



Consumer Preferences in Choosing OTT Provider and Satisfaction

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ABSTRACT:

The selection of an Over-The-Top (OTT) service provider is significantly influenced by consumer preferences, which have a substantial impact on both the initial decision-making process and the subsequent level of satisfaction. The content library is a significant determinant influencing customer decision-making. Individuals are attracted to platforms that provide a diverse selection of superior material, including well-known films, television series, and unique original creations. The presence of a wide range of genres and the accessibility of material tailored to individual preferences greatly influence the appeal of an over-the-top (OTT) service. Ease of use and accessibility are also critical considerations. Consumers prefer platforms with user-friendly interfaces, intuitive navigation, and seamless cross-device compatibility. The ability to access content across various devices, such as smart TVs, smartphones, and tablets, enhances the overall user experience and contributes to higher satisfaction. Subscription pricing and flexibility in payment models are paramount in the decision-making process. Consumers appreciate transparent pricing structures and a variety of subscription plans that cater to different budgets and preferences. Additionally, the availability of free trial periods allows users to assess the platform's offerings before committing to a subscription, contributing to overall satisfaction. Customer support and responsiveness are factors that significantly impact user satisfaction over time.. Users appreciate platforms that understand their tastes and deliver content suggestions tailored to their individual preferences, creating a more enjoyable and immersive streaming experience. In summary, consumer preferences encompass content variety, ease of use, pricing models, customer support, and personalized recommendations, all of which contribute to the selection of an OTT provider and the ongoing satisfaction of users in an increasingly competitive digital streaming landscape.

Introduction

Over-the-top (OTT) media and entertainment services are at their most popular in India, a developing nation. Things have changed in the realm of new media [9]. This is the result of the exponential growth in the availability of smart gadgets among both urban and rural people as the cost of these devices and data bundles has decreased [5]. There has been a rise in the number of OTT services available in the country, as well as an increase in the quality of such services, the absence of ads, and the popularity of binge viewing foreign and regional

language material. The general population may watch their preferred shows on many devices, and they do so on average for eight hours every day. Different methods for content supply and monetization have been established by international, national, and regional companies [11]. The customer contact point has evolved greatly, and the future lies on virtual platforms. The personalization algorithms employed by OTT platforms also come into play, adapting recommendations based on individual viewing history and preferences. These algorithms take into account demographic factors, including gender and



marital status, to tailor content suggestions [13]. This personalization aims to enhance the overall user experience, ensuring that the content presented aligns with the specific interests and viewing habits associated with each user category. In conclusion, gender and marital status contribute to the nuanced dynamics of OTT consumption. Understanding these demographic factors allows OTT platforms to refine their content offerings and recommendation algorithms, creating a more tailored and engaging experience for their diverse audience. Consumers value prompt and effective customer service to address any issues, technical glitches, or queries they may encounter [9]. Platforms that actively listen to user feedback and implement improvements based on customer suggestions foster a sense of engagement and loyalty. Finally, the presence of personalized recommendations based on viewing history and preferences is a key element influencing consumer satisfaction.

Research Background

The meteoric rise of OTT (Over-the-Top) platforms in India is evidence of the evolving nature of the entertainment industry there. Over-the-top platforms have emerged as the go-to destination for a broad variety of material, including movies, web series, documentaries, and more, thanks to the proliferation of cheap smartphones [4]. The tech-savvy and content-hungry Indian public has taken to on-demand streaming due to its ease and the wide variety of available material. Furthermore, the unique and exclusive material provided by these platforms has played a key role in recruiting users. [4]. Homegrown shows and films have struck a chord with audiences, creating a feeling of belonging and trust because of their exploration of topics that are important to them personally and culturally. These platforms have found considerable appeal because to their reasonably priced subscription options and user-friendly interfaces [8]. Due to lockdowns and limitations imposed because of the COVID-19 epidemic, there has been an increase in people watching television from the comfort of their own homes. OTT platforms have firmly established themselves in India's entertainment industry because to the widespread availability of their extensive libraries. As India's digital infrastructure develops further and more locally relevant material is added to the catalogue, over-the-top (OTT) platforms stand to

become more popular, posing a formidable threat to more established means of content consumption and fundamentally altering the country's entertainment landscape.

