



A STUDY ON THE CONSUMER'S PREFERENCES AND SATISFACTION WITH OTT SERVICES IN CHENNAI CITY

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Article History: Received: 12.12.2022

Revised: 29.01.2023

Accepted: 15.03.2023

ABSTRACT

Aim: The paper aims to measure the consumer's preference and satisfaction with OTT services in Chennai.

Data Sources: Primary and Secondary data were employed for the study. The Primary data was sourced from the consumer's availed OTT services in the study region. The customers are contacted in electronic mode and obtained responses from the customers.

Sample size & Method: Overall, 361 valid responses were collected from the customers who availed of the OTT services. The customers were contacted through electronic mode and generated responses. **Methods:** The study used simple frequency distribution, one-sample t-test, and Independent t-test for testing the framed hypothesis.

Findings: The study proposed to evaluate the consumer's preferences and satisfaction with OTT services in the study area. The study's outcome reveals that most, 24.7%, of consumers. The study also inferred that most consumers view the OTT services weekly once and use the OTT services on their mobile phones. The study also concluded that the factors significantly influence the OTT platform purchase among the study area's consumers. The study also confirmed that the consumers are significantly satisfied with the OTT services in the study area

Keywords: OTT services, customers preferences, and satisfaction

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DOI: 10.31838/ecb/2023.12.s2.225

1. Introduction

Media & entertainment is one of the fastest-growing industries in India. However, keeping up with evolving content trends and ever-changing consumer demands is challenging. Following the worldwide pattern, Indian buyers have also gradually increased their spending in the digital world. This is witnessed in the news (content), music (sound), or video. The critical drivers for this trend are increasing Internet penetration, mobile device proliferation, and the added convenience of watching content anytime, anywhere, along with the increasing demand for personalized content. This study aspires to find the impact of influential factors on the buyer's choice of OTT platforms. OTT has caught the attention of consumers in India. OTT platform is a streaming media offered legitimately to watchers over the Internet. OTTs are commonly adopted utilizing paid memberships. However, there are exemptions. For instance, some OTTs may offer in-application buys or advertising. Subscription-based platforms help additionally the OTT service platforms, which, also known as Subscription Video-On-Demand (SVOD), is the income model followed by Netflix and Amazon Prime Video. India's top OTT platforms (concerning user base) are Disney+ Hotstar, Amazon Prime Video, and Netflix. Conversely, many domestic OTT players like SonyLIV, Voot, Zee5, ErosNow, and ALTBalaji are competing with these global players and trying to make a mark in the market (IBEF, 2020). According to PricewaterhouseCoopers (PwC, 2020), India is the world's fastest-growing OTT (over-the-top streaming) market. It will emerge as the world's sixth-largest by 2024 with an expected growth of 28.6% CAGR to touch revenues of \$2.9 bn. According to a report by Just watch (Buchholz, 2020), Amazon Prime and Netflix are the market leaders with 20% market share, followed by Disney Hotstar (19% market share). Compared to the global OTT players, local players are performing well, concerning. To tap the enormous potential of India, players like Hotstar are trying to leverage cash payments to grow their subscriptions. OTT players have joined forces with various equipment makers, including cell phones, SMART TVs; gushing gadgets, gaming support, and so forth, to permit clients to effectively get to these applications on their most favored gadgets. The following shifts have taken place to boost the OTT market in India: • Space shift – With the online availability of everything one needs, nothing is space-bound. OTT has had a similar impact on the video. No longer are content makers and aggregators limited by the constrained circulation "transfer speed" accessible on a fixed (regardless of whether enormous) number of TV stations conveyed over the air or on the link, fiber, or

satellite transponders. • Time shift has changed what individuals watch and how they watch it because non-linear reviews strengthen some contents of OTT, which may be superior to others.

Literature Review

Eshwa Pachaiavel S & Revanth K R (2022) Over-the-top (OTT) material is television and film content delivered over the Internet rather than through a cable and satellite provider. The purpose of this study of customers' preferences for OTT platforms is to discover and analyze the factors that influence their decision to watch and to comprehend the competitor analysis of OTT. The research method is the sampling process utilized to perform convenience sampling and descriptive research. This study was conducted to see if individuals were aware of the OTT platform before the epidemic. The authors can see from the sample that 2/3 of the respondents were aware of OTT Services prior to Covid-19. Customer satisfaction with OTT Platforms is high. Customers are influenced to watch OTT because it may be viewed anytime and from any location. **Chopard, J., & Tarafdar, T. (2021)** Over The Top platforms, commonly termed OTT platforms, are online streaming media services that have been gaining much popularity among the masses over the past few years. NETFLIX, AMAZON PRIME VIDEO, DISNEY + HOTSTAR are some of the many OTT channels offered to viewers in India. As per reports, the Indian OTT market is expecting \$5 Billion in Customers by 2023. **TS, S., & Sumathy M. (2021)** stated that OTT video platforms are developed to reach customers easily through advanced provisions and technology. With the rapid advancement of technology, OTT services are advancing rapidly. 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 eminence time with 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 influencing the satisfaction of OTT video platform users. **Sadana, M., & Sharma, D. (2021)** describe the results insinuated the five factors which affect consumers' options concerning entertainment, i.e., content and presentation behavior, expenses incurred on services, shifts influenced by offerings/incentives, convenience, and telecom. Logistic regression validated these factors' strength, making content and viewing behavior, expenses incurred on services, and convenience, the three most important factors. **Gangwar, V. P et al. (2020)** stated that the future of OTT platforms will

