

# **A Study on Customer Satisfaction Towards OTT Platforms with Special Reference to Coimbatore City**

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**Abstract:** *"A study on the consumption of OTT platforms among young" is the project's title. The study's goal is to examine the numerous OTT platforms that are available to use, as well as the degree to which the young use them, as well as their experiences and perspectives on these platforms. The research would also aid in concentrating on the numerous factors that may have influenced the utilisation of these platforms. The level of satisfaction with these platforms is also measured, as well as additional suggestions and peer use.*

**Keywords:** OTT Platforms influenced, satisfaction, suggestions.

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