

## CUSTOMER PERCEPTION TOWARDS THE OVER THE TOP (OTT) PLATFORMS

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**DOI: 10.5958/2277-6621.2022.00013.5**

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### ABSTRACT

*The research was conducted to examine the perception of customers about the Online video content streaming platforms also known as Over the Top (OTT) platforms. Online users are increasingly accessing live broadcasts, as well as recorded video content and digital music services through the internet and mobile devices. Therefore, media and entertainment businesses may consider other variables when they explore their viewers profiles and their consumption behaviors. This research explores the consumers' perceptions toward online streaming technologies and sheds light on their motivations to use them. Most OTT providers have a specific application, website, or page where a user can sign up for a subscription to access the particular benefits. All media content is transmitted via the Internet during the broadcast through OTT, without the operator's involvement. India has seen a massive increase in video content consumption on various platforms in recent years. This article examines the perception of consumers and the factors affecting people's preferences to use OTT platforms. By providing a well-furnished questionnaire, our respondents filled them and with the details different analyses are done. After considering the analysis results, the conclusion is drawn according to value. This study provides an apparent research knowledge to the readers. By and large, the examination gives important bits of knowledge for working on web sustenance-requesting administrations effectively.*

**KEYWORDS:** *Increasingly, Sustenance-Requesting, Consumption.*

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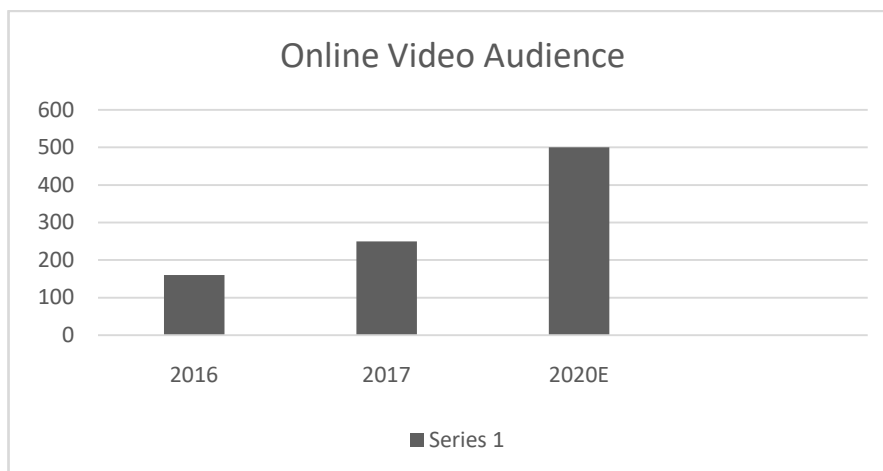
### I. INTRODUCTION: OVER THE TOP PLATFORM IN INDIA

Distribution of material or services via a network infrastructure is referred to as "over-the-top" or "OTT." At first, it referred to the dissemination of audio and video content, but the word has now

been expanded to refer to any service or data made available through OTT Platforms. In India, OTT platforms like Hotstar, Amazon Prime, Netflix, Aha, Zoom, Sony Liv, Zee5, and others are governing and elevating traditional media television. The OTT market's expansion has altered the process for producing content and brought with it fresh consumer-pleasing trends. The media of their choosing is always available to today's consumers. Many customers are becoming avid owners of digital devices thanks to the new era of streaming entertainment. Users must pay a particular amount on a monthly basis for their membership in order to subscribe to OTT services and stream video on demand. Customers can sign up for a 30-day free trial on several OTT sites, such as Netflix. One of the main players in the delivery of video content and the entertainment sector is OTT. Netflix, Amazon Prime, Hotstar, Zee Cinema, etc. are the main competitors in this market.

