



A study on impact of Content and Convenience on consumer behaviour towards adoption of Over-The- Top streaming services

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Abstract:

OTT stands for 'Over The Top' which refers to the Internet streaming service through which video along with audio and other media contents reach to the audience by subscription but without the use of cable system. When it comes to the most happening mode of entertainment, which is available through the most convenient package and mode, OTT is the obvious answer. OTT is entirely different from satellite TV and broadcast TV. The concept of stay-at-home based entertainment trend has been the buzzword. It is beyond the gamut of entertainment. The current study explores the influence of content and convenience on consumer behaviour towards adoption of Over-The-Top streaming services in Bhopal.

Keywords: *OTT, Contents, Convenience, Entertainment, Media*

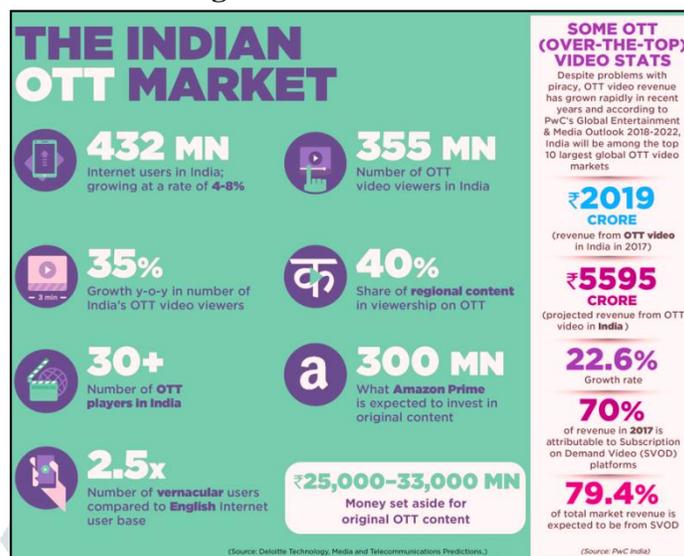
Introduction:

OTT stands for 'Over The Top' which refers to the Internet streaming service through which video along with audio and other media contents reach to the audience by subscription but without the use of cable system. The user does not need wires, towers, rooftop dishes and set top boxes. OTT refers to distribution of the contents in the form of video to wide range of Internet enabled devices (Bohlin et al., 2015).

The OTT user is able to see his/her choice of contents as per the wish. Net neutrality has come up as the supporter of OTT freedom. The users can pick up his/her piece of content and use it anywhere, anytime. Video streaming offers bright opportunity for content based networks for the purpose of scalability of their channels (Mushtaq and Abdelhamid, 2017). All it needs is a Smartphone/ TV, Internet and subscription plan. People were reluctant to pay for subscription, but when they got best deal in terms of choice of contents, they went for it. Now, people are so

addicted that they finish the contents at once in the form of binge watching. As per KPMG and Eros Now report 2022, people on an average spend more than an hour per day on OTT in India. This is the real disruptive change for the conventional media sector.

Fig: Indian OTT market



[Source: Deloitte and PwC data, 2022]

The OTT channels are so famous in India that everyone wants to sail on their ship. India is considered as the fastest growing entertainment market in the world (Gracey, 2021). Telecom companies like Jio, Vodafone and Airtel have started offering free subscription of selected OTT channels with their postpaid plan owing to the digital flow. Jio offers annual plan with free subscription of selected channels. To retain the customer base and increase more, every channel is offering discounts and free initial subscription. There are more than 35 OTT players in India, out of which 10 are most famous and top three are global brands. Various package deals are offered to lure the customers in terms of family pack/ multiple device logins/ add-on features/ high quality experience etc. Needless to say, almost all the channels have the youth as most favourite target audience since these people have comparative more time to watch their favourite contents. Since teenagers and youth are able to find the contents of their interest, they are more acceptable to OTT channels (Kumar et al., 2022).

OTT: Indian scene

- ✓ As per Deloitte report 2022, the number of subscribers will witness a growth of 17% and would scale up from 101 million to nearly 225 million, which is a great progression.
- ✓ FICCI report 2022 says, in the beginning of 2022, there were nearly 447 million viewers of OTT in India. This shows that India is second OTT market in the world just after China.
- ✓ Finally, as per BCG (Boston Consulting Group) report, there are nearly 5 lakh jobs which are going to be created in multiple arenas due to OTT. Further, there are numerous artists who, were unorganized are now becoming the heroes on OTT platform.
- ✓ OTT revenue in India has risen up from Rs. 2019 crore in 2017 to Rs. 5595 by 2022.

