**A STUDY ON MARKETING STRATEGIES FOR OTT & VIEWERS PERCEPTION**

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**ABSTRACT:**

This study explores how marketing strategies impact viewers perception, platform choice, and satisfaction within the Over-The-Top (OTT) streaming industry, focusing on popular services like Netflix, Amazon Prime Video, and Disney+. With OTT platforms becoming primary content providers, understanding effective marketing strategies is crucial for retaining subscribers and enhancing viewer satisfaction. The study identifies key marketing tactics exclusive content, free trials, and discounts as the most influential in attracting subscribers, while influencer recommendations have a minimal impact.

Cost, an easy-to-use interface, and an ad-free experience are the main factors that influence customer happiness, according to research data gathered from surveys of 101 respondents, most of whom were young adults. In order to improve user retention and satisfaction, the study recommends targeting young adults with affordable subscriptions, highlighting unique content, and improving the ad-free viewing experience. The results show that exclusive content is the most compelling factor for platform choice.

In a highly competitive digital marketplace, this research gives OTT platforms practical insights into how to best optimize their marketing tactics to satisfy a wide range of user wants and cultivate a devoted subscriber base.

**KEYWORDS:** OTT platforms, Viewer perception, Marketing strategies, Exclusive content, User satisfaction.

**INTRODUCTION:**

The Over-the-Top (OTT) streaming industry has witnessed exponential growth over the past decade, revolutionizing the way audiences access and engage with media content. With advancements in internet accessibility and a societal shift toward digital, on-demand entertainment, platforms like Netflix, Amazon Prime, Disney, and others have become essential fixtures in the modern entertainment landscape. This transformation has led to fierce competition among OTT platforms, each striving to capture and maintain viewer attention through targeted and innovative marketing strategies. Understanding the influence of these marketing approaches on viewers' preferences and perceptions is crucial, as consumer satisfaction directly impacts user retention and brand loyalty. This study seeks to analyze the effectiveness of various marketing tactics employed by OTT platforms and assess their role in shaping viewer perceptions. By exploring the connection between these strategies and viewer preferences, the research aims to provide valuable insights into what drives engagement and loyalty within the OTT sector, contributing to an improved understanding of the industry’s success factors and future growth potential.

**REVIEW OF LITERATURE**

The study "Understanding Platform Strategies for Consumer Stickiness on OTT Platforms" by Gurpreet Kour and Bhavika Chhabria (2022) explores strategies used by Over-the-Top (OTT) platforms to boost user experience and engagement, filling a gap in Video on Demand (VoD) literature that typically overlooks the supplier perspective. It focuses on methods to cultivate consumer loyalty and sustain viewer engagement in the competitive VoD industry, offering insights into how platforms maintain consumer "stickiness" amidst growing competition.

The study "Consumer Perception Towards OTT Media Channels" by Dr. Joyeeta Chatterjee and Dr. Baisakhi Mitra Mustaphi (2024) examines the impact of OTT streaming on entertainment in India, especially during the COVID-19 pandemic when remote work increased viewership. It identifies factors influencing OTT subscriptions, such as time spent, content quality, convenience, and satisfaction, along with demographic effects like age and income on usage. Findings show increased viewing hours and a greater willingness to pay for subscriptions, offering valuable insights for OTT providers in a competitive market.

The study "An Analysis of Changing Consumer Preferences: The Rise of OTT Platforms" by Dr. K Madhu Babu and Dr. Mohd Abdul Hafeez (2024) examines the significant shift in consumer preferences within the entertainment industry, focusing on the rise of Over-The-Top (OTT) platforms. It identifies key factors driving OTT adoption, including on-demand content, device flexibility, affordability, and customization, which enhance consumer engagement and loyalty. The research also highlights how OTT-exclusive content challenges traditional media's dominance and discusses global variations in consumer preferences, alongside the challenges faced by traditional media in adapting to this evolving landscape.

**RESEARCH METHODOLOGY**

The methodology for the study "A Study on Marketing Strategies for OTT & Viewers' Perception" employs a descriptive research design focused on understanding how marketing strategies impact viewers' choices, satisfaction, and perceptions of OTT platforms. Quantitative methods, including surveys and data analysis, are used to gather insights into viewers' perceptions, preferences, and behaviors toward OTT platforms. Additionally, the study examines the influence of advertisements on the viewing experience and user retention. A random sampling method is used to select respondents, targeting a sample of 101 students for the data collection process.

**ANALYSIS:**

**PERCENTAGE ANALYSIS FOR AGE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| age of the respondent | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | under 18 | 4 | 4.0 | 4.0 | 4.0 |
| 19-25 | 95 | 94.1 | 94.1 | 98.0 |
| 26-35 | 2 | 2.0 | 2.0 | 100.0 |
| Total | 101 | 100.0 | 100.0 |  |

**INFERENCE**: The age distribution of respondents indicates that the majority are between 19-25 years, making up 94.1% of the sample. A small percentage of respondents are under 18 (4%) and between 26-35 years (2%). The data shows that 98% of respondents are aged 25 or younger, with all respondents under 35, highlighting a predominantly young demographic in the study sample.

