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“A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS OTT PLATFORM AMONG GENERATION Z”

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ABSTRACT

This article investigates the link between Over the Top (OTT) and customer attitudes and perceptions of OTT platforms, as well as subscription intention. To research if different characteristics such as gender, Education, Age impacts Intention to utilise the OTT platform. The information was gathered from original sources. It was discovered that high-priced hotels frequently utilise customisation, but various sectors typically put value on the purpose to use an OTT platform with clients. This study aims to determine whether consumer participation in the industry's intention to utilise an OTT platform corresponds to worldwide experience. The writers concentrated on OTT, customer interaction, knowledge, and long-term usage. The findings have significant implications for future OTT research. According to the data, consumers are becoming increasingly active with OTT platforms that define who they are. As a result, marketers looking to engage consumers with OTT campaigns should establish a culture of intent to utilise the OTT platform, which can be reinforced through discourse and ongoing customer engagement in value chain activities.

Keywords: Content, Consumer, Subscription, Mobility, Convenience, Digital, Over-The-Top, Adoption, Video, OTT Platforms, perception, Satisfaction, Streaming.

INTRODUCTION

An over-the-top (OTT) media service is a digital platform that offers various types of content to a large number of viewers and users over the internet. OTT bypasses the traditional content distributors like cable, broadcast, and satellite television networks, and offers direct access to the viewers. This allows for greater flexibility in terms of content selection and viewing options, as well as potentially lower costs.

In addition to subscription-based video on demand (SVoD) services that offer access to movies and television shows, the term OTT can also be used to describe other types of digital services that are not tied to a specific carrier or network. This includes no-carrier mobile phones that use data for all interactions, as well as applications that transfer data in a similar way, such as those that replace traditional phone calls or those that update software.

OTT services can be accessed through a variety of devices, including personal computers, mobile devices like smartphones and tablets, digital media players such as video game consoles, and smart TVs equipped with built-in platforms. Overall, OTT provides viewers with greater choice and flexibility in terms of how they consume digital content, and has disrupted the traditional content distribution model in many ways.

OTT media services are mainly monetized through paid subscriptions, but some platforms also generate revenue through in-app purchases and advertising. These services are accessible through various devices like smartphones, computers, smart TVs, and gaming consoles, and they operate independently of the content distribution network.

Initially, OTT services only provided audio and video content, but as technology has advanced, they have expanded to offer various types of content and services over the internet. The success of OTT services depends on internet capacity and network visibility to provide their services to consumers. Telecom providers offer internet access, but they have no control or responsibility over the content or services offered. The adoption of wireless networks and the widespread use of mobile phones have led to a significant increase in the use of OTT services. Overall, OTT has disrupted the traditional content distribution model by offering viewers greater flexibility and control over the content they consume.

IPTV and pay-TV are the most well-known examples of managed OTT services. Net neutrality is a crucial aspect of managing OTT applications, as it ensures that internet service providers treat internet traffic equally, without discrimination based on user, device, content, or website. Managed OTT services are expected to grow significantly in the coming years due to the increasing number of electronic devices and the widespread availability of high-speed internet. As more consumers move away from traditional pay-TV models, the market for managed OTT services is expanding, especially in developing countries. "Online OTT" refers to content distribution methods that primarily rely on the public internet. These services include video-on-demand, online gaming, and online audio. Examples of OTT services include messaging apps like WhatsApp, Skype, and Snapchat, as well as video-on-demand providers like Netflix, Amazon Prime, Voot, and Hotstar. The market for these services is expected to grow rapidly due to the increasing availability of high-speed internet and

broadband penetration. A significant factor contributing to this growth is the substantial investments made by online OTT service providers in network infrastructure and original content. This investment is likely to fuel the expansion of online video services.

OBJECTIVE OF THE STUDY

- To Investigating the reasons that led subscribers to initially subscribe to these services.
- To Understanding the post-purchase experience of using OTT platform media services.
- To Examining the increasing pace of OTT and identifying the most popular brand according to viewer's choice.
- To Identifying the genre of content that drives the highest number of viewers across the city.
- To Exploring the consumer preferences of OTT platforms.
- To Identifying the genre of content that drives the highest number of viewers across the country

HYPOTHESIS

- H1: There is a positive relationship between the perceived cost of the platform and the intention to use. If the cost of the OTT platform is perceived as reasonable, then the consumer is more likely to adopt the platform.
- H2: There is a positive relationship between the availability of content and the intention to use. The diversity, exclusivity, and personalization of content offered by the OTT platform can influence the intention to use.
- H3: There is a positive relationship between convenience or perceived ease of use and the intention to use. Consumers are more likely to use the platform if they find it easy to use.
- H4: There is a positive relationship between innovative features offered by the OTT platform and the intention to use. If the platform offers innovative features, consumers are more likely to use it.
- H5: There is a positive relationship between the perceived enjoyment of using the platform and the intention to use. If consumers find the platform enjoyable, they are more likely to adopt it.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research methodology involves a set of procedures and techniques used in conducting research to gather and analyse data. These techniques can include surveys, questionnaires, and interviews. Research methodology is important as it helps to organize and streamline the research process, ensuring that the appropriate data is collected in a systematic manner. The research approach encompasses the different stages of the research process and helps to identify and define the specific research activities that will be carried out.

