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A STUDY OF CONSUMERS PERCEPTION TOWARDS OTT PLATFORM OVER TRADITIONAL THEATER IN PANDEMIC SITUATION

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ABSTRACT

Currently numerous OTT video platform are available for consumers to encourage them. These OTT video platforms are developed to reach customers easily through advanced provision and technology. With the rapid advancement of technology, OTT services are advancing at a rapid rate. Consumer content choices have shifted as a result of the COVID-19 pandemic. Many consumers have subscribed to OTT video platform services to receive high- quality content in large quantities and without commercials. In this situation, OTT video platforms are a practical choice for consumers. OTT platforms serve as a way for people to spend quality times with their friends and family. Even professionals who work from home have a flexible schedule and can spend time on OTT platforms. There are so many factors are influencing the satisfaction of OTT video platform users. The main purpose of this study is to find out the perception and satisfaction of consumers or users of OTT video platforms with special reference.

Keywords: COVID-19, OTT, Perception, Satisfaction, streaming.

INTRODUCTION

Today, As fast as technology is changing, The faster we are also changing our habits. Talking about television, there would have been a television in the entire locality and everyone used to sit and watch it at the same time, whereas today it is the age of OTT where every person has a Smart phone in which he can watch any kind of content any time. In pandemic , The streaming the platforms will be the one who will benefits the most in covid – 19 situation . Movie which previously distributed by only theater, Now finding new way to make mark through various OTT platform. Technique attract peoples more throughout their various features and varieties of content they offer like movies, series etc. Platform covers the entire spectrum. These lockdown could lead to a near 60% rise in the amount contain people are consume. But still people some people want to watch movies in theater. Because they want to spend quality time with their family members or friends and also want to watch 3D effects, Thriller movies , Suspense movies in theater . The main purpose of the study is found out the perception and satisfaction of consumers about the OTT video streaming platform.

REVIEW OF LITERATURE

1. KPMG [2017] on ‘The digital first journey’ listed down the announcements regarding original content investment by OTT video platform in India.

2. Menon [2020] states that limitations forced in the wake of COVID-19 pandemic significantly changed the consumption for media.

3.Mann et al.,[2015] in repost ‘Digital video and the connected consumer’ notified that with 50% of the smartphone app users used between 18-24 years, The OTT media platforms are targeting a younger demographic.

4.Deloitte [2017] report on ‘Digital media’ : rise of on- demand content ‘ stated that the availability of affordable smartphones, more people are now spending time on digital media compared to the cable or dish network.

5. Erost and young [2016] in the report ‘future of digital content consumption in India ‘stated that an increase in the usage of smartphones in India has stirred a new era of video consumption on the personal media devices.

6. Kalagato report [2017] presented a breakdown of the market share in India video OTT industry for the respective players.

OBJECTIVE OF STUDY

- To knows perception of viewers towards changes in traditional platforms. i.e. Television or films industry due to over the top applications.
- To find the impact that OTT has on the traditional platforms.

- To identify the factors affecting consumers choice for OTT platforms.
- To measure consumer’s level of satisfaction towards OTT platforms.
- To analyzes consumer’s consumer preference towards OTT platforms and traditional platforms i.e. DTH Services.

