

சிறப்பிதழ்  
Special Issue

26-27 பூட்டாசி 2052  
12<sup>th</sup> & 13<sup>th</sup> October 2021

ISSN : 2321 - 984X

நவீனத் தமிழாய்வு  
(பன்னாட்டுப் பன்முகத் தமிழ் ஆய்வுதழ்)

Journal of

Modern Tamizh Research

(A Quarterly International Multilateral Tamizh Journal)  
Arts and Humanities (all), Language  
Literature and Literary Theory, Tamil  
UGC Care Listed (Group-I) Journal

Special Issue : International Multidisciplinary Conference : 2021  
Department of Humanities and Social Sciences  
in association with the Research and IP Cell,  
St.Francisde Sales College, Electronic City, Bengaluru

RESEARCH IN HUMANITIES AND SOCIAL SCIENCES: FINDINGS AND CHALLENGES

Special Issue Editors

S. M. ROJAPOO  
Dr. MARI MUTHU  
J. BENET RAJADURAI



Published by

**RAJA PUBLICATIONS**  
10, (Upstair), Ibrahim Nagar, Khajamalai,  
Tiruchirappalli - 620 023, Tamizh Nadu, India.  
Mobile : +91-9600535241  
website : rajapublications.com

33 பகுதி-3  
Part -3

**Chief Editor**

Dr. M. Sadik Batcha

**Advisory Editor**

Dr. N. Chandra Segaran

**Editorial Board**

Dr. MAM. Rameez

Dr. Jeyaraman

Dr.A. Ekambaram

Dr. G. Stephen

Dr. S. Chitra

Dr. S.Senthamizh Pavai

Dr. Aranga. Pari

Dr. A. Shunmughom Pillai

Dr. P. Jeyakrishnan

Dr. S. Easwaran

Dr. Kumara Selva

Dr. A. Palanisamy

Dr. Ganesan Ambedkar

Dr. Kumar

Dr. S. Kalpana

Dr. T. Vishnukumaran

Dr M. N. Rajesh

Dr. M. Ramakrishnan

Dr. Govindaraj

Dr. Uma Devi

Dr. Senthil Prakash

Dr. M. Arunachalam

Dr. S. Vignesh Ananth

Dr. Pon. Kathiresan

Dr. S. Bharathi Prakash

61	ASHA RANI	GENDER VIOLENCE AND SEX RATIO: A SOCIO-CULTURAL ANALYSIS	499-505
62	VASISHT M C	STATE SPONSORED LEISURE IN COLONIAL MALABAR: A CASE STUDY OF DELHIMALABAR DURBAR OF 1911 AT CALICUT	506-518
63	MEHER MISTRY	FEARLESS NADIA	519-525
64	MARIA SHAIKH	EGDON HEATH IN HARDY'S <i>THE RETURN OF THE NATIVE</i> : A NARRATIVE OF THE DARWINIAN CULT	526-532
65	GOPALAM SULTANIA & SAROJ BOHRA	MULTI-LEVEL MARKETING: ETHICAL CHALLENGES IN ITS WAY	533-543
66	ADITI ULHAS SAWANT, PRATHAM ASHOK SATHE & ATHARV PARAG DONGARE	ON THE MOVE: BREAKING GLOBAL SHIPPING NORMS	544-548
67	MANOJ ARJUN SANGARE & ADHIR VASANT AMBAVANE	A STUDY ON VIRTUAL REALITY AS A DISRUPTIVE TECHNOLOGY IN THE HOTEL INDUSTRY	549-555
68	SHANTHI M	FACTS ABOUT TONGUE IN OUR SCRIPTURES	556-562
69	M SAHUL HAMEED & A ABDULAZEEZ	PERIYAR'S IDEAL SOCIETY AND PEOPLE'S SCIENTIFIC KNOWLEDGE: AN ASSESSMENT THROUGH LANGUAGE POLITICS OF TAMIL NADU	563-569
70	V. SANTHIYA	IMPORTANT TEMPLES OF KRISHNAVAKKA COMMUNITY - A STUDY	570-576