As the demand for OTT platform subscriptions grows, major media companies such as Disney, Marvel, and Pixar are entering the streaming market to provide their content to users. Customers can now access all of their favorite episodes starring well-known Disney characters in one place thanks to Disney + Hotstar. Because of the growing popularity of video on demand on OTT platforms, users now have access to cinematic experiences. The growth of OTT services has generated revenue for a variety of businesses, most notably Smartphone manufacturers. Future smart phones with 5G technology, which provide unlimited bandwidth and fast processors, are likely to see an increase in the number of people using OTT services. People born between 1980 and the early 2000s are referred to as millennial. They comprise a sizable portion of the population and are seen as the ideal customer base by many consumer goods businesses. OTT platforms are simple to utilize OTT platforms only need a few things to be accessed. Just a reliable internet connection and a computer or mobile device are needed. Compared to a traditional TV connection, OTT services are more affordable. On OTT, you may access the same content for far less money than you would pay for a premium cable bundle. Your favorite media material is accessible to you via OTT platforms whenever, wherever, and as often you like. Nearly every industry has experienced a variety of COVID-19 pandemic-related effects. During these periods, the OTT platforms have also evolved and advanced. OTT platforms are being used more frequently right now by people of all ages, not just young people. The Internet was originally utilized for promotional TV shows, and messages were disseminated to encourage Internet users to watch TV online. For viewers like OTT, payment mode offers a variety of payment methods to pick from.

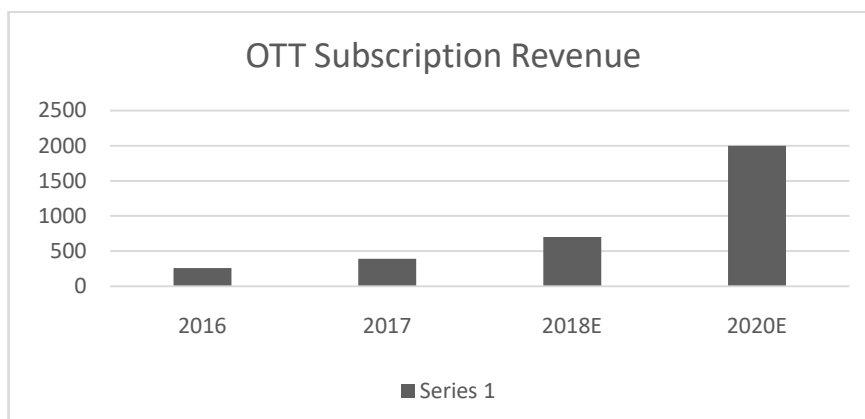
## India's Online Video Streaming Boom



Source: EY-FICCI Report

Over-the-top media streaming service providers like Hotstar, Netflix, Amazon Prime Video, and others are the victors.

Who can offer more original localized content will set them apart in the already crowded market, according to EY.



**Source:** Bloomberg Quint

In India, there are more than 30 OTT video platforms that charge for subscriptions. In 2017, digital subscription revenue increased by 50% to Rs 390 crore. By 2020, that is anticipated to reach Rs 2,010 crore, according to the research. Consumers are starting to consume subscription content since data prices are at historic lows, especially when OTT services are included in data packages. In order to satisfy the increased demand, streaming services are also getting ready. A number of international and regional firms have formed distribution alliances, and Netflix is even thinking about opening studios in India.

## II. LITERATURE REVIEW

### 2.1 Literature Review

Priya (2021) in her study investigates the connection between over-the-top (OTT), social fulfillment, customer engagement with OTT platforms, and subscription intention. The data were gathered using primary sources. High end hotels frequently use customization, whereas other businesses desire to use OTT platforms with customization. The concentrations of the authors were on OTT, client interaction, knowledge and recurring use. It was found out that consumers get more involved with OTT platforms that define who they are.

According to Moochhala (2018) India is a price and culture-sensitive country, and the difference in price between OTT and cable TV is significant which is why viewership on television will keep growing parallel as well. The paper highlights the fact that the key to unlocking the digital market in India is by focusing on regional content since viewers of programs in English are lower. With the Indian market being massive and far from achieving saturation, growth in the user base and digital advertisement promises well for all the players in the entertainment sector. Consistent growth over the past couple of years indicates that OTT streaming platforms are here to stay giving Indians a new alternative to traditional cable television and cinema. It is clear that entertainment is in the process of being re-branded to digital entertainment at a fast pace in India. By providing the continuous good content, Customers get attached to the OTT.

