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INVESTIGATION OF CONSUMER INTENTION TOWARDS OTT PLATFORM: WITH REFERENCE TO CHENNAI

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Abstract

The rapid increase in internet access across the world, has witnessed a steep increase in People's visual media consumption. This has led a greater dependence on IOT (Internet of things) for both entertainment and education alike. This has paved way to the recent technology, Over the Top Platforms (OTT) which gives the customer a biggest advantage of watching a recently released movie at their own convenient time. The most popular ones in India are Netflix, Hotstar, Amazon Prime, Zee5, voot. This media streaming service is made accessible to the consumers across the globe that streams with much less breaks and advertisements. After all the years, research show that there is a significant rise in the use of OTT platforms after the outbreak of Covid 19 pandemic. This study seeks to analyze the consumer intentions of using OTT platform and factors influencing their choices for the same over DTH platforms. This research was carried out at Chennai region to identify the consumer intention towards OTT platform and enable us to understand the expectations and perception. The study was carried out with 243 respondents' opinion on various factors that influence OTT purchase. The researchers identified that consumer require more price reduction, requires further choice of contents, Needs few flexibility for friendly usage and few more changes. With the outcome of the study it is concluded that the OTT is a strong competitor for Cable, Dish TV, Theatres and social media. It also needs several flexible changes according to the Indian models for further penetration of the viewer's market. The study reveals that the use of Internet driven OTT for entertainment is more prevalent among the tech savvy young population who prefer to manage their work and entertainment as per their choice.

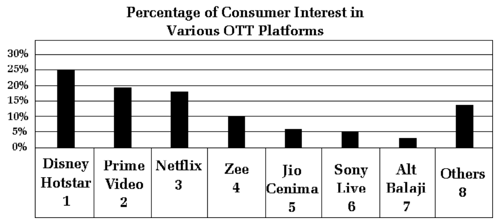
Keywords: *IOT, OTT Platforms, Entertainment, Technology, Content Streaming, Consumer Intentions.*

INTRODUCTION

OTT (over-the-top) helps media to be directly delivered via the Internet, giving users instant access to movies and Television shows. Most OTT companies have a dedicated application, website, or a page where customers can sign up for a subscription to gain access to the specific benefits. During the OTT broadcast, all content would be transmitted over the Internet even without operator's involvement. In recent years, India has shown a massive increase in video content consumption across various platforms. According to the FICCI-EY report, the Indian entertainment industry is worth $1.82 trillion. It includes the television, radio, cinema, print, and digital industries. The entertainment industry is in disarray as a result of the proliferation of online videos and Over-the-Top services. When a new technology enters an industry, are unavoidable and disruption is imminent. New technologies have an impact not only on the goals to be achieved, but also the ways of achieving those goals. Broadband and digital technologies have caused seismic shifts in a variety of industries, including the entertainment industry. Digital subscriptions have increased, and revenue has more than doubled since 2018. In 2019, digital media surpassed filmed entertainment to become the third largest segment in the Media & Entertainment industry. The changing mode of entertainment has an impact on more than just the mode of transportation. The evolving mode of entertainment not only affects the mode of content distribution, but also necessitates a shift in content creation. OTT has indeed been aided by technological advancements such as smart phones, super-fast IP networks, open source platforms, innovative services, cutting-edge features, and a shift in consumer preferences toward their "freemium" based business models, which has seen a vastly increased adoption rate (Sujata, Joshi, 2015). This freemium model entices customers. They are oblivious to the fact that nothing is free. First, payment to be made for internet packages, and then surf the internet. So, until and unless the consumer pays for his internet data, he will be unable to use any of the applications that require a data connection, such as Netflix, Amazon, and others.