71	S. NANDHINI & N. SUBHA NANTHINI	RECENT TRENDS AND CHALLENGES IN TOURISM DEVELOPMENT	577-581
72	P.VEERASITHI VINAYAGAN, K.PERUMAL & L.RANJIT	THE IMPACT OF SKY YOGA PRACTICES ON RESILIENCE AMONG WOMEN	582-589
73	T.A. SAHAYA RANI & P. PARAMESWARI	THE ROLE OF SELF HELP GROUPS ON WOMEN EMPOWERMENT WITH SPECIAL REFERENCE TO ST.JOSEPH SOCIAL SERVICE SOCIETY	590-595
74	LIJIN V	HEROIC DEITIES OF WARRIOR COMMUNITIES: A STUDY OF OORPAZHASSY VETAIKORUMAKAN KAAVU	596-601
75	NARESH DATTARAM DHANAWADE	AN ONLINE EDUCATION: DISRUPTIVE INNOVATION IN EDUCATION INDUSTRY DURING COVID 19 PANDEMIC	602-607
76	NEHA KHARNALE	LANGUAGE AND RHETORIC OF DISRUPTIVE STRATEGIES	608-615
77	SIDDARTH MADANKAR	IMPACT OF CONSTITUTIONAL MEASURES FOR DEVELOPMENT OF SCHEDULED CASTES, SCHEDULED TRIBES	616-627
78	K. SEMBULINGAM	MANAGERIAL AND FINANCIAL PARTICIPATION OF WOMEN	628-633
79	R. XAVIER	SOCIO-ECONOMIC CONDITIONS OF THE IRULAR TRIBE IN TAMILNADU- WITH SPECIAL REFERENCE TO MANDAPPATHOPPU VILLAGE IN PERAMBAKKAM - AN OVERVIEW	634-641
80	NAGARATHNAM & INDRA KUMARI V	IMPACT OF COVID-19 ON E-COMMERCE BUYERS: WITH SPECIAL REFERENCE TO ANEKAL TALUK	642-646
81	IPSITA CHAKRABORTY, P. GANESAN & DEBAPRASHAD CHATTERJEE	ECOLOGICAL AWARENESS THROUGH HINDU SCRIPTURES	647-653
82	P. BALASARASWATHI	FAIRS AND FESTIVALS IN TAMIL NADU	645-659
83	SHASHIA MISHRA	INDIAN WOMEN FLOWER SELLERS AND THEIR STRUGGLE FOR SURVIVAL IN A METROPOLITAN CITY (MUMBAI)	660-666
84	HIMANSHU SRIVASTAVA & ARCHANA VERMA	EDUCATION DURING COVID-19: A SOCIOLOGICAL STUDY OF UNIVERSITY OF LUCKNOW	667-675
85	SANGITA S. MOHANTY	THE BUSINESS OF OTT SHOWS AND ITS EFFECTS ON AUDIENCE: A STUDY ON TEEN AGE POPULATION OF THANE REGION	676-684
86	JANHAVI GAIKWAD	DISRUPTIVE PRACTICES IN CYBER SECURITY NETWORKING PROTOCOLS AND SOCIAL MEDIA PLATFORM	685-692
87	AASHISH S. JANI & KAYZAD F. DADACHANJI	A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO ONLINE GROCERY SHOPPING APPS IN MUMBAI	693-701
88	SULBHA ALOKE DEY	PREPAREDNESS AND EXPECTATIONS OF CONSUMERS FOR DISRUPTIVE INNOVATION CONCERNING ENVIRONMENTAL FRIENDLY PRODUCTS	702-711
89	TIRTHANKAR SARMA, POMPI BORA & SAILAJANANDA SAIKIA	A GIS BASED STUDY ON GROUNDWATER ARSENIC CONTAMINATION AND ITS IMPACT ON RURAL PEOPLE OF NORTH GUWAHATI CIRCLE, ASSAM, INDIA	712-717
90	VINAYAK KAMLAKAR RAJE	STUDY OF OVER THE TOP (OTT) PLATFORM ON THE MARKETING OF LOCAL CABLE SERVICE PROVIDER AND ITS IMPACT ON CONSUMER BEHAVIOUR CONCERNING BADLAPUR, THANE DISTRICT	718-724
91	TARANA AGRAWAL	EMERGING TRENDS IN CELEBRITY BRAND ENDORSEMENT DURING COVID 19 IN INDIA- SHIFT FROM OFFLINE TO ONLINE MEANS	725-745

