



The Indian Perspective: Unravelling Key Factors Influencing OTT Service Preferences

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Abstract

The objective of our research is to gain a deeper understanding of the factors that impact the decision-making process of Indian consumers when it comes to subscribing to Over the Top (OTT) services. The adoption of Over-The-Top services by customers is determined by various factors, including their perception of the service's ease of use, cost, quality of customer support, and current social trends. The study included 252 individuals from India who chose to use an OTT provider as their source of entertainment. The results of this research have important implications for management. The study employed frequency analysis to examine the correlation between demographic variables and the factors that impact customers' service preferences.

Keyword: OTT services, Over The Top, Indian customers, consumer behaviour, content quality, affordability, user experience, social influence, regional content, vernacular offerings.

1. Introduction

Over-the-Top (OTT) services are often considered online media content delivery services. These three service types—messaging, video, and applications—have altered how customers use the material and their behavior. The term "Through the Top" (OTT) refers to the technology that enables the transmission of voice calls over IP networks instead of traditional telephone lines. Skype, FaceTime, Viber, etc (Kamal , 2016).fall into this category. (Sujata, et al., 2015) Offered several explanations for why OTT services have become so popular and how this trend has altered the telecom industry. While

she acknowledges that factors such as price, accessibility of content, the prevalence of smartphones and mobile internet, the quality of the user experience, the availability of special features, and the maintenance of net neutrality all play a role in the growth of over-the-top (OTT) service adoption, she warns that the increased use of OTT services can harm other, similar offerings. Adoption of over-the-top (OTT) services is largely determined by how user-friendly and helpful they are perceived (Davis, , 1989; Venkatesh, Morris, G.B, & Davis, 2003).

2. Literature Review

Perceived Ease of Use

It examined the user-friendliness of digital media and the difficulties experienced while integrating streaming media technologies as part of a larger research on people's perspectives on technology and digital media. The authors found that the perceived or actual "ease of use" of media streaming capabilities might be a barrier to Adoption. (Davis, , 1989) also looked at perceived utility and ease of use. These ideas were seen to be fundamental components of user acceptance in the context of information technology. (Davis, , 1989) The perceived utility is "how much a person believes a system will boost his or her work performance." Perceived ease of use relates to "how simple a system seems to use." (Bhatt, 2020)

H1- Perceived Ease of Use is positively impact on Adoption of online stream of platform

Cost

The degree to which various internal and external factors drive individuals affects how they respond to new technologies. People also face several informational and financial difficulties. (Siddiki, 2015) Various techniques and combinations have been used to explore the cost. (Siddiki, 2015) The cost was one criterion investigated to determine why customers chose cable TV over streaming. According to the authors, most purchasers want a high-value product at a reasonable price. The authors say the most common cable TV gripe is high prices. The cost was statistically associated with cable TV but not internet streaming. (Lee C. C., 2018) According to (Wilson, 2016) service suppliers are diverse. Individual customer requirements vary; hence their impression of cost, acceptable or undesirable, varies.

H2- Cost is positively impact on Adoption of online stream of platform.

Customer Service

Customers with problems with the service they get may respond in various ways, and they will inevitably become unhappy sometimes. Due to a failure in the provided service, a customer may experience various negative emotions, including rage, discontent, disappointment, ego, and worry (Wilson, 2016). Additionally, according to (Wilson, 2016), customers who do not complain are the least likely to come back because they believe that criticizing is a waste of time and effort that has no payoff. The authors assert that customers are more likely to complain if service is important, has substantial consequences for the client, or involves a considerable amount of ego.

H3- Customer Service is positively relate on Adoption of Online stream of platform.

