A Study on Consumer Preferences and Satisfaction towards OTT Platforms with special reference to Coimbatore City

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Abstract : This study delves into the intricate dynamics of consumer preference and satisfaction regarding the Over-The-Top (OTT) platforms, with a specific focus on Coimbatore city. As OTT platforms continue to transform the entertainment landscape, understanding local consumer behaviors and perceptions becomes paramount for industry stakeholders. Through a mixed-methods approach involving surveys and interviews, this research explores the factors driving consumer preferences for OTT platforms and evaluates the levels of satisfaction among users in Coimbatore. Key aspects such as content variety, affordability, ease of use, and quality of service are examined in the context of the local market. The findings from this study offer valuable insights for OTT platforms providers and content creators to tailor their offerings to better meet the preferences and expectations of consumers in Coimbatore city, thereby enhancing their overall satisfaction and fostering long-term engagement.

Keywords: OTT platforms, Consumer preference and satisfaction, Streaming services, Video-on-demand, Digital entertainment, Customer feedback

I. INTRODUCTION

OTT, Over the top services. This belongs to a very vast industry, The Entertainment Industry. Entertainment in layman's terms means having fun and enjoying ourselves with either one's own company or maybe with their loved and close ones. In today's world entertainment is one of the most leading industries, which includes the sub-fields of theatre, film, fine art, dance, opera, music, literary publishing, television, and radio. Traditionally, the consumption of movies and other audio and video content has always been in the form of mediums like theatre and television. In today's digital age, more and more consumers opt for over-the-top (OTT) services rather than traditional cable or satellite TV. Over the top media platform refers to an app or streaming service that delivers content (audio,visual, etc.) directly to the viewers over the internet. It represents the future of entertainment.

OTT has been enabled by technology advances such as smartphones, super-fast IP networks, open-source platforms, innovative services, cutting edge functionalities and shift in consumer preferences towards their "freemium" based business models are seeing an ever-increasing adoption rate. The number of OTT players increased nowadays. In 2017, the OTT industry in India achieved phenomenal growth of 160 per cent, as the top 16 OTT platforms saw their user bases grow from 63 million to 164 million between August 2016 and August 2017. There are more than 5,20,000 Netflix subscribers and 6,10,000 Amazon Prime subscribers in India. As the US and other western markets mature, OTT players are taking a toehold in huge, comparatively untapped markets such as India, tempting users to fit an inexpensive and flexible form of entertainment into their lives.

OBJECTIVES OF THE STUDY

1. To analyze the socio-economic factors of the respondents.
2. To identify the popular OTT Platforms.
3. To study the level of satisfaction of consumers towards OTT platforms.
4. To know the reason for increase in consumption of OTT platforms.
5. To understand the concept for consumer preferences towards in OTT platforms.

I. RESEARCH METHODOLOGY

TYPE OF RESEARCH

The present type of research belongs to the category of 'Descriptive study'.

Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behavior, making projections or for determining the relationship between z or more variables.

SOURCES OF DATA

The research should keep in mind two types of data while collecting data via primary data and secondary data.

PRIMARY DATA

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. The survey method frank questionnaire with general face-to-face interaction of students. A questionnaire was prepared and with the help of which the primary data has been collected.

SECONDARY DATA

These data already exist in the magazines. The secondary data were collected from various magazines, articles, websites and Books.

AREA OF THE STUDY

The area of study was detained to Coimbatore City, the second largest urban center in Tamil Nadu.

SAMPLE SIZE

The sample size of the study were collected among141 respondents.

II. RESULTS AND DISCUSSION
FINDINGS AND RESULT
PERCENTAGE ANALYSIS

TABLE 4.1: TABLE SHOWING GENDER OF RESPONDENTS

Gender	Frequency/ No. of respondents	Percentage (%)
Male	90	63.83
Female	51	36.17
Total	**141**	**100**

Source: Primary data

INTERPRETATION:

The above table 4.1 it is inferred that 63.83% of the respondents are Male, 36.17% of the respondents are Female.

TABLE 4.3: TABLE SHOWING AGE GROUP OF RESPONDENTS

Age Group	Frequency/ No. of respondents	Percentage (%)
Below 20 years	21	14.89
21-30 years	107	75.89
31-40 years	5	3.55
41-50 years	3	2.13
Above 50 years	5	3.55
Total	**141**	**100**

INTERPRETATION:

The above table 4.3 it is concluded that 14.89% of the respondents are from age group of below 20 years, 75.89% of the respondents belongs to 21-30 years of age, 3.55% of the respondents among 31-40 years of age, 2.13% of the respondents are from age group of 41-50 years, 3.55% of the respondents belongs to above 50 years of age.

