

Stochastic Modelling and Computational Sciences

OTT PLATFORMS' AND ITS INFLUENCE ON VIEWERS BEHAVIOURAL PATTERN

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ABSTRACT

The digital revolution has dramatically impacted the consumption of media and entertainment in Tamil Nadu, thanks to the emergence of OTT platforms such as Netflix, Amazon Prime, and Hot star. These platforms provide viewers with unprecedented access to a vast array of content, including movies, television shows, music, and more. As a result, viewers' habits have changed, with a shift in their behavioral patterns towards the consumption of media and entertainment. OTT platforms offer convenience and accessibility, allowing viewers to watch their favorite shows and movies from the comfort of their homes and discover new genres and stories. The increased demand for streaming services has led to a larger user base and more revenue for the OTT platforms, while also affecting other industries in the region. This paper will explore the influence of OTT platforms on viewers' behavior in Tamil Nadu and the potential implications for the entertainment industry.

Keywords: Behaviour, Content, Traditional viewers, Entertainment.

INTRODUCTION

OTT stands for “over-the-top,” as in going above and beyond streaming cable networks or YouTube. BIGFlix was the first independent Indian OTT platform in India, launched by Reliance Entertainment in 2008. In 2010, Gurugram-based Digivive launched the first OTT mobile app in India, nexGTV. It offers live TV and on-demand content. nexGTV was the first app to stream live Indian Premier League matches on mobile devices in 2013 and 2014. Hotstar has seen significant growth in India since acquiring IPL live-streaming rights in 2015.

When DittoTV (Zee) and SonyLiv both debuted in the Indian market around 2013, OTT experienced substantial momentum in India. DittoTV was an aggregator platform containing shows across popular media channels, including Star, Sony, Viacom, Zee, etc. There are currently about 46 providers of over-the-top media services in India that distribute content over the internet.

In the 1980s, the rapid growth of video cassette recorders and players (VCRs/VCPs) challenged the established modes of viewing cinema. However, the rise of multiplexes in large cities in the early 2000s effectively killed the DVD industry and single screens. Now, the popularity of OTT platforms is wreaking havoc on multiplexes.

According to a report published by Media Partners Asia (MPA), the Indian OTT streaming video market is currently in its second growth phase with total revenues of \$3 billion in 2022. So far, OTT has captured 7-9% of the entertainment industry's share and revenue. With over 40-odd players offering original content in all languages, the industry is expanding quickly and consistently. There are currently over 45 million OTT subscribers in India. This figure is expected to reach 50 million by the end of 2023.

The OTT market is set to become a ₹12,000-crore industry by 2023 at a compound annual growth (CAGR) of 36% (from ₹2,590 crore in 2018). The emergence of OTT platforms has revolutionized the way people watch television in Tamil Nadu. OTT platforms provide viewers with access to a wide variety of content, including movies, television shows, music, and more. As such, they have had a significant impact on the viewing habits of people in Tamil Nadu, especially when it comes to the type of content they watch and the time they spend watching it. This paper will explore the influence of OTT platforms on viewers' behavioural patterns in Tamil

Stochastic Modelling and Computational Sciences

Nadu and how it has changed the way people how people behave towards this industry and affects other industries too. OTT platforms have provided an unprecedented level of convenience and accessibility to a wide range of content, allowing viewers to watch their favourite shows and movies from the comfort of their own homes. This has led to changes in viewers' habits, as they now no longer need to rely on traditional television for their entertainment. Furthermore, viewers have been able to discover new genres of content and explore new stories, which has resulted in an increased demand for streaming services. Ultimately, OTT platforms have allowed viewers to expand their entertainment options and access content that they may have never experienced before.

The digital revolution has led to a dramatic change in the consumption of media and entertainment in Tamil Nadu. With the rise of online streaming platforms such as Netflix, Amazon Prime, Hotstar, etc., viewers now have access to a vast array of content at their fingertips, drastically altering their viewing and behaviour habits. This has led to a shift in viewers' behavioural patterns, as they now have access to more content than ever before. This has enabled viewers to explore different kinds of content and develop new interests. Additionally, the convenience of streaming content on demand has made OTT platforms a preferred choice for many viewers. With the increasing use of OTT platforms, viewers have become more engaged in their content consumption, with an increased willingness to pay for premium content. This has allowed the OTT platforms to develop a larger user base and generate more revenue. Therefore, OTT platforms have had a significant influence on viewers' behavioural patterns in Tamil Nadu. It will also consider the potential implications of OTT platforms on the entertainment industry in the region. India is a complex market when it comes to paying for entertainment. Digital content consumption is rapidly growing as a result of easy access to smart devices and affordable mobile data plans. Since the transition from Doordarshan to Direct-to-Home (D2H) to OTT platforms, the content consumption behaviour of Indians has undeniably evolved. According to an Eros Now-KPMG report, an over-the-top (OTT) viewer in India spends approximately 70 minutes per day on video streaming platforms, with a consumption frequency of 12.5 times a week.

About the Industry:

The Over-The-Top (OTT) industry refers to the delivery of audio, video, and other media content over the internet, bypassing traditional distribution channels such as cable and satellite television. OTT services are provided by companies like Netflix, Amazon Prime Video, Hulu, and Disney+ that offer streaming services directly to consumers, without the need for a cable or satellite TV subscription.

Since its inception, the OTT industry has rapidly grown, and it has become an integral part of the entertainment landscape. Consumers are increasingly turning to OTT services for their media consumption needs, and this trend is only expected to continue. In 2021, the global OTT market was valued at over \$150 billion and it is projected to grow even further in the coming years.

One of the key factors driving the growth of the OTT industry is the increasing availability of high-speed internet and the widespread adoption of smart devices like smartphones, tablets, and smart TVs. This has made it easier for consumers to access OTT services, and to enjoy their favorite movies, TV shows, and other forms of media on the go. Additionally, OTT services offer consumers more flexibility and control over their viewing experience, with features like personalized recommendations, the ability to pause, rewind, and fast-forward, and the option to download content for offline viewing.

Another factor that has contributed to the growth of the OTT industry is the increasing availability of high-quality, original content. Many OTT providers are investing heavily in the production of their own original content, which is attracting a large and growing audience. For example, Netflix's "Stranger Things" and Amazon Prime Video's "The Marvelous Mrs. Maisel" are just two examples of original content that has been widely popular with audiences.

However, the OTT industry is not without its challenges. One of the biggest challenges facing the industry is the need to keep up with the growing demand for high-quality, high-resolution video. Delivering this content requires

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significant bandwidth and computing resources, which can be expensive. In addition, the OTT industry is highly competitive, with a large number of providers vying for the attention of consumers. This has resulted in increased pricing pressure, which is affecting the profitability of many OTT companies.

OTT industry is a rapidly growing and rapidly changing industry that is transforming the way we consume media. With the increasing availability of high-speed internet, smart devices, and

high-quality original content, the OTT industry is poised for continued growth and success in the coming years.

