

## CUSTOMER SATISFACTION TOWARDS OVER THE TOP (OTT) PLATFORM IN NAVI MUMBAI

Prof. Vikas Jadhav, Assistant Professor  
,NCRD's Sterling Institute of Management Studies, Navi Mumbai,  
evikasjadhav@gmail.com

Prof. Iftiqar Mistry, Associate Professor  
NCRD's Sterling Institute of Management Studies, Navi Mumbai  
iftiqarmistry@ncrdsims.edu.in

### ABSTRACT

Over decades entertainment evolved through the use of different technologies. the 21st century is the era of Information and Technology, which has penetrated in every vertical of human life including entertainment. Availability of fast speed internet, smart gadgets and smart TVs is the basic reason behind the growth of Over-The-Top OTT platform across the world. In India we experienced major growth of OTT platforms in Corona times. During this period many new viewers subscribed to different OTT platforms. The objective of the study is to identify the level of satisfaction amongst the viewers of different OTT platforms and to find out the most liked OTT Platform. The study is based on primary as well as secondary data and a total 100 respondents from Navi Mumbai participated in this research. As per this study Netflix is the leading OTT platform followed by Disney Hotstar and Amazon Prime. Majority respondents are satisfied with OTT services and as per their opinion OTT will replace traditional channels of entertainment in future. The majority of respondents are youngsters in the age group of 18-25 years followed by the 35-45 middle aged group. Data collection is done through online questionnaires which help in quick data collection and analysis.

**Keywords:** OTT, Audience Satisfaction, Covid 19

### Introduction

Over-The-Top (OTT) is delivering content through the internet without subscribing to traditional cable service providers. Here agencies controlling content along with TV and radio are bypassed with aid of using OTT. This is a disruptive force in the entertainment industry and it is growing rapidly in the past few years. Digital revolution changed the way the entertainment industry used to operate. The Indian OTT market is the second largest market after the USA. In India, the OTT market is expected to reach Rs. 12,000 crore (appx.) by 2023 according to a report by KPMG and FICCI. This represents a compound annual growth rate of 36%. Currently 423 million subscribers are there in India which is roughly 30% of the country's population. This means 3 out of 10 Indians have viewed content on OTT. First Indian OTT platform BIGFlix was launched by Reliance Entertainment in 2008.

In the survey which is quite recent it says that 89 percent of the OTT users are from the age group of 17-36 years. It has a very substantial consumers group which is dominantly of salaried employees, students, housewives, business owners. Indian platforms are advertisement driven and are in a full fledged way moving towards paying for the content. This is driving the revenue for the organizations involved in OTT platform.

Millennials today want personalization in every step, right from registration to viewing experience. Organizations in the industry are keen on focusing on broadcast personalized platforms and have to go beyond the content. It focuses on encompassing the overall journey of the user through the program. Device Management is turning out to be another key in order to create a personalized experience. If the customers are happy with the company's products, services and the capabilities then it is the state which defines marks or one can say defines the customer satisfaction.

Research on customer satisfaction helps an organization to determine how best they should improve or make changes in its products and services. Customer satisfaction is influenced by many factors viz., perceived product quality, value, customer expectation, convenience, communication and most important complaint handling. The tangible benefits of customer satisfaction include increased brand loyalty, boost in trust for organization, attracts positive word of mouth, growth in audience in sales. Repurchase intent is the best outcome one can have by positive customer satisfaction.

Indian OTT market is having 46 players currently some prominent players are as follows:

OTT PLAYER	COMPANY	STARTED IN
Addatimes	Addatimes Media Private Limited	2016
Aha	Arha Media & Broadcasting Pvt. Ltd.	2020
Airtel Xstream Premium	Bharti Airtel	2022
ALTBalaji	Balaji Telefilms	2017
Amazon Prime Video	Amazon	2016
Apple TV+	Apple Inc	2019
Asianet Mobile TV	Asianet Satellite Communications	2015
BIGFlix	Reliance Entertainment	2008
Crunchyroll	Sony	2006
Discovery+	Warner Bros. Discovery	2020
Disney+ Hotstar	Star India (The Walt Disney)	2015
Eros Now	Eros International	2015
Hungama Play	Hungama Digital Media Entertainment	2015
JioCinema	Jio Platforms	2016
JioTV	Jio Platforms	2016
ManoramaMAX	Malayala Manorama TV Ltd.	2019
MX Player	Times Internet	2018
Netflix	Netflix Inc.	2015
ShemarooMe	Shemaroo Entertainment	2019
SonyLIV	Culver Max Entertainment	2013
Sun NXT	Sun Group	2017
Vi Movies and TV	Vodafone Idea Ltd	2020

Table 1: Major OTT players in Indian Market

### Objectives of the study

- 1) To understand the level of satisfaction amongst OTT viewers.
- 2) To identify popular OTT platforms.
- 3) To understand factors influencing preference of OTT platforms.