OTT has been there in India since few years, but since 2020 when pandemic first wave was there, it has been into limelight; it has been into our Smartphone; it has been the best source of entertainment and it has been the buzzword everywhere. It was pandemic which started in 2020, due to which cinema halls were closed down. There was full lockdown throughout the nation; the life became standstill. Spending months at home without entertainment source was a hard nut to crack.

SWOT analysis of OTT sector

Strengths:

- Content supremacy: Due to best contents, people have been following OTT specially during Covid. The notion of 'content is the king' has become true.
- Cost effective package: While a typical multiplex going experience would cause heavy; OTT is either free or starts as low as Rs. 99.
- Ample flexibility: One can watch any content at any time, pause it, and resume it.
- Privacy: With sufficient privacy given, the user can now watch any content without restrictions.

Weaknesses:

- Censorship issues: There are many people who believe that due to excessive violence, foul language and inappropriate visuals, censorship is a question. It has been the notion that most of the OTT contents can not be seen with family.
- Privacy issues: Sometimes there are security threats in terms of saving the log-in details of the users which leads to breach of privacy issues.
- Mental & physical health: It has been said that OTT contents promote binge watching and addiction due to high flexibility. Due to which people are watching contents for long time leading to adverse impact on sleeping habits, routine life, stress,

Opportunities:

- The penetration of 5G Internet services in all corners of the nation is providing immense opportunities for OTT. The edutainment sector also has much scope in this regard.
- With more players waiting to enter in this area, there will be more options for the customers.

Threats:

- Costing: Freebies may not be the right strategy in the long run. OTT companies have to incur cost in creating library of contents. Once the viewers are used to free service; it becomes difficult to get paid subscription from them.
- Piracy issue: Due to piracy, nearly one-third of the revenue of OTT gets lost as the content goes free of cost through illegal sources.

Major OTT players in India

Though there are nearly 40 OTT service providers in India, the major players are discussed as follows:

1. Amazon Prime Video:

In India, Amazon Prime is the popular OTT platform which has ample contents in global as well as regional contents in the form of TV shows, movies, web series etc. As on mid of 2022, there are more than 200 million subscribers in the world. The fame of Amazon as the global brand has come to the growing acceptance of Amazon prime video in India.

2. Disney+ Hotstar:

A very popular OTT channel in India is Disney+ Hotstar, which offers variety of contents in international as well as regional languages in the form of movies, web series, sports, news etc. A wide range of subscription plans are available with this. Based in India, it was launched as Hotstar in 2015; later as Disney+ Hotstar in 2020.

3. Netflix:

Based in California, Netflix is an international brand which is known for its gigantic collection of movies, TV shows, web series, documentaries, mobile games and more. Being favourite of the users due to vast collection, it

was founded in 1997 in USA, Netflix entered in India in 2016. It is a leading brand in India, which offers so much of contents in almost all genres.

4. Zee5:

Owned by Zee Essel Group, this is a media group which is first private TV channel of India. Zee TV has been there since a long time ruling the TV audience. Due to growing popularity of OTT media, it entered as Zee5 as video-on-demand channel in 2018. With a wide mixture of 12 major regional and national language shows, it has got its own features.

5. SonyLiv:

The famous media giant Sony is also into OTT warfare with the avatar name SonyLiv. Established in 2013, this is an Indian origin OTT channel, which offers a blend of television serials, movies, sports live etc. Their most favorite serials include Indian Idol, Shark Tank, Tarak Mehta, KBC, Kapil Sharma Show, Crime Patrol to name a few.

Selected Review of Literature:

Moochhala, (2018) in the context of India, the Future of Online OTT Entertainment Service has been reflected, the research viewed that with a changing world, India is also changing at a greater speed towards viewing entertainment through online streaming services.

Fitzgerald, (2019) Media Imperialism after Globalization in India on the ground of Over-the-Top Video Services, with the help of this paper, the researcher attempted to draw the modification taking place due to the evolving segment of OTT video in India and placing the same in the perspective of the dominant trends and business models proposed at the international level.

Farooq (2019) Impact on Telecom Companies due to Over-the-Top (OTT) Services in the Era of Transformative Marketing, this paper has raise the issues related to telecommunication industry, which played a vital role in bringing the whole world as a global village.

Jirakasem & Mitomo, (2019) have worked on Over-the-top (OTT) Communications and Traditional Telecommunications Services in the prospective of Thailand” The paper was addressing two objectives, one to know the relationship of OTT and traditional telecommunication services and second to know factors affecting the adoption of OTT services.

