

Chapter-21

IMPACT OF OTT ON ENTERTAINMENT CONSUMPTION

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ABSTRACT

The reports theme is on the study of IMPACT OF OTT ON ENTERTAINMENTS CONSUMPTION and I have conducted both exploratory and descriptive research at my research I discovered at one time that people who watch ott have always their mind on entertainment channels like Netflix, Amazon prime videos, etc. The impact of over-the-top (OTT) on entrainment consumption is investigated inthis work. The OTT platforms used, the quantity of time spent on these, and theirsatisfaction are all part of this impact research.

Keywords: *Entertainment Consumption, Over the top, Shopping, Education, Information.*

INTRODUCTION

Over-the-Top (OTT) is a type of virtual entertaining that is delivered to audiences through Internet. Traditional content providers and distributors are overridden by OTT. A future era of modernized broadcasters is also referred to as OTT that, like traditional satellite or cable TV providers, transmit live coverage of direct specialised channels via the public Internet rather than a closed, private network of exclusive tools.

The impact of over-the-top (OTT) on entrainment consumption is investigated in this work. The OTT platforms used, the quantity of time spent on these, and their satisfaction are all part of this impact research. OTT material may be seen on phones, smart TVs. Apple TV, the PlayStation and Xbox, tablets, desktops, and laptops.

OTT platforms are rapidly improving as a result of daily technological advancements. There have been instances of cold-blooded rivalry as well as instances of firms seeking to build positive reputation in the consumer's mind. The entertainment sector is unpredictably profitable since the majority of revenues are based on the TRP or the box office receipts of a particular film. But OTT influences on the basis of reviews and ratings that are real time and people are more involve in these and try to influence through their opinions

LITERATURE REVIEW

It is a detailed outline of significant journals and other information on a certain topic. The reviewincludes academic journals, publications, websites, and other sources.

The literature review describes, summarises, and evaluates each source. It's usually part of agraduate thesis or research as a distinct section.

Shilpa et al. (2021) in this research paper "Impact of marketing mix on consumer satisfaction- a study of consumers of OTT platform in India said that today's era is known as the technological era i.e. more involvement of IT sectors. Everything is now available online. from education to amusement.

Information and items are now simply a few clicks away. The way we work and consume content has changed fiercely as a result of digitalization. OTT platforms are becoming more demanding as a result of the and fiercely people are increasingly turning to the Internet for entertainment, shopping, education, and information. This OTT platform has shifted the new dawn's patterns. To protect themselves against the coronavirus, citizens strictly stuck to lockdown and social distancing. As a result, OTT platforms were the final remaining avenues for people to communicate with the rest of the world. User happiness and the impact of the marketing mix on OTT platform users were the main focus of this study. The collected data were analyzed using the Frequency test, Correlation, and Regression, as well as the ANOVA test, with a sample size of 200 persons. The study indicated that OTT services like Amazon, Netflix, Hotstar, and voot are currently the most liked not just among millennials but also among housewives, employed men, entrepreneurs, and kids.

RESEARCH OBJECTIVE

The live news broadcaster, traditional entertainment media channel, telecom and even the IT sectors has been affected by the OTT platforms. While a multitude of aspects have influenced its rise, players have just scratched the surface of the Indian market's potential when it comes to evaluating the surface. The occurrence of a pandemic provided a boost to the media revolution. OTT adoption on a national scale in India markets in both the city and the region are included. Likewise, there is a tremendous war going on between established companies players who have played a role in rewriting regulations Formats for marketing and advertising on the internet platform.

Keeping all of these considerations in mind the following are the objectives of this research aspects:-

- Acquire and evaluate user feedback on OTT as a platform's "likes and dislikes"
- The purpose was to look into and compare user preferences and behaviours for OTT and Conventional Television Programming
- To identify prominent OTT platforms and favoured contents.
- To evaluate what made consumer to shift towards OTT.

RESEARCH METHODOLOGY

The study included participants aged 18-24, who are typically students, to see how the emergence of OTT has influenced their consumption of various OTT platforms, as well as those aged 30-38, who are typically parents, professors, and housewives, to see how OTT has influenced their taste and preference for watching content.