It goes on to specify and define the real notions. It also specifies what approaches will be necessary for future investigation. Furthermore, how can development be measured? Research methodology provides a platform for

demonstrating how we may effectively convey research activities. Descriptive and Quantitative Research Methodology has been used for this Research.

SOURCE OF DATA

1) **PRIMARY DATA**

Primary Data has been collected through Online Questionnaire circulated in WhatsApp, Facebook, Instagram and LinkedIn.

2) **SECONDARY DATA**

Information from websites, articles, journals, research reports, and research papers has been gathered as secondary data.

DATA COLLECTION METHOD

The participants of this study will be individuals between the ages of 20 to 40+ who use OTT platforms for entertainment purposes. This includes students, employed individuals, unemployed individuals, and self-employed individuals. Primary data was collected through a questionnaire consisting of 26 questions related to the research model. The questionnaire was distributed to the respondents via email, LinkedIn, Instagram, and WhatsApp using the Google Forms online survey platform, which is widely used for data collection. The primary focus of this research is to understand the factors that have encouraged or discouraged users from adopting OTT streaming platforms.

Data Collection Instrument- The primary data for this research was collected using a standardized questionnaire created with the help of Google Forms. The questionnaire served as the instrument for collecting data from the respondents.

Data analysis tools and techniques: - The collected data was analysed using various tools such as charts, diagrams, frequency tables, and percentage analysis. Additionally, software such as MS Excel and SPSS were utilized for data analysis purposes.

SAMPLING METHOD

Random Sampling Method is used for carrying out this Research.

SAMPLING FRAME

Out of 217 Responses received till now, 192 Respondents belongs to Generation Z which is the Sampling Frame for the Research.

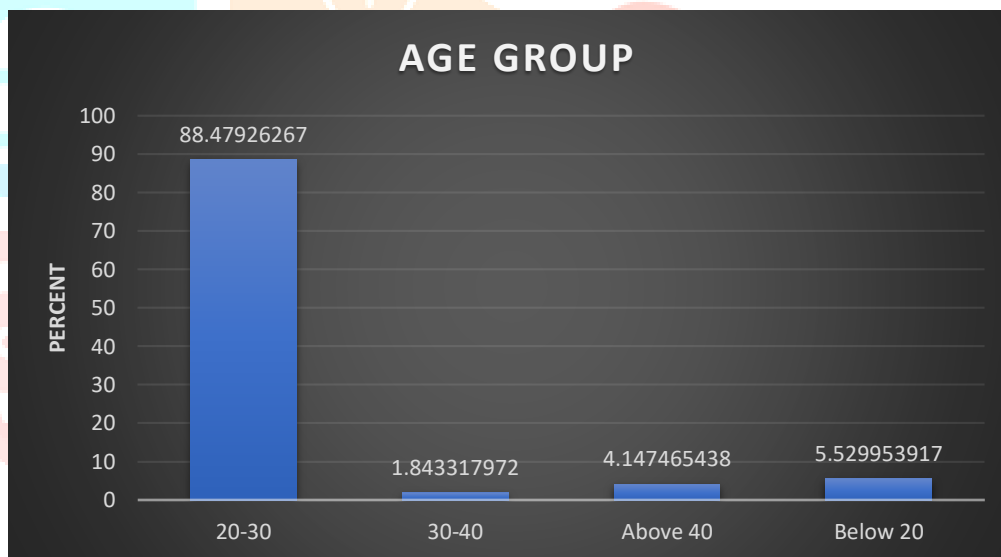
DATA ANALYSIS AND INTERPRETATION

Table no.1: Classification of age groups: -

Age Group					
		Frequency	Percent(%)	Valid Percent	Cumulative Percent
Valid	20-30	192	88.5	88.5	88.5
	30-40	4	1.8	1.8	90.3
	Above 40	9	4.1	4.1	94.5
	Below 20	12	5.5	5.5	100.0
	Total	217	100.0	100.0	

Analysis: -

A Survey from 217 respondents was conducted by targeting Generation Z between the age group of Late 1990s and early 2010s. The results showed that almost 88.5% of the respondent's falls within this age group, which is the highest one compared to others.



Interpretation: -

On Y-axis, number of percentage of people of different age groups i.e., below 20 ,20-30, 30-40, above 40 are mentioned which shows 88.47% i.e., out of 217 ,192 belongs to Generation Z which is the target audience of this research study.

