

Customers Preferences and Satisfaction Towards OTT Platforms with Reference to Netflix, Amazon Prime and Disney+Hotstar- A Comparative Study

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ABSTRACT

Introduction: India is seeing an incredible growth for over the top (OTT) services. Main reason for this growth is that OTT's are providing better content for all kind of age groups just a click away.

Objectives: to analyze the comparison between top 3 platforms i.e., Netflix, Amazon prime and Disney+Hotstar and to find the consumers preference on these OTT platforms in a particular geographical region which helps in developing OTT's with more advanced features which helps in acquiring more number of subscribers.

Methods: This study is confined to particular geographical area i.e., in Nagole , Hyderabad. Sample size of 130 respondents is taken using convenience sampling method. Data collection is done through online survey i.e., questionnaire and Secondary data is been collected from various Research articles and papers regarding consumers preferences towards OTT's

Results: The results show that among 3 OTT platforms Amazon prime is preferred by majority of respondents followed by Disney+Hotstar. Important factors considered while opting any OTT platforms are Subscription cost, Content preference, Video quality, Ad-free content, offers, mobility etc. Customers with age group from 18-28 are more interested in OTT's and their first preferred platform among these 3 is Amazon Prime. Females are more interested than men and are more interested to watch Disney+Hotstar. Employees are more interested in all 3 OTT's.

Conclusions: It is said that the demand for OTT's, will continue to increase gradually and they have bright future in India. Since the invention of over the top (OTT) platforms, we can only witness its growth and there is no downfall for these OTT's. Subscribers for OTT's are gradually increasing day by day. In today's world consumer's psychology is that they want everything quicker and easier. OTT's main objective is to provide content, entertainment, knowledge and everything just a click away. This is the reason many people are switching towards OTT's.

Keywords: OTT Platforms, satisfaction, consumer preferences, Internet, Technology

INTRODUCTION:

Over-the-top refers to a method of delivering television and movie content via the internet at the request and in accordance with the specific consumer's needs. Since the information being streamed on OTT platforms is diverse, fresh, and instantly accessible, Indian consumers like them more than traditional forms of media. Due to the constantly evolving technological advancements readily accessible at reasonable prices, one can effortlessly stream the content of their choosing on their smart phones and other portable devices. TriptiKumari (2020)¹in her article "A study on growth of over the top(OTT) video services in India" stated about the consumption behavior of the consumers on day to day basis on all OTT services and what are all the factors which are contributing to their

success. They found that content, cost, technological improvements and quality are the major barriers for its success and concluded that future of OTT is bright in India. Navsangeet Saini (2020)² in their article named “Usage of OTT platforms during covid-19 lockdown: Trends, rationale and implications” stated about the popularity of OTT when compared with films or television during lockdown and study was conducted among youth. Findings says that during lockdown OTT came into rise and continuing to be on the top till date among youngsters and reasons behind this are unlimited content and accessibility. Dr. Sabyasachi Dasgupta and Dr. Priya Grover (2019)³ in article “Understanding adoption factors of over the top video services among millennial consumers” studied about the preferences of consumers on OTT when compared with traditional channels and also found about the personality traits of the consumers who are more interested on OTT. They concluded saying people should also support OTT as they can’t always provide integrated content and for free. So, for better viewing experience viewers should encourage OTT. Mr. Sujith. T.S and Dr. M Sumathy(2021)⁴ in article “User perception toward OTT video streaming platforms in Kerala” stated about the satisfaction factors and perception of viewers on OTT in a particular district named Thirrusur, Kerala. Findings are that majority of users in that district are satisfied with the OTT platforms mainly Netflix, Amazon prime and hotstar because of content and high quality. QureshMoochhala (2018)⁵ in article “The future of online OTT entertainment services in India” studied about the future of different streaming platforms in Indian market on certain parameters. This research said that viewers are slowly replacing traditional television over OTT platforms. Dr. ShilpaParihar, Mr. Kamal Kant (2021)⁶ in article “Impact of marketing mix on consumer satisfaction-A study of consumer of OTT platforms in India” focused on satisfaction levels& the impact of marketing mix on consumers w.r.t OTT platforms. Findings said that these OTT platforms created a greater demand and grabbed popularity among youth, housewives, working men and kids. Suman Ghalawat, Ekta Yadav, Mohit Kumar, NeelamKumari, Megha Goyal, AmitaGirdhar, Subodh Agarwal (2021)⁷ in their research article named “Factors influencing consumers choice of stream over the top (OTT) platforms” studied about factors which are influencing consumer’s choice of OTT platforms and found that majority of the respondents belonged to the age group of 16-25 years, 70.5% responses were students females i.e. 53.5%, 58.5% users have paid subscription for different OTT apps. Raj Priya, PiasMondal, Dr. TrinleyPaldon (2021)⁸ in their article “Understanding the intentions of Students to use OTT Platforms” studied about different factors which include age, gender and education which affects the intention to use OTT platforms related to customer’s engagement and subscription policies and social satisfaction toward OTT’s and found that viewers are more intended only toward content. Sumitra Saha, V.K. Satya Prasad (2021)⁹ in their article titled “Consumption Pattern of OTT Platforms in India” studied about the best OTT platform and reasons behind consumers preferring OTT’s than traditional television content and also about the genre preferences in OTT platforms. Findings says that OTT’s have wide range of options and easily accessible so it is been accepted by consumers very easily and also said that OTT will be on the top in future.