- Total global OTT video revenue is expected to reach \$125.3 billion in 2023, a 11.5% CAGR from 2022.
- The Asia-Pacific region is forecast to be the largest and fastest-growing OTT video market, with a 15.2% CAGR from 2022 to 2023.
- The number of OTT video subscribers worldwide is expected to reach 1.3 billion by 2023, a 9.5% CAGR from 2022.
- North American OTT video revenues are expected to reach \$34.2 billion in 2023, a 9.6% CAGR from 2022.
- Mobile OTT video revenue is projected to grow at a 14.8% CAGR from 2022 to 2023, reaching \$43.3 billion.
- The average revenue per user (ARPU) for paid OTT video services is expected to reach \$4.08 in 2023, a 5.3% CAGR from 2022.

The Over the Top (OTT) Market is expected to register a CAGR of 14.23% during the forecast period. The onset of the COVID-19 pandemic positively impacted the OTT landscape, with audiences consuming more content at home via OTT devices. This is likely to accelerate the growth of this format. The OTT opportunity is further deep when looking at the region's mobile-first economy, combined with the rising OTT subscription rate. An increasing number of consumers have a digital TV in their pocket, which presents an exciting opportunity for media buyers looking to take advantage of changing consumer trends.

Over the Top (OTT) Industry Segments:

By Type of Service	SVOD TVOD AVOD
By Geography	North America Europe Asia Pacific Latin America Middle East and Africa

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Over the Top (OTT) Industry Overview:



Over the Top (OTT) Market Recent Developments:

- May 2022 - Sony Sports Network has announced that Roland-Garros 2022, the second grand slam event of the year, will be aired in four regional languages for live broadcast in India. The tournament can be streamed on Sony Sports Network’s on-demand OTT platform Sony LIV.
- December 2022 – Jio Cinema to stream IPL at Zero Cost
- January 2023 – Netflix announced password restriction applied in Chile, Costa Rica and Peru, and has now added Canada, New Zealand, Portugal and Spain to the test group.
- February 2023 – Amazon Prime is in talks to acquire MX Player Platform

Over the Top (OTT) Market Top Players

- 1 Netflix, Inc.
- 2 Roku, Inc.
- 3 Amazon.com Inc.
- 4 The Walt Disney Company
- 5 Google LLC (YouTube)

*Disclaimer: Major Players sorted in no particular order

Market Concentration



Source: Mordor Intelligence



Global Over the Top (OTT) Market - Growth rate by regions



Source: Mordor Intelligence



REVIEW OF LITERATURE

Swati Manoj Yeole, Lambodar Saha, Charulata Bhaire (2022) A study on User Perspective on OTT platform in India. *Journal of Positive School Psychology* 2022, Vol. 6, No. 3, 7351-7364. Deloitte report encompasses the video streaming subscription around 8 US\$ billion in 2020. The total number of smartphone users in India is expected to almost double to cross 700 million by 2022, cementing the country's position as the second-largest market for smartphones in the world. One of the key drivers of mobile advertising is the Indian consumer's insatiable appetite for video content, which is expected to constitute 75 percent of the data consumption in the country by 2021 (Deloitte Report, 2020). The growth is being driven primarily by consumers' ever-increasing hunger for streaming video over the internet, now amplified by the migration of more broadcast and cable TV onto direct-to consumer over-the-top (OTT) internet delivery networks. This study aims to pinpoint the features that influence the OTT video streaming and the effect of cost element on user subscription for OTT video streaming.

Stochastic Modelling and Computational Sciences

Josy James (2021) "A Study on The Consumption of OTT Platforms Among Youth" (i) To measure the use of OTT platforms among youth. • There are almost an equal majority of youth who use the OTT platforms both occasionally as well as weekly. • Majority of the youth uses a single OTT platform regularly and the next large group of youth uses 2 OTT platforms regularly. (ii) To determine the factors influencing the use of OTT platforms. • Majority of the youth are influenced by social media to use the OTT platforms followed by the peer influence becoming the next big factor. • User friendliness of the OTT platforms is the most influential benefit derived from the OTT platforms followed by the flexibility in usage of these platforms.

(iii) To recognize popular OTT platforms & content preference of youth in OTT platforms. • Amazon Prime Video is the most popular OTT platform among youth followed by Netflix and then Disney + Hotstar. • Majority of the youth prefer to watch movies & web series on the OTT platforms followed by web shows & news. (iv) To understand the use of OTT platforms with reference to the change in pre & post of COVID-19 pandemic.

• Majority of the youth has started using OTT platforms after the arrival of the COVID-19 pandemic and the next majority has only been using OTT for 2 years. 46 • Most of the youth have increased their consumption of OTT platforms after the occurrence of the COVID-19 pandemic.

Hemalatha, Mr. Kishore Kumar. A, Mr. Sathish Kumar (2022) A Study on Customer Satisfaction on OTT Platforms during Covid19 Pandemic Period. An Over-The-Top (OTT) platform is a virtual media carrier added immediately to audiences over the Internet. The agencies that traditionally function a controller or distributor of such content, along with cable, radio, and satellite TV for pc TV channels, are bypassed with the aid of using OTT. It's additionally been prolonged to no-service mobile phones, which invoice all communications as data, stopping monopolistic competition. OTT additionally refers to a brand-new technology tv networks like traditional satellite tv for pc or cable TV carriers, provide stay streams of linear area of expertise channels over the Internet instead of a closed, non-public community of proprietary system like set-pinnacle boxes. The transition from conventional media to OTT platform, particularly because of COVID-19, has brought about a war among to draw streaming carriers and keep subscribers all through the lockdown duration. Hence this study is mainly focused on satisfaction of Consumer using OTT.

Sant Singh (2022) A study on factors leading to adoption of OTT services among millennial consumers in India. International Journal of Multidisciplinary Research and Technology Volume 1, Issue 2. In today's era OTT (over the top video) has become big buzzword when we talk about Digital media and availability of latest video content among consumers, especially the Generation Y category. There was an era when all the family members sit together in the evening to watch traditional shows on TV like Ramayana, Mahabharata etc. But since 2013 OTT platforms have gained significant growth and it is estimated that this video streaming content shall exceed \$332 billion by 2025. However this research is about understanding various factors which lead to adoption of OTT services among millennial consumers. Due to 5G technology and advancement in IT sector the future of OTT platform will be bright because upcoming generations will have greater capacity to cope up with highly advanced systems like delivering users the experience of virtual reality in high-definition video quality. Hence the users will enjoy better services in this industry. The biggest audience for OTT businesses will be the millennial consumers who are grown up as digital natives and they don't have patience to wait for movies, TV shows etc. to air on television. They want to watch the content just like preparing maggi noodles which is masala -daar, instant and on demand. Therefore, this research is attempted to understand why millennial consumers are addicted to binge watch video content on the OTT platforms, what benefits they enjoy while watching video content on OTT platforms etc. This research paper will also help companies to look at the bigger picture of adopting OTT services in their business models. As the paper will brief them about the reasons for consumer preference for this service and ways to induce repeated purchase and final adoption of OTT platforms in India.