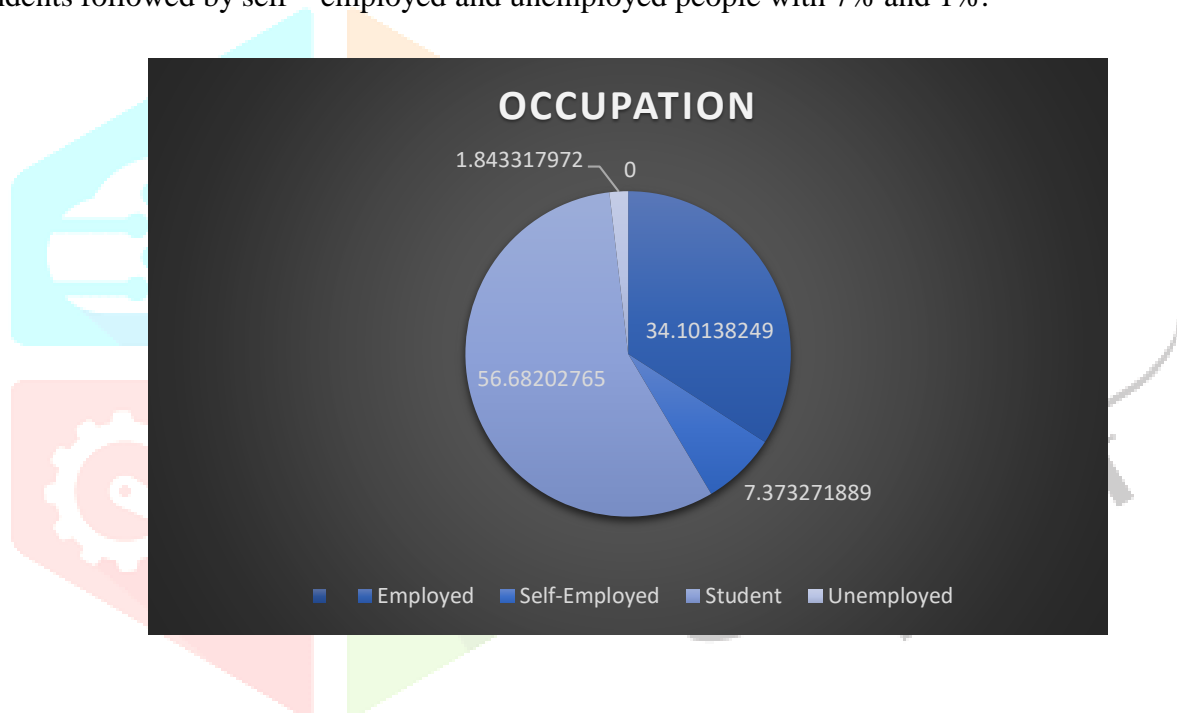
This is because we wanted to capture data of Generation Z and focus on them as they are the most prominent category in adoption of technology research.

Table no.2: Classification based on occupation: -

Occupation					
		Frequency	Percent(%)	Valid Percent	Cumulative Percent
Valid	Employed	74	34.1	34.1	34.1
	Self-Employed	16	7.4	7.4	41.5
	Student	123	56.7	56.7	98.2
	Unemployed	4	1.8	1.8	100.0
	Total	217	100.0	100.0	

Analysis: -

Over 123 people from 217 respondents i.e.,57% of the respondents belongs to students' group. The other major group respondents are employed with frequency of 74 respondents out of 217, with 34% belonging to employed respondents followed by self – employed and unemployed people with 7% and 1%.

**Interpretation: -**

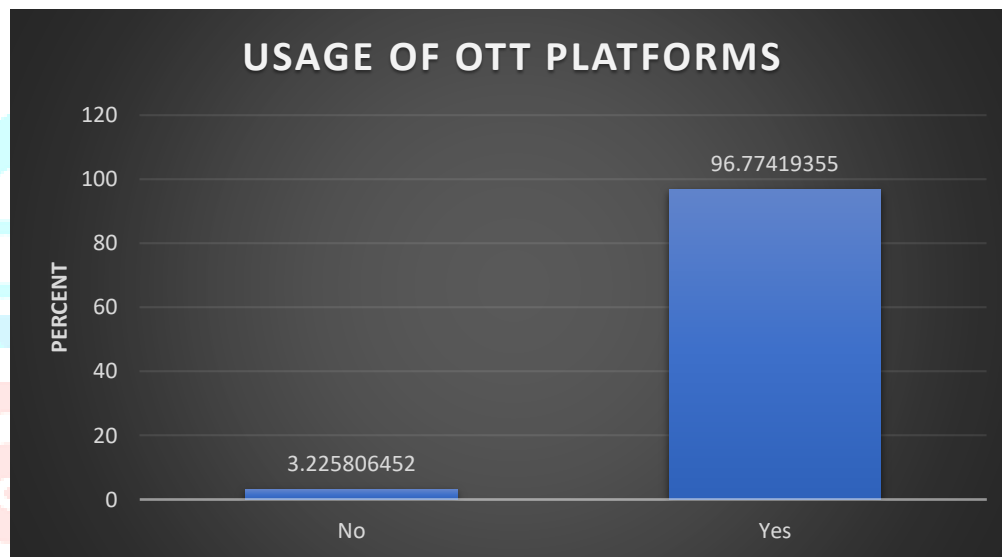
Based on the analysis, 57% of the respondents which belongs to students are using OTT Platforms which is the highest sample of this research study, other than this 34% of the respondents belongs to employed people which states that employed people and students are the major population which states that almost 92% of the OTT Subscribers and viewers are the students and employed people.

Table no.3: -How many Customers had used OTT Platforms?

