

**AN ANALYSIS OF STUDENT PRECEDENCE TOWARDS EDUCATIONAL OTT PLATFORMS  
BEFORE COVID-19 AND AFTER COVID-19 WITH SPECIAL REFERENCE COIMBATORE  
DISTRICT**

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**ABSTRACT:**

The project aims to analyse Student precedence towards various educational OTT Platforms in India. The study includes a comprehensive analysis of various factors that influence Students to use educational Platforms. Percentage analysis was used to analyse the responses of the survey.

**INTRODUCTION:**

Educational Over-The-Top (OTT) platforms are digital media streaming services that offer educational content and tools through a subscription based or an on-demand service model.

Educational OTT platforms have revolutionized the traditional education system, making learning more immersive, engaging, and interactive.

**REVIEW OF LITERATURE**

**STUDIES THE USAGE OF OTT PLATFORM DURING COVID 19  
LOCKDOWN” (2019) by**

Navsangeet Saini: study that states Digitization has revolutionized the way it access and consume content.

**“ROLE OF COVID AS A CATALYST IN INCREASING ADOPTION OF OTT’S IN INDIA”  
(2020)**

by Garima Sharma Nijihawan, Prof. (Dr) Surbhi Dahiya a study of evolving consumer consumption patterns and future business scope. Survey method was used to carry out the primary research.

## **“AN ANALYSIS OF CUSTOMER PREFERENCE TOWARDS OTT**

**PLATFORM (2021) by**

Animesh Chandra and Sushree Sangita Ray explains the study that the media and the entertainment industry is going to shift to video- on- demand and this opportunity should be grabbed well channel providers.

### **OBJECTIVES:**

- To recognize popular educational OTT platforms.
- To measure the pattern in the usage of educational OTT platforms.
- To Meet the learning style or needs of students.

### **SCOPE OF THE STUDY:**

This study is to know how the educational OTT Platform influence students during COVID-19. This study is to analyze how the students make use of educational OTT Platform to enhance knowledge. This study shows how the students overcome the problems during pandemic with the help of educational OTT Platform.

### **RESEARCH METHODOLOGY:**

This project is based on primary data collected through questionnaires from 119 users of Educational OTT Platforms within Coimbatore Town. The Questionnaire design is built up to know the age group of users, the reason behind using these OTT Platforms. Journal references and websites were also reviewed.

### **Sampling techniques:**

A convenient sampling was used for the purpose of survey and a questionnaire was floated among them.

### **Period of study:**

The study was held for a period of 3 months.