Determined factors: Access to User Data and Profiles

Constant technological advancements these days come with their own set of challenges, especially for the elderly who have not yet matured to take use of many of the new streaming options. Reportedly high customer turnover has been heard [1]. It's currently too difficult to try to close this gap, therefore new opportunities for streaming internet media aren't being investigated. In an effort to increase attendance. More likely than difficult to use, the older generation are to embrace a new application. This user type is more likely to provide a superior solution [6]. Evidence from studies shows a strong correlation between spending money on OTT subscriptions, media purchases, and ancillary services. The primary variable is the chosen method of payment, since consumers may choose from a wide range of options, including over-the-top (OTT) services. Several studies highlighted cost as a crucial factor in selecting an OTT platform. There is a lot of evidence to suggest that the high rates of OTT service usage are reflected in pricing. The research will aid businesses in creating pricing strategies that customers favour. High payment gates in the OTT network are essential for facilitating the direct generation of revenues throughout the platform by content owners and distributors. Credit cards, debit cards, bank transfers, and USE wallets are all standard methods of payment in India, and they should all be supported on the site [3]. Choosing and implementing secure payment gateways increases trust and paves the way for any imaginable acts to be performed instantly over the internet. Over-the-top (OTT) video services have a peculiar difficulty, particularly in a country like India. Most users only think of the site in terms of free content or a trial period since the idea of a paid membership is still in its infancy. Instead of enjoying these discussions, most respondents thought they would be free. However, when respondents' own money is on the line, they are hesitant to pay a nominal fee to visit certain attractions. As a result, OTT services face competition not just from one another but also from traditional media outlets [2]. Ads on over-the-top (OTT) networks should inform viewers that they are paying for the content they consume, in contrast to what they aren't



seeing on traditional television. Since many people see OTT as just another entertainment option, they may be more interested in free services than paid ones [5]. The consumer's perspective on the value of payment will alter if they come to believe that the OTT platform is not supplementary. It's important for consumers to understand that OTT services may replace traditional television since viewers can choose individual programmes and pay only for those they watch. This strategy may eventually cause viewers to pay less on traditional television and more on over-the-top (OTT) services.

Previous notable studies

Ria Patnaik et al. (2021)[1] argued that the covid-19 pandemic has had a major impact on how Indians use their free time. Cinemas used to be places where people would meet as a group for the shared experience of watching films. However, modern customers have a higher predisposition towards connecting with streaming services such as Netflix, generally preferring for a more leisurely and personal watching experience. Since the worldwide pandemic has forced people to stay inside, they have had to find other ways to pass the time that are more practical right now. Disney+Hotstar, Netflix, and Amazon Prime are just a few of the streaming services that have recently become household names. These over-the-top (OTT) platforms have a broad variety of content aimed at users of all experience levels. In light of the worldwide epidemic, this research attempts to analyse the rise of OTT platforms. Whether we want to know whether OTT platforms will continue to expand, we need to know how much of a boost in popularity they had during the outbreak. Kaneenika Jain (2021) [2]discussed that the introduction of the internet has dramatically altered the dynamics of various industries. Due to the target audience's increased internet use, the entertainment industry has undergone substantial operational changes. Modern consumers are quite savvy when it comes to learning about and adapting to new technologies and entertainment trends. This fact has been a major factor in promoting the worldwide expansion of OTT (over-the-top) platforms. Indian consumers have a deep acquaintance with the wide variety of media accessible on a number of OTT services. This includes films, TV shows, music, and more. Popular among India's middle class and young adults, video streaming services like Netflix, Amazon Prime, Disney+ Hotstar,

