



ANALYSIS OF OTT DEVELOPMENT BASED ON USER'S PERCEPTION DURING COVID 19 LOCKDOWN

Mr. N. CHANDRU M.Com (CA), M.Phil.
Assistant professor, Department of Commerce,
Dr. N.G.P. Arts and Science College, Coimbatore.

M. R. SRIRAGA
II. M.Com, Department of Commerce,
Dr. N.G.P. Arts and Science College, Coimbatore.

ABSTRACT: We are going through a period of lockdown where the Indians have not known this situation for so long. In such a situation, in the era of technology and the Internet plays important role in pandemic period. Everyone spending their free time in front of the digital screen, where they have many options to see. The growing number of viewers of OTT video streaming services and the big star's penchant for this platform justifies this. Today, the time we spend in front of our screens has increased enormously. As cinemas close and film release has been suspended across the country, this technological shift has taken place. The internet has created a new kind of viewing experience and it could end up changing the collective cinema experience that causes a dent in the tread every time the screens reopen. This change in viewing experience created by OTT is a big fear for movie theater owners. This thesis explores seeks to analyze the impact of the rise of OTT video streaming services viewership in lockdown to assess the future of collective watching experience in India.

KEYWORDS: Online streaming platform and user's perception.

1.1 INTRODUCTION

The current Covid-19 pandemic and the throughout the nation lockdown has not only slowed down the increase of the enterprises and financial outcome, but has more over caused alternate with inside the behavioural sample of the people towards consumption of products and services, consisting of that of virtual based consumption. The transition is the customer behavioural styles introduced about by the lockdown carried out by the Government of India and hypothesized that a tremendous variety of those social modifications are not brief in nature; they are probably going to stay lengthy haul. One of the maximum affected domains these days is media and diversion (M&E), that's intensely depending on the promotions and on floor sports and events. Notwithstanding the brand new OTT stages, the business could were cleared out at this point. According to the examination directed by KPMG, there was a recognizable increment in media usage during the maximum recent couple of weeks, no matter the fact that money is a best challenge. The service providers dealing with OTT platform is chargeable for the shipping of contents comprising of audio, video, and different media over the internet and sidestepping the common place network administered by the operators.

1.2 STATEMENT OF THE PROBLEM

In the present scenario, the global communication service providers have moved to an advanced stage for broadcasting their programs. This new mode of telecasting is referred to as OTT Platform Services. With the usage of mobile and internet connection the OTT media providers telecast shows, movies through applications and web sites which may be without difficulty accessed by the people. In the preceding studies, researchers had positioned an attempt in studying the comparison between OTT Platforms and Traditional Streaming Media. Now it was an initiative to analyze the perception of customers towards this current streaming method.

1.3 SCOPE OF THE STUDY

This research mainly focuses on information about the idea of OTT platforms impacting customers during the pandemic period. Consumer perceptions, is familiar with and awareness of OTT platforms, as well as issues skilled through customers. The OTT Platform presents extra applications and films for the customers. To recognize the elements that is influencing the customers to pick different types of OTT platforms and to study the important thing in opportunities surrounding OTT adoption because of Covid-19 in India.

1.4 OBJECTIVE OF THE STUDY

- ❖ To study the key trends around OTT adaption due to Covid-19 in India.
- ❖ To examine the factors influencing to prefer OTT platform.
- ❖ To analyse rise of OTT based on user's perception towards OTT platform.

1.5 RESEARCH METHODOLOGY

Research design

A research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. It is descriptive in nature.

Area of the study

The study is undertaken in Coimbatore city.

Sample size

The sample size for the study is 250 respondents.

Source of data

The study is based on primary and secondary data.

1.6 LIMITATIONS OF THE STUDY

- This study has also some limitations and they must be acknowledged.
- The study confined to Coimbatore city only and hence the result cannot be generated to other areas.
- Due to time constrains, the number of respondents taken for the study is limited to 250.

2.1 REVIEW OF THE LITERATURE

Aziz Rahman et al (2020) The COVID-19 pandemic came with restrictions, rules and regulations and stay-at-home orders. This meant that people stayed indoors, workplaces remained shut, playgrounds had been empty and streets remained barren of human interaction. Many people could not go back to their homes, many stuck in overseas lands and many in solitude. As a result, the usage of digital devices has increased manifold throughout the globe. Irrespective of age, people are pushed to depend on digital platforms. Education, shopping, working, meeting, unique and socializing suddenly leaped from offline to online.

Gardner (2020) Quality of service experience because of their relevance for streaming services within side of current scenario of pandemic lockdown. With some of OTT services are select from the manner. The service provider engages the customer becomes really important for them to attract attention due to a surge in internet consumption during the lockdown.

Parul Grover (2019) According to the same research of the year 2019 that the older age groups average 35-44 years, and 45-54 year old, showed an increase in OTT viewer consumption growth of 18% and 63%, respectively. And the wider audience already showed interest in subscription-based platforms. The morning time slot was dominated by senior viewers, while the afternoon time slot saw a higher number of viewer's from-middle-aged people versus older people or young people who were the biggest consumers during the night.

