



## **Adoption and Consumer Behavior towards Entertainment Industry: A Study on Local OTT Platforms in Mizoram**

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### *Abstract*

*The emergence of Over-The-Top caused a significant shift in the entertainment industry, providing viewers with diverse content options. While global leaders like Netflix, Amazon Prime, and Disney+ have a stronghold in the market, local OTT platforms have also gained popularity in different regions to cater to local preferences. Particular in the state of Mizoram, local OTT platforms have emerged, indicating the trend's prevalence in even small regions. The adoption and consumer behavior of local OTT platforms in Mizoram's entertainment industry viz. Lersia play, Runmawi, LPS Play, Bawmrang tv, Zonetempai and Chhimbai has been investigated among the 280 users of local OTT platforms. The study observed an increased adoption of local OTT platforms among the respondents that were influenced by affordable high-speed internet availability, a lack of local content on international platforms, and the impact of the COVID-19 pandemic.*

### **Introduction and Background of the Study**

Over-the-top which is also known as OTT refers to the method of distributing content over the internet without relying on conventional distribution methods such as satellites or cables (Kiran & Kumar, 2022). The OTT platforms enable consumers to stream content as per their preference, without the need for a traditional TV subscription or set-top box. The advantages of OTT service such as convenience, affordability, reliability, and a wide range of content, have driven their popularity in recent years (Gupta & Singharia, 2021). OTT platforms, such as Netflix, YouTube, and Amazon Prime Video, have disrupted the traditional TV industry, leading to cord-cutting and streaming on demand. OTT has also enabled the creation of original content, with many OTT platforms producing their own shows and movies. This has given rise to a new era of content creation and distribution, with

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a growing number of independent creators and studios now able to produce and distribute their work directly to audiences through OTT platforms (Nijhawan & Dahiya, 2020). Overall, OTT has transformed the way we consume and interact with media, providing greater choice and flexibility for consumers and opening up new opportunities for content creators and distributors (Dasgupta & Grover, 2019). The emergence of Over-The-Top caused a significant shift in the entertainment industry, providing viewers with diverse content options. While global leaders like Netflix, Amazon Prime, and Disney+ have a stronghold in the market, local OTT platforms have also gained popularity in different regions to cater to local preferences. In Northeast India's Mizoram state, local OTT platforms have emerged, indicating the trend's prevalence in even small regions. The use of Over-the-top (OTT) platforms in the entertainment industry has significant transformations in recent years (Alqaheri et al, 2021). These platforms provide a new medium for content distribution, and as a result, they have significantly impacted the traditional entertainment industry (Patel et al., 2020).

Numerous studies have been conducted in the areas of OTT for the past years. Kiran and Kumar (2022) studied on the research topic “analyzing the perception of consumers towards OTT platforms”. The researchers examined several factors influencing consumers' choices of OTT platforms among local streaming services. This study describes and find out how streaming videos have created awareness among the users. Nijhawan and Dahiya (2020) have analyzed the “role of COVID as a catalyst in increasing adoption of OTT’s in India”. The paper investigates the impact of the pandemic on the consumption of OTT media in Indian households during the pre- and post-COVID period. They conducted a study on the children, adults and elder lies to understand the psychographic impact that a freely available content could generate. The researchers observed that four variables i.e customization, perceived pleasure, user experience and quality of content have a positive effect on users’ attitude towards OTT media adoption. Patadiya (2021) conducted a research on, “Consumer behavior towards Over-the-top (OTT) platforms in India during the Covid-19 era” and showed the interpretation of upcoming trends of OTT platforms. This research aimed to analyze the level of satisfaction with OTT platforms and services, as well as the average amount of time people spend on OTT services. This study points out female get in touch with OTT platform more than male. It brings out the opportunity for OTT platforms in India and finds out that people habituated to use OTT platforms.