Social Trends

Social changes affect how customers view entertainment, and cable and streaming companies work to make digital content more accessible. Continuous technological advances may enhance viewing. Handheld devices have increased as technology has enhanced internet streaming services. (Lee C. C., 2018) Since video streaming began, technology has progressed, increasing the variety of ways to view movies and TV shows. With the emergence of tablets, a new dynamic way of accessing TV programming emerged. Mobility and schedule flexibility were the most common reasons for choosing a tablet over conventional TV. (McCreery, 2015) These aspects let users see what they want, when they want (McCreery, 2015). Social trends impact how consumers use online media and the media they watch, and it is now very simple to see what

other users are watching and engage with other users.(Lee C. C., 2018)

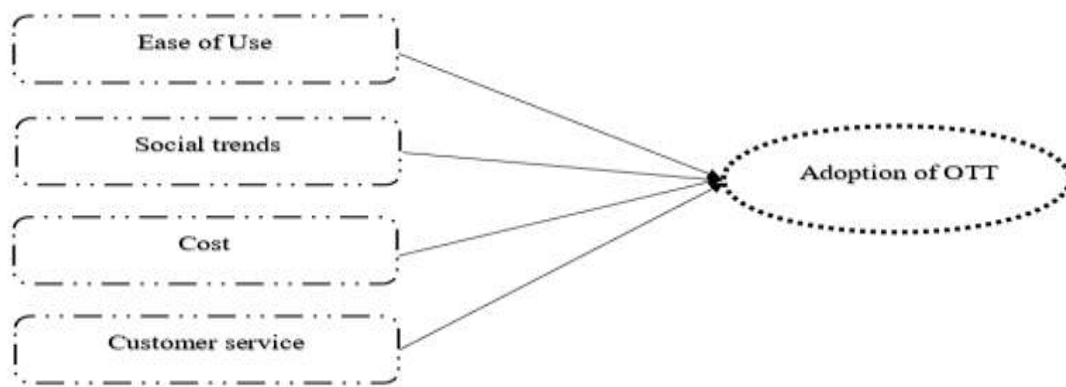
H4- Social Trends is positively impact on Adoption of online stream of platform.

2.1 Research Gap

Previous academics put a significant amount of emphasis on cable TV and internet streaming media. Within the scope of our research, we

considered factors such as customer service, the convenience of use, pricing, and societal trends; these are the features that had a significant impact on the purchasing decisions of Indian customers. After cable television, internet streaming media is a relatively new phenomenon in India, and it is interesting to see how the younger generation is increasingly gravitating toward OTT platforms.

2.2 Conceptual Framework



3. Research Methodology

Research Objective

The objective is to analyse the various factors that influence the choice of OTT (over-the-top) platforms among Indian customers.

The objective is to analyse the variations in Indian customers' behaviour towards OTT platforms based on demographic factors.

Research Process

The researchers used studies including reliability, descriptive and hierarchical regression, and correlation to find the factors that were the most important among all of the independent components. In this particular study, the researcher used a summated scale to determine both the value of the independent variable as well as the value

of the dependent variable. SPSS 2.0 and Microsoft Excel are used in this endeavour since their primary purpose is statistical analysis. The data was collected from respondents in Ahmedabad city of Gujarat. Information pertinent to the investigation is gathered through a questionnaire. The survey probed respondents on age, gender, education level, and the frequency with which they made internet purchases. A seven-point Likert scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) was used to evaluate all factors (Strongly agree). The validity of the questionnaire measures was established in a prior study by the authors/researchers. For this inquiry, we altered the wording of the entries.

4. Data Analysis

The process of data analysis involves a methodical approach to defining, presenting, and assessing information through the use of statistical techniques.

Consistency in the analysis of research findings is crucial to ensure their integrity and accuracy. The data set consisted of 252 responses, which were subjected to statistical analysis.