To say that over-the-top (OTT) technologies have hindered the Indian entertainment environment is an understatement. Membership on-demand OTT platforms such as Netflix, Disney+ Hotstar, and Amazon Prime have gained popularity in recent years, quickly replacing traditional TV programming as the ideal form of mass media for contemporary Indians. (2019, Kohli). Several studies show that price structure is an important factor in people cutting the cord and shifting to online streaming. Subscriber Video on Demand services, such as Netflix and Prime Video, require consumers to make monthly payments, in order to have access to their archive of video content. Thus many viewers prefer services for free, and that only a small proportion is ready and able to pay for a subscription. As per a market study performed by Bright cove, partnering with YouGov, 29% of the totals of users prefer watching movies on online streaming sites. 23 % said they might rather pay a reduced fee and watch between one three ads (Bright cove, 2018).

In today's marketing scenario, it requires efforts beyond just advertising in acquiring customers and tailoring the business objectives towards the needs and wants of the consumers. With advancements in data analytics, companies are now able to gather information about their users and implement plans to create a personalized experience for each user or a demographic. Also, in the future, developments in technologies such as machine learning and artificial intelligence will enable OTT players to analyse the data and offer insights to understand user's viewing patterns. Other factors like ease of use and social trends have an impact on the decision to adopt online streaming over cable TV. It is essential to understand that the customer base of the OTT media is predominantly made up of young population who prefer to watch contents with the twin advantages of their own time and their own interests. The rigid timing and video content delivered by satellite and DTH services is not an option anymore for this category of viewers because they are not only pressed for time but also have no patience to go through a lot of needless content before the actual entertainment begins. The Advent of smart television driven by IOT has caused a major disruption in the arena of entertainment and this was further enhanced by affordable data at competitive pricing and high speed, thanks to 4G. This is only likely to get better with the strong prospects of 5G network in the country in the very near future. The ever expanding customer base for OTT is evidenced by a recent NASCOM report that listed the TOP OTT platforms along with the size of viewership over the last decade.



The above figure intends to cite the percentage of subscribers using different OTT platforms. Disney Hot star is found to capture the market shares by way of providing free subscription. Amazon prime video provides consumers with multiple user video streaming benefit they also provide Music streaming and faster order delivery benefits for attracting the users. Netflix captivate its uses by giving them Low-cost access and quick set up. Zee 5 is noticed to capture the market shares by way of supporting its user with various languages, provides voice search and live TV. Whereas Jio Cinema gives its users an unlimited dose of almost all types of genres and videos. Sony Live offers both live and on-demand streaming services to its users. ALT Balaji provides add-free subscription-based video-on-demand app delivering a plethora of original, premium, and fresh web series. Every other OTT platform is focusing more on trend these days by ways of bringing the users crisp and HD content on demand and also by means of providing all possible amenities to increase the number of potential users which contributes in high market shares among their competitors.

REVIEW OF LITERATURE

Consumer purchase intention refers to consumer's attitude towards specific purchasing behavior and denotes the willingness to pay (Shibin, Zhou 2020). The construct of purchase intention can be well examined by formulating factors that influence the behavior. Few factors like personalization, ease of use, friendly handing and convenience provokes the purchase behavior on the higher side. These factors also directly impact the intention and willingness to buy.

Consumer intention helps in determining the decision about existing products in the market and to determine the future sales of the products (Morwitz 2012). It is also evident that relationship between the sales and purchase intention for selective products over 60 years prove the same. Factors determining the intention towards purchase directly impacts the sales and estimating the future of the products. This study also portrayed the relationship between intention and delayed behavior. Maria Zafar and Majid (2020) discussed the factors that are predominant in deciding the purchase intention of the consumers'through social networking sites. Few important factors like emotional connect and convenience reveled to have higher quantum of significance towards consumer intention.

Sundaravel and Elangovan (2019) analyzed the future and prospects of the OTT platform. The study covered various conceptual analysis that covered growth factors, audience characteristics, content and developments in the future. This research coined upon several important factors that are responsible for the OTT market penetration namely attractiveness, pitching strategy, bundling of products, uniqueness in the content, innovative thinking and more personalization. Garima and Komal (2021) evaluated the OTT ecosystem and identified the consumer shift from the conventional modes. The factors that are significant in attracting the viewers are listed as quality of the service offered, personalization at various stages, willingness to subscribe for newer services and quality of the contents.

