

INITIAL VIEWING MOTIVATION SETS TOWARDS TV AND OTT

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ABSTRACT

Traditional TV and large circulation newspaper are no longer seen as the primary or best means to the audience. OTT platforms provide a spread of contents like web series, cinema, documentaries, TV serials, reality shows, news, live coverage of sports and events, music etc. Reaching the worldwide market and overcoming the multi-device viewing challenge are prevailing. These platforms should leverage applications which will identify viewer preferences and habits. There are more challenges OTT platforms and players face. Such applications should be ready to personalize the viewer experience. The objective of the study is to identify the audience motivating sets towards TV and OTT. The findings revealed that overall viewing pattern of the respondents are based on demographic factors and Netflix is the most viewed platform among the viewers.

Key words: Television, Over-the-top platforms, Preference, Viewing pattern, Netflix, Motivations sets

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1. INTRODUCTION

The television industry has undergone many technological changes. Cable television systems are bounded and franchised wired companies using fibre optic and coaxial cable to deliver from dozens to hundreds of video and audio program channels. The acceptance of digital infrastructure has evolved from obstruction towards digital technologies to their mass adoption. OTT is a platform to deliver of video via the web on to users, connected devices, allows access to services anywhere, anytime. OTT video services have developed and rapidly expanded their market share by double digits. OTT platforms provide a variety of contents. Many

entertainment shows are now being released only on OTT platforms. The language of the programme ranges from various regional languages. Many of the barriers to widespread deployment of OTT services are to be explored.

1.1. Statement of Problem

The audience taste and preference is changing from whatever is available on TV to what he personally wants to view on the internet. OTT (over-the-top) technologies have disrupted the Indian entertainment landscape which have made a major disputation. Subscription on OTT platforms like Netflix and Amazon Prime have risen in popularity over the past couple of years and are fast displacing traditional TV programming as the preferred medium of entertainment for modern Indians. OTT companies have difficulties to compete against incumbents in the entertainment industry. OTT has certainly created new opportunities for distributing content to viewers all over the world. Viewers also have an option of choosing the programs and the flexibility of when, how, and where to watch their preferred content. As OTT continues to gain popularity, the technologies underlying the Internet will have to evolve. The challenges that continue to persist in this space will further evolve into newer opportunities in the coming years.

2. LITERATURE REVIEW

Comacchio Anna 2019 studied the audio-visual sector, including the explanation of the different types of Tv and analysed the changes in consumption of television with a peculiar attention on the new consumer behaviour. Secondary data was followed. In this study Netflix, was analysed to witness the importance of business model innovation in an emerging field such as digital television. Partnerships, agreements, data analysis, investments in innovation and continuous changing in the structure of business model have led the streaming company to be the leader of sector. Finally, with the aim of completing the analysis and making the topic in question more current, an in-depth study was carried out on the links between Netflix and the world of cinema.

Chen, Yi-Ning Katherine 2017 analysed the Competitions among OTT TV Platforms and Traditional Television in Taiwan: A Niche Analysis. This study examines whether OTT TV is a complement or a substitute for TV. This study conducted an online survey. The survey was distributed through Taiwan's principal drama-themed forums, Facebook pages on the Internet such as PTT, European and American TV show fan pages and Japanese drama forums. In the end, 620 qualified samples in total were collected with the niche analysis and demographic analysis taken together, although our findings exhibit that OTT excels TV in all the seven dimensions, such a phenomenal influence is centered on a few western brands alone. There is an inverse correlation between monthly family income and the convenience dimension. Unlike the demographic variables, the time measurement of TV use is highly correlated to most of the gratification dimensions.

3. RESEARCH METHODOLOGY

Research Design: Descriptive

Data Collection: The study is based on primary and secondary data.

