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Over-the-Top (OTT) Watching Behaviour of Consumers in Secunderabad

[1]Mr. Venkateswara Rao Neerati, [2]Dr. D. Immanuvel

[1]Ph.D. Research Scholar, Department of Business Administration, Annamalai University, Tamil Nadu – 608 002.
[2]Assistant Professor, Department of Business Administration, Annamalai University, Tamil Nadu – 608 002.

Abstract: Consumer desire for selected content available on the OTT platform. Over the top media Platform A streaming media service provided directly to viewers via the Internet. Over the Top (OTT) video platform considered a luxury item, but it is now a product. In India, there was an unprecedented increase in numbers Consumers are adapting. Indian streaming services like Hot star and Jio Cinema have become more powerful with a foothold, global players like Netflix and Amazon Prime have grown tremendously in India. The data from this survey was collected through both primary data. For primary data, structured questionnaire method used to collect the data. To do so, understating how users enjoy OTT and analyzing usage patterns is essential. This research aims to identify on OTT in Secunderabad. Awareness of OTT services, time spent on OTT, preferred OTT platform, preferred program, watching OTT with companion, penetration of OTT and source of internet have been taken as a independent variables and customers satisfaction on OTT services considered and dependent variable. Further frequency analysis and chi-square test have been used to analyse the data. The results found that consumer watching behaviour associated with their satisfaction level.

Keywords: OTT, Watching Behaviour, Consumers, Satisfaction level on OTT Service.

1. Introduction

Consumers are spending more time on online platforms making the internet an essential part of their lives. A massive growth of video consumption, many content providers such as YouTube, Netflix, Hulu, Amazon, etc. have come up with the alternative model of subscription-based video on demand services (SVoD). These lean and nimble over-the-top (OTT) applications, enabled by technological advances such as smartphones, super-fast IP networks, open source platforms, innovative services (Sylvia, et. al., 2020), The growth of OTT on-demand video consumption is accompanied by a global decline in offline consumption in terms of TV viewership and data operators' subscriptions (Zhanga, et. al., 2016). However, this global consumption dynamic seems to lose its track in India where despite the considerable growth and potential in digital media consumption and entry of global and local OTT applications such as Netflix, Amazon Prime, Hotstar etc., This growth is backed up by the rise in the accessibility and affordability of high speed and high-quality digital infrastructure over recent years in the country that has transitioned the media consumption from traditional platforms online platforms (Vu, 2021). In general, OTT is understood as content, a service, or an application that is provided to end-users over the open Internet. It means that there is no integration, affiliation, or any other joint ownership with content, broadband, or Internet service providers. Research on OTT user behavior has attempted to understand user behaviour.

2. Review of Literature

Vahoniya, et. al., (2022) finds out the awareness and preferences for the purchase of OTT players and understands the perceptual map with the help of the Multi-Dimensional Scaling technique (MDS) of OTT players on different parameters like multiple devices and resolution of the video, and Price and subscription plan. Friends and relatives were the most common source of awareness for OTT platforms. OTT players like Netflix, Amazon Prime, Disney+Hotstar, YouTube Premium, MX Player, Zee 5, and Sony Liv had high awareness in the study area, and also the majority of respondents were preferring Amazon Prime, Disney+Hotstar, and Netflix for purchase because of their various services like multiple content categorization, multiple user account, and multiple subtitles, and video quality. Respondents were satisfied with the Quality of the video content of OTT, followed by their multiple content and Language, Price, Downloading Speed, and multiple device support.

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Shim, et. al., (2022) the competitive Korean media market to achieve sustainable growth. To do so, understating how users enjoy OTT identified a profitable niche in the Korean OTT market by applying market segmentation theory. In addition, it investigates an effective content strategy to convert free users into paying customers belonging to profitable niche segments. The latent class regression model was applied to Korean Media Panel Survey data to divide Korean OTT customers into submarkets. According to an empirical analysis, Korean OTT users can be divided into three submarkets based on their OTT usage patterns, with the third segment serving as a profitable niche market. An additional analysis of the profitable niche market revealed that bundling content, such as foreign content, original content, and movies, is a crucial content strategy for increasing paying subscribers in a profitable niche segment.