Fast growing OTT platforms like YouTube have traversed roughly 3 phases since 2000 (Steinkamp, 2010). First, the web was enclosed into program promotions; that's, promos were circulated on-line to hunt and convert net users to look at programs airing on TV. During this section, the web was used in the main to drive viewers to look at the TV programs the normal manner. Next, short shows and plays with a little budget were streamed online; this was seen as an essential twist wherever the web began to play over simply an auxiliary role for program promotions. Investors step by step uploaded original creations (of shows, scripts, dramas, etc.) that were experimental and bolder than regular TV programs, in terms of the choice of topics and therefore the manner they were conferred, despite quite restricted resources, budgets, and casts.

Eventually, the web became another major tract for full streaming of TV and on-line programs or pretty getting ready to however YouTube and Netflix currently operate. Investors not solely will have their TV programs and films streamed on-line, however even have created well-budgeted and complex programs bespoke for on-line platforms. At identical time, membership has been integrated into the operations of on-line streaming platforms solely members to access the net programs. Throughout this section, on-line streaming platforms were nearly AN outright freelance medium with their own audience and customised contents (Steinkamp, 2010).

Due to the Coronavirus Pandemic, several governments over the globe introduced the concept of partial and total lockdowns in their countries to curb the double fold of the virus. In a study conducted by the Indian complete Equity Foundation in Oct 2020, it absolutely was found that the lockdown initiated by Government of India in March 2020 greatly affected the consumer theatre expertise because the viewers of the country expulsion the essential employees were bound home. The expansion of the Media and show business came to a screeching halt, change that was apt in to simply round the corner. This light-emitting diode to moviemakers and massive production houses finance in comes that were eventually free on OTT platforms. Because of this shift, the Indian OTT market is predicted to achieve Rs 237.86 billion within the year 2025 from Rs 42.50 billion within the year 2019-2020.

The amount of subscribers availing OTT services in Bharat is presently nearing around five hundred million and this variety can solely grow from here on because of inflated smartphone usage and widespread net property and accessibility. Going by the present trends, varied content portfolio and various valuation plans would facilitate OTT players gain a lot of paid subscribers (India complete Equity Foundation, 2020). In line with PwC's world recreation & Media Outlook 2020-2024, the Media and

Entertainment industry of Bharat is predicted to grow at (CAGR) ten.1% by 2024. This quantity roughly equals $55 billion. Even supposing the pandemic caused an economic crisis in the country, the business will recover because of sectors like OTT services and subscription primarily based content. OTT services kind a phase of the Media and show business and these services alone will manage to own the most gain by reaching five.2% CAGR by the year 2024. India is currently seen holding the rank of the very best market potential globally and can sooner or later take over total Asian country, (FRG) and Australia in terms of OTT revenue generation. Following this trend it'll become the sixth-largest market within the year 2024. Subscription primarily based services are currently the amount preference of an outsized portion of the buyer base as several platforms have now inculcated the sensation of a replacement 'at-home' setting for its users (PwC, 2020).

CONCEPTUAL FRAMEWORK

Based on the reviews over various relevant research papers, it has been confined to adopt few factors that are highly significant towards purchase intention. Many factors were taken into consideration on the first hand for carrying out this study which is listed below.

Price	Convenience	Subscription packages
Combo offers	Choice of content	Multi-Screen Play
Free trials	Personalization	Need of the hour
Prestigious	Any time any where	New Technology

These above mentioned 12 factors inspired from various research articles were well examined and six factors were taken for analysis namely Price, Convenience, Choice of content, Personalization, Multi-screen play and any time anywhere based on Cronbach's Alpha with a secured value of 0.78. The selected six factors secured Eigenvalues above to 1 which is considered for sample adequacy. The screen plot portrays the extraction has been made from six factors.

