.

Male prefer to watch movie in OTT platform during night time and female wish to watch movie during evening. From above table for the factor four it was observed that P value is less than 0.05, hence null hypothesis is rejected. So it is concluded that there is association between geographic location and type of language preferred other than Tamil. Other than Tamil movies OTT users in city and town prefer English movies and programs. In south India more number of people speaks English as a bridge language than people in North India (B Sivakumar, 2018). So the respondents in south Tamilnadu also reflected the same trend. From above table for factor five it was observed that P value is less than 0.001, hence null hypothesis is rejected. So it is concluded that there is association between age and frequency of usage of OTT platform.

It was observed that users from 15 to 30 group use OTT platform daily and users with age above 40 use OTT platform occasionally. The younger age group (15 to 30) has greater access to the app-based OTT platform since they use their smartphones more frequently than their older counterparts. From above table it was observed that P value is less than 0.001, hence null hypothesis is rejected. So it is concluded that there is association between age and preferred type in OTT platform. Age group from 15 to 21 prefer more of romantic, science fiction and adventure type movies in OTT platform. Age group from 21 to 30 prefer thriller, comedy and romantic movies in OTT platform. Given that user preferences vary by age, gender, and demographic, OTT service providers must also offer tailored services.

4.5 Relationship between gender and opinion on subscription fee

In this research independent sample t test is used to compare mean difference between male and female about their opinion on subscription fee. So the below hypotheses is framed to check the assumption. Independent sample t test provides statistical evidence to compare mean difference of two different independent variable with the dependent variable (Samuels & Gilchrist, 2014).

H₇: There is no significance difference between gender and opinion on subscription fee.

Table 5: Gender and opinion on subscription fee

Levene's Test for Equality of Variances			
F	Sig	T	Df
0.014	0.906	-0.109	172

Source: Primary data

OTT service providers provide different cheaper base plan for the users who wish to view programs only in smartphone. Also global OTT service providers offer their services at 70% to 90% cheaper compare to the global market. So there is no opinion difference between genders regarding subscription fee and it can be observed from above table it was observed that P value is 0.906 which is greater than 0.05, hence null hypothesis is accepted. So it could be concluded that there is no significance between genders on opinion about subscription fee.

4.6 Relationship between genders on their opinion about awareness created by different media platforms about OTT

The research was intended to identify whether there is difference of opinion among two different genders regarding awareness created by different media platforms regarding OTT service providers. Independent sample t test was used and below hypotheses was framed to check the assumption.

H₈: There is no significance difference between gender and about the awareness created by different advertisement media about the OTT platform

Table 6: Gender and awareness created by different media platforms about OTT

Factors	F	Sig
Awareness created by TV commercials	7.775	0.006
Awareness created by online advertisements	0.822	0.366
Awareness created by peer group	10.569	0.001
Awareness created by print media	10.569	0.001

Source: Primary data

It was understood that most of the users are aware about OTT service through TV commercials. It was also identified that male recommend about the OTT service they use to their peer group by providing information about their favourite movies and programs and it is proved from the above tables that P value for awareness created by peer group reference to use OTT platform is 0.001 which is less than 0.05, hence it could be concluded that there is significance difference between gender and awareness created by the peer group reference.

For the other medias (TV commercials, Online advertisements and by newspapers, radio and by word of mouth) the P value is greater than 0.05. So it can be concluded that there is no significance difference between the gender and the awareness created by TV commercials, online advertisements and by newspapers, radio and by word of mouth. During the survey it was identified that male (students and working professionals) refer their favourite movies and programs more frequently in OTT platforms than their counterparts. According to The Federal men read newspaper or magazine more frequently than women (The Federal, 2022) and so men are more familiar about the OTT advertisement in print media than women.

4.7 Relationship between age and their Opinion about the usage of OTT platform will reduce your frequency of Cinema theatre visit

For comparing means of two or more independent variable with one dependent variable generally one way ANOVA is used (Ostertagova & Ostertag, 2017). OTT usage will reduce their visit to cinema theatre. OTT platforms offer freedom to its users to choose the needed content, time flexibility in watching their favourite program with their convenient device (Mohan, Datta, Thomas, & Vishwanath, 2021). So in this research one way ANOVA is used to check whether there is difference of opinion among different age groups about usage of OTT platform will reduce the frequency of cinema theatre visit. So to check the assumption below hypotheses is framed.

H₉: There is significance no difference between the age of the respondents and their opinion about that their

Table 7: Age and their Opinion about the usage of OTT platform will reduce your frequency of Cinema theatre visit

Group Difference	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	24.822	3	8.274	10.52	0
Within Groups	133.712	170	0.787		
Total	158.534	173			

Source: Primary data

From above table it was observed that the P value is less 0.01 so null hypotheses can be rejected. So it can be concluded that there is significance difference between respondents age and their opinion about that the usage of OTT platform will

reduce the frequency of visit to cinema theatres. Further post hoc test is applied to figure out at exactly at which age group the difference of opinion occurs.

Table 8: Post Hoc-Tukey HSD Test for age and Opinion about the usage of OTT platform will reduce your frequency of Cinema theatre visit

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
15to21	21to30	0.04	0.208	0.997	-0.5	0.58
	30to40	-.648*	0.242	0.041	-1.28	-0.02
	40to50	-.836*	0.242	0.004	-1.46	-0.21
21to30	15to21	-0.04	0.208	0.997	-0.58	0.5
	30to40	-.689*	0.183	0.001	-1.16	-0.21
	40to50	-.876*	0.183	0	-1.35	-0.4
30to40	15to21	.648*	0.242	0.041	0.02	1.28
	21to30	.689*	0.183	0.001	0.21	1.16
	40to50	-0.188	0.222	0.833	-0.76	0.39
40to50	15to21	.836*	0.242	0.004	0.21	1.46
	21to30	.876*	0.183	0	0.4	1.35
	30to40	0.188	0.222	0.833	-0.39	0.76

Source: Primary data

Although most young people prefer to use OTT, during the survey it was understood that they also want to see their favourite stars and movies on big screen. So it was observed from the above table that mean value age group 40 to 50 is 3.53 and for age group 30 to 40 is 3.34 Which are greater than the mean values of age group 21 to 30 (2.66) and 15 to 21(2.70). So it can be concluded that the age groups between 40 to 50 and 30 to 40 have higher chance of reducing their frequency of theatre visit because of OTT platforms Young people still like to view their favourite star movies in a movie theatre with their friends in a throng due to the socialising component.

