

A STUDY ON SATISFACTION LEVEL OF OTT PLATFORM USAGE BY PEOPLE, PRE AND DURING COVID

JOSANA EMILIN REUBEN JOSEPH

Abstract

The outbreak of COVID-19 saw a robust increase in viewership of over-the-top (OTT) media platforms after lockdown began. This study aims to investigate the impact of COVID-19 on OTT platforms and the satisfaction level in using OTT platforms in Chennai, as it has led to reshaping consumer content preferences. The paper also delves into the indirect role of satisfaction and habit in affecting the aforesaid linkages. With the world facing the impact of the pandemic, the implications emerging from the study present an opportunity to the providers of OTT platforms to capitalize on the perceived change to the best of their advantage.

Key Words: Consumer preference, Satisfaction level, OTT platforms.

Introduction

Internet has changed the consumption patterns of the audience leading the producers to come up with inventive programs and content distribution platforms that were previously unheard of. One such invention was OTT platforms that made direct to consumer chain possible. OTT or Over-the-top content platforms are the media platforms that according to Tata Consultancy Services are “the platforms that deliver film and television content, bypassing the conventional distribution streams of cable and satellite TV, from producer to consumer directly, an exchange driven by Internet.” Some of the commonest OTT platforms in India and elsewhere include Netflix, Disney Hotstar, Amazon Prime Video, Sun Nxt, etc.

With a hitherto unprecedented pandemic forcing the public to remain indoors and offices, schools and businesses being shut, a discernible rise in the demand of OTT content has been noticed. COVID-19, a deadly strain of coronavirus, with abnormally high rate of infection and the absence of a concrete cure for this outbreak have led countries all across the world to go into complete lockdown to tackle the spread of the virus. Crores of people suddenly have more time on their hands than they can possibly spend. In this situation, films and entertainment content have emerged as the saviour especially on-demand video content. So, to study and understand the trend of the impact of coronavirus in the online entertainment industry, and the satisfaction level of usage by people this research aims to conduct a survey on the online platform (OTT) users in the Chennai market.

Literature Review

Park, Sungwook; Kwon, Youngsun (2019) : Research on the Relationship between the Growth of OTT Service Market and the Change in the Structure of the Pay-TV Market, 30th European Conference of the International Telecommunications Society (ITS): "Towards a Connected and Automated Society", Helsinki, Finland, 16th-19th June, 2019, International Telecommunications Society (ITS), Calgary
Park, Sungwook; Kwon, Youngsun (2019) had studied the growth of OTT service market and also looks upon the emergence of “Over the Top (OTT)” as the most recent “disruptive innovation” following the digital era in the broadcasting industry..

PricewaterhouseCoopers. (n.d.). Television and OTT. Retrieved April 21, 2020, reviewed that the use of television and OTT platforms and how it has been affected with the rise of lockdown and the amount of interest people showed to each of the platforms.

Deloitte. (n.d.). Digital Media: Rise of On-demand Content. Retrieved April 15, 2020. The paper reviewed about the rise in the demand of online content and reasons behind such sudden drastic changes. It also studied the pattern of rise in the usage of on-demand content.

Mandavia, M. (2019, September 26). India has second highest number of Internet users after China: Report. Retrieved April 10, 2020. The report reviewed that India is having the highest count of internet users and that China takes place one. The entire study revolves around the number of internet users.

Dasgupta, Dr. S., & Grover, Dr. P. (2019). UNDERSTANDING ADOPTION FACTORS OF OVER-THE-TOP VIDEO SERVICES AMONG MILLENNIAL CONSUMERS. This reviews the adoption of OTT platform contents over the traditional ones over time. The adoption has had many valid reasons and explanation and the millennial customers were the targeted sample, 10(1), 61– 71.

Singh, Paramveer. (2019). New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms. It reviewed the new media change and many people have started to shift from traditional methods or platforms like plays, shows, theaters and such. The change agent of Indian television and Cinema has been studied and thus reviewed.

