



## VIEWERS' PERCEPTIVITY ABOUT OTT PLATFORM: A CRITICAL STUDY WITH SPECIAL REFERENCE TO INDIAN WEB SERIES DURING COVID-19

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### ABSTRACT

In the tenure of lockdown, all the people suffered a lot and its effect was seen for long time. Therefore, they had to stay at home and maintained a proper distance, so everyone had to spend their maximum time by utilizing internet facility by the means of technological advancement. Hence, in that pandemic situation, they had various alternatives to see. Therefore in that situation, OTT demand enhanced instantly and mostly audience spent their maximum time to engage them to use OTT service. Cinema hall had been shut down and films which were released and about to release were postponed around the country till the further order. The mode of entertainment had been shifted internet and it was replaced by OTT. Hence forth, it created the severe fear among the owners of cinema halls. In this paper, emphasis is given to analysis of factors that affect the usage of OTT platform. A well structured questionnaire was distributed to the respondents in Dehradun city and collects the primary data out of that, also inculcate the secondary data as well. A sample size was set of 250 respondents and after gathered the relevant information, applied the some statistical tools like chi square, ANNOVA etc.

**Key words:** Lockdown, OTT Service, Technological advancement, Cinema hall, Internet facility

## 1. INTRODUCTION

Over the Top contents and its platforms are considered a basic prerequisites for almost everyone, infect it started as a mode of luxury. In India the cases of using this facility is growing rapidly. Therefore, Indian based services like Hotstar, Jio cinema has acquired a mind blowing hold and captured the large segment and in case of worldwide competitors like Netflix and Amazon prime

grown gradually the market in India [1]. A majority of Indian entertainment market is captured by the Television series and its dominated also and consider the daily entertainment since from long time age like from the time of early 1980 [2]

During the tenure before 2015, those were the days, when nobody was found in the streets while TV serials were started and everyone seated in front of the TV and lost completely. But from the entry of OTT platforms, web series have been captures all the alternatives and made the audience addicted completely[1]. OTT services have been popular rapidly and growing consistently. But we have seen with the emergence of OTT platforms like Netflix, Amazon Prime, Alt Balaji etc web series have become immensely popular in recent years starting from 2015 onwards [4]

Digitalization has completely changed the way of access and use the contents. Information is acquired just by click a figure and no need to wait like in case of some years ago[6]. Therefore, it has been seen and observed also that from the trend of growing OTT platforms, the scenario is changed completely. All the materials and entertainment alternatives are available across the globe and easily accessible without waiting[5]. Hence, it will be acceptable to say that OTT platforms like Netflix, Voot, Amazon Prime Video etc. have been emerged rapidly and act as catalyst to shrink the whole world into a small town. The pandemic situation was very critical to everyone and entire mass was helpless to stayed at their home. Therefore, no one has any other option to other than surged to OTT viewership[10]. Hence, OTT platform demand increased very fast and still the craze of these entertainment option is growing, because the people are in the habit of watching and taking the advantage of internet , mobile phone and other gadgets to eradicate the need of TV and have consume specific time for specific programs[8]. Now, There are various facilities available like anytime, anywhere and any program can be watched whenever the time is suitable for them[9]. During the tenure of covid, people took benefits to have entertainment in case of maintained the social distancing, and have fun while stayed at their home [7]. Now the situation of addiction has been arisen and no one is reedy to get rid of this.

As per the report revealed that Indian are consuming more time to entertainment and watching OTT platform as compared to global trend. Indian spend nearly 8 hours in a day while at global level, it is only nearby 6 hours a day [11].

Now a days, the utilization of OTT platform and web series is growing rapidly as the technology is developing day by day[14]. Hence the future of OTT options is very bright just because of addiction of use of these platforms. This study revealed that about the various factors that affect the usage of OTT platform[13].

