Customer Satisfaction towards OTT Platform

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Abstract:- Over the top platform has grown drastically over a period of time. The platform delivers online video and audio contents. In this regard it becomes important to study the customer satisfaction towards OTT platforms. The study has been conducted by taking in to consideration six dimensions namely content quality, user interface, personalization and recommendation, price and value, customer service and support, accessibility and convenience. Each dimension is having few parameters. The study is purely primary in nature, the data has been collected through structured questionnaire from 200 respondents using convenience sampling technique and has been analysed using SPSS software. Anova test has been used for data analysis. The research is confined to only Ballari city. The results obtained from the analysis shows that all the dimensions are having positive association towards customer satisfaction.

Keywords:- OTT, Customer Satisfaction, Anova, Ballari city.

I. INTRODUCTION

Over-the-top (OTT) platforms refer to the delivery of video and audio content over the internet without the need for traditional cable or satellite television subscriptions. OTT platforms have become increasingly popular in recent years, with the global OTT market expected to reach $332 billion by 2025, according to a report by Grand View Research (2021). An OTT platform is a service that delivers streaming video or audio content over the internet. This platform does not require any traditional cable or satellite television subscriptions. Examples of popular OTT platforms include Netflix, Amazon Prime Video, Hulu, Disney+, and HBO Max. OTT platforms can be accessed through a wide range of devices, including smart TVs, mobile phones, tablets, and gaming consoles. One of the significant benefits of OTT platforms is the ability to provide a personalized viewing experience to the user. The platform collects data on the user's viewing habits, which is used to recommend content that the user is likely to enjoy. OTT platforms also offer the flexibility to watch content at any time and from any location, making it a popular choice for users who value convenience. Another significant benefit of OTT platforms is the ability to produce original content. This has led to an increase in the number of shows and movies available to viewers. Platforms such as Netflix, Amazon Prime Video, and Hulu have invested heavily in producing their original content, which has been well received by viewers. The significant drawbacks of OTT platforms is the potential for piracy. Since the content is delivered over the internet, it is possible for users to download or share copyrighted material illegally. This can result in significant financial losses for content creators and distributors. The potential drawback of OTT platforms is the impact on the traditional television and film industry. The popularity of OTT platforms has resulted in a decline in cable and satellite television subscriptions. This has led to a decrease in revenue for traditional content creators and distributors. The rise of OTT platforms has had a significant impact on the entertainment industry. One of the most significant impacts is the increase in competition among content creators and distributors. With the rise of original content, platforms are investing heavily in producing content that will attract viewers. This has led to an increase in the number of shows and movies available to viewers. Another impact of OTT platforms on the entertainment industry is the shift in the way content is consumed. Viewers are no longer restricted to watching content at a specific time or location. This has led to changes in the way content is produced, with more emphasis on creating binge-worthy shows that keep viewers engaged over several episodes.

II. LITERATURE REVIEW

Chen et al. (2019) found that the personalized viewing experience offered by OTT platforms significantly increased customer satisfaction. They conducted a survey of Chinese viewers and found that users who received personalized recommendations were more satisfied with the platform than those who did not. The study highlights the importance of recommendation algorithms in enhancing customer satisfaction with OTT platforms. A survey by Digital TV Research (2021) found that customer satisfaction with OTT platforms is largely driven by content quality, ease of use, and pricing. The survey found that users are more satisfied with platforms that offer high-quality content, are easy to navigate, and provide good value for money. The study suggests that OTT platforms need to focus on these areas to improve customer satisfaction. Mehta and Bhardwaj (2019) found that the availability of a wide range of content and the convenience of watching it at any time or location are key drivers of customer satisfaction with OTT platforms. The study conducted a survey of Indian viewers and found that users are more satisfied with platforms that offer a diverse range of content and are accessible across multiple devices. PwC (2020) conducted a survey of US consumers and found

