



A Comprehensive Study On Users Perspectives Towards OTT Platforms In Mumbai

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ABSTRACT

In the dynamic world of entertainment consumption, Over-the-Top (OTT) platforms have emerged as innovative players. These platforms have revolutionized how audiences' access and engage with content, offering a diverse array of movies, TV shows, documentaries, and original programming directly over the internet, bypassing traditional distribution channels. Global players like Netflix, Amazon Prime Video, and Disney Plus to regional players catering to specific demographics and preferences, the OTT industry has become a dynamic and competitive business. The present research seeks to explore the factors influencing the choices and satisfaction levels of OTT consumers in Mumbai. By examining the content preferences and user experiences of Mumbai residents, this study aspires to provide valuable insights for both content creators and platform providers.

Key Words: OTT platforms, streaming platforms, Users Perspectives, Mumbai

1. Introduction

In the dynamic world of entertainment consumption, Over-the-Top (OTT) platforms have emerged as revolutionary players. They have redefined the ways audiences engage with content. Mumbai, often referred to as the heart of India's film and television industry, stands at the forefront of this media evolution. This study endeavours to delve into the perspectives of Mumbai residents regarding OTT platforms, aiming to decode the complex combination of content preferences and user experiences that characterize this vibrant metropolitan audience.

As the streaming revolution continues to redefine the traditional entertainment pattern, understanding the distinct preferences of viewers becomes important. Mumbai represents vast social, cultural and demographic diversity with remarkable technological developments. The present research seeks to explore the factors influencing the choices and satisfaction levels of OTT consumers in Mumbai, one of India's most vibrant and culturally rich cities. By examining the content preferences and user experiences of Mumbai residents, this study aspires to provide valuable insights for both content creators and platform providers.

2. Review of Literature

The literature review for the present study covers various aspects related to OTT platforms-

- Mallika V. et al. (2022), in their study analysed the impact of increasing OTT video streaming services on lockdown and the attitude of Indian people towards cinema hall after shift in watching experience on OTT in India. They stated that this is the era of technology where every person has a smartphone the viewer wants the content instant and on-demand. This technological shift is majorly due to viewing experience towards OTT during the pandemic. The study points pandemic as one of the reasons why the audience was highly attached to OTT and states that this habit will affect traditional mediums like television and Cinema Hall in future.
- Pathak S. et al. (2023), in their study investigated how the OTT platforms are affecting movie theatres. They stated that customers can watch movies and TV series from the comfort of their homes without using cable or broadcast. With the help of OTT platforms independent filmmakers can connect with a larger audience. Foreign language movies and documentaries, have had greater success and popularity due to OTT platforms. The study

also reveals that OTT platforms will have a big impact on the movie business as the viewers instead of visiting the theatre, prefer to view movies at their own pace and on their own time.

- Gomathi S. et al. (2021), in their study analysed the impact of increasing OTT video streaming services viewership in lockdown. The study revealed that when the cinema halls shut and film releases has been suspended during lockdown, at that time the OTT platforms acted as the new way of delivery of film for enjoying the content of entertainment for the viewers. In the modern computerized era people's habits are changing in pace with technology change. The study states that the OTT is spreading very fast and the viewer's dynamic watching habits may change the collective watching experience. As per observation, the millennium is attracted towards the OTT platforms due to foreign shows and content. OTT platforms are deeply affecting the other traditional mediums. The study suggests, the cinema hall owners should take steps towards making movie experience more comfortable and cost worthy.

3. Objectives of the Study

The study aims to provide a comprehensive understanding of Mumbai users' perspectives towards OTT platforms, offering valuable insights for all the stakeholders. The specific objectives of present study are-

- To ascertain the popular OTT platforms in Mumbai.
- To assess viewers' content preferences on OTT platforms in Mumbai.
- To evaluate user satisfaction towards OTT platforms in Mumbai.