3. Research Problem

In the OTT domain, most scholars have thus far paid attention to antecedents of OTT users' behavioral intentions and actual behavior. The theoretical models vary from those that aim to explain consumer behavior in general, such as the theory of planned behavior, to those that focus on technology acceptance, such as the technology acceptance model and the unified theory of acceptance and use of technology. Hence, the research is to identify and characterize OTT user segments based on their usage patterns, such as OTT usage frequency, video-watching time, and paying for the service experience, and to find profitable niches from the OTT provider's perspective.
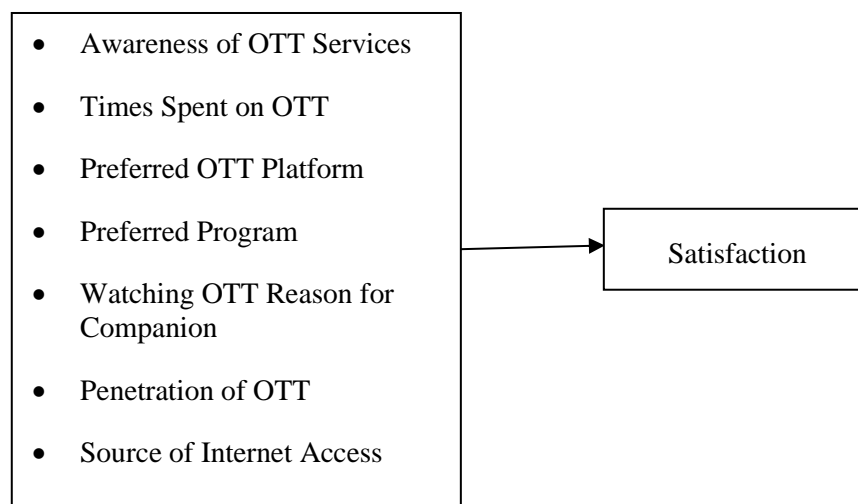
4. Objectives

- To know the consumers perception towards their OTT watching behavior.
- To analyse the association between OTT watching behavior and customers satisfaction.

5. Hypothesis

- OTT watching behavior has been associated with customers satisfaction level.

6. Framework of this study

7. Methodology

The current study mainly aimed to identify factors affecting viewers' willingness to subscribe new or continue to any existing OTT subscription. The study followed a descriptive design for this objective. The study demanded a heterogeneous respondent sample which represents the characteristics of a general population. For this reason, the study initially followed a snowball technique to collect data. Structured questionnaires are used to collect the data from consumers who are using OTT platform in Secundarabad District, Andra Pradesh. A request was made to forward the questionnaire to their known people after completing the sent questionnaire. However,

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the procedure obtained only 180 filled responses usable for the analysis. The collected data are analysed with frequencies and chi-square test. The result is discussed below.

8. Results and Discussion

Table 1: Consumers opinion towards the source of information about OTT services

Source of information	Frequency	Percent	Valid Percent	Cumulative Percent
Friends	45	25.0	25.0	25.0
Advertisement	36	20.0	20.0	45.0
Internet	63	35.0	35.0	80.0
Word of mouth	9	5.0	5.0	85.0
Neighbours	27	15.0	15.0	100.0
Total	180	100.0	100.0	

Table - 1 displays the consumers opinion towards the source of information about OTT services. It is observed that 25 percent of the consumers came to know about the OTT services through their friends, 20 percent of the consumers get information about OTT through the advertisement, 35 percent of the consumers came to know about OTT through internet, 5 percent of the consumers get knowledge about OTT through word of mouth and 15 percent of the consumers get the source of information about OTT through their neighbours. Here it is interpreted that most of the consumers get knowledge about OTT services through internet

Table 2: Consumers perception towards the most watchable programs in OTT platform

Hours spent	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2 hours	45	25.0	25.0	25.0
3 to 4 hours	54	30.0	30.0	55.0
More than 4 hours	81	45.0	45.0	100.0
Total	180	100.0	100.0	

Table - 2 portrays the consumers opinion towards hours spent by the consumers in OTT platform in a day. It is found that 25 percent of the consumers are spending about less than 2 hours in OTT plat form per day, 30 percent of the consumers are spending 3 to 4 hours in OTT platform per day and 45 percent of the consumers are spending more than 4 hours in OTT platform per day. Here it is observed that most of the consumers are spending more than 4 hours per day

Table 3: Consumers opinion towards the devices used for OTT consumption

Devices for OTT consumption	Frequency	Percent	Valid Percent	Cumulative Percent
TV	18	10.0	10.0	10.0
Smart phone	72	40.0	40.0	50.0
Laptop	45	25.0	25.0	75.0
Tablet	36	20.0	20.0	95.0
Desk top	9	5.0	5.0	100.0
Total	180	100.0	100.0	

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Table - 3 portrays the consumers opinion towards the devices used for OTT consumption. It is inferred that 10 percent of the consumers are using TV to consume OTT platform, 40 percent of the consumers are using smart phones to consume OTT platform, 25percent of the consumers are using laptop for the consumption of OTT, 20 percent of the consumers are using OTT platform with tablets and only 5 percent of the consumers are using desktop to consume OTT services. Here it is found that most of the consumers are using smart phones for OTT services.