3.1 HISTORY

India's first dependent OTT platform turned into BIGFlix, released with the aid of using Reliance Entertainment in 2008. In 2010, Digivive released India's first cellular OTT software referred to as nexGTV, which gives get admission to each stay TV and on-call for content. NexGTV is the primary app to circulation Indian Premier League fits on smart phones and did so in 2013 and 2014.OTT won momentum in India, when Ditto TV (Zee) and Sony Liv were released with inside the Indian marketplace round 2013.Ditto TV turned into an aggregation platform that contained applications on all media channels which include Star, Sony, Viacom, Zee, etc.

Eventually, OTT started to flourish in India in 2013 after the release of Zee TV and Sony Liv. Disney + Hotstar arrived in the OTT world in 2015.Disney+Hotstar viewership is increasing thanks to its release. Today, it has become one of the most followed OTT platforms. Subsequently, Netflix started offering its provider in India in early 2016 and competing with platforms such as Amazon Prime Video and Disney+ Hotstar.

4. DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. A detailed analysis can be made so as to present suitable interpretation for the same. The data have been analysed using the following statistical tools.

The tools used for analysis are

- ❖ Simple percentage analysis
- ❖ Rank analysis

4.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is mainly used to determine the distribution of respondents coming under different categories. It is expressed in percentage mainly to facilitate standardization and comparison between two or more series of data. Percentages are used to describe the relationship.

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$$

TABLE 4.1.1
GENDER OF THE RESPONDENTS

S.NO	FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1	Male	150	60%
2	Female	100	40%
	TOTAL	250	100

SOURCE: Primary Data

INTERPRETATION:

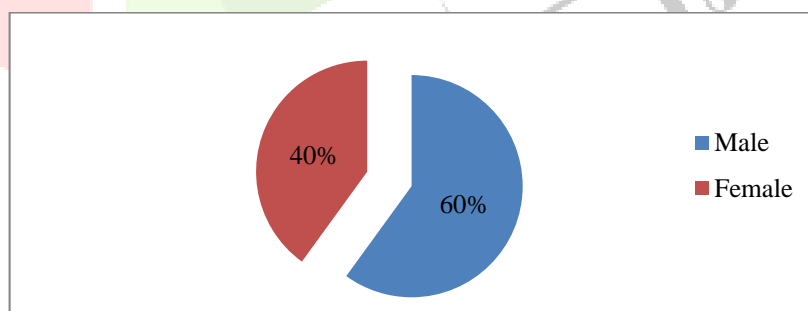
It is observed from the above table 60% of them are belongs to Male and remaining 40% of them are Female.

INFERENCE:

Majority 60% of the respondents are belonging to Male.

CHART 4.1.1

GENDER OF THE RESPONDENTS



4.2 RANK ANALYSIS

Ranking the observation according the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in term of the number of respondents. The average is used to find the factors that have the highest priority. The highest priority is ranked as first followed by second, third and so on.

TABLE 4.2.1
RANK THE OTT PLATFORMS BASED ON THEIR SERVICE, PRICE AND CONTENT

FEATURES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEANVALUE	RAN K
Netflix	58	33	52	49	58	250	2.93	III
	290	132	156	98	58	734		
Amazon prime	43	59	53	47	48	250	3.01	I
	215	236	159	94	48	752		
Disneyplus Hotstar	30	37	113	37	33	250	2.97	II
	150	148	339	74	33	744		
Zee5	21	34	68	84	43	250	2.62	IV
	105	136	204	168	43	656		
Sony liv	29	26	64	49	82	250	2.48	V
	145	104	192	98	82	621		

(Source: Primary Data)

INTERPRETATION:

From this ranking analysis, it is found that Amazon prime (Rank 1), which comes next followed by Disney plus Hotstar (Rank 2), Netflix (Rank 3), Zee5 (Rank 4), Sony liv (Rank 5).

INFERENCE:

Majority of the respondents are perception towards Amazon prime as the major factor in OTT platform. Sony liv is last in ranking.

5.FINDINGS, SUGGESSTIONS AND CONCLUSION

5.1FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority 60% of the respondents are belonging to Male.

RANK ANALYSIS

- Majority of the respondents are perception towards Amazon prime as the major factor in OTT platform. Sony liv is last in ranking.

5.2 SUGGESSTIONS

From the above analysis it can be understand that preference and perception of customer towards OTT platform, lots of experience was gained from the research.

- ❖ The current generation does not have the patience to wait for a screen or a film to be shown on a linear platform like television.
- ❖ This viewer needs the content immediate and on-demand.
- ❖ That is what our study famous that due to some such motives the growth of OTT will only increase in India.
- ❖ All the reviews and articles that we have examine and move through, the most effective component understood is that during India.
- ❖ The strong attachment of OTT to the audience in the lockdown period has further showed this fact.

5.3 CONCLUSION

Over The Top platforms grew rapidly in India during the COVID-19 lockdown period, when there was a closer of theatres. This has led several production houses to distribute their films directly on OTT platforms. The Study finds noticeable increase in prevalence of OTT as preferred average, a habit established by the unprecedented confinement due to the heavy virulent COVID19 pandemic. It helps the users to update information now and then though, it has many positive aspects it has its own drawbacks. Adults, especially students, spend most of their time browsing OTT platforms. The directors seem quite happy

with the deal they are getting from video streaming platforms. A single subscription is enough for the whole family to watch several films, and this within the confines of their home, which saves them a lot of time and money.

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