4. Research Methodology

The present study is based on data collected through primary and secondary sources. The Secondary Data has been gathered from various sources such as books, journals, research papers newspapers, related articles and the Internet etc. The primary data is collected through the self-developed questionnaire, on a random basis, from 90 OTT viewers of Mumbai region. The questionnaire was distributed through a Google Form link amongst OTT viewers of Mumbai. To accomplish the objectives, tools such as frequency tabulation and percentages were used for analysis and interpretation. The presentation is done with the help of tables and figures.

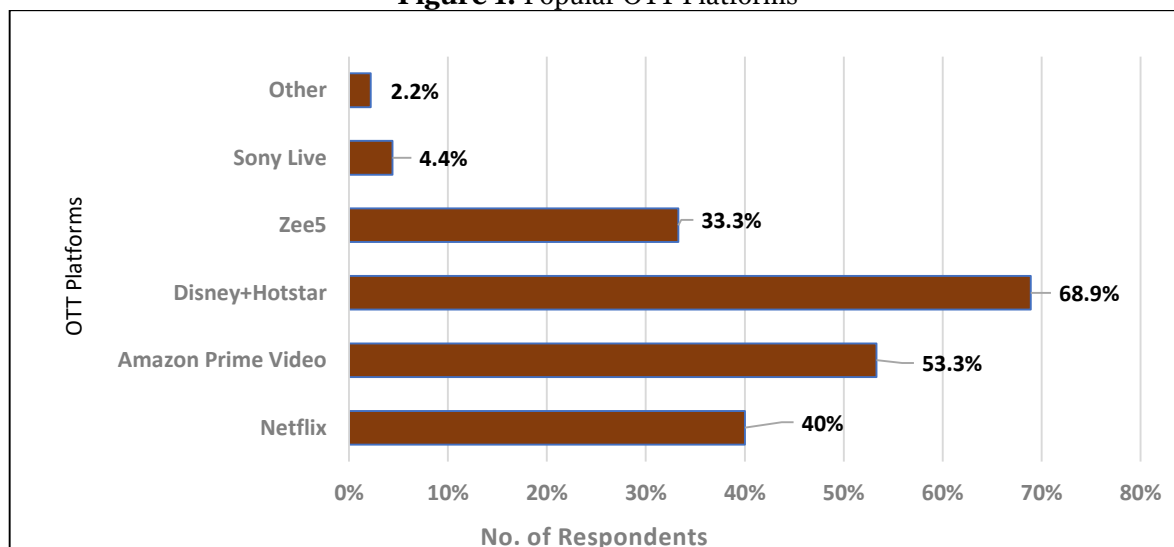
5. Findings and Discussions

The study shows that Mumbaikars highly value the convenience and accessibility offered by OTT platforms. The users appreciate the ability to stream their favourite content anytime, anywhere, using various devices such as smartphones, tablets, and smart TVs.

• Popular OTT Platforms

The popularity of OTT (Over-the-Top) platforms in Mumbai is significant and continues to grow steadily. With the widespread availability of high-speed internet and the convenience of streaming content on various devices, platforms like Netflix, Amazon Prime Video, Disney Plus Hotstar, and others have gained a large user base in Mumbai. The present study enquired about the most popularly used OTT platforms in Mumbai. The result is summarised in Figure 1.

