
Impact of OTT (Over-the-top) Media on Consumer Buying Behaviour in Purba Bardhaman District in West Bengal: An Empirical Study

Joyanta Ghosh, Dev Malya Dutta

Research Scholar, Department of Business Administration
The University of Burdwan, West Bengal, India
Email: joyantaghosh68@gmail.com

Abstract: *The purpose of this study is to examine how OTT (Over-the-top) media affects Indian consumers' preferences for online entertainment platforms. It also looks at how customers in Purba Bardhaman district perceive subscription-based entertainment services and what factors influence their behaviour on these platforms. The study also looks into how social media influences consumers' decision-making when it comes to choosing and using online entertainment platforms. The research methodology for this study primarily focuses on data collection and analysis. A combination of qualitative and quantitative data has been collected using a mixed methods approach in order to fully comprehend the ways in which social media influences consumer behaviour with regard to online entertainment platforms. Primary data for this study has been gathered using a self-structured questionnaire. Likert scale-based survey questions has been used to measure respondents' opinions on social media, online entertainment platforms, and their content preferences. The questionnaire also inquiries about the frequency and impact of social media usage on purchasing decisions. The sample size of Purba Bardhaman district has been determined using suitable statistical methods to reliable and generalizable results. Random convenience sampling has been used for qualitative sampling. In addition to graphical data representations, content and frequency analysis approaches were used in the examination of qualitative data. These findings have been drawn based on these analyses.*

Key Words: *Social media marketing, OTT, consumer behaviour, buying habits and entertainment platforms.*

1. Introduction

Since the outbreak of COVID-19, all the countries have faced that pandemic situation and similarly have witnessed a significant shift in consumer behaviour for online entertainment platforms such as Over-The-Top (OTT) services. The emergence of digital content streaming has given consumers unparalleled power over their media consumption, providing them with on-demand access to a movie series, TV shows, music, and more. Because of this, people have welcomed personalized viewing experiences, embraced the binge-watching trend, and chosen content using sophisticated algorithms. The goal of this research study is to investigate the significant impact that OTT media has on consumer purchasing decisions, specifically with regard to over-the-top (OTT) services.

The emergence of over-the-top (OTT) platforms like as Netflix, Amazon Prime Video, Jio Cinema, Disney+ Hotstar, and others that offer on-demand video content beyond traditional broadcasting and cable services has caused a transformation in the entertainment industry. This shift in media consumption patterns has been largely attributed to the growing popularity of social media platforms (Yadav, M. D., & Jain, A., 2021).

The Second section of this study provides the literature reviews, the third section provides the objectives of this study. Conceptual model has been evaluated in fourth section; research methodology has examined in fifth section. In section six this study provides analysis & findings and in the last but not least section seven provides conclusion.

2. Literature Review

2.1. Historical Overview of Linear Media (Pay-Tv)

According to the TAM (Television Audience Measurement), Annual Universe Update - 2015, out of 234 million households in India, over 167 million have televisions, and over 161 million of those have access to cable or satellite TV, including 84 million DTH customers. Since 2013, the number of digital TV households has increased by 32% as a result of the switch from terrestrial and analogue transmissions. Households with televisions have been increasing at a rate of 8–10%. September 2014 data shows that 64% of households had digital TV. As of 2018, India boasts over 850 TV channels that broadcast in all of the major languages spoken there, and 197 million households own television sets (BARC India, 2018). The growth in digital broadcast has been

due to the introduction of a multi-phase digitization policy by the Government of India. An ordinance was introduced by the Govt. of India regarding the mandatory digitization of Cable Services. According to this amendment made in section 9 of the Cable Television Networks (Regulation) Amendment Ordinance, 1995, the internet & broadcasting ministry is in the process of making Digital Addressable System mandatory. As per the policy, viewers would be able to access digital services only through a set-top box (STB).