Gomathi, Dr.N. Vijaiatha Christy. (2021) Viewer's Perception Towards 'Ott' Platform During Pandemic (With Special Reference to Coimbatore City). International Journal of creative research thoughts© 2021 IJCRT | Volume 9, Issue 8 August 2021 | ISSN: 2320-2882. Today we are going through a period of lock-down which the

Stochastic Modelling and Computational Sciences

people of India have never seen before, for such a long time. In such a situation, in the era of this technology and the Internet, anyone likes to spend their free time in front of the digital screen, where they have many options to see. The ever-increasing viewership of the OTT video streaming services and the big star's inclination towards this platform justifies this. Today, the time we spent looking at our screens has increased immensely. As the cinema halls shut and film release has been suspended amid nationwide, this technological shift by internet has created a new kind of viewing experience and that might end up changing the collective movie watching experience in cinema hall which result in dent in the footfall whenever the screens open again. This change in viewing experience created by OTT has a greatest fear for cinema hall owners. This thesis explore tries to analyses the impact of increasing OTT video streaming services viewership in lockdown to assess the future of collective watching experience in India. It frames the attitude of Indian people towards cinema hall through assessing different vantage points that mark shift in watching experience. At the end it gives the, recommendation contextualized the immensely increasing OTT viewership during lock down and its resultant effects on the collective watching experience.

Imran Hossain (2022) A Study on Over-the-Top (OTT) Video Streaming Platforms in Bangladesh. *Advances in Journalism and Communication* > Vol.10 No.3, September 2022. This paper aims to identify the opportunities and challenges of over-the-top (OTT) video streaming platforms in Bangladesh. Furthermore, the study aims to reveal the viewership patterns of Bangladeshi consumers regarding different OTT platforms, such as Netflix, Chorki, Hoichoi, and Prime Video. The popularity of over-the-top (OTT) video streaming is on the rise worldwide. Bangladesh is becoming an emerging field of business in the global OTT market due to the proliferation and rapid development of internet services and smartphones. No academic research has been conducted on this rapidly emerging form of entertainment in Bangladesh, in contrast to mainstream entertainment sources such as satellite television and film. It aims to uncover the current state of this new medium, its prospects, and its regulatory challenges. This study is the first to examine the current scenario of over-the-top (OTT) video streaming platforms in Bangladesh. Bangladeshi viewers' preferences and prospects for OTT platforms are assessed in this study.

RESEARCH METHODOLOGY:

Objectives of the Study:

- To assess the changes in behavior of viewers due to the growth of OTT platforms.
- To explore the opinion of Tamil Nadu audiences on the use of OTT platforms in comparison to traditional television.
- To understand the factors that motivates the viewers to watch content on OTT platforms.
- To identify the types of OTT platforms used by Tamil Nadu audiences and their preferred content.
- To evaluate the influence of OTT platforms on viewers' decision making.

Scope of the Study:

The research will focus on the effect of OTT platforms on viewers' behavioral pattern in Tamil Nadu. The study will analyze the viewing habits, preferences, and opinions of the sample regarding OTT platforms. The scope of the study is to explore the influence of OTT platforms on viewers' behavioral patterns in Tamil Nadu. This will include looking at how OTT platforms have impacted the viewership of traditional television, the types of content that viewers are engaging with, how OTT platforms are changing their viewing habits, and how OTT platforms are affecting their choices of content. The study will also explore how OTT platforms are affecting the way viewers are engaging with content, such as the length of time they are spending watching content, the types of devices they are using to access content, and the ways they are sharing content. The study will be conducted in Tamil Nadu, and will focus on the impact of OTT platforms on viewers in this region. This would thus help in providing statistical analysis of the preference of different customers. The study would also help to infer the experiences of different users of OTT platforms and their views.

Stochastic Modelling and Computational Sciences

3.1 Need for the study:

The spread of the COVID-19 pandemic has significantly affected almost all industries in many ways. The OTT platforms have themselves undergone and moved to the next stage during these times and after that. Not only youth, but all age groups have increased the use of OTT platforms during these times. The researchers have graded India as the highest and rapidly growing OTT market in the world. The ease of availing worldwide entertainment is been satisfied through these platforms which made the OTT wider acceptance. This study will be helpful to the industry to know the viewers behavioural pattern and also the change in the social behaviour of the humans. This study will show a light on how the growth of OTT has changed the behavioural pattern of youth and also the negative impact of the OTT growth. This study will be helpful to both the OTT industry and to the psychologist to understand the changing behaviour of the public.

Significance of the Study: The spread of the COVID-19 pandemic has significantly affected almost all industries in many ways. The OTT platforms have themselves undergone and moved to the next stage during these times and after that. Not only youth, but all age groups have increased the use of OTT platforms during these times. The researchers have graded India as the highest and rapidly growing OTT market in the world. The ease of availing worldwide entertainment is been satisfied through these platforms which made the OTT wider acceptance. This study will be helpful to the industry to know the viewer’s behavioural pattern.

Research Methodology: 1. **Research Design:** The research will use a descriptive research design, which is suitable for the study of OTT Platforms’ and its influence on viewers behavioral pattern in Tamil Nadu.

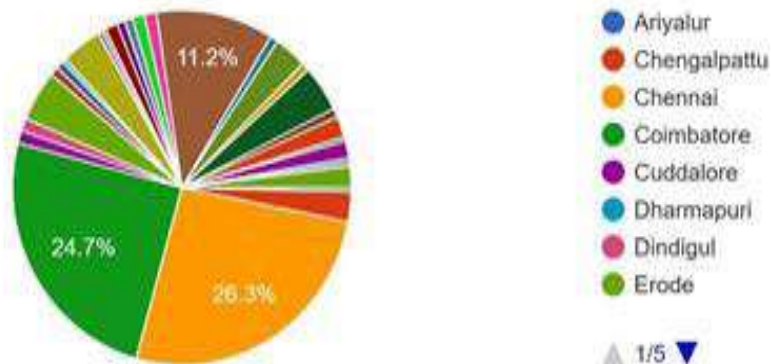
Data Collection: Data will be collected through forms and questionnaire of viewers in Tamil Nadu.

Sampling: For the purpose of this research, a random sampling technique will be used to select a sample of viewers in Tamil Nadu.

Sampling Size: A sample size of 258 people from Tamil Nadu will be used for this study.