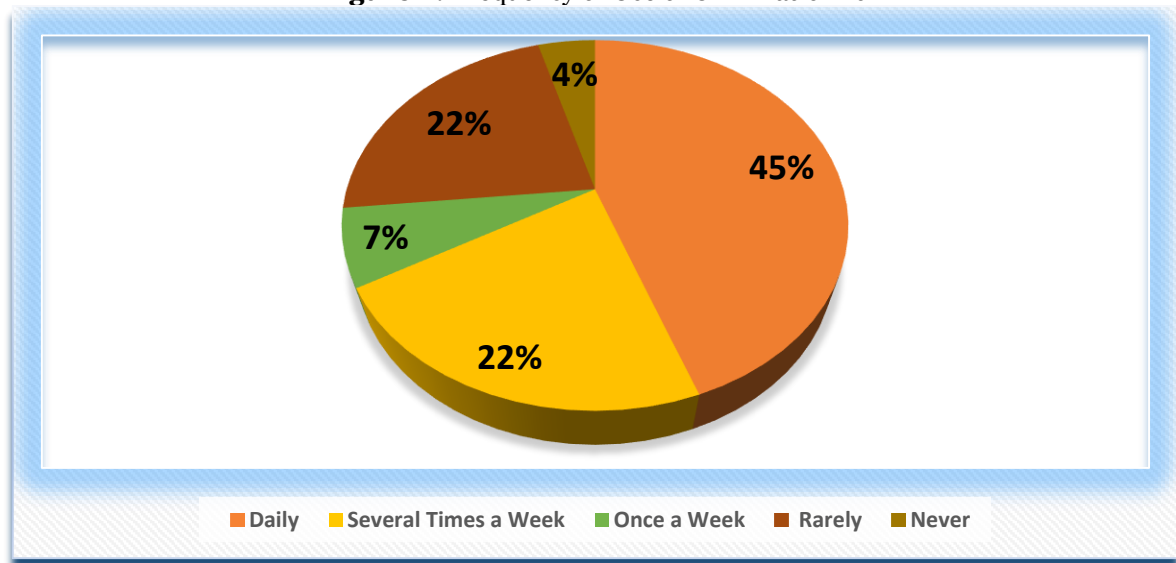
Figure 1: Popular OTT Platforms



Source: Compiled by the researcher using primary data.

Figure 1 shows that Disney Plus Hotstar is the most popular platform with 68.9 percent responses, followed by Amazon Prime Video with 53.3 percent responses and Netflix with 40 percent responses. Zee5 with 33.3 percent responses is at fourth position. All the other OTT platforms are way behind with very low responses. The popularity of these OTT platforms can also be seen through the frequency of use of these platforms (Figure 2).

Figure 2: Frequency of Use of OTT Platforms



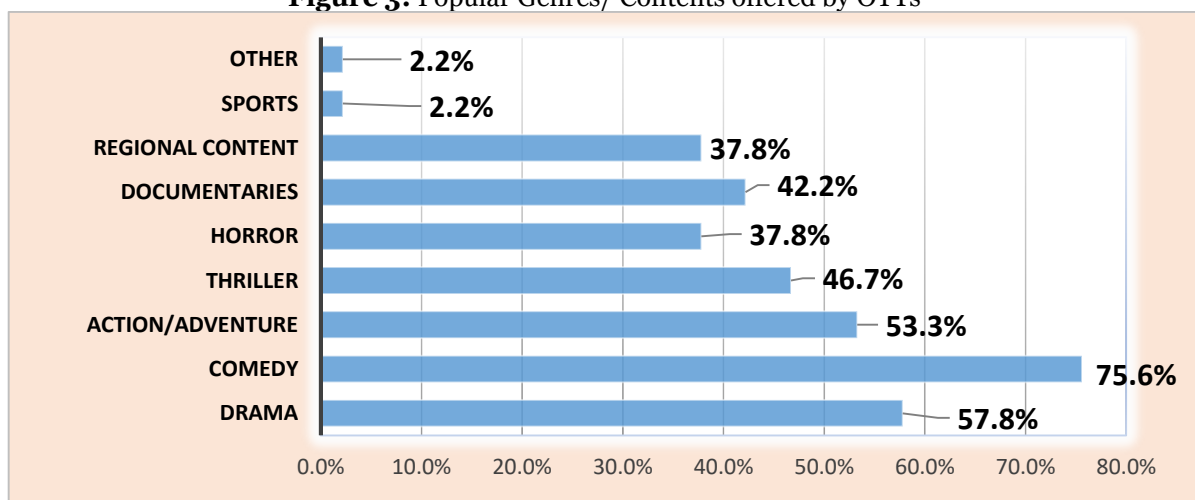
Source: Compiled by the researcher using primary data.