Period of study: Period of study is 2months (January-Feb 2021)

Tools used for analysis

- PERCENTAGE ANALYSIS
- ANOVA
- AVERAGE SCORE ANALYSIS

Objective of the Study

- To identify the audience viewing pattern and initial viewing motivating sets towards TV and OTT

4. ANALYSIS AND INTERPRETATION

Table 1 Percentage Analysis on Demographic Factors

| Factors | Category | Frequency | Percentage |
|--------------------------|----------------------------|-----------|------------|
| Gender | Male | 33 | 66 |
| | Female | 17 | 34 |
| | TOTAL | 50 | 100 |
| Age | Below 20 | 12 | 24 |
| | 21 to 25 | 20 | 40 |
| | 26 to 30 | 10 | 20 |
| | 31 and above | 8 | 16 |
| | TOTAL | 50 | 100 |
| Education | Higher education and below | 19 | 38 |
| | Graduation | 17 | 34 |
| | Post-graduation and above | 14 | 28 |
| | TOTAL | 50 | 100 |
| Occupation | Student | 14 | 28 |
| | Employee | 5 | 10 |
| | Business | 12 | 24 |
| | Home maker | 19 | 38 |
| | TOTAL | 50 | 100 |
| Family income | Below 50000 | 9 | 18 |
| | 50001-150000 | 16 | 32 |
| | 150001-250000 | 11 | 22 |
| | Above 250001 | 14 | 28 |
| | TOTAL | 50 | 100 |
| Marital status | Married | 20 | 40 |
| | Unmarried | 30 | 60 |
| | TOTAL | 50 | 100 |
| Family type | Joint Family | 11 | 22 |
| | Nuclear family | 39 | 78 |
| | TOTAL | 50 | 100 |
| No. of members in family | 2 | 9 | 18 |
| | 3 | 11 | 22 |
| | 4 | 11 | 22 |
| | More than 4 | 19 | 38 |
| | TOTAL | 50 | 100 |

Interpretation

It can be inferred from table 1.1 that 66% of the respondents are male, 40% of the viewers are in the age group 21-25. 38% of the viewers surveyed are educated. It can be found that 38% of viewers are home makers. 60% of the respondents are unmarried. Most of the viewers 32% belong to 50001-150000 income level. 78% of viewers are in nuclear family. Most of the respondents 38% No. of members in family are more than 4.

Table 2 Percentage Analysis on Frequency of Usage of OTT and Preferred Content in OTT

| | | | |
|---------------------------|-----------------------|-----------|------------|
| Frequency of usage of OTT | Always | 18 | 36 |
| | Often | 12 | 18 |
| | Sometimes | 11 | 22 |
| | Rarely | 9 | 24 |
| | TOTAL | 50 | 100 |
| Preferred content on OTT | National Content | 23 | 46 |
| | International Content | 11 | 22 |
| | Both | 16 | 32 |
| | TOTAL | 50 | 100 |

Interpretation

From table 1.2 it is found that 36% of respondents have stated that they always watch OTT and out of that 46% watch National Content only.

Average Score Analysis**Table 3** OTT Platforms Preferred by the Respondents

| INDEPENDENT VARIABLE | | OTT platforms | | | | | |
|--------------------------|----------------------------|---------------|--------------|---------|----------|-------|--------|
| | | Hotstar | Amazon Prime | Netflix | Sony Liv | Zee 5 | Sunnxt |
| Demographic variables | | | | | | | |
| | Gender | | | | | | |
| | Male | 2.82 | 2.24 | 2.76 | 3.12 | 2.73 | 2.64 |
| | Female | 2.53 | 3.21 | 2.94 | 2.76 | 2.53 | 2.06 |
| Age | Below 20 | 2.67 | 2.75 | 2.50 | 3.08 | 2.25 | 1.67 |
| | 21 to 25 | 3.20 | 2.70 | 3.00 | 3.10 | 2.95 | 2.40 |
| | 26 to 30 | 2.20 | 2.60 | 3.50 | 3.10 | 2.70 | 2.60 |
| | 31 and above | 2.25 | 1.75 | 3.38 | 2.88 | 2.50 | 2.40 |
| Education | Higher education and below | 2.63 | 2.05 | 3.05 | 3.11 | 3.21 | 2.47 |
| | Graduation | 2.59 | 3.18 | 2.71 | 3.00 | 2.94 | 2.41 |
| | Post-Graduation and above | 3.00 | 2.43 | 2.64 | 2.93 | 1.71 | 2.43 |
| Occupation | Student | 3.43 | 2.93 | 2.29 | 2.64 | 2.43 | 1.93 |
| | Employee | 2.20 | 1.80 | 4.00 | 3.00 | 2.00 | 3.60 |
| | Business | 2.25 | 2.25 | 3.25 | 3.58 | 3.67 | 2.75 |
| | Homemaker | 2.63 | 2.63 | 2.63 | 3.05 | 2.37 | 2.32 |
| Marital Status | Married | 2.75 | 3.05 | 3.15 | 2.80 | 2.10 | 2.35 |
| | Unmarried | 3.23 | 2.20 | 2.60 | 2.70 | 3.03 | 2.50 |
| Family Income | Below 50000 | 2.44 | 2.44 | 2.89 | 3.33 | 3.22 | 2.00 |
| | 50001-150000 | 2.44 | 2.82 | 3.19 | 3.13 | 2.50 | 2.89 |
| | 150001-250000 | 2.64 | 3.44 | 2.55 | 2.55 | 2.82 | 2.27 |
| | Above 250000 | 3.29 | 2.21 | 2.57 | 3.21 | 2.36 | 1.71 |
| Family type | Joint Family | 3.07 | 2.45 | 2.73 | 2.64 | 2.91 | 3.18 |
| | Nuclear family | 2.62 | 2.56 | 2.85 | 3.09 | 2.59 | 2.26 |
| No. of members in Family | 2 | 2.33 | 1.78 | 3.00 | 3.33 | 1.67 | 2.44 |
| | 3 | 2.18 | 2.45 | 3.78 | 3.27 | 2.91 | 2.45 |
| | 4 | 3.27 | 2.73 | 2.27 | 2.36 | 3.09 | 1.36 |
| | More than 4 | 2.89 | 2.84 | 2.58 | 3.21 | 2.74 | 3.05 |

