

Chapter-09

IMPACT OF OTT ON THE ENTRAINMENT CONSUMPTION

¹ROMA SINHA

¹Student, School of Business Studies, Sharda University

²Dr. M. D. CIDDIKIE

²Professor, School of Business Studies, Sharda University

ABSTRACT

The goal of this research paper is to examine the impact of OTT on entertainment consumption. As we can see the difference in a decade that previously the major part of entertainment sources are just theatres or the television but when OTT platforms were launched consumers especially the teenager found the very convenient source of entertainment because OTT platforms have that leverage of flexible timing, content preference, regional language options and personal space to watch and explore anything according to their preference.

Previously people are forced to go in the theatre to watch the movie they like but when OTT platforms are launched some of the contents they can watch free of cost and for some of their favourite movies they have that leverage to watch anytime, anywhere with anyone.

This has completely changed the consumer mind set and preference with respect to entertainment. With the introduction of OTT, family and friends are united even if they are not together. OTT has clearly impacted the taste of consumer and completely change the way people think about the entertainment. We can see the change in every age group like for housewives working men and women, students and even for the content creators. OTT has brought the complete evolution in the entertainment industry.

Keywords: *OTT, entertainment, preference, evolution*

INTRODUCTION

With the introduction of the internet, everything has evolved, and if we look into the entertainment industry for the previous few decades it has experienced unexpected and unmatched growth and expansions. People are now not bound to the traditional way for entertainment. With the adoption of smartphones, the internet, and low-cost net packs all these factors are all together made the growth and shift towards the OTT platforms. OTT has evolved as a new era of entertainment. With the introduction of

different OTT platforms consumers and now able to watch their preferred content anywhere in their preferred language, this has made the OTT most suitable for the consumer because this flexibility of time and offer to watch any shows in their preferred language has a great advantage for the consumer.

LITERATURE REVIEW

Saini, N. (2020) in her research paper said that OTT platforms have now become the preferred source of entrainment. If we talk about young generations or even the Millennial they preferred to watch any shows, movies, live channels, sports or new on the OTT platforms over the traditional service like television or radio and the main reasons are flexibility in time, language, etc. The proliferation of internet-enabled digital devices capable of sustaining digitised information has caused a spike in the consumption of digital content internationally, according to a Deloitte report titled "Digital Media: Rise of on-demand Content."

This has also been seen in India on a variety of channels likewise, video, news, and sports. According to the report, Indian youth spend 14% of their time and over 17% of their monthly income on entertainment. It is quite noticeable that the rate in which consumer attitudes shifted towards OTT contents.

Ria et al. (2021) in this research paper "Rise of OTT platforms: effects of the C-19 pandemic said that the pandemic has changed the way people in India enjoy entertainment. Customers are increasingly keen in Netflix-n-Chill than they were in the past, when movie theatres were associated with hangout locations and movies. Due to the pandemic, lockdown has been imposed all over the world in order to fight this virus so consumers don't have any options but to stay locked in their own house or more than a year so during that time they seek OTT as a great way to entertain themselves. This has hastened the popularity of over-the-top (OTT) platforms, which

were still in their infancy and struggling before the pandemic. Disney+Hotstar, Netflix, Amazon Prime, and other once-obscure services have suddenly gained widespread recognition.

These OTT platforms provide such vast and wide contents for every age group. The purpose of this research is to investigate the emergence of over-the-top (OTT) platforms during the pandemic. Since its launch, OTT platforms have clearly exhibited an increased trend in taking and consumption, but owing to the pandemic, their demand has burst due to a shift in people's entertainment consumption patterns across many media platforms. To see if OTT platforms are progressively overtaking the most popular conventional form of entertainment, this study examines consumer perceptions of OTT platforms, consumption patterns, and comparisons to cinema.

People chose OTT to relax and unwind or even have fun more than any other source, even comparing TV and YouTube. People also prefer to watch movies on Netflix rather than go to the cinemas. According to this study, OTT platforms have a lot of imaginable in the upcoming. This study found that OTT platforms have a lot of potential in the future, and the pandemic has played a big part in that. To analyse and generalise their behaviour, basic statistical methods were applied. The age group 14-45 was judged appropriate for this study's target audience. Because OTT platforms appeal to people of different ages, this TG was chosen as a good fit for the research.

