



VIEWERS SATISFACTION TOWARDS OTT PLATFORMS

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ABSTRACT

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.

Key words: OTT, perception, satisfaction, streaming.

1. INTRODUCTION:

Digitalisation has changed the perspective of the users. Technological advancement, availability of devices, and accessible network increased the users of OTT platforms that easily give better & good services via the Internet. When we compare the Indian users with the other countries' users, we concluded that India has the second-largest OTT users after the united states of America & it is estimated that it will reach the value of 138 billion by the end of 2023. According to the FICCI (Federation of Indian chamber of commerce & industry) report, in 2021, users using OTT platforms are 30-35 billion. This data shows that all OTT platforms like Amazon Prime, Netflix, Hot star, Sony Liv, Zee 5. All are now a day's most popular app among consumers. Earlier we all go to the cinema hall & television for movies & for other shows. By the time when technology was developed, cable TV & mobile services were introduced. So, it was effortless for everyone to connect with the world & easy to saw these shows, movies & all that. After that, DTH or direct to home technology & smartphones were developed & it creates demand for high-range or high-quality services among consumers; when coronavirus spreader all over the world that Time it was difficult for everyone to connect or with the world. In the mean, while OTT platforms were introduced to entertain consumers. The benefits of

these platforms were like these platforms are for all age viewers, with no restrictions from any sensor board. Varieties of shows are available like – web series, movies, TV shows, news channels, Discovery Channel and more, with best sound quality visually clearer and provided best services to the viewers.

2. LITERATURE REVIEW:

1. Begum, F. (2018). In India, localised content is as important as pricing when choosing a video service - IHS Technology. Retrieved January 30, 2020.
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3. STATEMENT OF THE PROBLEM:

- Online streaming has access to uncensored content.
- No law or autonomous body to monitor and manage the digital contents provided on these OTT platforms
- OTT platforms should be responsible to create digital awareness.
- It's also viewer's responsibility to ensure that kids in our home do not access to inappropriate contents.
- Digital contents reach among the public way quicker than traditional streaming media.

3.1 SCOPE OF THE STUDY

- This study is used to promote for the future scope is especially for the suggestion part can be used to customer to identify rating, Customer preferable choice with service offer by OTT platforms.
- The study an analysis made through survey in this project is within the boundaries of the Coimbatore city. The respondents are people of the age above 18years who are well aware of OTT platforms and services provided by them.
- Further, this study can be used to analyse customer satisfaction of the customers of OTT Platforms.

3.2 OBJECTIVE OF THE STUDY

- To understand which of the two companies are more popular among the customers.
- To analyse viewer's perception towards OTT platforms.
- To examine the factors influencing to prefer OTT platforms.
- To find out the satisfaction level of respondents towards OTT platforms services.
- To analyse consumer preference towards OTT platforms.

4. RESEARCH METHODOLOGY

Research design

A research design is purely and simply the framework of plan for a study that guides the Collection and analysis of data. It is descriptive in nature.

4.1 Area of the study

The study is undertaken in Coimbatore city.

4.2 Sample size

The sample size for the study is 125 respondents.

4.3 Sampling techniques

Convenience sampling technique is used for the study.

4.4 Period of the study

The period for the study is 4 months i.e December 2021 to March 2022.

4.5 Methods of data collection

Questionnaire method is used to collect the data from the respondents.

4.6 Source of data

The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary data is collected from articles, books, magazines and newspapers.

5. STATISTICAL TOOL USED DATA ANALYSIS:

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They are also arranged in such a way that detailed analysis can be made so as to present suitable interpretations for the same. The data have been analysed using the following statistical tools.

- Simple Percentage Analysis
- Rank Analysis
- Chi-Square Analysis

5.1 SIMPLE PERCENTAGE ANALYSIS:

The percentage analysis is mainly used to specify the number of respondents in this sample falling in each category. Further, it is also used as a standard for comparison purpose. This was carried out for each question given in the interview schedule.

A number of respondents distribution shows the number of frequencies in various classes, which helps to get preliminary ideas with respects to objectives under study. Therefore, as a first step, number of respondents for various variables under this study constructed. To interpret the results comprehensively percentage values are computed.

