



# Customer Preference towards OTT Platform in India

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**Citation:** Bihade V, Kumar M (2023)  
Customer Preference towards OTT Platform  
in India. Global Media Journal, 21:61.

## Abstract

India is a latent country that is at the peak of the rise of over-the-top (OTT) media and entertainment platforms. The new media sector has evolved. This is the contribution of both urban and rural populations, who have exponentially gained access to intelligent devices as prices have fallen, and data bundles have been reduced costly. The country has seen increased OTT's Internet penetration, improved availability of quality content, ad free shows and binge watching in international and regional languages. Advantageous demographics, relevant material, free content, and the spectrum of Premium Content Subscription Plans offer further possibility for future growth. The widespread public have access to their favourite content across many screens and spend nearly a ninth of the day witnessing their favourite drama, television show or film. The global, national, and regional players have developed a variety of models for content provision and revenue generation. The future is far more reliable on virtual platforms, where the client touch-point has changed significantly.

**Keywords:** OTT; Indian Perspective; Entertainment; Viewers; Subscribers, Digital Media

**Received:** 01-Mar-2023, Manuscript No. gmj-23-90540; **Editor assigned:** 03-Mar-2023, PreQc No. gmj-23-90540; **Reviewed:** 17-Mar-2023, QC No. gmj-23-90540; **Revised:** 22-Mar-2023, Manuscript No. gmj-23-90540 (R); **Published:** 28-Mar-2023, DOI: 10.36648/1550-7521.21.61.355

## Introduction

The word "OTT" or "over-the-top" refers to delivering content or services over an infrastructure not controlled by the supplier of content. Initially, it was used for audio and video distribution. Still, later the word was extended to embrace any service or information on the OTT platforms. In the past, The rapid development of users occurs swiftly via OTT platforms worldwide. Internet connectivity has made digital media devices increasingly supported. Consumers have the privilege of access to media at all times and wherever [1] [6]. India has had massive media consumption OTT Platform development and significant increase this pandemic lockdown in Covid19

## OTT Platforms in India's growing popularity is no longer a mystery

Uninterrupted 4G connectivity was an important factor in facilitating the consumption of online content, too. Not only did it make the Internet accessible, but also made the user budget cheap and thus also the usage of video-on-demand platforms to other entertainment media [2]. Internet penetration has also increased in rural regions leading to increased demand on these

platforms for localised content. The fact that the OTT sector will be the face of the media and entertainments industry over the next few years is not a second guess [3]. According to a study by Allied Market Research on the OTT Service Market, the global OTT market has significant growth potential, with CAGR of 16.7 percent. The Indian OTT sector remains in its emerging phase of growth compared with the global market. However, the tremendous rise of Indian audiences consuming video material makes the subcontinent a growing OTT market. The Indian OTT business is anticipated to have Rs 11,977 cr by 2023, as forecasted by PricewaterhouseCoopers (PwC) in its research entitled "Global Entertainment & Media Outlook 2019-2023 (Outlook)." These quick growths have given creators/owners of content a good chance and have given them greater visibility on the digital consumer journey and advertising and businesses [4]. This helps the platforms to generate substantial income and reduce their losses. It becomes essential to comprehend the participants of the industry and the audience that they serve on this journey of profitability. The paper examines the developments in the Indian M&E market of several OTT platforms and highlights the content, use and income models and other key criteria. In addition, via video analytics and measurement, it also analyses the content

strategy of these brands on YouTube. The study gathers in the concluding section the results achieved by thorough consumer research that examines customer preferences and consumption patterns. It provides a comprehensive study of parameters, including subscription behaviour, content and genre, devices used, frequency and consumer opportunities, and much more.

## Literature review

The consumption of media in digital formats worldwide has increased substantially. Customers today are always allowed to access the media of their choice. An increase in digital devices that support digital Internet speed and media Enhanced was made feasible wherever this could be done. Hulu, Amazon, Hulu, Apple TV and more. A rise in smartphone usage in India has spurred a new era of video. The private media machine's consumption. The prevalence of smartphones is predicted to climb to 520 million by 2020 and internet penetration from 14% to 40% by 2020.

Woo, K.S.andFock,H.K. (1999) reported that online services are successful based on various characteristics, such as network coverage & transmission efficiency. Following study of numerous scenarios Net studies and their applications in the direction of India show that Indians now embrace diverse forms of online media platforms for streaming [5].

