Analytical Study On Marketing Strategies For OTT Platforms In Tiruppur City

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ABSTRACT

This analytical study examines the marketing strategies employed by over-the-top (OTT) platforms in the rapidly evolving digital media landscape. With the rise of streaming services reshaping viewer consumption habits, this research identifies key marketing tactics, including targeted advertising, subscription models, content personalization, and strategic partnerships. Utilizing a combination of qualitative and quantitative methods, the study analyzes consumer behavior, brand positioning, and competitive dynamics within the industry. Findings highlight the importance of data-driven insights in crafting effective marketing campaigns, enhancing customer engagement, and sustaining subscriber growth. The study concludes by offering recommendations for OTT platforms to optimize their marketing strategies, ensuring long-term viability in a saturated market.

KEY WORDS: OTT Platforms, SEO Strategies, Social Media Marketing, Streaming Services, Market Competition

INTRODUCTION

An over-the-top (OTT) media service (also k n o w n a s streaming p l a t f o r m s) i s a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms—the types of companies that have traditionally acted as controllers or distributors of such content. It has also been used to describe no-carrier cell phones, for which all communications are charged as data, avoiding monopolistic competition, or apps for phones that transmit data in this manner, including both those that replace other call methods and those that update software.

The term is most synonymous with subscription-based video on demand (SVoD) services that offer access to film and television content (including existing shows and movies for which rights have been acquired from the content owner, as well as original content produced specifically for the service).

OTT (Over-the-Top) services also include a range of "skinny" television offerings that provide access to live streams of linear specialty channels. These services resemble traditional satellite or cable TV providers, but the content is delivered via the public Internet instead of a closed, private network with exclusive equipment like set-top boxes.

Over-the-top services are typically accessed via websites on personal computers, as well as via apps on mobile devices (such as smartphones and tablets), digital media players (including video game consoles), or televisions with integrated Smart TV platforms. Over-The-Top services have had a profound impact on the way we consume media and entertainment. [Citation needed] OTT refers to the delivery of video, audio, and other media content over the internet, bypassing traditional cable or satellite television providers.

The first dependent Indian OTT platform was BIG Flix, launched by Reliance Entertainment in 2008. In 2010 Digivive launched India's first OTT mobile app called nex GTv, which provides access to both live TV and on–demand content. nexGTV is the first app to live–stream Indian Premier League matches on smart phones and did so during 2013 and 2014. The livestream of the IPL since 2015, when rights were won, played an important role in the growth of another OTT platform, Hotstar (now Disney+ Hotstar) in India. OTT gained significant momentum in India when both DittoTV (Zee) and Sony Liv were launched in the Indian market around 2013. Ditto TV was an aggregator platform containing shows across all media channels including Star, Sony, Viacom, Zee, etc.

There are currently about 46 providers of over-the-top media services (OTT) in India, which distribute streaming media over the Internet.[citation needed] In fiscal year 2018, the OTT market in India was worth ₹2,150 crore. The streaming market in India is predicted to be worth $15 billion by 2030, with $12.5 billion coming from the video market and $2.5 billion from audio. The OTT market in fiscal year 2020 was estimated to be worth $1.7 billion.

1. Content is King

2. Data-Driven Personalization

3. Global Expansion

4. Advertising Strategies

5. User Engagement and Interaction

6. Pricing and Packaging Strategies

7. Innovation and Future Technologies

STATEMENT OF THE PROBLEM

The proliferation of over -the- top platform in recent years has created a highly competitive landscape in the entertainment industry. To thrive in this environment, it is essential for OTT platform to develop effective marketing strategies. The research will explore the challenges and opportunities specific to marketing in the OTT industry and seek to provide recommendations for optimizing marketing efforts in this context.

SCOPE OF STUDY

1. **Market Analysis and Segmentation**: Investigate the current state of the OTT industry, including market size, growth trends, and key players. Analyze how different OTT platforms are segmented based on content, target audience, pricing models, and geographic regions.

2. **Content Strategy**: Explore how OTT platforms choose and acquire content, whether it's original productions, licensed content, or user-generated content. Evaluate the impact of content libraries on attracting and retaining subscribers.

3. **Pricing and Subscription Models:** Study the pricing strategies employed by OTT platforms, including subscription pricing, freemium models, and advertising-based revenue models. Assess the factors influencing customer subscription decisions.

OBJECTIVES OF THE STUDY

1. To know which marketing strategy attracts the customers.

2. To know reasons behind preferring OTT platforms.

3. To know the Customer satisfaction in OTT platforms.

RESEARCH METHODLOGY

Research methodology is a method to solve the research problem systematically. It involves gathering data, use of statistical techniques, interpretation and drawing conclusions about the research data.

