A CASE STUDY ON PERCEPTION OF PEOPLE OF BHUBANESWAR CITY TOWARDS OTT APPLICATIONS.

Dr. SomabhusanaJanakiballav Mishra
Assistant Professor, Amity Global Business School, Bhubaneswar

Debasish Rout
Assistant Professor, Amity Global Business School, Bhubaneswar

Dr Ranjan Kumar Kantha
Dean, Amity Global Business School, Bhubaneswar

MrAnimeshNaman Jha
Student(BBA), Amity Global Business School, Bhubaneswar

ABSTRACT
There is a dramatic change in the online video streaming, as far as the concept of watching movies and entertainment is concerned. There are so many platforms where people watch online movies like Netflix, amazon prime, Hotstar, Airtel Xtreme, ZEE5 etc.With increase in subscriptions day by day these have become very popular all over the world. There is also a lot of competition between the two for gaining the viewer's attention. In this context, the study aims to understand People's view of online movies and web series. They touched on all aspects of shopping from e-commerce to online movie streaming. It gives consumers the accessibility for their favorite movie or music by tapping the app on their mobile phone or compatible devices. Consumers want it very simple. Earlier it was very difficult to search for their favorite movie or music, but now thanks to the apps it’s just a click away. These new activities are transforming the Indian entertainment industries in many ways. The main aim of this study is to find out what is the perception of people of Bhubaneswar towards OTT applications. The study analyzes teen content viewing habits and seeks to find changes in television and cinema watching youth fashion. Research shows that Hotstar, Netflix and Amazon prime are the major players in the Indian OTT service market. Most viewers view content through these programs for up to two hours each day. The most preferred content for the over the top web application are webseries and movies. Indians love to watch web series on these platforms. The second most popular program is the movie. Entertainment is the main reason for the OTT. Almost all respondents agree that in addition to the high demands it is changing the habits of watching television and films in India. Reasons for making change make it easier for the app to run, in-person and for international content access. The exploration revealed that the future of High Performance is bright in India and the reasons for this are the penetration of the smartphone, international cooperation between media moguls, cost efficiency and digital quality of that medium.

Keywords: Indian Cinema, Indian Television, Amazon Prime, Hot-Star, Netflix, Jio Cinema, ALT Balaji, New Media, online cinema, OTT

INTRODUCTION

There is a remarkable transformation going to happen in this 21st Century as far as society and economy is concerned. The Indian film is also seeing strong growth due to the growth of technology in India. The outbreak of covid pandemic has changed the scenario of Indian television and cinema, thanks to internet and smartphone. Even new movies and web series have been released in platforms like Amazon prime, Netflix, Zee5 so that the continuity of entertainment industry is maintained despite corona. Social networking sites, new digital platforms and wi-fi sticks with new techniques are being used to watch movies, documentaries, and other video programs by Indian audiences. In 2010 came the practice of satellite film and home film rights. At the beginning of this decade, 60% of film revenues came from movie theaters and the budget was made through other sources such as CD / DVD releases, DTH rights and other overseas rights. Now the trend is changing. These types of personal needs are met by providers of online video streaming services such as Hot star, HBONOW, Netflix, Amazon Prime, etc. There was a time when viewers had to postpone or pre-pone their daily routine work to watch a program. They can now watch their favorite movies and TV shows anytime and anywhere on their favorite device comfortably in their own home through amazon prime or Netflix or ZEE5 etc.

India has 190 million television homes and more than 120 million television subsidies. The total number of families watching television increased by 4.7 in 2019. According to the 2017-2018 TRAI report, the Indian television industry is growing at 12.24 percent. Revenue for the Indian television industry in 2018 was $ 734 billion, estimated to reach $ 860 billion by 2020 (line of business). The total value of the Television Industry is 660000 crores, which are growing at a rapid pace.Bollywood, which is best known for Indian cinema contributes heavily to the Indian film industry. Other language cinemas such as Bengali, Marathi, Punjabi, Bhojpuri and Gujrati are also popular in their respective regions of the country. The Indian film industry is far more bigger than any other film industry in the world by producing more than 1000 films annually in India. These factors attract international investment and cooperation companies.