be very bright and video consumption would be more and increasing Internet and mobile penetration every day. OTT outlets it is tough to communicate that OTT outlets will substitute traditional TV systems. The pricing system of OTT media in India is far more increased for Indian consumers. The primary power for the OTT platforms was the Internet, so many telecom companies needed support to contend with the data plans. The cost of OTT platforms remains duplicate, but the average price of the users to access ranges on the medium. OTT outlets always look for a method to produce a more engaging range that is not available. The primary problem is that every OTT medium needs the financial capacity to create more video content for a new generation, specifically OTT platforms and devices for more individual and small OTT platforms. The millennium is tempted to OTT outlets due to foreign content and video on demand. The media and entertainment found a new home for online streaming services. All are aware of OTT platforms; some use them as an alternative to cable broadcasts and DTH. **Tran, T. T. Q et al. (2019)** indicate that four factors, satisfaction, habit, emotional trust, and perceived usefulness, directly influence using intention with OTT apps. In addition, the mediation effects of satisfaction were found between perceived usefulness, enjoyment, socialites, and intention to use. Moreover, perceived usefulness and enjoyment also indirectly impact using intention. Based on these findings, several implications and recommendations are discussed.

Objectives of the Study

- To study the consumers most preference OTT platforms in the study area
- To find out the consumer's preference device towards the usage of OTT platform in the study area

- To appraise whether the factors influence the OTT platform purchase among the study region's consumers.
- To assess the male and female consumers' perception of OTT services in the study area
- To measure the consumer's satisfaction with the OTT services in the study region.

Hypothesis

- The predominant factors are significantly influencing the purchase of OTT platforms among the consumers in the study area
- The male and female consumers significantly differ in the purchaser of OTT services in the study area
- The consumers are satisfied with the OTT services in the study area

2. Methodology

The current study's core objective is to assess the consumer's preferences and satisfaction with OTT services in Chennai city. The study used secondary and primary data—the research was conducted in Chennai. The primary data is gathered from structured questionnaires. The study used a convenience sampling method to obtain the responses. The study's sample unit is consumers using the OTT platform in Chennai city. The sample size of the study is 361. The customers are approached through the electronic mode and get the responses. The primary sources from target respondents were analyzed using descriptive, One-sample t-test, and Independent t-tests. The data were scrutinized using SPSS 21.0 version.

3. Results and Discussion

Table 1: Demographic Profile of Respondents
(n=361)

Demographic Profile	Frequency	Percent
Gender		
Male	239	66.2
Female	122	33.8
Age (Years)		
Up to 30	124	34.3
31-40	101	28.0
41-50	83	23.0
> 50	53	14.7
Educational qualification		
Up to HSC	46	12.7
UG	101	28.0
PG	112	31.0
Professional	102	28.3

Marital status		
Single	123	34.1
Married	238	65.9

Source: Primary data

Table 1 reveals the personal profile of the consumers in the study region. Out of 361 consumer's majority, 66.22% of the consumers are male category, and 3.8% of the consumers are female groups. In the connection age group of consumers, the majority, 34.3%, are in the age group of up to 30 years. It followed by 3140 years

(28.0%), 41-50(23%), and >50 years (14.7%). Regarding Educational qualification, the majority, 31 % of the consumer's educational background, is post-graduate. Is followed by 28.3% of the consumers being undergraduates, and 12.7% of the consumers are up to HSC. The study results also indicate that 65.9% of the consumers are married, and 34.1% are single.

Table 2: Usage of OTT platform by the Consumers

OTT platform	Frequency	Percent
Amazon Prime	89	24.7
Netflix	63	17.5
Disney+ Hot star	74	20.5
Zee5	53	14.7
SonyLiv	31	8.6
Sun Direct	51	14.1
Total	361	100.0

Table 2 shows the outcome of the frequency distribution of usage of the OTT platform by the consumers in the study area. The study's outcome reveals that 24.7% of consumers use Amazon

prime. It is followed by 20.5% of consumers using Disney + Hot star, Netflix (17.5%), Zee5 (14.7%), sun direct (14.1), and SonyLiv (8.6%).

Table 3: Viewing of OTT services by the consumers

Viewing of OTT services	Frequency	Percent
Everyday	115	31.9
Weekly once	138	38.2
By monthly	108	29.9
Total	361	100.0

The study inferred that the majority, 38.2% of the consumers, are viewing the OTT services weekly

once. It followed by every day (31.9%) and monthly (29.9%).