RESEARCH DESIGN

A random sampling technique tool was used.

DATA COLLECCTION

Both primary and secondary data was used.

NATURE OF DATA

The data required for the study has been collected from primary data and secondary data.

PRIMARY DATA

The primary data has been collected using the questionnaire cum interview schedule.

SECONDARY DATA

The secondary data has been collected from other sources like articles, internet and websites.

AREA OF STUDY

The area of study is conducted in Tirupur.

TOOLS USED

- Simple percentage analysis
- Likert scale analysis

REVIEW OF LITERATURE

Sridevi Periaiya and Ajith t. Nandu Krishna (2023), Globally, over-the-top (OTT) video-streaming platforms are proliferating. While it has increased in popularity, there is limited academic research into its usage. However, there is a limited under-standing of gratifications associated with them. This study employs a mixed-research design in two phases for model development. In Phase-1, a qualitative study using in-depth interviews was conducted to uncover major gratifications connected to OTT video-streaming platforms. This study investigates the interlinkages between gratifications, satisfaction, and stickiness using a mixed-method approach. We conducted in-depth interviews to identify gratifications related to OTT video-streaming plat-forms. We surveyed to determine how different gratification states impact affective satisfaction and stickiness.

Sufyan Habib, Nawaf N. Hamadneh, and Asif Hassan (2022), The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms, they aims to investigate the relationship between digital media marketing (DMM), consumer engagement, brand image, and OTT platform purchase intention in the Indian context.researchers will also investigate the mediating role of consumer engagement and brand image in mediating the relationship between digital marketing practices and OTT platform purchase intention

Dr. Swati Manoj Yeole, Dr. Lambodar Saha, Prof. Charulata Bhaisare (2022), The research paper concludes the user friendliness and content richness as significant factors in the usage and promotion of OTT platform. Price sensitivity matters a lot to individuals. Cost effect makes the platform stronger than usual. It brings cost sensitivity to users and encourages to the platform. Life with ease, own comfort, and satisfaction brings the individuals closure to the OTT platform.

Rabinarayan Patnaik, sukanta kumar baral (2022), The media and entertainment sector in India, which has been considered to be the fastest growing market across the globe had to suffer a heavy loss. However, to cope up with the conditions of increasing stress and anxiety level during the pandemic, the individuals were inclined towards engaging themselves in various entertainment programs and activities. In spite of initial setbacks, the new-age technologies have been a boon for all the industries including media and entertainment to sustain the adverse effects of the pandemic. The state of Odisha, where, the consumers are more inclined towards TV for entertainment for more than four decades (Desai, 2022), the present study thrived to understand the socio-economic reasons and tech-nological aspects while deciding a shift from traditional means to OTT platform.

Suman Ghalwat, Etka Yadav (2021), Digitalization around the world has changed the way how media is consumed. Penetration of smart phones, increase in affordable internet, better networks and technological advancement have resulted in arise of OTT media that offers quality services to viewers directly via the internet. OTT stands for over the top, and refers to any streaming services that deliver content to the users over the internet The findings shows that majority spent more time each day for watching content on the platform and this surge of taking subscription was seen during and after lockdown period.

NETFLIX

Netflix is an American over-the-top video streaming service that charges a monthly fee. The service primarily distributes original and acquired films and television shows in a wide range of genres, and it is available in many languages worldwide. Netflix, Inc. launched its video-on-demand streaming service on January 16, 2007, over a decade after its DVD-by-mail service. It now has 238.39 million paid subscriptions in more than 190 nations. By 2022, original productions accounted for half of its library in the United States, and the namesake company had expanded into new areas, such as video game development through its eponymous service. In 2013, Netflix began producing original content of its own, a risky and expensive proposition. Soon, many of the most critically acclaimed and talked-about new series came out on Netflix instead of from the established networks, including "House of Cards," "Orange Is the New Black" and "The Crown." By creating a loyal fan base, original content has been a key source of Netflix's success and the appreciation of its stock price.

NETFLIX'S VIEW

People enjoy movies and television shows, but they dislike the linear TV experience, in which channels show programs only at specific times on non-portable screens with complicated remote controllers. Changes of this scale are uncommon. Radio dominated home entertainment for nearly 50 years before linear television took hold in the 1950s and 1960s. Linear television in the home was a significant improvement over radio, and enormous companies formed over the past 60 years to suit consumer demands. The new era of streaming entertainment, which began in the mid-2000s, is likely to be extremely significant and long-lasting, given the flexibility and accessibility.

STRATEGIES:

- **Customer-centricity:** Netflix focuses on creating a solid connection with its customers by engaging them personally and personalizing their viewing experience. They also use clever marketing tactics to get people to watch their shows.