Venkatesh (2012) and Miltgen (2013) in their study find that consumers can easily learn and interact with OTT video streaming platforms. Age and experience are the medium through which the relationship between Behavioral intention and effort expectancy can be achieved.

Malewar & Bajaj,(2020),The paper aims at identifying factors that stimulate the customers to adopt and use OTT video streaming platforms in India by applying unified theory of acceptance and use of technology 2(UTAUT2)model. The study has also attempted to check the moderation effect of age, gender, and experience. The study uses a questionnaire to gather the primary data of

277 users of OTT video streaming platforms of India as respondents. The data was examined using Smart PLS 3.3.2 software. The key drivers of adopting and using OTT video streaming platforms are performance expectancy, price value, habit, and content availability. The study approves the relevance of the UTAUT2 model in the present context. The constructs with respect to OTT video streaming platforms. The market of OTT platforms in India is growing tremendously and is projected to gain momentum in the coming years. Thus, it is imperious to comprehend the behavioral intention of consumers. The outcomes of the study will help the managers in comprehending and devising different strategies for consumers of OTT video streaming platforms. The study is the first-ever attempt at the best understanding of research to observe the acceptance of OTT platforms.

According to Gangwar et al. (2020), as we look back from a few years in India, OTT's platform subscriber growth rate is raising toward high till the date through this (Covid-19) Pandemic Lockdown as this grow this based upon the great Technological advancements that contributing to the OTT providers to bringing high-quality content to our near screens through the Internet. OTT's providers not only depend on their repository but invest a lot of money in producing their content. Many factors, such as new technologies, a drop in data charges, and improved Internet speeds both at home and on the Internet. Mobiles, tablets, laptops, and Smart TVs are now to be made for entertainment and made it easy for the consumption content provided by the OTT providers. This paper is in a novel approach to understand the user profiles and preferences from an Indian perspective. The future of OTT platforms will be very bright and video consumption will be and increasing internet and mobile penetration every day. The present study says about users' profiles and preferences are different towards content. There has been a lot of investment in OTT platforms it is very hard to say that OTT platforms will replace traditional TV systems.

Camilleri & Falzon (2020), in their research have adapted key measures from the technology acceptance model (TAM) and from the uses and gratifications theory (UGT) to better understand the individuals intentions to use online streaming technologies. A structural equation partial least squares confirmatory composite approach was used to analyze the gathered data. The individuals' perceived usefulness and ease of use of online streaming services were significant antecedents of their intentions to use the mentioned technologies. Moreover, this study suggests that the research participants sought emotional gratifications from online streaming technologies, as they allowed them to distract themselves into a better mood and to relax in their leisure time. Evidently, they were using them to satisfy their needs for information and entertainment. This study contributes to the academic literature by generating new knowledge about the individuals' perceptions, motivations and intentions to use online streaming technologies to watch recorded movies, series and live broadcasts.

Sullivan (2017) has found that live streaming platforms have advantages in an engagement level and an involvement level which would improve the effectiveness of the advertisement in the video. 25 % of viewers said live-streaming platforms provide a chance to feel updated and 20% said the platforms let viewers feel connected to events. 17% believe that live streaming services feel more authentic compared to others.

Mehta (2019)'s study found that inside Edge, Sacred Games, Breathe, and Mirzapur, among other OTT series, are setting new trend to attract the audience's interest. Many performers, writers, and technicians who previously worked on television have voiced their enthusiasm at the opportunity to work on OTT platforms.

Sjöblom (2017) in their study has found streaming platforms have grown rapidly because of higher levels of interaction between streamers and viewers. The platforms offer viewers unique user experiences such as direct chatting with streamers and direct payment to streamers which would facilitate participatory and holistic communication between the two.

Gevers (2019) Most of the people in India stream and watch online videos in their smart phones.

Benjamin (2015) Due to the advancement in OTT platforms people are shifting from traditional cable operating systems to OTT platforms.

Mann (2015) OTT media platforms are targeting young demographics. The four major factors that affect consumers view on different platforms are convenience, mobility, content and cost

Matrix, (2019). In the production of OTT platforms viewers are the main catalyst, as they set new standards of expectation from the producers.