Bhavsar, R. (2018). The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries – An Analysis. Amity Journal of Media & Communication Studies, reviewed the upcoming and uprising in the digital media consumption, it has been noted that there has been an increase in the consumption of digital media which is challenge for the traditional modes, 8(1), 17–23. Retrieved from

Navsangeet Saini, (2020) Usage Of Ott Platforms During Covid-19 Lockdown: Trends, Rationale And Implications– Palarch's Journal of Archaeology of Egypt/Egyptology 17(6), ISSN 1567-214X. Navsangeet Saini, in his paper talks about how OTT usage has been since corona from the start of lockdown. It is in the wake of these trends and statistics of increasing preference and dependence on OTT platforms for entertainment, information and engagement among the viewers that this study has been conducted.

Research Methodology

Need and scope for study-

- To analyze the impact of novel corona virus on the OTT platforms.
- To analyze if there any changes in the usage pattern and satisfaction of subscribers before and after lockdown.

Objective of the study-

This project is designed mainly to identify and evaluate the satisfaction level of OTT usage before and during COVID-19.

Primary objective: -

To study about the ‘satisfaction level of online entertainment (OTT) pre and during COVID-19’ targeted on people of Chennai.

Secondary objective: -

To study the preference of people over OTT and Traditional modes of entertainment.

Sampling Technique-

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

Snow ball sampling

Snowball sampling or chain-referral sampling is defined as a non-probability sampling technique in which the samples have traits that are rare to find.

This is a sampling technique, in which existing subjects provide referrals to recruit samples required for a research study.

Analysis and Findings

In this chapter, effort has been made to analyze statistically the findings of the survey.

PAIRED T-TEST

Null Hypothesis (H0) – There is no significant difference between the motivation level, before and after lockdown.

Alternative Hypothesis (H1) - There is significant difference between the motivation level, before and after lockdown.

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error
Pair 1 Satisfactionbefore	3.19	102	.962	.095
Satisfactionafter	4.15	102	.825	.082

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Satisfactionbefore & satisfactionafter	102	.040	.690

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Before satisfaction - After satisfaction	-.961	1.242	.123	-1.205	-.717	-7.812	101	.000

Source: Primary data.

Interpretation-

Since $|t| \geq 2.262$ (i.e., $|-7.812| > 2.262$) we reject H_0 and accept H_1 which means there is significant difference between the motivation level of OTT usage before and after lockdown. And also the mean value 3.19(before lockdown) is different from 4.15(after lockdown) hence accept H_1 .

T-TEST

Null Hypothesis H_0 = There is no significant difference in preference from old traditional mode to OTT platforms.

Alternate Hypothesis H_1 = There is significant difference in preference from old traditional mode to OTT platforms.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
PREFERENCE	102	1.34	.477	.047

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PREFERENCE	28.432	101	.000	1.343	1.25	1.44

Source: Primary data.

Interpretation-

- Since the value of $p < 0.05$ @ 95% (i.e., $0.000 < 0.05$) reject H_0 and accept H_1 which means there is significant difference in preference from old traditional mode to OTT platforms and that OTT has been preferred majorly after lockdown.

Findings

- Majority (65%) of the respondents prefer OTT over traditional modes.
- Majority (36.67%) of the respondents says were satisfied with OTT before and (88.78) after the lockdown.

Conclusion

The findings of this study show that lockdown has played a major role in the increase in viewership of OTT platforms, as people working from home are also using OTT platforms more. The satisfaction level of users has increased that users are willing to make on OTT platforms is Rs 100–500 (per month). The satisfaction level of customers is directly related to space to watch with family, time to use OTT platforms, the quality of content on OTT platforms and preference of OTT platform over television or theaters.

It finds that there is a discernible rise in the prevalence of OTT as a preferred medium, a habit solidified by the formerly unheard-of lockdown due to the highly virulent COVID-19 pandemic. The main reasons for OTT popularity are availability of cross- cultural content, a subscription to virtually unlimited content, and the satisfaction it provides.

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