Interpretation

It is found from the table 3 that irrespective of the demographic factors, **Netflix** is the most preferred OTT platform for employees, families with 3 members and viewers between the age group of 26 to 30, whereas, respondents who have an income level between 150001-250000 and female preferred **Amazon Prime**, unmarried prefer to watch **Hotstar**, viewers upto higher education prefer **Zee 5** and members in joint family prefer **Sun Nxt**.

ANOVA

H₀: There is no significant mean difference between initial viewing motivation sets towards TV and Demographic factor.

H₁: There is significant mean difference between initial viewing motivation sets towards TV and Demographic factor.

Table 4 Initial Viewing Motivation sets towards TV and Demographic factors

| | Mean | N | Std. Deviation | F Value | Sig |
|----------------------------|--------|----|----------------|---------|------|
| Age | | | | | |
| Below 20 | 2.8611 | 12 | .31233 | 3.1505 | .048 |
| 21 to 25 | 2.6944 | 20 | .28786 | | |
| 26 to 30 | 2.7667 | 10 | .25604 | | |
| 31 and above | 2.7407 | 8 | .30024 | | |
| Total | 2.7563 | 50 | .28855 | | |
| Education | | | | | |
| Higher education and below | 2.8363 | 19 | .29817 | 1.821 | .173 |
| Graduation | 2.7582 | 17 | .27315 | | |
| Post-Graduation and above | 2.6455 | 14 | .27629 | | |
| Total | 2.7563 | 50 | .28855 | | |
| Occupation | | | | | |
| Student | 2.6667 | 14 | .30611 | 3.1505 | .048 |
| Employee | 2.6370 | 5 | .41442 | | |
| Business | 2.7994 | 12 | .17116 | | |
| Home maker | 2.8265 | 19 | .29373 | | |
| Total | 2.7563 | 50 | .28855 | | |
| Family Income | | | | | |
| Below 50000 | 2.7613 | 9 | .21763 | 1.509 | .225 |
| 50001-150000 | 2.7593 | 16 | .33182 | | |
| 150001-250000 | 2.8889 | 11 | .20621 | | |
| Above 250000 | 2.6455 | 14 | .31114 | | |
| Total | 2.7563 | 50 | .28855 | | |
| No. of members in Family | | | | | |
| 2 | 2.7901 | 9 | .39153 | .236 | .871 |
| 3 | 2.8013 | 11 | .26619 | | |
| 4 | 2.7508 | 11 | .24905 | | |
| More than 4 | 2.7173 | 19 | .28508 | | |
| Total | 2.7563 | 50 | .28855 | | |

Interpretation

From Table 4 it is inferred that the mean value and ANOVA of the results relating to motivation sets towards TV. It can be inferred from ANOVA, that the significant value for Age (0.048) and Occupation status (0.048) is less than 0.05 which means that there is significant difference

among the clusters. In the case of Educational qualification (0.173), Family Income (0.225), no. of members in family (0.871) the significant value is greater than 0.05 which means that there is no significant difference among the clusters.