- **Integrated viewing experience:** Multi-device and up-to-date no matter where you view it from, makes the experience combined.

AMZON PRIME VIDEO

INRODUCTION

Amazon Prime Video, or simply Prime Video, is an American subscription video on-demand over-the-top streaming and utilizing service that is available as a separate service or as part of Amazon's Prime membership. The service primarily distributes films and television shows created by Amazon MGM Studios or licensed to Amazon as Amazon Originals, but it also hosts material from other providers, content add-ons, live sporting events, and video rental and purchase possibilities. Launched on September 7, 2006, as Amazon Unbox in the United States, the service flourished with an expanding library and incorporated the Prime Video membership with the introduction of the A Prime subscription. It was then renamed Amazon Instant Video on Demand. The program operates globally and may require a full Prime subscription to can be accessed. The service is available without a complete Prime subscription in the United States, United Kingdom, and Germany, but only via a dedicated website in Australia, Canada, France, India, Turkey, and Italy. Prime Video also provides a content add-on service in the form of channels, known as Amazon Channels or Prime Video Channels that allow customers to subscribe to additional video subscription services from other content providers within Prime Video.

AMAZON MISSION AND VISION

MISSION

"Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon."

VISION

Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.

MARKETING STRATEGIES:

- **Competitive product pricing:** Amazon typically utilizes a competitive pricing strategy where it consistently assesses its competitors' price lists, serving as a base for its product pricing.
- **Search engine optimization:** Besides advertising online, Amazon also maximizes the presence of its product listings in search results with SEO. With higher rankings in search results, Amazon captures more traffic and sales for its brand.

DATA ANALYSIS AND INTERPRETATION

The Data collected from the samples have systematically applied and presented in tables under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the same. The Statistical tools namely simple percentage analysis and Likert scale and interpretation of data.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collecting data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. Particularly useful method of expressing the relative frequency of the survey responses and other data.

FORMULA

$$\text{Percentage} = \frac{\text{Number of response}}{\text{Total number of respondents}} \times 100$$

TABLE SHOWING THE AWARENESS OF OTT PLATFORMS OF THE RESPONDENTS

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGES (%)
1	Yes	130	100
2	No	0	0
	Total	**130**	**100**

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 100% of the respondents are yes and 0% of the respondents are No.

TABLE SHOWING THE FREQUENTLY USAGE OF OTT PLATFORMS OF RESPONDENTS

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGES (%)
1	Daily	34	26
2	2 -3 times a week	45	35
3	Once a time	16	12
4	Occasionally	35	27
	Total	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 26% of the respondents are daily and 35% of the respondents are 2 weeks – 3 weeks and 12% of the respondents are once a time and 27 %of the respondents are occasionally.

TABLE SHOWING THE USAGE OF MULTIPLE OTT PLATFORMS OF RESPONDENTS

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGES (%)
1	Yes	86	66
2	No	44	34
	Total	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 90% of the respondents are yes and 10% of the respondents are No.

TABLE SHOWING THE CURRENT OTT PLATFORM SUBSCRIBED BY THE RESPONDENT

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE (%)
1	Netflix	**25**	**19**
2	Amazon Prime video	**36**	**28**
3	Disney+ Hotstar	**45**	**35**
4	Sony Liv	**24**	**18**
		130	**100**

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 19% of the respondents are Netflix and 28% of the respondents are Amazon Prime Video and 35% of the respondents are Disney+ Hotstar and 18% of the respondents are Sony Liv.

TABLE SHOWING HOW THE RESPONDENTS KNOW ABOUT THE OTT PLATFORMS USED CURRENTLY BY THEM

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGES (%)
1	Advertisement	55	42
2	Friends & relatives	61	47
3	Data packs	14	11
	Total	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 42% of the respondents are advertisement and 47% of the respondents are friends and relatives, and 11% of the respondents are data packs.

TABLE SHOWING THE FACTORS WHICH INFLUENCE THE CHOICE OF OTT PLATFORMS

S.NO	PARTICULAR	NO OF REPONDENTS	PERCETAGES (%)
1	Convenience	43	33
2	Pricing	28	22
3	Social trends	36	28
4	Quality content	23	18
	Total	130	101

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 33% of the respondents are convenience and 22% of the respondents are pricing, and 28% of the respondents are social trends and 18% of the respondents are Quality content.

TABLE SHOWING THE CONTENT PREFERRED TO WATCH OF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE (%)
1	Movies	30	23
2	Series	52	40
3	Documentaries	20	15
4	Others	28	22
	TOTAL	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 23% of the respondents are Movies and 40% of the respondents are Series, and 15% of the respondents are Documentaries and 22% of the respondents are others.