Particularly in Mizoram, there come several developments of OTT platforms using developers from the state or from the outside state. Several local OTT service such as: *Lersia play*, *Runmawi*, *LPS Play*, *Bawmrang tv*, *Zonetempai* , *Chhimbal*, come to play an important role in the OTT platform in Mizoram. The study aims to explore the adoption and consumer behavior of local OTT platforms in Mizoram's entertainment industry. The research aims to investigate the reasons behind consumers' preference for local OTT platforms over global ones, the types of content that are popular among Mizoram viewers, and the influence of local OTT platforms on the entertainment industry of the state.

### **Adoption in OTT**

Adoption in the context of OTT pertains to the usage and subscription of this streaming services provided by the platform by users (Nijhawan & Dahiya, 2020). The level

of adoption in OTT platforms is a crucial metric for providers as it measures the growth and success of the platform. A greater adoption rate indicates that the platform is becoming more popular among users and is likely to generate more revenue (Kumari, 2020). On the other hand, a low adoption rate indicates that the platform is not meeting consumer demands or facing competition from other OTT providers. Factors that influence adoption in OTT includes the quality and range of content available, pricing, ease of use, and accessibility across devices (Nagaraj et al., 2021). Successful OTT providers often invest in original content, personalized recommendations, and user-friendly interfaces to drive adoption among consumers. Overall, adoption in OTT is a critical measure of the success of a platform and its ability to meet consumer needs in an increasingly competitive and rapidly evolving media landscape.

### **Local OTT in Mizoram**

Mizoram is a state in Northeast India with a unique culture and language. The highly usage of Over-the-Top (OTT) platforms has caused a significant upheaval in the entertainment industry, and this trend is also evident in Mizoram. As OTT platforms gain more attraction in India, numerous local platforms have sprung up in Mizoram to meet the demands of the local viewership. Firstly, Lersia Play is the platform formed in collaboration between Leitlang Pictures Production and Lailen Consulting Pvt. Ltd to cater to Mizo movie, series, and short film fans all over the world. It is pay-per-view streaming platform that enables users to access content at their convenience. Depending on their streaming device, users will be able to pick the streaming quality they want, and the price will change accordingly. This helps consumers control their spending more effectively by ensuring a fair price model for them. Secondly, Zonet Empai is Zonet TV's official OTT platform. Zonet Empai provides a captivating end-user experience for watching Movies, Shows, and Events online, as well as a diverse choice of entertainment with high quality viewing experience and rich video quality at reasonable costs. It offers several contents such as Movies, Series, Sports, Music, and TV Show. Thirdly, Runmawi is a mizo streaming service which offers several mizo movies and shows. It also provides mobile application for several users. Runmawi host several shows and live event with a high quality videos. Runmawi provide TV shows, premium movies, news, the renting method is implemented under shows and movies, While, livestream is done by subscription basis. Fourthly, Bawmrang TV is a Mizo streaming service that focus more on streaming Gospel movies. This streaming service offers content of Mizo Christian movies, short films. Finally, LPS Play is a pay per view based service where it offers live streaming of sport events, movies, news. It was run under LPS Vision production where it also operates cable TV and satellite TV. LPS play offers several variety program video, live sport events, Classic diary and documentaries, News. These local OTT platforms are providing an opportunity for the local content creators to showcase their talent and promote the local culture. Moreover, these platforms are also providing a cost-effective alternative to the global OTT platforms and catering to the specific needs and preferences of the local audience in Mizoram.

### **Need and Importance of the Study**

The emergence of Over-The-Top (OTT) platforms has opened up business opportunities for numerous local content creators, offering a platform for showcasing their talents and simultaneously creating employment prospects for the youth. Investigating

consumer behavior towards these platforms is crucial, as it is anticipated to provide valuable insights for content creators and providers to comprehend the preferences, tastes, and viewing habits of the local audience in Mizoram. Consequently, content creators can gain a deeper understanding of the unique needs and interests of the Mizoram audience, allowing them to tailor their content accordingly. Moreover, the research findings are expected to aid OTT businesses in identifying the most effective channels, platforms, and messaging strategies to reach their target audience. This knowledge can lead to further enhancements in the usability and overall functionality of OTT platforms in Mizoram, contributing to a more refined and tailored entertainment experience for the local viewers.