RESEARCH METHODOLOGY

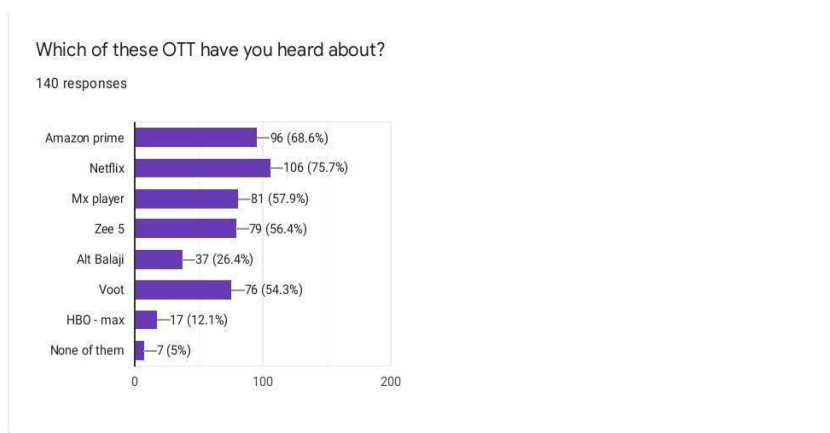
This study is based on primary as well as secondary method of data collection. The primary data is collected through survey method. Questionnaire was used for data collection. Online survey through google forms was conducted to know the OTT and traditional theatre watching habits of Indian Youth. Simple random sampling method technique is adopted by the researchers here. Total 140 respondents have been selected as sample for data collection. Data is analyzed through simple percentage analysis.

ANALYSIS AND INTREPRETATION OF DATA:

1. AGE GROUP OF RESPONDENTS

Age Group	NUMBER Of Respondent in %
Below 18	10
18-30	78.6
30-50	8.6
Above 50	2.8

2. AWARENESS OF OTT PLATFORM



INTERPRETATION

According to the above diagram, it is observed that most of the respondent are aware with Netflix, Amazon prime, and MX player and Average Awareness about Zee 5, VOOT, very few peoples are aware with Alt-Balaji end HBO-MAX. Also, there are only 7 respondent are not aware with OTT platform. Netflix is most OTT preferred platform by the respondents followed by Amazon Prime.

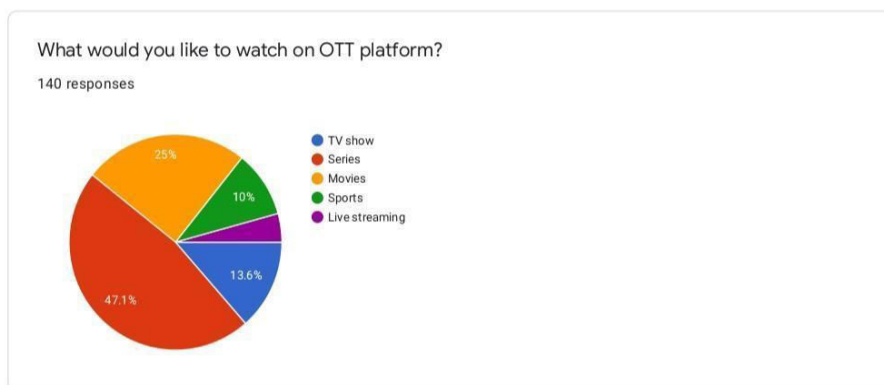
3. TRADITIONAL V/S OTT OR BOTH :

Platform which people prefer to watch	Number Of Respondent
OTT	30.7%
Traditional theater	10.1%
Both	57.1%

INTERPRETATION

According to respondents, most of the people like to prefer to watch both medium that is OTT as well as theteres. 30.7% respondents prefer OTT platform as against only 10.1 % are preferring to watch Traditional Theater. This shows that covid has resulted in emergence of OTT platform well on mindset of people.