Table 4: Consumers opinion towards the most watchable programs in OTT platform

Most watchable programs	Frequency	Percent	Valid Percent	Cumulative Percent
Movies	54	30.0	30.0	30.0
TV serials	27	15.0	15.0	45.0
Web series	45	25.0	25.0	70.0
Sports	36	20.0	20.0	90.0
News	18	10.0	10.0	100.0
Total	180	100.0	100.0	

Table - 4 exhibits the consumers opinion towards the most watchable programs in OTT platform. The result interprets that 30 percent of the consumers are watching movies, 15 percent of the consumers are watching TV serials, 25 percent of the consumers are watching web series, 20 percent of the consumers are watching sports and 10 percent of the customers are watching news in the OTT platform. Here it is inferred that most of the consumers are watching movies in the OTT platform.

Table 5 : Consumers opinion towards the most watchable platforms

Most watchable programs	Frequency	Percent	Valid Percent	Cumulative Percent
You tube Premium	49	27.2	27.2	27.2
Amazon prime	18	10.0	10.0	37.2
Hot star	36	20.0	20.0	57.2
Voot	11	6.1	6.1	63.3
MX player	8	4.4	4.4	67.8
Netflix	7	3.9	3.9	71.7
Zee5	2	1.1	1.1	72.8
Sony Liv	12	6.7	6.7	79.4
Jio Cinemas	22	12.2	12.2	91.7
Alt Balaji	15	8.3	8.3	100.0
Total	180	100.0	100.0	

Table - 5 exhibits the consumers opinion about the most watchable platforms in OTT. The result of the frequency analysis interprets that 27.2 percent of the consumers are watching you tube premium, 10 percent of the consumers are watching Amazon prime, 20 percent of the consumers are watching Hot star, 6.1 percent of the consumers are preferring Voot, 4.4 percent of the consumers are watching MX player, 3.9 percent of the consumers have prefered Netflix, 1.1 percent of the consumers are watching zee 5, 6.7 percent of the consumers are watching Sony liv, 12.2 percent of the consumers are preferring jio cinemas and 8.3 percent of the consumers are watching Alt Balaji. Here it is concluded that most of the consumers are watching you tube premium in the OTT platform

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Table 6: Consumers opinion towards their companion while watching OTT platform

Companion in watching OTT	Frequency	Percent	Valid Percent	Cumulative Percent
Individual	69	38.3	38.3	38.3
Family	27	15.0	15.0	53.3
Friends	56	31.1	37.1	84.4
Others	26	14.4	20.4	98.9
Total	180	100.0	100.0	

Table - 6 shows the consumers opinion towards their companion while watching the programs in OTT platform. The result of the frequency analysis interprets that 38.3 percent of the consumers are watching individually, 15 percent of the consumers are found to watch OTT platform with family, 37.1percent of the consumers are watching OTT platform with friends and 20.4 percent of the consumers have preferred others while watching OTT platform. Here it is inferred that majority of the consumers are found to be watching OTT platform individually.

Table 7: Consumers perception towards technological reason for using OTT service

Technological Reason for using OTT	Frequency	Percent	Valid Percent	Cumulative Percent
Affordable interest	63	35.0	35.0	35.0
Compatibility of services with other devices	27	15.0	15.0	50.0
Penetration of mobile	90	50.0	50.0	100.0
Total	180	100.0	100.0	

Table - 7 displays the consumers perception towards technological reason for penetration of OTT service. It is inferred that 35 percent of the consumers have opined that they use OTT service on their affordable interest, 15 percent of the consumers have stated the compatibility of OTT service with other device is good and 50 percent of the consumers have stated the reason as penetration of mobile. Here it is interpreted that majority of the consumers have opined the penetration of mobile as the reason for penetration of OTT service.

Table 8: Consumers perception about source of internet access for using OTT service

Source of internet access	Frequency	Percent	Valid Percent	Cumulative Percent
Wi-Fi at office	63	35.0	35.0	35.0
Wi-Fi at home	45	25.0	25.0	60.0
Free Wi-Fi (hotspot zone)	18	10.0	10.0	70.0
Mobile data	54	30.0	30.0	100.0
Total	180	100.0	100.0	

Table - 8 portrays the consumers opinion about the source of internet. It is observed that 35 percent of the consumers use WIFI at office, 25 percent of the consumers use WI-FI at home, 10 percent of the consumers use free WIFI and 30 percent of the consumers use mobile data for internet access. Hence it is depicted that most consumers use Wi-Fi at office for OTT service.