Select the Current Staying District (In Tamil Nadu State)

259 responses



Chengalpattu	7	2.7
Chennai	68	26.3
Coimbatore	66	25
Cuddalore	3	1.2
Dindigul	3	1.2
Erode	12	4.6
Kallakurichi	2	0.8
Kancheepuram	2	0.8

Stochastic Modelling and Computational Sciences

Krishnagiri	1	0.4
Madurai	10	3.9
Mayiladuthurai	1	0.4
Nagapattinam	1	0.4
Nagercoil	3	1.2
Namakkal	2	0.8
Pudukkottai	2	0.8
Salem	3	1.2
Tenkasi	3	1.2
Thanjavur	29	11.2
Thiruvallur	2	0.8
Thiruvarur	8	3.1
Thoothukudi	2	0.8
Tiruchirappalli	11	4.2
Tirunelveli	2	0.8
Tiruppur	5	1.9
(Ooty)	4	1.5
Viluppuram	1	0.4
Virudhunagar	5	1.9
Chengalpattu	7	2.7
Chennai	68	26.3
Coimbatore	66	25
Cuddalore	3	1.2
Dindigul	3	1.2
Erode	12	4.6
Kallakurichi	2	0.8

Sampling Techniques: The study will use a combination of both random and convenience sampling techniques.

1. Data Analysis: The collected data will be analyzed using both descriptive and statistical analysis.

Limitations of the Study:

The following are the limitations of the study

1. The study is conducted in only one state only due to time constraints.
2. The Project has time limits, as it has to be carried along with the academic subjects.
3. There was not enough time to discuss with the respondents as the data was collected online and there was not enough time to meet the respondents in person.
4. The Project was based on the information given by the respondents.
5. The findings of the study might change in future due to technology development in the area of study.

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DATA ANALYSIS AND INTERPRETATION

ANALYSIS OF RESPONDENTS FEELINGS WHILE USING OTT PLATFORMS IN COMPARISON TO TRADITIONAL TELEVISION/THEATRE

OTT vs Traditional	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied	Total
Respondents	5	3	88	116	46	258
Percentage	1.9	.2	34.1	45	17.8	100

From the above chart and the above values obtained it is understood that 116 (45 %) of the respondents are feeling “satisfied” when they use OTT platforms when compared to traditional mode like televisions or in theatres. And, 46 (17.8 %) of the respondents are feeling “highly satisfied” when they use OTT platforms when compared to traditional mode like televisions or in theatres. 88 (34.1%) have responded “neutral”, as such it is inferred that they are nor neither satisfied nor dissatisfied, and they might also not able to come into quick conclusion of the questions. 5 (1.9%) respondents out of 258, are feeling “highly dissatisfied “when they use OTT platforms when compared to traditional mode like televisions or in theatres and 3(1.2%) respondents are feeling “dissatisfied”. Even though the dissatisfaction percentage is very low, further studies may be done to identify the factors which make them dissatisfied while watching in the OTT platforms.

ANALYSIS OF THE FACTORS THAT MOTIVATE TO WATCH CONTENT ON OTT PLATFORMS

2. Choose the factor that motivate you to watch content on OTT platforms?

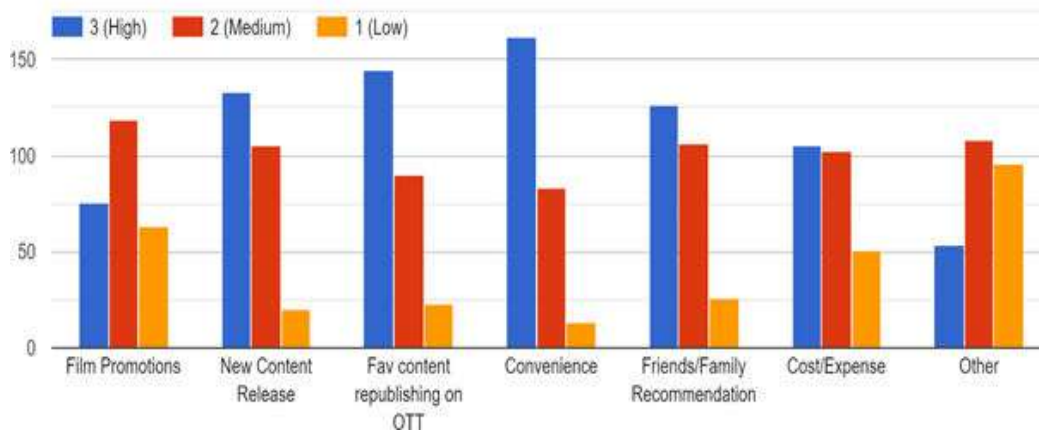


Table:4.2 Factors that Motivate to Watch Content on Ott Platforms

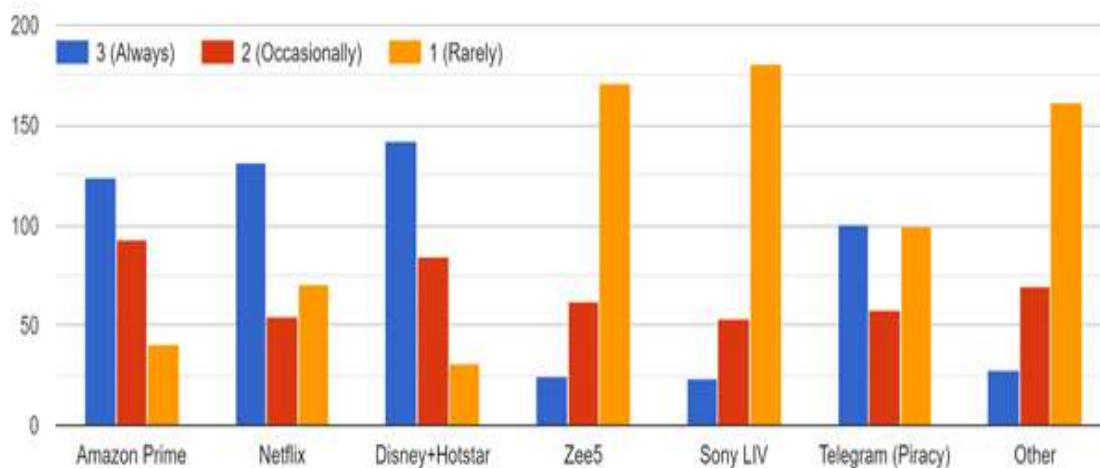
Variables	HIGH	MEDIUM	LOW	TOTAL
Film promotion	76	119	63	258
New content release	133	105	20	258
Favorite content republishes	145	90	23	258
Convenience	162	83	13	258
Friends / family	126	106	26	258
Cost/expenses	105	102	51	258
Others	54	108	96	258

From the above table 4.3 and chart, it is found that the factor “convenience” plays an important factor to motivate the respondents to watch content on OTT platforms. Out of 258 respondents 162 have marked “convenience” as “high”. The next factor leading in motivating the respondents to watch content on OTT platforms is “Favorite

Stochastic Modelling and Computational Sciences

content “getting republishing on OTT. Nearly 145 respondents out of 258 have marked “high” for this factor. “New Content release” factor also has motivated the respondents in a large way as 133 respondents out of 258 have opted” high” for this factor. Friend and family also have motivated the respondents as 126 respondents have marked “high” for this factor. In the medium category “film promotions” also have motivated the respondents to watch the OTT platforms. 119 respondents out 258 have opted “medium” for this factor. The convenience of consuming content at a time and/or place that suits is the deciding factor for of respondents. OTT content can easily be accessed through mobile devices, PCs, and laptops, which are cheaper and more widespread – approximately. It is found that convenience play an important and leading factor to watch in OTT platforms.