# STUDY OF OVER THE TOP (OTT) PLATFORM ON THE MARKETING OF LOCAL CABLE SERVICE PROVIDER AND ITS IMPACT ON CONSUMER BEHAVIOUR CONCERNING BADLAPUR, THANE DISTRICT

**Dr. VINAYAK KAMLAKAR RAJE**

HOD of Commerce and Accounts Department  
K. B. College of Arts & Commerce for women, Thane (E)

## ABSTRACT

The primary goal of this study is to determine whether OTT has a favourable or bad influence on local cable service providers, as well as whether it has a positive or negative impact on the number of subscribers. In the sphere of television entertainment, these OTT platforms have developed as a disruptive strategy. The OTT platforms were first thought to be a low-cost alternative to cable networks' regular subscriptions, but due to the widespread interest in these services, they have grown to become the market leaders in providing entertainment to clients. This research could be significant in establishing whether OTT platforms can replace consumer choice, as well as determining consumer viewing habits and streaming service preferences. The study's goal is to figure out what elements influence a consumer's decision to watch over-the-top (OTT) content.

**Key words :-** OTT, Disruptive Strategy, Consumer Choice

## Introduction:-

In today's hurried world, everyone is looking for ways to unwind and unwind from their stressful schedules. One of the sources is the cable network. There will be a variety of

options available, each with its own set of channels. As a result, everyone chooses a bundle based on their needs and costs. Now, though, things are changing slowly and steadily. Cable network service is being replaced with an over-the-top (OTT) platform. An over-the-top media service is delivered to viewers directly over the internet. Cable, broadcast, and satellite television systems are all bypassed by OTT. The term OTT (Through-the-Top) refers to a method of delivering television and cinema material over the internet at the request of and tailored to the needs of individual consumers. In India, there are more than 40 OTT services that offer original media content via the internet. Following are some of the best OTT platforms :-

1. Netflix Platform-
2. Disney + Hotstar OTT Platform
3. Amazon Prime Video
4. Sony Liv
5. Zee5
6. Voot
7. MX Player
8. BIGFLix

9. UlluApp

10. Sun NXT

The OTT platforms were first thought to be a low-cost alternative to cable networks' regular subscriptions, but due to the widespread interest in these services, they have grown to become the market leaders in providing entertainment to clients. This research could be significant in establishing whether OTT platforms can replace consumer choice, as well as determining consumer online behaviour and streaming service preferences. The study's goal is to figure out what elements influence a consumer's decision to watch over-the-top (OTT) content.

#### Review of Literature:-

**Ms. Kaneenika Jain1 (2021)** it states that the entertainment business is doing well with OTT services, thanks to a rise in the technical characteristics of smartphones and increased internet usage. Due to sufficient free time and a need for edutainment, the epidemic Covid 19 has contributed significantly to the subscription of popular OTT shows. A source of amusement during the lockdown Because the production of TV serials and movies was halted owing to the lockdown, the consumer moved to OTT and demand off shooted at a rapid rate. Because of the convenience and diversity accessible without commercials, people are becoming more comfortable using OTT services. According to current trends, the OTT market will continue to grow fast in the future years. Companies will now have to contend with changing consumer preferences for OTT platforms rather than offline entertainment.