Figure 2 shows that 45 percent of the respondents watch OTT platforms on a daily basis. The concept of TV has been completely replaced by the OTT platforms. 22 percent of the respondents watch these platforms several times a week, 7 percent watch OTTs at least once a week. It is clearly evident that a good number of respondents watch OTT quite regularly.

• Viewers' Content Preferences on OTT Platforms in Mumbai

The increasing popularity of OTT platforms raises the question about the reasons why some of these platforms are more popular than others. The reason being, these platforms offer a diverse range of content including movies, TV shows, web series, documentaries, and more, catering to the diverse tastes of Mumbai's population. A probe into the type of content Mumbaikars are interested in is presented in Figure 3.

Figure 3: Popular Genres/ Contents offered by OTTs



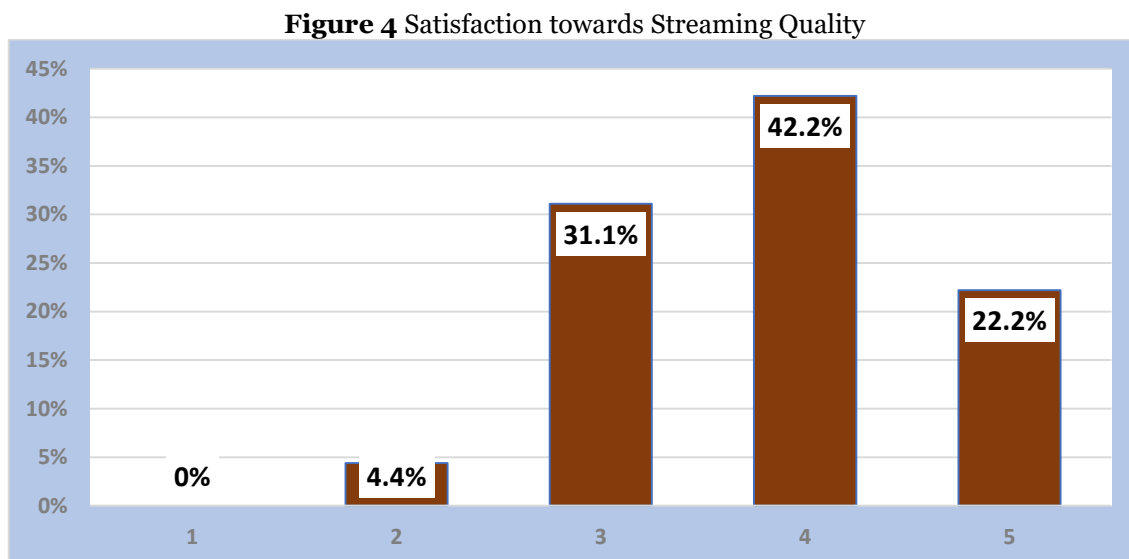
Source: Compiled by the researcher using primary data.

The results of type of content shown by OTT platforms are very interesting. OTT offers a variety of content ranging from action, drama, comedy to documentaries. There is something for everyone. This mix of genres makes the OTT fit for every taste. Table 3 shows that the most popular genre on OTT is comedy with 75.6 percent. It is followed by drama with 57.8 percent and action/adventure with 53.3 percent. The next popular type of content is thrillers with 46.7 percent closely followed by documentaries with 42.2 percent. Horrors and regional language

contents are also very popular with 37.8 percent responses. The results show that there is a good response for almost every kind of content on OTTs. From critically acclaimed series to blockbuster movies, users value the unique and high-quality content offerings that set OTT platforms apart from traditional broadcasters.

