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## **A Study on Consumer Satisfaction towards OTT Platforms Reference with Coimbatore**

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### **1.1 Introduction**

The surge in popularity of Over-The-Top (OTT) platforms has significantly transformed the entertainment landscape. As consumers increasingly turn to OTT services for their content consumption, understanding their satisfaction becomes crucial. This study aims to explore and analyze consumer satisfaction towards OTT platforms in Coimbatore, shedding light on the preferences and experiences of the local audience.

### **1.2 STATEMENT OF THE PROBLEM**

With the proliferation of OTT (Over-the-Top) platforms, the industry faces several challenges that need addressing to ensure continued growth and sustainability. Key issues include content discovery, user engagement, monetization strategies, regional content localization, piracy, and ensuring quality content amidst increasing competition.

### **1.3 OBJECTIVES OF STUDY :**

- To Determine the content preferences of consumers in Coimbatore
- To Investigate the streaming quality and reliability experienced by users in Coimbatore

### **1.4 SCOPE OF STUDY:**

The study specifically focuses on consumers in Coimbatore, providing insights into the unique preferences and challenges faced by individuals in this specific region. The research delves into the content landscape, analyzing the popularity of regional, language-specific, and culturally relevant content on OTT platforms in Coimbatore.

### **1.5 LIMITATIONS OF STUDY:**

- The dynamic nature of the OTT industry could result in rapid changes in content offerings, platform features, and user experiences, which might not be fully captured during the study.
- The sample size might be limited.

### **1.6 RESEARCH METHODOLOGY:**

To conduct research on the OTT platform reference in Coimbatore, a mixed method approach can be employed. Firstly, qualitative methods such as interviews and focus groups with local residents can provide insights into their OTT usage patterns, preferences, and perceptions. This qualitative data can be complemented by quantitative methods like surveys distributed across various demographics in Coimbatore to gather statistical information on OTT platform usage, content preferences, and satisfaction levels.

### **1.7 CHAPTER SCHEME**

**Chapter I: Introduction and Design of the Study:** The chapter deals with the introduction, scope of study, objectives of the study, statement of problem, research methodology and limitations of the study.

**Chapter II: Review of Literature**

The chapter elaborately reviews the summary of the literature available on the subjects of the study.

**Chapter III: Company Profile**

The chapter studies the overview of ott platform

**Chapter IV: Analysis and Interpretation of Data**

The chapter deals with the analysis of data gathered and the interpretation of the analysis done to accomplish the objectives of the study.

**Chapter V: Findings, Suggestions and Conclusion**

The chapter brings out the findings of the study, suggestions and conclusions which have been derived from the results of the study.

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**REVIEW OF LITERATURE**

**Ponmani (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.

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**OVERVIEW OF OTT PLATFORM****NETFLIX**

Netflix is a globally renowned streaming service that has transformed the way people consume entertainment. Launched in 1997 as a DVD rental-by-mail service, it evolved into a digital streaming platform in 2007, revolutionizing the media industry. Headquartered in Los Gatos, California, Netflix offers a vast and diverse library of TV shows, movies, documentaries, and original content. With a subscription-based model, users can access the platform on various devices, providing a flexible and convenient way to enjoy a wide range of content anytime, anywhere.

**SUN NXT**

Sun NXT is a prominent digital streaming platform that has emerged as a key player in the Indian entertainment space. Owned by Sun TV Network, one of the largest media conglomerates in India, Sun NXT was launched in 2017. Specializing in catering to the diverse linguistic preferences of South Indian audiences, the platform offers an extensive collection of content in languages such as Tamil, Telugu, Malayalam, and Kannada. Sun NXT features a variety of content, including movies, TV shows, web series, and live TV channels.

**PRIME VIDEO**

Amazon Prime Video stands as a leading player in the global streaming landscape, providing a vast array of movies, TV shows, and original content to its subscribers. Part of the broader Amazon Prime subscription service, Prime Video was introduced in 2006 as Amazon Unbox, later becoming Amazon Instant Video before adopting its current name in 2015. With a presence in numerous countries, Prime Video offers a diverse range of content in multiple languages, catering to a broad and international audience. The service has gained prominence for its high-quality original productions, including acclaimed series and films.

