



Factors Influencing Consumer's Choice of Streaming Over the top (OTT) Platforms

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ARTICLE INFO

Keywords: Over-the-top (OTT), Consumer, Growth factor, Service quality, Benefits of OTT

<http://doi.org/10.48165/IJEE.2021.57323>

ABSTRACT

With the rapid advancement in technology, penetration of smart phones and increase in levels of affordable internet facilities resulted in the rise of OTT media services. OTT platforms gives freedom to their users to watch T.V. series, movies, etc. at their own convenience. The study was conducted to find out the factors influencing consumer's choice of streaming OTT platforms. Convenience sampling technique was used for the study and response from 200 respondents (students, working people/ staff, homemakers and entrepreneurs), was collected in Hisar city, through semi-structured questionnaire. The variations in the factors (Growth, Benefits of OTT, Integrated marketing and communication) were 41.321, 6.621, 5.977, and 5.378 per cent, respectively. As per factor analysis, all four factors were most important that influenced consumers' choice of streaming OTT services, and the Cronbach alpha values were 0.844, 0.812, 0.798 and 0.629, respectively.

INTRODUCTION

Digitalization around the world has changed the way how media is consumed. Penetration of smart phones, increase in affordable internet, better networks and technological advancement have resulted in arise of OTT media that offers quality services to viewers directly via the internet (Singh, 2019). OTT stands for over the top, and refers to any streaming services that deliver content to the users over the internet. They are usually accessed by websites and apps through Laptop, Smart phones, Tablet, Smart TV, Computer, etc. In earlier times, a consumer was only able to take out cable subscription and their cable TV provider was be responsible for the availability and supply of programmes. Now, in recent times, consumers can sign up for the different services and access their offerings (Sujata et al., 2015).

India is the second largest TV subscription market with in the Asian Pacific Region in terms of range of subscribers. India's video streaming trade is set to grow at a CAGR of 21.82 per cent to

achieve Rs. 11,977 crores by 2023. As per report of global accounting firm PricewaterhouseCoopers (PwC) (2019), the over-the-top (OTT) video industry will record the maximum growth rate among all sections and drive progress over successive four years within the overall media and entertainment industry in the country that will rise by 11.28 per cent to reach Rs. 4,51,405 crores. Online video consumption is deeply reliant on the availability of devices that are compatible with online video viewing. The smartphone is the most well liked video streaming device in India. In February 2019, almost 144 million people paid a total of 362 million hours on an OTT platform, out of which, 87 per cent of time spent in a smartphone environment and 13 per cent in a desktop environment (Gevers, 2019). Content openness, cost and lack of technological readiness are emerging as major barriers in adoption of OTT services in India (Kumari, 2020). Individuals like better to watch OTT video on mobile phone the most rather than smart TV, laptops or tablets as mobile phone device offer high personalization compare to other devices that is one among the foremost necessary factors that

viewers are switching from traditional television channels to OTT video platforms. One of the key drivers for increasing market share of OTT video platform is penetration of mobile computing devices (Business wire, October 2018). Educators also need to put themselves in a position to better understand the social context (Malik et al., 2020).

METHODOLOGY

Primary data was collected for the study by floating the google form (<https://docs.google.com/forms/d/e/1FAIpQLSeZQ2QRNvoSJAjvjpT8ERS9ddkVEpmSVGRSiQy1MtJNgZHOzg/closedform>) as well as offline survey in Hisar City. Questionnaire was framed in a mixed way containing (close ended and open-ended questions). Questions were asked, based on users' watching habits, hours spend, how they consume, factors affecting their choice of streaming OTT services etc. Questionnaire was divided into two parts; first part included demographic profile of the respondents whereas second part contained related to Growth factor (Factor 1), Benefits of OTT (Factor 2), Dimensions of service quality (Factor 3) and Integrated marketing communication (Factor 4). There were total 200 respondents including students, working individuals, homemakers and entrepreneurs in the survey. Convenience and purposive sampling were used. For statistical analysis, IBM SPSS Statistics 20 software was used by which reliability analysis, factor analysis, and descriptive statistics was done.

RESULTS AND DISCUSSION

Majority of the respondents (73%) belonged to the age group of 16-25 years, 70.5 per cent responses were students females (53.5%), 58.5 per cent users have paid subscription for different OTT apps, 77.0 per cent users spend less than 2 hours per day on OTT platforms (Table 1).

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was used to evaluate the reliability of the sample. The Kaiser-Meyer-Olkin (KMO) and the Bartlett's Test of sphericity values

Table 1. Demographic profile of the respondents

S.No.	Parameter	Percentage
1.	Gender of the Respondent	
	Male	46.5
	Female	53.5
2.	Age of the Respondent	
	16-25 years	73.0
	26-35 years	20.5
	36-45 years	5.5
	46 years and above	1.0
3.	Occupation of the Respondent	
	Student	70.5
	Working	25.5
	Homemaker	1.5
	Entrepreneur	2.5
4.	Do have a paid subscription for any OTT platforms	
	Yes	58.5
	No	41.5
5.	Hours do you spend on OTT platform per day	
	Less than 2 hours	77.0
	2-4 hours	20.5
	More than 4 hours	2.5

Table 2. KMO and bartlett's test measure for sampling adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.908
Bartlett's Test of Sphericity	Approx. Chi-Square	1862.028
	df	190
	Sig.	0.000
Cronbach's Alpha		0.922
No of Items		20

were found significant i.e., 0.908 and 1862.02, respectively (Table 2). The, overall Cronbach alpha value (0.922) was also found significant.

