

COMPARATIVE ANALYSIS OF CONSUMER PREFERENCE TOWARDS SOURCES OF ENTERTAINMENT WITH REFERENCE TO DTH AND OTT

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ABSTRACT:

OTT services provide entertainment media through a direct internet connection to its customers, while DTH service providers require a connection in the house through a set top box.

Objectives - *This research was conducted to understand the relation between people's preference for entertainment platforms and content availability, content quality, convenience of use, affordability, and customer service of DTH and OTT services.*

Methods - *The research was analytical in nature. Primary data for this research was collected through a Google Form questionnaire and the sample size was 307 respondents. The data was analyzed using the Pearson Chi Square test to understand the relationship between our chosen variables.*

Conclusion - *It was found that there was a significant association between people's preference for entertainment platforms and content availability, content quality, convenience of use, affordability, and customer service of DTH and OTT services.*

Keywords: Entertainment Sources, Content Quality, Content Availability, Convenience of use, Affordability, Customer Service

INTRODUCTION:

OTT services have been used by many people in developed countries long before the COVID-19 pandemic. However, these services have only recently become popular in India and grown since the COVID-19 pandemic. OTT services use the internet and connect directly to consumers, whereas DTH requires a cable connection.

DTH services are traditional cable services. DTH providers receive shows or movies from production houses and then deliver that media to its customers through the set-top box. Until very recently, DTH and movie theatres were the only source of video entertainment in India.

The market for OTT platforms in India has a large potential for growth whereas DTH services are already established. Although a contributing factor to the shift towards OTT services is how well DTH is able to keep up with the preferences and wants of their consumers.

This paper aims to understand the shift toward OTT services by comparing certain parameters to a consumer's preference to watch either DTH or OTT. This paper will compare a consumers' preference to watch either DTH or OTT with the content available and its quality, which platform is more convenient to use, the affordability of either platform, and the platforms' customer service. Comparing these parameters will give an insight as to why there is a shift toward OTT platforms from DTH services.

RESEARCH QUESTIONS:

1. How would availability and quality of content affect people's preferences?
2. Does convenience, affordability and customer service impact people's preferences?

OBJECTIVES:

This research was undertaken for the following objectives:

1. To identify if the availability and quality of content affects people's preferences.
2. To understand if convenience, affordability and customer service impact people's preferences.

HYPOTHESES OF THE STUDY:

1. **Null Hypothesis (Ho)** - There is no significant association between preference for watching entertainment platforms and content availability of the entertainment platforms.

Alternate Hypothesis (H1) - There is a significant association between preference for watching entertainment platform and content availability of entertainment platforms.

2. **Null Hypothesis (Ho)** - There is no significant association between preference for watching entertainment platforms and content quality of entertainment platforms.

Alternate Hypothesis (H1) - There is a significant association between preference for watching entertainment platform and content quality of entertainment platforms.

3. **Null Hypothesis (Ho)** - There is no significant association between preference for watching entertainment platforms and convenience to use entertainment platforms.

Alternate Hypothesis (H1) - There is a significant association between preference for watching entertainment platform and convenience to use entertainment platforms.

4. **Null Hypothesis (Ho)** - There is no significant association between preference for watching entertainment platform and affordability of entertainment platforms.

Alternate Hypothesis (H1) - There is a significant association between preference for watching entertainment platform and affordability of entertainment platforms.

5. **Null Hypothesis (Ho)** - There is no significant association between preference for watching entertainment platforms and customer service of entertainment platforms.

Alternate Hypothesis (H1) - There is a significant association between preference for watching entertainment platform and customer service of entertainment platforms.

REVIEW OF LITERATURE:

Pramit Gupta's (2021) key goal was to “understand and analyze the reasons why Indians have a trend to shift towards web series from traditional TV series. According to Gupta's research, web series had more content, content variety, and quick accessibility among other reasons. In contrast to web series, some respondents preferred TV series because the content was more family friendly, and TV subscriptions are cheaper than OTT subscriptions. Gupta successfully highlights the factors that are influencing the shift to web series, and shows the high acceptance of OTT platforms in India.

Sundaravel and Elangovan (2020) explain why OTT services emerged and are growing due to audience characteristics such as age, affordability, content consumed, etc. According to the authors, two of the most important factors for consumers that prefer OTT services are the availability of affordable internet and consumers are able to watch personalized content (Sundaravel & Elangovan, 2020, p. 490-491). More people

are subscribing to OTT services because of the affordability and the availability and quality of content. The results from this article concur with the other articles.