Starting in December 1991, Disney Star introduced four major television channels into the Indian broadcasting space that had so far been monopolized by the Indian government-owned Doordarshan: MTV, STAR Plus, Star Movies, BBC News and Prime Sports. In October 1992, India saw the launch of Zee TV, the first privately owned Indian channel to broadcast over cable followed by Asia Television Network (ATN). A few years later CNN, Discovery Channel and National Geographic Channel made their foray into India. Later, Star TV Network expanded its bouquet with the introduction of STAR World, Star Sports, ESPN, Channel V and STAR Gold (Jameela, K., 2023).

Throughout the 1990s, along with a multitude of Hindi-language channels, several regional and English language channels flourished all over India. By 2001, international channels HBO and the History Channel started providing service. In 1995–2003, other international channels such as Cartoon Network, Nickelodeon, VH1 and Toon Disney entered the market. Starting in 2003, there has been an explosion of news channels in various languages; the most notable among them are NDTV, CNN-News18, Times Now and Aaj Tak (Jameela, K., 2023).

2.2. CAS (Conditional Access System)

CAS or conditional access system is a digital mode of transmitting TV channels through a set-top box (STB). The transmission signals are encrypted and viewers need to buy a set-top box to receive and decrypt the signal. The STB is required to watch only pay channels.

The idea of CAS was introduced in 2001, due to a furore over charge hikes by channels and subsequently by cable operators. Poor reception of certain channels; arbitrary pricing and increase in prices; bundling of channels; poor service delivery by Cable Television Operators

(CTOs); monopolies in each area; lack of regulatory framework and redress avenues were some of the issues that were to be addressed by implementation of CAS.

It was decided by the government that CAS would be first introduced in the four metros. It has been in place in Chennai since September 2003, where until very recently it had managed to attract very few subscribers. It has been rolled out recently in the other three metros of Delhi, Mumbai and Kolkata.

The Ministry of Information and Broadcasting issued a notification on 11 November 2011, setting 31 March 2015 as the deadline for complete shift from analogue to digital systems. In December 2011, Parliament passed The Cable Television Networks (Regulation) Amendment Act to digitize the cable television sector by 2014. Chennai, Delhi, Kolkata, and Mumbai had to switch by 31 October 2012. The second phase of 38 cities, including Bangalore, Chandigarh, Nagpur, Patna, and Pune, was to switch by 31 March 2013. The remaining urban areas were to be digitised by 30 November 2014 and the rest of the country by 31 March 2015 (Tripathi, P. S., Chandra, A., and Prasad, R., 2013).

2.3. Rise of Online Media

After independence, the first Indian OTT platform was sent off by Reliance Entertainment in 2008 as name of BIGFlix. It opened the conduit to entertain video streaming through internet and it is elevated degree of progression in innovation of technology to online video viewing from digital video viewing (Puthiyakath and Goswami, 2021).

BIGFlix offers 2000+ HD diverts in nine Indian regional languages includes Bengali, Hindi, Malayalam, Bhojpuri, Telugu, Marathi, Tamil, Gujarati and Punjabi and it will permit a customized theater and multi-screen insight to users (Udoakpan, N., and Tengeh, R. K., 2020).

In India nexGTV is the first OTT portable application to live-stream cricket matches like IPL (Indian Premier League) on smartphones. It sent off in 2010 by Digivive for admittance to both live-TV and on-demand content. The livestream of the IPL beginning around 2015, when rights were won (Dunakhe and Panse 2022) and it played an important role in the growth of another OTT platform, Hotstar (now Disney + Hotstar) in India (Dunakhe, K., and Panse, C., 2022).

India will experience enormous growth in OTT subscribers by 2023. Nowadays, there are 350 million users, but it is estimated to attain up to 500 million users. Although Disney+ Hotstar is the most subscribed to OTT platform in India, owned by star India as of July 2020,

with around 300 million active users and over 350 million downloads. Somewhat recently, the utilization of OTT platforms has expanded to 204 billion minutes, while it was 181 billion minutes before the pandemic. Truth is told, a report by the PwC's Media and Entertainment Outlook proposes that India's OTT market will turn into the sixth biggest market all around the world by 2024.

Online platforms come up with different genres like action, horror, drama, thriller, and comedy. Youth uses more of these platforms to Binge Watch genres they prefer the most. Unfortunately, television fails to provide such perks to its viewers.