3. Which OTT platforms do you consume more?



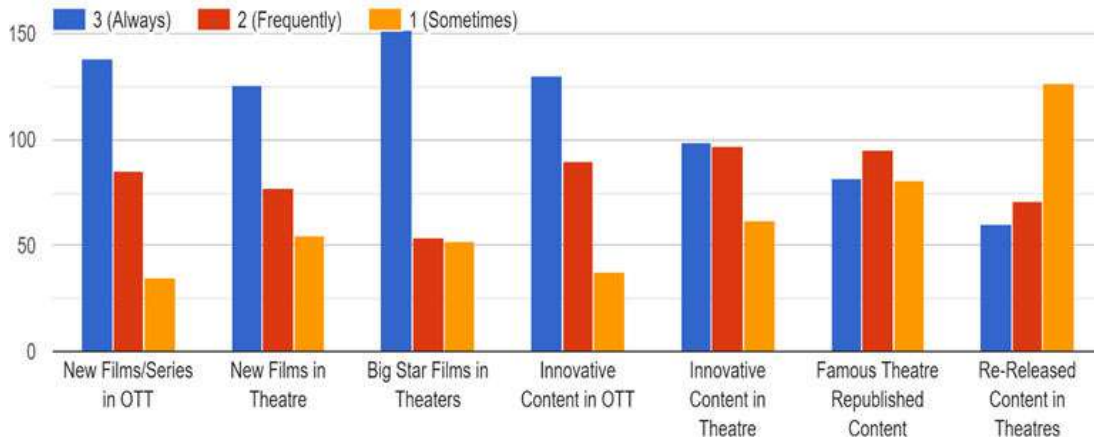
FACTORS	ALWAYS	OCCASIONALLY	RARELY	TOTAL
Amazon prime	124	93	41	258
Netflix	132	55	71	258
Disney+Hotstar	142	85	31	258
Zee5	25	62	171	258
Sony live	23	54	181	258
Telegram (piracy)	101	58	99	258
Others	28	69	61	258

From the above table and chart, it is found that the respondents of the study area “always” prefer watching in Disney + hot star. Out of 258 respondents 142 respondents have choose “Disney + hot star” as their platforms by mentioning “always”. Out of 258 respondents 132 respondents have preferred Netflix as their favorite by marking “always”. The next OTT platform of the respondent’s choice is “Amazon Prime” Nearly 124 respondents out of 258 have marked “always” for this platform. It is also noted that the respondents of the study area rarely watch Zee5. 171 respondents out of 258 have marked “rarely” for this platform. And, 181 respondents out of 258 have marked “rarely” for “sony live” platform. From this chart it is inferred that, Disney hot star is the platform consumed more by the respondents of the study area. And respondents rarely watch Sony live. It is also noted that respondents of the study area also watch through telegram channel. 101 respondents of the study area “always” watch through this pirated version.

Stochastic Modelling and Computational Sciences

ANALYSIS OF THE TYPE OF CONTENT PREFERRED BY THE RESPONDENTS

4. What type of content do you prefer?



From the below table and chart, it is found that the respondents of the study area “always” prefer watching big star films in theatres. Out of 258 respondents 152 respondents say that they prefer watching big star films in theatres. Out of 258 respondents 138 respondents say they prefer watching New Films/Series in OTT. Out of 258 respondents 130 respondents say they prefer watching Innovative Content in OTT.

ANALYSIS OF THE TYPE OF CONTENT PREFERRED BY THE RESPONDENTS

FACTORS	ALWAYS	FREQUENTLY	SOMETIMES	TOTAL
New Films/Series in OTT	138	85	35	258
New Films in Theatre	126	77	55	258
Big Star Films in Theatres	152	54	52	258
Innovative Content in OTT	130	90	38	258
Innovative Content in Theatre	99	97	62	258
Famous Theatre Republished Content	82	95	81	258
Re-released Content in Theatres	60	71	127	258

Even though OTT platforms are growing and are dominant these days and many respondents of the study area feel watching in OTT as a convenient mode, as per the above table, majority of the respondents of the same study area say that they always prefer to watch big star movies only in theatres. The action-oriented films have worked big time and the youth like these kinds of films which are fun to watch in a theatre. It can be inferred from the above table that, if the content is good and has a big star in it, the audience will come to the theatre.

ANALYSIS OF THAT “ONE FACTOR” THAT INFLUENCE YOUR DECISION MAKING ON OTT OVER THEATRES

Variables	Content	Price	Experience	Convenience	Others	Total
Respondents	52	42	19	139	6	258
Percentage	20.2	16.3	7.4	53.8	2.3	100

From the above chart and table, it is understood that 139 (53.8%) of the respondents are influenced by the factor “convenience” when they decide to go for OTT over theatres. The facility to view content anywhere and on multiple devices is something that acts as a USP for many a population. The number of sales of smartphones has

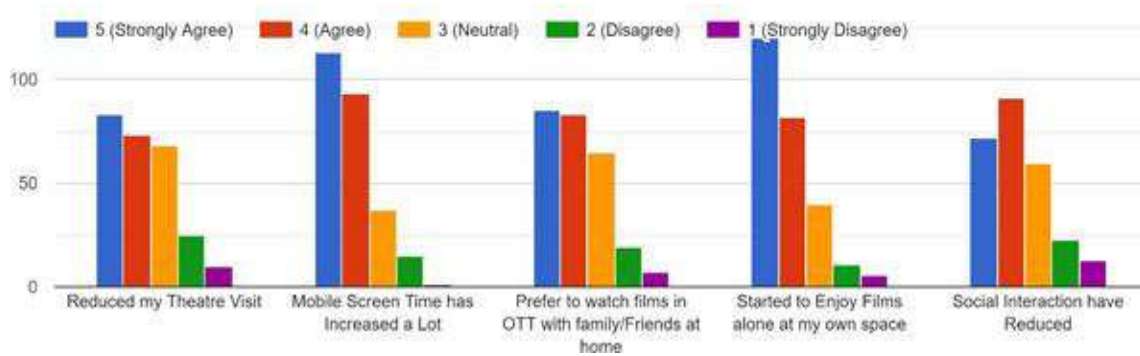
Stochastic Modelling and Computational Sciences

also grown extremely in the past 5 years resulting in ease of access when it comes to mobile data. Television shows and movies are now being released directly on OTT platforms, making it exciting and unique, for which users are ready to pay a premium. OTT services also provide a greater sense of control to the viewer which enables them to access content they want to, choose recommendations made by the platform and avail the luxury of subtitles, language and age-appropriate entertainment. And, 52 (20.2%) of the respondents of the study areas are influenced by the factor “content” when they

decide to go for OTT over theatres. It is understood that the experience plays a minor role as only 19 respondents are influenced by this factor while deciding OTT over theatres. India being a price-oriented country, many viewers feel that the plans available in OTT platforms are quite expensive. Various platforms react accordingly to it. It is inferred that 42 respondents’ decision making on OTT over theatres, is influenced by the factor “price”.