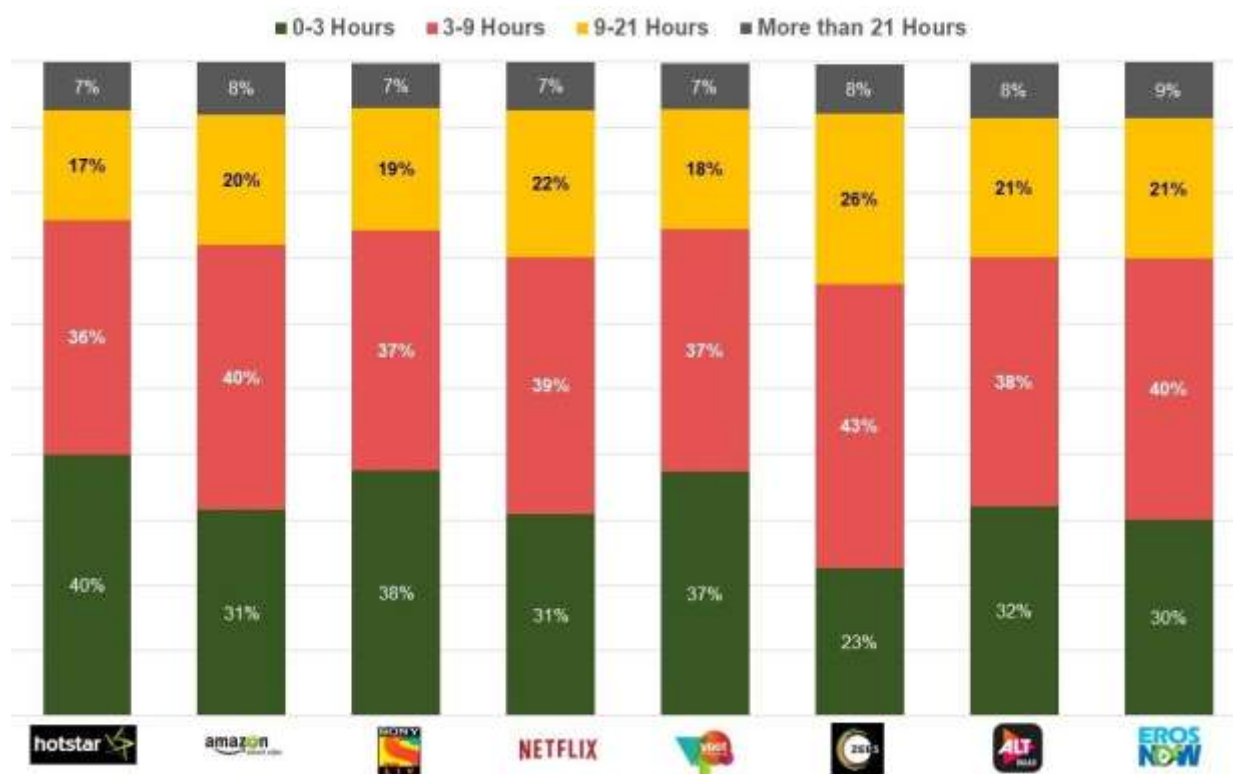


Figure 1: Popular Indian OTT Platform Engagement Levels

## 2. Review of Literature

**Meghan McAdams 2019**, as per the study of the author, the future of OTT platform is very bright and scope of it is much more in India. OTT is providing the easiest way of operating anytime, anywhere and any program and information that is more beneficial for the users as compared to traditional mode like television. The major findings of this study is that more or less fifty percentage of OTT users are facing the subscription issues and it is not easily resolved. The reason of it is to be engaged on so many platforms and create the problems. It has been also observed that the increased demand of Disney plus has a great influence of smaller niche services [8].

**Sharma, 2020**, during the pandemic situation of Covid -19, every where the shut down situation occurred and government imposed lock down. Therefore, every one stayed at home and the multiplex were shut down. That was the great opportunity for OTT platform and hit the mind of users. Infact the users spent maximum time to watch OTT platform and developed an addiction not to live without these gadgets and OTT platform. It is beneficial for both the players to take advantages of each other, infact they both need each other to survive. Therefore, OTT platforms are required to have the contents and these contents would be available and arrange to provide to the OTT platform without release. It is cost effective also for both the players. However it is assumed to take benefits for short term only[11].

### New Delhi:

This is the case of Pooja, who lived in Banglore and she is an engineer. She is 22 years and she 4657

was not interested to watch television because of her working schedule and the program were having the fixed schedules. She had no specific time for watching the telecast. Whereas OTT platform provided her the facility to watch her interested program as per her time convenient and wherever she wanted to watch the same. It was the great benefits of OTT platform to make her entertained and reduce her stress and make her fresh and more energetic to resume her working attitude (bansal, 2018).

**Mumbai:** As the same case was discussed of shubham agrawal who is 25 years and he is a musician. He has no interest at all to watch TV shows. Infact he is not the subscriber of Netflix and Amazon prime and other platforms. However he is fond of comedy shows and shows having strangers things, so he purchase subscription of OTT platform whenever these types of shows are started (bansal, 2018).