Clients Carey, J. receives the latest technology according to perceived ideals, expectations and standards. (1995).. Carey, J. (2004). (2004). High end possession Home theatre TVs discourages OTT services when adopted by OTT. Home theatre TV. Customers who wish to take action against the various dangers, which are ready to accept the OTT service (short battery life, small displays, content rights) that is compliant with OTT services, and who are suspicious about various Threats that may impair the success of the VoD service. Early adopters of new products are also OTT service providers, and moreover, the mainstream customers have shown their desire to future use of the Hyers, K VoD services.(1999).

Digital media has proven to be a great game-changer when it comes to visual display. People snap their old media to watch TV with new media. An old and traditional TV, a TV, or a TV set are used to display the TV. It is a media that works as a household audio-visual hub. Fun. Fun. Animations the way we interact, and access information has been changed by digital media The customary forms of publicity have been challenged [6]. Its increasing success has transformed worldwide advertising. The principal or key media are no longer considered a preferred way to reach the market goal as current television/broadcast and radio media. More and more companies are using the Internet to communicate and connect. Customize information exchange from an e- commerce distributor (or advertiser) to the final user.

We were also interested in where the smartphone stood in the web and mobile device marketplaces. Connectivity and high portability are the most striking features that stand out with smartphones. PCs and tablets are still available Smartphones are able to connect easily to the Internet using certain external media, like Ethernet or Wi-Fi, open 3G or 4G networks.

## Identified variables: Profiles & Use Facility

We discover that technology has evolved steadily nowadays, and that presents their obstacles, in particular for older generations that have not developed to utilise many of these new streaming possibilities. Some people say many clients are out. Today when it becomes too complicated, the new possibilities for streaming online media aren't being tested because it is difficult to achieve a reduction in the gap. In order to attract more people. More likely than difficult to use, the older generation are to accept a new application. This type of user is more likely to have a better answer. Research has proven the important association between buying and acquiring various OTT platforms, buying media, and buying added perks on OTT platforms.

Mode of Payment this is the main variable, as there are a large variety of payment alternatives for viewers like OTT. During the choosing on OTT platform, several researches regarded prices as an essential attribute. According to the many documents, a very important consumption of OTT services is one thing that is recognised in prices. The analysis will assist organisations in developing price methods that the viewer's prefer [7].

It is necessary to build high payment gates in the OTT network, as it allows content owners and distributors to generate revenues directly across the platform. Ideally, all of the country's common payment gates, including credit and debit cards, bank transfers and USE wallets in India, should be featured on the platform. Selecting and implementing reliable payment gates securely promotes confidence and enables all conceivable actions to be conducted immediately on the net.

OTT video platforms have an odd challenge, especially in a market like India. There is still a very immature concept of a paid membership on the market such that most people still confine the platform to free material or a limited free time offer. Most of the responders believed they would be free instead of enjoying these forums. However, when funds are used to visit these sites, respondents hesitate to pay slightly for specific sites. The OTT platforms, therefore, compete with each other, but also others in the media. In this respect, As a consequence, advertising in OTT networks should teach the population that they pay for their views on OTT, but pay for TVs, as compared to OTT platforms, for what they don't watch television. Some consumers are more drawn to free OTT than to paid platforms, since they perceive OTT as an additional channel for entertainment. This will change if the consumer feels that the OTT platform is not supplemental but that the consumer's Perspective of the cost of payment will shift. Customers must be aware that OTT's platform replaces their TV viewing, because consumers may see exactly what they want and pay for what they are watching in particular. In the future, this approach could lead to lower TV usage in terms of the consumer investment in entertainment spending but more successful viewing of OTT channels [7].

## Methodology

A survey was carried out online by sharing the Google Forms pattern questionnaire that had 40 questions for this study. The survey included: For several days, it was mostly distributed via

intraplatform messages like Whatsapp. The total number of responses was ultimately 120. The sample survey gathered primary data and was not likely to sample. Better said, the researchers have conducted convenience sampling since it delivers more trustworthy data and an easy interpretation of it. The platforms with a certain rating according to the ratings of the participants were assessed. The independence of attributes such as the platforms usually utilized in the last three months and the content type consumed on the OTT platforms of the responding parties were tested in the chi-square test. The participants' age, sex and family revenues were some essential demographic factors. Outreaches included age and monthly family income as independent parameters for the analysis of regressive data against dependent variables such as the purpose of OTT platforms, the number of screening payments per month, the platform used for accessing content, consumption reasons, and the preference for substantial correlations in content.