FORMULA:

$$\text{Percentage Analysis} = \frac{\text{No. of Respondents}}{\text{Total Number of Respondents}} * 100$$

TABLE. 1**GENDER**

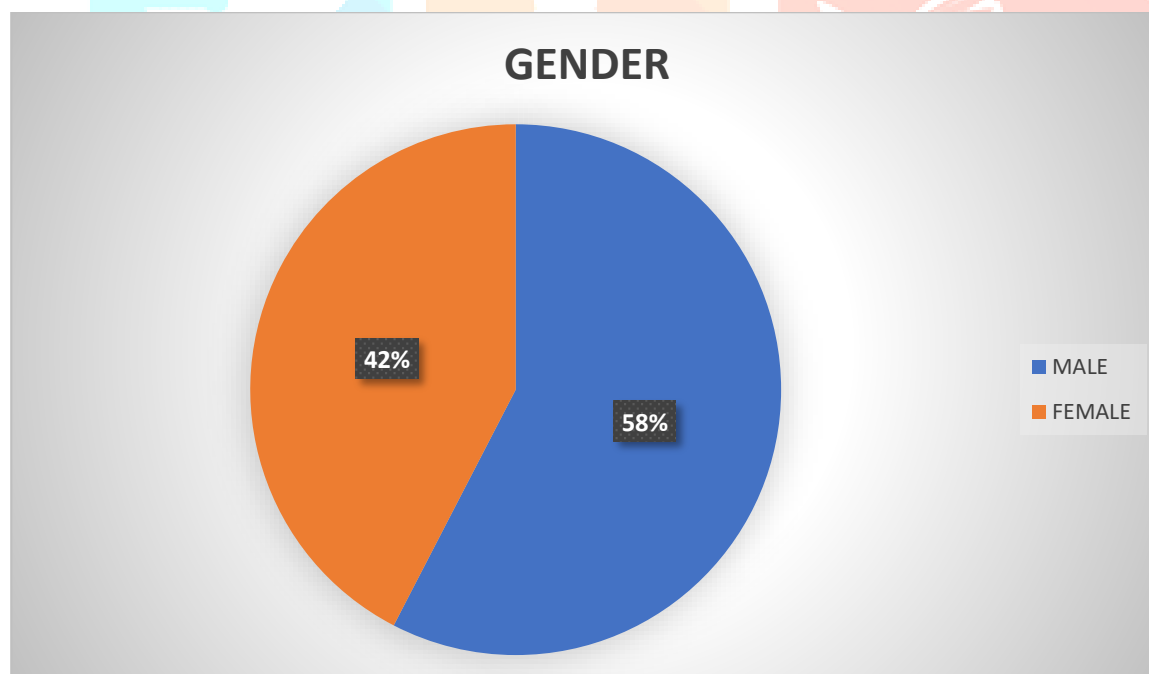
S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	Male	72	57.6
2	Female	53	42.4
	TOTAL	125	100

Source: (As per primary data)

INTERPRETATION:

The above table shows that 57.6% of the respondents were male, and 42.4% of the respondents were female.

Majority 57.6% of the respondents were male.

**5.2 RANK ANALYSIS:**

Ranking the observation according to the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in terms of the number of respondents.

The average is used to find the factors that have the highest priority. The highest priority is ranked as first followed by second, third and so on.

TABLE. 2
RANK ANALYSIS METHOD
OTT SERVICE ON VARIOUS PARAMEYERS

OTT SERVICE	I (5)	II (4)	III (3)	IV (2)	V (1)	TOTAL SCORE	RANK
COST	48 (240)	20 (89)	31 (93)	12 (24)	14 (14)	460	I
QUALITY OF SERVICE	6 (30)	46 (184)	32 (96)	29 (58)	12 (12)	369	IV
CONVENIENCE	17 (85)	18 (72)	46 (138)	24 (48)	20 (20)	363	V
CUSTOMER CARE SERVICE	14 (70)	31 (124)	36 (108)	32 (64)	12 (12)	378	II
USER CUSTOMIZATION	18 (90)	24 (96)	36 (108)	30 (60)	17 (17)	371	III

INTERPRETATION:

The table 4.2.1 shows that out of total 125 respondents, the cost is the RANK-I, Quality of service is in the RANK-II, Convenience is in the RANK-III, Customer care service in the RANK-IV and User customization is the RANK-V

5.3 CHI-SQUARE ANALYSIS:

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi-square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables.

Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.

TABLE. 3

RELATIONSHIP BETWEEN OTT PLTAFORMS USED TO WATCH AND TIME SPENT ON OTT

To find out the relationship between OTT platforms used to watch of the respondents and time spent on OTT, chi-square test is used and result is given below.

HYPOTHESIS:

OTT PLATFORMS USED TO WATCH	TIME SPENT ON OTT				TOTAL
	Less than 2 Hours	2-3 Hours	4-5 Hours	Above 5 hours	
Netflix	13	13	4	3	33
Amazon prime	13	13	2	1	29
Hot Star	18	21	1	1	41
Zee 5	5	8	2	0	15
Sony Liv	2	2	1	2	7
TOTAL	51	57	10	7	125

There is no significant relationship between OTT platforms used to watch of the respondents and time spent on OTT.

CHI-SQUARE TEST

Factor	Calculation Value	df	Table Value	Result
Pearson Chi-Square	14.232 ^a	12	21.03	Rejected

INTERPRETATION:

It is clear from the above table show that, the calculated value of chi-square at 0.05 level is less than the table value. Hence the hypothesis is rejected. So, there is no relationship between OTT platforms used to watch of the respondents and time spent on OTT.

6. FINDINGS:

6.1 SIMPLE PERCENTAGE ANALYSIS:

- Majority 57.6% of the respondents were male.
- Majority 88.8% of the respondents from age group of 18-27 years
- Majority 75.2% of the respondents from Under Graduate.
- Majority 80% of the respondents were Students.
- Majority 90.4% of the respondents from unmarried.
- Majority 59.2% of the respondents income was below Rs 20,000.
- Majority 51.2% of the respondents were from Rural.
- Majority 60.8% of the respondents were 4-6 members.
- Majority 56.8% of the respondents income are from two persons.
- Majority 39.2% of the respondents were came to know through friends and advertisement.
- Majority 32.8% of the respondents watch Hot Star.
- Majority 62.4% of the respondents need good content.
- Majority 66.4% of the respondents prefer unpaid.

- Majority 45.6% of the respondents spent time 2-3 Hrs.
- Majority 54.4% of the respondents prefer both OTT and TV.
- Majority 39.2% of the respondents need amazon prime.
- Majority 37.6% of the respondents said amazon prime and hot star has more Indian/ regional content.
- Majority 45.6% of the respondents said Netflix has better streaming quality.
- Majority 37.6% of the respondents has benefit of world wide entertainment.
- Majority 47.2% of the respondents said satisfied.

6.2 RANK ANALYSIS:

The cost of OTT platforms is in the RANK-I based on the ranking of respondents relating to cost of OTT platforms.

7. SUGGESTIONS:

- OTT platform package can be divided further like a children package and adult only package to reduce existing cost.
- Netflix should try and make their website user friendly.
- OTT should give its customers the option of downloading movies etc.
- It should focus on improving their quality of content, this will attract more customers towards it.
- OTT should include shows and movies in regional languages as well, this help them target greater customer base.
- More attractive offers and promotions are to be made on the referral policy of the OTT platforms.
- There should be more broadcasting of regional movies and programs.
- Better and effective subscription plans are to be introduced to cope up with the need for a majority of users who are occasionally consuming OTT platforms.
- Advertising should be made by the OTT platforms whose presence should have an minimal impact on the viewing experience as possible and they should be targeted to the interest of the user seeing them.
- OTT platforms are to be made more in the social media as it is one of the influential factors for the consumption of youth.

8. CONCLUSION:

As India is the world's largest growing OTT industry, this momentum is utilised by the significant increase in the introduction of new OTT players in the market and rapid changes in providing of personalised content. Even the smaller OTT platforms are raising capital from international investors and making a significant impact on the market.

It is quite evident that the arrival of COVID-19 pandemic has aided the OTT platforms with the increased consumption of these by the youth and OTT becoming the most preferred medium. The major benefits incurred from the OTT platforms are the flexibility of usage, availability of cross-cultural & worldwide entertainment and subscription to the user-friendly unlimited content. Also vital are factors like increasing penetration of smartphones and availability of internet data at competitive prices in India.

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