and Zee5 continue to expand their user bases. The entertainment industry has benefited monetarily from the expansion of the Over-the-Top (OTT) market. This article discusses the rise of OTT services, the factors that lead to their success, and the major players in the business that serve their target audience. Sadana and Sharma (2021) [4] compared to conventional pay TV, over-the-top (OTT) platforms have dramatically altered the manner in which today's youth consume media. The secret to their success in attracting youthful audiences resides in their flexibility, affordability, and personalised content offers. Unlike traditional pay television, over-the-top (OTT) services let viewers watch their favourite programmes and films whenever and wherever they wish, from any of their connected devices. More importantly for the budget-conscious millennials and Gen Z viewers, OTT services generally present a more cheap option by providing subscription plans with no long-term obligations. Personalised content and automated recommendations are two of the most important features of OTT platforms. Younger viewers who want a more customised and engaging entertainment experience would like this data collection and recommendation system. Because of this, over-the-top (OTT) services are now more popular than ever among young consumers, posing a serious threat to the established pay TV industry.

Research Methodology

To examine the viewers' preference towards the services of the OTT in the study area. This is a qualitative study [3]. In order to study the customers' opinion about the OTT services, the sample respondents will be selected using the purposive sampling technique. The viewers of television using the OTT platform will be purposively selected from the study area. The research was conducted with a sample size of 200 respondents who were recruited using the convenience sampling method. The data were acquired via the use of an interview schedule and Google forms. The data were subjected to analysis using the SPSS programme, using several statistical techniques such as basic percentage, descriptive statistics, as well as parametric and non-parametric tests. Analysis, Findings and Interpretation

The adoption of Over-The-Top (OTT) services has been driven by several key factors, revolutionizing the way we consume digital content. Firstly, the ubiquitous access to



high-speed internet has played a pivotal role. The proliferation of broadband and mobile data networks has made it easier for users to stream content seamlessly, eliminating the need for traditional cable or satellite TV services. Furthermore, the diverse and extensive content libraries offered by OTT platforms have significantly contributed to their widespread adoption. These platforms produce original and exclusive content, attracting a broad audience with diverse preferences. The on-demand nature of OTT services, allowing users to watch content at their own pace, has also been a compelling factor, catering to the changing viewing habits of modern consumers. Moreover, the cost-effectiveness of OTT subscriptions compared to traditional cable services has been a driving force behind their adoption. Users can choose from a variety of

subscription models, including ad-supported free tiers, making high-quality content more affordable and accessible. Social trends also play a role, as the younger demographic, in particular, tends to prefer the flexibility and customization offered by OTT platforms over rigid cable or satellite packages. In summary, the adoption of OTT services is a result of the synergistic effects of technological advancements, content diversity, cost-effectiveness, and evolving consumer preferences, collectively reshaping the landscape of digital entertainment. The awareness of these characteristics is assessed by the use of a 5-point Likert scale. The table shown below illustrates the notable disparities in the elements that have influence on the acquisition of OTT platforms.

Table 1 Factors influencing OTT platforms

Factors	Mean	Std. Deviation	Mean Rank
Payment Options	3.71	1.134	2.36
Video Content	2.69	1.125	2.22
Convenience	2.80	1.058	3.14
Ads free	2.25	1.119	2.75
Perceived trust	2.39	1.136	3.38

OTT (Over-The-Top) platforms have adapted to the diverse preferences of their users by offering a variety of payment options. This model often comes with different tiers, offering varying levels of content and features at different price points. Additionally, many OTT services provide a free, ad-supported version to cater to users who prefer not to pay for content. To enhance user convenience, OTT platforms typically support various payment methods. Credit and debit cards are widely accepted, providing a seamless and familiar transaction process. Furthermore, some platforms have integrated with digital wallets, allowing users to make payments using popular services like PayPal, Apple Pay, or Google

Pay. This not only simplifies the payment process but also adds an extra layer of security. In certain regions, where credit card penetration might be lower, OTT services often incorporate carrier billing, enabling users to charge their subscription fees directly to their mobile phone bills. This approach widens the accessibility of premium content to a broader audience. In conclusion, the flexibility and adaptability of payment options in OTT services contribute significantly to their global popularity. By accommodating a range of preferences and providing secure, user-friendly payment methods, OTT platforms enhance the overall customer experience and encourage a broader user base.