ANOVA

H₀: There is no significant mean difference between initial viewing motivation sets towards OTT and Demographic factor.

H₁: There is significant mean difference between initial viewing motivation sets towards OTT and Demographic factor.

Table 5 Initial Viewing Motivation sets towards OTT and Demographic factors

| | Mean | N | Std. Deviation | F Value | Sig |
|----------------------------|--------|----|----------------|---------|------|
| Age | | | | | |
| Below 20 | 2.6883 | 12 | .29311 | 3.1505 | .040 |
| 21 to 25 | 2.5407 | 20 | .26746 | | |
| 26 to 30 | 2.8185 | 10 | .22116 | | |
| 31 and above | 2.6944 | 8 | .11329 | | |
| Total | 2.6563 | 50 | .26296 | | |
| Education | | | | | |
| Higher education and below | 2.5984 | 19 | .28078 | 12.196 | .001 |
| Graduation | 2.6667 | 17 | .26836 | | |
| Post-Graduation and above | 2.7222 | 14 | .23050 | | |
| Total | 2.6563 | 50 | .26296 | | |
| Occupation | | | | | |
| Student | 2.5450 | 14 | .32530 | 1.504 | .226 |
| Employee | 2.7111 | 5 | .10277 | | |
| Business | 2.6420 | 12 | .23654 | | |
| Home maker | 2.7329 | 19 | .24179 | | |
| Total | 2.6563 | 50 | .26296 | | |
| Family Income | | | | | |
| Below 50000 | 2.7654 | 9 | .26255 | 3.625 | .019 |
| 50001-150000 | 2.6019 | 16 | .26241 | | |
| 150001-250000 | 2.5589 | 11 | .16601 | | |
| Above 250000 | 2.7429 | 14 | .30428 | | |
| Total | 2.6563 | 50 | .26296 | | |
| No. of members in Family | | | | | |
| 2 | 2.7654 | 9 | .27342 | 1.044 | .382 |
| 3 | 2.7071 | 11 | .26317 | | |
| 4 | 2.5960 | 11 | .24815 | | |
| More than 4 | 2.6101 | 19 | .26518 | | |
| Total | 2.6563 | 50 | .26296 | | |

Interpretation

Table 5 reveals that the mean value and ANOVA of the results relating to motivation sets towards OTT. It can be inferred from ANOVA, that the significant value for Age (0.040), Educational Qualification (0.001) and Family Income (0.019) is less than 0.05 which means that there is significant difference among the clusters. In the case of Occupation status (0.226) and no. of members in family (0.382) the significant value is greater than 0.05 which means that there is no significant difference among the clusters.

5. FINDINGS

Percentage Analysis

- Majority (66%) of respondents are female, Unmarried (60%) and 78% belong to nuclear type of family.
- Most (36%) of the respondents always watch OTT and out of that 46% watch National Content only.

Average Score Analysis

- Netflix (4.00) is the most preferred OTT platform by the respondents.

ANOVA

- ANOVA reveals that the significant value of Age (0.048) and Occupation status (0.048) is less than 0.05 which means that there is significant difference between initial viewing motivation sets towards TV and Demographic factors.
- It can be inferred from ANOVA, that the significant value of Age (0.040), Education (0.001) and Family Income (0.019) is less than 0.05 which means that there is significant difference between initial viewing motivation sets towards OTT and Demographic factors.

6. CONCLUSION

In entertainment industry TV has undergone many changes during its existence. The most profound is represented by the entry of digital TVs that have revolutionized the concept of television. OTT is one of an evolutionary process on various online streaming services. The study reveals that Netflix has been witnessed as an important business model innovation in an emerging field such as digital television. In the long run, TV may lose the chance to compete with OTT Platforms. It can be concluded that TV is comparatively competitive in the dimensions of amusement and ease of use, but from a long-term perspective, amusement is a clearly more viable and worthier dimension that cable operators should consider when investing to catch up with OTT.

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