TABLE 4.10: TABLE SHOWING OTT PLATFORMS USED FREQUENTLY AFTER COVID'19 BY RESPONDENTS

Ott Platforms used frequently after Covid'19.	Frequency/ No. of respondents	Percentage (%)
Amazon Prime	36	25.53
Disney+ Hotstar	53	37.59
Netflix	41	29.08
Zee 5	1	0.71
Sun Nxt	0	0
Sony Liv	1	0.71
You Tube Premium	8	5.67
Voot	1	0.71
Total	**141**	**100**

Source: Primary data

INTERPRETATION:

From the above table 4.10 it is concluded that 25.53% of the respondents used Amazon Prime, 37.59% of the respondents used Disney + Hotstar, 29.08% of the respondents used Netflix, 0.71% of the respondents used are Zee 5, Sony Liv, Voot after Covid 19, while 5.67% of the respondents used You Tube Premium and No respondents for Sun Nxt. The above inference are the one in which respondents use those OTT platforms frequently after Covid'19.

CHI-SQUARE ANALYSIS

TABLE 4.16: TABLE SHOWING GENDER VS PREFERRED OTT PLATFORM BASED ON COST

Factor	Df	Sig.val	S/NS
Gender	14	0.001	S

Note: S Significant (Sig. level <=0.05), NS: not significant (Sig. level value>0.05)

Source: Primary data

INTERPRETATION:

H0: There is no significant association between gender and preferred OTT platforms based on cost.

H1: There is a significant association between gender and preferred OTT platforms based on cost.

From the table, the significant level of chi-square test is lesser than 0.05, so we are rejecting null hypothesis and accepting alternative hypothesis.

It is concluded that gender have significant association with the preferred OTT platform based on cost.

TABLE 4.17: TABLE SHOWING GENDER VS YEARS OF USAGE OF OTT PLATFORMS

Factor	Df	Sig.val	S/NS
Gender	10	0.001	S

Note: S Significant (Sig. level <=0.05), NS: not significant (Sig. level >0.05)

Source: Primary data

INTERPRETATION:

H0: There is no significant association between gender and years of usage of OTT platforms.

H1: There is a significant association between gender and years of usage of OTT platforms.

From the table, the significant level of chi-square test is lesser than 0.05, so we are rejecting null hypothesis and accepting alternative hypothesis.

It is concluded that gender have significant association with the years of usage of OTT platforms.

ANOVA:

TABLE 4.23: TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND PREFERRED OTT PLATFORMS BASED ON COST USING ONE WAY ANOVA

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.154	5	.631	3.628	.008
Within Groups	6.955	40	.174		
Total	10.109	45			

Source: Primary data

The above table gives a result of relationship between Gender and Preferred OTT Platforms based on cost by using One-Way ANOVA.

INTERPRETATION:

Relationship between Gender and Preferred OTT Platforms based on Cost:

From the table the significant value of association between Gender and Preferred OTT Platforms based on cost is >0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is no significant association between Gender and Preferred OTT Platforms based on cost.

FINDINGS

PERCENTAGE ANALYSIS

1. Majority (63.83%) of the respondents are Male.
2. Majority (75.89%) of the respondents are from 21-30 years of age.
3. Maximum (37.59%) of the respondents is using Disney + Hotstar frequently after Covid'19.

CHI-SQUARE ANALYSIS

1. The personal factor, Gender has significant association with the preferred OTT platforms and years of usage of OTT platforms.

ANOVA ANALYSIS

1. There is no significant association between Gender and Preferred OTT platforms based on cost.

CONCLUSION

OTT platforms are increasingly popular among consumers indicating a shift towards digital entertainment consumption. High Quality content plays a significant role in attracting and retaining consumers on OTT platforms. Original, engaging and region-specific content is particularly appreciated. Ease of access and user-friendly interfaces are important factors for consumer satisfaction. OTT platforms that offer seamless streaming experience across devices tend to perform better. Prompt and effective customer support services contribute to consumers satisfaction and loyalty towards OTT platforms. The presence of multiple OTT platforms in the market has led to intense competition, promoting platforms to continually innovate and improve their offerings to stay ahead. There is a demand for OTT platforms to offer localized content tailored to the preferences and cultural sensitiveness.