METHODS

In this OTT’s era this kind of surveys helps in understanding demand and preference of viewers and developing OTT channels with more advanced features which helps in acquiring a greater number of subscribers. Thus, the study is carried out with the following Objectives

To analyze the consumers preferences towards OTT platforms with reference to age, gender, occupation and Income.

To assess the consumers satisfaction towards Disney+Hotstar, Netflix and Amazon Prime.

Hypothesis is framed to verify if there is no significant influence of age, gender, occupation and Income of consumer’s preferences towards OTT platforms. Study is confined to Nagole, Hyderabad. Sample size of 130 respondents is taken using convenience sampling method. Data collection is done

through online survey i.e., questionnaire and Secondary data is been collected from various Research articles. Analysis is done using Chi-square test.

RESULTS:

Table no.1, shows Subscribers and preference of 3 OTT Platforms with respect to AGE, 82 subscribed to Disney+Hotstar 64 prefer to watch with most of them lies in the age group of 18-28. 46 subscribed to Netflix, 43 prefer to watch. This shows that 18-28 age group is more interested in OTT's and their first preferred platform among these 3 is Amazon Prime. Table no. 2, depicts that 9 factors are considered to study the age influence on Preference. It is observed that 9 various factors are taken to study the influence of Age on OTT platforms. Analysis is done using Chi-Square test. The result showed that among 9 factors 5 factors show significant values i.e., 0.01, 0.04, 0.03 & 0.01 which are < 0.05. So, alternative hypothesis is accepted for all these factors. From this we can conclude that Age has significant influence on consumer preferences based on these factors which includes convenient usage, User-friendly interface, Mobility, Multi-screens and offers. Result shows that Age has influence on preferences. Hence alternative hypothesis is accepted. In Table no.3, it is seen that Female are more interested in OTT's compared to men. Among these 3 OTT platforms, Female are more interested to watch Disney+Hotstar followed by Amazon Prime and Netflix while male are more interested in Amazon Prime followed by Disney+Hotstar. Table no.4, result showed that, gender has no significant influence on consumer preferences towards OTT platforms. So, Null Hypothesis is accepted.

In table no.6, Employees are more interested in all 3 OTT's. Students are interested in Amazon Prime and Disney+Hotstar .In table 6 it is observed in the analysis that eight factors results showed insignificant i.e., >0.05. Therefore, Occupation has insignificant influence Hence one Null hypothesis is accepted. Table no.7, it is observed that for Disney+Hotstar ,41.6% of people are satisfied with user-friendly interface of this platform , Easy payment method, Video quality, Convenient usage, Mobility, Subscription cost, Content etc., For Netflix highest percentage i.e., 28.5% of people are satisfied with Video quality of this platform followed by Ad-free content, Convenient usage etc., and less percentage of people are satisfied with Netflix subscription cost. For Amazon Prime, highest percentage i.e., 48.4% of people are satisfied with mobility of this platform followed by Multi-screen access, Content, Video quality etc. Out of these 3 OTT Platforms Amazon prime stands at the top place in the area where this study is conducted.

CONCLUSIONS:

It is said that the demand for OTT's, will continue to increase gradually and they have bright future in India. Since the invention of over the top (OTT) platforms, we can only witness its growth and there is no downfall for these OTT's. Subscribers for OTT's are gradually increasing day by day. In today's world consumer's psychology is that they want everything quicker and easier. OTT's main objective is to provide content, entertainment, knowledge and everything just a click away. This is the reason many people are switching towards OTT's. From the study it is observed that age group between 18-28 are more interested in OTT's. Among all the 3 platforms such as Disney+Hotstar, Netflix and Amazon prime, Amazon prime is identified as most preferred platform. Reasons behind the people who are unaware of OTT's are Lack of awareness, less technical knowledge, lack of infrastructure facilities and more habituated to traditional television programs. Reasons behind people who haven't subscribed to any OTT platforms are because of subscription cost, unavailability of content based on age groups, customer support issues and applications like Movierulz, Telegram etc., which are providing everything that is available in any OTT platforms for free. Now-a-days OTT's are frequently used in every home. Acc. to the study respondents choose that they use any of the OTT Platform daily. If viewers had to choose between OTT's releases or theatrical releases, they opted for theatrical releases. At the same time they are willing to continue OTT's in future too. So, from the study OTT's are growing and will continue to grow the same and have bright future.

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