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A Study on Customer Satisfaction Towards OTT

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ABSTRACT: The emergence of OTT platforms has changed the way individuals consume content, with Netflix at the forefront globally as well as in India. This research investigates the extent to which Indian users are satisfied with OTT services, particularly concentrating on Netflix. Important features such as variety of content, pricing, simplicity of use, video quality, and recommendation based on preferences were considered. A survey of 82 users revealed that although Netflix is adored for its original content, silky smooth interface, and technology, high prices and limited regional content are issues for most. The study also examined the impact of age, income, and type of employment on viewing behavior. It found that the COVID-19 pandemic had a significant impact on boosting OTT viewership as other forms of entertainment were closed down. Overall, the study offers valuable insights into what Indian consumers look for in streaming and proposes how platforms like Netflix can do better—such as creating more local content, tiered pricing plans, and greater accessibility to match India's varied audience.

I. INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

OTT media platforms have transformed content consumption with the ease of having access to movies, shows, and more via the internet—without the need for traditional satellite or cable services. In India, this transformation has happened quickly, fueled by low-cost data plans, smartphone penetration, and enhanced internet connectivity. Netflix, Amazon Prime Video, Disney+ Hotstar, and SonyLIV are some platforms that have attracted massive attention, particularly among young viewers who prefer streaming over time-based TV.

With the explosion of web series, short films, and local content, the way people watch has completely transformed. Indians watch more online video time than the average global consumer. The COVID-19 pandemic also increased OTT usage even further, with users flocking to these platforms during lockdowns for entertainment, learning, and even shopping.

This research investigates how contented Indian consumers are with different OTT platforms, with specific reference to factors such as content diversity, user-friendliness, pricing, and personalization. A sample of 200 participants was investigated through methods such as correlation, ANOVA, and regression. With increased competition among 40+ OTT players in India, it is important to know user behavior and expectations. This research seeks to identify what keeps the audience hooked and loyal and how platforms can improve their strategies in this ever-changing digital space.

1.2 REVIEW OF LITERATURE

Sharma (2020) reported that the COVID-19 pandemic compelled movie halls to close. Low-cost mobile data plans had already begun driving customers towards OTT platforms, and the lockdown accelerated the process.

Singh (2020) highlighted a steep spike in OTT viewership and subscription during the pandemic. In a study conducted by InMobi, 46% of the respondents said they were watching more content online than ever before.

Basu (2020) discussed the coexistence of TV and OTT in India. India is the second-largest subscription TV market in the Asia-Pacific region, but OTT's popularity continues to increase.

Sharma (2020) once more dealt with the impact of the pandemic on cinema. During the shutdowns of multiplexes, production houses decided to directly release movies on OTT platforms. This was met with backlash from conventional exhibitors such as INOX and PVR, who made public their fears regarding the evolving model of distribution.

Castro, Rigby, Cabral, and Nisi (2021) investigated binge-watching habits, examining users' emotions, motivations, and contexts when consuming Netflix. They concluded that streaming has transformed video viewing by giving users

more control over what and how they view. Netflix and Amazon Prime have popularized binge-watching as a mainstream form of entertainment.

1.3 NEED FOR THE STUDY

The aim of this study is to evaluate the rising power of OTT platforms, specifically Netflix, in the Indian market. The research attempts to study how shifting viewer habits are remodeling content creation and delivery patterns. It looks to estimate the degree of customer interaction with these online streaming media. In addition, it examines the promotion strategies utilized amidst the pandemic period and evaluates the techniques that led to the success of Netflix in a competitive market. The study also tries to comprehend the purchasing behavior of the viewers by and large in Pune and what the subscribers desire of Netflix, including service, quality of content, customer care. A major component of the study is the assessment of customer loyalty using certain parameters and scales.

1.4 OBJECTIVES OF THE STUDY

Primary Objective:

1. To critically examine the impact of user experience on the growing affinity for OTT platforms—specifically Netflix—over conventional sources of entertainment.
2. To find out the correlation between users' age and the usage frequency or duration of Netflix
3. To investigate the effect of internet access and consumption habits on the uptake of OTT platforms.

