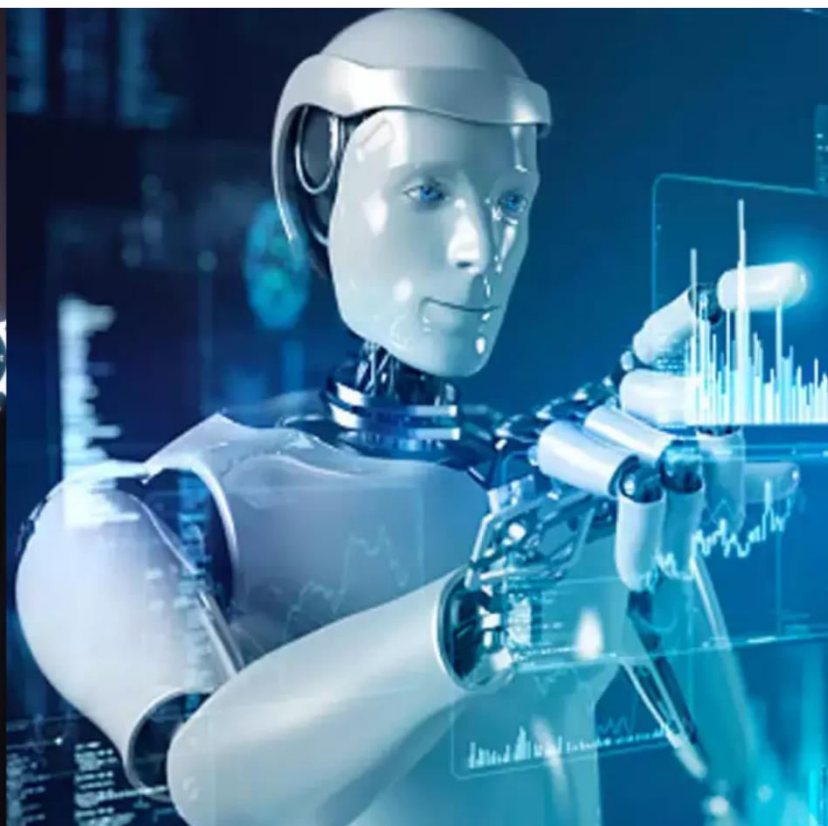




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# A Study on Viewers Adoption and Expectations of OTT Platforms

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**ABSTRACT:** The rapid rise of OTT (Over-the-Top) platforms such as Netflix, Amazon Prime Video, Jiohotstar and Zee5 has significantly reshaped the digital entertainment landscape in India. This research project explores the adoption and expectations of viewers regarding OTT (Over-the-Top) platforms. It investigates viewers' usage patterns, content preferences, satisfaction levels, and technological adaptability towards popular OTT services. The study mainly focuses on understanding factors influencing user attitudes, including subscription behaviour, device usage, impact of advertisements, pricing, and internet access. The research also compares viewers' attitudes towards OTT platforms and traditional television, highlighting the growing relevance of OTT as a new media form. The data for this research study was collected through a structured questionnaire from 50 respondents, predominantly students and young adults, to capture their perceptions and viewing habits. The analysis includes demographic classification, frequency of usage, preferred subscription models, content types, and satisfaction with audio-visual quality. This study seeks to provide valuable insights for content creators, platform developers, and marketers aiming to understand and cater to the evolving needs of Indian OTT audiences.

## I. INTRODUCTION

In India, the entertainment sector has expanded rapidly over the past twenty years, becoming one of the country's most rapidly evolving fields. The media and entertainment landscape in India encompass a variety of areas including television, print, and cinema. A key objective of the media is to raise awareness among individuals about how it influences everyday experiences and shapes behaviours and perceptions in their lives. The most significant advancement in television's genre emerged from its capability to broadcast a vast array of images and sounds in real time, serving as a glimpse into the world. In earlier times, even productions in studios were transmitted live before the advent of reliable video recording technology. Television stands as one of the primary mass communication mediums in India, representing a vast industry with numerous shows aired nationwide. The programming offered on television has become the most prevalent source of entertainment. For many years, it has served as a central entertainment source within Indian families, often carrying emotional significance. The shift towards deregulation and privatization, along with the rise of modern communication technologies centered around computers and telecommunications, has effectively limited the potential for greater international normative oversight. The expansion of the internet has led to a growing call for worldwide regulations that address both content and infrastructure. The popularity of internet-connected devices is rapidly rising. Television must redefine itself as a platform that fosters community.