Have you ever used OTT Streaming platforms?					
		Frequency	Percent(%)	Valid Percent	Cumulative Percent
Valid	No	7	3.2	3.2	3.2
	Yes	210	96.8	96.8	100.0
	Total	217	100.0	100.0	

Analysis: -

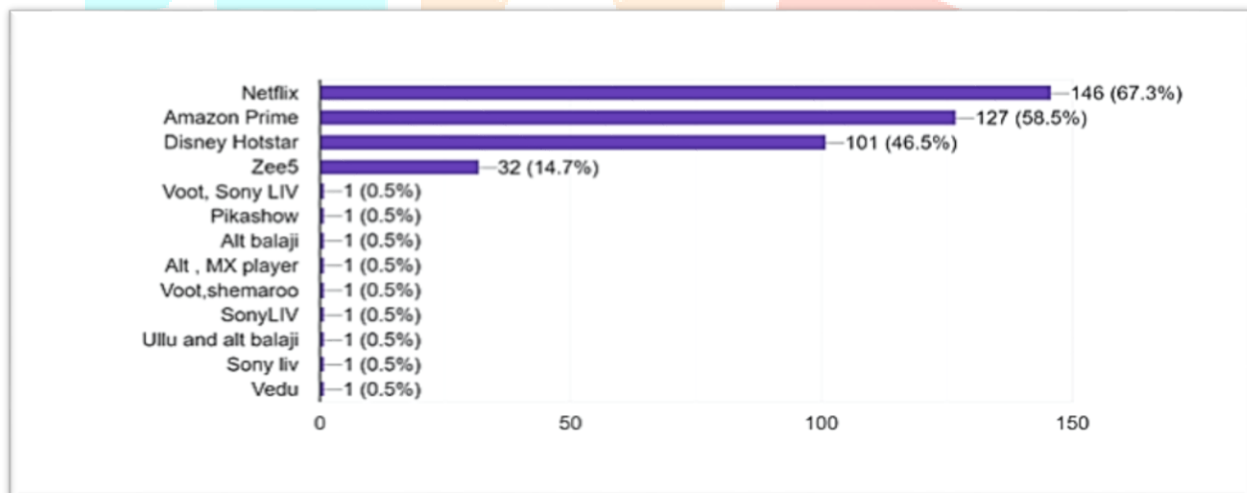
Out of 217 frequency of people, 210 respondents responded that they had used OTT Platforms before. Which states that almost 96.8% respondents have used OTT Platforms before.

**Interpretation: -**

Here, based on the study of Research, almost 96% respondents are using and enjoying OTT Platforms. Moreover, this includes 57% students, 34% employed group, 7% self-employed and 1.8% unemployed group of people.

OTT PLATFORMS				
		Frequency	Percent(%)	Valid Percent
Valid	NETFLIX	146	35.2	35.2
	AMAZON PRIME	127	30.6	30.6
	DISNEY HOTSTAR	101	24.3	24.3
	ZEE 5	32	7.7	7.7
	VOOT, SONY LIV	1	0.2	0.2
	PIKASHOW	1	0.2	0.2
	ALT BALAJI	1	0.2	0.2
	MX PLAYER, ALT	1	0.2	0.2
	VOOT, SHEMAROO	1	0.2	0.2
	SONY LIV	1	0.2	0.2
	ULLU AND ALT BALAJI	1	0.2	0.2
	Sony Liv	1	0.2	0.2
	Vedu	1	0.2	0.2
	Total	415	100.0	100.0

Table no.4-Which OTT Platform customers prefer the most?



Interpretation: -

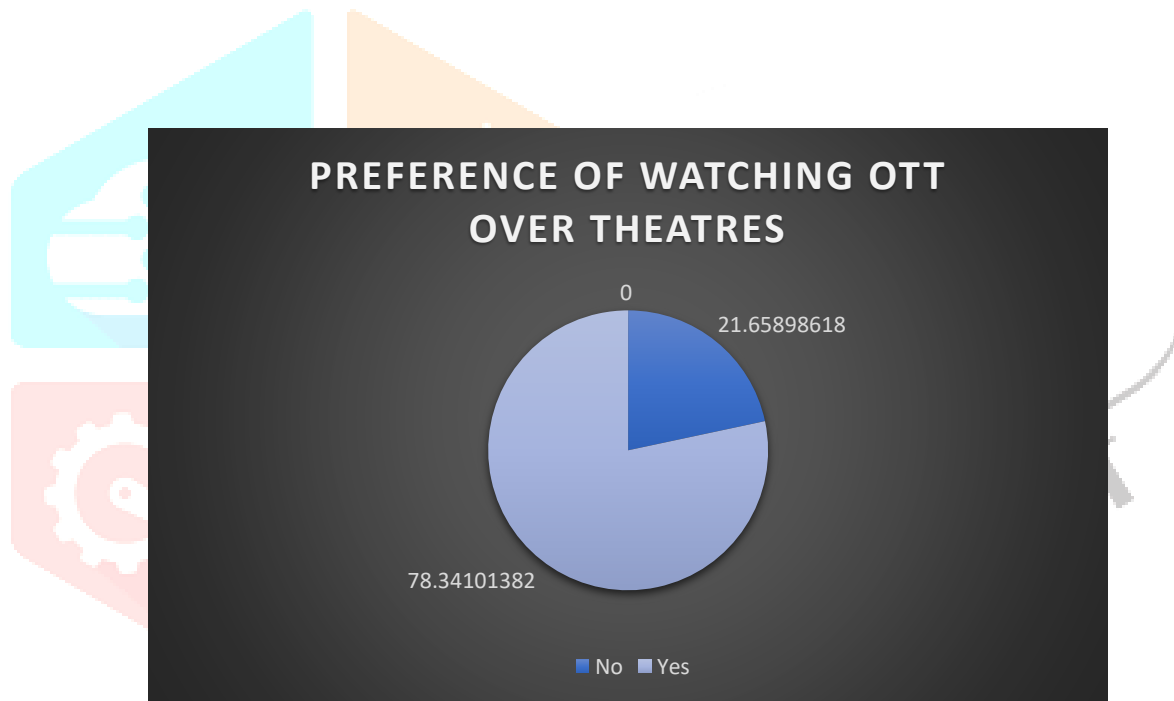
Here, based on the research with multiple selection checkbox, consumers preference and choice for watching OTT Platform majorly caters Netflix with 67% of viewership which states that consumers are more likely to watch Netflix as compared to other platforms second highest is Amazon Prime which is 58% followed by Disney Hotstar which is 46.5% consumer's choice while watching OTT Platforms.