Reliability (Data Set 1)
Scale: ALL Variables

Case Processing Summary

		N	%
Case	Valid	243	100
	Excluded	0	0
	Total	243	243

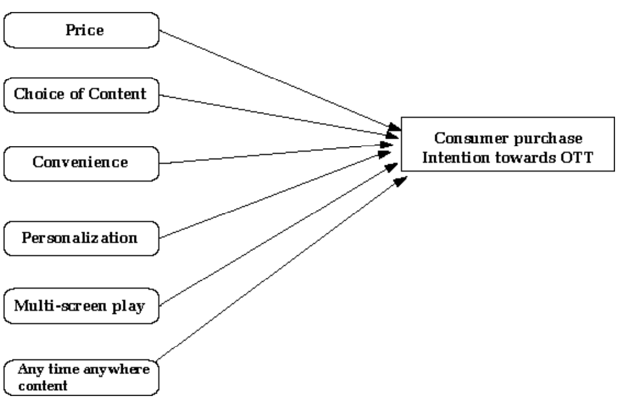
Reliability Statistics

Cronbach's Alpha	No. of Items
0.780	12

Total Variance Explained

Component	1	2	3	4	5	6	7	8	9	10	11	12
Elgenvalues	1.763	1.357	1.054	1.256	0.781	0.453	0.614	1.274	0.241	0.352	1.424	0.461

So based the ground of exploratory factor analysis the study has been carried out with the above mentioned six factors with the topic Investigation of consumer intention towards OTT platform.



The proposed study is carried out based on the factors as mentioned in the above figure. These six factors assumed to play critical role in assessing the consumer intention towards the OTT platform.

RESEARCH METHODOLOGY

The aim of this article is to analyze the factors that influence the consumer purchase intention of OTT platform. Based on the review of literature and various information collected from secondary sources it has been confined to advocate six important factors that influence the purchase intention of consumer: namely price, choice of content, convenience, and personalization, Multi-screen play, anytime anywhere content view. The schedule of research was framed in the five point scale; in which 5 denotes strongly agree, 4 denotes agree, 3 denotes neutral, 2 denotes disagree and 1 for strongly disagree. The consumer samples were confined to Chennai region and respondents were selected based on convenience sampling method. The respondents cover working people, students and self-employed accordingly. A total of 280 consumers of OTT were approached in which the final 243 responses were taken for consideration. The primary data was collected using a well administered questionnaire using Google forms

ANALYSIS AND DISCUSSION

To ensure the reliability of the study the t-value and p-value were used at a significance value of 1 percent and 5 percent respectively. The study is confined to six factors that was named in the methodology and intends to identify the most influential factor of purchase intention.

Table 1: Demographic Profile

Variable	Attribute	Frequency	Percent
Gender	Male	126	51.85
	Female	117	48.14
	Total	**243**	**100**
Age	Below 25	83	34.15
	25 to 35	81	33.33
	Above 35	79	32.51
	Total	**243**	**100**
Profession	Students	77	31.68
	Self Employed	85	34.97
	Employed	81	33.33
	Total	**243**	**100**

Source: Primary data computed

Table 1 shows the demographic profile of the respondents. With majority of the consumers are male that is 126 and 117 female. Female consumers seem to prefer more of TV programs and other platforms than the OTT. The consumers around the age group of 25 form the major viewers market. The OTT platform also creates contents to attract this age segment consumers. People above 35 are needs more adoption time for OTT. To the surprise; that more residents and home makers prefer OTT over the working professionals and students.