Marc Bourreau, (2019) elaborate Platforms for Streaming service and Bias Recommendation as a strategy. The large variety of content served by the multiple providers is accessed by the customer using various streaming platforms.

Sundaravel E., (2020) has put an effort to analyze the rise and future of Over-the-top (OTT) video services in India. The study covers the importance and reasons for rise of OTT services, major players of OTT in India, preferred content by different age group users, audience characteristics, problems and future of OTT in India.

Shon, (2020), in the research- Creating the strategies for Over-the-Top platforms keeping the view of industry efficiency and consumer suitability, tried to confined the study with three objectives, first, to know how the growth of Domestic video content Industry is impacted by the Global platforms.

Yinan Yu, (2020) experienced the Causal Effect on DVD Sales due to Subscription Video Streaming services. This paper talked about the home entertainment industry, which was dominated by the physical media in terms of revenue generation but with the emergence of streaming services the scenario has changed, still both physical sales & streaming platforms services together contributes 70% of total revenue in the Home Entertainment Industry.

Madnani et al. (2020) in their study analyzed the impact of Covid pandemic on OTT platforms with respect to India. Authors went for primary study by survey and group discussion. The study emphasized on influence of content, time convenience and satisfaction on OTT channels during Covid. It was found that lockdown had great role in enhancing the OTT viewership at all levels as staying home created no other options. Further, viewer satisfaction also depended on content and convenience of OTT channels.

Prasad (2022) studied the impact of OTT on individual, family and society. Also, author studied the impact on education and career along with health. Through questionnaire, primary data was collected. It was found that OTT has serious impact over health, education and career. Though it had provided the best entertainment medium, but it also had impact on performance of people after pandemic since the addiction was difficult to go.

Sharma and Lulandala (2023) in their study studied the impact of Covid on OTT growth in India. by using multiple case studies, authors conducted extensive research and used survey format for data collection. It was found that simplicity of accessibility and convenience were the reasons why people preferred OTT than any other mode of entertainment specially during pandemic in India.

Objectives:

1. To study the impact of Content on consumer behaviour towards adoption of Over-The-Top streaming services in Bhopal division
2. To study the impact of Convenience on consumer behaviour towards adoption of Over-The-Top streaming services in Bhopal division

Hypotheses of the study:

H₀₁: There is no significant impact of Contents on consumer behaviour towards adoption of Over-The-Top (OTT) streaming services.

H₀₂: There is no significant impact of Convenience on consumer behaviour towards adoption of Over-The-Top (OTT) streaming services.

Research Methodology:

The researcher has endeavoured to bridge the gap with respect to the above viewpoints. The study has been undertaken from the standpoint of consumers of OTT in Bhopal division of Madhya Pradesh.

Before going to collect primary data, the most significant step is to define the sampling design. This is like a blueprint, which acts as a map of the research journey. It involves population range, sampling method, sampling unit and sampling tool. Universe included regular consumers of OTT in Bhopal division on various demographic variables like gender, city, age, qualification, occupation and monthly income of the respondents. Secondary data were collected from Internet, books, newspapers, periodicals, brochures etc. Questionnaire was used to collect primary data.

There were 1500 respondents finally selected from Bhopal division. The sample size was classified as per their population ratio (i.e. Bhopal being big city; sample was large accordingly). City-wise composition of respondents is as follows:

Table 1: Respondents' composition

S. No.	City	Respondents
1	Bhopal	900
2	Raisen	150
3	Rajgarh	150
4	Sehore	150
5	Vidisha	150
	Total	1500

The data was analyzed using ANOVA (**Analysis of Variance**). ANOVA is used to test the differences between various data groups for its homogeneity. The ANOVA table shows the value of regression and the residual. When difference between regression and residual is higher, it shows that a single factor may not able to explain the variations found in another factor. ANOVA determines whether there are

Data Analysis: Hypothesis testing results

H₀₁: There is no significant impact of Contents on consumer behaviour towards adoption of Over-The-Top (OTT) streaming services.

In this two variables are taken for testing. For content web series, documentaries, movies etc are taken and for adoption the time spend by respondents on OTT platforms are considered.