Sharma, (2020), he said that due to the covid 19 crisis production houses are released. INOX and PVR both issued a public statement reacting to this issue. According to experts, this is the solution to a short-term need of the film industry which getting by financial difficulties. It is a win-win situation for OTT players who need fresh content and the filmmakers who had their production-ready but unable to release it. However, this will not be a paradigm shift, in the long term, once things return to normal. The cinema generates more revenue for the production houses compared to the OTT platforms. Being this a vital factor, the films will hit the cinemas as earlier, once the market is free from the COVID-19 crisis.

Bhavsar (2017) in his research, mentions that due to the increase in consumption of content using digital media changes the preferences of the consumer which will lead to better internet connectivity and competitive data prices in India.

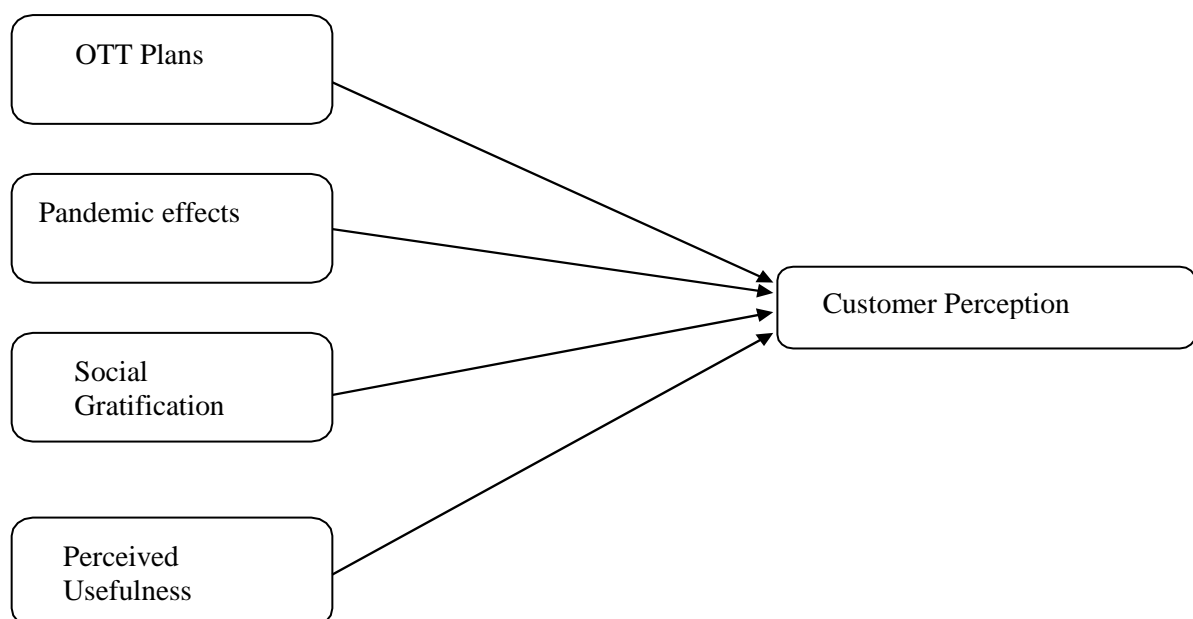
## Objectives of the Study

To analyze the relation between Customer Perception towards the OTT Platforms with the variables like OTT Plans, Pandemic effects, Social Gratification, and Perceived usefulness.

To know the effect of such services on consumers and their willingness to invest more in order to obtain a better service.

Based on the above discussions the present study proposes the following theoretical model.

## Theoretical Model



## III. RESEARCH METHODOLOGY

The nature of the study is descriptive in nature. The population for the study comprises of the OTT

platform users across Tamil Nadu. The key purpose of this analysis is to examine if OTT Plans, Pandemic, Social gratification and perception about OTT usefulness influences consumer perception about OTT channels. From this study, we can have a better understanding of perception towards the Movie theatre industry and OTT industry. The Sample size employed is 121 and the sampling method used is Stratified Random Sampling. A structured questionnaire was used to gather the demographic details of the customers and their preferred OTT platforms. Data was collected during April - May 2022. The reliability analysis of the instrument yielded a Cronbach's Alpha value of more than 0.80 for all variables. Survey method of data collection has been used for the study.