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Table 9: Consumers level of satisfaction based on their source of information about OTT

Source of information	satisfaction			Total	χ^2 Value	p-value
	low	medium	high			
Friends	2	14	29	45		
Advertisement	0	14	22	36		
Internet	1	23	39	63	12.987	0.012
Word of mouth	0	5	4	9		
Neighbours	0	14	13	27		
Total	3	70	107	180		

Table - 9 displays the consumers satisfaction level based on their source of information about OTT. It is hypothesised that the consumers level of satisfaction has been associated with their source of information about OTT.

In order to examine the above stated hypothesis Chi square test is executed. The calculated chi-square value for the source of information is 12.987 and the p-value is 0.001 which is significant at one percent level. It is observed that the consumers have high level of satisfaction with the source of information about OTT from friends, advertisement and internet. And the customers have low level of satisfaction with the source of information about OTT from word of mouth and neighbours.

Table 10: Consumers level of satisfaction based on the time spent on OTT

Time spent	Satisfaction			Total	χ^2 Value	P-value
	Low	Medium	High			
Less than 2 hours	27	18	0	45		
3 to 4 hours	1	22	31	54	25.125	0.005
More than 4 hours	2	30	49	81		
Total	3	70	107	180		

Table - 10 displays the consumers satisfaction level based on the time spent on OTT. It is hypothesised that the consumers level of satisfaction has been associated with their time spent on OTT. In order to examine the above stated hypothesis Chi square test is executed. The calculated chi-square value for the time spent b consumers on OTT is 25.125 and the p-value is 0.001 which is significant at one percent level. It is observed that the consumers spending 3 to 4 hours and more than 4 hours for watching OTT have high level of satisfaction. And the customers spending less than 2 hours in OTT have low level of satisfaction.

Table 11: Consumers level of satisfaction based on the device used for watching OTT

Device used for watching OTT	Satisfaction			Total	χ^2 Value	p-value
	Low	Medium	High			
TV	16	2	0	18		
Smart phone	2	25	45	72		
Laptop	0	24	21	45	15.614	0.001
Tablet	1	16	19	36		
Desk top	6	3	0	9		
Total	3	70	107	180		

Table - 11 shows the consumers satisfaction level based on the device used for watching OTT. It is hypothesised that the consumers level of satisfaction has been associated with the most watchable programs in OTT. In order to examine the above stated hypothesis Chi square test is executed. The calculated chi-square value for the time spent b consumers on OTT is 15.614   and the p-value is 0.001 which is significant at one percent

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level. It is observed that the consumers watching OTT in smart phone, laptop and tablet are having high level of satisfaction and the consumers watching OTT in TV and desktop have low level of satisfaction.

Table 12: Consumers level of satisfaction based on most watchable programs in OTT

Device used for watching OTT	Satisfaction			Total	χ^2 Value	p-value
	Low	Medium	High			
Movies	0	21	33	54		
TV serials	0	8	19	27		
Web series	1	20	24	45	18.451	0.001
Sports	0	15	21	36		
News	2	6	10	18		
Total	3	70	107	180		

Table - 12 displays the consumers satisfaction level based on the most watchable programs in OTT. It is hypothesised that the consumers level of satisfaction has been associated with the most watchable programs in OTT. In order to examine the above stated hypothesis Chi square test is executed. The calculated chi-square value for most watchable programs in OTT is 18.451 and the p-value is 0.001 which is significant at one percent level. It is observed that the consumers watching sports, tv serials, web series and news are highly satisfied with OTT and the consumers watching movies are less satisfied

Table 13: Consumers level of satisfaction based on most watchable programs in OTT

Most preferred platform	Satisfaction			Total	χ^2 Value	p-value
	Low	Medium	High			
You tube premium	2	18	29	49		
Amazon prime	0	7	11	18		
Hot star	1	11	24	36		
Voot	6	5	0	11		
MX player	4	4	0	8		
Netflix	0	4	3	7	20.421	0.001
Zee5	0	0	2	2		
Sony liv	0	5	7	12		
Jio cinemas	0	14	8	22		
Alt Balaji	0	2	13	15		
Total	3	70	107	180		

Table - 13 displays the consumers satisfaction level based on the most preferred platform in OTT. It is hypothesised that the consumers level of satisfaction has been associated with the most preferred platform in OTT. In order to examine the above stated hypothesis Chi square test is executed. The calculated chi-square value for most preferred platform in OTT is 20.421 and the p-value is 0.001 which is significant at one percent level. It is observed that the consumers watching you tube premium, amazon prime, hot star, Netflix, zee5, sonyliv, jio cinemas and Alt balaji are having high level of satisfaction and the consumers watching voot and mx player are having low level of satisfaction.