ANALYSIS OF CHANGES IN BEHAVIOUR EXPERIENCED DUE TO THE GROWTH OF OTT PLATFORMS.

6. What changes in behaviour have you experienced due to the growth of OTT platforms?



FACTORS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL
Reduced my Theatre Visit	83	72	68	25	10	258
Mobile Screen Time has Increased a Lot	113	93	36	15	1	258
Prefer to watch films in OTT with family/Friends at home	84	83	65	19	7	258
Started to Enjoy Films alone at my own space	119	82	40	11	6	258
Social Interaction have Reduced	72	91	59	23	13	258

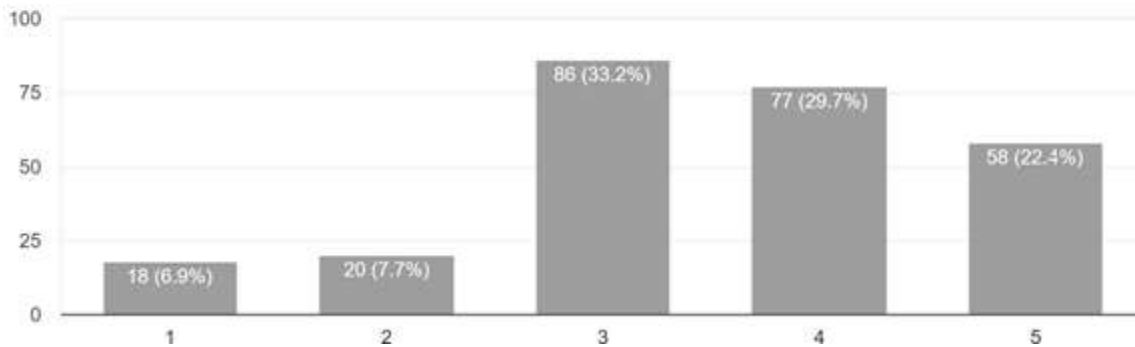
From the above table and chart, it is understood that the majority of the respondents (113) of the study area strongly agree that their “mobile screen watching time has increased a lot”. And 93 respondents have “agreed” that their “mobile screen watching time has increased a lot”. It is seen as a major behavioral change as their book reading habit should have been reduced and time spent with family and friends should also have been reduced. As they show very less time with human interaction, the human relation skill which is an important factor for anyone working or employer is also not developed. This will impact on team working skills too. And from the table it also clearly inferred that 72 respondents have strongly agreed that their social interaction have reduced.

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And also, many respondents (119) of the study area strongly agree that they “started to Enjoy Films alone at my own space”. So, it shows that they expect more of privacy in day-to-day life. Nearly, 83 respondents of the study area strongly agree that they have reduced their Theatre Visit. The negative impact of changes in behavior experienced due to the growth of OTT platforms have to be taken care of.

ANALYSIS OF FREQUENCY OF WATCHING THINGS RELATED TO OTT CONTENT ON SOCIAL MEDIA

7. How frequently do you see things related to OTT content on social media?



ANALYSIS OF FREQUENCY OF WATCHING THINGS RELATED TO OTT CONTENT ON SOCIAL MEDIA

FREQUENCY	RARELY	→			FREQUENTLY	Total
	1	2	3	4	5	
Respondents	18	20	86	77	57	258
Percentage	7	7.8	33.3	29.8	22.1	100

From the above chart and table, it is found that 134 (51.9%) of the respondents are frequently watching things related to OTT content on social media.

Only 38 (14.8%) respondents of the study area say they rarely watch things related to OTT content on social media. It is read that OTT has already come at par with social media platforms because mobile has become a screen of choice for users and anything available within the reach of a fingertip draws favorability & inclination towards the platform. It states that OTT based gaming is preferred by the Gen Z more as compared to their millennial counter parts. Social media platforms such as Instagram, Facebook and Twitter are not just a mode of entertainment today but they have evolved into an arena for trade and commerce activities as well. They have

also upheld the basic criteria of transmission of information and have also accommodated a space for people to freely express their views as well as opinions and they get information related to OTT on social media.

ANALYSIS OF THE RESPONDENT’S CHOICE

CHOICE	OTT	TV/THEATRES	Total
Respondents	111	147	258
Percentage	43	57	100

From the above chart and table, it is found that 111 (43%) of the respondents choose OTT as their choice of viewing and 147 (57%) still choose TV or theatres as their choice of viewing. This may be like because there are

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certain contents or films which you can enjoy in theatres only. Theatre gives you a different and immersive experience which cannot be possible on the OTT. A big screen, amazing sound quality, and an atmosphere that only you can feel in the theatre.

Theatre is alive and three dimensional, with audiences sharing an experience and space with the actors performing and their fellow audience members. Films and television don't provide the exact sense of participation and intimacy that live performances have. 3d and 5d movies are the future of entertainment and enjoying them at home is not that much interesting. And that will always have the plus point for cinemas in Theatre.

ANALYSIS OF CHANGES IN BEHAVIOUR AFTER THE GROWTH OF OTT

BEHAVIOUR	No Change	Slight Changes	Neutral	More Changes	Entirely Changed	Total
Respondents	43	80	81	49	5	258
Percentage	16.7	31	31.4	19	1.9	100

From the above statistics it is found that 80 (31%) of the respondents of the study area says that their behavior has slightly changed after the growth of OTT. And 81 (31.4%) of the respondents of the study area are very much neutral in answering regarding their behavior change after the growth of OTT. 43 (16.7 %) of the respondents of the study area says that there is no change in the behavior after the growth of OTT. 49 (19%) of the respondents of the study area says that there are more changes in their behavior after the growth of OTT. And only 5 (1.9 %) of the respondents of the study area says that their behavior has entirely changed after the growth of OTT. Studies reveal that, the entire process of socialization of youth has got affected. the disease such as insomnia, depression, obesity, and eyes disorder amongst the youth have increased due to more changes in the behavior after the growth of OTT. That particularly when screen timing has increased.

ANALYSIS OF INFLUENCE OF OTT PLATFORMS IN DECISION MAKING

DECISION MAKING	YES	NO	Total
Respondents	118	150	258
Percentage	45.7	54.3	100

From the above table and charts, it is understood that out of 258 respondents 118 (45.7%) of the respondents have agrees that there is influence of OTT in their decision making. And,150 (54.3%) of the respondents have agrees that there is no influence of OTT in their decision making in their life. So, nearly 50% of the respondents' decisions regarding their vacation plans, privacy and pricing on entertainments have been influenced by OTT. People nowadays, prefer sitting at home relaxed watching their favorite movie in OTT rather than spending more money on vacation or outing. The entertainment expenses are very high recently, that an ordinary citizen cannot afford for an external entertainment. OTT is a cheaper form of entertainment for a family or an individual.