OBJECTIVE

- 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

Types of research used are:

- Qualitative Research
- Descriptive Research
- Surveys

Observations are done with the help of secondary data collected from different journals and research papers and the interpreted to know the human perceptions on the entrainment consumptions pattern and how OTT has influenced on their mind. Next was survey done with the help of questionnaire build in Google forms and circulated around small number of audience and then focus group is also taken into considerations like in a form of normal and neutral discussion between the age group of 18-21, basically to know how the think of OTT and what are the impact on their preference on contents. Based on this they like to watch web series because it is new and have a long interesting story and carries for a long time. Surveys assist in the research process by collecting a large volume of real-time data. It can be done at a minimal cost and in a shorter amount of time than any other way.

Data Analysis and Results

For the data analysis, created a survey through a Google form and there were around 11 questions and distributed those questionnaires with the help of internet to different social media

sites such as WhatsApp, Instagram and even through mails within my colleges around my friends and family members to get the response and to know how OTT has impacted their entrainment taste and preference.

During this survey total 77 people participated and total 77 responses were collected in the excel sheet. The age group of these responses lies between 14 to 45 years. The results where an these primary data that have been collected so this questionnaire. Data that has been collected through this survey may be biased.

1. Ott Platform Preference

Table 1

PREFERENCE on OTT	No. of respondents	Percentage of respondents
Mostly	40	51.9%
Always	18	23.4%
Never	3	3.9%
Rarely	16	20.8%
TOTAL	77	100%

2. Generally Uses OTT Platforms

Table 2

OTT platforms usually used	No. of respondents	% of respondents
Netflix	43	55.8%
Amazon prime video	16	20.8%
Disney+hotstar	11	14.3%
Sonyliv	1	1.3%
Others	6	7.8%
TOTAL	77	100%

Findings

Based on objectives

1. Acquire and evaluate user feedback on OTT as a platform's "likes and dislikes"

- The majority of respondents prefer utilising the OTT because of the high quality of the content, the fact that the content selections are almost unlimited— you're not limited to a certain time slot, once a week, for the duration of your contract, it's simple to use, and it's cost effective.
 - Out of 100%, 83.2% respondents like using OTT and gave positive feedback.
 - The remaining 16.8% of respondents expressed a moderately unfavourable opinion, which might be due to catching a nasty wave.
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 wish to watch any shows on OTT rather than going to a 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 entrainment pattern.
3. To identify prominent OTT platforms and favoured contents.
- Out of 77 respondents, 55.8% of respondent preferred Netflix and next 20.8% respondent preferred Amazon prime video as a preferred OTT platforms
 - Are rest other chooses like Hotstar, sonyliv,Zee5,etc
 - And on these platforms respondents like to watch Web series some like movies

- This states that due to web series preference consumers have shifted towards the OTT platforms and spend more time in watch these through different sites according to their preference
4. To evaluate what made consumer to shift towards OTT
- The mostly common response is OTT is cost effective, we don't have any time restriction and there are endless contents.
 - There is no age restriction in watching any content to any age group
 - We don't need to wait or go anywhere to watch anything.

SUGGESTIONS

OTT might let content influence millions of potential users for a section 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.

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. Netflix, Disney+hotstar and Amazon Prime are the most popular OTT services because they provide high-quality content and user-friendliness to their users and there AI is very effective. It analyse the consumer preference and then provide suggestions based on previous watch. There has also been a substantial increase in the number of localized OTT companies entering the marketplace because now consumer can watch their favourite movies or web series in their own language and enjoy it on different level. The majority of existing OTT platform users are pleased with their experience, and the vast majority of customers want to expand their OTT usage in the future. The many OTT platforms can effectively investigate this trend.

REFERENCES

1. Sadana, M., & Sharma, D. (2021). How over-the-top (OTT) platforms engage young consumers over traditional pay television service? An analysis of changing consumer preferences and gamification. *Young Consumers*.
2. Saini, N. (2020). Usage of OTT platforms during COVID-19 lockdown: Trends, rationale and implications. *PalArch's*

Journal of Archaeology of Egypt/Egyptology, 17(6), 4212-4222.

3. Shijo, K. (2021). Determinants of a foreign direct investment-a comparative study of India and China (doctoral dissertation, university of Calicut).
4. https://en.wikipedia.org/wiki/Over-the-top_media_service
<https://www.ipsos.com/en/evolution-entertainment-india>