Opportunities in the entertainment industry and technology development in India are attracting national and international actors to invest in the industry. The celebrities are investing in new television and cinema technologies. Hotstar, (now Disney + Hotstar), is the most registered - OTT platform in India, operated by Star India since July 2020, with approximately 300 million active users and over 350 million downloads. According to Hotstar's India Watch Report 2018, 96% of Hotstar's viewing time comes from videos of more than 20 minutes, and one-third of Hotstar's subscribers watch television shows.] In 2019, Hotstar started investing ₹ crore 120 for making original content such as "Hotstar Specials." 80% of views on Hotstar come from dramas, movies and sports programs.

Netflix and Amazon are two of the most prominent online media in India, both of which started their business in 2016 in South Africa. These international players are growing slowly in India. Netflix has partnered with Airtel where it offers a free three-month subscription for each Airtel postpaid connection. In September, 2018, Twitter introduced a video streaming of sports, entertainment and news content. Twitter has partnered with 12 Indian companies in streaming video content (IBFE, 2018). The Indian Brand Equity Fund (IBEF) has estimated the Indian film industry to reach more than Rs 200 billion in FY 2019. The partnership between American film Industry and Indian film industry is also proving significant growth thanks to these online forums.

India's film industry incurs considerable losses due to piracy. This is the greatest advantage of digital platforms which prevent these types of activities because piracy and theft is not possible without the help of professional hacking which is a cybercrime.There is an amazing growth of OTT in India and many indigenous players like Viacom18 (Voot), Zee (Zee5), Balaji (Alt Balaji), Star (Hotstar) have set up their business with substantial profits.

These online platforms reduce film dependence on theatrical performance and television viewing of television programs. Because of low cost and low requirements, digital platforms pose no threat to the manufacturers as far as risk is concerned. The advent of 4G/5G and big display sized smartphones have added to the opportunities for film and television producers to monetize the content of their videos. This study investigates theperception of people of Bhubaneswar about the online movies and web series, especially during the pandemic situation in which all the movie halls and inoxes were closed due to lockdown.

LITERATURE REVIEW

Haritha Haridas, SivapriyaDeepak (2020)have explored in their studies that for any online streaming media, service differentiates the different platforms as far as the preference of the customers are concerned.

Peter, W., Ireene, M., & U, P. J. (2016)have concluded in their findings that consumers look for value addition and additional features with low cost any in platform. They want to be involved exclusively, so that they can become loyal.

Doh, S.-J., & Hwang, J.-S. (2009)have stated that popularity of online digital platforms is more spread through word-of-mouth publicity. People are fascinated by having access to these platforms at their fingertips as and when required.

Fan Qiu, Yi Cui (2010)have inferred in their research that online netizen's behavior is dependent on the popularity level of channels. The user behavior pattern has a strong correlation with the user's behavior in the erstwhile streaming sessions.

M. Maia, J. Almeida, and V. Almeidahave proposed a methodology to characterize the online behavior of the users. That is very much dependent on uploading and viewing content, choosing friends and so on. This makes the user habituated to undergo online activities and he searches for more of such things in the internet.

Lee, C. Christopher; Nagpal, Pankaj; Ruane, Sinead G.; and Lim, Hyoun Sook (2018)have concluded in their research that there is a significant relationship between cost and cable tv as far as online streaming is concerned. More than demography, it is the social trends, available options and cost of services that are deciding factors.

Bondad-Brown, Beverly A., Rice, Ronald E. & Pearce, Katy E. (2012)have found out the reason behind the motivation of watching online videos. The basic U & G motivations are the influencers for the new online media world with an exception to level and contextual age.

Jiushuang Wang; Weizhang Xu; Jian Wang(2016)have deduced in their research that video streaming in mobile is convenient and real time for wi-fi and 4G technology in smartphone because of practicality and portability.