Table 1

Table 1 Demographic Factor			
Items	Factors	Frequency	Percentage
Gender	Male	128	50.8
	Female	124	49.2
	Total	252	100.0
Age	18 – 30	192	76.2
	31 – 50	50	19.8
	50>	10	4.0
	Total	252	100.0
Education	Higher Secondary	98	38.9
	Graduate	100	39.7
	Post Graduate	54	21.4
	Total	252	100.0
Occupation	Self Employed /	51	20.2
	Freelancer		
	Business	34	13.5
	Job	53	21.0
	Student	114	45.2
	Total	252	100.0
Income	Less Than 2 Lakh	116	46.0
	2 Lakh To 5 Lakh	70	27.8
	5 To 10 Lakh	35	13.9
	More Than 10 Lakh	31	12.3
	Total	252	100.0

The table above displays the gender classification of the respondents. The sample consists of 50.8% men and 49.2% women. The number of individuals of each sex present is precisely 252. The data provided shows a breakdown of individuals into three age groups: 18-30, 31-45, and 50+. The corresponding percentages for each group are 76.2%, 19.8%, and 4.0%, respectively. The data shows that there are 252 instances of the observed phenomenon, and that it occurs with a frequency of 100 percent. The user has provided statistical information regarding the distribution of individuals' main means of earning a living based on their educational level. According to the data, high school students account for 38.9%,

college students account for 39.7%, and graduate and postgraduate students account for 21.4% of the total population. The total number of individuals included in the study is 252, which represents 100% of the sample. The data shows that a significant portion of the population falls under the category of students, comprising 45.5%. The remaining 54.5% is divided among self-employed individuals (22%), company owners (13.5%), and employees (21.5%). The Annual Household Income of the respondents was categorised into four groups: less than 2 lakh, 2-5 lakh, 5-10 lakh, and more than 10 lakh. The data can be divided into four categories, with the highest percentage being 46.0%, followed by 27.0%, 13.9%, and 12.3% in

descending order. The entire sample size of 252 respondents participated in the survey, indicating

a 100% response rate.

Reliability of Factor

Table 2

Independent Variable	Reliability	Statistics
	Cronbach's Alpha	No. of Items
EOU	.940	5
CO	.936	4
SOT	.921	4
CUS	.882	4

The table above displays a correlation between all sub-scores, indicating that they align with the data. Deleting data does not have a positive impact on Cronbach's alpha. According to V. & D. (2020), there is a potential argument that preservation is necessary for all things. Regression analysis is a statistical method that helps to understand and predict the relationships between variables. It provides an estimate of how one variable is affected by changes in

another variable. Examining the effect of alterations in independent variables on the unique value of the dependent variable, while holding all other independent variables steady, can yield significant observations. The researcher has identified a linear relationship between the independent and dependent variables and aims to make predictions about how changes in the independent variables will affect the value of the dependent variable.

Table 3

Table 3: Model Summary						
Model	R	R Square	Adjusted Square	R	Std. The error in the Estimate	Sig.
1	.815 ^a	.664	.658		.83378	0.00
a. Predictors: (Constant), OEOU,OCO,OSOT,OCUS						

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e$$

Where, a= constant, x1=Perceived Ease of Use, x2=Cost, x3=Social Trends, x4=Customer Service, e= error term. According to the model

description in Table 3, the sig value is.00, which is much less than 0.05. It demonstrates the validity of the multiple regression model and the

strong impact of the explanatory factors on the prevalence of online insurance purchases. The independent variables are highly correlated, as

shown by the model's R^2 value is .664, and the summary value of R is .815, which is more than 0.50.

Table 4

Table 4: Coefficients		
Model	Standardized Coefficients	Sig.
	Beta	
1	(Constant)	.980
	EOU	.000
	OCO	.000
	OSOT	.000
	OCOU	.000

Table 4 displays the mean coefficients for each independent variable, along with their corresponding values. The user's analysis indicates that the most significant factor in the adoption of online streaming services is perceived benefits, with a beta value of 0.274. The user suggests that there is a positive correlation between all variables and the factor that affects the adoption of online streaming services.