Table-5: - Consumer's Preference of Watching OTT over Theatres: -

Preference of watching OTT over Theatres?					
		Frequency	Percent(%)	Valid Percent	Cumulative Percent
Valid	No	47	21.7	21.7	21.7
	Yes	170	78.3	78.3	100.0
	Total	217	100.0	100.0	

Analysis: -

Out of 217 respondents, Consumers which are the sample size prefers and their preference and Attitude suggests that 78% of them are ready to watch movies and webseries on OTT Platforms as compared to theatres.

**Interpretation: -**

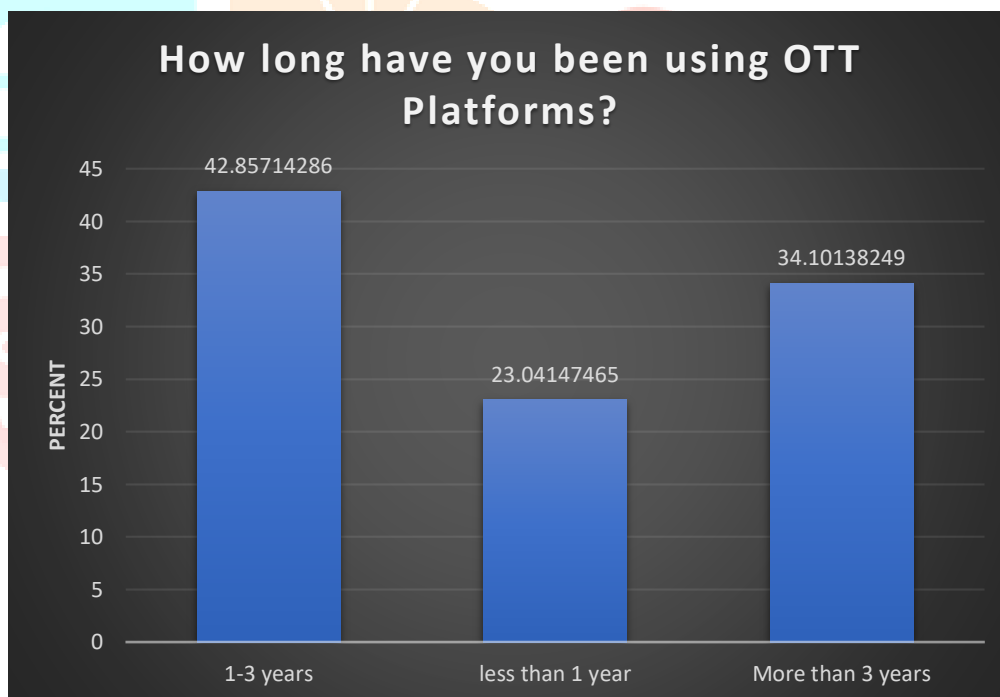
Based on the study, 78% of the respondents i.e., 170 respondents out of 217 prefers and are satisfied with watching movies on OTT Platforms over theatres. This states that easy to use feature, cost effective rates perceived convenience and perceived cost all these are the factors which motivates them to use OTT over theatres.

Table-6: -Since how long Customers are using OTT Platforms: -

How long have you been using OTT Platforms?					
		Frequency	Percent(%)	Valid Percent	Cumulative Percent
Valid	1-3 years	93	42.9	42.9	42.9
	less than 1 year	50	23.0	23.0	65.9
	More than 3 years	74	34.1	34.1	100.0
	Total	217	100.0	100.0	

Analysis: -

Here, out of 217, 93 respondent's states that they are using OTT platforms for 1-3 years, which is 42% of the sample size. Moreover 74 people out of 217 respondent's states that they have been using OTT Platforms since more than 3 years.

**Interpretation: -**

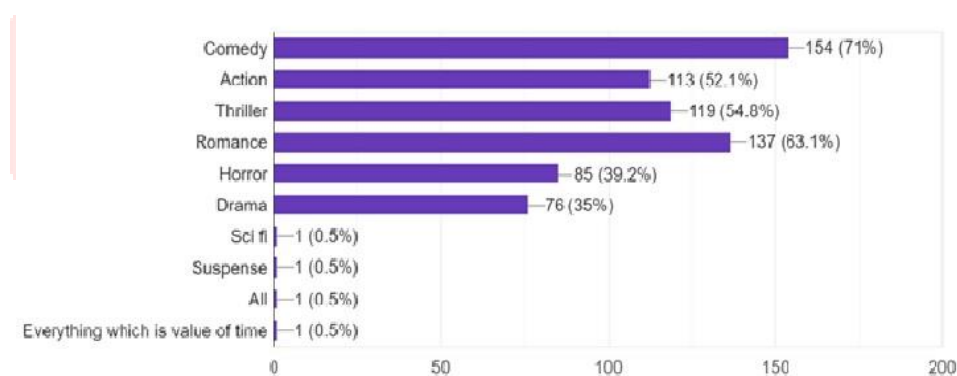
Based on the study, majorly 42% of the respondents are using OTT Platforms for 1-3 years and they are habituated since then and other than this 34% of the respondents have been using since more than 3 years. This states that majorly 76 % of the respondents are habituated and using OTT Platforms using 3 and more than 3 years.

