

## Impact Of Prices And Data Availablity On The Use Of OTT Platform

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### ABSTRACT



Today is the age of Over-the-top (OTT) which is a media service in which companies offer product streaming online directly as an individual commodity. Its going to be very popular among youth and in general public. It is very important and easy to handle, so many consumers with an internet connection, a wifi capable device like smart TV could easily access OTT. And price is hardly matters for general public as it is not so costly. Present paper is throwing light on the impact of prices on the use of OTT Platform. Further it also discuss about the availability of data which affects the use of OTT. Companies like Netflix, Amazon, Alt, Zee5 and many more are providing OTT services on very lower prices. Many People are not aware about the policies of using OTT and it leads them to piracy which is very dangerous.

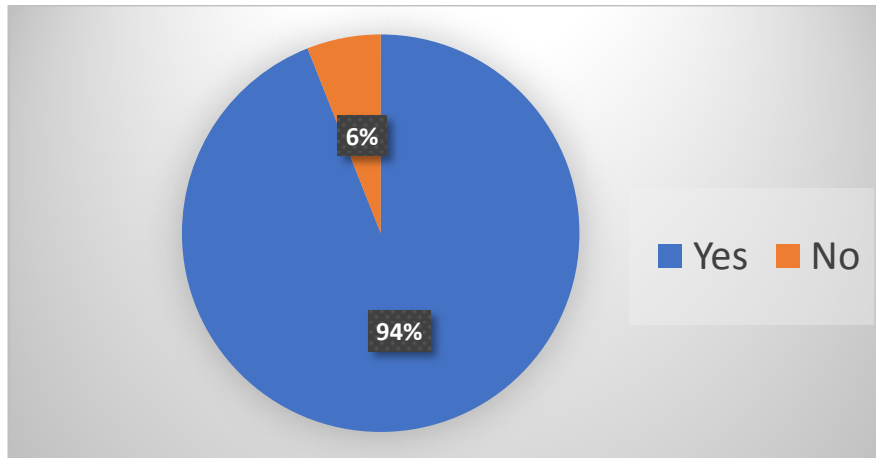
**Keywords: - OTT Platform, Data Availability, Price**

### ✓ INTRODUCTION

Today is the age of Over-the-top (OTT) which is a media service in which companies offer product streaming online directly as an individual commodity. Its going to be very popular among youth and in general public. It is very important and easy to handle, so many consumers with an internet connection, a wifi capable device like smart TV could easily accessible. And price is hardly matters for general public as it is not so costly. In my study, 200 peoples were respondent, 188 watch movies

or series by using online streaming platforms, whereby 12 people didn't watch online video streaming contents.

**Graph 1 : Watch Movies or Series through online video streaming platforms**



*Graph 1: Among 200 respondents*

Many OTT companies earn money through periodic subscriptions i.e monthly, quarterly or yearly. Some companies, also providing free OTT with in-app purchases or advertisements. Though OTT is often set aside for video streaming services, the term can also be applied to online messaging services, audio streaming, and online video or voice calls.

✓ **OBJECTIVES**

1. To determine the customer preference towards the online video streaming services.
2. To determine the impact of prices and data availability on the use of online platform.

✓ **HYPOTHESIS**

H0 There is no big difference of paid video streaming services used by consumers.

H1 There is big difference of paid video streaming services services used by consumers.

✓ **LITERATURE REVIEW:**

(Gupta & Singharia, 2021) coined the increased preference of people in the OTT platform during the covid-19 lockdown, the fierce battle by OTT companies to capture the market is evident by various features granted to the customers and how the same will be perceived.

(T M, Singh, Khan, Akram, & Chauhan, 2021) found that gender, age and experience of a respondent plays a key role, when it comes to subscribe an OTT service. The study also gave various motivating factors behind the adoption of OTT service.

(Gupta P. , 2021) opined how the web series of OTT has challenged the TV series in India. In the study it was found that youngsters are fond of the OTT content offerings, while high price and lack of constant data speed remain a probable roadblock.

(Moochhala, 2018) found that low rate and high speed of India 4G network as a good catalyst that has promoted the popularity of the OTT platforms, youngsters aged 18-35 were very much in favour of future development in the same field.