### 3.1 Variables considered for the Study

The variables of the study include dependent and independent variable. The dependent variable is Customer Perception. The independent variables of the study are OTT Plans, Pandemic effects, Social gratification, and Perceived Usefulness.

### 3.2 Definition

**Customer Perception:** Customer perception is the people's opinions, feelings, and beliefs towards your brand. It plays an important role in building customer loyalty, retention, brand reputation, and awareness.

**OTT Plans:** A subscription is the regular payment of money for a service, a magazine, membership in, or support of an organization. Members make an annual subscription payment or will choose according to the payment to be made.

**Pandemic effects:** Direct theatrical experience is reduced and OTT experience grabs the interest in the people. Payment will also be cheaper when compared to theatres so many people chose OTT platforms.

**Social Gratification:** The evaluation of the social pressure during the performance of online behavior.

**Perceived Usefulness:** The subjective perception of users where they believe that using certain technologies are more useful than others

## IV. Analysis and Discussion

### 4.1 Percentage Analysis

**TABLE1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Demographic Variable	Description	Frequency	Percentage
Age	Below25	83	68.6
	25-35	24	19.8
	36-45	10	8.3
	46-55	3	2.5
	Above 55	1	0.3
Gender	Male	30	24.8
	Female	90	74.4
	Others	1	0.8
Marital Status	Single	96	79.3
	Married	23	19.0
	Others	2	1.7
	Highschool	2	1.7



Education	UG Graduation	65	53.7
	PG Graduation	46	38.0
	Others	8	6.6
Location	Urban	60	49.6
	Semi Urban	43	35.5
	Rural	18	14.9
Income Group	Below 2 Lakh	34	28.1
	2-5 Lakh	21	17.4
	5-8 Lakh	23	19.0
	Above 8 Lakh	12	9.9
	Others	31	25.6

From the above table 1, it can be inferred that, majority of the age group of people belongs to below 25 age which constitutes about 68.6% of the total surveyors, the next age group of people belongs to the age group of 25-35 where they are about 19.6%, the people belonging to age group of 36-45 and 46-55 are 8.3% and 2.5% respectively. From the respondents we can infer that the majority of them are female with a percentage of 74.4% and the male respondents are about 24.8% constituting the minority. In the marital status about 79.3% respondents are single and 19% of the respondents are married. The UG Graduates are playing a majority role in the survey constituting about 53.7%, next comes the PG graduates constituting about 38%, and the remaining are the High school students. About 49.6% people are from urban locality, 35.5% are from Semi-Urban locality and 14.9% are from the Rural Area. Therefore the demographic variable shows us the various factors which influence the perception of Customers.

## 4.2 Descriptive Statistics

**TABLE 2: DESCRIPTIVE STATISTICS**

Variable	Mean	Standard Deviation
Customer Perception	3.4595	.90798
OTT Plans	3.6397	.82810
Pandemic Effects	3.8281	.71382
Social Gratification	3.5934	.75672
Perceived usefulness	3.6446	.66558

It can be inferred from table1 that the mean values for Pandemic effects (COP), Perceived Usefulness (PU) and OTT Plans (OP) is 3.82, 3.64 and 3.63 respectively on a 5-point Likert scale. The high scores indicate that the respondents' perception about the OTT Platform with respect to the Pandemic is also high. The consumers do feel that their usage of OTT platforms is more due to the Pandemic.

## 4.3 ANOVAANDT-TEST

In order to examine any significant differences in Customer Perception towards the OTT platform, the Subscription facilities available, the Pandemic effects caused, the social gratification of the platform and the perception towards the usefulness of the OTT platform among the study respondents occupying different geographic allocations, the ANOVA has been carried out and the results are tabulated as follows.