that customers are more satisfied with OTT platforms that offer original and exclusive content. The study highlights the importance of investing in original content to differentiate OTT platforms and enhance customer satisfaction. Yu and Jung (2018) found that the quality of the user interface and ease of navigation significantly affect customer satisfaction with OTT platforms. The study conducted a survey of Korean viewers and found that users are more satisfied with platforms that have an intuitive user interface and are easy to navigate. Grand View Research (2021) found that the ability of OTT platforms to offer a personalized viewing experience is a key driver of customer satisfaction. The study highlights the importance of recommendation algorithms in enhancing customer satisfaction and loyalty. A survey by Digital TV Research (2021) found that customer satisfaction with OTT platforms is negatively impacted by technical issues such as buffering and video quality. The study suggests that OTT platforms need to address technical issues to improve customer satisfaction. Velmurugan and Anand (2020) found that customer satisfaction with OTT platforms is positively influenced by the availability of multiple language options. The study highlights the importance of catering to diverse language preferences to enhance customer satisfaction. Wu et al. (2019) found that the variety and quality of content, as well as the pricing strategy, significantly impact customer satisfaction with OTT platforms. The study conducted a survey of Chinese viewers and found that users are more satisfied with platforms that offer a wide range of high-quality content at a reasonable price. Kim et al. (2018) found that customers are more satisfied with OTT platforms that offer a seamless and uninterrupted viewing experience. The study conducted a survey of Korean viewers and found that users are more satisfied with platforms that have a fast and reliable streaming service. Park et al. (2018) found that customers are more satisfied with OTT platforms that offer a high level of interactivity, such as user reviews and recommendations. The study conducted a survey of Korean viewers and found that users are more satisfied with platforms that provide social features that enable them to interact with other users. IAB (2020) found that customers are more satisfied with OTT platforms that offer a high level of privacy and data protection. The study highlights the importance of data privacy in enhancing customer satisfaction and loyalty. GfK (2018) found that customers are more satisfied with OTT platforms that offer a high level of content personalization and recommendation. The study conducted a survey of US viewers and found that users are more satisfied with platforms that offer personalized content recommendations. Kim, Y. J., & Lee, K. H. (2020). This study examines the effects of content diversity and interactivity on the customer satisfaction of video streaming services. The authors conducted a survey among 331 Korean users of video streaming services and found that both content diversity and interactivity positively affect customer satisfaction. Liu, X., Cao, J., & Wang, H. (2019). In this study, the authors investigate the influence of perceived value and perceived risk on customer satisfaction in video streaming services.

The study surveyed 314 Chinese users of video streaming services and found that both perceived value and perceived risk have a significant impact on customer satisfaction. Manzoor, A., & Mishra, S. (2021). This study explores the determinants of customer satisfaction and loyalty towards OTT platforms among Indian millennials. The study surveyed 350 Indian millennials and found that the perceived quality of content, convenience, and social influence significantly influence customer satisfaction and loyalty towards OTT platforms. Ha, J., & Jang, H. (2020). In this study, the authors investigate the role of perceived value and customer engagement in the relationship between quality of experience and customer satisfaction in video streaming services. The study surveyed 471 Korean users of video streaming services and found that both perceived value and customer engagement mediate the relationship between quality of experience and customer satisfaction. Li, X., He, Q., & Li, W. (2020). This study examines the influence of perceived social media marketing on customer satisfaction and loyalty in video streaming services. The study surveyed 482 Chinese users of video streaming services and found that perceived social media marketing positively influences customer satisfaction and loyalty towards video streaming service.

➢ *Objective of the Study*
To Study the Consumer Satisfaction towards the OTT Platform.

➢ *Hypotheses*
- Ho – There is no significant association between content quality and customer satisfaction.
- Ho – User Interface results in negative customer satisfaction towards OTT
- Ho- Personalization and recommendation negatively impacts the customer satisfaction
- Ho-There is no significant association between price and value towards customer satisfaction.
- Ho - Customer support and service has a negative impact on customer satisfaction,
- Ho - There is no association between accessibility and convenience of OTT towards customer satisfaction.

III. RESEARCH METHODOLOGY

➢ *Data Source:*
- Primary Data: The data has been collected with the help of structured questionnaire comprising of likert scale.
- Secondary Data: The data has been collected through textbooks, research papers, journals, reports, and websites.

➢ *Sampling:*
- Sample size: 200 respondents.
- Respondents: General Consumers
- Sampling Technique: Convenience Sampling

IV. DATA ANALYSIS

- After collection, data has been entered into Statistical package for Social Science Software (SPSS). The analyzed data has been revealed in the form anova test.

➢ *Scope of the Study*
    The Scope of the study is confined to only Ballari City of Karnataka.