Table 2: Descriptive statistics of Content and the level of adoption of respondents towards OTT

		Descriptive Statistics							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Web series	Less than 1 Hour	58	4.500	.7551	.0991	4.301	4.699	1.0	5.0
	1-2 Hours	555	4.641	.5599	.0238	4.595	4.688	3.0	5.0
	2-3 Hours	836	4.654	.5698	.0197	4.616	4.693	2.0	5.0
	Above 3 Hours	51	4.392	.7504	.1051	4.181	4.603	3.0	5.0
	Total	1500	4.635	.5830	.0150	4.605	4.664	1.0	5.0
Movies	Less than 1 Hour	58	4.069	.2556	.0336	4.002	4.136	4.0	5.0
	1-2 Hours	555	4.009	.0946	.0040	4.001	4.017	4.0	5.0
	2-3 Hours	836	4.006	.0772	.0027	4.001	4.011	4.0	5.0
	Above 3 Hours	51	4.059	.2376	.0333	3.992	4.126	4.0	5.0
	Total	1500	4.011	.1059	.0027	4.006	4.017	4.0	5.0
TV serials	Less than 1 Hour	58	3.000	1.0761	.1413	2.717	3.283	1.0	5.0
	1-2 Hours	555	3.261	1.1488	.0488	3.165	3.357	1.0	5.0
	2-3 Hours	836	3.123	1.0758	.0372	3.050	3.196	1.0	5.0
	Above 3 Hours	51	3.431	.9850	.1379	3.154	3.708	1.0	5.0
	Total	1500	3.180	1.1025	.0285	3.124	3.236	1.0	5.0
Games/sports	Less than 1 Hour	58	4.069	.9150	.1201	3.828	4.310	3.0	5.0
	1-2 Hours	555	4.112	.8759	.0372	4.039	4.185	3.0	5.0
	2-3 Hours	836	4.056	.8785	.0304	3.997	4.116	3.0	5.0
	Above 3 Hours	51	4.020	.9272	.1298	3.759	4.280	3.0	5.0
	Total	1501	4.076	.8799	.0227	4.031	4.121	3.0	5.0
Documentaries	Less than 1 Hour	58	1.966	1.0424	.1369	1.691	2.240	1.0	4.0
	1-2 Hours	555	1.948	.9831	.0417	1.866	2.030	1.0	5.0
	2-3 Hours	836	2.014	1.0218	.0353	1.945	2.084	1.0	5.0
	Above 3 Hours	51	2.176	1.1611	.1626	1.850	2.503	1.0	5.0
	Total	1500	1.993	1.0132	.0262	1.942	2.045	1.0	5.0

From the above table it can be depicted that usually respondents spend 2 to 3 hrs daily on the OTT platforms. The values of means show that web series is one of the most important and liked content of OTT. The second is Games, sports and movies. Hence it can be concluded from the descriptive statistics that the most liked content by the respondents is web series on which respondents usually spend 2 to 3 hrs daily.

Table 3: ANOVA Test of Content and the level of adoption of respondents towards OTT

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Web series	Between Groups	4.399	4	1.100	3.255	.011
	Within Groups	505.398	1496	.338		
	Total	509.797	1500			
Movies	Between Groups	.335	4	.084	7.597	<.001
	Within Groups	16.473	1496	.011		
	Total	16.807	1500			
TV serials	Between Groups	11.463	4	2.866	2.366	.051
	Within Groups	1811.937	1496	1.211		
	Total	1823.400	1500			
Games /sports	Between Groups	1.200	4	.300	.387	.818
	Within Groups	1160.136	1496	.775		
	Total	1161.336	1500			
Documentaries	Between Groups	3.278	4	.820	.798	.527
	Within Groups	1536.655	1496	1.027		
	Total	1539.933	1500			

The table shows the Analysis of Variance for the content preferred on OTT and its adoption time in a day. In two cases or three cases (web series, Movies, TV Serials) the significance value is less than .05 and in rest two cases (Games & Documentaries) the significance value is .05 is greater than .05. So, we can reject the null hypothesis H_{01} . Thus, the content shown on the OTT platforms affects and makes significant difference on the adoption of the same. Respondents start spending more time on OTT platforms if the content is of their preference.

H_{02} : There is no significant impact of Convenience on consumer behaviour towards adoption of Over-The-Top (OTT) streaming services.

The above hypothesis checks the significant difference of convenience to watch on the adoption of OTT platforms. Convenience is measured through flexible timings to watch and convenient devices to watch like laptops and Mobile Phones. Also, convenience is measured through options to watch.