1.5 SCOPE OF THE STUDY

This study is centered on learning about users' viewing behavior and the frequency at which they use OTT platforms such as Netflix. The survey provides credible information about users and non-users, and their reasons for visiting or shunning such sites. The study can assist Netflix with changing its pricing model or providing extra advantages in an effort to cater more effectively to the audience. The key focus of the study is to analyze the influence of Netflix on other video streaming sites. It also explores how tastes differ depending on aspects such as age and working background. Another focus is to determine Netflix's key rivals in India's online streaming space and why users opt for Netflix over the rest. This research also examines how conversational modes and customized interactions affect user engagement on Netflix. Through studying consumer feedback, the study provides a better understanding of the factors that influence content decisions, satisfaction, and loyalty.

1.6 RESEARCH METHODOLOGY

Research Design:

The research is descriptive in nature, which seeks to uncover an in-depth understanding of the topic in question without any manipulation of variables. The research design enables observation and analysis of subjects in their natural settings. This type of approach facilitates researchers in investigating and describing the activity of one or more than one variable without testing any particular hypothesis or causal connection.

Data Collection

Primary data was collected via a structured questionnaire completed by Netflix users. This indicates the data was collected firsthand directly from the source. Gathering primary data provides more accurate and reliable results, as it indicates present and particular user experiences.

Research Instrument Description:

The questionnaire employed for this research was carefully constructed on the basis of research objectives. It was given to management students to gather their feedback. Questionnaire design involves developing a well-organized set of questions that seek to obtain pertinent information regarding a select topic.

Sampling Techniques:

Sampling refers to the process of choosing a subset of the population to make inferences about the entire group. For this study, the research utilized a non-probability sampling technique, which was convenience sampling. This technique involved the participants who were easily accessible to the researcher, enabling effective data collection.

Sample Size:

The size of participants covered in the study varies depending on the population's size and diversity. In this study, the sample was 82 respondents.

Analysis Tool:

Analysis tool used to analyze the data obtained was SPSS (Statistical Package for the Social Sciences). SPSS is a computer program traditionally used for statistical analysis and data management in social science research.

1.7 LIMITATIONS OF THE STUDY

Each study has its limitations, and so does this study.

- Only a part of the investigation was conducted, hence the results are valid only for a limited geographic location.
- As only one OTT service provider was studied in depth, the conclusions reached might not be the true representative of the entire market.
- The sample size of the study is comparatively small, and it is not possible to draw general conclusions about everything.
- Unmeasured or extraneous variables can also have affected the final results.
- Answering can be bias or limited knowledge on the part of participants.
- Only the positive answers were included in statistical analysis, which can have influenced the overall interpretation

II. DATA ANALYSIS AND INTERPRETATION**STATISTICAL TOOLS****MANN-WHITNEY U TEST**

Mann-Whitney U Test is a non-parametric statistical test employed for comparing differences between two independent groups when the dependent variable is either continuous or ordinal but not normally distributed. It is utilized as an alternative to the independent samples t-test when normality assumptions are not satisfied.

Null Hypothesis (H_0): No significant difference exists between male and female respondents in their view that Netflix subscription plans are worth the money.

Alternative Hypothesis (H_1): There exists a difference between male and female respondents in their view that Netflix subscription plans are worth the money.

TABLE: 2.2.1 REPRESENTING MANN-WHITNEY U TEST BETWEEN GENDER AND SUBSCRIPTION PLAN ARE WORTH FOR MONEY

Test Statistic	Value
Mann-Whitney U	Mann-Whitney U
Mann-Whitney U Wilcoxon W	1434.000
Z	-0.993
Asymptotic Significance (2-tailed)	0.320

INTERPRETATION

The Mann-Whitney U test result gave a U of 573.000, and a Z score of -0.993 with an p-value (Asymp. Sig. 2-tailed) of 0.320. We cannot reject the null hypothesis because the p-value is more than the standard used significance level of 0.05. This implies that there is no statistically significant variation between male and female respondents when it comes to their opinion of whether or not Netflix subscription plans are worth paying for. The perception seems to be the same for both genders in this sample.