**MX PLAYER**

MX Player is a popular digital media player and streaming platform that has evolved into a comprehensive entertainment hub. Originally launched as a video player for smartphones in 2011, MX Player gained widespread acclaim for its ability to support a wide range of video file formats and its user-friendly interface. In 2018, MX Player expanded its services to include streaming content, transforming into a full-fledged over-the-top (OTT) platform. As a streaming service, MX Player offers a diverse library of movies, TV shows, web series, and exclusive MX Originals. It caters to a global audience and supports content in various languages. MX Player is known for its free, ad supported streaming model, allowing users to access a significant portion of its content without a subscription fee.

**CHI-SQUARE ANALYSIS**

The Chi-square analysis is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists between the categorical variables in the population; they are independent. There are several important considerations when using the Chi-Square analysis to evaluate a crosstabulation. Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

**FORMULA:**

CHI-SQUARE VALUE ( $\Sigma$ ) =  $\frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$

EXPECTED VALUE

EXPECTED VALUE =  $\frac{\text{ROW TOTAL} * \text{column TOTAL}}{\text{GRAND TOTAL}}$

GRAND TOTAL

DEGREE OF FREEDOM = (ROW - 1) \* (COLUMN - 1)

Table showing the relationship between the monthly income and interface of the response

Income Per Month	Interface Of Respondance your ott platform				Total
	Excellent	Good	Fair	Rare	
No income	7	32	4	2	45
Below 10000	9	9	1	1	20
10000-20000	7	17	3	1	28
Above 20000	14	7	4	3	28
Total	37	65	12	7	121

Calculation of  $X^2$

O	E	(O-E)	$2(O-E)$
7	13.76	-6.76	45.69
9	6.11	2.89	8.35
7	8.56	-1.56	2.43
14	8.56	5.44	29.59
32	24.17	7.83	61.30
9	10.74	-1.74	3.02
17	15.04	1.96	3.84
7	15.04	-8.04	64.64
4	4.46	-0.46	0.21
1	1.98	-0.98	0.96
3	2.77	0.23	0.05
4	2.77	1.23	1.51
2	2.60	-0.6	0.36
1	1.15	-0.15	0.02
1	1.61	-0.61	0.37

3	1.61	1.39	1.93
	120.93	0.07	224.27

CHI – SQUARE VALUE ( $\Sigma$ ) =  $\frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$

EXPECTED VALUE

=  $224.27/120.93$

= 1.85

DEGREE OF FREEDOM =  $(\text{ROW}-1) * (\text{COLUMN}-1)$

=  $(4-1) * (4-1)$

=  $3 * 3$

= 9

CALCULATED VALUE = 1.85

TABLE VALUE = 16.92

#### INTERPRETATION

In the above analysis, the calculated value {1.83} is less than the value {16.92} at the level Of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship Between monthly income and interface of respondents.

## 5 .FINDINGS, SUGGESTION, CONCLUSION

### 5.1 FINDINGS

#### CHI-SQUARE ANALYSIS

In the above analysis, the calculated value {1.85} is less than the value {16.92} at the level of 5% significance. Hence, the null hypothesis is accepted, thus, there is no significant relationship between network name and service improvement of respondents.

#### SUGGESTION

The quality of streaming experience, it has to be further improved still it requires the following. Improving the quality with the help of latest technology, improving content and other promotional tools are used which should influence the customer more. The OTT platforms can even think of introducing regional content section for attracting and reaching wider geographic area, in order to get more customers and give their existing customers more content variety to keep them active

Since the pandemic and due to shutdown of theatre, streaming service need to work on their opportunities and challenges must ensure that they get timely and same variety and to bring new initiative and strategies to be on tracks and meetings users need.

#### CONCLUSION

The future of OTT platforms will be very bright and video consumption will be more and increasing internet and mobile penetration every day. This study was a novel attempt to analyze the acceptance of the new emerging digital superpower media among the respondents. This new media platform is growing rapidly and is gaining momentum as the day passes. Millennials are attracted towards OTT platform services due to foreign content and video on demand. The new generation has moved on from the traditional broadcasting system to mobile gadgets. The emergence of Reliance JIO and cheaper data with uninterrupted 4G services has helped OTT platforms grow immensely. The media & entertainment industry has now found a new home. An average consumer spends 2 to 4 hours of his daily time on OTT platforms. As the digital media market expands, OTT platforms have and will gain more importance with time. Covid-19 has been beneficial for the OTT platforms. Many consumers have subscribed to OTT platforms to spend their time during the lockdown period. OTT platforms have benefited the telecommunications industry as consumers were spending most of their internet data on these platforms. The survey was conducted among the respondents in Kochi city and the data gathered was segregated, refined classified and tabulated for analysis.