ANALYSIS ON THE PREFERENCES OF THE OTT CONTENT

OTT CONTENT	New Series	New Films	Classic Old Series	Classic New Series	Total
Respondents	110	92	45	12	258
Percentage	42.5	35.5	17.4	4.6	100

From the above table it is inferred that out of 258 respondents 110 (42,5%) preferred to view new series in the OTT plat form. New series watching is the recent trend among the youth. 92 (35.5%) respondents of the study area feels like they like to watch new films in the OTT platforms. 45 (17.4%) respondents prefer watching classic old series in the OTT platform. Classic new series is less preferred among the respondents of the study area as only 12(4.6%) respondents prefer watching it. Following Netflix's popularity, an increasing number of streaming firms have entered into the market, each producing their own material in order to attract users and thus income.

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As a result, the quantity of television programming available increased, as did the quality of that content, both in terms of aesthetics and story (Arumugam, 2016). The rise of OTT has been dubbed "the golden era of television," a tribute to the 1950s' first glorious age of television. It is noted that the respondents of the study area prefer watching new series when it comes to content preference.


ANALYSIS OF THEATRES VISITS AFTER 2020

VISITS IN A MONTH	0-1	1-2	2-3	4-5	Total
Respondents	114	71	44	29	258
Percentage	44	27.4	17	11.6	100

From the above table and chart, it is inferred that 110 respondents out of 258, go to theatres only one time or less than that, after covid 2020. It shows that the impact of covid, have reduced the theatre visit among the respondents of the study area. And nearly 71 (27.4%) visit theatres only one or two times. Still, there are few respondents who prefer going to theatres 29(11.6%) four or five times a month.

With many movie theaters' doors staying closed, home theaters are becoming an increasingly popular way to enjoy the luxuries of the movies from the comfort of your home. As more people than ever invest in their entertainment spaces, new trends are also arising. The rise of streaming services has contributed to the decline of turnout in theaters. Going to the movies is a beloved experience for many, but has become less popular as of late.

ANALYSIS OF CONVENIENCE RATE OF OTT PLATFORMS COMPARED TO THEATRES

CONVENIENCE	Uncomfortable				Convenient	Total
		1	2	3		
Respondents	12	17	83	82	64	258
Percentage	4.6	7	32	31.7	24.7	100

From the above table it is inferred that the respondents of the study area feel that watching in OTT is convenient than watching in theatres. As, nearly 64 (24.7%) respondents feel that it is "very convenient" to watch in OTT. And 83 (32%) respondents feel its "convenient" to watch in OTT than in theatres. Only 12 (4.6%) respondents feel its uncomfortable to watch in OTT than in theaters. So, majority of the respondents of the study area feel it's convenient to watch in OTT than in theatres. Convenience is the important variable upon which the OTT platform has shown a tremendous upward growth after the covid pandemic. Anywhere, anytime viewing allows the people to go for OTT.

ANALYSIS OF THE RESPONDENT'S PREFERENCE FOR OTT OVER THEATRES

PREFERENCE	Strongly agree	agree	Neutral	Disagree	Strongly disagree	TOTAL
Respondents	33	51	117	37	20	258
Percentage	12.7	19.7	45.2	14.3	8.1	100

From the above table and chart, it is inferred that 33 (12.7%) "strongly agree" to the statement that they prefer OTT over theatres. And 51 (19.7%) "agree" to the statement that they prefer OTT over theatres. 117 (45.2%) of the respondents play a neutral role for preferring OTT over theatres, they might be not in a position to decide or they might feel that both OTT and Theatres have their own pros and cons. It is noted that 20 (8.1%) respondents "strongly disagree" to the statement of preferring OTT over theatres. And 37 (14.3%) of the respondents "disagree" to the statements of preferring OTT over theatres. It can be concluded that the majority of the respondents agree in preferring OTT over theatres.

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ANALYSIS OF HOURS SPENT ON OTT PLATFORMS (PER WEEKEND)

HOURS SPENT	Less than 2 hrs	2-5 hrs	5-10 hrs	More than 10hrs	TOTAL
Respondents	63	142	41	12	258
Percentage	24.3	54.7	16	5	100

From the above data collected, it is found that 142 (54.7%) of the respondents spend two to five hours of time in OTT platforms every week end. And, 63 (24.3%) of the respondents spend less than 2 hours of timing in OTT platforms. It is shocking to note that 5% respondents are spending more than 10 hours in OTT platforms during weekends. Consumers are steadily moving away from traditional linear TV to Connected TVs (CTV) and OTTs, which has brought a major change in media consumption. It is concluded that the changing behavior is very much evident that respondents of the study area are spending more time in OTT during weekends. Social Interactions seems to be very low after the growth of OTT platforms, as most of them spend their time privately. This single factor by itself is a foundation for changing behavior, which has more consequences. A separate study has to be conducted to know the consequence of this variable.

Regression:

The regression analysis between rate of convenience and how often you visit theatres after 2020.

H1 – There is significant relationship difference between rate of convenience and how often you visit theatres after 2020.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.181 ^a	.033	.029	1.056	.033	8.630	1	256	.004

a. Predictors: (Constant), 12. After 2020 how often you Visit Theatres in a Month? (No.of Time)

The R square Value is 0.033 which is lesser than 0.05 (95% Confidence Level). So, we'll accept the H1. **Here the Acceptance of H1 states that this research prediction has an effect or relationship in the population.**

Chi Square:

H1 – There is significant association between OTT Platform influence your decision making and educational qualification.

Count		Educational Qualification				Total
		Above PG	PG	School	UG	
10. Did OTT Platforms influence your decision making - Anywhere?	No	2	10	49	6	73
	Yes	0	10	51	1	56
Total		2	20	100	7	129

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.020 ^a	4	.198
Likelihood Ratio	7.144	4	.128
N of Valid Cases	258		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .91.

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The significance value is 0.198 is higher than 0.05 (95% Confidence Level). So, we'll reject H1 alternate hypothesis. **Here the Rejection of H1 states that this research prediction has there's no effect in the population.**

Cross Tabulation:

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * 13. Rate Convenience of OTT Platforms comparing to Theatres?	258	100.0%	0	0.0%	258	100.0%

Gender * 13. Rate Convenience of OTT Platforms comparing to Theatres?

Crosstabulation

Count

		13. Rate Convenience of OTT Platforms comparing to Theatres?					Total
		1	2	3	4	5	
Gender	Female	2	4	17	21	23	66
	Male	10	14	66	60	42	192
Total		12	18	83	81	64	258

The cross-tabulation analysis between rate convenience of OTT platform comparing to theatres and gender.

Only 28.38% Female are convenient over OTT platforms comparing to theatres. But 53.13% Male are convenient over OTT platforms comparing to theatres. We may conclude this female respondent likely to spend time in theatres rather than in home and male respondents likely to spend time in home rather than theatres.