5. Discussion of Result

The responders comprise individuals of both genders. According to the frequency analysis of age groups conducted in this study, it can be inferred that the younger demographic exhibits a strong preference for internet streaming media. The age range of the majority of respondents was between 18 and 30 years old. The survey results indicate that a significant proportion of respondents belong to the middle class. The majority of individuals who respond possess a college degree or have completed high school education at a minimum. The largest proportion of individuals who responded belong to the category of "students." The data indicates that a

majority of the participants favour online streaming platforms. The regression model indicates that 66.4 percent of the variation in the dependent variable can be explained by independent factors. The utilisation of regression analysis is deemed essential in this scenario. The coefficient value indicates that independent variables with normal values also have normal coefficients. The male's coefficient of multiple regression was 68.9%, indicating the extent to which the independent and dependent variables differ. The regression analysis results indicate that the female social class has a significant impact on the independent and dependent variables, accounting for 65.3% of the total variation observed.

5.1 Theoretical Contribution

The two dependent variables in this research are the rate of Online Streaming service adoption and the most influential factors in that decision. We examined the dependent variable through the lens of several independent factors, such as price, societal developments, customer service,

and demographics. Several aspects were considered while evaluating the viability of online streaming services, including price, customer service, ease of use, demographics, and the impact of social trends. During our literature review, we came across several studies that took a unique angle on these issues. In each piece, the authors draw their conclusions based on a statistical study of cable and internet streaming in light of aspects including price, usability, and cultural shifts.

5.2 Managerial Implication

Improved decision-making is possible with the help of this study's results. Internet streaming providers spend millions of dollars annually on advertising to learn more about their ideal customers and what they want. Insightful consumer traits that may be used to promote online video streaming are uncovered. Our research shows that age matters regarding the reception of different media types. Clientele under 35 is more open to paying for internet streaming services, while those over 35 are less likely to do so. This is crucial because internet streaming providers may target a younger demographic due to their higher propensity to spend. The price is a major consideration in deciding whether or not to subscribe to a streaming service.

6. Conclusion

According to our research, the availability or lack of a specific option has an impact on the subscription price of online streaming services. Based on the available data, it can be concluded that there is no significant correlation between the cost of streaming and the duration of the stream. The level of customer satisfaction is

largely influenced by the quality of service that is offered. However, there is a trend towards the increased use of internet streaming services due to changing cultural norms. A potential area of research for the future is the examination of consumer behaviour in relation to their use of cable or streaming services for entertainment purposes. The study revealed that a majority of the participants fell within the age range of 18 to 34. As a result, the findings may be more relevant to the younger population. The user intends to employ a multilevel model in their future research, with a higher-level dependent variable, specifically customer satisfaction. The purpose of our research was to identify the variables that influence individuals to opt for online streaming services. We intend to conduct a subsequent study to investigate the correlation between this choice and customer satisfaction. The impact of demographics on the selection of online streaming services is minimal, as per our research. However, factors such as user-friendliness, quality of customer service, prevailing social trends, and affordability of services have a more significant influence on the choice of streaming service.

Future scope and limitations of the study

Technological advancements are expected to have an impact on the future of OTT services in India. The advancement of internet infrastructure and the increasing prevalence of 5G networks are expected to enhance the quality and accessibility of OTT services. The implementation of this technology is expected to create opportunities for streaming high-quality content, providing immersive virtual reality experiences, and enabling interactive features. The possibility of hybrid models that integrate

conventional television broadcasting and OTT services is being considered for the future. One potential solution to the challenge of accessing both cable/satellite TV and OTT content could be the formation of partnerships between these two types of providers. This would enable customers to conveniently access both types of content through a single interface. In India, the popularity of OTT services has been on the rise.

However, there are still certain regions where significant barriers exist that prevent access to these services. The limited availability of internet connectivity and affordability issues are significant barriers to the widespread adoption of OTT services, particularly in rural areas. This phenomenon is commonly referred to as the digital divide. Ensuring equal access to OTT content will depend on bridging this divide.

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