### Literature Review

Ponnumani (2022) has stated that pandemic is one major reason behind the growth of OTT usage. With the start of pandemic online usage was aggravated tremendously resulting in usage of many areas/ OTT was the area which gained an upper edge for entertainment and its use rose tremendously.

Begum (2018) opined that In India, people choose video services based on local content and price is equally important factor. Price plays an important role when people choose the video services in India. Amazon prime gained an upper edge as it is also associated with prime membership for the Amazon application.

Dasgupta (2019) stated that millennial consumers have different understanding and acceptance towards OTT. The entertainment they seek is based on the modern thought process they possess. Generation gap plays an important role in choosing the content they watch. Many OTT organizations now have understood the needs of millennials and have designed the content accordingly.

Gangwar (2020) advanced technology and quality of content is a major reason behind growth of OTT in India. The customers initially when comparing the content with films they watched and the satisfaction they wanted after watching, more or less same or even more than that was achieved when watching the online content. This resulted in giving the content more on advanced technology by the producers who offered the content on OTT platforms.

Arora (2018) states that social media is having a great impact on the behavior of the millennial generation. The extensive use of social media by the youth has brought an interesting change in the behavior of the millennial. This particular change has changed the choices and preferences of the millennial impacting what they watch and what they like. Social media belief rules their thinking ideology and process to an extent.

Debashish (2021) opined that the entertainment industry is changing; online video streaming experience is going to the next level. Viewers have choices to be selected from Netflix, Amazon Prime, and Zee5 etc. as per their

convenience. This particular choice is making them engaged to watch the best of content. It results in watching only particular entertainment which gives more customized satisfaction.

Agshin. (2022) on their study on user gratification towards OTT platform in covid times have stated that there was 140 percent upward thrust in streaming in India .They have suggested to reduce again the subscription cost of OTT platforms and give importance for content creation which will result in customer satisfaction.

Sant (2019) has opined that there are various factors leading to adoption of OTT services among millennial consumers. Entertainment is one of the prime most emerging factors, the ideology and thought process of millennials is fed with the same entertainment serials and movies which ignite the millennials. Social media ideology and the things which are on OTT are quite correlated.

Lee (2018) have studied and opined the factors influencing online subscription, stating the significance relationship between cost and cable TV. The impact is on how consumers do watch entertainment and explore different ways that cable TV or streaming services are used.

Jhala (2021) have studied and stated the consumer behavior towards OTT platform during covid and have opined the rise of watching entertainment on OTT platform has seen a steep rise. Along with global players, even Indian players like Hotstar, Jiocinema, and ZEE5 have a very strong foothold in the Indian market. They have also seen a steep rise in profits by serving on OTT platforms.

### Research Methodology

**Research Design:** it is a framework for the research that guides researchers for data collection and analysis.

**Sample Size:** Sample size for the study is 75.

**Sampling Technique:** Convenience sampling is used for the study.

**Method of Data Collection:** Questionnaire is used to collect data through online and offline mode.

**Source of Data:** the study is based on Primary and secondary data. Primary data collected through questionnaire and secondary data through internet, articles, books and magazines.

**Area of Study:** The study is undertaken in Navi Mumbai City.

### Data Analysis

#### Age group of Respondents

Age	Respondents
18-25	72
25-35	8
35-45	16
45 and above	4

Table 2: Age group of respondents

Interpretation: Majority of respondents are from the age group of 18-25 years followed by age group of 35-45 years. Only 4% of respondents belong to the 45 and above age group.

#### Gender of respondents

Gender	Respondents
Male	62
Female	38
Prefer not to Say	0

Table 3: Gender of respondents

Interpretation: 62% respondents are male and 38% respondents are female.

**OTT Subscribers**

OTT Subscription	Respondents
Yes	92
No	8

Table 4: OTT subscription

Interpretation: more than 90% of respondents are subscribers of some or the other OTT service providers.

**Subscription started**

Year of Subscription	Respondents
Before 2020	30
2020-2021	43
After 2021	19

Table 5: Year of subscription

Interpretation: Majority of OTT subscribers started OTT subscription during 2020-2021 pandemic periods.

**Average time spent on OTT per day**

Daily time spent	Respondents
Less than 1 hour	41
1-3 hours	30
3-5 hours	12
more than 5 hours	9

Table 6: Daily time spent on OTT

Interpretation: 42% respondents spend less than 1 hour per day enjoying OTT followed by 33% who spend 1-3 hours a day. Only 10 % spend more than 5 hours a day on OTT.