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(Sujata, et al., 2015) establish the impact of OTT on telecommunication sector. The study identifies how the telecom sector will pave the future way of OTT industry itself. The governmental regulations and technical growth in the field were found to be the deciding factor ahead, for the future growth.

### ✓ **RESEARCH METHODOLOGY:**

A through study of existing literature to determine the work that had done in this problem and after which a questionnaire is analyse the given identifies objectives. Primary data i.e questionnaire was prepared and found the conclusion through analysis by using Anova.

### ✓ **LIMITATION OF THE STUDY:**

- Geographical limitation of collected sample which was restricted only to a city - Indore (M.P.), India.
- The age cap of studied sample was of 18- 25 years of age, the result may change if the age cap is changed.
- The study included only certain major giants' platform for online streaming services.
- 200 respondents were surveyed during the study.
- Population studies were mainly students.

### ✓ **CAUSES FOR INCREASING OTT USES**

Following are important reasons, why people are using OTT Platform:-

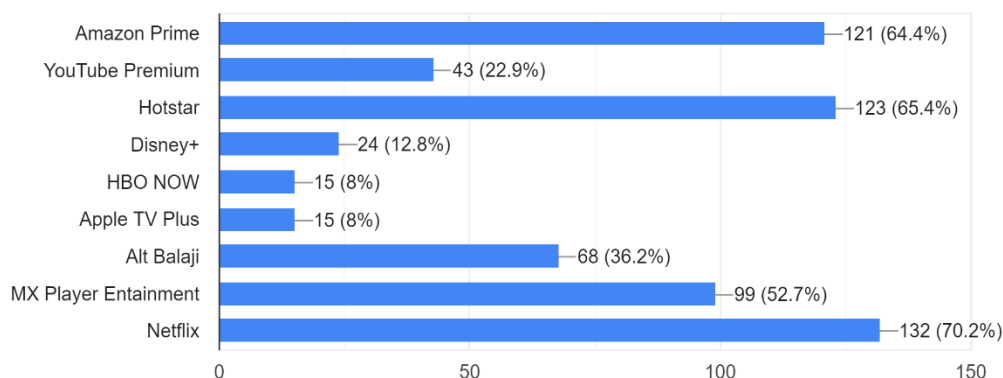
#### ▪ **Original Content**

When people are on Netflix or Amazon Prime TV recently, they'll notice a lot of original content entirely for the OTT channels. This uniqueness makes it easier for consumers to access their content, which is their need of the hour.

**Graph 2: How Many among the given do you use or had used**

How many among the given do you use or had used:

188 responses



#### ▪ **Low Cost**

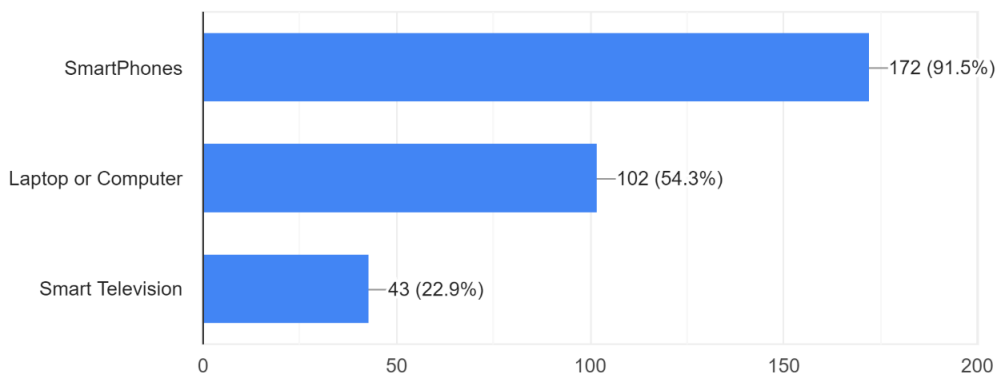
It is not so costly to purchase subscription which not only give access to thousands of movies, TV series, and documentaries at a reasonable price, but people also can watch them wherever and whenever they want. Quantity of data in lowest price make the use of OTT in India increasing day by day.