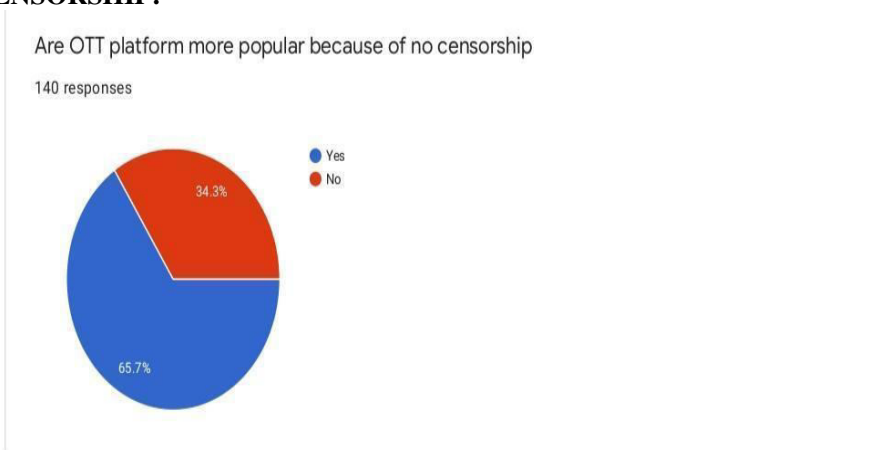
4. PREFERENCE TO WATCH OTT PLATFORM



INTERPRETATION

The researcher has observed that 47.1% respondents do watch series on OTT which is almost half of the respondents we met during primary data collection. Later respondents love to watch Movies over OTT are 25% of being surveyed. TV shows are preferred by 13.6% and sports by 10% having average viewership from people, and very few people are watching live streaming.

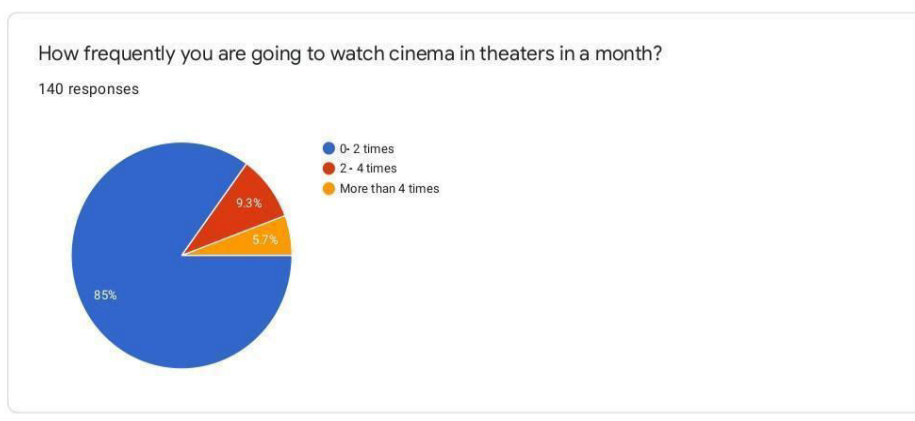
5. OTT and CENSORSHIP:



INTERPRETATION

From the above pie-diagram, It is referred that the most people are agree with OTT platform more popular because of No censorship. And few people are disagree with these statement.

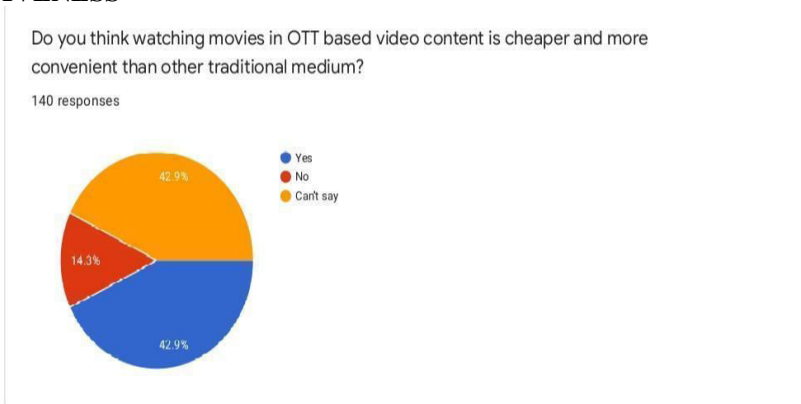
6. FREQUENT OF WATCHING CINEMA ON OTT:



INTERPRETATION

From the above pie- diagram, It is understood that that the 85% of people respondents are hardly watching 0-2 times cinemas on OTT and prefer to go outside to watch movies. watch 9.3% respondent preferring 2-4 times and 5.7% respondents prefer more than 4 times.