• User's Satisfaction towards OTT Platforms in Mumbai

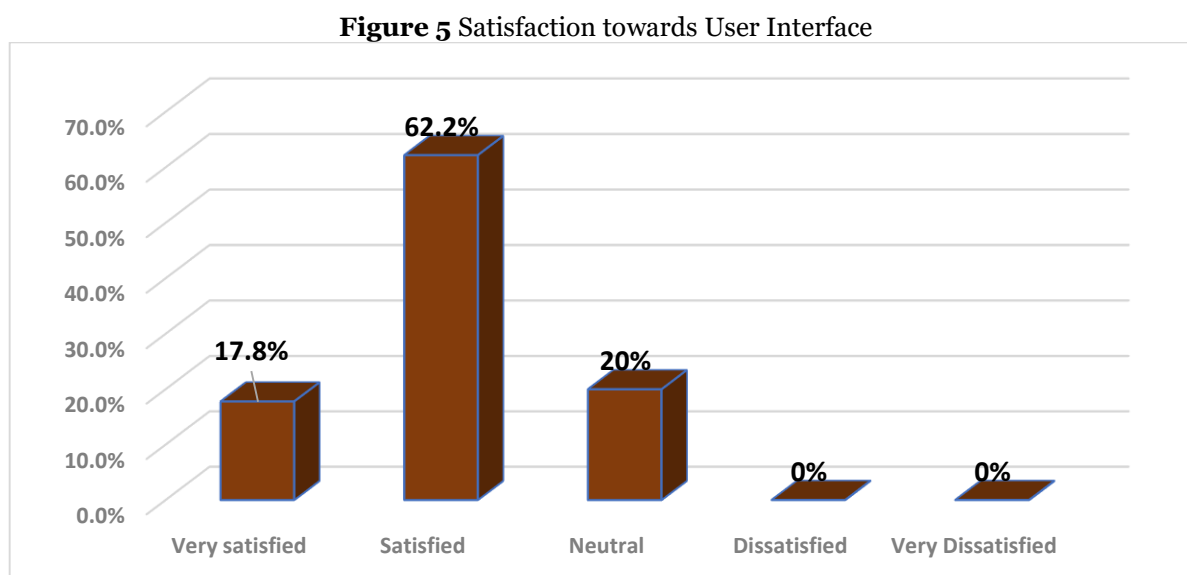
The present study shows that User satisfaction with OTT platforms in Mumbai varies based on factors such as streaming quality, user interface, and technical issues. Figure 4 presents respondents satisfaction towards streaming quality of their preferred OTT platform.



Source: Compiled by the researcher using primary data.

It is observed that the majority of respondents are satisfied with the streaming quality of their preferred OTT platform. Streaming quality is important as it enhances the overall entertainment experience. A platform with quality streaming will be able to magnetize, engage and maintain its audience. Figure 4 shows that 22.2 percent of the Mumbai audience is highly satisfied and 42.2 percent is satisfied with the streaming quality of their OTT platform. The study further enquired about respondents satisfaction towards User Interface of their OTT platform.

User interface is the face of an OTT platform, through which users can navigate effortlessly. It may consist of logical menu structures and user-friendly layouts making it easier for viewers to find the content they are looking for. The users look for an intuitive interface, seamless navigation, personalized recommendations, and visually appealing design to keep them engaged and satisfied. Figure 5 displays respondents satisfaction towards User Interface of their preferred OTT platform.