Table 2 Friedman Test

N	200
Chi-Square	19.257
df	4
Asymp. Sig.	0.007



The Chi-Square value (19.257) obtained in the Friedman test with 4 degrees of freedom is statistically significant at the 1% level. The observed significance level is 0.007, which is less than the predetermined threshold of 0.01. Hence, the hypothesis is not accepted. Video content lies at the heart of the Over-The-Top (OTT) revolution, driving the widespread adoption of these digital streaming platforms. OTT services offer a diverse array of video content, ranging from movies and TV shows to original series, documentaries, and user-generated content. One of the key attractions is the on-demand nature of this content, allowing users to watch what they want, when they want, without being tied to traditional broadcast schedules. Original content produced by OTT platforms has played a pivotal role in their success. Streaming giants invest heavily in creating high-quality, exclusive content, and attracting subscribers with compelling narratives, top-notch production values, and star-studded casts. This strategy not only differentiates them from traditional broadcasters but also fosters brand loyalty among viewers. This data-driven approach enhances the user experience by presenting viewers with

content that aligns with their interests, ensuring a more engaging and satisfying streaming experience. The evolution of video quality is another significant factor. OTT services often support high-definition (HD) and even 4K video streaming, providing users with a superior visual experience. This is made possible by advancements in internet infrastructure, enabling smooth delivery of high-resolution content to a wide range of devices, from large-screen smart TVs to smartphones.

Gender and Marital status

Gender and marital status can have notable effects on the consumption patterns and preferences within the realm of Over-The-Top (OTT) services. Firstly, these factors may influence the types of content that individuals choose to engage with. For instance, research indicates that viewing preferences can vary between genders, with women often gravitating towards certain genres like drama, romance, and lifestyle, while men may show a preference for action, sports, and science fiction. Marital status can further shape content choices, as individuals in committed relationships or with families may lean towards family-friendly content.

Table 3; Z test

Demographic nature		N	Mean	Std. Deviation	Z	Sig
Gender	Male	82	31.7255	4.62540	-1.529	0.114
	Female	118	22.2140	5.32587		
Marital status	Single	75	21.0230	5.11458	-0.889	0.323
	Married	125	20.6250	5.12547		
Total		200	21.4150	5.02547		

The hypothesis on the relationship between marital status and gender has been examined using the Z test. The male respondents (23.0670) exhibit a stronger preference for the OTT platform compared to the female respondents (22.2140). Therefore, the hypothesis has been confirmed, indicating that there is not a statistically significant disparity in the average values between male and female clients. The respondents who are not married exhibit a higher mean value of OTT (21.0230) compared to the respondents who are married (20.6250). The observed change does not reach statistical significance ($p = 0.323$). The presented hypothesis is deemed to be valid. The analysis indicates that there is no significant difference in the levels of OTT (online travel technology) use between the married and unmarried respondents.

Furthermore, it is apparent that gender and marital status have a discernible influence on individuals' patterns of consumption and the amount of time they dedicate to over-the-top (OTT) platforms. For instance, persons who are married or in committed relationships may partake in joint watching activities, which might impact their choices of material that caters to the preferences of both partners. In contrast, those who are not in a committed relationship may possess more adaptability in terms of their television watching patterns and preferences. In conclusion, gender and marital status contribute to the nuanced dynamics of OTT consumption. Understanding these demographic factors allows OTT platforms to refine their content offerings and recommendation



algorithms, creating a more tailored and engaging experience for their diverse audience.