Four factors were taken, which contributed for 59.297 per cent variations. The variations due to factors 1 to 4 were 41.321, 6.621, 5.977, 5.378 per cent, respectively (Table 3). Respective eigenvalues and percentage of variance explained.

Table 3. Rotated Component Matrix (a)

Item	Component			
	1	2	3	4
Brand image	.757	.089	.087	.107
High quality videos	.661	.404	.083	.007
Accessibility	.622	.410	.243	.169
Trust in service provider	.578	.040	.381	.332
User interface	.529	.292	.297	.145
Penetration of mobile	.525	.223	.465	.084
Mobility	.523	.272	.270	.226
Marketing	.500	.094	.275	.387
Convenience	.093	.745	.267	.181
Ease of Use	.239	.740	.172	.226
Content	.255	.674	.239	.078
Quality of service	.340	.632	.110	.207
Affordable Internet	.188	.250	.771	.013
Compatibility of services with other Devices	.402	.342	.643	-.075
Customer service	.397	.012	.573	.405
Cheaper and Affordable	.114	.193	.570	.296
Customer Care Services	.144	.271	.543	.442
Cost	.125	.189	.352	.668
Advertising	.381	.132	-.078	.641
User Customization	.005	.483	.122	.633

The data was analysed with factor analysis to compile the 20 statements relating to growth factor, benefits of OTT, dimensions of service quality and integrated marketing communication. Firstly, data was checked through rotated component matrix, where 20 statements were reduced to four factors through rotated component varimax (Table 4). Here, factors having eigen value greater than one were considered.

Cronbach alpha values (Table 4) for the factors extending from .629 to .844 show a rational to exemplary inner evenness between the units of each dimension. All the four factors have been given appropriate suitable labels permitting to the characteristics of the statements allotted on each factor. The four factors were: growth factor (Factor 1), benefits of OTT (Factor 2), dimensions of service quality (Factor 3) and integrated marketing communication (Factor 4). Growth factor (Factor 1) was the most significant having the highest variance of 41.321 per cent. Out of the 20 statements, eight statements were viewed under this factor related to the factor 1. Statements included in this factor are- brand image, high quality videos, accessibility, trust in service provider, user interface,

Table 4. Factor's name and their eigen values

Statements	Eigen value	Cronbach Alpha Value	Percentage Variance
Growth factor (Factor 1)			
Brand image	.757		
High quality videos	.661		
Accessibility	.622		
Trust in service provider	.578	.844	41.321
User interface	.529		
Penetration of mobile	.525		
Mobility	.523		
Marketing	.500		
Benefits of OTT (Factor 2)			
Convenience	.745		
Ease of Use	.740		
Content	.674	.812	6.621
Quality of service	.632		
Affordable Internet	.771		
Dimensions of service quality (Factor 3)			
Compatibility of services with other Devices	.643		
Customer service	.573	.798	5.977
Cheaper and Affordable	.570		
Customer Care Services	.543		
Integrated marketing communication (Factor 4)			
Cost	.668		
Advertising	.641	.629	5.378
User Customization	.633		

penetration of mobile, mobility and marketing. Here, it can be concluded that OTT media service mostly focuses on Factor1 because it contributes the most. It was found that in growth factor -brand image, video quality, accessibility and faith in service provider were having positive impact on consumer's choice. Benefits of OTT (Factor 2) also played an important role having second highest variance of 6.621 per cent. Because OTT media services allows its users to access favourite content whenever and wherever they want and which is more convenient and easier to use. Access of ICT was significantly related with usages (Panda et al., 2019). Another great thing is providing quality services. Content, perceived ease of use and convenience was found to have the maximum impact on building the positive influence on consumers to adopt OTT media platform. Also, quality of content provided on OTT media is very crucial. Dimensions of service quality (Factor 3), was having variance 5.977 per cent which includes compatibility of services with other devices, customer service and cheaper and affordable packages of OTT have significant influence on consumer's choice of streaming OTT platforms. Finally, Integrated marketing communication (Factor 4) was deemed significant having variance 5.378 per cent. Statements loaded in this factor were cost, advertising and user customization. As, OTT service providers allows the users to choose from variety of option which ultimately add value to the services. So, this factor acts as a vital factor in influencing consumer's choice of subscribing OTT media platforms.

With growing digitization, the challenge for marketers is to understand how consumers consuming Over-The -Top (OTT) content adopt and consume messages in this format effectively (Dasgupta, & Grover, 2019).

CONCLUSION

The OTT media market is flourishing day by day and there is possibility to grow more in future. Therefore, OTT service provider needs to develop relevant strategies that attract and influence more customers. The findings shows that majority spent more time each day for watching content on the platform and this surge of taking subscription was seen during and after lockdown period. The results clearly indicated that the significant factors showing impact on the progress of OTT media services were growth factor, Benefits of OTT, dimensions of service quality and integrated marketing communication with Cronbach alpha value of 0.844, 0.812, 0.798 and 0.629, respectively. It can be concluded that Growth factor along with Benefits of OTT contribute the most. More focus is to be needed to make integrated marketing communication a significant factor and by keeping in mind other factors to increase their subscribers and customer satisfaction i.e., for influencing consumer's choice of streaming OTT platforms.

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