A Study On Customer Satisfaction Towards Ott Platforms In Tirunelveli District

Fathima Afraa[1] , Dr. K. Sheik Mydeen[2]

[1]*Ph.D. Research Scholar, Reg.No.23111191012001, Sadakathullah Appa College (Autonomous), Tirunelveli – 627 011. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012, Tamilnadu, India.*
[2]*Assistant Professor & Head, Department of Commerce (Finance), Sadakathullah Appa College (Autonomous) , Tirunelveli – 627 011. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012, Tamil Nadu, India.*

Over-the-top (OTT) platforms have revolutionized the way entertainment content is consumed, offering on-demand access to a plethora of movies, TV shows, and original productions. This study investigates customer satisfaction towards OTT platforms, recognizing the importance of understanding consumer preferences and behaviours in the rapidly evolving digital entertainment landscape. Through a comprehensive survey conducted among a diverse sample of OTT platform users, this research examines various factors influencing customer satisfaction, including content quality, platform usability, pricing, customer service, and overall user experience. Moreover, the study explores demographic variables such as age, gender, and geographic location to identify potential variations in satisfaction levels among different consumer segments. The findings provide valuable insights for OTT service providers to enhance their offerings, improve customer satisfaction, and sustain competitive advantage in the dynamic digital streaming market. Ultimately, this research contributes to the existing literature on OTT platforms and informs strategic decision-making for businesses operating in the digital entertainment industry.

Key words: Over-the-top platforms, Entertainment, Customer satisfaction, Digital streaming, Consumer segments, etc.

INTRODUCTION

In recent years, Over-the-Top (OTT) platforms have emerged as dominant players in the entertainment industry, fundamentally altering the way audiences consume content. These platforms, characterized by their ability to deliver video content over the internet directly to users, have disrupted traditional broadcasting models and empowered consumers with unprecedented control over their viewing experiences. From streaming services like Netflix, Amazon Prime Video, and Disney+ to niche platforms catering to specific interests, the OTT landscape continues to expand, offering a vast array of movies, TV shows, documentaries, and original productions.

Amidst this rapid proliferation of OTT platforms, understanding customer satisfaction has become imperative for both service providers and content creators. Customer satisfaction serves as a crucial metric for assessing the effectiveness of OTT offerings and gauging consumer loyalty and retention. Moreover, in an increasingly competitive market, where numerous platforms vie for viewership and subscription dollars, maintaining high levels of customer satisfaction is essential for

long-term success and sustainability.

While the importance of customer satisfaction in the OTT industry is evident, there remains a need for empirical research to comprehensively examine the factors influencing user satisfaction and explore potential variations across different consumer segments. Factors such as content quality, platform usability, pricing, customer service, and overall user experience are likely to play significant roles in shaping customer perceptions and behaviours. Additionally, demographic variables such as age, gender, and geographic location may introduce nuances in satisfaction levels, necessitating a nuanced understanding of diverse consumer preferences and behaviours.

Against this backdrop, this study aims to investigate customer satisfaction towards OTT platforms. By conducting a thorough analysis of various factors affecting satisfaction and exploring demographic variations, this research seeks to provide valuable insights for OTT service providers to enhance their offerings, improve customer satisfaction, and maintain a competitive edge in the dynamic digital streaming landscape. Ultimately, this research contributes to the broader understanding of consumer behaviour in the context of OTT platforms and informs strategic decision-making for stakeholders across the digital entertainment industry.

REVIEW OF LITERATURE

Ponnumani and Velmurugan (2022) in their research study expressed that currently numerous OTT video platforms are available for consumers to encourage them. These OTT video platforms are developed to reach customers easily through advanced provisions and technology. With the rapid advancement of technology, OTT services are advancing at a rapid rate. Consumer content choices have shifted as a result of the COVID-19 pandemic. Many consumers have subscribed to OTT video platform services to receive high-quality content in large quantities and without commercials. In this situation, OTT video platforms are a practical choice for consumers. OTT platforms serve as a way for people to spend quality time with their friends and family. Even professionals who work from home have a flexible schedule and can spend time on OTT platforms. There are so many factors are influencing the satisfaction of OTT video platform users. The main purpose of this study is to find out the perception and satisfaction of consumers or users of OTT video platforms with special reference to Coimbatore District.

Jadhav and Mistry (2023) in their study stated that over decades entertainment evolved through the use of different technologies. the 21st century is the era of Information and Technology, which has penetrated in every vertical of human life including entertainment. Availability of fast speed internet, smart gadgets and smart TVs is the basic reason behind the growth of OverThe-Top OTT platform across the world. In India we experienced major growth of OTT platforms in Corona times. During this period many new viewers subscribed to different OTT platforms. The objective of the study is to identify the level of satisfaction amongst the viewers of different OTT platforms and to find out the most liked OTT Platform. The study is based on primary as well as secondary data and a total 100 respondents from Navi Mumbai participated in this research. As per this study Netflix is the leading OTT platform followed by Disney Hotstar and Amazon Prime. Majority respondents are satisfied with OTT services and as per their opinion OTT will replace traditional channels of entertainment in future. The majority of respondents are youngsters in the age group of 18- 25 years followed by the 35-45 middle aged group. Data collection is done through online questionnaires which help in quick data collection and analysis.

Remya and Rupini (2023) in their research paper opined that the Covid-19 pandemic and the nation lockdown has not only slowed down the growth of the enterprises and financial outcome, yet has

additionally prompted change in the behavioural pattern of the individual towards consumption of products and services, including that of digital based consumption. One of the more recent is the content shift from television to OTT platforms. Over the Top (OTT) platforms like Netflix, Amazon Prime, Disney + hot star etc. are becoming more popular day by day and increasing its subscriber base. OTT refers to film and television content provided via a high-speed internet connection rather than a cable or satellite provider.