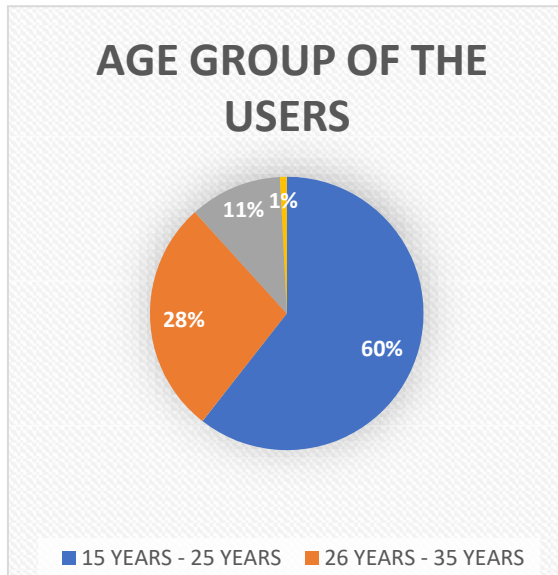
### **Tools for analysis:**

### **Percentage analysis:**

No. of. Respondents/sample size \* 100

## DATA ANALYSIS AND INTERPRETATION:

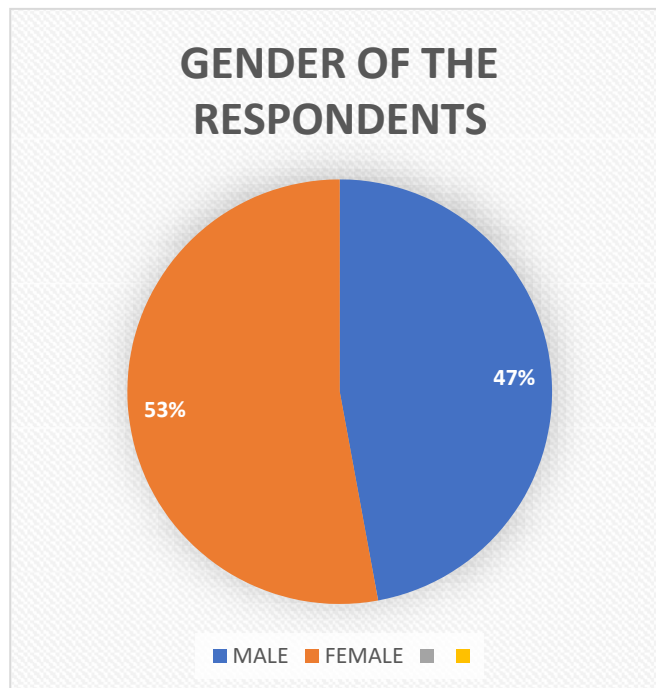
### AGE OF THE RESPONDENTS



## INTERPRETATION:

It is noted from the above table that 60.5% of respondents are between the age of 15 – 25 years, 27.7% of respondents are between the age of 26 – 35 years, 10.9% of respondents are between the age of 36 – 45 years, 0.8% of respondents are above the age of 46 years.

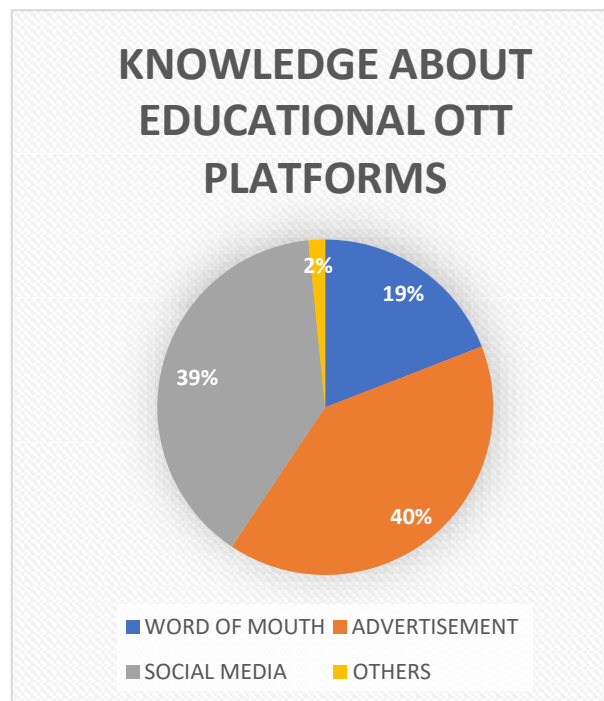
## GENDER OF THERESPONDENTS



## INTERPRETATION:

It is noted from the above table that 47.7% of the respondents are male and 52.9% of the respondents are female.

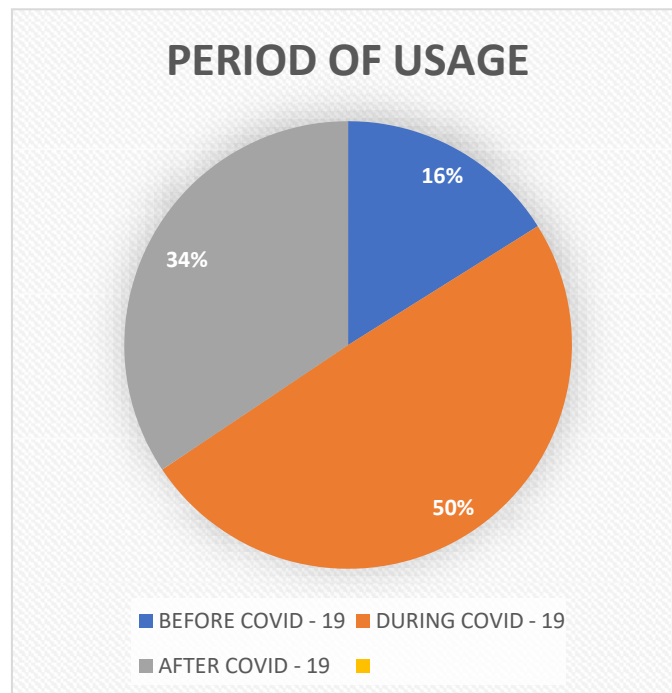
## KNOWLEDGE ABOUT OTT PLATFORMS



### INTERPRETATION:

It is noted from the above table that 16.1% of the respondents used educational OTT Platforms before COVID 19, 49.5% of the respondents used educational OTT platforms during COVID 19, 34.4% of the respondents used educational OTT Platforms after COVID 19.