2.4. Consumer Behaviour Studies

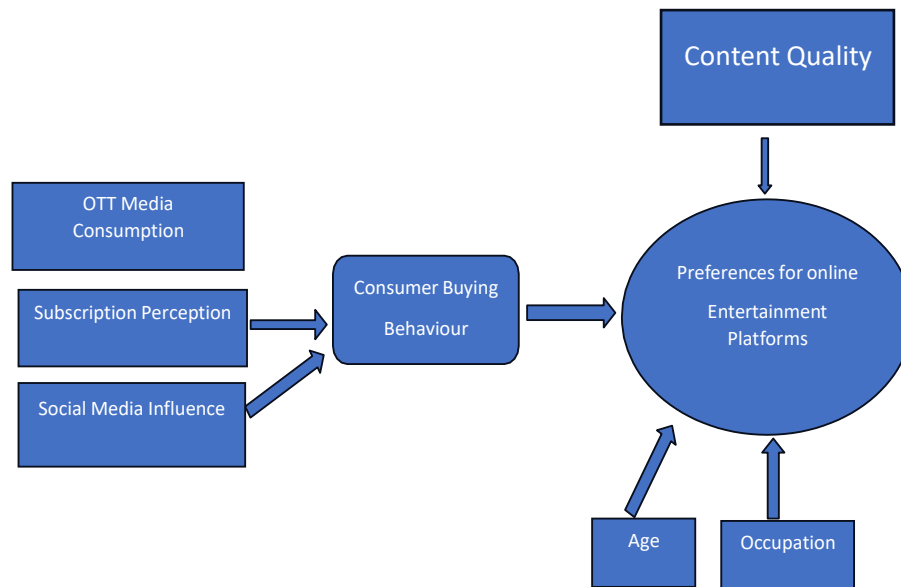
OTT services not only in India but also in south Africa dramatic changes the television broadcasting space, viewing content, viewing timing and lot of choices (Banerjee, Alleman, and Paul, 2013). Thus, the Independent Communications Authority of South Africa (ICASA) conducted a consumer survey to determine the television viewing patterns in South Africa. Its preliminary findings suggested that the OTT TV viewers are streaming and downloading content for later viewing, and the cost is the main reason pay-TV subscribers do not upgrade their subscriptions. So, OTT services are complementary services to pay-TV services and low-income earners are mostly using free or paid mobile applications to consume contents, and who have neither OTT TV nor pay-TV they preferred Free-to-Air services for TV consumption (Udoakpan & Tengeh, 2020).

As indicated by the Indian Over-the-Top (OTT) Platforms Report 2020, distributed by the MICA (Mudra Institute of Communications, Ahmedabad) Ahmedabad, "the quantity of male viewers of OTT applications is more than female viewers in India. The most viewed applications in India by males are Netflix, Amazon Prime, and Hotstar. Minimal traffic in females is of around 25-45 age groups. Be that as it may, Voot has around 54% of female users".

3. Research Objectives

1. To investigate the impact of OTT (Over-the-top) media on Indian consumers' preferences for online entertainment platforms.
2. To understand how customers in Purba Bardhaman district perceive subscription- based entertainment services.
3. To identify the factors influencing consumer behaviour on online entertainment platforms.
4. To examine the role of social media in influencing consumers' decision-making regarding online entertainment platforms.

4. Conceptual Model



5. Research Methodology

Research Method: This study used quantitative research approach to achieve the objectives (Creswell, 2017). An online survey made with a Google Form and the responses of certain participants were used to gather data. Separately, a five-point Likert scale survey was created using a systematic methodology. In the region of Purba Bardhaman, responses were gathered through the use of convenience sampling.

Data Collection: Both primary and secondary sources of data were used in this study. Primary data was collected through self-structured questionnaire, and a thorough assessment of the literature from e-journals, articles, magazines, newspapers, and websites was used to collect secondary data.

Target Population: people who consume pay-tv content, OTT (Over-The-Top) media services, and have internet access were sampled (Rahi, 2017).