### **3. OBJECTIVES OF THE STUDY**

The purpose of this study is to investigate the factors affecting the usage of OTT platform and Indian web series during covid-19, for achieving the main objective of this study, following specific objectives of this study are:

- 1) To access the viewer's perceptivity about the OTT platform.
- 2) To investigate the factor like causes of preference that affects the viewer's perceptivity about OTT platforms.
- 3) To analysis the factor likes level of Satisfaction of viewers that affect the viewer's perceptivity about OTT platforms.
- 4) To investigate the factor like difficulties of viewers that affects the viewer's perceptivity about OTT platforms.
- 5) To assess the association between independent variables like demographic profiles of people and dependent variable like viewer's perceptivity about OTT platforms.
- 6) To assess the association between dependent variables like causes of preference, level of Satisfaction of viewers, difficulties of viewers and other dependent variable like viewer's perceptivity about OTT platforms.

#### **3.1 RESEARCH QUESTIONS**

- 1) Is there any significant relation between the factors like causes of preference that affects the viewer's perceptivity about OTT platforms?
- 2) Is there any significant relation between the factors like level of Satisfaction of viewers that affect the viewer's perceptivity about OTT platforms?
- 3) Is there any significant relation between the factors like difficulties of viewers that affects the viewer's perceptivity about OTT platforms?
- 4) Is there any significant association between the independent variables like demographic profiles of people and dependent variable like viewer's perceptivity about OTT platforms?
- 5) Is there any significant association between dependent variables like causes of preference, level of Satisfaction of viewers, difficulties of viewers and other dependent variable like viewer's perceptivity about OTT platforms?

### **3.2 RESEARCH HYPOTHESES**

**H01:** There is no significant relationship between factors like causes of preference that affects the viewer's perceptivity about OTT platforms.

**H02:** There is no significant relationship between the factors like level of Satisfaction of viewers that affect the viewer's perceptivity about OTT platforms.

**H03:** There is no significant relationship between factors like difficulties of viewers that affects the viewer's perceptivity about OTT platforms.

**H04:** There is no significant association between the independent variables like demographic profiles of people and dependent variable like viewer's perceptivity about OTT platforms.

**H05:** There is no significant association between dependent variables like causes of preference, level of Satisfaction of viewers, difficulties of viewers and other dependent variable like viewer's perceptivity about OTT platforms.

## **4. RESEARCH METHODOLOGY**

### **4.1 Research Design**

The research design of this study is based on descriptive study. This research design is very convenient and helpful for the author. Therefore, it is very significance because of consistent data collection and research instrument selection is high structured.

### **4.2 Population**

The population area of this study was taken Dehradun city.

### **4.3 Sample and Sampling Technique**

A sample is drawn of 250 college students of Dehradun city as per the suitability of this research study. Random sampling technique was applied because of the ability and willingness to provide the relevant information by the respondents.

### **4.4 Research Instrument**

A self-designed questionnaire known as "factors affecting the usage of OTT platform" was adopted. The instrument contained various questions to know the views of the respondents of college students on how factors affecting the usage of OTT platform.

### **4.5 Consolidation of Data**

Mainly focused on MS Excel and SPSS applications after considering the validity of data and keeping in mind the objectives of this study.

