



Users Perception And Satisfaction Towards Ott Platform With Special Reference To Coimbatore City

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Abstract: In today's world, the OTT platform offers numerous benefits, offering convenience and flexibility to access content at any time anywhere. It offers a variety of content, ranging from global movies and TV shows to regional and localized shows, catering to diverse tastes. This study focuses on the user's perception and satisfaction with OTT platform in Coimbatore city highlighting key factors such as cost of service, content variety, ease of use and pricing. It reveals the local resident's preference and satisfaction with the OTT platform.

Keywords: OTT Platform, Preference, Satisfaction

INTRODUCTION

Over-The-Top (OTT) platforms, which deliver digital content via the internet, have completely altered the media consumption globally, including India. The rapid growth of OTT services is driven by factors such as increased internet penetration, the proliferation of smartphones, and the growing demand for on-demand content. As traditional TV viewership declines, these platforms are becoming the primary source of entertainment for many users.

In Coimbatore, a major urban hub in Tamil Nadu, the OTT platform adoption has seen considerable growth. The city's diverse population comprises students, working professionals and families, reflecting different content preferences and usage patterns. The rising popularity of these platforms raises questions about user's perception and level of satisfaction with aspects like different type of content, pricing, user interface, and the overall experience provided by these services. Understanding these perception's, it is essential for OTT providers to customize their offers effectively.

This study aims on examining the perception and satisfaction levels of OTT users in Coimbatore, aiming to provide valuable insight that can help enhance service quality and meet the specific needs of the local market. The findings will guide the OTT platform providers in improving user's engagement and satisfaction, which is crucial for long term sustained growth in an increasingly competitive industry.

OBJECTIVES

- To examine demographic variables of OTT platform users.
- To analyze the respondent's perception towards OTT platforms.
- To study the respondent's level of satisfaction towards OTT platforms.
- To identify challenges faced by OTT platform users.
- To provide suggestions for improving user experience in OTT platforms.

REVIEW OF LITERATURE

1. Jayashree in her study “A STUDY ABOUT CUSTOMER PERCEPTIONS ON OTT PLATFORMS” (2021), focuses on the consumer behavior towards OTT Platforms, and their use as alternatives to cable/DTH, and the need for competitive Pricing and quality. It also highlights the impact of technological advancements and The Covid-19 pandemic on changing media delivery methods and digital media consumption.

2. Remya and Rupini T.S in their study “A STUDY ON CUSTOMER PERCEPTION TOWARDS OTT PLATFORM WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY, THRISSUR DISTRICT, KERALA” (2023), highlighted the user attitudes Toward OTT platforms during the pandemic period, aiming to understand the factors driving Platform selection and the effect of Covid-19 on OTT usage. Independent variables Include factors like age and income, while customer satisfaction is the dependent Variable.

3. Pavithra D in her study “STUDY ON CUSTOMER PREFERENCE TOWARDS OTT PLATFORM DURING A PANDEMIC” (2022), examined the customer Preferences for OTT platforms during the pandemic period, including current and projected usage patterns and it aims to provide statistical insights into customer Preferences and gather user experiences and opinions about various OTT platform services.

SCOPE OF THE STUDY

The study focuses on the views, preferences, and overall satisfaction of users in Coimbatore city towards OTT platforms. The study will consider various demographic factors like age, income, education, and occupation, while also assessing key features such as variety of content, pricing, user interface, accessibility and regional content availability. Additionally, this research will delve into exploring viewing habits, consumer behavior and factors influencing platform choices and to meet the technical aspects like customer support, streaming quality, and future expectations to understand what Coimbatore city users expect from these platforms in the future. Through this approach, the study seeks to provide a comprehensive analysis of what shapes user's perception and satisfaction in this region towards the usage pattern of OTT platform.

LIMITATIONS OF THE STUDY

- The research is limited to Coimbatore city, which may limit the relevance to other regions.
- Only a limited sample is surveyed.
- Rapid changes in the OTT technology may lead to bias in the findings.

