

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

Mrs. P. Anuncia Gabriela<sup>1</sup> and Ms. M. Pavithra<sup>2</sup>

Assistant Professor, PG Department of Commerce<sup>1</sup>

Nirmala College for Women, Coimbatore, India

**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.

## I. INTRODUCTION

OTT also refers to a new generation of modern television networks that, like traditional satellite or cable TV providers, provide live broadcasts of linear specialty channels over the public Internet rather than a closed, proprietary network of set-top boxes. A research of youth consumption of these OTT platforms is done in this report. The determination of the OTT is part of the consumption analysis.

### OBJECTIVES OF THE STUDY:

- To measure the pattern of use of OTT platforms among youth.
- To determine the factors influencing the use of OTT platforms.
- To recognize popular OTT platforms & content preference of youth in OTT platforms.

## II. REVIEW OF LITERATURE

**Grime Sharma Nijman (2020)**<sup>5</sup> *"Role of COVID as a catalyst in increasing adoption of OTT in India"* COVID-19 is an unprecedented global pandemic which has changed the way audience consume media. An undeniable trend surfaced in this period-adoption of OTTs. There are many reports which point to the growing market and consumer appetite for content of choice available on OTT platforms. .

**Ebrotelicbulbil (2018)**<sup>1</sup>. *"International journal of economic and Financial"* The over the top market has been expected to grow with a significant. The OTT regulation scope needs to cover a diverse group of services, network operators aim to provide secure reliable, high speed networks that deliver serves valued by end – users. The OTT regulation requires a multi dimensional approach to the complicated and dynamic nature of the OTT market.

## III. RESEARCH METHODOLOGY

The specification of methods and procedures for obtaining the knowledge needed to organise or solve problems is known as research methodology. The project's general operational pattern or framework specifies what information is to be gathered from which sources and using which procedures.

**Research Design:** Descriptive Research Design.

### Sources of Data

**Primary Data:** The primary data were collected based on the structured questionnaire with the help of Google Form.

**Secondary Data:** The secondary data for the study have been collected from books, magazines, articles and websites.

**Sampling Technique:** Simple Random Sampling.

**Sampling Size:** The sample size was collected from 100 respondents.



Area of study: Coimbatore City

Tools used for the Study

The SPSS package used for the study

- Percentage Analysis
- Chi – Square Test

PERCENTAGE ANALYSIS

S.NO	PARTICUALRS	NO OF RESPONDENTS	PERCENTAGE
1	Gender		
	Male	30	60
	Female	20	40
2	Age		
	15 - 25	40	80
	26 - 35	10	20
3	Educational qualification		
	Under graduate	35	70
	Post graduate	15	30
4	Occupation		
	Students	42	84
	Profession	8	16
5	Family		
	Joint family	30	60
	Nuclear	20	
6	Income per month		
	Below 10000	33	66
	11000 – 15000	8	16
	16000 - 25000	9	18
7	Material status		
	Married	15	30
	Unmarried	35	70
8	Aware of OTT platform		
	Yes	40	80
	No	10	20
9	What is more important while watching in OTT?		
	Good content	20	40
	Advertisement	8	16
	Speed network	22	44

CHI – SQUARE TEST

COMPARISION BETWEEN AGE AND LEVEL OF SATSFACION

H0: There is no significant relationship between age and level of satisfaction.

Ha: There is a significant relationship between age and level of satisfaction.

Factors	Calculated value	DF	Table value	Accepted or Rejected	Significant or non significant
Pearson Chi-Square	2.771	2	0.250	Rejected	Significant
Likelihood Ratio	3.011	2	0.222	Rejected	Significant



Linear- by-Linear Association	1540	1	0.215	Rejected	Significant
No of Valid Cases	100				

Source: Author’s Computation

The P-Value is less than 5% level of significance, so the null hypothesis is rejected. It is concluded that, there is a significant relationship between age and level of satisfaction.

**IV. FINDING AND COCLUSION**

**PERCENTAGE ANALYSIS**

- Majority (80%) of the respondents are age group is between 15 - 25 years.
- Majority (60%) of the respondents are Female.
- Majority (84%) of the Respondents are Students.
- Majority (70%) of the respondents were qualified up to Under Graduation.
- Majority (60%) of the Respondents are Joint Family
- Majority (66%) of the respondent’s family monthly income is between below 10000.
- Most (30%) of the Respondents are Married.
- Most (40%) of the Respondents are aware about the OTT platforms.

**CHI- SQUARE TEST**

The P-Value is less than 5% level of significance, so the null hypothesis is rejected. It is concluded that, there is no significant relationship between Age and level of satisfied of OTT platforms.

**V. CONCLUSION**

Nowadays, watching a movie or a tv program with relatives is uncommon and everyone has their own preferences. As a result, people like to watch movies/shows on their phones or computers. The platform you're using, whether it's MX Player, Amazon Prime, or Netflix, is an OTT platform. OTT networks have a bright future. Customers can be guided for quality content with the aid of a recommendation engine using emerging innovative technology such as Artificial Intelligence and Big Data Analysis. China, South Korea, and Japan have already initiated commercialized 5G technology.

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