

A Study on Drastic Rise of OTT Platforms Pre And Post Pandemic In India Reference To Coimbatore District

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Abstract- *The Indian media and entertainment industry is one of the raising sectors in the economy these days and is making remarkable pace. Due to rising consumer demand and improving advertising revenue and there are different problems arising like relationship between parents and children etc... and the objectives of this are to find the consumer preference towards different OTT platforms in it in order to find out solution to the problem I have used convenience sampling method with some percentage analysis in it to find out the outcome and it was found that the people have used more OTT platforms During post pandemic rather than pre Pandemic.*

I. INTRODUCTION

The Indian media and entertainment industry is one of the raising sectors in the economy these days and is making remarkable pace. Due to rising consumer demand and improving advertising revenue, India is on the apex of a strong path of growth. In today's scenario, Internet plays a major media role for most of the people. Over The Top media services generally referred to as OTT are overtaking the traditional media forms. OTT services are the media services that are offered to the customers directly through the internet without the use of cables and satellites unlike traditional media.

II. REVIEW OF LITERATURE

1. **Nandani (2020)** in the report **“The Emergence of OTT Platforms during the Pandemic and its future scope”** notified that the main reason for the increase of viewers of OTT is due to the emergence of the fastest data network and lockdown.
2. **Rachita Ota, Sushree Sangita Ray and Animesh Chandra (2020)** in their report, **“An Analysis of Consumer Preference towards OTT Platforms during the Pandemic”** stated that OTT has seen tremendous growth in India.

3. **S.Subramaniam (2020)** in the article **“The Emergence of OTT platforms in India”** iterates that the sector of Indian media and entertainment has estimated at INR 1.82 trillion and the CAGR of 11.8% in the year 2019, which is more than the world growth rate of 4.2% CAGR.

III. STATEMENT OF THE PROBLEM

In dawn of time or present, people love to watch entertainment programs. Earlier generation would stand in line outside the movie theatres or drama halls to watch. But now they can simply watch it online with the help of OTT platforms from any place they wish. The raise of OTT platforms is mainly due to ease convenience, affordable price, quality content and finally Covid19 Pandemic.

IV. OBJECTIVES OF THE STUDY

1. To analyze the effect of subscription plans and fees charged by OTT platforms in the growth of these platforms.
2. To analyze the consumer's preferences and behavior patterns towards OTT platforms.
3. To analyze the study of the shift from traditional means of entertainment to the new era.

V. RESEARCH METHODOLOGY

Research methodology gives the overall procedures to be followed in the research. The impetus for this study is to find the reasons for the drastic rise of the OTT platforms and effect of Covid on these platforms and to achieve this, hypothesis was established. It involves both Quantitative and Qualitative methods.

Sampling Method

The population is people of Coimbatore who watch OTT for their entertainment. The age group selected is 12 to 40. They are millennial population who use these platforms

more than any other age groups. They are aware of the research topic because of their habit of entertainment consumption. Convenient sampling is followed. A sample of 200 respondents was chosen for our study out of 206 responses. But to understand the opinion of 40+, 6 responses are also collected. Convenient sampling is chosen because of their convenient accessibility and proximity.

METHOD OF DATA COLLECTION

The present study has been based primary data for our research. Questionnaire is prepared and it is circulated between people in and out of Coimbatore. Questionnaire included the following types of questions:

- 1) Demographic questions and
- 2) Multiple Choice Questionnaire has been circulated in the Google forms

SIGNIFICANCE OF THE STUDY

The importance of the study is to emphasize the purview of OTT platforms and the extent of their consumption amongst the people. This study will help to understand how OTT platforms have taken over the world of digital entertainment during the pandemic.

ANALYSIS AND INTERPRETATION

In this chapter of Analysis and Interpretation, the consumer preferences and opinion towards OTT platforms among people in Coimbatore city are presented based on the point of view of a sample of 200 respondents of various age groups in Coimbatore through Google questionnaire method.

Tools used

Simple Percentage Analysis

Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study.

Percentage = (Number of respondents/total number of respondents)*100 (Here are few questions from goggle forms with interpretation)

Frequency Distribution

A frequency distribution is a representation, either in a graphical or tabular format that displays the number of

observations within a given interval. The interval size depends on the data being analyzed and the goals of the analyst. The intervals must be mutually exclusive and exhaustive. They are used in the statistical context. Frequency distribution can be associated with the charting of a normal distribution.

Table No. 1.1
RESPONDENTS THOUGHT ABOUT OTT IS A COST AND

SNO	COST AND TIME SAVER	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1.	Yes	165	82.5%
2.	No	35	17.5%
	TOTAL	200	100%

Source: Primary data

It is identified from the above table that out of the total respondents taken for the study, 82.5% of the respondents think that OTT is a time and cost saver and 17.5% of the respondents think that OTT is not a time and cost saver. Majority (82.5%) of the respondents thinks OTT as a time and cost saver.

Table No. 1.2
THE RESPONDENTS FAVORITE OTT PLATFORMS

S.NO	OTT APPS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1.	Hotstar	27	13.5%
2.	Amazon Prime videos	42	21%
3.	Netflix	35	17.5%
4.	YouTube	45	22.5%
5.	MX player	51	25.5%
		200	100%

Source: Primary data

It is identified from the above table that out of the total respondents taken for the study, 25.5% of the respondent's favorite OTT app is MX Player, 22.5% of the respondent's favorite OTT app is YouTube, 21% of the respondent's favorite OTT app is Amazon Prime video, 17.5% of the respondents favorite is Netflix and 13.5% respondents

favorites is Hotstar. Majority (25.5%) of the respondent's favorite OTT app is MX player.

Table No.1.3
THE AGE OF THE RESPONDENTS

SNO	AGE	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	12 - 20 years	110	55%
2	21 - 30 years	79	39.5%
3	31 - 40 years	5	2.5%
4	Above 40 years	6	3%
	Total	200	100%

Source: Primary data

It is identified from the above table that out of the total respondents taken for the study, 55% of the respondents are in the age group of 12 - 20 years, 39.5% of the respondents are in the group of 21 -30 years, 2.5% of the respondents are in the group of 31–40 years and 3% of the respondents are in the age group of above 40 years. Majority (55%) of the respondents are in the age group of 12 - 20 years.

FINDINGS OF THE STUDY

1. Majority (82.5%) of the respondents are thinking OTT is cost saver.
2. Majority (25.5%) of the respondents are thinking MX player is their favorite app
3. Majority (55%) of the respondents are from 12-20 Years.

SUGGESTIONS OF THE STUDY

Based on the findings of the study, we came to know that:

1. From the study, it is identified that the age group of between 12-20 years are showing the great progress and spending their time. Therefore, the OTT players should take care of this aspect and make it cost friendly where all the people can enjoy the use OTT Platforms.
2. From the survey, it was found that MX Player are the most liked OTT Platform by the people.
3. Large sections of respondents are viewing the content due to thinking that OTT is cost saver and friendly.

VI. CONCLUSION

The overall results proved that the respondents have perceived OTT platforms in a positive manner. The result can be used by the providers of OTT and marketers to know the needs of their target customer and design the product and formulate the marketing strategies accordingly. The contribution of this study is the identification of factors that determine user's satisfaction with the quality of content provided in the OTT platforms.

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