## NEED FOR THE STUDY

The need for the study arises from the rapid growth and influence of OTT platforms in the digital entertainment industry. As more users shift from traditional media to OTT services, it becomes important to understand their viewing patterns and behaviour. Additionally, it seeks to explore the various factors that influence user attitudes and acceptance of OTT video streaming platforms.

## SCOPE OF THE STUDY

The study aims to analyse various aspects from the viewers perspective towards OTT platforms. The scope of the research is limited to studying the preference and satisfaction of customers. It also emphasizes the usage pattern, source of awareness, OTT subscription details, device and frequency of usage, factors that have attracted and motivated viewers on TV and OTT platforms respectively.

**OBJECTIVES OF THE STUDY**

- To identify the viewing pattern and behaviour of viewers towards OTT platforms.
- To examine how viewers adapt to the technology upgrades of OTT platforms.
- To measure satisfaction level and understand the type of content preferred by customers.

**II. REVIEW OF LITERATURE**

**Joseph, 2024** In opinion of Samantha Murugan, visionary chief executive officer of Stream Now, there is a battle between streaming apps and movie theaters and streaming apps in India. OTT platforms provides excellent content as well as viewing experiences, people are ready to wait until content is made available on OTT. OTT applications offer tailored content, subtitles in several languages as well as recommendations based on viewing preferences.

**(Imon Chakraborty, Verma, Joshi, & Ilavarasan, 2022)** Today the OTT users are more likely to use new OTT media platforms. 79% of OTT users are willing to explore new OTT applications and around 67% respondents who didn't have any subscription are now willing to use new OTT app. Subscription influences users' willingness to use new apps wherein paid OTT users have higher willingness towards new OTT platforms than users without subscription.

**Mallick (2021)** explored the impact of OTT platforms in the film industry. The aim of the study was to know the watching habits of OTT applications among Indian viewers and how OTT market will be a game changer in the entertainment industry. The study was based on both qualitative and quantitative approach where the findings revealed that many movies and tv shows will make profit on the digital platforms and some might release exclusively for OTT platforms.

**Gupta & Singharia (2021)** conducted a study to understand the consumer behaviour of the subscribers of OTT services during the COVID-19 lockdown. The authors also suggest that it is essential for the service providers to update the technologies and provide high-quality content in order to retain the subscriber base.

**Nagaraj et al. (2021)** conducted a study to find the factors that affect the willingness of the consumers to subscribe to OTT services. Convenience, price, features of the OTT platforms, content and quality were found to be influencing the willingness of the consumers to take up subscription to the OTT services.

**Jose (2020)** conducted a study on factors influencing the transition from television to OTT platforms in India. The study includes the OTT industry in India that appears to be growing and users to move from television to over-the-top platforms.

**Kumari (2020)** critically analysed the growth of Over-the-Top (OTT) Video Services in India. A questionnaire was created to gather information from respondents about their preferences for OTT services.

**III. RESEARCH METHODOLOGY****RESEARCH DESIGN**

The research design specifies the methods for data collection and data analysis. As the research uses primary data for the study, it relates to descriptive research study.

**DATA COLLECTION**

Primary and Secondary data sources were used in data collection.

**Primary sources**

The primary data was collected using a structured questionnaire. This method was chosen to ensure the collection of accurate and relevant data directly from respondents. Direct Interview and Google form was used to collect the primary data.



#### SAMPLE DESIGN

Sampling is simply the process of learning about population on the basis of a sample drawn from it. Under this method a small group of the universe is taken as the representative of the whole mass and the results are drawn.

#### SAMPLE SIZE

Sample size refers to the number of items to be selected from the population to constitute a sample, an optimum sample size is one that fulfills the requirements of efficiency representatives, reliability and flexibility. By using simple random sampling technique respondents are selected for the purpose of the study. The questionnaire was collected from 50 respondents.

#### IV. STATISTICAL TOOLS

##### ▪ PERCENTAGE ANALYSIS

Percentage analysis refers to a specified kind which is used in making comparison between two or more series of data. Percentage is based on descriptive relationships. It compares the relative items. Since the percentage reduces everything to a common base and thereby allows meaning comparison. It is used to find out the percentage of respondents from the total number of respondents.

##### ▪ CORRELATION

The concept of correlation is one of the methods of studying the relationship between two variables. In statistical analysis, we come across the study of two variables wherein the change in the value of one variable produces a change in the value of another variable. It helps to identify whether both the variables are positively or negatively correlated.

##### ▪ CHI-SQUARE TEST

A chi-squared test, also referred to as chi-square test or  $\chi^2$  test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

#### V. STATISTICAL ANALYSIS

##### CORRELATION ANALYSIS:

To find the correlation between Annual spending on OTT platforms and Frequency of OTT Usage.