STATEMENT OF THE PROBLEM

The rapid expansion of OTT platforms has transformed the entertainment landscape. But there is a limited insight into regional preferences and satisfaction in specific region, such as Coimbatore city. Also, the study requires a deeper analysis on how the quality of content and pricing may impact the long-term loyalty of the OTT platforms. Additionally, the previous study lacks a detailed examination of how the demographic factors like age and income affect long-term satisfaction with OTT platform, as well as how the pandemic-driven changes in attitudes and behavior might shift in the post-pandemic era. So, more research is needed on how user experiences and preference will change in the future.

RESEARCH METHODOLOGY

Research methodology is a systematic process and techniques to collect data, analyze and interpret data in order to address research questions and evaluate the hypotheses.

METHODS OF DATA COLLECTION

The data which is collected for the research is

- **Primary data:** The primary data is collection of information from the original source rather than existing data, which is done through questionnaires.
- **Secondary data:** The secondary data is information that has already been collected from existing sources such as websites, magazines, newspapers, and existing research.

AREA OF STUDY: The study is conducted in Coimbatore city.

SAMPLE SIZE: The sample size is 70.

TOOLS USED FOR THE ANALYSIS: The tools for data analyzing are simple percentage and chi-square test.

SIMPLE PERCENTAGE: A Simple percentage helps to analyze the proportion of a specific value relative to a total, which makes it easier to interpret and compare different sets of data.

CHI-SQUARE: A Chi-square test is a statistical method used to compare the observed value with the expected value.

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

$$\text{Degree of freedom} = (r-1) * (c-1)$$

H₀(Null hypothesis) = There is no significant relationship between the level of income and the preference of OTT platforms.

H₁(Alternative hypothesis) = There is a relationship between the gender and the overall satisfaction of the OTT platform users.

INTERPRETATION AND PERCENTAGE ANALYSIS

Table1: Table Showing the demographic profile of the respondents

S.NO	Demographic		No of respondents	Percentage
1.	Age	Below 18 years	6	8.6%
		19-25 years	59	84.3%
		26-35 years	5	7.1%
		36-45 years	Nil	Nil
		45 and above	Nil	Nil
2.	Gender	Male	34	48.6%
		Female	36	51.4%
		Transgender	Nil	Nil
3.	Education	School	3	4.3%
		Under graduate	35	50%
		Post graduate	25	35.7%
		Professional courses	3	4.3%
		Others	4	5.7%
4.	Occupation	Employee	19	27.1%
		Professional	9	12.9%
		Business	6	8.6%
		Self-employed	3	4.3%
		Others	33	47.1%
5.	Marital status	Married	10	14.3%
		Unmarried	60	85.7%
		Divorced	Nil	Nil
6.	Level of Income	Less than Rs.20000	41	58.6%
		Rs.21000-Rs.30000	20	28.6%
		Rs.31000-Rs.40000	4	5.7%
		Rs.41000 and above	5	7.1%

Source: Primary Data

Interpretation

The above table shows the demographic profile of the sample respondents. Majority of them are at the age of 19-25 years, Majority of them are female, Majority of the respondents are Under graduate, Maximum of them fall in others occupation. Majority of them are unmarried, Maximum number of respondents monthly income is less than Rs.20000.

H_0 = There is no significant relationship between the independent variable and the dependent variable.

Table 2

Variable	Degree of freedom	Level of significance	Calculated value	Table value	Accepted/Rejected
Level of Income and the preference of OTT platform	9	5%	17.32	16.919	Rejected

Source: Primary Data

Interpretation: The above table clearly states that the demographic profile of the respondents and Maximum of the respondents prefer Netflix.

Result: The calculated value (17.32) is higher than the table value (16.919). Hence, there is no significant relationship between the level of income and the preference of OTT platform.

H_1 = There is a relationship between the independent variable and the dependent variable.