**What motivates you to spend time on OTT**

Why OTT	Respondents
Ad free content	9
time convenience	14
Quality of the content	68

Table 7: Motivating factors

Interpretation: Quality of content is a major reason for viewers to spend time on OTT followed by time convenience and ad free content.

**Is OTT expensive?**

OTT is expensive	Respondents
Yes	30
No	53
Maybe	9

Table 8: OTT is expensive

Interpretation: 57% respondents say OTT is not expensive and 33% says OTT is expensive whereas 10% have no say about it.

**Most like OTT platform**

Most liked OTT Platform	Respondents
Netflix	36
Amazon Prime	18
Disney Hotstar	22
Zee5	6
Voot	3
Others	7

Table 9: Most liked OTT Platform

Interpretation: Netflix (40%) is the most preferred OTT platform followed by Disney Hotstar (24%) and Amazon Prime (20%) is in third position.

**Satisfaction level:**

Level of satisfaction	Respondents
Delighted	24
Satisfied	52
Neutral	12
Dissatisfied	4

Table 10: Level of Satisfaction

Interpretation: 57% respondents are satisfied with the OTT service providers and 27% are delighted with it. Only 3% of respondents are dissatisfied.

**OTT will replace traditional channel of entertainment**

Will OTT replace traditional channel of Entertainment	Respondents
Yes	50
No	18
Maybe	24

Table 11: Will OTT replace traditional channel of entertainment

Interpretation: 54% respondents feel that OTT will replace traditional channels of entertainment in future whereas 20% think that it will not replace. 26% of respondents do not have an opinion about it.

**Findings**

1. 72% respondents are from the age group of 18-25.
2. 62% of respondents are male.
3. 92% of respondents are subscribers of OTT.
4. 47% respondents subscribed OTT during 2020-2021 that is during lockdown.
5. 42% respondents spend less than one hour and 33% spend 1-3 hours daily watching OTT.
6. 74% of respondents opted for OTT due to the quality of the content.
7. 57% respondents think that OTT is not expensive compared to traditional channels.
8. 40% of respondents like Netflix followed by Disney Hotstar (24%) and Amazon Prime (20%).
9. 27% respondents are delighted with OTT services and 57% are satisfied with it.
10. 54% respondents

**Conclusion**

Indian OTT market is the fastest growing market in the world, this gives opportunity for many new players to enter in the market and provide personalized content for the viewers. Along with International players local players are also creating a good impact in this market. It is very clear from statistics that growth of OTT platforms in India is mainly due to Lockdown during Covid19. But even after the pandemic is over the number of subscribers are increasing, which shows that viewers are behind quality entertainment.

## References

- Agshin.A. & Prasath A.(2022), “A Study on User Gratification Towards OTT Platforms During Covid19 Pandemic Period”, International Journal of Research Publication and Reviews, Vol 3, no 4, pp 2411-2413
- Arora, T., Agarwal, B., & Kumar, A. (2018). A study of millennials’s preferences for social media advertising in Delhi NCR, volume 48, Issue 10 October 2018, Indian Journal of Marketing.
- Begum F. (2018), “In India, localized content is as important as pricing when choosing a video service”, IHS Technology. Retrieved January 30, 2020
- Christopher L., Nagpal P., Ruane S. & Lim H., (2018), “Factors affecting online streaming subscriptions”, Volume 16, Issue 1, Communications of the IIMA.
- Dasgupta S. & Grover P. (2019), ”Understanding Adoption Factors Of Over-The-Top Video Services Among Millennial Consumers”, International Journal Of Computer Engineering & Technology, 10(1). doi:10.34218/ijcet.10.1.2019.008
- Gangwar, V. P., Sudhagoni, V. S., Adepu, N., & Bellamkonda, S. T. (2020). Profiles and Preferences of Ott Users in Indian Perspective. European Journal of Molecular & Clinical Medicine, 7(8), 5106–5142.
- Jala B. & Patadiya V. (2021), “A Study on Consumer Behavior Towards OTT platforms in India during Covid Era”, Volume 8, Issue Third, July – September 2021, IJAIR.
- Ponnumani (2022), “Viewers satisfaction towards OTT platforms”. Volume 10, Issue 7, July 2022. <https://www.IJCRT.org>. Preferences of OTT Users in Indian Perspective. European Journal of Molecular & Clinical
- Rout D. & Kantha R,(2021), “A Case Study on Impact of CoronaVirus Imposed Lockdown on Bhubaneswar Population”, April 2021 Journal of Interdisciplinary Cycle Research 8(4):1256-1271
- Sant S. (2019), “A study on Factors Leading To Adoption of OTT Services among Millennial Consumers in India”, Volume 1, Issue 2, IJMRT.