▪ **Numerous Compatibility**

In traditional broadcasting people always need to have TV to get access to their favorite shows. As long as they are on any device with Wi-Fi and an internet connection. But for OTT you need to do is download the necessary apps and register with the particular service.

**Graph 3: Through which medium you access the selected sites**

Through which medium you access the selected sites:  
188 responses



People could easily take access on numerous devices. You can also share the same account among multiple devices, though this feature is limited by some companies. Some devices that allow OTT streaming include:-

- Mobile Phones
- Personal Computers
- Smart TVs
- Normal TVs
- Video Game Consoles

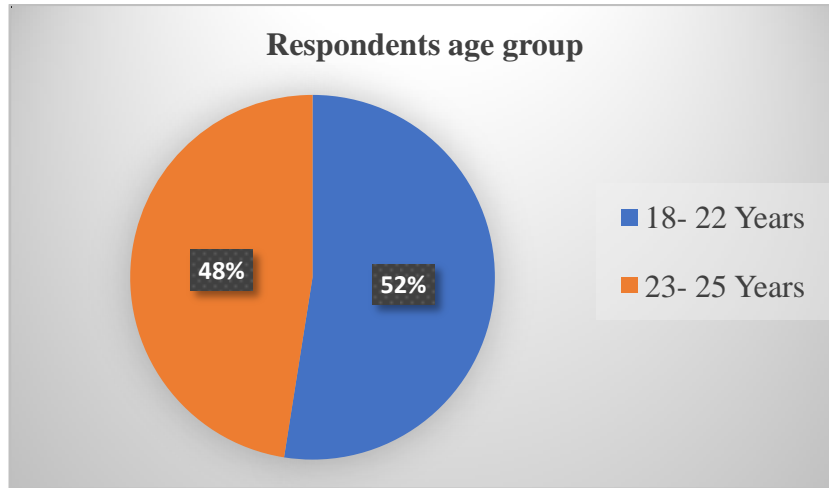
✓ **FINDINGS**

**H0 There is no big difference of paid video streaming services used by consumers.**

**Data Collection:**

1. All respondents were from Indore:

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*Graph 4: Among 200 respondents*

Annova 2: Q4 and Q5

**Table 1**

**SUMMARY**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
			1.372340	0.2349527
Online Platform Access	188	258	4	8
Price as a reason for Pirating	188	256	1	3

**ANOVA**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	0.0106383	1	0.010638	0.0392609	0.8430	3.86644259
Within Groups	101.34042	6	0.270963	7	4	2
Total	101.35106	4				

Annova 3: Q4 and Q6

**Table 2**

**SUMMARY**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Online Platform Access	188	258	1.37234042	0.2349527
Limited Data Pack	188	353	1.87765957	0.5464501

as a Reason for Pirating 4 1

## ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	24.0026595	7	24.0026595	61.434785	4.80912E-14	3.86644259
Within Groups	146.122340	4	0.39070144			
Total	170.125	374				

**Findings:** We took 200 samples from students through questionnaire. Above Anova is showing the value of P is 4.80, it is higher than 0.05. It shows that our Null hypothesis is accepted. There is no big difference of paid video streaming services used by consumers which is true. We found through our study that people are so comfortable with OTT platform; this price factor really doesn't matters much. And we know that OTT platforms are not so expensive; there are many schemes for the same.

✓ **CONCLUSION**

Although many significant multinationals take over the OTT streaming industry, smaller OTT streaming services are still popping. Companies are facing many challenges as Companies that can evolve with the market will come out on top of the competition, and Services that fail to understand the increasingly difficult collection of choices available to the audience will struggle against those that address the need for connectivity, perhaps in hardware and content. Understanding the latest industry trends will help set you in the right direction. If companies will provide more unique content in low prices, it will be very helpful for consumers.

**Future scope and recommendations:**

- This study can also be conducted in a wide area to obtain to more agreeable result.
- This study is helpful for companies to know how their platform are being accessed, contentment is viewed and consumers perception towards the company marketing.
- This study also shows that price hardly matters if the companies are providing good content to their consumers.

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