Table 4: Recharge of OTT services by the consumers

Recharge of OTT services	Frequency	Percent
Internet banking	47	13.0
Credit card	147	40.7
UPI payment	87	24.1
Debit card	80	22.2
Total	361	100.0

Table 4 describes the frequency distribution of recharge of OTT services by the consumers in the study area. The majority of 40.7% of the consumers are recharging the OTT services

through credit cards. It was followed by UPI payment (24.1%), debit cards (22.2%), and Internet banking (13%).

Table 5: Devices used by the consumers

Device	Frequency	Percent
Mobile	137	38.0
Laptop	128	35.5
Smart TV	96	26.6
Total	361	100.0

Table 5 exhibits the frequency distribution of devices used by the consumers in the study area. The majority of 38% of the consumers are using

OTT services through mobile phones. It followed by laptops (35.5%) and Smart TVs (26.6%).

Table 6: Period of Subscription

Period of Subscription	Frequency	Percent
Monthly	119	33.0
Half-yearly	85	23.5
Yearly	157	43.5
Total	361	100.0

It is identified from the above table that the majority, 43.5%, of the consumers are recharging the OTT services yearly. It is followed by monthly mode (33%) and half-yearly (23.5%).

Hypothesis-1

The predominant factors are significantly influencing the purchase of OTT platforms among the consumers in the study area

Table 7: Results of one sample t-test for factors significantly influencing the purchase of OTT platforms among the consumers

Factors	N	Mean	SD	t	p
Content	361	3.34	.659	9.926	<0.001**
Convenience	361	3.68	.780	16.713	<0.001**
Ads free	361	3.82	.778	20.119	<0.001**
Tariff	361	3.85	.800	20.229	<0.001**
Payment Options	361	3.86	.791	20.802	<0.001**

Table 7 describes the results of one sample t-test for factors significantly influencing the purchase of OTT platforms among consumers. The outcome of the study reveals that the p-value is <0.01. Therefore the study confirmed that the proposed hypothesis significantly supported and concluded that the factors significantly influence

the purchase of OTT platforms among the consumers in the study area.

Hypothesis-2

The male and female consumers significantly differ in purchasers of OTT services in the study area

Table 8: Results of the Independent t-test for male and female consumers significantly differ on purchasers of OTT services in the study area

Factors	Gender	N	Mean	SD	t	p
Content	Male	239	3.28	.693	-2.425	0.016*
	Female	122	3.46	.572		
Convenience	Male	239	3.69	.779	0.191	0.848
	Female	122	3.67	.785		
Ads free	Male	239	3.74	.776	-2.667	0.008**
	Female	122	3.97	.760		
Tariff	Male	239	3.79	.773	-1.978	0.049*
	Female	122	3.96	.842		
Payment Options	Male	239	3.82	.768	-1.353	0.177
	Female	122	3.94	.834		

Table 8 highlights the results of the Independent t-test for male and female consumers are significantly different in purchasers of OTT services in the study area. As for the 'content' factor, the t & p-value are -2.425 & 0.016. The p-value is <0.05; the study inferred that the proposed hypothesis significantly supported and confirmed a significant difference between male and female customers concerning the factor of 'Content.' Regarding the factor of 'Convenience,' the t & p-value are 0.191 & 0.848. The p-value is >0.05.

Therefore, this inferred that there is no difference between male and female consumers concerning the 'Convenience factor.' In connection with the factor of 'Ads free,' the t & p-value are -2.667 & 0.008. The p-value is <0.01. Therefore the study confirmed a significant difference between male and female consumers concerning the factor of 'Ads free.' Regarding the tariff factor, the computed t & p-value are -1.978 & 0.049. However, the p-value is <0.05. Therefore, the proposed hypothesis significantly supported and confirmed some

difference between male and female consumers concerning the Tariff.

Hypothesis-3
The consumers are satisfied with the OTT services in the study area

Table-9: Results of one-sample t-test for consumer's satisfaction with OTT services

Determinants	N	Mean	SD	t	
Quality of video	361	3.30	1.350	4.212	<0.001**
Quality of audio	361	3.37	1.399	5.042	<0.001**
Choice of Language	361	3.42	1.376	5.737	<0.001**
Quality of Contents	361	3.47	1.362	6.569	<0.001**
Affordability	361	3.46	1.291	6.810	<0.001**
Variety of programs	361	3.46	1.316	6.638	<0.001**
Clarity	361	3.56	1.324	8.031	<0.001**
Affordability	361	3.43	1.281	6.451	<0.001**
Tariff	361	3.48	1.267	7.268	<0.001**

Table 9 exhibits the results of a one-sample t-test for consumer satisfaction with OTT services in the study area. Since the p-value of fundamental factors is <0.01, the proposed hypothesis significantly supported and concluded that the consumers are significantly satisfied with the OTT services in the study area.

4. Conclusion

The study proposed to evaluate consumer preferences and satisfaction with OTT services in the study area. The study's outcome reveals that the majority, 24.7% of the consumers, use Amazon prime services in the study area. The study also inferred that most consumers view the OTT services weekly once and use the OTT services on their mobile phones. The study also concluded that the factors significantly influence the purchase of OTT platforms among the consumers in the study area. The study also confirmed that the consumers are significantly satisfied with the OTT services in the study area.

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