**TABLE 3: ANOVA– GEOGRAPHICAL LOCATION AND STUDY VARIABLE**

		N	Mean	Std. Deviation	F	Sig.
Customer Perception	Urban	60	3.5433	.85099	.552	.577
	Semi Urban	43	3.3535	1.01121		
	Rural	18	3.4333	.85199		
OTT Plans	Urban	60	3.7867	.71863	2.571	.081
	Semi Urban	43	3.5721	.89505		
	Rural	18	3.3111	.93109		
Pandemic Effects	Urban	60	3.9667	.60413	2.464	.089
	Semi Urban	43	3.7256	.77463		
	Rural	18	3.6111	.83869		
Social Gratification	Urban	60	3.6900	.67741	.970	.382
	Semi Urban	43	3.4977	.82620		
	Rural	18	3.5000	.83525		
Perceived Usefulness	Urban	60	3.7733	.61005	2.426	.093
	Semi Urban	43	3.4884	.60048		
	Rural	18	3.5889	.90612		

From the above table it can be seen that the respondents in various geographical location do not vary significantly ( $p > 0.005$ ) in their Customer Perception, OTT Plans, Pandemic effects, Social Gratification and in their Perceived Usefulness upon OTT platform.

**TABLE4: T-TEST– STUDY VARIABLES OF THE STUDY AND THE VARIED MARITAL STATUS**

Variables	Marital Status	N	Mean	SD
Customer Perception	Married	25	3.4292	.88448
	Un Married	96	3.5760	1.00386
OTT Plans	Married	25	3.6250	.81577
	Un Married	96	3.6960	.88904
Pandemic Effects	Married	25	3.8167	.68282
	Un Married	96	3.0872	.83642
Social Gratification	Married	25	3.5979	.69736
	Un Married	96	3.5760	.96387
Perceived Usefulness	Married	25	3.6500	.64563
	Un Married	96	3.6240	.75127

From the above table, it can be inferred that the respondents of varied marital status do not differ significantly with respect to the study variables.

#### 4.4 Correlation Analysis

**TABLE5 –CORRELATION ANALYSIS**

		OTT Plans	Pandemic effects	Social Gratification	Perceived Usefulness
Customer Perception	Pearson correlation	.721**	.605**	.662**	.469**

\*\* Significant at 0.01 levels.



From the above table, it is inferred that among the variables considered, highest correlation exists between the Subscription details provided by the OTT platforms and the Customers perception towards it. ( $r=0.721, p<0.000$ ), the next highest correlation exists between the social gratification and the Customers perception towards it. ( $r=0.662, p<0.000$ ), followed by the correlation between Pandemic effects and the customer perception. ( $r=0.605, p<0.000$ ).

This implies that the respondents have more value on the subscription options provided by the OTT platforms ( $r = 0.721, p<0.000$ ), than the Perception on Usefulness ( $r=0.469, p<0.000$ ). The reason could be that the payment friendly options and the convenient subscription options like monthly, quarterly and annual subscription rates are provided by the OTT platforms, so that customers perceive more towards the OTT Plans. We can also infer that the Pandemic effects has bought a new perspective towards the low budget movies which has released on OTT. The usefulness towards the OTT platforms is seen low across the customers as many of them consider it for entertainment purpose.

Customer Perception is taken as the dependent variable. Whereas the OTT Plans, Pandemic effects, Perceived Usefulness, and Social Gratification are the Independent Variables.

### 4.5 Regression Analysis

**TABLE 6: REGRESSION ANALYSIS –MODEL SUMMARY**

R	R Square	Adjusted R Square	F Change	Sig. F Change	Durbin Watson
.759b	.576	.569	15.761	.000	1.605

Predictors :( Constant), Customer Perception towards OTT Platforms

Predictors :( Constant), OTT Plans, Social Gratification

Dependent Variable: Customer Perception

Adjusted R square value is 0.569. This implies that 56.9% variability in the dependent variable i.e., Customer perception towards the OTT platforms is being predicted by the independent variables OTT Plans and the Social Gratification. The value of Durbin Watson is 1.605.