Cha, J., & Chan-Olmsted, S. (2012)have explored that there is a perfect cannibalization of television and movies by online platforms because of consumer motivation and interest of users towards OTT.

Taneja, H., Webster, J. G., & Malthouse, E. C. (2012)have found out in their research that there are wide range of platforms with attractive contents which the people watch and enjoy taking leaf out of their busy schedule in the daily lives.

OBJECTIVES

1. To Know the public opinion about the OTT services in Bhubaneswar.
2. To know the viewing habits of OTT viewers in Bhubaneswar.
3. To know the most preferred OTT application in Bhubaneswar.

RESEARCH METHODOLOGY

This research is based on a survey made online. A structured questionnaire was used for data collection. An online survey of google forms is designed to determine the OTT viewers perception and watching habits in Bhubaneswar. 100 respondents from various localities of Bhubaneswar were selected as sample. As the number of respondents is 100 here the number of respondents and percentage of respondents are same. Data is analyzed by simple percentage analysis, single factor ANOVA and charts with Excel.

ANALYSIS AND INTERPRETATION

Attempt has been made in this study to find out what is the perception of people of Bhubaneswar towards OTT apps they use in their smart phones or in smart TVs. The analysis and interpretations are made on the data that we have received from all 100 respondents from Bhubaneswar. We have used Excel tool for making different charts and single factor analysis of variance.

Table 1 shows the categories of respondents on the basis of age. Maximum number of respondents belong to 25 – 35 age group i.e, 51 followed by 35 – 45 age group i.e, 22 which is clearly depicted below in chart-1. For this study we have not included respondents less than 18 years of age.

Table-1: Age of respondents

Age	Percentage of respondent
18-25	14
25-35	51
35-45	22
45 and above	13

Chart-1: Age of respondents

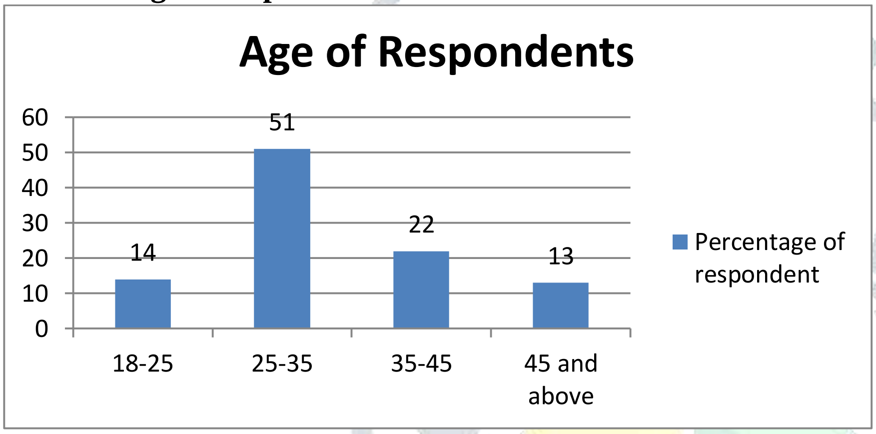


Table 2 shows the categories of respondents on the basis of their occupation. Maximum number of respondents is 52 who are working professionals. 32 are homemakers and 16 are students. Chart-2 below represents the same.

Table-2: Occupation of respondents

Occupation	Percentage of respondent
Student	16
Working professionals	52
Homemaker	32