Discussion

The existing body of evidence strongly supports the notion that millennials will emerge as the pivotal group for OTT (internet streaming) services in the next years [1]. The article examines the many variables that have contributed significantly to the rapid expansion of over-the-top (OTT) platforms at a worldwide level, with specific attention given to the Indian market. The first two literary pieces use the viewpoints of two adolescent individuals in order to illustrate their inclination towards internet usage as opposed to television consumption [5]. The literature has shed light on the many factors that impact content consumption on different over-the-top (OTT) platforms, including the rising popularity of video on demand (VOD) across various social media platforms and the significance of the celebrity cast in a series. Furthermore, it is widely acknowledged that the global outbreak of the coronavirus has resulted in widespread disruption and chaos [6]. During periods of national lockdown, it is a prevalent practice for individuals to remain inside and engage in the consumption of various forms of audiovisual content, such as films, television episodes, web series, and sports, using a diverse range of online video services often referred to as over-the-top platforms (OTTs). Based on the findings of the study, forthcoming network iterations are poised to accommodate progressively intricate systems, exemplified by their capacity to provide high-definition virtual reality encounters to consumers. Additionally, the implementation of 5G technology is anticipated to enhance the operational effectiveness of the digital media industry. Consequently, consumers will get advantages from improved products inside this particular industry. The existing body of literature has shown a definitive difference in the volume of adverts present on free over-the-top (OTT) platforms compared to premium platforms. In contrast to conventional television commercials, the expenses and precision associated with advertising on over-the-top (OTT) channels are significantly elevated. Although over-the-top (OTT) enterprises have seen significant growth, they have also encountered a range of challenges. The creative team is tasked with generating a concept that is both innovative and distinctive [9]. The primary responsibility of

producers is to create captivating content that sustains viewers' engagement across various over-the-top (OTT) platforms. Consequently, the experience of streaming films, TV episodes, and other forms of media consistently presents opportunities for further improvement. Therefore, it is essential for marketers to carefully consider the implementation of suitable strategies at the opportune time in order to achieve success in this fiercely competitive sector. The unique selling proposition (USP) of firms should be appropriately defined. Therefore, the optimal approach for promoting one's website and OTT platform is to develop strategies that are tailored to the characteristics and preferences of the target audience. However, there exists a dearth of scholarly focus on the determinants that propel the acceptance and utilisation of OTT services among millennial consumers in India [11]. The research will assist enterprises in adopting a reflective approach to evaluate the comprehensive ramifications of integrating over-the-top (OTT) services on their operational processes. In conclusion, it can be inferred that the aforementioned evidence supports the notion that the presented arguments.

Conclusion

The prospects for over-the-top (OTT) platforms and the everyday consumption of internet and mobile videos are quite promising. This study examines the characteristics and preferences of the user population [13]. The assumption that OTT platforms would completely replace traditional TV systems is seen implausible, given the substantial investment being made in OTT platforms. Indian clients in India are more likely to encounter the price strategy used by over-the-top (OTT) services [6]. Several Indian telecommunications companies are facing challenges in competing with jio's cost-effective data plans, despite the fact that the pricing of over-the-top (OTT) platforms has stayed constant. The millenium represents a significant determinant in the process of knowledge assimilation [13]. OTT providers are always seeking novel methods to deliver captivating and distinctive content. The primary concern is in the limited financial capabilities of OTT platforms to provide supplementary video content catering to a novel demographic. This assertion has particular validity in the context of emerging and lesser-known over-the-top (OTT) platforms and their corresponding gadgets. A



significant number of individuals belonging to the millennial generation exhibit a strong inclination towards over-the-top (OTT) services due to their ability to provide a wide range of foreign content and on-demand video options. The emergence of JIO and the provision of complimentary 4G services have significantly contributed to the expansion of over-the-top (OTT) systems [4]. The streaming material of the entertainment business has been relocated to a novel online platform. All individuals included in the study had knowledge about over-the-top (OTT) services, and a portion of them augment their watching practices by incorporating cable. In essence, the viability of over-the-top (OTT) platforms is contingent upon their capacity to provide a wide array of video material that is both varied and of high caliber. This entails merging the appeal of on-demand watching with the creation of top-notch original productions and tailored suggestions [8]. The phenomenon of convergence has not only brought about a significant shift in the patterns of content consumption by audiences.

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