**Sundaravel E. and Elangovan N(2020)** as the researcher said the emergence of over-the-top (OTT) services will impede the penetration of cable television in India. As a result, traditional television stations should prepare for OTT platforms to usher in a paradigm shift. More significantly, they should strive to create high-quality content that can compete with what is offered on OTT platforms (Shin et al. 2016). Marketers are adjusting their budgets in response to the shift in viewer preference toward digital media. They now have a huge chance to reach out to consumers in both urban and rural India via digital platforms. In addition to streaming, India's online gaming business is expected to grow to a billion-dollar industry by 2020. There's more to video streaming than that Smartphone gaming is highly popular among Indian youths.

**Reshma Chaithra (2020)** According to the research, YouTube was one of the most important turning points in the world of entertainment this century. Streaming apps have become increasingly popular, particularly among students. The pupils have been use the OTT platform for quite some time now. They use it for both personal and scholarly goals. Students have developed a culture of watching movies and shows online, according to the research. And everything else. These factors are based on the services supplied to customers and the increasing number of subscribers. As competition has grown, so has the necessity to understand people's psychology in order to draw their attention. They should pay attention to their streaming apps. Streaming apps will provide a fantastic experience.

**Rationale of the Study:-** This research is valuable in learning about the various marketing

methods used by cable companies to stay in business in the market. The popularity of OTT platforms is fast growing among the general public, particularly among the youth.

#### Objectives of the Study:-

1. To study the effect of OTT platform on the cable service provider.
2. To study the choice of the consumers i.e. whether they are opting for cable service or OTT platform.
3. To study and assess the relationship between the preference of watching online and factors that influence them to choose OTT Platform rather than cable network service.

**Scope of the study :-** The scope of this research is limited to Badlapur, Thane district. The study

is primarily based on primary data, which was gathered with the assistance of a cable service provider as well as respondents from Badlapur. This research examines the influence of OTT Platform on cable service providers as well as consumer preference between cable and OTT Platform.

In Badlapur, Shree Bhairee Bhavani Vision Pvt. Ltd. (SBBV) has a monopoly. Mr. Sameer Rane, the proprietor, is in charge of the company. His cable network's coverage area stretches from Badlapur in Thane to Karjat in Raigad. The overall number of clients is estimated to be around 15000.

Following are the various cable channel packs provided by the Shree Bhairee Bhavani Vision Pvt. Ltd. (SBBV) in Badlapur :-

**Table No. 1**

**Table Showing Types of Cable Channel Packs**

Type of Packs	No. of channels	Amount ( Per Month )
FTA Base Pack	Fixed 100 Channels	Rs. 153.40
Silver Pack	100 FTA + 57 Pay Channels	Rs. 355.00
Gold Pack	100 FTA + 73 Pay Channels	Rs. 410.00
Platinum Pack	100 FTA + 87 Pay Channels	Rs. 455.00
Diamond Pack	100FTA+ 118 pay Channels	Rs. 575.00
HD Pack	100 FTA + 98 Pay Channels	Rs. 650.00

( Source :- SBBV Pvt. Ltd.)

**Interpretation :-** The above table is showing the number of cable network packs provided by SBBV to the customers as per their requirement.

**Table No 2**

**Table showing number of customers in Badlapur in the last 3 years**

Year	Total number of customers
2018-2019	7500
2019-2020	6800
2020-2021	5700

( Source:- SBBV Pvt. Ltd. )

**Interpretation:-** It is evident from the preceding table that the number of clients has fallen. It's primarily due to Covid -19, as many people's sources of income have decreased, and the youth's widespread use of the internet due to online lectures and as well as watching movies, web series, and other content on OTT platforms.

**Research Methodology of the study:-**

**Sample and sample size :-** Two dependent variables, such as Cable service providers and responders, are used in this study. The cable network service provider in Badlapur is Shree Bhairav Bhavani Vision Pvt. Ltd. (SBBV).