Chart-2: Occupation of respondents

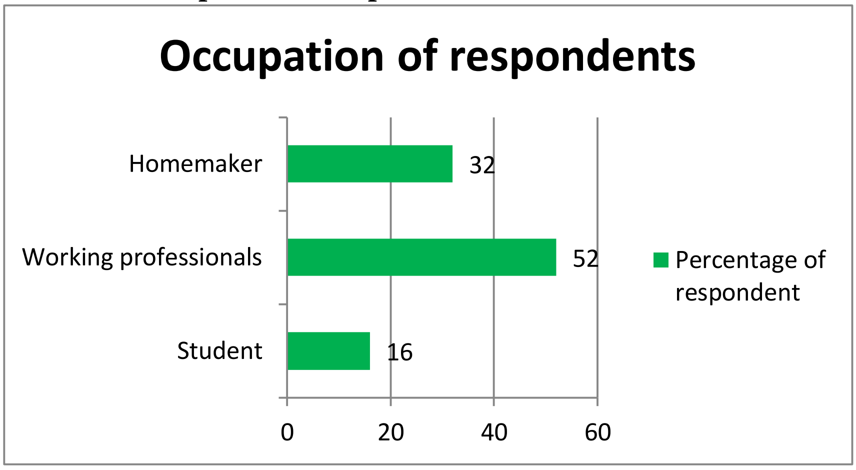


Table 3 shows the percentage of respondents preferring different OTT services. It is very clearly observed that 30% of the respondents prefer Netflix which is maximum. 23% of respondents prefer amazon prime and 16% prefer hotstar. The same is depicted in chart-3 below.

Table-3: Preferred OTT Application

Preferred OTT Application	Percentage of Respondent (Round off)
Hotstar	16
Amazon Prime	23
Jio TV	12
VOOT	6
Alt Balaji	2
Sony Liv	2
Eros Now	2
Zee 5	2
Net Flix	30
Airtel extreme	5

Chart-3: Preferred OTT Applications

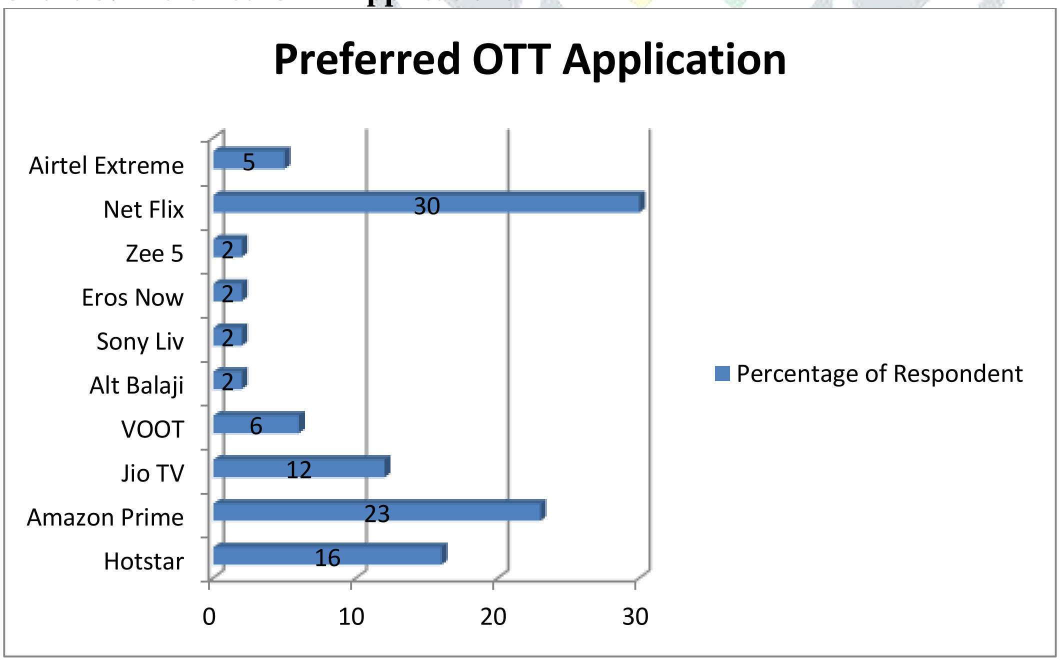


Table 4 shows the percentage of respondents watching duration on OTT applications. It is very clearly observed from table 4 and chart-4 that 51% of the respondents watch OTT < 1 hr. in a day. 34% of respondents watch 1-2 hrs daily. 13% of the respondents watch 2-3 hrs and 2% of the respondents watch 3-4 hrs daily.