Table 4: Descriptive Statistics for Convenience and Adoption of OTT

Descriptive Statistics									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Devices to watch	Less than 1 Hour	58	4.569	.5957	.0782	4.412	4.726	3.0	5.0
	1-2 Hours	555	4.641	.5599	.0238	4.595	4.688	3.0	5.0
	2-3 Hours	836	4.653	.5722	.0198	4.614	4.692	2.0	5.0
	Above 3 Hours	51	4.412	.7530	.1054	4.200	4.624	3.0	5.0
	Total	1500	4.637	.5766	.0149	4.608	4.667	2.0	5.0
Flexible Timings	Less than 1 Hour	58	4.776	.4207	.0552	4.665	4.886	4.0	5.0
	1-2 Hours	555	4.813	.3952	.0168	4.780	4.846	3.0	5.0
	2-3 Hours	836	4.778	.4190	.0145	4.749	4.806	3.0	5.0
	Above 3 Hours	51	4.824	.3850	.0539	4.715	4.932	4.0	5.0
	Total	1500	4.792	.4091	.0106	4.771	4.813	3.0	5.0

Options to watch	Less than 1 Hour	58	4.534	.7063	.0927	4.349	4.720	2.0	5.0
	1-2 Hours	555	4.613	.6977	.0296	4.554	4.671	1.0	5.0
	2-3 Hours	836	4.617	.7546	.0261	4.566	4.668	1.0	5.0
	Above 3 Hours	51	4.667	.5888	.0824	4.501	4.832	2.0	5.0
	Total	1500	4.614	.7264	.0187	4.577	4.651	1.0	5.0

The table of descriptive statistics suggests that all the above reasons of convenience are making it easy for respondents to adopt OTT. If the comparison is seen then it can be said that flexible timings are make it more comfortable for respondents to adopt OTT platforms over television serials.

Table 5: ANOVA for Convenience and Adoption of OTT

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Devices to watch	Between Groups	3.083	4	.771	2.327	.054
	Within Groups	495.626	1496	.331		
	Total	498.709	1500			
Flexible Timings	Between Groups	.477	4	.119	.712	.584
	Within Groups	250.627	1496	.168		
	Total	251.104	1500			
Options to watch	Between Groups	.518	4	.129	.245	.913
	Within Groups	790.988	1496	.529		
	Total	791.506	1500			

The table tests the significant difference of convenience factors on the adoption of OTT platforms. Adoption is measured through the no. of hours respondents spend on OTT platforms. All the three values of significance are greater than .05 which concludes that the hypothesis H_{02} tends to be rejected. Convenience factors are affecting the adoption of OTT for the respondents. Due to flexibility in timings, options to watch & devices to watch it is easy for respondents to adopt the OTT platforms. Both hypotheses were rejected which shows the importance of contents and convenience.

Results and Discussions:

Contents: The result indicates that there is significant impact of content on consumer preference towards different OTT channels. Content is the king notion has got maximum usage for OTT. When people get their desired contents in the form of storyline, they will pay for it; they would prioritize their activities; they would be ready to be addicted in a great sense. It is the contents, which has made OTT as the clear winner in comparison to traditional cinema audience. The stardom has got new definition; the concept of acting has changed. Now, people want simple stories through which they can connect without extra hype, extra acting, extra special effects, extra music and extra exaggerated plots. The stereotypes are being changed due to OTT. Apart from Bollywood and Tollywood, there is a new media which is OTT bound. It has been seen that at one time, people have more than two OTT apps in their Smartphone, with either paid subscriptions. There are many people in Bhopal division, who never pay for any kind of OTT. They have some unauthorized sources from which they procure the contents and get to see in their TV and Smartphones. There are many illegal apps and websites, through which people get free contents. Instead of paying for subscribing, they do it other way.

Convenience: The result shows that in Bhopal division there is significant impact of Convenience on consumer behaviour towards adoption of OTT. The most significant aspect for OTT fame is the flexibility and the

convenience with which one can watch the seamless content. There is no compulsion of time, venue etc. Just watch it, pause it, resume it and that's it. This factor is having utmost importance in such a way that due to Smartphone, one can access anything at anytime.

The factors like reason why the particular OTT channel was the favourite one were explored; the obvious answer for most of the time was contents. The variety which is offered by OTT is outstanding, which no one can offer. The variety refers to contents as well languages, genres and everything. Convenience is second most important thing followed by features, user interface, price, quality. Further, in terms of preferred language, Madhya Pradesh being a Hindi speaking state has most of the users who prefer Hindi language over English or regional languages. Bollywood is the most favoured type of cinema as compared with south languages or English. Further, there are nearly half of the respondents, who stated that for them what matters is the content. If they get better content, they are ready to switch to other languages.

Limitation of the study:

The research study was conducted with reference to consumer behaviour for OTT in Bhopal division only. The cities selected were from Bhopal division, which may not represent the entire state in some aspects. The final sample selected for primary data collection may seem to be smaller looking upon the universe.

Scope for Further Research:

Further research work can be done on large sample size. Studies can be conducted in more cities of the state and also the country. Comparison of Madhya Pradesh Vs other states can be conducted in terms of consumer behaviour towards OTT.

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