Types of research used is:

- Qualitative Research
- Descriptive Research
- Surveys

Qualitative Research is defined as a study of human behaviour, attitude, environment, and experience based on observations and interpretations. In this research human experience and point of view is studied with the help of observations, surveys and focus group.

Observations are done with the help of secondary data collected from different journals and research papers and interpreted to know the human perceptions on the entertainment consumption pattern and how OTT has influenced on their mind. Next was survey done with the help of questionnaire built in Google forms and circulated around a small number of audience and then focus group is also taken into consideration like in a form of normal and neutral discussion between the age group of 18-24, basically to know how they think of OTT and what is the impact on their preference on contents. Based on this they like to watch web series because it is new and has a long interesting story and carries for a long time.

Descriptive research, facts are reflected, and surveys are conducted to explain the facts. In this we have chosen different research paper and taken some of the facts from that in order to explain that and implement in this research study, for those facts to be explained survey through Google form has been conducted and posted on internet in order to get response.

Tools used for Analysis:

- Pie chart

DATA ANALYSIS

- **OTT Platform Preference**

Chart 1.1

Most people prefer to see movies on demand rather than in theatres.

- **Change in usage of OTT after COVID-19**

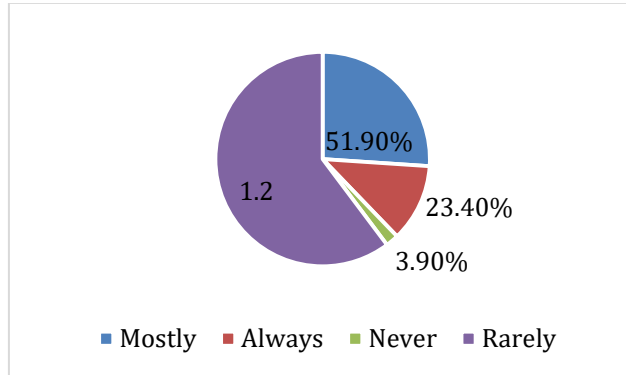


Chart 1.2

After the outbreak of the pandemic, the majority of respondents has significantly increased their uses of these OTT services.

- **Generally Uses OTT Platforms**

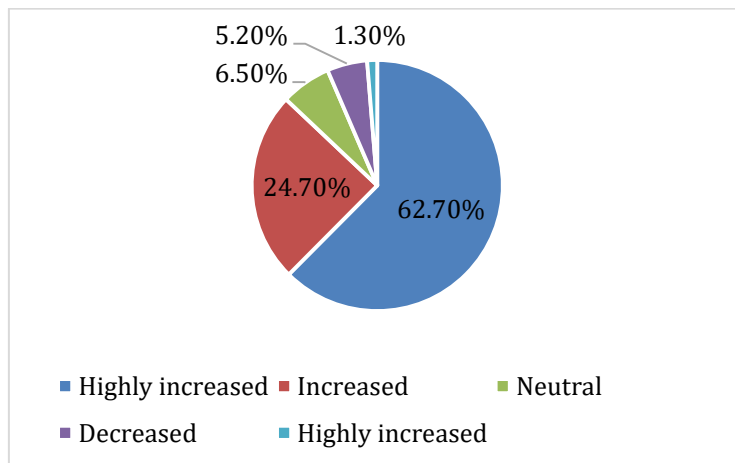


Chart 1.3

Netflix is by far the most preferred OTT platform among the 77 respondents, followed by Amazon Prime Video.