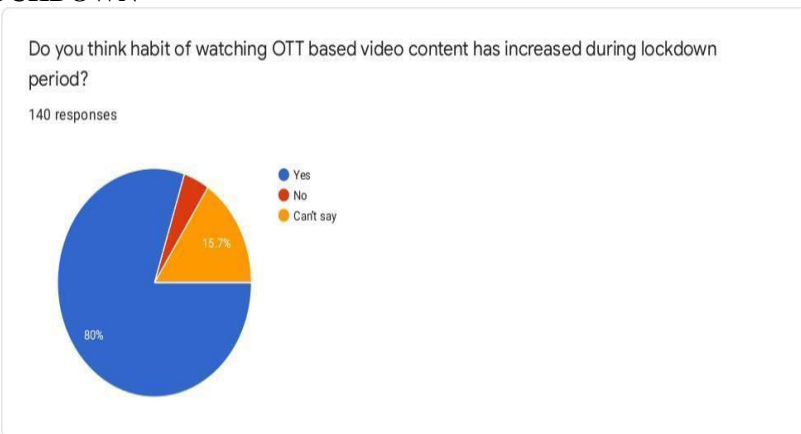
7. COST EFFECTIVENESS



INTERPRETATION

From the above pie-diagram, it is referred that the Equal no .of people are agree and can't say anything about OTT based video content is cheaper and more convenient than Traditional method. And 14% peoples are disagree with the statements.

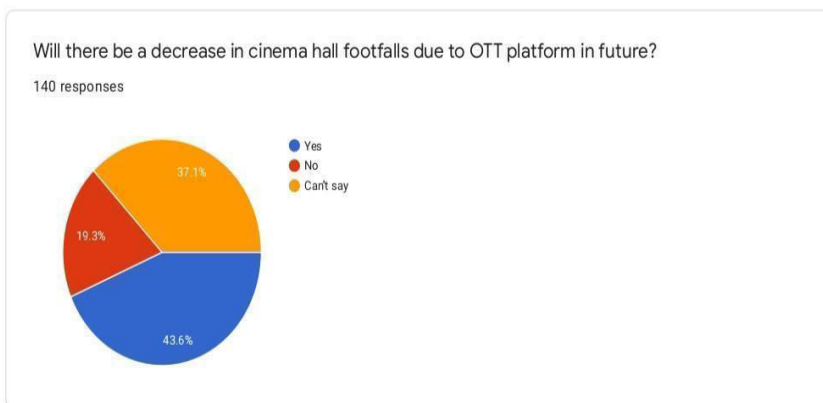
8. IMPACT IN LOCKDOWN



INTERPRETATION

From the above pie – diagram, It is referred that the 80% people agree with the habit of watching OTT based video content has increased during lockdown period . And others are in can't say and disagree categories.

9. FOOTFALLS DUE TO OTT



INTERPRETATION

From the above pie-diagram, it is referred that the 43.6% people are agree with statement that decrease in cinema hall footfalls due to OTT platforms in future. 37% peoples are can't say anything. 19% saying no to this statements.

CONCLUSION

- This study was analyzing the acceptance of OTT platform among the consumer.
- The OTT platform is growing rapidly. The new generation has moved on from the traditional broad casting system to the mobile gadgets.
- The survey was conducted from goggle form. The data which was collected through questionnaires was analyzed.
- Most of the respondents in our study were aware of the OTT platforms. The acceptance of the platforms was remarkable in near future, among the people of Mumbai, Navi – Mumbai, and Thane had a wider range of connectivity with its contents.
- Most of the people preferred free subscription instead of paid subscription. Netflix on the other hand had a great support from a student because of original content and foreign language web series along with movies but when it comes to overall performance Amazon prime, VOOT, MX player and Zee 5 ahead marginally. MX player can play almost any video file in existence.

SCOPE OF FURTHER RESEARCH:

- Study possibilities of innovative and targeted advertisement on OTT platforms like narrow casting
- Study of international best practices and business models to OTT platform effectively.

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