One Way ANOVA:

H1 – There is significant mean difference between frequently do you see things related to OTT content on social media and Age

Oneway

ANOVA

7. How frequently do you see things related to OTT content on social media?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.105	2	.052	.043	.958
Within Groups	264.321	218	1.212		
Total	264.425	220			

The One Way ANOVA analysis between did how frequently do you see things related to OTT content on social media and Age.

The significance value is 0.958 is higher than 0.05 (95% Confidence Level). So, we'll reject the H1. **Here the Rejection of H1 states that this research prediction has there's no effect in the population.**

5.1 Findings:

- Majority of the respondents out of 258 respondents, 116 (45 %) of the respondents are feeling “satisfied” when they use OTT platforms when compared to traditional mode like televisions or in theatres.
- It is found that the factor “convenience” plays an important factor to motivate the respondents to watch content on OTT platforms. Out of 258 respondents 162 have marked “convenience” as “high”.

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- It is found that the respondents of the study area “always” prefer watching in Disney + hot star. Out of 258 respondents 142 respondents have choose “Disney + hot star” as their platforms by mentioning “always”. Out of 258 respondents 132 respondents have preferred Netflix as their favorite by marking “always”.
- It is found that the respondents of the study area “always” prefer watching big star films in theatres. Out of 258 respondents 152 respondents say that they prefer watching big star films in theatres. Out of 258 respondents 138 respondents say they prefer watching New Films/Series in OTT. Out of 258 respondents 130 respondents say they prefer watching Innovative Content in OTT.
- Majority of the respondents out of 258 respondents, 139 (53.8%) of the respondents are influenced by the factor “convenience” when they decide to go for OTT over theatres. The facility to view content anywhere and on multiple devices is something that acts as a USP for many a population.
- Majority of the respondents out of 258 respondents, (113) of the study area “strongly agree” that their “mobile screen watching time has increased a lot”. And 93 respondents have “agreed” that their “mobile screen watching time has increased a lot”.
- It is found that 134 (51.9%) of the respondents are frequently watching things related to OTT content on social media.
- It is found that 111 (43%) of the respondents choose OTT as their choice of viewing and 147 (57%) still choose TV or theatres as their choice of viewing. This may be like because there are certain contents or films which you can enjoy in theatres only. Theatre gives you a different and immersive experience which cannot be possible on the OTT.
- Majority of the respondents out of 258 respondents, 80 (31%) of the respondents of the study area says that their behavior has slightly changed after the growth of OTT. 49 (19%) of the respondents of the study area says that there are more changes in their behavior after the growth of OTT. 43 (16.7 %) of the respondents of the study area says that there is no change in the behavior after the growth of OTT.
- Majority of the respondents out of 258 respondents, 118 (45.7%) of the respondents have agrees that there is influence of OTT in their decision making. And,150 (54.3%) of the respondents have agrees that there is no influence of OTT in their decision making in their life.
- Majority of the respondents out of 258 respondents, 110 (42,5%) preferred to view new series in the OTT plat form. New series watching is the recent trend among the youth. 92 (35.5%) respondents of the study area feels like they like to watch new films in the OTT platforms.
- Majority of the respondents out of 258 respondents, go to theatres only one time or less than that, after covid 2020. It shows that the impact of covid, have reduced the theatre visit among the respondents of the study area. And nearly 71 (27.4%) visit theatres only one or two times.
- It is found that the respondents of the study area feel that watching in OTT is convenient than watching in theatres. As, nearly 64 (24.7%) respondents feel that it is “very convenient” to watch in OTT. And 83 (32%) respondents feel its “convenient” to watch in OTT than in theatres.
- Majority of the respondents out of 258 respondents, 33 (12.7%) “strongly agree” to the statement that they prefer OTT over theatres. And 51 (19.7%) “agree” to the statement that they prefer OTT over theatres.
- Majority of the respondents out of 258 respondents, 142 (54.7%) of the respondents spend two to five hours of time in OTT platforms every week end. And, 63 (24.3%) of the respondents spend less than 2 hours of timing in OTT platforms.

Stochastic Modelling and Computational Sciences

- It is found that there is a strong relationship between convenience and often theatre visit after 2020. Many people not showed up to theatres because of convenience of OTT platforms and to that opposite may people went to theatres due to inconvenience of OTT platforms (**Using Regression Analysis**)
- The analysis between did how frequently do you see things related to OTT content on social media and Age has no impact among the respondents (**Using One Way ANOVA**)
- Analysis between did OTT Platform influence your decision making and educational qualification has no association between these two factors (**Using Chi Square Test**)

5.2 Suggestions: From the study on “OTT Platforms’ and Its Influence on Viewers Behavioral Pattern In Tamil Nadu” the following views are suggested from the researcher.

Suggestions to OTT Providers

- OTT providers are in tremendous growth stage. So, they can use this opportunity to attract new viewers by adopting effective pricing strategy.
- OTT providers can work more on how to provide Theatre experience to their viewers.
- Even though convenience plays an important factor motivating the viewers to go for OTT platforms, the OTT providers can provide the viewers with better contents. The contents should be diverse from entertainment to educative.
- OTT platforms in India do not have the dual attractions. This is the main cause for the low paid subscription rates; many platforms in India just stream content alone, and that too at irregular intervals. Bringing dual advantages can bring more viewership to OTT platforms.
- Since there are many, negative impact identified by the researchers related to OTT, OTT providers can go for CSR activities for the welfare of the society at large. CSR activities which include increasing human relations and importance of working in team can be done.

Suggestions to OTT Viewers

Based on the study the researchers suggest the following points to the OTT viewers.

- The OTT viewers should move out of their comfort zone and develop human relation and team working skill, which is a must for working in any organization.
- OTT viewers should have control over screen timing, if not it will lead to health hazards in future
- They are suggested to spend time with their family and friends for a better relationship goal.
- Since, majority of the OTT viewers are of young generation, they have to practice time management and work smart to achieve their goals.
- The biggest user of mobile phone at the current point of time is this younger generation. So different psychological factors can reflect on the usage of OTT by Zen Z.

CONCLUSION

After pandemic peoples are habituated to use OTT platforms because cinemas are closed, and peoples are subscribing various OTT platforms for entertainment and now they are habituated from OTT platforms. Some OTT platforms like Disney+Hotstar are specially subscribed for watching live sports events in India like IPL. Find many findings from this survey like peoples spend how many times & monies on OTT platforms, which platforms are most favorite in audience, which factors is affected to OTT platforms subscriptions in India. Etc. With the COVID pandemic playing havoc, it is OTT’s time. Unwittingly, OTT is also enabling the family watch the

Stochastic Modelling and Computational Sciences

programme jointly thereby increasing the family bondage. Thus, in, my opinion, OTT is having both positive and negative effect on the family. Another important feature of OTT is its impact on movie theatres. Because of people preferring to watch content mostly on OTT platforms and less in movie theatres certain movies producers and distributors are electing the OTT media to reach its target customers. In the present circumstances, it is difficult to judge its effect on the theatres though, generally it is felt that it will have some but may not lead to their closure.

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