Gangwar, et al. (2020) aimed to understand the factors impacting the growth of OTT platforms in India. The authors found that even though cost/affordability is a factor, Indian viewers are willing to pay more for extra benefits of OTT services regardless of their income (Gangwar, et al., 2020, p. 5112). One of these extra benefits is the availability of various genres of content on OTT platforms, including original content produced by the OTT platforms themselves. This article's findings are in line with the other articles considered in this research paper.

Gupta and Singharia (2021) aimed to find the factors that influence people who are subscribed to OTT services to continue their subscription, with a focus on quality of customer service. The authors found that the way that OTT services interact with their customers and the quality of their service impacts whether more people will subscribe or not. They further state the impacts of these two factors lessen as the customer forms a habit to automatically watch the subscribed OTT platform (Gupta and Singharia, 2021, p. 43). Customer service provided by entertainment services is an influencing factor until the customers habitually turn to the service when they wish to consume entertainment media.

Rohit Jose (2020) focused on finding a few factors that have influenced the shift from traditional television to OTT services. He finds that user friendliness and content richness have a significant influence on this shift (Jose, 2020, p. 4050). The factors that influence content richness along with this recommendation engine positively impacts the user friendliness of OTT services (Jose, 2020, p. 4051). Jose's article concurs with Gupta and Singharia's (2021) article about the quality of service as well as Pramit Gupta's (2021) article about the easy use of OTT services.

Saha and Prasad have similar objectives as the previous articles. The authors found that 75% of the respondents preferred viewing content from OTT services (Saha & Prasad, 2021, pp. 648-649). Saha and Prasad (2021) found that OTT services have better quality of content (p. 650). The authors also mention affordable internet as a factor.

Haritha and Joseph (2021) also aimed to find the factors that influenced subscription to OTT platforms and the potential changes to the cinema experience caused by OTT services. The authors found that the two major factors that influenced subscription to OTT services are quality of content and affordability (Haritha & Joseph, 2021, p. 1646). They also found that convenience, content availability, and increase of smartphone penetration are also factors that positively impact the growth of OTT platforms (Haritha & Joseph, 2021, p. 1646). Haritha and Joseph's research agrees with other article's findings.

RESEARCH DESIGN:

Research design is focused on various research methodologies and frameworks used by the researcher to conduct their research. The design is chosen by a researcher by analyzing which would be most fruitful for their research.

Study Design and Setting - For this particular research, descriptive and analytical research was used. It focused on comparing the respondents' preference to entertainment services with other parameters. The data collection was primary data collection using a Google Form questionnaire to collect data from individuals in Mumbai. The items in the questionnaire included items focused on if respondents prefer DTH or OTT and Content Availability, Content Quality, Convenience of use, Affordability and Customer Service.

Demographic, Sample and Sampling Techniques - The demographic chosen ranged from the Boomers to Generation X, Y (Millennials) to Generation Z. The method of sampling for this paper was Simple Random Sampling and the sample size was 307 participants. This research design helped us prove the alternate hypotheses.

DATA ANALYSIS TOOLS AND TECHNIQUES:

The tools used for this paper were the Pearson Chi Square test which is a test used to understand the relationship between categorical variables, and is used to understand the difference in the observed frequencies and the expected frequencies.

This test was used here to understand the difference the various respondents had in terms of preference compared to Content Availability, Content Quality, Convenience of use, Affordability and Customer Service of OTT platforms and DTH.

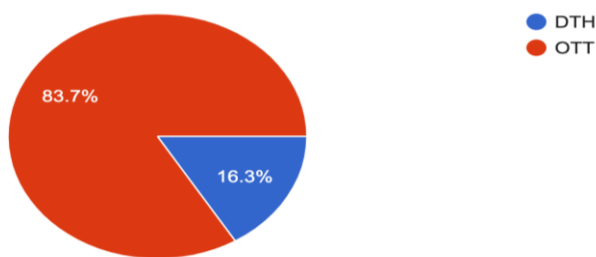
ANALYSIS AND INTERPRETATION:

DESCRIPTIVE ANALYSIS

Descriptive analysis is focused on statistical summaries that qualitatively describes data from the collected information. It is the representation and summarization of data points from a data set collected from a sample. This analysis is used to better understand our data.