##### HYPOTHESIS

- **H<sub>0</sub> (Null Hypothesis):** There is no significant correlation between annual OTT spending and frequency of usage.
- **H<sub>1</sub> (Alternative Hypothesis):** There is a significant correlation between annual OTT spending and frequency of usage.

TABLE SHOWING THE CORRELATION BETWEEN ANNUAL OTT SPENDING AND FREQUENCY OF USAGE.

CORRELATIONS	ANNUAL SPENDING ON OTT PLATFORMS	FREQUENCY OF USAGE OF OTT PLATFORMS
ANNUAL SPENDING ON OTT PLATFORMS	1.000	-0.830
FREQUENCY OF USAGE OF OTT PLATFORMS	-0.830	1.000

Correlation is significant at the 0.05 level (2-tailed).

Correlation Coefficient (r): -0.83

#### INTERPRETATION

Since  $p < 0.05$ , we reject the null hypothesis ( $H_0$ ) and conclude that there is a statistically significant negative correlation between Annual OTT Spending and Frequency of OTT Platform Usage. This indicates that users who spend more annually on OTT services tend to use them more frequently, suggesting a strong association between consumer investment and engagement level on OTT platforms.

#### CHI-SQUARE ANALYSIS:

To determine whether there is a statistically significant association between Gender and Content Preference among OTT platform viewers.

#### HYPOTHESIS

- **Null Hypothesis ( $H_0$ ):** There is no significant relationship between gender and content preference on OTT platforms.  
(Gender and content preference are independent.)
- **Alternative Hypothesis ( $H_1$ ):** There is a significant relationship between gender and content preference on OTT platforms.  
(Gender and content preference are dependent)

CHI-SQUARE TEST STATISTIC TABLE

CHI-SQUARE TEST	VALUE	DEGREES OF FREEDOM	P-VALUE (APPROX.)	SIGNIFICANCE
$\chi^2$ Statistic	9.22	5	0.101	Not Significant ( $p > 0.05$ )

#### INTERPRETATION

Since the  $p$ -value = 0.101  $>$  0.05, we fail to reject the null hypothesis. There is no statistically significant association between gender and content preference among OTT viewers in this sample. This suggests that both male and female respondents tend to have similar distributions of content preferences, and gender may not play a strong role in determining OTT content choices.

#### VI. FINDINGS

- 64% of the respondents are students, indicating that the majority of the survey participants are currently pursuing their education.
- A majority of 36% of the respondents prefer movies as their primary OTT content type, highlighting that cinematic content holds the highest appeal among users. This is followed by sports content (32%) and web series (22%), suggesting a strong interest in both entertainment and live event-based streaming.
- Out of 50 respondents, 27 respondents consider Wide Variety of Content as extremely important in their OTT platform preference.
- Out of 50 respondents, 27 respondents regard Affordable Pricing as extremely important.
- Out of 50 respondents, 25 respondents find Offline Viewing / Downloads extremely important.
- Out of 50 respondents, 24 respondents consider No Ads (Ad-free Experience) as extremely important.
- Out of 50 respondents, 20 respondents think Multiple Device Compatibility is extremely important.

## VII. SUGGESTIONS

- OTT platforms should offer affordable, flexible subscription plans with features like monthly billing, offline viewing, and ad-free options.
- Mobile-optimized apps with smooth, low-data streaming are essential, as most users rely on smartphones and mobile data.
- A diverse content library emphasizing popular genres like movies and sports can attract and retain a wide audience.
- Personalized recommendations based on user habits and regional tastes can boost engagement and content discovery.
- Enhanced streaming quality and options to reduce or remove ads can significantly improve the user experience.

## VIII. CONCLUSION

This research study on viewers' adoption and expectations of OTT platforms reveals a growing preference for these digital services among Indian audiences, especially students and young adults. This study predominantly examined the adoption patterns, content preferences, and satisfaction levels of viewers towards OTT platforms. The findings of the study reveals that OTT platforms are increasingly becoming a preferred medium, especially among students and young adults, driven by convenience, diverse content offerings, and quality streaming services. Although OTT platforms are gradually gaining popularity alongside traditional television, subscription cost, advertisement interruptions, and internet accessibility continue to influence user choices and viewing experiences. While the study provides valuable insights into viewer behaviour and technological acceptance, it predominantly reflects the perspectives of younger demographics, indicating a need for broader representation in future research. Additionally, continuous technological advancements and improved internet access will play a pivotal role in increasing adoption across varied age groups and regions in India. Ultimately, OTT platforms should prioritize data-driven customization, equitable access across user demographics, and ongoing improvements in user interface design.

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