- **Number of platforms regularly used**

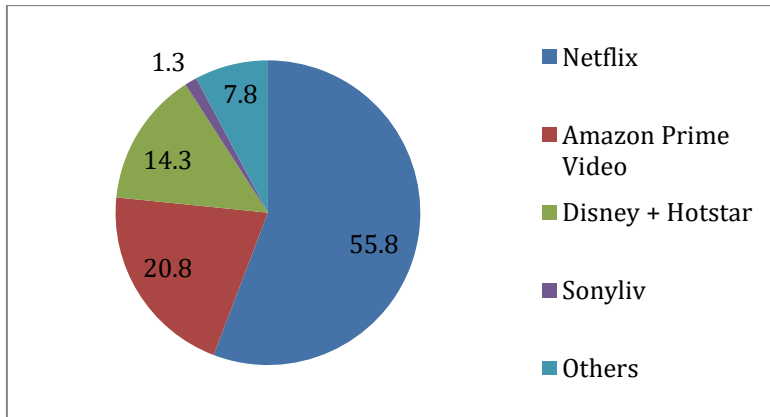


Chart 1.4

Mostly there are only 2 OTT used by people.

- **Factors Affecting The Use of OTT Platforms**

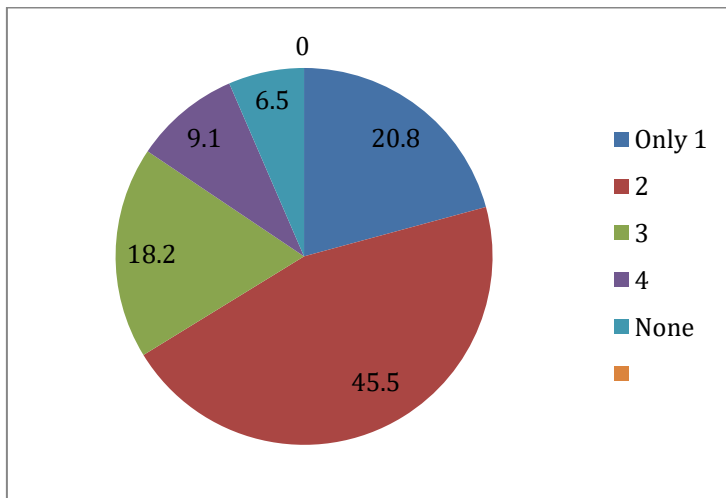


Chart 1.5

Social media, which includes Facebook, WhatsApp, and Instagram, influenced by most people.

- **Outline of Useage of OTT**

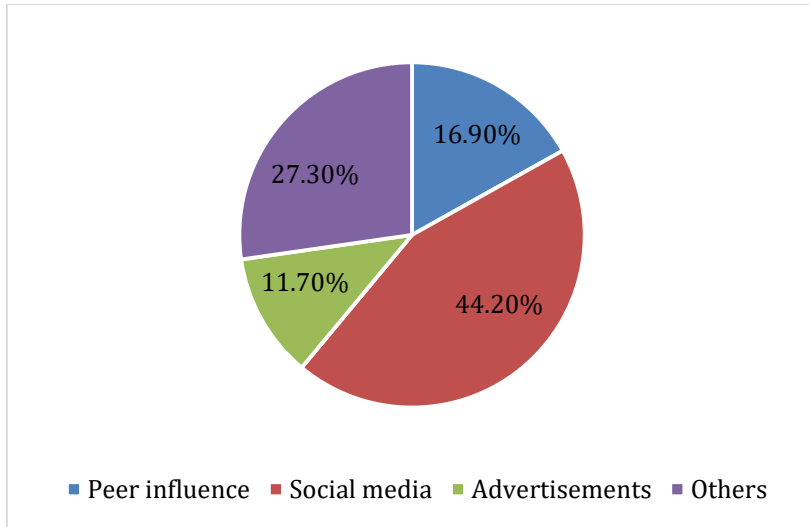


Chart 1.6

According to their preferences, mostly ott usage is on daily basis.