KRUSKAL-WALLIS H TEST

The Kruskal-Wallis H Test is a non-parametric test employed to compare more than two independent groups in order to establish whether there are any statistically significant differences among their medians. It is an extension of the Mann-Whitney U test and is applied when the assumptions of ANOVA (e.g. normality or homogeneity of variances) are violated.

Null Hypothesis (H_0): There is no statistical difference in income levels between different groups depending on their experience with the frequency of new content on Netflix.

Alternative Hypothesis (H_1): There exists a statistical difference in income levels between different groups depending on their experience with the frequency of new content on Netflix.

TABLE: 2.2.2 KRUSKAL-WALLIS H TEST BETWEEN INCOME AND FREQUENCY OF NEW CONTENT

Test Statistic	Value
Kruskal- Wallis H	2.477
Degrees of Freedom (df)	4
Asymptotic Significance (pvalue)	0.649

Grouping Variable Experience of Using Netflix (Frequency of New Content) Dependent Variable Income

INTERPRETATION

The Kruskal-Wallis H test gave a test statistic of 2.477 with 4 degrees of freedom and p-value of 0.649. Because the p-value is considerably higher than the conventional alpha level of 0.05, we cannot reject the null hypothesis. This means that there is no statistically significant difference in income levels between users by the frequency with which they encounter new content on Netflix. That is, there is no perceptible difference in the frequency of encountering new content across the income groups in this sample.

III. SUMMARY OF FINDINGS, SUGGESTIONS

3.1 FINDINGS

- ☐ 70% of them are between the ages of 19 and 39, further emphasizing that Netflix is most popular among young adults.
- ☐ 52% are females and 48% are males, reflecting a nearly balanced gender split.
- ☐ 49.3% are students, reflecting strong appeal among students.
- ☐ Most of the large numbers (42.5%) earn less than ₹20,000 a month, showing Netflix's penetration among low-income segments.
- ☐ Subscription Value: 75.4% were satisfied or highly satisfied.
- ☐ Services Provided: 82.2% satisfaction level.
- ☐ Subscription Pricing: 78.1% found it acceptable.
- ☐ Streaming Speed & Availability: 83.5% and 89% satisfaction, respectively.
- ☐ Cancellation & Refund Policy: 78% satisfied.
- ☐ Mann-Whitney U Test: No gender difference in perceptions of Netflix's value for money.
- ☐ Kruskal-Wallis H Test: No income-based difference in satisfaction with content frequency.

3.2 SUGGESTIONS

- ☐ **Improve Parental Controls:** While overall well-rated, a minority was not satisfied. More intuitive user interfaces and parental education content can assist.
- ☐ **Expansion of Localized Content:** With a considerable low-income and regional customer base, expanding regional and low-cost content can increase market penetration.
- ☐ **Student Plans:** Since students comprise a major user segment, Netflix can launch student-exclusive low-cost subscription packages or benefits.
- ☐ **Enhance Refund Transparency:** There is some unhappiness with the refund policy. Making things more transparent and easy to use might increase trust.
- ☐ **Regular Content Refreshes:** Continue and amplify frequency of new content, particularly in popular and local categories to engage users.

IV. CONCLUSION

This study gives a clear idea of whether Indian users, particularly educated and young students, like Netflix as an OTT service or not. In general, users are very much satisfied with Netflix, liking the abundance of content, top video and

audio quality, quick streaming, and the overall value of the subscription. These positive aspects reveal that Netflix is performing well in terms of expectation fulfillment, especially technical performance and richness of content. But the research also raises some issues. The users feel that the subscription packages by Netflix are too costly, particularly for low-income users. The platform is also lacking in providing sufficient regional content and accommodative pricing plans, which might prevent it from reaching even more Tier 2 and Tier 3 cities. Gender and income levels are not significantly impacting how the user perceives Netflix, the data indicates, meaning the platform is appealing universally. A robust correlation of satisfactory audio as well as video quality indicates that an end-to-end viewing experience is most important to users. In short, though Netflix is popular and doing well, it must enhance at points such as affordability, local content, and parental control. This can aid it in expanding further and maintaining its lead position in India's rapidly moving OTT space.

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