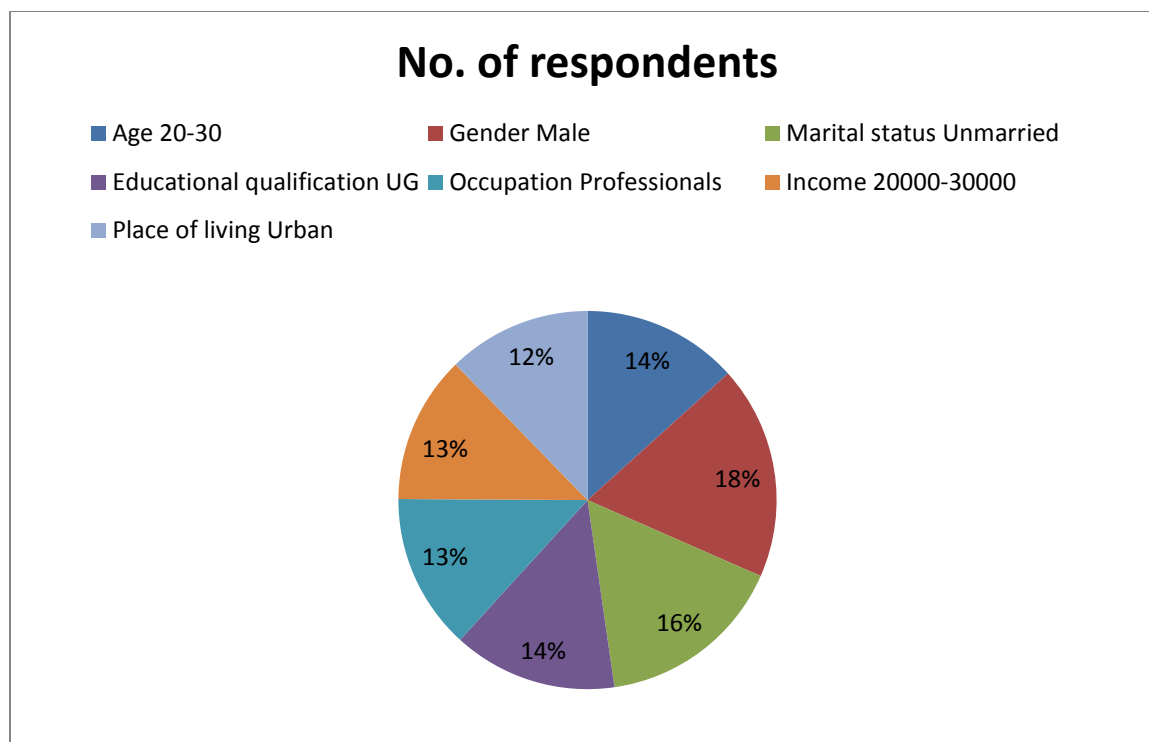
#### 4.6 Application of Statistical Tools

This study is based on both primary and secondary data, but mainly focused on primary data. Therefore, facts which have collected by primary source like questionnaire, was analyzed by taking help of application of statistical techniques like: - simple percentage, Chi square test and ANOVA.

### 5. DATA ANALYSIS AND INTREPRETATION

**Table 1**  
**Outcomes of Profile of respondents**

S. No.	Particulars	Variable	Respondents	%
1	Age	20-30	38	15
2	Gender	Male	52	21
3	Marital status	Unmarried	46	18
4	Educational qualification	UG	40	16
5	Occupation	Professionals	38	15
6	Income	20000-30000	36	14
7	Place of living	Urban	35	14



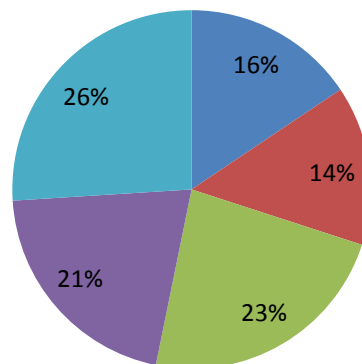
**Table 2**

### Outcomes of related information

S. No.	Particulars	Variable	Respondents	%
1	OTT platform Gadgets	Smart Phone	39	16
2	OTT Preferable Language	English	36	14
3	Subscriptions of Channels	More than 6	58	23
4	Time duration devote on OTT	More than 5	52	21
5	Payment options of OTT subscription	UPI	65	26

### No. of respondents

- OTT platform Gadgets Smart Phone      ■ OTT Preferable Language English
- Subscriptions of Channels More than 6      ■ Time duration devote on OTT More than 5
- Payment options of OTT subscription UPI



**Table 3**  
**Most liked APP**

S. No.	Particulars	Mean	S.D	Rank
1	Netflix	4.45	2.27	2
2	Amazon Prime	3.78	0.78	5
3	Hot star	3.72	0.59	5
4	ALT Balaji	4.47	1.45	3
5	VOOT	3.96	0.46	5

6	MX Player	4.72	1.97	4
7	HBO	3.72	2.42	7
8	Sony LIV	3.26	0.72	5
9.	AHA	3.78	02.85	8

**Table 4**

**Causes of Preference about the APP**

S. No.	Particulars	Mean score	Rank
1	Content	4.25	6
2	TV series	5.14	5
3	Subscription	4.65	4
4	Movies	5.14	2
5	Sports	4.72	1
6	Live streaming	5.89	3

**Table 5**

**Viewer's perceptivity about OTT**

S. No.	Factors	5	4	3	2	1	Total	WAS	Rank
1	VP 1	1792	975	270	29	16	4361	213	2
2	VP 2	1608	927	331	63	28	4295	204	4
3	VP 3	914	1115	406	187	33	4385	184	7
4	VP 4	1053	1042	401	137	50	4302	186	6
5	VP 5	1322	894	506	90	21	4333	196	5
6	VP 6	813	940	676	150	25	4384	181	8
7	VP 7	2469	741	59	26	12	4134	228	1
8	VP 8	1634	1142	159	70	23	4411	209	3