Table 14: Consumers level of satisfaction based on companion in watching OTT platform

Companion while watching OTT	Satisfaction			Total	χ^2 Value	p-value
	Low	Medium	High			
Individual	38	31	0	69		
Family	2	9	16	27		
Friends	2	19	36	57	16.951	0.001
Others	17	10	0	27		
Total	3	70	107	180		

Table 14 explains the consumers satisfaction level based on their companion in watching OTT platform. It is hypothesised that the consumers level of satisfaction has been associated with the companion in watching OTT platform. In order to examine the above stated hypothesis Chi square test is executed. The calculated chi-square value for most preferred platform in OTT is 16.951 and the p-value is 0.001 which is significant at one percent level. It is observed that the consumers watching programs in OTT platform with family and friends have high level of satisfaction while the consumers watching individually and others are found to have low level of satisfaction.

Table 15: Consumers level of satisfaction based on the source of internet access

Companion while watching OTT	Satisfaction			Total	χ^2 Value	p-value
	Low	Medium	High			
Wi-Fi at office	0	23	40	63		
Wi-Fi at home	1	23	21	45		
Free Wi-Fi (hotspot zone)	0	8	10	18	15.256	0.001
mobile data	2	16	36	54		
Total	3	70	107	180		

Table - 15 displays the consumers satisfaction level based on their source of internet access. It is hypothesised that the consumers level of satisfaction has been associated with the source of internet access. In order to examine the above stated hypothesis Chi square test is executed. The calculated chi-square value for source of internet access in using OTT is 15.526 and the p-value is 0.001 which is significant at one percent level. It is observed that the consumers getting source of internet as Wi-Fi at home, Wi-Fi at office and free Wi-Fi are highly satisfied and the consumers using mobile data for internet are found to be satisfied at low level.

9. Findings and recommendations:
- It is found that most of the consumers get knowledge about OTT services through internet.
- Most of the consumers are spending more than 4 hours per day in OTT platform. Most of the consumers are using smart phones for OTT services.
- Most of the consumers are watching movies in the OTT platform.
- Most of the consumers are watching you tube premium in the OTT platform.
- Majority of the consumers are found to be watching OTT platform individually.
- Majority of the consumers have opined the penetration of mobile as the reason for penetration of OTT service.
- Most consumers use Wi-Fi at office for OTT service.
- It is interpreted that the consumers have high level of satisfaction with the source of information about OTT from friends, advertisement and internet. And the customers have low level of satisfaction with the source of information about OTT from word of mouth and neighbours.
- It is inferred that the consumers spending 3 to 4 hours and more than 4 hours in watching OTT have high level of satisfaction. The customers spending less than 2 hours in OTT have low level of

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satisfaction and so the quality of services in OTT could be improved by enhancing the accessibility on different devices.

- It is observed that the consumers watching sports, tv serials, web series and news are highly satisfied with OTT and the consumers watching movies are less satisfied.
- It is observed that the consumers watching you tube premium, amazon prime, hot star, Netflix, zee5, sonyliv, jio cinemas and Alt balaji are having high level of satisfaction and the consumers watching Voot and Mx player are having low level of satisfaction. So the quality of concerned platforms in OTT could be increased by providing the availability of playlist.
- It is found that the consumers watching programs in OTT platform with family and friends have high level of satisfaction while the consumers watching individually and others are found to have low level of satisfaction and so the OTT services could be developed in such a way that it attracts the consumers even when watching individually.
- It is found that the consumers getting source of internet as Wi-Fi at home, Wi-Fi at office and free Wi-Fi are highly satisfied and the consumers using mobile data for internet are found to be satisfied at low level and so the OTT services may increase the quality of uninterrupted flow of content while using their mobile data.

10. Conclusion

This research paper focused on OTT consumers were mainly related to the adoption or intention to use. However, the new media market driven by OTT services has changed dramatically over the last few years. OTT services have penetrated deeply, and most users are aware of and enjoy them. In this competitive media environment, OTT operators are seeking ways to increase profitability. Summarizing the empirical findings, it can be said that the OTT users' behavioral patterns depends on usage frequency, usage time per connection and the paid service experience. Consumer traits of having a OTT viewing frequency have been increased. Consumers watching OTT at least once a day. This is because content genre is directly associated with OTT brand and service characteristics.

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