OBJECTIVES OF THE STUDY

- To study the socio-demographic profile of the respondents in the study area.

- To analyze the satisfaction level of customers towards OTT platforms in Tirunelveli district.

- To offer suitable suggestions to improve the satisfaction of customers towards OTT platforms.

METHODOLOGY

The study is empirical in nature. The primary data for the study is collected from a sample group of 50 respondents in Tirunelveli district. The primary data is collected from the respondents through a well-structured questionnaire. The secondary data is collected through various books, journals and websites.

DATA ANALYSIS AND INTERPRETATION

Table 1 Socio-demographic profile of the respondents

Socio-demographic Variables	Categories	No of Respondents	Percentage
Gender	Male	39	78
	Female	11	22
Age	Less than 25 years 25-35 years 35-45 years	11	22
		19	38
	45-55 years	14	28
	Above 55 years	4	8
		2	4
Education qualification	HSC UG PG Others	9	18
		29	58
		10	20
		2	4

Area of residence	Urban Semi-urban Rural	16 21 13	32 42 26

Source: Primary Data

The above table 1 shows that 78% of the respondents are male and 22% of the respondents are female; 38% of the respondents are between 25 and 35 years of age; 58% of the respondents are Under Graduates and 42% of the respondents are from Semi-urban area.

Table 2 OTT Platforms Used by the Respondents

OTT Platforms	No of Respondents	Percentage
Netflix	18	36
Amazon Prime	15	30
Hotstar	10	20
Zee5	5	10
SonyLiv	2	4

Source: Primary Data

The table 2 clearly depicts that, 36% of the respondents use Netflix, 30% of the respondents use Amazon Prime, 20% of the respondents use Disney+ Hotstar, 10% of the respondents use Zee5 and 4% of the respondents use SonyLiv.

Relationship between Socio-demographic profile and Customer Satisfaction
To study the customer satisfaction towards OTT Platforms, the researcher has identified five factors namely content quality, platform usability, pricing, customer service, and overall user experience. To study the satisfaction level of customers towards OTT platforms, the respondents were asked to rate the above-mentioned variables using 5 point rating scale which includes, Highly Satisfied, Satisfied, Neutral, Dissatisfied and Highly Dissatisfied and the points given were 5, 4, 3, 2 and 1 respectively.

In order to examine whether there is any association between the socio-demographic profile of the respondents and the satisfaction of customers towards OTT Platforms, the Chi- square test has been applied and the following null hypothesis has been framed.

H$_0$: There is no significant association between the Socio-demographic Characteristics and the satisfaction level of the customers in using OTT Platforms

Table 3 Relationship between Socio-demographic profile and Customer Satisfaction towards OTT Platforms – Chi square Test

Customer Satisfaction	Value	Gender	Age	Educational Qualification	Area of Residence
Content Quality	χ^2 value p-value	4.254 (0.001)	14.122 (0.000)	7.256 (0.002)	9.265 (0.000)
Platform Usability	χ^2 value p-value	1.234 (0.000)	12.077 (0.004)	6.772 (0.001)	10.585 (0.000)
Pricing	χ^2 value p-value	4.317 (0.000)	21.574 (0.002)	9.301 (0.000)	10.424 (0.030)
Customer Service	χ^2 value p-value	5.080 (0.000)	22.022 (0.001)	14.283 (0.000)	6.266 (0.000)
Overall User Experience.	χ^2 value p-value	2.786 (0.01)	19.753 (0.000)	5.962 (0.000)	8.653 (0.010)

Sources: Computed Data.

Note: Figure outside the parenthesis indicates the Chi-Square value.
Figures in parenthesis indicate P-Value.
The above table 3 clearly shows that the null hypothesis is rejected incase of the

socio-demographic profile of the respondents since the p-value is <0.05. It shows that there is significant association between the socio-demographic profile of the respondents such as gender, age, educational qualification and area of residence and their level of satisfaction towards OTT Platforms in the study area.

SUGGESTIONS

- Continuously invest in high-quality, diverse content that caters to the preferences and interests of the target audience.
- Implement robust recommendation algorithms and personalized content curation features to help users discover relevant content tailored to their preferences.
- Conduct usability testing and gather user feedback to identify pain points and areas for improvement in the user interface.
- Provide flexible subscription options and pricing plans to accommodate varying budgetary constraints and viewing preferences.
- Offer discounts, promotional offers, and bundling options to incentivize long-term subscriptions and enhance value for money.
- Enhance customer support channels and responsiveness to address user inquiries, feedback, and technical issues promptly.
- Continuously monitor and optimize streaming performance to minimize disruptions and enhance user satisfaction.

CONCLUSION

This study has provided valuable insights into customer satisfaction towards OTT platforms, shedding light on the factors that influence user perceptions and behaviors in the rapidly evolving digital entertainment landscape. Through a comprehensive analysis of various factors such as content quality, platform usability, pricing, customer service, and overall user experience, as well as demographic variations, this research has contributed to a deeper understanding of consumer preferences and behaviours in the context of OTT consumption.

The findings of this study have several implications for OTT service providers and content creators. Firstly, enhancing content quality and diversity, optimizing platform usability, and providing responsive customer service are essential strategies for improving customer satisfaction and fostering long-term loyalty among users. Additionally, pricing strategies should be carefully calibrated to offer value for money while remaining competitive in the market. By prioritizing customer satisfaction and delivering compelling, user-centric experiences, OTT platforms can position themselves for sustained success in an era of ever-changing consumer preferences and technological advancements.

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