**Table 6**

**Level of Satisfaction of viewers about OTT**

S. No.	Factors	5	4	3	2	1	Total	WAS	Rank
1	LOS 1	721	1730	153	167	7	4812	190	5
2	LOS 2	785	1917	140	56	7	5002	198	3
3	LOS 3	678	1781	280	82	3	4955	193	4
4	LOS 4	1019	1645	229	39	7	4836	200	2
5	LOS 5	572	1458	280	235	28	4509	176	7
6	LOS 6	806	418	817	184	88	3635	159	10
7	LOS 7	465	1662	587	22	3	4998	187	6
8	LOS 8	657	1321	357	192	41	4388	176	7
9	LOS 9	700	981	702	150	24	4357	175	9
10	LOS 10	1615	1031	293	48	15	4350	205	1



**Table 7**  
**Difficulties of viewers**

S. No.	Factors	5	4	3	2	1	Total	WAS	Rank
1	DOV 1	1230	1356	336	29	22	4677	185	1
2	DOV 2	1060	1067	426	132	47	4365	168	4
3	DOV 3	484	1578	246	293	13	4705	161	6
4	DOV 4	336	1203	796	114	43	4609	153	8
5	DOV 5	144	1493	566	200	43	4709	150	9
6	DOV 6	186	1152	745	123	98	4383	140	10
7	DOV 7	826	1441	374	132	18	4717	173	2
8	DOV 8	1102	913	617	97	30	4377	171	3
9	DOV 9	868	1169	426	174	39	4445	165	5
10	DOV 10	144	1629	592	123	39	4871	155	7

**Table 8**  
**Outcome of Chi-square @ 5% and 1% significant level**

S. No.	Factors	5	4	3	2	1	Total	WAS	Rank
1	LOS 1	721	1730	153	167	7	4812	190	5
2	LOS 2	785	1917	140	56	7	5002	198	3
3	LOS 3	678	1781	280	82	3	4955	193	4
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9	LOS 9	700	981	702	150	24	4357	175	9
10	LOS 10	1615	1031	293	48	15	4350	205	1

**Table 9**  
**Most liked OTT and Viewer's Perceptivity ANOVA**

S. No.	Particulars	Source	D.f.	MS	F
1	ML- 1	Between groups	8	91.75	38.59
		Within groups	9	8.78	
2	ML-2	Between groups	8	44.28	

		Within groups	9	3.78	37.49
3	ML-3	Between groups	8	36.28	35.26
		Within groups	9	5.78	
4	ML-4	Between groups	8	36.48	44.59
		Within groups	9	9.57	
5	ML-5	Between groups	8	65.28	48.26
		Within groups	9	4.87	
6	ML-6	Between groups	8	19.28	42.29
		Within groups	9	7.57	
7	ML-7	Between groups	8	54.29	41.28
		Within groups	9	5.28	
8	ML-8	Between groups	8	9.34	<b>48.68</b>
		Within groups	9	4.28	45.28
9	ML-9	Between groups	8	47.28	36.28
		Within groups	9	9.65	

**Table 10**  
**Outcomes of Correlation**

S. No.	Independent	Causes of Preference	Level of Satisfaction	Difficulties
1	OTT platform Gadgets	0.572	0.658	0.359
2	OTT Preferable Language	0.57	0.45	0.058
3	Subscriptions of Channels	0.62	0.587	0.354