- **Preferred Contents on OTT**

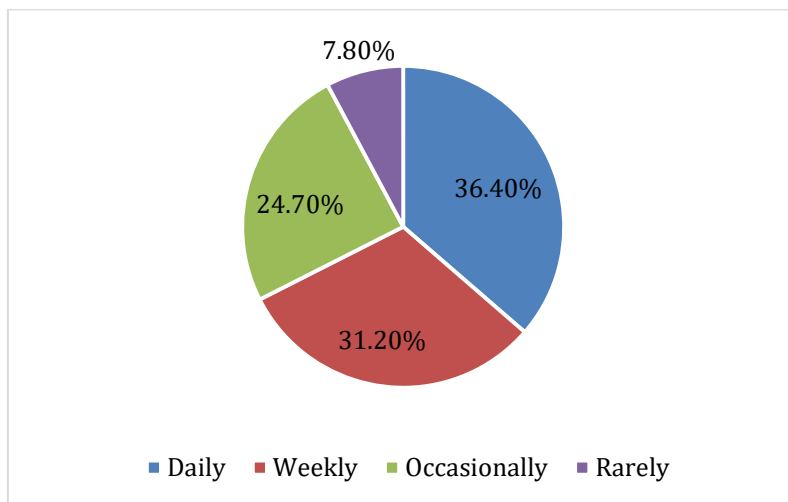


Chart 1.7

Mostly Preferred contents on ott platform are web series.

- **Subscribed from any OTT Platforms**

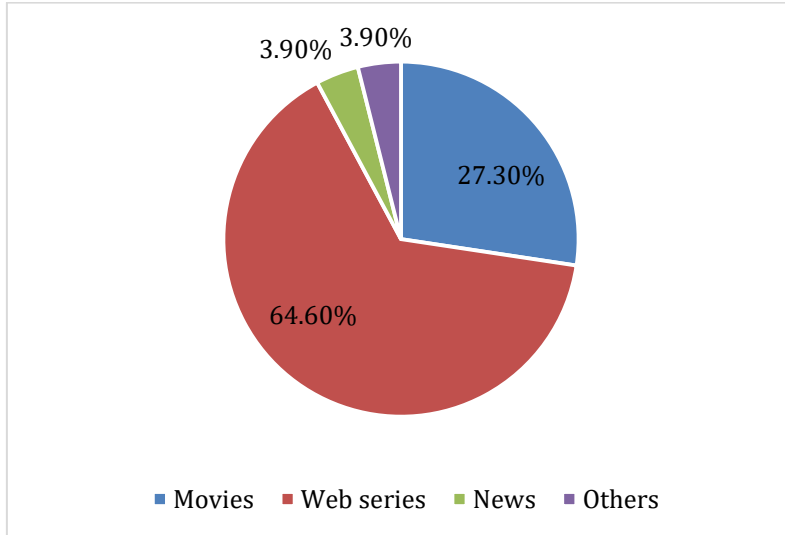


Chart 1.8

Out of 77 respondents around 72.3% of respondents have paid for using the OTT platform and rest don't pay to use OTT platforms.

- **Perspective on Imposing Censorship**

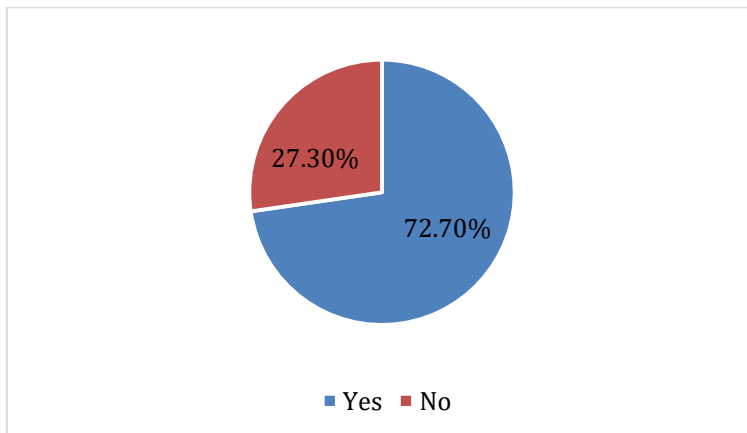


Chart 1.9

According to their preferences the perspective on imposing censorship is neutral.