**PERCENTAGE ANALYSIS FOR GENDER**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Gender of the respondent | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | male | 72 | 71.3 | 71.3 | 71.3 |
| female | 29 | 28.7 | 28.7 | 100.0 |
| Total | 101 | 100.0 | 100.0 |  |

**INFERENCE:** The gender distribution of respondents reveals that 71.3% are male and 28.7% are female, indicating a predominantly male sample. The cumulative percentage reaches 71.3% with males alone and 100% with the addition of female respondents, highlighting a gender disparity within the sample group.

**PERCENTAGE ANALYSIS FOR OCCUPATION OF RESPONDENT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| occupation of the respondent | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | student | 76 | 75.2 | 75.2 | 75.2 |
| employed | 23 | 22.8 | 22.8 | 98.0 |
| other | 2 | 2.0 | 2.0 | 100.0 |

**Inference:** The occupation distribution of respondents shows that the majority are students, comprising 75.2% of the sample. Employed respondents make up 22.8%, while the "Other" category accounts for 2%. The cumulative percentage reaches 98% with students and employed individuals combined, and 100% with the inclusion of other occupations, indicating that the sample is primarily composed of students and employed individuals.

**PERCENTAGE ANALYSIS FOR INCOME OF THE RESPONDENT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| income of the respondent | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | no income | 59 | 58.4 | 58.4 | 58.4 |
| below 10k | 14 | 13.9 | 13.9 | 72.3 |
| 10k-25k | 20 | 19.8 | 19.8 | 92.1 |
| 25k-50k | 6 | 5.9 | 5.9 | 98.0 |
| above 50k | 2 | 2.0 | 2.0 | 100.0 |
| Total | 101 | 100.0 | 100.0 |  |

**INFERENCE:** The income distribution of respondents indicates that a significant portion, 58.4%, have no income, reflecting a likely student demographic. Among those with income, 13.9% earn below 10k, 19.8% earn between 10k-25k, 5.9% earn between 25k-50k, and only 2% earn above 50k. Overall, 72.3% of respondents earn 25k or less, highlighting a sample with limited income levels and suggesting that affordability may be a key factor in their OTT platform choices.

**ANOVA FOR GENDER AND OTT PLATFORM**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ANOVA | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Netflix | Between Groups | .052 | 1 | .052 | .207 | .650 |
| Within Groups | 25.076 | 99 | .253 |  |  |
| Total | 25.129 | 100 |  |  |  |
| Amazon | Between Groups | .374 | 1 | .374 | 1.502 | .223 |
| Within Groups | 24.675 | 99 | .249 |  |  |
| Total | 25.050 | 100 |  |  |  |
| Disney | Between Groups | .115 | 1 | .115 | .458 | .500 |
| Within Groups | 24.836 | 99 | .251 |  |  |
| Total | 24.950 | 100 |  |  |  |
| zee5 | Between Groups | .981 | 1 | .981 | 6.449 | .013 |
| Within Groups | 15.059 | 99 | .152 |  |  |
| Total | 16.040 | 100 |  |  |  |
| Aha | Between Groups | .243 | 1 | .243 | 3.378 | .069 |
| Within Groups | 7.123 | 99 | .072 |  |  |
| Total | 7.366 | 100 |  |  |  |
| Others | Between Groups | .015 | 1 | .015 | .773 | .381 |
| Within Groups | 1.945 | 99 | .020 |  |  |
| Total | 1.960 | 100 |  |  |  |

**HYPOTHESES**

1. **Null Hypothesis** : The means of all groups are equal, indicating that gender has no effect on OTT platform preference.
2. **Alternative Hypothesis** : At least one group mean is different, suggesting that gender does influence OTT platform preference.

The analysis tested the hypothesis regarding the impact of gender on OTT platform preferences. For most platforms, including Netflix (p = 0.650), Amazon Prime (p = 0.223), Disney (p = 0.500), Aha (p = 0.069), and Others (p = 0.381), the null hypothesis was not rejected, suggesting no significant gender-based preferences. However, for Zee5, the null hypothesis was rejected with a p-value of 0.013, indicating a significant difference in preferences based on gender.

**CHI-SQUARE GENDER AND OTT PLATFORM**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | gender of the respondent | | | |
| male | | female | |
| Count | Column N % | Count | Column N % |
| $ottpaltform | Netflix | 35 | 48% | 12 | 43% |
| amazonprime | 36 | 49% | 10 | 36% |
| disneyplus | 42 | 58% | 14 | 50% |
| Zee5 | 10 | 14% | 10 | 36% |
| aha | 8 | 11% | 0 | 0% |
| others | 2 | 3% | 0 | 0% |

|  |  |  |
| --- | --- | --- |
| Pearson Chi-Square Tests | | |
|  | | gender of the respondent |
| $ottpaltform | Chi-square | 12.477 |
| df | 6 |
| Sig. | .052a,b |

**HYPOTHESIS**

**Null Hypothesis** : There is no significant difference in the preference for OTT platforms between male and female respondents.