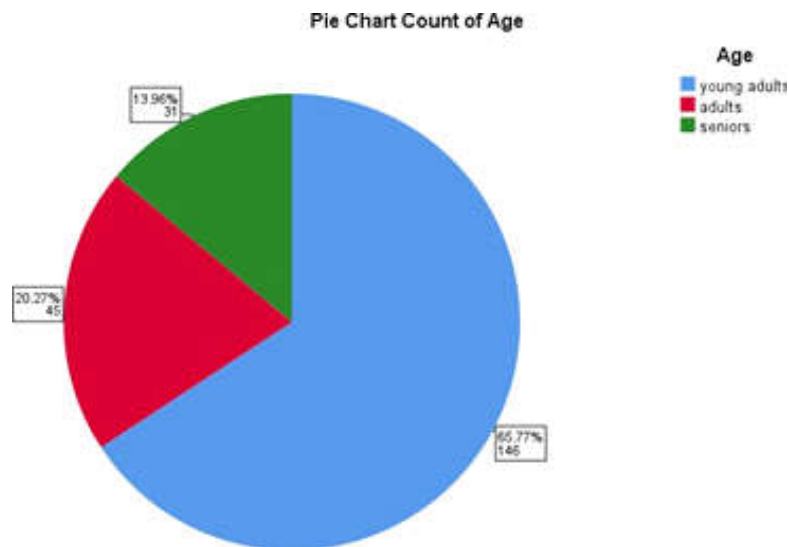
Sample Size: For this study a sample of 222 responses were used.

Sampling Technique: Convenience sampling used for this study.

Data Analysis: Graphical representations, correlation test, regression analysis, and Chi-square test were used to interpret the data.

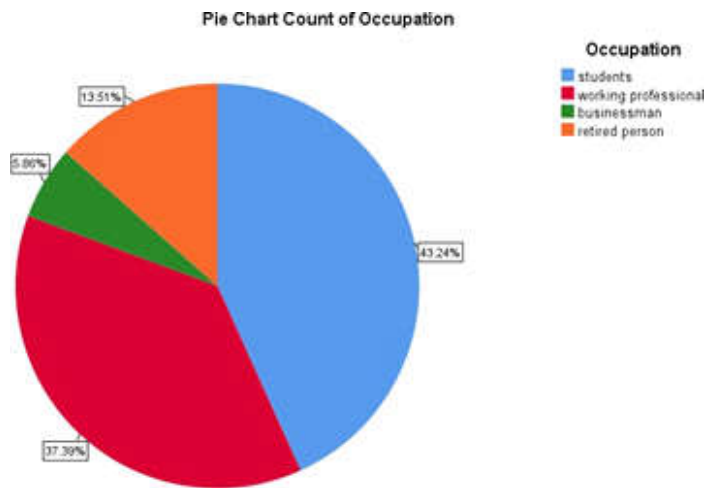
6. Analysis and Findings

Fig. 1: Age



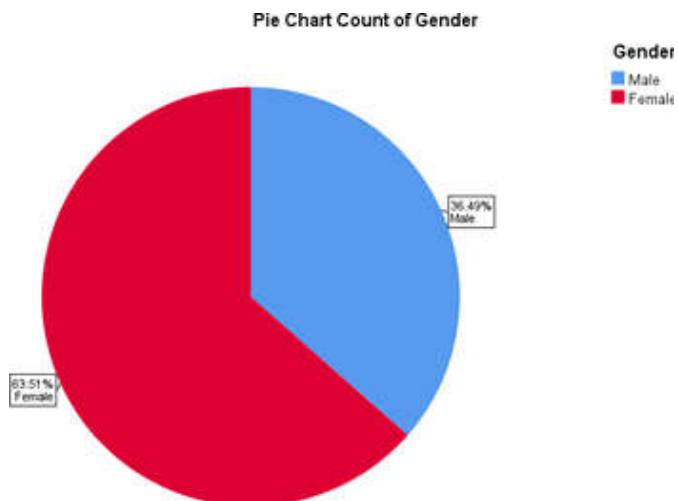
Interpretation: Out of 222 respondents, 65.77 % of the respondents belong to the age group of young adults (18 to 35) and 20.27 % were from the age group of adults (35 to 55) and remaining from above the age of Seniors (above 55).