Table 2: Choice of OTT channels

Channel	Frequency	Percent	Cumulative Percent
Netflix	56	56.0	56.0
Amazon Prime	47	47.0	103.0
Hotstar	35	35.0	138.0
Zee 5	23	23.0	161.0
ALTBalaji	19	19.0	180.0
Aha	15	15.0	195.0
Voot	14	14.0	209.0
Sony LIV	13	13.0	222.0
Viu	11	11.0	233.0
MX Player	10	10.0	243.0
Total	243		

Source: Primary data computed

Table 2 shows the consumers' choice towards various OTT channels that are available in the market. With 56 respondents out of 243 opt for Netflix followed by 47 consumers opting for Amazon prime and with 35 consumers opting for Hot Star. Few insights were also enquired about the channels among the respondents and it has been identified that consumers seek the channels due to its contents and flexibility. There are few OTT platforms of adult content which are opted by few consumers. And few have opted for sports content; few opted for TV shows that can be watched any time. Some opted for channels that offer package subscription that covers many products.

Table: 3; Opinion towards Price

Factors	Statements	Mean	Std. Deviation
Price	I feel price is better than other media platforms	- 0.012	0.5
	Price is affordable at all instance	- 0.011	0.7
	Flexibility in pricing is available	0.015	0.8
	Need more price reduction	3.015	1.33

Source: Primary Data computed

Table 3 shows the consumer intention towards pricing factor. From the results it is evident that intention towards pricing shows a negative impact. The respondents feel that better pricing than other platforms and affordable pricing is not satisfactory with regard to OTT with – 0.012 and -0.011 on composite level. The flexibility of pricing on certain OTT platforms makes them to opt for OTT due to the new subscription packages and special offers. Majority of the respondents feel that reduction in the prices is required with a composite score of 3.015 and 1.33 respectively.

Table 4: Opinion towards Choice of content

Factors	Statements	Mean	Std. Deviation
Choice of Content	I get to see what I need	4.012	1.1
	I get all my viewing privileges	3.011	0.8
	OTT comprise all my family viewing needs	3.015	0.9
	Suits the current scenario (Pandemic)	5.023	1.43

Source: Primary Data computed

Table 4 shows the opinion of consumer regarding choice of content. The respondents feel that the variety of content satisfies individual need and viewing privilege stands at 4.012 and 3.011 respectively which state that the content is enough for them. On the other hand the content for the family is not up to the mark with a composite score of 3.015 and state that it requires more content for satisfying the family needs. The respondents feel that more choice is required for kids and senior citizens. They also expect more contents like songs, HD videos, live shows, TV programs and many. Many respondents agree that this platform is much suitable for the current pandemic scenario.

Table 5: Opinion towards Convenience

Factors	Statements	Mean	Std. Deviation
Convenience	No commercials / Ad free	5.013	1.4
	User friendly / Simple to use	3.018	1.8
	No limit on viewing	4.014	1.9
	Downloading facility / Offline facility	5.022	1.63

Source: Primary Data computed

Table 5 explains the factor of convenience with regards to OTT. The respondents feel that using OTT platforms for Online Streaming is easier when it lets the consumer, download their favorite content and watch it offline with a composite score of 5.022 followed by no commercials as 5.013. However, Limitless viewing of the content stands as low as 4.014. This shows that the consumers prioritize on how to watch content rather than the number of contents available online.

Table 6: Opinion towards Personalization

Factors	Statements	Mean	Std. Deviation
Personalization	Content based on user preference	4.021	1.3
	Reminders for viewing special contents	4.028	1.6
	Kids mode / Age specific content	5.013	1.7
	Regional content preferences	4.022	1.5

Source: Primary Data computed

Table 6 shows the opinion towards Personalization factor of OTT. Personalization is making a tailor made product or services for the consumption patterns of the customers. Age specific content is regarded the highest cumulative score of about 5.013, followed by Regional content preferences. Contents based User preference is given a least priority and stands about 4.021.This indicates that there is a strong inhibition of giving access for adult contents to the kids.