**Alternative Hypothesis** : There is a significant difference in the preference for OTT platforms between male and female respondents.

**INTERPRETATION**

Given that the p-value is slightly greater than 0.05, we fail to reject the null hypothesis. This suggests that there is no significant difference in OTT platform preferences between male and female respondents.

**PERCENTAGE ANALYSIS FOR MARKETING STRATEGIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| marketing strategies Frequencies | | | | |
|  | | Responses | | Percent of Cases |
| N | Percent |
| marketing strategies | Free trail | 43 | 25.7% | 42.6% |
| Discount and promotions | 41 | 24.6% | 40.6% |
| Exclusive content | 53 | 31.7% | 52.5% |
| Influence recommendation | 16 | 9.6% | 15.8% |
| User review | 14 | 8.4% | 13.9% |
| Total | | 167 | 100.0% | 165.3% |

**INFERENCE:** The marketing strategies data highlights that Exclusive Content (31.7%, 52.5%) is the most influential factor, showing that users are highly drawn to platforms with unique offerings. Free Trials (25.7%, 42.6%) also play a key role, as viewers value exploring content without commitment. Discounts and Promotions(24.6%, 40.6%) are similarly effective, emphasizing the appeal of pricing incentives. Influencer Recommendations (9.6%, 15.8%) and User Reviews (8.4%, 13.9%) are less impactful, suggesting they have minimal influence on subscription decisions.

**4.1.8 PERCENTAGE ANALYSIS BETWEEN FACTORS WHILE CHOOSING AN OTT PLATFORM AND THE SATISFACTION LEVEL.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Factor | Not Important | Slightly Important | Moderately Important | Important | Very Important |
| Content Library | 19.8% | 25.7% | 20.8% | 15.8% | 17.8% |
| Subscription Cost | 7.9% | 24.8% | 33.7% | 21.8% | 11.9% |
| User Interface and Experience | 11.9% | 19.8% | 36.6% | 17.8% | 13.9% |
| Device Compatibility | 9.9% | 25.7% | 23.8% | 28.7% | 11.9% |
| Ad-Free Experience | 13.9% | 17.8% | 15.8% | 20.8% | 31.7% |

**INFERENCE:** The summary of factors influencing viewer preferences reveals that. Content Library 20.8% Moderately Important is valued by some but isn't a top priority. Subscription Cost 33.7% Moderately Important is a key factor, highlighting cost considerations for many users. User Interface and Experience 36.6% Moderately Important is also important, as a positive experience is valued. Device Compatibility 28.7% Important shows that multi-device accessibility matters, while Ad-Free Experience 31.7% Very Important indicates a strong preference for uninterrupted viewing.

**CORRELATION BETWEEN SATISFACTION WITH CONTENT AND LIKELEHOOD TO RECOMMEND**

|  |  |  |  |
| --- | --- | --- | --- |
| Correlations | | | |
|  | | Satisfaction with content quality | Likelihood to recommend |
| Satisfaction with content quality | Pearson Correlation | 1 | -.162 |
| Sig. (1-tailed) |  | .053 |
| N | 101 | 101 |
| Likelihood to recommend | Pearson Correlation | -.162 | 1 |
| Sig. (1-tailed) | .053 |  |
| N | 101 | 101 |

**HYPOTHESIS:**

Null Hypothesis **:**

There is no significant relationship between satisfaction with content quality and the likelihood to recommend the OTT platform.

Alternative Hypothesis:

There is a significant negative relationship between satisfaction with content quality and the likelihood to recommend the OTT platform.

**INFERENCE**

The correlation of -0.162 shows a weak negative relationship between satisfaction and likelihood to recommend. With a p-value of 0.053, the result is not statistically significant, so we cannot confirm a meaningful relationship between the two variable.

**FINDINGS:**The research highlights that young adults aged 19-25 are the primary users of OTT platforms, with a slight male majority suggesting some gender-specific preferences. Many users are sensitive to pricing due to low or no income, making affordability essential. While gender typically does not influence platform choice, Zee5 is an exception. Exclusive content attracts viewers, and both free trials and discounts play significant roles in user acquisition. A user-friendly interface and an ad-free experience are highly valued, with subscription cost being a critical factor for younger users. Device compatibility is also important, and content satisfaction has a weak correlation with the likelihood of recommending a platform.

Here’s a condensed summary of the study's recommendations:

**SUGGESTIONS:**

To attract young adult users, tailor content and promotions to resonate with their interests and lifestyles, and prioritize exclusive content to build a loyal audience. Offer budget-friendly options like student discounts, and provide more ad-free subscriptions for uninterrupted viewing. Free trials are effective for user onboarding, and compatibility across all devices is essential for flexibility. Consider gender-specific marketing for Zee5 and offer discounted annual plans to appeal to budget-conscious users. Ensure a user-friendly interface, highlight unique content, and offer short-term subscriptions for flexibility. Collect feedback to enhance the ad-free experience, and explore partnerships with influencers to leverage platform exclusives.

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