On the other hand, the association between respondents' age and the type of content consumed was established and, on the other hand, the association between the OTT platforms and the most popular material (Table 1).

## Application of the Garr et's Ranking Technique

(Table 2-4)

## Chi-Square Test

(Table 5-7)

**Table 1.** Demographic analysis.

Age	Frequency	Percentage
0-13	0	0%
14-20	14	11.66667%
21-30	94	78.33333%
30-40	7	5.83333%
Above 40	5	4.16667%
Total	120	100%

**Table 2.** Ranking table of OTT platforms.

OTT Platform	Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Netflix	53	26	18	12	11
Amazon Prime	38	40	9	17	16
You Tube	69	21	4	5	21
Voot	12	24	43	27	14
MX Player	25	20	47	9	19

**Table 3.** Percent positions and Garret values.

S.No.	Percent position	Calculated Value	Garret Value
1	$100(1-0.5)/5$	10	75
2	$100(2-0.5)/5$	30	60
3	$100(3-0.5)/5$	50	50
4	$100(4-0.5)/5$	70	40
5	$100(5-0.5)/5$	90	26

### Interpretation

The Garret rankings were determined using the proper Garret formula for ranking. Using Garret rankings, the garret Value was computed. Formula; Percent Position=  $100(\text{Rating no.}-0.5)/\text{No. of OTT Platforms}$ .

**Table 4.** Calculated table.

OTT Platform	Rating 1	Rating 2	Rating 3	Rating 4	Rating 5	Total	Average	Rank
Netflix	3975	1560	900	480	286	7201	60.00833	2nd
Amazon Prime	2850	2400	450	680	416	6796	56.63333	3rd
You Tube	5175	1260	200	200	546	7381	61.50833	1st
Voot	888	1440	2150	1080	364	5922	49.35	5th
MX Player	1875	1200	2350	360	494	6279	52.325	4th

### Interpretation

YouTube is most preferred followed by Netflix and Amazon as top 3 OTT platforms.

Hence, we can say there is preference among respondents to choose OTT Platforms to watch contents.

**Table 5.** Observed value table.

OTT Platform	Original/Exclusive content	Movies	Sports	News	Tv Shows	Total
Netflix	3	26	2	1	3	35
YouTube	15	26	2	1	2	46
Mx Player	3	2	1	1	1	8
Voot	1	1	1	1	1	5
Amazon Prime	5	12	1	1	2	21
Total	27	67	7	5	9	115

## Findings

YouTube finished in the leading place with the output received (Table 3), then Netflix and Amazon Prime respectively in the second and third positions. The fourth was MX Player, Sony Liv in fifth place, followed by Voot, Zee 5, Hoichoi and BIGflix in order to secure the tenth place together with Ditto TV.

The chi-square value (Table 4) was 22.45, while the freedom degree was 16. The essential number from the distribution table in chi-square, nevertheless, was 26.29.

The crucial value for chi-square proved to be higher than the estimated value given the frequencies of attributes observed and expected. Consequently, the investigator has to reject the null hypothesis and infer that the qualities are mutually dependent. This means that the type of content consumed depends on the platforms via which it is streamed. It often happens that, even if their content does not please viewers and vice versa, branded platforms acquire more subscriptions and users.

The regression analysis (Table 5) shows that, contrary to the correspondence between other attribute values, the platforms utilized for accessing material have a substantial link with the respondent's demographics, age, and income. The correlation coefficient for respondent age and access platforms resulted in 'r' where  $r = 0$  and the value for revenue and access platforms have turned into  $-r = 0.98$ .

The range between -1 and +1 for 'r.' Thus, the proximity of the r values with respect to the stated field is plainly visible. This illustrates that mobile phones and smartphones are utilized to access these contents among all inexpensive devices on

Table 6. Expected value table.