4.8 OTT usage before and during COVID 19

Paired sample t test helps to compare the average of two matched group or single group at two separate times (Ostertagova & Ostertag, 2017). Here average time (hours) spend on OTT platform before and during COVID19 is analysed using paired sample t test. So to test assumption that during pandemic time users spend more time in using OTT platform the following hypotheses is framed.

H₁₀: There is significance no difference between average time spend on OTT platform before COVID19 and average time spend on OTT platform during COVID 19

Table 9: OTT usage before and during COVID 19

Pair 1	Mean	N	Std. Deviation	Std. Error Mean	Correlation	Sig.
Average time spent on OTT platform before COVID	5.09	174	1.475	0.112	0.801	0
Average time spent on OTT platform during and after COVID	6.03	174	1.792	0.136		

Source: Primary data

During the pandemic situation the respondents preferred at home digital consumption and shift their focus towards content based media consumption. Due to lockdown many respondents newly tried using OTT platform apart from YouTube and traditional television channel programs. So the usage of OTT platform and its frequency of usage increased during pandemic period (Gupta & Singharia, 2021). This is evident from the above table that the P value is less than 0.001 and hence null hypotheses can be rejected. So it can be concluded that there is significance difference between average time spend on OTT platform before COVID19and average time spend on OTT platform during COVID19.Also it was confirmed from above table that the mean value of the variable average time spend on OTT platform during and after COVID19is 6.03 which greater than the mean value of the variable average time spend on OTT platform before COVID19 which is 5.09. So it can be concluded that respondents spend more time on OTT platform during COVID19.

4.9 Satisfaction level of OTT users towards the availability of localised content

The availability of content dubbed in numerous local languages, which enables customers to grasp the content more easily and helps them connect with the narrative, is one reason why OTT services are growing in popularity. That too for a

growing market like India OTT market is fuelling their content by producing original regional content and dubbed contents from different languages (Yahoo Finance, 2022).

Table 10: Satisfaction level of OTT users towards the availability of localised content

Opinion	Frequency	Percentage
Neutral	27	15.5
Agree	137	78.7
Strongly Agree	10	5.7
Total	174	100

Source: Primary data.

From the above table it was observed that 78.7% of the respondents agree that there is availability of localised content in OTT platform.

4.10 Problems faced by OTT users

One of the important problem faced by OTT users are limitation of internet package and reduction of bandwidth i.e. restriction in data flow causes buffering problem while watching movies and other programs. Smart TV markets are growing little slower in rural India (Businessworld, 2023) compared to urban markets and so the users of the rural areas are facing the challenge of upgrading their basic model television to smart TV. To identify the other important issues faced by OTT users weighted mean score is used.

Table 11: Problems faced by OTT users

Factors	Weighted Mean Score	Rank
Poor Video Quality on smartphones and tablets	2.43	VII
Consumption of more internet data	4.8	I
Up gradation of devices	3.9	II
Content offered	3.1	IV
Lack of Customer service	2.4	VI
Frequent Advertisement	3.6	III
Non Availability of relevant recommendation	3.02	V

Source: Primary data

From the above table it was observed that the respondents believe that consumption of more data in their internet packager is the major problem faced by them during the OTT usage. It has the mean value of 4.8. Followed by up gradation of devices is the second major problem faced by them which has the mean score of 3.9. Frequent advertisement, content offered, non-availability of relevant recommendation and poor video quality are is next important problem faced by the during OTT users.

5. CONCLUSION

This study was done after considering many literatures which makes clear that OTT adoption has grown dramatically in the few years in India. The purpose of this study is to create an overview of the elements that affect the uptake of over-the-top (OTT) services. The results of the study showed that among the many factors users consider easy accessibility of content, privacy, availability of wide range of content and low cost compared to traditional media are the major to adopt OTT platforms.

The results of the study also suggests that age, gender and geographic location influence preference of users regarding movie type, frequency of using OTT platform and even the time of watching movie in the OTT platform. The users of the platform in Urban and Semi urban apart from their local language (Tamil) content prefer English movies and programs. But whereas users in village apart from Tamil movies prefer other Indian language movies like Malayalam and Telugu. So this study helps to identify usage pattern, demand and perception of the OTT users. It is also evident from the study that in addition to the development of the internet, rising smart device usage, and COVID 19's covert role as a significant accelerator for the uptake of OTT platforms.

This study also investigated various issues faced by the OTT service users. Among different problems the prime problems faced by the users are Poor Video Quality is experienced when watching content on smartphones and tablets, consumption of more internet data and frequent advertisement. So OTT service providers may tie up with telecom service providers for offering its service more effectively and also OTT platforms may have exclusive features that will enhance their watching i.e. audio and video features experience of smartphone users.

Emerging technologies in internet like 4G &5G, increasing internet penetration, increasing Smartphone users and with more youngsters in population provides more awareness and great opportunity for OTT service providers in India to increase their market. It's not that OTT platforms don't pose an immediate danger to traditional media and movie theatres, but to some extent, they will replace existing modes and expand their market in the near future.

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