Table-4: Duration Of watching (OTT)

Duration	Percentage of Respondent
Less than one hour	51
1-2 hours	34
2-3 hours	13
3-4 hours	2

Chart-4: Duration of watching OTT

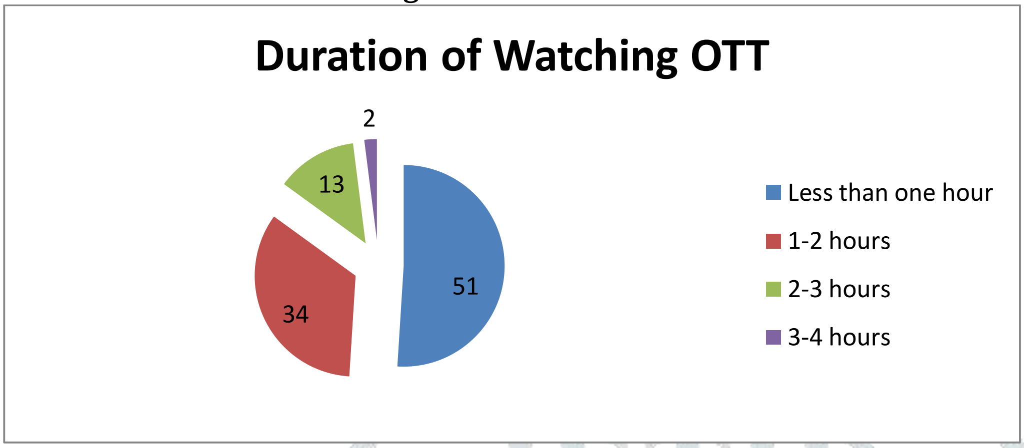


Table 5 shows the percentage of respondents time to watch something on OTT applications. It is very clearly observed from table 5 and chart-5 that 53% of the respondents watch OTT during late night. 33 % of the respondents watch OTT during evening time. 14% of the respondents watch during daytime.

Table-5:Timing For Watching Over The Top(OTT)

Timing	Percentage of Respondent
Day time	14
Evening	33
Late Night	53

Chart-5: Timing for Watching Over The Top

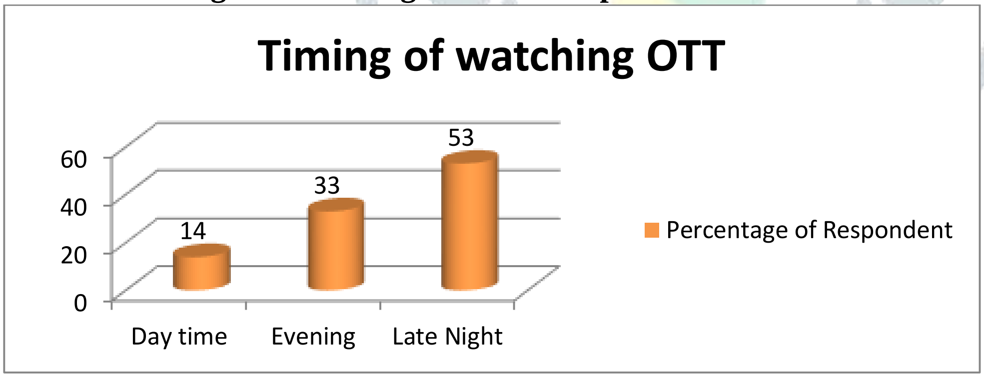


Table 6 and Chart 6 represent the monthly expenses made by the respondents on OTT applications. It is very clearly seen that 36% of the respondents spend in between Rs.100 to Rs. 200 followed by 21% spend Rs.201 to Rs.400. It was found that 33% of the respondents watch OTT free because of in many postpaid connections and jio-fibre broadband connection most of these applications are free. Only 10% of the respondents pay more than Rs.400 per month for OTT services.