The convenience sample approach was used to pick 81 respondents. When choosing 81 respondents, specific demographic characteristics such as age, income, and education were given special consideration.

**Sources of data:-** Most of the data has been collected with the help of primary source i.e. face to face interview with the cable service provider owner and 81 respondents.

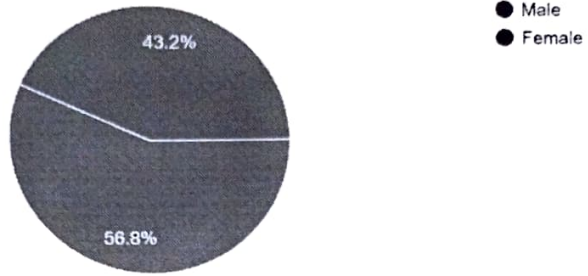
**Analysis of the data :-** Tabular and Graphical analysis has been done.

**Limitation of the study:-** This research study had geographical restriction i.e. limited to Badlapur town, Thane district.

**Table No. 03**

**Table showing number of respondents Gender wise**

Gender	No. of Respondents
Male	46
Female	35
Total	81

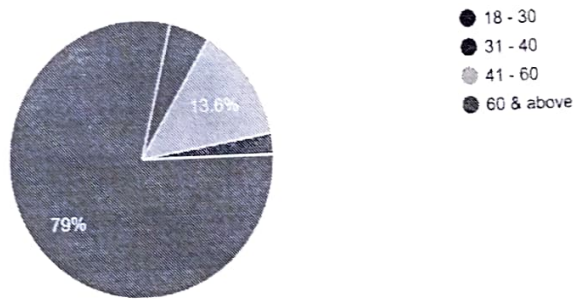