**TABLE 7: REGRESSION COEFFICIENTS**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.062	.062		.221	.825
	OTT Plans	.551	.551	.503	6.187	.000
	Social Gratification	.387	.387	.323	3.970	.000

Dependent Variable: Customer Perception

The Customer Perception towards the OTT platform is taken as the dependent variable whereas OTT Plans and the Social Gratification are the independent variables. F-Test is statistically significant ( $F=15.761, p<0.000$ ), which indicates that the model is statistically significant. The adjusted R square value is 0.569 which indicates that it is 56.9% of the variability in the Customer Perception is predicted by the OTT plans and the Social Gratification. Essential job skills are also having a significant and a positive impact of 0.551 on the dependent variable perception of coding ( $\beta=0.387$  positive,  $t= 3.970$  positive,  $p<0.000$ ).

Customer Perception = 0.062+ 0.551 OTT Plans + 0.387 Social Gratification

4.6 Regression for Subgroups:

**TABLE 8: REGRESSION SUBGROUP BASED UPON GENDER**

Items	Gender											
	Male					Female						
	Un	Std. B	Std. Error	Std. β	t	Sig.	Un	Std. β	Std. Error	Std. β	t	Sig.
(Constant)	-1.170	.586		-1.997	.057	.379	.397		.956	.342		
OTT Plans	.956	.221	.753	4.333	.000	.494	.117	.469	4.210	.000		
Pandemic effects	-.179	.293	-.117	-.610	.548	-.002	.148	-.002	-.015	.988		
Social Gratification	.222	.169	.175	1.138	.199	.456	.149	.389	3.056	.003		
Perceived Usefulness	.300	.166	.216	1.804	.083	-.106	.152	-.076	-.695	.489		
	R <sup>2</sup> =0.791; Adj. R <sup>2</sup> = 0.757 F= 23.592 Sig.= 0.000					R <sup>2</sup> =0.535; Adj. R <sup>2</sup> = 0.513; F=24.478; Sig=0.000						

From the table it is inferred that the adjusted R<sup>2</sup> value is 0.757 for the male respondents. This implies that 75.7% variability on the Customer perception towards OTT platform is found towards the independent variables Customer Perception, OTT Plans, Social Gratification, Pandemic effects and the Perceived usefulness. From the male respondents we can see that the OTT Plans only has significance of 0.000 (p<0.005) with a Beta value of .753. So, we can conclude that the male respondents have more perception towards the Subscription plans as they mainly handle the accounts in a house. If the payment method is user friendly they tend to use the OTT platforms more.

From the table we can also infer that the adjusted R<sup>2</sup> value is 0.513 for the female respondents. This implies that 51.3% variability on the Customer perception towards OTT platform is found towards the independent variables Customer Perception, OTT Plans, Social Gratification, Pandemic effects and the Perceived usefulness. There is a significance for two variables between the female respondents i.e., OTT Plans (Sig.= 0.000) and for the Social Gratification (Sig=.003). So, we can come to a conclusion that as the male respondents the female respondents also have a perception towards the OTT Plans if the payment method is user friendly and upon the monthly, quarterly or annual subscription plans. We can also infer that the female respondents use the social media most so that they get to know a lot of information about the OTT platforms.

**TABLE 9: REGRESSION SUB GROUP UPON AGE**

Items	Age Groups														
	Below 25 years					25-35 years					Above 35 years				
	Unstd Coeff		Std Coeff	t	Sig.	Unstd Coeff		Std Coeff	t	Sig.	Unstd Coeff		Std Coeff	t	Sig.
B	Std. Error	Beta	B			Std. Error	Beta	B			Std. Error	Beta			
(Constant)	.260	.437		.595	.554	-.797	.833		-.957	.350	-.643	.473		1.36	.211

														1	
OTT Plans	.549	.123	.516	4.460	.000	.483	.274	.409	1.760	.094	.518	.352	.450	1.471	.180
Pandemic effects	-.093	.177	-.077	-.528	.599	.250	.301	.173	.831	.416	.171	.439	.153	.389	.707
Social Gratification	.395	.164	.317	2.408	.018	.312	.2132	.288	1.467	.159	.879	.340	.671	2.583	.032
Perceived Usefulness	.021	.147	.016	.146	.884	.114	.229	.082	.497	.625	-.392	.220	-.325	1.782	.113
	R Square =.503; Adjusted R Square=.477; F=19.704; Sig=.000					R Square =.710; Adjusted R Square= 0.649;F=11.645;Sig=.000					R Square =.931; Adjusted R Square=.897;F=27.13; Sig=0.000				