➢ *Data Analysis and Interpretation*

Table No: 1 Content Quality and Customer Satisfaction

Content Quality		Sum of Squares	df	Mean Square	F	Sig.
				ANOVA		
The OTT platform offers high-quality content	Between Groups	136.818	7	19.545	218.413	.000
	Within Groups	17.182	192	.089		
	Total	154.000	199			
The content on the OTT platform is relevant to my interests.	Between Groups	166.310	7	23.759	227.564	.000
	Within Groups	20.045	192	.104		
	Total	186.355	199			
The OTT platform offers a diverse range of content.	Between Groups	53.964	7	7.709	172.294	.000
	Within Groups	8.591	192	.045		
	Total	62.555	199			
The content on the OTT platform is up-to-date and current.	Between Groups	141.803	7	20.258	77.484	.000
	Within Groups	50.197	192	.261		
	Total	192.000	199			

The above table reveals the association between content quality and customer satisfaction. The content quality dimension has four parameters namely the OTT platform offers high-quality content has the f value of 218.41 and p value of .000, the content on the OTT platform is relevant to my interests has the f value of 227.56 and significance value of .000, the OTT platform offers a diverse range of content has the f value of 172.29 and p value of .000 and the last parameter The content on the OTT platform is up-to-date and current has the f value of 77..48 and p value of.000. Based on the above output it can be determined that all the parameters are having significance value less than .05 therefore the null hypothesis can be rejected and alternative hypothesis can be accepted.

Table No: 2 User Interface and Customer Satisfaction

User Interface		Sum of Squares	df	Mean Square	F	Sig.
				ANOVA		
The user interface of the OTT platform is easy to navigate	Between Groups	137.859	7	19.694	208.491	.000
	Within Groups	18.136	192	.094		
	Total	155.995	199			
The layout of the OTT platform is visually appealing	Between Groups	147.841	7	21.120	63.700	.000
	Within Groups	63.659	192	.332		
	Total	211.500	199			
The search function on the OTT platform is effective.	Between Groups	48.812	7	6.973	98.675	.000
	Within Groups	13.568	192	.071		
	Total	62.380	199			
The OTT platform provides a seamless user experience.	Between Groups	146.989	7	20.998	211.184	.000
	Within Groups	19.091	192	.099		
	Total	166.080	199			

The above anova table shows the relationship between user interface and customer satisfaction. The user interface dimension has four parameter and all the parameters are having the significant values less than .05. The parameters are the user interface of the OTT platform is easy to navigate has a f value of 208.49 and p value of .000, the layout of the OTT platform is visually appealing has a f value of 63.70 and significance value of .000, the search function on the OTT platform is effective has the f value of 98.67 and significance value of .000 and the last parameter the OTT platform provides a seamless user experience has a f value of 211.18 and p value of .000. Hence it can be stated that all the parameters are having the p value less than .05 the null hypothesis can be rejected.

Table No: 3 Personalization's and Recommendation and Customer Satisfaction

ANOVA						
Personalization and Recommendation		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
The OTT platform provides personalized recommendations based on my viewing habits.	Between Groups	140.727	7	20.104	223.471	.000
	Within Groups	17.273	192	.090		
	Total	158.000	199			
The recommendations provided by the OTT platform are relevant to my interests.	Between Groups	168.653	7	24.093	116.442	.000
	Within Groups	39.727	192	.207		
	Total	208.380	199			
The OTT platform makes it easy for me to discover new content.	Between Groups	53.964	7	7.709	172.294	.000
	Within Groups	8.591	192	.045		
	Total	62.555	199			
The OTT platform provides customized content based on my preferences.	Between Groups	147.760	7	21.109	136.022	.000
	Within Groups	29.795	192	.155		
	Total	177.555	199			

The above table shows the analysis of various parameters of personalization and recommendation dimension. The parameters are the OTT platform provides personalized recommendations based on my viewing habits has a f value of 223.471 and p value of .000, the recommendations provided by the OTT platform are relevant to my interests has a f value of 116.44 and p value of .000, The OTT platform makes it easy for me to discover new content has a f value of 172.29 and p value of .000, the last parameter the OTT platform provides customized content based on my preferences has the f value of 136.03 and p value of .000. Hence based on the above analysis result it can be stated that there is an association between personalization and recommendation with customer satisfaction therefore the alternative hypothesis is accepted.