OTT Platform	Original/Exclusive content	Movies	Sports	News	Tv Shows	Total
Netflix	8.2173913	20.3913043	2.13043478	1.52173913	2.73913043	35
YouTube	10.8	26.8	2.8	2.3	3.6	46.3
Mx Player	1.87826087	4.66086957	0.48695652	0.34782609	0.62608696	8
Voot	1.17391304	2.91304348	0.30434783	0.2173913	0.39130435	5
Amazon	4.93043478	12.2347826	1.27826087	0.91304348	1.64347826	21
Total	27	67	7	5	9	115

Table 7. Calculation.

Observed (O)	Expected (E)	(O-E)	(O-E) ^2	(O-E) ^2/E
3	8.21739	-5.21739	27.22117	3.312629
15	10.8	4.2	17.64	1.633333
3	1.87826	1.121739	1.258299	0.669928
1	1.17391	-0.17391	0.030246	0.025765
5	4.93043	0.069565	0.004839	0.000982
26	20.3913	5.608696	31.45747	1.54269
26	26.8	-0.8	0.64	0.023881
2	4.66087	-2.66087	7.080227	1.519079
1	2.91304	-1.91304	3.659735	1.256327
12	12.2348	-0.23478	0.055123	0.004505
2	2.13043	-0.13043	0.017013	0.007986
2	2.8	-0.8	0.64	0.228571
1	0.48696	0.513043	0.263214	0.540528
1	0.30435	0.695652	0.483932	1.590062
1	1.27826	-0.27826	0.077429	0.060574
1	1.52174	-0.52174	0.272212	0.178882
1	2.3	-1.3	1.69	0.734783
1	0.34783	0.652174	0.425331	1.222826
1	0.21739	0.782609	0.612476	2.817391
1	0.91304	0.086957	0.007561	0.008282
3	2.73913	0.26087	0.068053	0.024845
2	3.6	-1.6	2.56	0.711111
1	0.62609	0.373913	0.139811	0.223309
1	0.3913	0.608696	0.37051	0.94686
2	1.64348	0.356522	0.127108	0.077341

Thus, total sum of  $(O-E)^2/E = 19.3624688186136$ ,  $d.f. = (r-1)(c-1) = 4 \times 4 = 16$ .

For  $d.f. = 16$  and Chi Square value 19.362, The P-Value is .250339. So, the result is not significant at  $p < .05$ .

Hence, we can say, the Original/Exclusive contents are independent to OTT platforms.

the market, and responders can utilize the content viewing equipment from nearly every income group. The coefficient of correlation for the distribution of age and kind of content (Table 6) resulted in  $r = -0.24$  demonstrating the linear weak relationship. This demonstrates that viewers of any age group are not limited to particular content restrictions. The privilege to multiple screening in inexpensive pay packages does not exist

with such content constraints. The correspondence coefficient for OTT Platform and Content Type distribution (Table 7) resulted in  $r = +0.74$  demonstrating a strong linear relation. The OTT brand and the content genre therefore have a good relationship with the viewers.

## Limitations

Research is a never-ending process, and every research has some restrictions as well. The biggest restriction was the collection of data from the same region since the time for carrying out this study was quite restricted, although we obtained more samples, there is plenty of potential for new qualities.. There is another major reason why most of the review was not available. There needs to be a larger sample size and geography to make sense for any business choice. The more data-driven and current studies that apply in the same region the more social science practices would not give decision-makers more validity

## Conclusion

There will be a very bright future for OTT platforms and increased video consumption every day of the internet and mobile entertainment. In this study, we talk about the profiles and preferences of users. It is hard to say that OTT platforms will replace traditional TV systems with a lot of investment in OTT platforms. Indian consumers are much more likely to experience the pricing strategy of the OTT platforms in India. The main source of energy for the OTT platforms was the Internet as many telecoms companies are struggling to compete with their database plans in India due to jio, but the cost of OTT platforms remains identical. The millennium is the most important thing about data consumption. OTT platforms always seek a way of producing more attractive, unavailable content. The biggest issue is that every OTT platform has no financial capacity, especially OTT platforms and devices for new and small OTT platforms, to produce more video content for a new generation. Due to foreign content and video on request, the millennium is attracted to the OTT platforms. The emergence of JIO and the free provision of 4G services greatly assist in the development of OTT platforms. Media and entertainment have established a new home for online streaming. The answer is that everyone in my study knows about OTT platforms, and some of them use cable and DTH as an alternative.

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