Figure 1

Comparison of Content Availability of Entertainment Sources



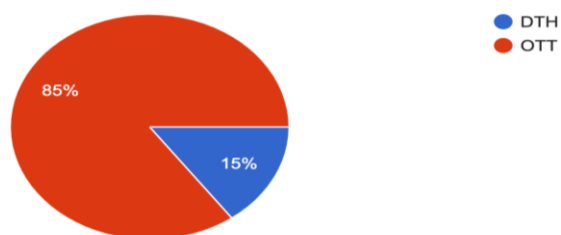
Note -

Sources: The data in the pie chart was self-compiled, using a questionnaire.

In this pie chart, the color blue represents DTH and red represents OTT. It can be seen in Figure 1, that 83.7% participants prefer OTT over 16.3% of the participants who prefer DTH, when asked if content availability plays a role in the preference between the two entertainment sources.

Figure 2

Comparison of Content Quality of Entertainment Sources



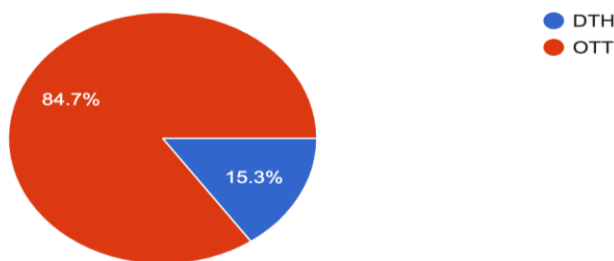
Note -

Sources: The data in the pie chart was self-compiled, using a questionnaire.

In this pie chart, the color blue represents DTH and red represents OTT. It can be seen in Figure 2, that 85% participants prefer OTT over 15% of the participants who prefer DTH, when asked if the content quality plays a role in the preference between the two entertainment sources.

Figure 3

Comparison of the Convenience of Use of Entertainment Sources



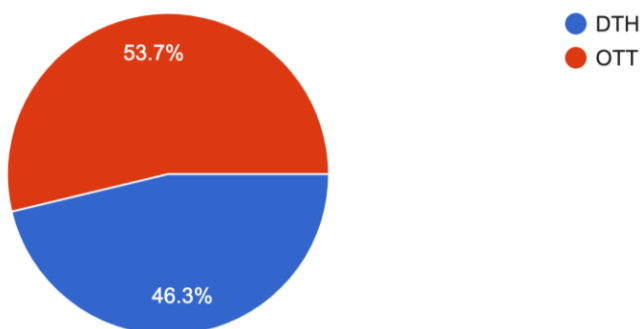
Note -

Sources: The data in the pie chart was self-compiled, using a questionnaire.

In this pie chart, the color blue represents DTH and red represents OTT. It can be seen in Figure 3, that 84.7% participants prefer OTT over 15.3% of the participants who prefer DTH, when asked if the convenience of use plays a role in the preference between the two entertainment sources.

Figure 4

Comparison of Affordability of Entertainment Sources



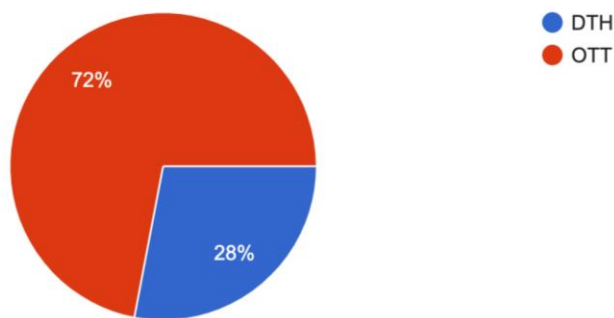
Note -

Sources: The data in the pie chart was self-compiled, using a questionnaire.

In this pie chart, the color blue represents DTH and red represents OTT. It can be seen in Figure 4, that 53.7% participants prefer OTT over 46.3% of the participants who prefer DTH, when asked if affordability plays a role in the preference between the two entertainment sources.

Figure 5

Comparison of Customer Service of Entertainment Sources



Note -

Sources: The data in the pie chart was self-compiled, using a questionnaire.

In this pie chart, the color blue represents DTH and red represents OTT. It can be seen in Figure 5, that 72% participants prefer OTT over 28% of the participants who prefer DTH, when asked if the customer service plays a role in the preference between the two entertainment sources.