Table 7: Opinion towards Multi screen play

Factors	Statements	Mean	Std. Deviation
Multi-screen play	Multiple access at a time	4.012	0.9
	Multiple Logins(Max 4)	4.032	1.4
	Versatile streaming	5.015	1.8

Source: Primary Data computed

Table 7 exhibits the opinion towards Multi-screen Play factors of OTT. Versatile streaming stands at 5.015 as the highest preferred factor among multiple screenplays followed by multiple logins at a same time. Respondents feel that streaming different contents like sports, series, News at any time and by any one is the most attractive feature of OTT. However, multiple accesses at the same time are considered the least chosen factor that has a cumulative score of 4.012. This study reveals that customers would any day prefer versatile content streaming to multiple login and multiple accesses.

Table 8: Opinion towards Any time anywhere content

Factors	Statements	Mean	Std. Deviation
Any time Anywhere content	I can access any time	5.021	0.7
	I can access from all compatible devices	4.012	0.8
	I can view according to my time availability	4.011	1.6

In terms of respondents opinion about any time anywhere "I can access any time" was found to be most preferred choice at 5.021 followed by ability to use any device at 4.012. Hence it may be inferred that respondents value flexibility with regard to time and use of multiple devices as more important factors for using OTT platform.

Table 9: Factors influencing Consumer purchase Intention towards OTT

Predicators	B	Std. Error	Beta	t- Value	p- Value
Constant	0.423	0.070	-	5.492	0.001*
Price	-0.052	0.045	-0.054	-1.235	0.001*
Choice of Content	0.869	0.063	0.254	7.083	0.001*
Convenience	0.842	0.085	0.352	6.597	0.005**
Personalization	0.875	0.084	0.423	5.737	
Multi-Screen Play	0.762	0.062	0.457	6.815	0.001*
Any time Anywhere content	0.685	0.053	0.138	4.097	0.001*

Source: Primary Data computed: * significant at one percent; ** significant at five percent

Table 9 Shows the factors influencing consumer purchase Intention towards OTT. Among the variables employed in this study, Convenience plays a vital role in determining the consumer purchase intention. The respondents are majorly influenced by factors like “No commercials / Ad free, User friendly / Simple to use, No limit on viewing, downloading facility / Offline facility”. The above table infers that the variable convenience measures B at 0.842, t-value is estimated at 6.597, which is significant at 0.005 being the strongest predictor among all the factors. On the other hand choice of content, personalization, Multi-screen play, anywhere any time content stands significant at 0.001 and its inferred that they moderately predict the consumer purchase intention towards OTT.

However price being one of the factors measures B at -0.052 and estimates T- value at -1.235. This is relatively low as compared to other predictors. It infers that price is the weakest determining factor and if tweaked according to the market standards can become one of the strongest predictor. Respondents also added that prices were too high for them to afford an OTT platform and if reduced a little further it can become an inevitable part of product penetration.

CONCLUSION

The demographic dividend of India’s 1.3 Billion populations is the 60% young population in the age group of between 18 and 45. This tech-savvy youth always looks for innovative uses resulting from emerging technology. Hence the readiness to move away from conventional avenues of entertainment to more sophisticated technology-driven platform is only to be expected. The results of this study based on responses from a sample population, bring out OTT as an emerging competitor to the existing models. It also highlights OTT other major drivers such as anytime anywhere, device compatibility choice of content and affordable pricing as reasons for the shift to OTT platforms. Moreover the deep penetration of IOT and an exponential increase in the use of smart phones, tablets, and laptops have brought video content and entertainment to the fingertips of uses. The user friendly application and convenience of time and choice have also contributed to widespread acceptance of OTT as an alternative tool the traditional satellite and DTH forms of rigid and structured content. Disruptive technology is all about enhancing consumer experience and delight with the added advantage of unlimited choice. This is bound to result in the creation, coordination, and delivery of value as stated by Philip Kotler. Innovation and technology cannot be static as they are driven by necessarily dynamic consumer expectations. In that direction, OTT may well be the beginning of a new era that will bring about an all-pervasive customer-oriented approach not only for entertainment but also education at all levels in future.

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