Fig. No. 2: Occupation



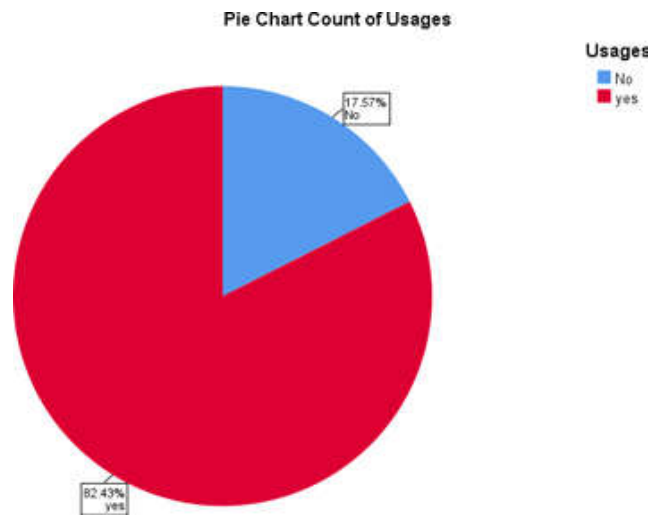
Interpretation: Out of 222 respondents 43.24 % of respondents are students, 37.39% of respondents are working professionals, 05.86 % of respondents are businessmen and 13.51 % of the respondents are retired persons. Therefore, most of the respondents are students.

Fig. 3: Gender



Interpretation: Out of 222 respondents 63.51 % of respondents were female, 36.49 % of respondents were male. Therefore, most of the respondents were female.

Fig. 4: Usages of OTT media



Interpretation: Out of 222 respondents 82.43 % of respondents are OTT media and 17.57 % of respondents are not are OTT media. Therefore most of the respondents are use OTT media.

Table 1

Correlation Analysis for Impact of OTT (Over-the-top) Media on Indian consumers' Preferences for Online Entertainment Platforms

	Usages of OTT media	Influenced to buy online entertainment platforms
Usages of OTT media	1	0.593**
Influenced to buy online entertainment platforms	0.593**	1

** correlation is significant at the 0.01 level (2-tailed)

Interpretation: This table reveals that Pearson correlation of “Usages of OTT media” and “Influenced to buy online platforms” was found to be moderately positive and statistically significant ($r=0.593$, $p< 0.001$). This means that as one variable (Usages of OTT media) increases, the other variable (Influenced to buy online platforms) also tends to increase, and vice versa, to some extent.

Table 2
Descriptive Statistics for Viewers Perceive Subscription-Based Entertainment Services

Variable	Mean	Std. Deviation
Buying Behaviour	3.45	0.78
Influenced	2.87	0.62

Interpretation: In table no. 2 explores the average level of “Buying Behavior” is higher (mean = 3.45) compared to the average level of “Influenced to buy online platforms” (mean = 2.87). “Buying Behavior” shows higher variability around its mean (SD = 0.78) compared to “Influenced to buy online platforms,” which has lower variability around its mean (SD = 0.62). Both variables have the same sample size (N = 222), indicating that the mean and standard deviation calculations are based on the same number of observations for each variable.

Table 3
Regression Analysis
Factors Influencing Consumer Behaviour on Online Entertainment Platforms

Variables	Beta Coefficient (B)	p-value	t
Usages of OTT media	0.942	0.000*	41.713
Influenced by Social Media	0.415	0.000*	7.093
$R^2 = 0.888$, $F(2,219) =$	179.96		

Note: *p < 0.001

Interpretation: In table no. 3 the regression model includes two independent variables: “Influenced by social media” and “Usages of OTT media”. The dependent variable “Buying Behaviour on online entertainment platform” is the variable that the model seeks to predict based on the independent variables. The independent variables significantly predict buying behaviour on online entertainment platform, $F(2,219) = 179.96, p < 0.001$, which indicates that the two factors under this study have a significant impact on buying behaviour on online entertainment platform. Moreover, the $R^2 = 0.888$ depicts that the model explains 88.8 % of the variance in the dependent variable (Buying Behaviour on online entertainment platform).