From the table we can also infer that the adjusted R<sup>2</sup> value is 0.477 for the Age group of below 25. This implies that 47.7% variability on the Customer perception towards OTT platform is found towards the independent variables Customer Perception, OTT Plans, Social Gratification, Pandemic effects and the Perceived Usefulness. There is a significance upon the variables OTT Plans (Sig=0.000) and upon the Social Gratification (Sig=.018). We can infer that the respondents below the age group of 25 have more preference about the subscription plan whether annual, monthly or quarterly and also upon the payment methods. They also have more perseverance on social gratification because below 25 is the age group who uses the social media more frequently.

From the table we can also infer that the adjusted R<sup>2</sup> value is 0.897 for the Age group of above 35 years. This implies that 89.7% variability on the Customer perception towards OTT platform is found towards the independent variables Customer Perception, OTT Plans, Social Gratification, Pandemic effects and the Perceived Usefulness. In this subgroup we can conclude that there is no significance upon the variables with the age group of above 35 years.

From the table we can also infer that the adjusted R<sup>2</sup> value is 0.649 for the Age group of 25-35. This implies that 64.9% variability on the Customer perception towards OTT platform is found towards the independent variables Customer Perception, OTT Plans, Social Gratification, Pandemic Effects and the Perceived Usefulness. In this sub group we can see that the significance is only for the Social Gratification variable (Sig=0.018). There is significance in the variable of social gratification may be because this age group of people come to know about the OTT platforms only through the social medias which is mainly through Facebook.

#### 4.7 Friedman Ranking Test

**TABLE 10: TEST STATISTICS**

N	121
Chi-Square	46.631
Df	4
Asymp. Sig.	.000

**Table 11: Ranking Test**

Platforms	Mean	Rank
Amazon Prime	2.67	1
Netflix	2.68	2
Hotstar	2.74	3
Zee5	3.36	4
Sony Liv	3.55	5

It can be seen that Amazon Prime (Mean=2.67) is ranked highest by the customers as the preferred platform, followed by Netflix (Mean=2.68), Hotstar (Mean=2.74), Zee5 (Mean=3.36). The least ranked among the OTT platforms is Sony Liv (Mean= 3.55). The ranking in the above table is valid as the Chi square table values ( $X^2= 46.631$ ,  $P<0.000$ ) are statistically significant.

## 4.8 CONCLUSION

A study on Customer Perception towards OTT platforms helps us to know how the general public perceives the usefulness of the OTT platforms which have boomed recently. The main objective was to know how independent variables and dependent variables influence each other. The most popular tool selected for analysis to know about the perception and importance of the OTT platform was through SPSS software.

An analysis was conducted to know about the perception of different age group and different income group people, as they have a main influence upon the Consumption of these OTT platforms. The data used in the analysis was collected by distributing the questionnaire and 121 responses were received from various types of people, from various locations like urban, semi-urban and rural. The questionnaire was given to the people who already had a base idea of OTT platforms and their related concepts. The raw data contained a wide range of information, but only the data which is relevant to the objective of the study was considered. The result obtained through SPSS software is used for analysis.

The conclusion is that most of the respondents are positive and they have a view of acceptance towards OTT platforms mainly during the pandemic period. Nowadays we can see that young age group people are spending their part of income for their entertainment. The purpose of this analysis is to examine whether the advent of the OTT platforms such as Amazon, Netflix, Hotstar etc., has impacted the Movie theatre industry and the effect they have on consumers. It is also to analyze the consumer's perception of a movie theatre after the emergence of OTT platforms into the market. From this study, we have a better understanding of the perception of the Movie theatre industry and OTT industry. Therefore, these findings helped to know the future of the OTT platform and the theatre industry.

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