Table-7: - Customer's Preference of watching Genres: -

PREFERRED GENRES				
		Frequency	Percent(%)	Valid Percent
Valid	COMEDY	154	22.4	22.4
	ACTION	113	16.4	16.4
	THRILLER	119	17.3	17.3
	ROMANCE	137	19.9	19.9
	HORROR	85	12.4	12.4
	DRAMA	76	10.9	10.9
	SCI-FI	1	0.1	0.1
	SUSPENSE	1	0.1	0.1
	ALL	1	0.1	0.1
	EVERYTHING YOU VALUE	1	0.1	0.1
	TOTAL	688	100.0	100.0

Analysis: -

Respondents are preferring Comedy, Action, Romance, Thriller, Horror and Drama which is 22%,16%, 19%,17% ,12% ,10%.

**Interpretation: -**

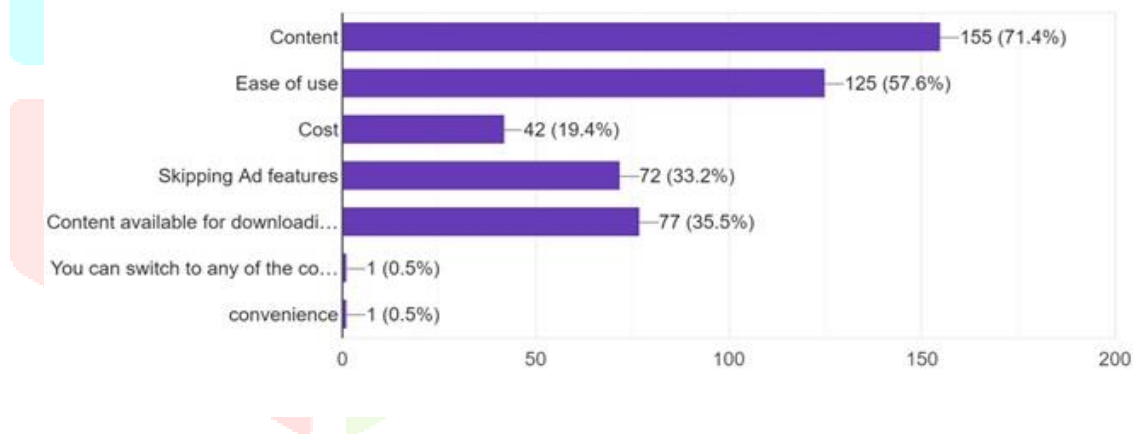
Based on the Analysis, more respondent's preference and attitude is based on watching Comedy, Action, Thriller, Romance and Horror more compared to other genres which are extremely lowest.

Table no-8: - Preference of OTT Platform over TV, due to following factors: -

PREFERENCE OF OTT OVER THEATRES				
		Frequency	Percent(%)	Valid Percent
Valid	CONTENT	155	71.4	71.4
	EASE OF USE	125	57.6	57.6
	COST	42	19.4	19.4
	SKIPPING AD FEATURE	72	33.2	33.2
	CONTENT AVAILABLE FOR DOWNLOADING	77	35.5	35.5
	YOU CAN SWITCH	1	0.5	0.5
	CONVENIENCE	1	0.5	0.5
TOTAL		473	100.0	100.0

Analysis: -

Over 155 respondents' preference is Watching OTT Platforms over theatres due to factors such as content, 125 have preference of watching due to ease of use and 72 a 77 followed due to skipping ad features and content available for downloading.

**Interpretation:** -

Based on the study, Respondents and consumers are preferring OTT Platforms over Theatres due to major and highest factor which is content, then second highest is ease of use and then their preference is skipping ad features and content available for downloading.

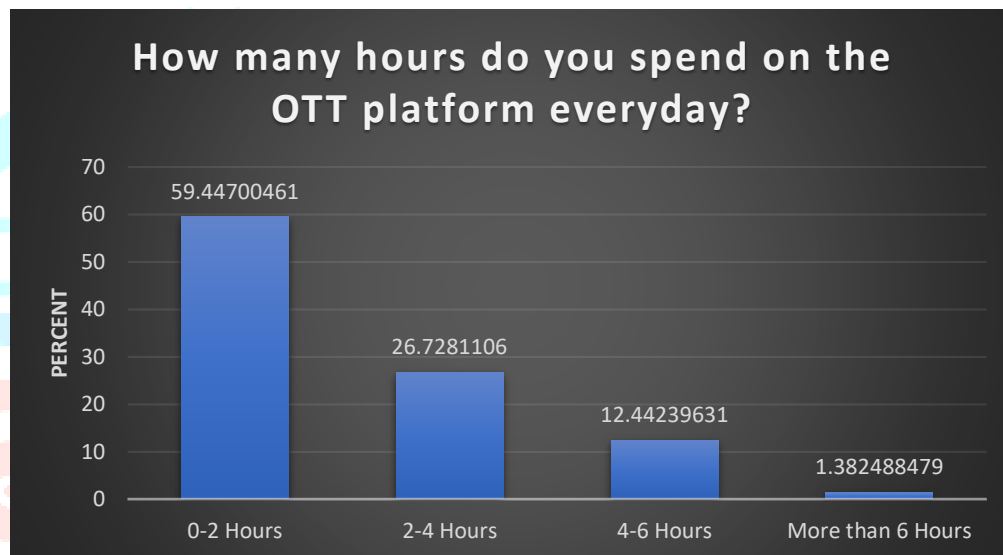
This states that there are many factors which are influencing respondents to watch OTT Platforms over theatres.