INFERENCE ANALYSIS

Inferential analysis are statistical tools which are used to allow one to draw inferences or conclusions from the data, and draw associations between variables. This analysis is specifically used to prove the hypothesis.

Table 1

Chi Square Test: Hypotheses and Results

S. No	H0: Null- Hypotheses	Test Statistics	P Value	Accepted / Rejected
1	There is no significant association between preference for watching entertainment platform and genre of content available on the entertainment platform	Chi- Square Test	<.001	Rejected
2	There is no significant association between preference for watching entertainment platforms and quality of content available on the entertainment platform.	Chi- Square Test	<.001	Rejected
3	There is no significant association between preference for watching entertainment platforms and convenience to use on the entertainment platform.	Chi- Square Test	<.001	Rejected
4	There is no significant association between preference for watching entertainment platform and affordability of entertainment platform	Chi- Square Test	<.001	Rejected
5	There is no significant association between preference for watching entertainment platforms and customer service of entertainment platforms.	Chi- Square Test	<.001	Rejected

Sources: collected and computed through questionnaire.

Significant at $P < 0.05$ -Rejected, Non-Significant at $P > 0.05$ -Accepted

RESULT OF HYPOTHESES

Result 1. A chi-square test of independence was performed to examine the relation between the entertainment platforms that respondents prefer and content availability on entertainment platforms. The relationship between these variables was significant, $X^2 (1, N=307) = 94.713$, $p = <.001$. The null hypothesis was rejected. There is a significant association between the entertainment platforms that respondents prefer and content availability on entertainment platforms.

Result 2. A chi-square test of independence was performed to examine the relation between the entertainment platforms that respondents prefer and content quality on entertainment platforms. The relationship between these variables was significant, $X^2 (1, N=307) = 134.040$, $p = <.001$. The null hypothesis was rejected. There is a significant association between the entertainment platforms that respondents prefer and content quality on entertainment platforms.

Result 3. A chi-square test of independence was performed to examine the relation between the entertainment platforms that respondents prefer and ease of use of entertainment platforms. The relationship between these variables was significant, $X^2 (1, N=307) = 84.928$, $p = <.001$. The null hypothesis was rejected. There is a significant association between the entertainment platforms that respondents prefer and ease of use of entertainment platforms.

Result 4. A chi-square test of independence was performed to examine the relation between the entertainment platforms that respondents prefer and affordability of entertainment platforms. The relationship between these variables was significant, $X^2 (1, N=307) = 39.059$, $p = <.001$. The null hypothesis was rejected. There is a significant association between the entertainment platforms that respondents prefer and affordability of entertainment platforms.

Result 5. A chi-square test of independence was performed to examine the relation between the entertainment platforms that respondents prefer and customer service of entertainment platforms. The relationship between these variables was significant, $X^2 (1, N=307) = 73.375$, $p = <.001$. The null hypothesis was rejected. There is a significant association between the entertainment platforms that respondents prefer and customer service of entertainment platforms.

DISCUSSION:

From the above data, it can be seen that the parameters taken in this paper have an effect on people's preferences of choosing between DTH and OTT services.

Gupta (2021) and Sundaravel and Elangovan (2020) also exhibit that content availability and content quality are factors that are causing the growth of OTT services in India. In Jose's (2020) article, he explains that the easy usability (convenience of use) and more attentive customer service of OTT services are influencing the shift toward OTT services. Gupta and Singharia (2021) also mention better customer service of OTT platforms as a positive factor for the increasing subscription to OTT services from Indian consumers. Gangwar, et al. (2020) mention that more and more Indian consumers are able to afford the costs of OTT services which is causing more customers to prefer consuming entertainment media from OTT platforms.

In this way it is shown that there is a significant association between preference for watching entertainment platforms and the variables considered above.

CONCLUSION:

With the trend of entertainment media moving to OTT services, it is important to study some of the factors that are causing this change. This paper has researched the relationship of people's preference for entertainment sources to content availability, content quality, convenience of use, affordability, and customer service of DTH and OTT. It was found that people's preference for entertainment sources is impacted by each of the parameters considered. These results were further backed by other research articles mentioned in this paper as they had similar findings.

The results of this research have proved each of the alternate hypotheses because the analyses show that there was a significant association between people's preference for entertainment sources and content availability, content quality, convenience of use, affordability, and customer service of DTH and OTT services.

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