- **Suggesting others to use OTT Platforms**

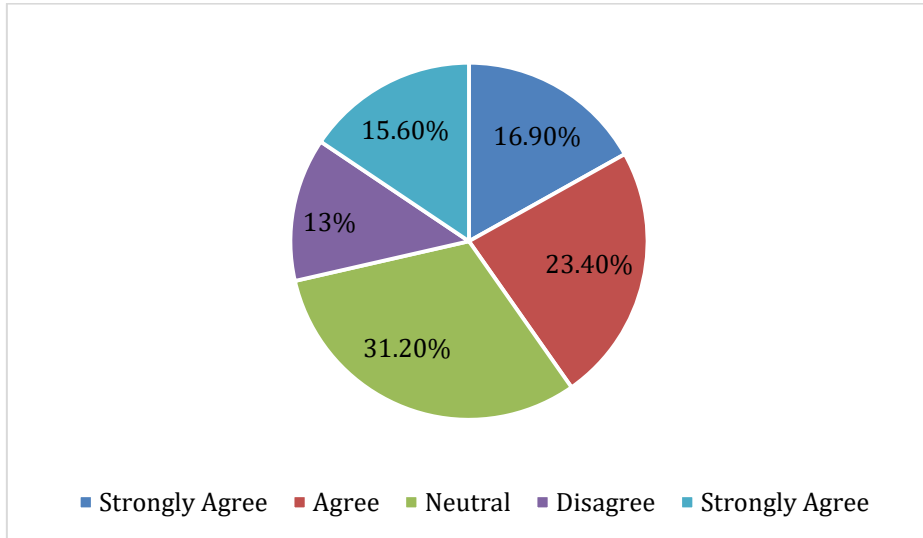


Chart 1.10

Mostly respondents are certain that they would recommend OTT platforms to others.

- **OTT Experience Rating**

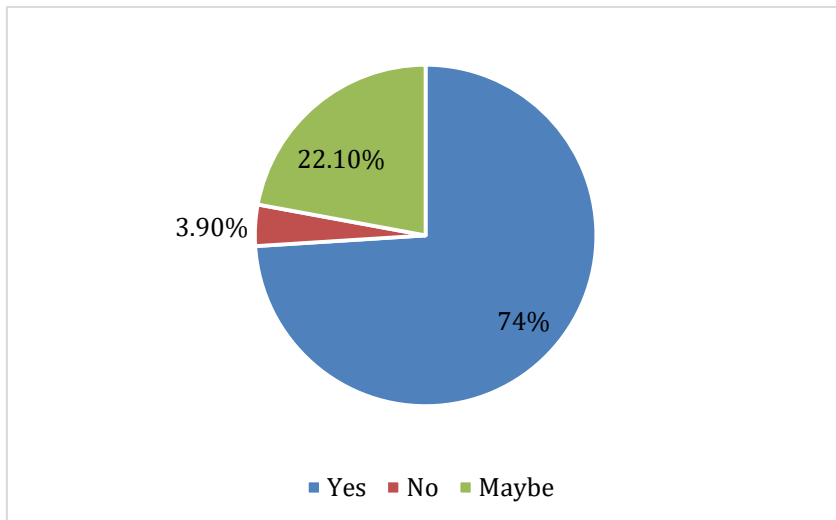
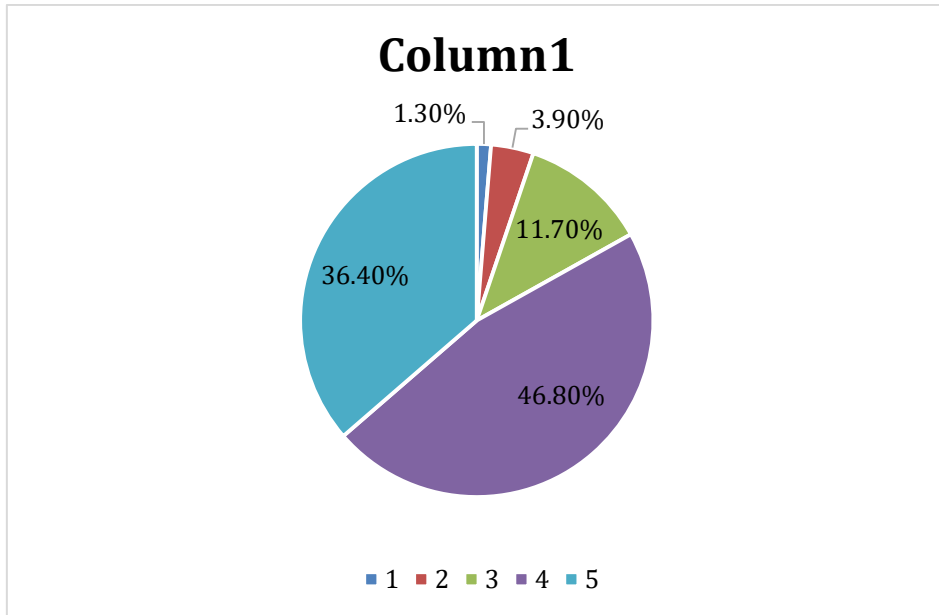