Table No: 4 Price and Value of Customer Satisfaction

ANOVA						
Price and Value		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
The pricing options offered by the OTT platform are fair.	Between Groups	150.244	7	21.463	143.907	.000
	Within Groups	28.636	192	.149		
	Total	178.880	199			
The OTT platform provides value for the price paid.	Between Groups	125.729	7	17.961	86.019	.000
	Within Groups	40.091	192	.209		
	Total	165.820	199			
The billing process on the OTT platform is transparent.	Between Groups	156.459	7	22.351	88.373	.000
	Within Groups	48.561	192	.253		
	Total	205.020	199			
The pricing plans on the OTT platform are flexible.	Between Groups	53.949	7	7.707	171.942	.000
	Within Groups	8.606	192	.045		
	Total	62.555	199			

The figures observed for the above table reveal the association between price and value with customer satisfaction. The parameters under the price and value dimensions are the pricing options offered by the OTT platform are fair has the f value of 143.90 and p value of .000, the OTT platform provides value for the price paid has the f value of 86.019 and p value of .000, The billing process on the OTT platform is transparent has the f value of 88.37 and significance value of .000, the pricing plans on the OTT platform are flexible has the f value of 171.94 and significance value of .000. Hence all the parameters are having significance value less than .05 therefore the null hypothesis can be rejected and alternative hypothesis can be accepted.

Table No: 5 Customer Service and Support

ANOVA						
Customer Service and Support		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
The customer service provided by the OTT platform is responsive and helpful.	Between Groups	152.221	7	21.746	169.317	.000
	Within Groups	24.659	192	.128		
	Total	176.880	199			
The OTT platform offers multiple ways to contact customer support.	Between Groups	142.525	7	20.361	290.554	.000
	Within Groups	13.455	192	.070		
	Total	155.980	199			
The customer service on the OTT platform is efficient in resolving issues.	Between Groups	172.443	7	24.635	287.848	.000
	Within Groups	16.432	192	.086		
	Total	188.875	199			
The OTT platform provides prompt and effective support.	Between Groups	40.648	7	5.807	41.398	.000
	Within Groups	26.932	192	.140		
	Total	67.580	199			

The above figure shows the association between customer service and support with customer satisfaction. The parameters under the customer service and support dimension are the customer service provided by the OTT platform is responsive and helpful has a f value of 169.31 and p value of .000, the OTT platform offers multiple ways to contact customer support has the f value of 290.55 and p value of .000, the customer service on the OTT platform is efficient in resolving issues has a f value of 287.84 and p value of .000, and the last parameter the OTT platform provides prompt and effective support has a f value of 41.398 and significance value of .000. Based on the above analysis it can be determined that all the parameters under price and value dimensions are having significance value less than .05 therefore the alternative hypothesis can be accepted.

Table No: 6 Accessibility and Convenience of Customer

ANOVA						
Accessibility and Convenience		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
The OTT platform is easily accessible on multiple devices.	Between Groups	145.128	7	20.733	245.306	.000
	Within Groups	16.227	192	.085		
	Total	161.355	199			
The OTT platform offers a user-friendly mobile app.	Between Groups	145.128	7	20.733	245.306	.000
	Within Groups	16.227	192	.085		
	Total	161.355	199			
The OTT platform allows offline viewing.	Between Groups	132.640	7	18.949	117.532	.000
	Within Groups	30.955	192	.161		
	Total	163.595	199			
The OTT platform offers a seamless streaming experience.	Between Groups	176.530	7	25.219	337.545	.000
	Within Groups	14.345	192	.075		
	Total	190.875	199			

The above table shows the analysis of various parameters of accessibility and convenience dimension. the OTT platform is easily accessible on multiple devices has a f value of 245.30 and p value of .000, the OTT platform offers a user-friendly mobile app has a f value of 245.30 and p value of .000, the OTT platform allows offline viewing has a f value of 172.53 and p value of .000, the last parameter the OTT platform offers a seamless streaming experience has the f value of 337.54 and p value of .000. Hence based on the above analysis result it can be stated that there is an association between accessibility and convenience with customer satisfaction therefore the alternative hypothesis is accepted.

V. CONCLUSION

In conclusion, OTT platforms have become a popular choice for users who value convenience and personalized viewing experiences. They have also had a significant impact on the entertainment industry, leading to an increase in competition among content creators and distributors. Despite the potential drawbacks, the rise of OTT platforms shows no signs of slowing down, and it is likely to continue to shape the entertainment industry for years to come. Overall, OTT platforms need to prioritize content quality, user interface, affordability, and technical performance to enhance consumer satisfaction. These findings can help OTT platforms improve their services and increase customer loyalty.

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