Table 3

Variable	Degree of freedom	Level of significance	Calculated value	Table value	Accepted/Rejected
Gender and the overall satisfaction of the respondents	8	5%	11.64	15.507	Accepted

Source: Primary Data

Interpretation: The above table clearly states that the demographic profile of the respondents and Majority of the respondents are satisfied.

Result: The calculated value (11.64) is lower than the table value (15.507). Hence, there is significant relationship between the gender and the overall satisfaction of the respondents.

FINDINGS

Simple Percentage

1. Majority (84.3%) of the respondents are 19-25 years old.
2. Majority (51.4%) of the respondents are female.
3. Majority (50%) of the respondents are undergraduates.
4. Maximum (47.1%) of the respondents are from other occupations.
5. Majority (85.7%) of the respondents are unmarried.
6. Majority (58.6%) of the respondents are less than Rs.20000.
7. Maximum (42.9%) of the respondents use Netflix.
8. Maximum (38.6%) of the respondents use OTT on weekly basis.
9. Majority (72.4%) of the respondents use smartphones.
10. Maximum (45.7%) of the respondents prefer to watch movies on OTT platform.
11. Maximum (44.3%) of the respondents spend 2-3 hours on OTT platform.
12. Majority (77.1%) of the respondents discover new content from social media.
13. Maximum (31.4%) of the respondents prefer to binge-watch often and sometimes on OTT platform.
14. Majority (84.3%) of the respondents prefer single subscription.
15. Majority (60%) of the respondents agree with viewing habits on OTT platform compared to traditional Tv.
16. Majority (67.1%) of the respondent's states that the cancellation was due to cost.
17. Majority (57.1%) of the respondents sometimes feel time is wasted by using OTT.
18. Maximum (38.6%) of the respondents feel good value of money.
19. Maximum (42.85%) of the respondents are satisfied with the cost of service.
20. Majority (60%) of the respondents are satisfied with the quality of content.
21. Majority (52.85%) of the respondents are satisfied watching on multiple devices.
22. Majority (57.14%) of the respondents are satisfied with content in preferred language.
23. Maximum (47.14%) of the respondents are satisfied with the variety of content.
24. Maximum (42.85%) of the respondents are satisfied with add-free content.
25. Majority (57.14%) of the respondents are satisfied with the ease of finding relevant content.
26. Majority (62.85%) of the respondents are satisfied with parental controls.
27. Majority (54.28%) of the respondents are satisfied with app support.
28. Majority (61.42%) of the respondents are satisfied with overall satisfaction.
29. Maximum (38.6%) of the respondents face issues on payment/subscription.
30. Majority (57.1%) of the respondents probably recommend OTT platforms to others.
31. Maximum (47.1%) of the respondents prefer improvement in subscription plans.
32. Maximum (42.9%) of the respondents prefer to use Netflix.
33. Majority (61.42%) of the respondents are satisfied with overall satisfaction.

SUGGESTIONS

The rising of OTT platform has brought a significant change in viewing habits of the users in Coimbatore city, offering both advantages and challenges for consumers. While the OTT platform enhance convenience and accessibility, they also raise concerns about cost of service. To effectively address this issue, it's mandatory to understand how OTT platform affects customer behavior and preferences. Majority of the people use OTT platform for entertainment and they prefer convenient subscription plans. Hence, it would be better if the platform offers bundled subscription, multi-user subscription packages or can introduce pay-per-view for the people who does not prefer to subscribe for monthly subscription.

CONCLUSION

This study highlights the user's perception and satisfaction towards OTT platform. It demonstrates a significant shift in how people use the social media for entertainment. The convenience, affordability, accessibility, and content variety offered by OTT platforms have strongly influenced user's preferences, positioning OTT services as a favored alternative to traditional entertainment options. However, challenges like subscription fees, parental controls and variety of content can negatively influence the overall experience. This study emphasizes the need for continuous development in competitive pricing to maintain high levels of user's satisfaction and loyalty in Coimbatore's competitive OTT market.

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