TABLE SHOWING ANY LACK OF CONTENTS IN OTT PLATFORMS

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE (%)
1	Yes	50	39
2	No	80	61
	TOTAL	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 39% of the respondents are Yes and 61% of the respondents are No.

TABLE SHOWING IMPORTANCE OF MARKETING EFFORTS FOR RESPONDENTS

DECISION IN TRYING NEW OTT PLATFORMS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE (%)
1	Yes	72	55
2	No	23	18
3	Maybe	35	27
	TOTAL	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 55% of the respondents are Yes and 18% of the respondents are No, and 27% of the respondents are Maybe.

TABLE SHOWING EFFECTIVE MARKETING STRATEGY FOR OTT PLATFORMS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE (%)
1	User Interface	20	15
2	Competitive Product Pricing	23	18
3	Search Engine Optimization	52	40
4	Integrated Viewing Experience	35	27
	TOTAL	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 15% of the respondents are User interface and 18% of the respondents are Competitive product pricing, and 40% of the respondents are Search engine optimization and 27% of the respondents are integrated viewing experience.

TABLE SHOWING MOST LIKED PROMOTIONAL OFFERS IN OTT PLATFORMS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE (%)
1	Free trial offer	36	28
2	Discounted subscriptions	42	32
3	Referral rewards	20	15
4	Free month of subscription	32	25
	TOTAL	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 28% of the respondents are Free trial offer and 32% of the respondents are Discounted subscriptions and 15% of the respondents are Referral rewards and 25% of the respondents are Free month of subscriptions.

TABLE SHOWING ENGAGING FEATURES FOUND IN OTT PLATFORMS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE (%)
1	Personalized recommendations	47	36
2	Watch lists	35	27
3	Offline downloads	37	29
4	Live streaming events	11	8
	Total	130	100

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 36% of the respondents are personalized recommendations and 27% of the respondents are Watch lists and 29% of the respondents are Offline downloads and 8% of the respondents are Live streaming events.

TABLE SHOWING THE RESPONDENTS WILLINGNESS TO CONTINUE USING THE CURRENTLY SUBSCRIBED OTT PLATFORMS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE (%)
1	Likely	119	92
2	Unlikely	11	8
	TOTAL	**130**	**100**

(Source: Primary Data)

INTERPRETATION:

The table shows that out of 130 respondents, 92% of the respondents are Likely and 8% of the respondents are Unlikely

LIKERT SCALE ANALYSIS:

TABLE SHOWING THE SATISFACTION OF THE AMOUNT SPEND FOR OTT PLATFPRMS OF THE RESPONDENTS

(Source: Primary Data)

Likert Scale =∑ (FX)/Total no of respondents

= 499/130

= 3.8

S.NO	FACTOR	NO OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Highly Satisfied	21	5	105
2	Satisfied	72	4	288
3	Neutral	32	3	96
4	Dissatisfied	5	2	10
5	Highly Dissatisfied	0	1	0
	Total	130		499

Likert scale value 3.8 is greater than the middle value (3), so the customers are Satisfied with experience.

TABLE SHOWING THE SATISFACTION OF VARIETY OF CONTENTS AVAILABLE OF THE RESPONDENTS

S.NO	FACTOR	NO OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Highly Satisfied	23	5	115
2	Satisfied	81	4	324
3	Neutral	23	3	69
4	Dissatisfied	3	2	6
5	Highly Dissatisfied	0	1	0
	Total	130		514

(Source: Primary Data)

Likert Scale $= \sum (FX)/$Total no of respondents

$$= 514/130$$

$$= 3.9$$

Likert scale value 3.9 is greater than the middle value (3), so the customers are Satisfied with experience.

SUGGESTIONS:

➢ Build an email list and send targeted newsletters with personalized recommendations, exclusive offers, and updates on new releases.

➢ Continuously monitor key performance metrics such as user engagement, retention rates, and conversion rates, and optimize marketing strategies accordingly.

➢ Adapt your content offerings and marketing strategies to different regions and languages to better resonate with local audiences and expand your global reach.

➢ Create interactive experiences such as quizzes, polls, and interactive storylines to engage viewers and encourage them to spend more time on the platform.

CONCLUSION:

To conclude over -the -top (OTT) streaming platforms are gaining popularity across the global and present content creators. In conclusion, marketing strategies for OTT platforms play a pivotal role in attracting and retaining subscribers in an increasingly competitive landscape. By employing a combination of targeted digital advertising, strategic partnerships, content marketing, and data-driven insights, OTT platforms can effectively reach their target audience, increase engagement, and drive subscriptions. Additionally, leveraging user-generated content, influencer marketing, and personalized recommendations can further enhance the overall user experience and foster brand loyalty. The respondents are satisfied with the usage experience of the OTT platforms.

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