4	Time duration devote on OTT	0.547	0.257	0.048
5	Payment options of OTT subscription	0.628	0.598	0.57

Variables	COP	LOS	DOV
COP	1	0.787	0.678
LOS		1	0.668
DOV			1

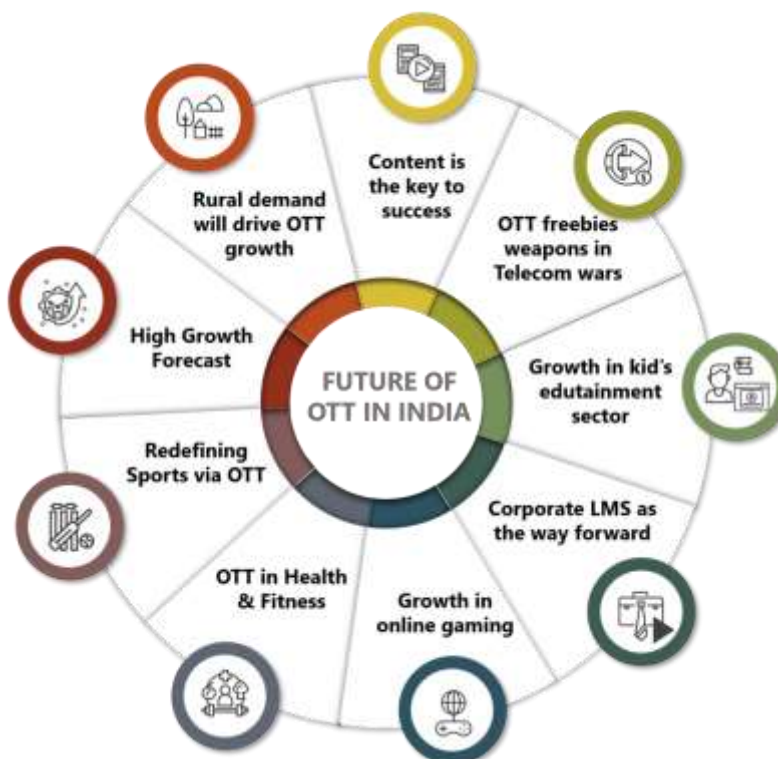
## 6. RESULT OF THE STUDY

S. No.	Hypothesis	Accepted / Rejected
<b>H01</b>	There is no significant relationship between factors like causes of preference that affects the viewer's perceptivity about OTT platforms.	<b>Accepted</b>
<b>H02</b>	There is no significant relationship between the factors like level of Satisfaction of viewers that affect the viewer's perceptivity about OTT platforms.	<b>Accepted</b>
<b>H03</b>	There is no significant relationship between factors like difficulties of viewers that affects the viewer's perceptivity about OTT platforms.	<b>Accepted</b>
<b>H04</b>	There is no significant association between the independent variables like demographic profiles of people and dependent variable like viewer's perceptivity about OTT platforms.	<b>Accepted</b>
<b>H05</b>	There is no significant association between dependent variables like causes of preference, level of Satisfaction of viewers, difficulties of viewers and other dependent variable like viewer's perceptivity about OTT platforms.	<b>Accepted</b>

## 7. FINDINGS OF THE STUDY

OTT platform has been growing rapidly because of its instant and on demand satisfaction of the viewers. Therefore, nobody wants to wait to watch the movie or other program on television and cinema theatre because of its specific time and venue. They just open their mobile, laptop or other gadgets instantly and as when they want to watch it and one more thing that they can save

it and watch later on. Hence, in India, OTT demand is increasing as accelerated rate and in our study that facts revealed it. In India, The people like the OTT platform and the network is spread out across the country, consequently which creates the positive influence on the traditional mode as TV and Cinema Theater. In the pandemic situation, the mode of entertainment and gather the information digitally increased because of maintain the social distance and stayed at home alone, there was no option apart from it. Hence, people enjoyed a lot to watch OOT platform having the benefits of watching any program, any time and anywhere. That was the real optimistic opportunity and boon for enhancing the demand of OTT platform. Now the current scenario is witnessed that the sell of smart phone, tablet and laptop is increased because of more contribution of OTT Platform.



**Figure 2: Future of OTT in India**

## **7. CONCLUSION**

In the era of digitalization and high technological advancement, OTT has been growing and infect become the need of life. Therefore, OTT is considered as an essential tool for everyone life. OTT facilitates the viewers to provide the updated information and input from the very outset. Teenagers and students utilize their maximum time in surfing by the means of OTT platforms. In our study, the hypothesis has significant effect, hence in the tenure of covid, the rate of consumption of OTT platform has increased. Therefore, it has been observed and concluded that the demand of OTT platform during the time duration of covid, has been increased rapidly and that was the right the right time for enhancing the demand of OTT platform. The sell of mobile phone is enhance day by day and the use of it also having the positive effect on OTT platform. Therefore, the future of OTT platforms is very demanding and

the scope of it is very large. The consumption of internet, mobile phone, OTT platform is increased rapidly and it has become the essential part of every one life. There is quite next to impossible to live without smart phone even a single day. Hence, the OTT platform companies invest a large amount on it and create more publicity and awareness among the users. Hence they attract them through media and advertisement. OTT platform replace the traditional mode like television gradually and people are more habitual and addicted of OTT platform.

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