**Diagram No. 1**

**Table No. 04**

**Table showing number of respondents age group wise**

Age Group	No. of Respondents
18-30	64
31-40	04
41-60	11
60 & Above	02
Total	81

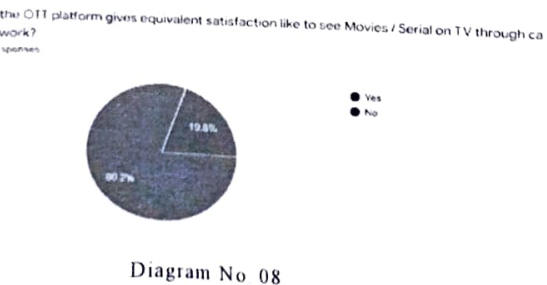
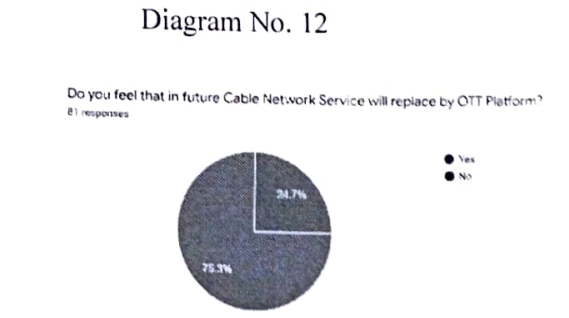
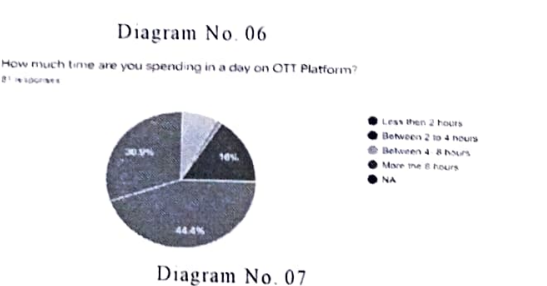
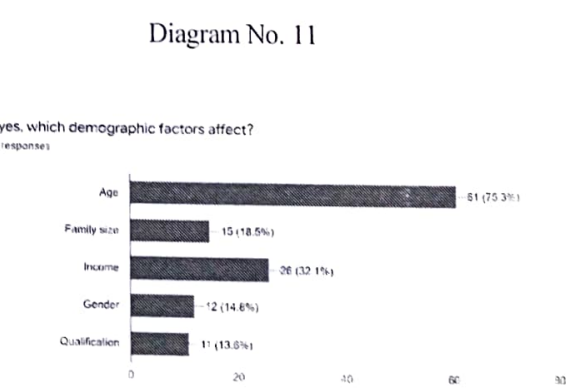
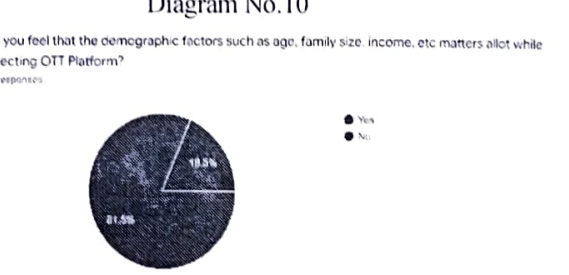
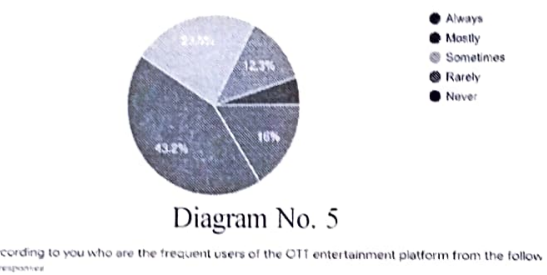
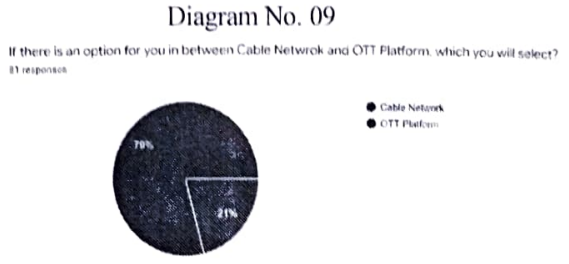
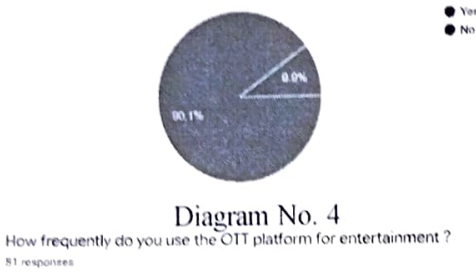
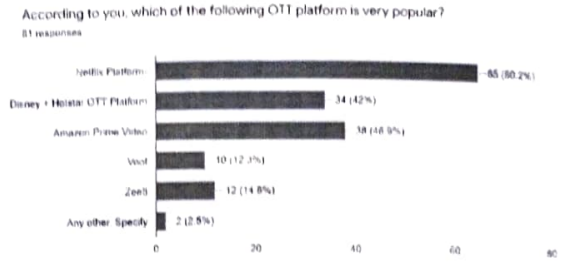
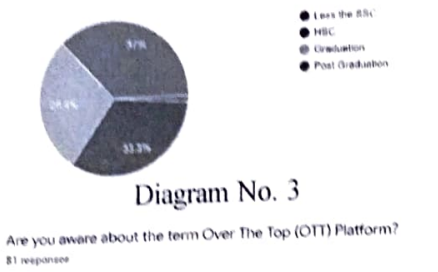


**Diagram No. 2**

**Table No. 05**

**Table showing number of respondents Qualification**

Qualification	No. of Respondents
Less than SSC	01
HSC	27
Graduation	23
Post-Graduation	30
Total	81



**Hypotheses:-**

1.H0 :- There is no significant relationship between OTT Platform and reducing the number of customers.