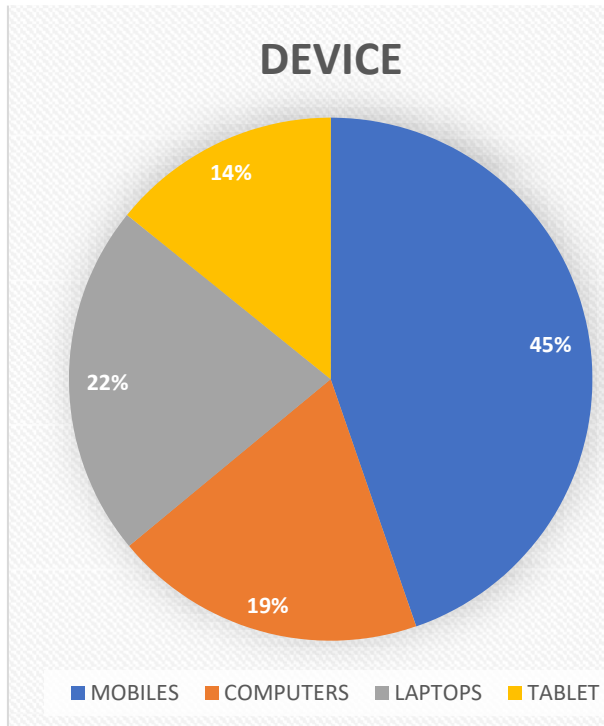
## PERIOD OF USAGE



## INTERPRETATION:

It is noted from the above table that 19.1% of the respondent received information through word of mouth, 40.3% of the respondent received information through advertisement, 39% of the respondent received information through social media, 1.6% of the respondent received information through other means.

## DEVICE USED BY RESPONDENTS



## INTERPRETATION:

It is noted from the above table that 44.7% of the respondents used mobile phones, 19.3% of the respondent used computers, 21.8% of the respondent used laptops, 14.2% of the respondent used tablets.

## FINDINGS

- The majority of the respondents are between the age of 15 – 25 years.
- The majority of the respondents are Female.
- The majority of the respondents received Information through advertisements.
- The majority of the respondents used Educational OTT platforms during COVID -19.
- The majority of the respondents preferred mobile phones.

## **SUGGESTIONS**

- Choosing the right educational platform is really important.
- Awareness about various courses should be given.
- Educational videos should be crisp and easily understandable so the learners have the thirst to learn.

## **LIMITATIONS**

- The study is based on the attitude and perception of the students.
- The study is done around the Coimbatore District.
- The study is done for a maximum of 119 response.
- The study is based on student preference whose various OTT Educational Platforms.

## **CONCLUSION**

These platforms provide a unique learning experience by integrating new technologies and innovative features, making it more accessible, engaging, and personalized. With OTT platforms, learners can access an extensive range of high-quality educational content anytime, anywhere, and at their own pace, ensuring a more effective learning experience.

Moreover, these platforms offer substantial benefits for educators, including the ability to track student progress, provide personalized feedback, and manage learning outcomes efficiently.

## **REFERENCE:**

- “ROLE OF COVID AS A CATALYST IN INCREASING ADOPTION OF OTT’S IN INDIA” (2020) by Garima Sharma Nijhawan.
- STUDIES THE UNDERSTANDING THE INTENTIONS OF THE STUDENTS TO USE OTT PLATFORMS (2021) by Trinlry Paldon.
- “STUDIES ABOUT THE OTT SERVICE IN MEDIA INDUSTRY” (2021) by Raunak Mehta.



WEBSITES:

1. <https://dspace.christcollegeijerk.edu.in:8080/jspui/bitstream/123456789/1656/3/CCAUMCM002%20Aksaya.pdf>
2. [https://www.researchgate.net/publication/348929029\\_Covid-19\\_Lockdown\\_Entertainment\\_and\\_Paid\\_OTT\\_Video-Streaming\\_Platforms\\_A\\_Qualitative\\_Study\\_of\\_Opinions\\_on\\_PreferencesTheatre\\_or\\_Home](https://www.researchgate.net/publication/348929029_Covid-19_Lockdown_Entertainment_and_Paid_OTT_Video-Streaming_Platforms_A_Qualitative_Study_of_Opinions_on_PreferencesTheatre_or_Home)
3. [https://www.researchgate.net/publication/361490917\\_AN\\_EXPLORATORY\\_STUDY\\_ON\\_THE\\_RISE\\_OF\\_SELECTIVE\\_VIDEO\\_OTT\\_PLATFORMS\\_IN\\_CHENNAI\\_DURING\\_COVID-19\\_PANDEMIC\\_PROJECT\\_REPORT](https://www.researchgate.net/publication/361490917_AN_EXPLORATORY_STUDY_ON_THE_RISE_OF_SELECTIVE_VIDEO_OTT_PLATFORMS_IN_CHENNAI_DURING_COVID-19_PANDEMIC_PROJECT_REPORT)