Table-6: Monthly Cost For Over The Top (OTT)

Monthly Pack (Rs.)	Percentage of Respondent
Free	33
100 to 200	36
201 to 400	21
More than 400	10

Chart-6: Monthly Expenses For Over The Top

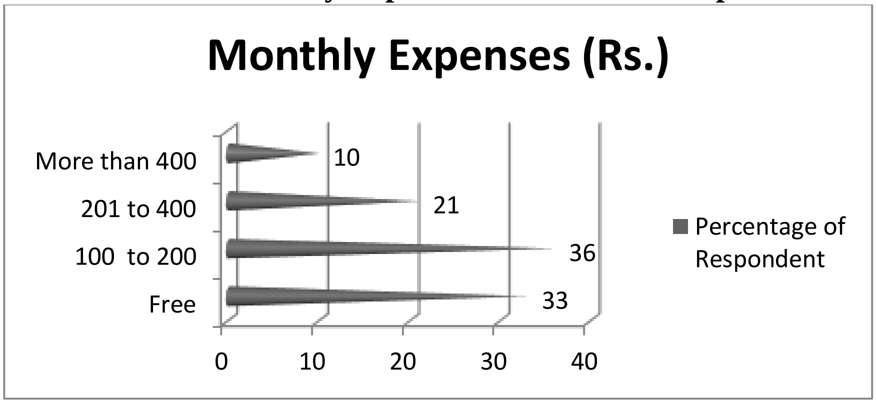


Table 7 and Chart 7 represent the preferred content on OTT applications. It is very clearly found that 41% of the respondents prefer to watch web series which are quite popular now a day. 24% prefer to watch movies and 14% prefer TV serials which are favorites of many housewives. It has been observed that 21% of respondents prefer to watch reality shows on OTT.

Table-7: Preferred Content on OTT Application

Preferred Content	Percentage of Respondent
Movies	24
Web Series	41
TV serials	14
Reality Shows	21

Chart-7: Preferred Content on OTT

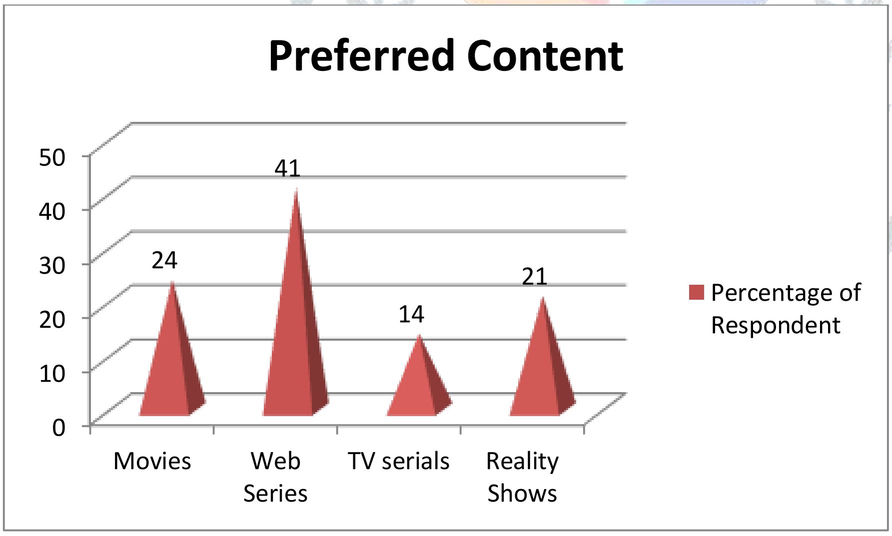


Table 8 and Chart 8 depict the preferred language to watch different programs on OTT applications. It is very clearly seen below that 52% of the respondents prefer Hindi as the language to watch the programs whereas 48% of the respondents prefer English as the language to watch the programs. Not many differences seen here in terms of the preferred language to watch the programs. Most of our respondents belong to educated mass as they are students, working professionals and house wives.