### **Objectives of the study**

The study has been carried to achieve the following objectives:

- a) To understand the level of awareness and usage of Mizoram local OTT platforms.
- b) To identify the factors influencing the adoption of Mizoram local OTT platforms.
- c) To offer suggestions / recommendation for the improvement of local OTT service in Mizoram.

### **Methodology**

The population of the study was defined as the users of local OTT platforms. The research relied on the collection and analysis of original data in the form of a survey questionnaire regarding the topic of adoption and consumer behavior of OTT platforms. On the basis of convenience sampling, primary data was collected from 280 respondents through a specifically design questionnaire, answered from the respondents of Local OTT users located in different parts of Mizoram. The secondary data was collected from review of reports, published articles, websites and newspapers etc.

### **Data Analysis and Interpretation**

The study revealed that majority of the respondents who used local OTT platform were in between the age group of 15 – 25 years old (i.e. 66% of the respondents), 70% of the respondents were female and 30% were male which shows that local OTT is highly used by female in Mizoram as compared with male. Regarding the occupation, the highest user of local OTT (64% of the respondents) were students. The adoptions of local OTT platforms were investigated using six different questions/items which were brought out to the respondents. The study observed that 76% of the respondents discover the existence of the OTT platforms in Mizoram through social media followed by word of mouth, online ads and search engines respectively. The respondents were adopting OTT platforms for their entertainment purpose which is agreed by 60% of the respondents. Majority of the respondents have used OTT platforms rarely i.e. on occasional basis and Lersia Play has been found to be the most preferred OTT platforms used in Mizoram followed by Runmawi, Bawmrang TV, LPS Play, Zonet Empai and Chhimbai respectively. The study also observed that majority of the respondents 96% have used OTT platforms for watching movies and were spending around Rs. 100- Rs. 500 for subscription per movie.

Table 1: Demographic profile of the respondents

Demography	Category	Number	Percentage
Age	15 -25	66	66.0
	26 -35	31	31.0
	36 -45	3	3.0
	Total	100	100
Gender	Male	30	30.0
	Female	70	70.0
	Total	100	100
Occupation	Student	64	64.0
	Self employed	18	18.0
	Unemployed	13	13.0
	Government employee	5	5.0
	Total	100	100.0

Source: Primary survey

Table 2: Adoption of Local OTT Platforms

Items	Options	Number	Percentage
Users discovery of local OTT platforms	Social media	76	76.0
	Word of mouth	14	14.0
	Online ads	7	7.0
	Search engines	3	3.0
	Total	100	100.0
Use of local OTT platforms for entertainment	Yes	60	60.0
	No	40	40.0
	Total	100	100
Frequency of using local OTT platforms	Daily	1.0	1
	Monthly	7.0	7
	Rarely	92.0	92
	Total	100	100
Types of local OTT platforms used	Chhimbai	2	2.0
	Bawmrang Tv	14	14.0
	Lersia Play	59	59.0
	LPS Play	3	3.0
	Runmawi	19	19.0
	ZonetEmpai	3	3.0
	Total	100	100
Content watch on local OTT platforms	Movies	96	96.0
	TV Shows	1	1.0
	Documentaries	2	2.0
	Sports	1	1.0
	Total	100	100
Amount spent in subscribing OTT platform	□ 100 - □ 500	73	73.0
	□ 600 - □ 1000	22	22.0
	Above □ 1000	5	5.0
	Total	100	100

Source: Primary Survey

There are many factors which may influence consumers' decision to rent local OTT Platforms such as availability of content, pricing, using interface, quality of content and advertisement through social media. The study has observed that advertisement through social media (45% of the respondents) has been the most important factor which influenced the consumers' decision to rent local OTT platforms. In regards to the problem faced by the consumer, poor internet connectivity in Mizoram has been the major problem faced by the subscribers of local OTT. However, according to the study, 61% of respondents were satisfied with the local OTT service in Mizoram and they preferred to rent the local OTT on the basis of monthly subscription (41%), video quality rent (36%) and renting for specific period (23%).