Table-9: -Factors that influence the customers to Subscribe for OTT Platforms: -

How many hours do you spend on the OTT platform every day?					
		Frequency	Percent(%)	Valid Percent	Cumulative Percent
Valid	0-2 Hours	129	59.4	59.4	59.4
	2-4 Hours	58	26.7	26.7	86.2
	4-6 Hours	27	12.4	12.4	98.6
	More than 6 Hours	3	1.4	1.4	100.0
	Total	217	100.0	100.0	

Analysis: -

Based on the study,129 respondents have been using OTT Platforms for 0-2 years, 58 have spent 2-4 hours, and 27 have spent 4-6 hours.

**Interpretation: -**

This study suggests that respondents are watching OTT Platforms for time frame of 0-2 hours the highest frequency, then comes 2-4 hours frequency and the lowest with more than 6 hours.

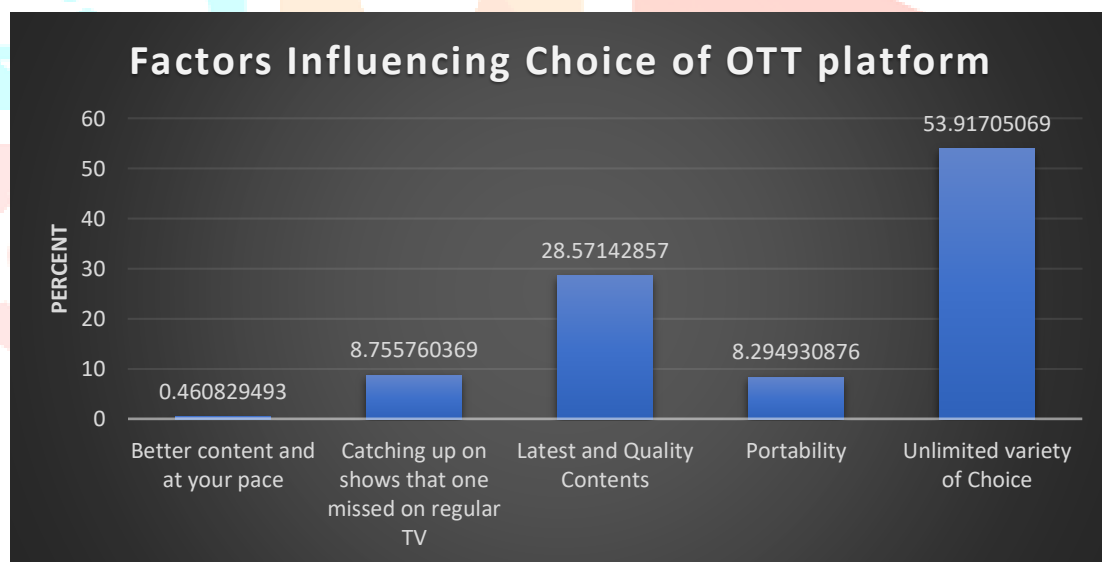
This states that respondents are giving less time on OTT Platforms which is just 0-2 hours also the factors such as perceived cost, perceived cost, content availability and features influence them to watch OTT Platforms.

Table-10: - Factors that influence the customers to Subscribe for OTT Platforms: -

Factors Influencing Choice of OTT platform					
		Frequency	Percent(%)	Valid Percent	Cumulative Percent
Valid	Better content and at your pace	1	.5	.5	.5
	Catching up on shows that one missed on regular TV	19	8.8	8.8	9.2
	Latest and Quality Contents	62	28.6	28.6	37.8
	Portability	18	8.3	8.3	46.1
	Unlimited variety of Choice	117	53.9	53.9	100.0
	Total	217	100.0	100.0	

Analysis: -

Here, Respondents has majorly preferred unlimited variety of choice which is almost 117 over 217 respondents other than this, latest and quality contents, catching up on shows and portability are the factors which are 53%,28% ,8%.

**Interpretation: -**

This study suggests that 53% of the respondents have preference of watching OTT Platforms due to unlimited variety of choice, latest and quality contents, catching up on shows that one missed on regular TV and Portability.