Table-8: Preferred Language To Watch OTT Content

Language	Percentage of Respondent
Hindi	52
English	48

Chart-8: Preferred Language on OTT

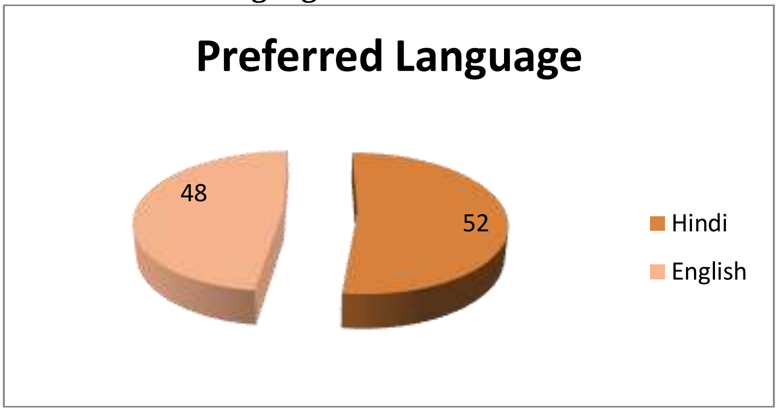


Table 9 and Chart 9 represent the reason behind using the services of OTT applications. It is very clearly found that 44% of the respondents responded entertainment as the main reason behind availing the services of OTT. 21% said interesting content is the main cause. 18% said that mobility is the reason, as they can carry it wherever they go. 11% responded that it is convenient for them. 6% said it is economical than DTH recharge.

Table-9: Reason Behind Use OF Over The Top Application (OTT)

Reason	Percentage of Respondent
Entertainment	44
Mobility	18
Interesting Content	21
Economical	6
Convenient	11

Chart-9: Reason for use of Over the top application

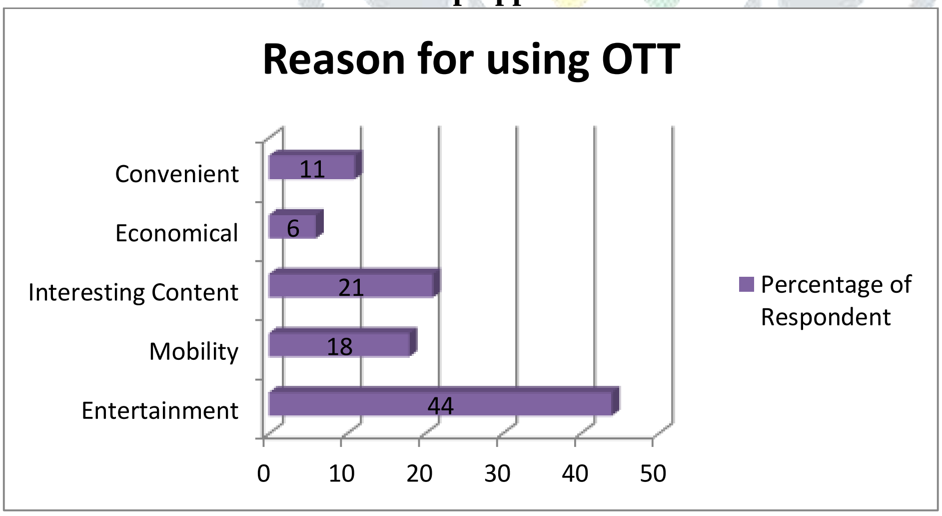
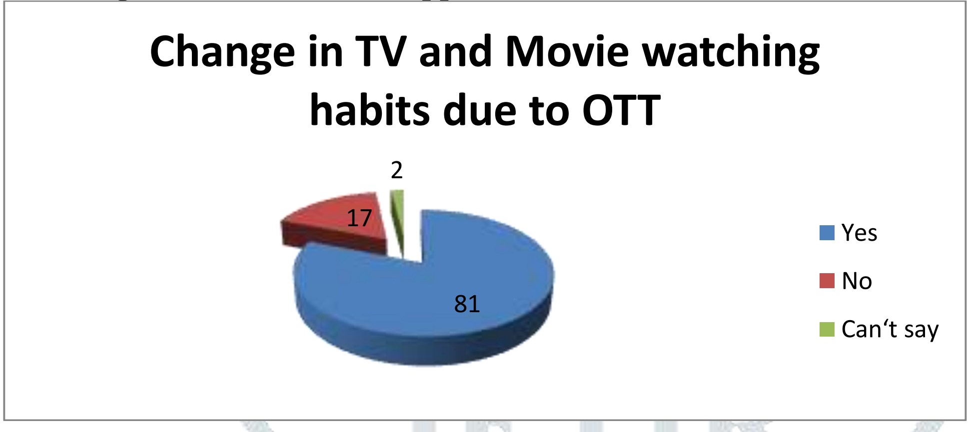