Table 3: Consumer Behavior

Items	Options	Number	Percentage
Factors influencing decision to rent local OTT platforms	Availability of content	18	18.0
	Pricing	29	29.0
	User interface	4	4.0
	Quality of content	4	4.0
	Advertisement through social media	45	45.0
	Total	100	100.0
Problems in using OTT Platforms	Poor Internet Connection	42	42.0
	Payment process	7	7.0
	Login & Registration Process	18	18.0
	Movie quality processing	14	14.0
	Others	19	19.0
	Total	100	100.0
Satisfaction of the users in renting OTT platforms	Satisfied	61	61.0
	Neutral	6	6.0
	Dissatisfied	33	33.0
	Total:	100	100%
Preference of renting method	Subscription based (per month)	41	41.0
	Video quality rent ( renting as per video quality)	36	36.0
	Renting for specific period ( in days)	23	23.0
	Total	100	100

Source: Primary Survey

### Findings and Suggestions

The usage of local OTT platforms has surged considerably in Mizoram for various reasons. Firstly, the inadequacy of local content on global OTT platforms has created a need for local content, which has been met by local OTT platforms. Secondly, the accessibility of reasonably priced high-speed internet has facilitated easy access to local OTT platforms for consumers. Thirdly, the COVID-19 pandemic situation has caused an increase in the usage of online entertainment which is through the movie streaming service, leading to an increase in the adoption of local OTT platforms. The introduction of local OTT platforms in Mizoram has influenced consumer behavior significantly. Consumers have become more discerning in their content choices and are now more inclined to consume local content. This has caused a shift in preferences from global to local content. Additionally, consumers have become more

accustomed to binge-watching, resulting in a desire for series and shows that are released in a single season. Furthermore, the convenience and flexibility of local OTT platforms have led to an increase in content consumption across various devices, including smart phones, laptops, and smart TVs. The traditional entertainment industry in Mizoram has been significantly affected by the emergence of local OTT platforms. These platforms have given local content creators an opportunity to showcase their work, leading to the creation of more local content. As a result, new job opportunities have arisen for actors, directors, and other professionals in the industry. Furthermore, local OTT platforms have disrupted the conventional distribution method, which has led to local OTT platforms gaining dominance over the traditional entertainment industry.

Based on the above findings, the study has come up with the following suggestions to the stakeholders. Seeing the cultural preferences and interests of Mizoram's population, the local OTT platforms we have had could emphasize the creation of more original and locally relevant content. This could involve investing in local talent and resources to produce high-quality, compelling content that connects with the viewers. Local OTT platforms could also adopt more flexible and competitive pricing models to attract and retain consumers. This could include offering more affordable subscription plans, discounts, and promotional offers to incentivize users to choose local OTT platforms over global competitors. Moreover, Local OTT platforms could improve the user experience by investing in user-friendly interfaces, faster streaming speeds, and better customer support services. This could enhance the overall consumer experience and encourage repeat usage. Furthermore, Local OTT platforms could form partnerships with local businesses and organizations to create synergies and enhance the overall value proposition for consumers. This could include collaborations with local content creators, film studios, and production houses to create exclusive content that is only available on local OTT platforms. Finally, Local OTT platforms could increase their marketing and promotion efforts to raise awareness about their platforms and differentiate themselves from global competitors. Reaching a wider audience and building brand awareness could be achieved by leveraging social media platforms, local events, and influencers.

## **Conclusion**

The entertainment industry in Mizoram has been transformed towards an advancement and growth of technology where it has significant influence towards the youth and population of Mizoram as it is due to the emergence of local OTT platforms. The increased adoption of local OTT platforms can be attained due to affordable high-speed internet availability, a lack of local content on international platforms, and the impact of the COVID-19 pandemic. As a result, consumer behavior has shifted, resulting in a preference for local content and binge-watching. This has led to substantial changes in the traditional entertainment industry, including new job opportunities and a shift in power from traditional content delivery to local OTT platforms. Therefore, the study has indicated that local OTT platforms have a bright future in Mizoram's entertainment industry, with emphasis on the need for providers to prioritize content quality, affordability, and ease of use to attract and retain users. Furthermore, understanding consumer behavior and preferences is crucial in designing and marketing local OTT platforms effectively.

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