H1 :- There is significant relationship between OTT Platform and reducing the number of customers

**Interpretation:-** With reference to Table No 2, in the last three years number of customers have decreased. The owner of SBVV Pvt. Ltd Mr. Sameer Rane said that it is mainly because of extensive use of internet by the people and watching movies or serials on OTT Platform. Thus, **alternate hypotheses is accepted.**

2.H0 :- There is no significant relationship between demographic factors such as age, family size, income, etc. and using OTT Platform.

H1 :- There is significant relationship between demographic factors such as age, family size, income, etc. and using OTT Platform.

**Interpretation :-**

With reference to Diagram No.12, out of 81 respondents, 61 respondents i.e. 75.30 % said that age factors matters allot while selecting OTT Platform, 26 respondents i.e. 32.10 % said that income factor plays an important role while taking decision about OTT Platform, 15 respondents i.e. 18.50 % respondents said family size matters while selecting OTT Platform. So there is a significant relationship between demographic factors such as age, income, family size, etc and using of OTT Platform. Therefore, **alternate hypotheses is accepted.**

**Findings:-** Following are the various findings based on the research study:-

1. As per the data collected from the cable service provider due to OTT Platform users in the year 2019-2020 the number of customers decreased by 9.34 % and in the year 2020-2021, it is decreased by 16.18 %.
2. Out of 81 responses, 90.10 % i.e 73 respondents are aware of the OTT Platform.
3. Out of 81 responses, 87.70 % i.e. 71 respondents belong to college-going students who are using OTT Platform.
4. Out of 81 responses, 80.20 % i.e. 65 respondents are said that there is equivalent satisfaction to watch any program OTT Platform like Cable network.
5. The most popular OTT platform is Netflix, secondly Amazon Prime Video, and next Disney + Hotstar.
6. In the case of giving option between OTT Platform and Cable Network, 79 % respondents ie. 64 people are happy to go with OTT Platform.
7. Out of 81 responses, 75.30 % i.e. 61 respondents think that in the near future Cable network will get replaced by the OTT Platform.

**Suggestions:-** Following are the various suggestions based on the research study:-

1. Cable service provider has to develop marketing strategies such as free installation, discount on HD Package or Platinum package, if possible free repairing service or to charge the minimum amount
2. As the number of OTT Platform users is increasing, there should be some control on the type of programs.



3. There should be an age limit while watching programs through the OTT Platform.
  4. Need to create awareness about Parental control techniques. So that they can keep control of their children.
- José Ganuza, J., & Fernanda Viéens, M. (2014). Over-the-top (OTT) content: implications and best response strategies of traditional telecom operators. Evidence from Latin America. *info*, 16(5), 59-69.



#### Conclusion:-

The introduction of over-the-top (OTT) services will impede the penetration of cable television in India. As a result, traditional TV stations and cable networks should prepare for OTT platforms to introduce a paradigm shift. More significantly, they should strive to create high-quality content that can compete with what is offered on OTT platforms.

#### References:-

- Bilbil, E. T. (2018). Methodology for the Regulation of Over-the-top (OTT) Services: the need of a multi-dimensional perspective. *International Journal of Economics and Financial Issues*, 8(1), 101. <https://doi.org/10.32479/ijefi.5809>
- Chatterjee, S. G. (2017). OTT disruption in the Indian media sector and the future ahead– A discussion with Sunil Nair, COO, ALT Balaji. Retrieved February 3, 2020, from [https://www.robosoftin.com/blog/ott-disruption-in-the-indian-media-sector?utm\\_campaign=Surabhi&utm\\_medium=Quora&utm\\_source=Robosoft](https://www.robosoftin.com/blog/ott-disruption-in-the-indian-media-sector?utm_campaign=Surabhi&utm_medium=Quora&utm_source=Robosoft).
- Keshavdev, V. (2019). The Rise Of The OTTs. Retrieved December 12, 2019, from <https://www.magzter.com/article/Business/Outlook-Business/The-Rise-Of-The-OTTs>.
- Baldry, S., Steingröver, M., & Hessler, M. A. (2014). The rise of OTT players: What is the appropriate regulatory response?.