Table 10 and Chart 10 show whether OTT use has changed the TV and movie watching habits of people. It is true that there is a large chunk of the people used to OTT. This has become the reason they are losing interest to watch TV and also the taste of the people is changing. It has been found that 81% of the respondents are in favor of changing habits whereas 17% only said no.

Table-10: Change in television and movie watching habits due to OTT Applications

Response	Percentage of Respondent
Yes	81
No	17
Can‘t say	2

Chart-10: Change in television and movie Watching habits due to OTT Applications



ANOVA

In this research study we wanted to know whether there is any difference between the satisfaction levels of the users of different OTT applications. For finding that respondents opinion has been collected on a scale of 1 to 10 (1 = highly dissatisfied and 10 = highly satisfied). We have used single factor analysis of variances for this purpose. We have picked up 10 respondents each from one of the 10 OTT applications used by the people in Bhubaneswar city and asked them about their opinion.

Hypothesis:

H0: There is no significant difference between the mean ratings given by the respondents for their preferred OTT applications.

H1: There is a significant difference between the mean ratings given by the respondents for their preferred OTT applications.

Interpretation of ANOVA:

In table 11 the sum of the ratings, average and variances of the ratings are shown. Table 12 shows the summary of single factor ANOVA with the p value. The p value is 0.000 which is less than 0.05. Hence it can be concluded that the null hypothesis is rejected and there is a significant difference between the mean ratings given by the respondents for their preferred OTT applications.

Table 11: ANOVA

Anova: Single Factor				
SUMMARY				
Groups	*Count*	*Sum*	*Average*	*Variance*
Hotstar	10	49	4.9	5.433333
Amazon Prime	10	56	5.6	5.822222
Jio TV	10	33	3.3	1.788889
VOOT	10	24	2.4	2.044444
Alt Balaji	10	24	2.4	1.155556
Sony Liv	10	20	2	0.666667
Eros Now	10	20	2	0.444444
Zee 5	10	29	2.9	0.988889

Net Flix	10	71	7.1	3.211111
Airtel Extreme	10	38	3.8	1.066667

Table 12: Summary of single factor ANOVA

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	265.44	9	29.49333	13.03733	4.42E-13	1.985595
Within Groups	203.6	90	2.262222			
Total	469.04	99				

CONCLUSION

The study analyzes teen content viewing habits and seeks to find changes in television and cinema watching youth fashion. Research shows that Hotstar, Netflix and Amazon prime are the major players in the Indian OTT service market. Most viewers view content through these programs for up to two hours each day. The most preferred content for the over the top web application are webseries and movies. Indians love to watch web series on these platforms. The second most popular program is the movie. Entertainment is the main reason for the OTT. It has been found that there is a significant difference between the mean ratings given by the respondents for their preferred OTT applications. That means the satisfaction towards these OTT apps vary significantly. Almost all respondents agree that in addition to the high demands it is changing the habits of watching television and films in India. Reasons for making change make it easier for the app to run, in-person and for international content access. The exploration revealed that the future of High Performance is bright in India and the reasons for this are the penetration of the Smartphone, international cooperation between media moguls, cost efficiency and digital quality of that medium.

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