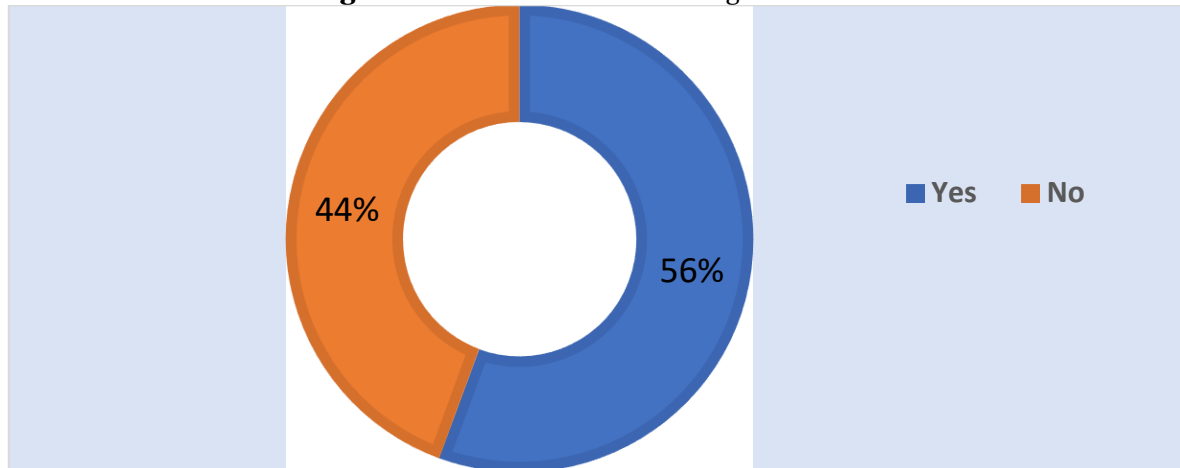


Source: Compiled by the researcher using primary data.

Figure 5 shows that 17.8 percent of the respondents are highly satisfied and 62.2 percent are satisfied with the user interface and ease of navigation on their preferred OTT platform and 20 percent are neutral about the same. This clearly shows that majority of respondents are satisfied with the user interface of their preferred OTT platform.

When asked about the challenges or problems affecting viewers satisfaction, the most pertinent issue marked was internet connection. Streaming services are available as long as one have an internet connection. The only place one can access the media is when you stream it from a website, which is a drawback. Figure 6 represents the technical issues faced by Mumbaikars that consequently affects their viewing experience on OTT.

Figure 6 Technical Issues Affecting Satisfaction



Source: Compiled by the researcher using primary data.

It is observed from Figure 6, that 56 percent of the viewers have encountered some or other kind of technical issues such as buffering, playback errors etc. that are resultant of low or instable internet connectivity. In some areas of Mumbai, internet connectivity issues may affect the streaming experience for users. Working towards improving internet connectivity in Mumbai to ensure a seamless streaming experience for users is therefore a must. In a place like Mumbai that is the commercial capital of India, it is expected that the basic infrastructure will be at place. However, it is expected that the streaming platforms can design and device their offerings in such a way that such technical issues can be minimised.

6. Challenges and Recommendations

One important limitation highlighted about OTT is that Since there is no censor board to review the content, there are chances that the content may affect social or political harmony and hurt people's sentiments on certain issues. In Indian context, the contents may not be suitable for underaged viewers or families from cultural point of view also. It is expected that there should be some kind of control or regulation over the contents of OTT platforms to avoid such problems.

In order to enhance viewers' experience and stay competitive in the market, OTT platforms in Mumbai should address the pertinent concerns. Foremost important point of concern is the content or genre, it should be relevant and appealing to the local audience of Mumbai. This can be a challenge, as preferences and cultural distinctions vary. Tailoring content to suit the preferences of the Mumbai audience by including local language content, regional films, and culturally relevant shows can add to the flavour and richness of OTTs. It will be equally important to implement targeted marketing campaigns to reach and engage with the diverse audience in Mumbai. One of the important concerns raised by the Mumbaikars is subscription fees and the use of OTT platform on limited devices. Therefore, there should be right balance between subscription fees, ads, and other revenue streams on OTT platforms. Such platforms can explore the different monetization models such as partnerships, sponsorships, and merchandise to increase their revenue opportunities and pass benefits to the viewers.

7. Conclusion

The present paper attempts to explore the diverse perspectives of users towards OTT platforms in Mumbai. Through a systematic analysis, it becomes evident that users appreciate the convenience and variety offered by these platforms, while also expressing concerns regarding content censorship, subscription costs, and technical issues. Understanding these viewpoints is crucial for stakeholders in the OTT industry to design their offerings and policies to better meet the needs and preferences of Mumbaikars, ultimately promoting a more inclusive and engaging digital entertainment landscape.

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