Table-11: -

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Perceived Cost [Subscription fees of the OTT platform is appropriate]	217	1	5	2.19	0.805	0.549	0.165
Perceived Cost [Content Available in the platform justifies fees]	217	1	5	2.12	0.739	0.645	0.165
Perceived Cost [The price of the platform motivates me to continue service]	217	1	5	2.42	0.915	0.680	0.165
Content Availability [OTT Platform provides better Content than other medium]	217	1	5	1.89	0.682	0.842	0.165
Content Availability [Content available in the platform is diverse in genre]	217	1	5	1.92	0.689	0.795	0.165
Content Availability [OTT platform provides personalised content]	217	1	5	2.11	0.768	0.861	0.165
Perceived Convenience [Easy to use OTT platform]	217	1	5	1.65	0.649	0.894	0.165
Perceived Convenience [Interaction with the platform is clear and understandable]	217	1	5	1.90	0.670	1.046	0.165

Perceived Convenience [Using OTT doesn't require much mental work]	217	1	5	1.97	0.781	0.754	0.165
Features [Platform suggests various content as per my viewing history]	217	1	5	1.85	0.685	0.982	0.165
Features [It has exclusive content and movies which I can view on Demand]	217	1	5	1.88	0.646	0.841	0.165
Features [It provides screening experience in terms of resolution as per my data connectivity]	217	1	5	1.96	0.789	1.156	0.165
Perceived Enjoyment [I find the Streaming platform very enriched in experience]	217	1	5	1.96	0.713	0.906	0.165
Perceived Enjoyment [I spend time on the platform to enjoy]	217	1	5	1.94	0.691	0.765	0.165
Perceived Enjoyment [I have fun streaming content on the platform]	217	1	5	1.94	0.674	0.620	0.165
Valid N (listwise)	217						

Interpretation: -

Here with the help of descriptive statistical analysis using SPSS software, analysis of various factors of adoption has been made. The factors of Adoption are responded by the respondents with the help of Likert scale.

Here, in Likert Scale, (1) suggest Strongly Agree, (2) suggest agree, (3) suggests Neutral, (4) suggests Disagree and (5) suggests strongly disagree. Based on this computations, major respondents agree to all the factors of adoption for using OTT Platforms.

In all the cases, mean is nearest to 2 which suggests that respondents prefer and accepts that Perceived Cost, Content Availability, Perceived Convenience, Features and Perceived Enjoyment are the real factors behind the research.

FUTURE SCOPE OF RESEARCH

In terms of future scope, there is a lot of potential for further research to be conducted on this topic. One area that could be explored is increasing the sample size of the research, as the current sample size was relatively small compared to the population that has access to digital entertainment. By increasing the sample size, researchers can obtain a more representative sample and gain more insights into the factors that influence users' adoption of OTT platforms, there were some challenges with using secondary sources for data collection, such as data overlap and mismatch in certain areas. Therefore, future research could focus on gathering primary data from multiple sources and using it to validate the findings from this study.

Factors such as pricing strategy, licenses, telecom tie-ups, and technological innovations can also be explored to gain a deeper understanding of the OTT industry's dynamics. For example, in 2021, the OTT market in India grew by 30% to reach a value of \$1.7 billion, with the COVID-19 pandemic contributing to the growth in subscriptions. This trend is expected to continue in the future, with more players entering the market and offering a diverse range of content. Finally, by collecting responses from different regions and preferences, researchers can gain more insights into the profile and preferences of users of OTT platforms. India has a diverse range of languages, cultures, and preferences, and understanding these factors can help OTT platforms tailor their content offerings to different regions and demographics.

RESULTS AND FINDINGS

This study explored the factors influencing the adoption and consumption of OTT content among Generation Z, and the results were based on data collected from 217 respondents who completed the questionnaire. The questionnaire focused on their usage patterns, content preferences, and perceptions of OTT platforms. The findings highlighted relevant themes that are important for understanding why and how this group of consumers chooses to use and engage with OTT platforms. The data collected through the questionnaire was analysed using various statistical tools and techniques, allowing for a deeper understanding of the factors that influence the preferences and behaviour of Generation Z towards OTT platforms. Overall, this research provides valuable insights that can be used to improve the user experience of OTT platforms and enhance their offerings to better cater to the needs and preferences of Generation Z consumers.

CONCLUSIONS

The research examined the impact of OTT platforms on consumer satisfaction and the factors that influence their adoption. During the pandemic, OTT platforms became the primary source of entertainment for viewers. The study found that viewers aged under 30 had the highest preference for OTT platforms. Viewers spent more than 2 hours on OTT channels due to their superior video and audio quality, convenience, and content that was appropriate for all ages. It was observed that the quality of content available on OTT platforms has a significant impact on consumer satisfaction.

The study suggests that user friendliness and content richness are important variables in OTT platform adoption and marketing. Individuals care a lot about price sensitivity. The cost impact strengthens the platform much more than normal. It makes consumers more cost conscious and encourages them to utilise the site. Individuals are drawn to the OTT platform by their need for simplicity, pleasure, and fulfilment. Anything is achievable with mobile phones if you have your own programme, time, place, and length. This platform is simple to use thanks to mobile phones. It gives an individual complete control in all areas. When it comes to millennials and Generation Z, peer pressure, social standing, or better positions among peers do not compel them to make substantial use.

OTT services such as Netflix, Amazon Prime, and Hotstar, which are currently regarded the largest, are growing in popularity. OTT services are popular among subscribers due to their ease and high-quality content. OTT video services, which were previously regarded as a luxury, have now become a necessity. There has been a significant increase in the number of paid subscribers, with Netflix, Amazon Prime, and Hotstar being the most preferred OTT services. Consumers are typically happy with the different OTT service offerings. Pricing, customisation, service quality, simplicity of use, convenience, customer care support, and content were the factors used to analyse customer satisfaction when utilising OTT services. Consumers assessed the services on a 5-point Likert scale, with the majority expressing agreement on several factors.

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