Furthermore, coefficients were assessed to ascertain the influence of each factor on the criterion variable (buying behaviour on online entertainment platform). The result shows that usages of OTT media significantly and positively impact on buying behaviour of online entertainment platform ($B = 0.942, t = 41.713, p = 0.000$) and another factor i.e., influenced by social media also significantly and positively impact on buying behaviour of online entertainment platform ($B = 0.415, t = 7.093, p = 0.000$).

Table 4

Chi Square Test for Role of Social Media in Influencing Consumers’ Decision-making Regarding Online Entertainment Platforms.

	Value	df	Asymptotic		
			Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15.634 ^a	1	.000		
Continuity Correction^b	14.207	1	.000		
Likelihood Ratio	18.975	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	15.564	1	.000		
N of valid cases	222				

Interpretation: In table 4, chi-square test reveals that the association between buying behaviour of online entertainment platform and influenced through social media based on observed and expected frequencies. The Pearson Chi-Square test shows a significant association at 05% significance level (p-value < .05) between buying behaviour of online entertainment platform and influenced through social media ($\chi^2= 15.634$, $df=1$, $p= 0.000$).

6.1. Discussion

Through the demographic analysis this study observed that young adult's generation were more usages of OTT media. In other words, this study found that respondents' willingness to view OTT media declined as age increases. Other demographic variable as occupation also impact to buy online entertainment platform as viewers of working professionals has more likely to watch online entertainment platform in their free time and they willing to subscribe OTT media than students and retired persons. The study found no significant influence in willingness to buying online entertainment platforms despite the common perception that men women have different choices and preferences.

This study found that the correlation coefficient of 0.593 indicates a moderately positive relationship between the variables. This means that as the usage of OTT media increases, there is a tendency for individuals to be more influenced to buy online entertainment platforms, and vice versa, to some extent. It explored that, on average, respondents tend to exhibit a higher level of buying behaviour than their level of being influenced to buy online entertainment platforms. The higher variability around the mean for Buying Behavior indicates that there is a wider range of responses regarding buying behavior among respondents, possibly reflecting diverse purchasing habits or preferences. The lower variability for "Influenced to buy online platforms" suggests that respondents' perceptions or feelings of being influenced to buy from online platforms are more consistent or concentrated around a central value. From the regression analysis this study found the significant and positive impact of Usages of OTT media on buying behaviour suggests that increased usage of OTT platforms is associated with a higher propensity to engage in buying activities on online entertainment platforms. Similarly, the significant and positive impact of being Influenced by social media highlights the role of social media in influencing consumers' behaviour and decisions related to online entertainment platform purchases.

The study also extracted through chi-square statistics that there is a genuine relationship between how individuals are influenced through social media and their buying behaviour on online entertainment platforms. These findings suggest that businesses and marketers should consider the influence of social media on consumers' buying behaviour in the online entertainment industry. Strategies that leverage social media platforms to influence purchasing decisions can be effective in reaching and engaging with target audiences.

6.2. Limitation

This study aims to identify the causes and variables influencing customers' subscription choices. Thus, a population with a variety of characteristics was needed for the study. In an attempt to gather data, the study used an online platform and the convenience sampling technique. Future studies, however, could make use of more extensive in-person data collection with a bigger sample size. This study uses correlation and regression test. Yet, reliable methods like structural equation model (SEM) can be used to verify a more thorough model supported by theories of Technology Adaption Model (TAM).

7. Conclusion

The study provides valuable insights into the dynamic relationship between OTT media, consumer preferences, subscription services perception, and social media influence in the context of online entertainment platforms in India, specifically in Purba Bardhaman district. The mixed methods approach ensures a comprehensive understanding of consumer behavior and preferences in this digital entertainment landscape.

In conclusion, by highlighting how OTT media can drastically alter consumer buying behaviour. It emphasizes how crucial it is to comprehend this influence and makes predictions about consumer purchasing decisions by utilizing various OTT media as a predictor. Additionally, it suggests avenues for further investigation to deepen the knowledge of the ways in which social media influences consumer behaviour and decision-making.

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