Chart 1.11

Out of 77 respondents, 46.8% respondents rated 4 out of 5 and 36.4% rated 5 out of 5. Remaining respondents i.e. for 3 out of 5 was 11.7% and some percentage of respondents.



FINDINGS

1. According to the preference ott platforms are used 51.90%,mostly 23.40% always,3.90% never and 1.2% rarely.
 - According to the preference change in usage of ott after covid-19 outbreak are 62.70%,highly increased,6.50%,neutral 5.20%increased,1.30%,Highly decreased,24.70% increased.
 - According to general uses of ott platforms are Netflix 56.8%,20.8% amazon prime video and 14.3% Disney+hotstar.
 - According to preference regular used are 2 ott platforms used.
 - Preferred contents on ott platforms social media include instagram,whats app.
 - Preferred contents on ott platform is Web series.
 - According to their preference the perspective on imposing censorship is

neutral.

- Mostly respondents are certain that they would recommend OTT platforms to others.
- Out of 77 respondents, 46.8% respondents rated 4 out of 5 and 36.4% rated 5 out of 5. Remaining respondents i.e. for 3 out of 5 was 11.7% and some percentage of respondents.

2. The purpose was to look into and compare user preferences and behaviours for OTT and conventional television programming.

- More than half of the 77 respondents said they prefer to see movies on OTT rather than in theatres.
- And other 23.4% preferred only OTT to watch
- Very less respondent choose to watch movies in theatres
- This referred that OTT has impacted the preference of the consumer in the entertainment pattern.

Suggestions

OTT might let content influence millions of potential users for a fraction of the cost of a traditional release and commercial marketing. The simultaneous broadcast of a new film on television and over the internet (OTT) can draw billions of audiences throughout the world. By selling their internet adverts, the production studio may potentially generate millions in the first weekend of release.

Better and much more effective subscription plans will be launched to meet the needs of the mass of consumers who only use OTT platforms on occasions. The OTT sector should look for fresh opportunities to expand into new markets. With time, this will lead to fresh tasks or priorities. In other words, the film business will grow to new heights. Over time, more positions will be generated. More viewers will gain early access to high-quality material. There will be more stuff consumed. Experiencing movies in new ways will be changed. On OTT, movies will be released on a weekly or even daily basis.

LIMITATIONS

- ❖ This research only has 77 respondents; all of them are of various ages. As a result, the findings and recommendations of the study can't be applied to the entire populations.
- ❖ The primary data gathered might be misinterpreted and unfair.
- ❖ Some suggestion may be inappropriate and may not apply in general.

CONCLUSION

The impact of OTT on entertainment consumption has fundamentally changed consumer tastes. If you're viewing something on an OTT platform, you can pause, rewind, or forward the content, and you can watch it on your laptop, TV, or phone but this ease we will not get through watching any content in television. It includes programming for people of all ages. and the shows are not time-limited. The emergence of the COVID-19 pandemic has benefitted OTT platforms, resulting in amplified consumption and OTT being the main mode. The most popular OTT material is movies and web series, which are liked owing to the availability of original content that is not censored. The government's intention to restrict the contents of OTT platforms would have a significant impact, as most users prefer to watch unique material that is not accessible in theatres or on other platforms.