



THE INFLUENCE OF OTT PLATFORMS ON CONSUMER VIEWING HABITS AND EXPERIENCES IN COIMBATORE CITY

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ABSTRACT:

The rise of OTT platforms has revolutionized the entertainment industry, offering convenience, affordability, and personalized content to viewers. Research highlights the significant impact of OTT platforms on audience behavior and viewing experiences, with many flocking towards this new mode of digital entertainment. OTT platforms have transformed the entertainment landscape, offering viewers a more personalized and convenient experience. As the industry continues to evolve, it's essential to understand the impact of OTT platforms on viewing experiences and audience behavior. The proliferation of Over-The-Top (OTT) platforms has transformed the entertainment landscape, redefining viewer engagement and content consumption. By offering personalized, on-demand content, OTT platforms have shifted audience preferences, influencing traditional viewing habits and the entertainment industry as a whole.

INTRODUCTION:

Over-The-Top (OTT) platform development has upended the conventional media and entertainment sectors, including the movie business. This study investigates how OTT platforms are affecting the movie business, with a particular emphasis on moviegoers. This study discovered that the way audiences consume content has significantly changed as a result of OTT platforms through a review of the literature and interviews with industry experts. Many fans who love to watch movies and TV series from the comfort of their homes have been drawn to OTT platforms due to their accessibility and affordability. The entertainment business, particularly the film industry, has undergone a change thanks to the rise of Over-The-Top (OTT) platforms. The purpose of this study is to investigate how OTT platforms have affected movies and moviegoers. A combination of qualitative and quantitative research approaches was used in the study. 300 moviegoers were given a survey questionnaire, and 10 industry



professionals were interviewed to get the data. The study's conclusions show that the movie industry has been impacted by the availability of material on OTT platforms in several different ways. While OTT platforms have expanded the audiences for films, they have also resulted in a decrease of moviegoers. According to the report, younger generations like OTT platforms because of how convenient they are for watching movies.

SCOPE OF THE STUDY:

The study will focus on the viewing experience of adults aged 18-60 years and the study will be conducted in urban and semi-urban areas of India. The study will assess whether OTT platforms have enhanced or diminished the overall experience and how they continue to shape entertainment consumption trends worldwide. The study will focus on popular OTT platforms in India, such as Netflix, Amazon Prime Video, Hotstar and Zee5. The study will examine the impact of the viewing experience including content discovery and recommendation, video quality and streaming experience, user interface and navigation, personalization and customization, social infrastructure and community features.

OBJECTIVES:

1. To know about socio-economic status of the respondents.
2. To analyse the preference of OTT platform towards the viewers.
3. To examine the factors influencing to prefer OTT platform.
4. To investigate the impact of OTT on the discovery of new content and talent.
5. To analyse the effects of OTT on the business models of traditional TV and media industries
6. To explore the implications of OTT on media regulation, piracy and copyrights issues.

METHODOLOGY OF THE STUDY:

Research methodology systematically solve research problem, why the research has been undertaken, how the research problem has been defined and what data defined, has been adopted.

- Data Collection
- Area of Study
- Sample Size



➤ Statistical Tool

DATA SOURCE:

Both primary data and secondary data were collected for the purpose of the study.

PRIMARY DATA:

It is the original data collected from the respondents. This was collected through structured questionnaire.

SECONDARY DATA:

Secondary data means the data they refer to the data which have been already collected and analysed by someone either published data or unpublished data. Secondary data for this study are collected through websites, journal, books and old project

METHOD OF SAMPLING:

Simple Random Sampling method was taken in this study.

SAMPLE SIZE:

The study covered a sample size of 100 respondents belong to the study area, who were using OTT platform.

TOOLS OF ANALYSIS:

The data were analysed systematically and research made use of the following for analysis the data.

- Percentage Method
- Ranking Analysis
- Chi – Square Method

CONCLUSION:



OTT platforms have revolutionized the viewing experience by providing unparalleled access and content variety. While they offer significant benefits in terms of convenience and choice, it is essential to acknowledge and address the potential decline in shared viewing experiences and the broader social implications of this shift. Balancing personalized consumption with opportunities for communal engagement remains a key consideration in the evolving media landscape. Overall, this study contributes to our understanding of the impact of OTT platforms on the viewing experience and highlights the need for further research in this area. As the media landscape continues to evolve, it is essential to stay up-to-date with the latest trends and developments in OTT platforms and their impact on audiences.