



## **A Study of Consumer Satisfaction Levels of OTT Platforms among College Students.**

*Jishnu H*

Kristu Jayanti College (Autonomous), Affiliated to Bengaluru North University

EMAIL ID: [jishnuharish04@gmail.com](mailto:jishnuharish04@gmail.com)

---

### **ABSTRACT:**

This study aims to find out how satisfied college students are with OTT platforms. Given the rising popularity of streaming services like Netflix, Amazon Prime, and Disney+ Hotstar, it is imperative to comprehend the factors that influence consumer satisfaction, such as content diversity, subscription prices, and user experience. Using the corpus of prior research that focusses on demographics, content selections, and engagement levels, this study intends to investigate how college students perceive these platforms, the primary factors impacting their happiness, and their subscription intentions. This study will provide a thorough analysis of the main aspects influencing satisfaction by concentrating on elements like pricing strategies, customer assistance, content relevancy, and interface usability. Also, the study will examine how students view OTT services' value proposition in relation to other entertainment options including traditional cable television. Through surveys and data analysis, the study will ultimately provide insights into how these platforms may enhance their offerings to better satisfy the needs and preferences of students, assisting in the creation of future products and marketing plans.

Key-words: *OTT, user-satisfaction, customer value, customer needs, viewership and usage*

---

### **Introduction:**

Over-The-Top (OTT) streaming services have grown to be a crucial component of the media and entertainment sector in recent years. Digital streaming services like Netflix, Amazon Prime Video, Disney+ Hotstar, and others have become more and more popular, changing how people watch media. College students are one of the most important OTT service customer groups because of their propensity for using online media and their tech-savvy disposition. The purpose of this study is to investigate college students' satisfaction levels using OTT platforms. In a time when streaming services are fighting for users' attention more and more, it is critical to comprehend the elements that affect satisfaction, such as content diversity, simplicity of use, subscription costs, and personalisation features. Due to its convenience, flexibility, and wide range of material, OTT services frequently target college students as their main audience. The goal of this study is to determine how much each component of OTT platforms adds to college students' pleasure. It will examine student preferences for the features, pricing structures, and kinds of content that various platforms provide. Surveys and data analysis will be used in the inquiry to get information and offer suggestions on how OTT platforms might better appeal to this particular user base. The study will also evaluate how students' overall satisfaction with these platforms is affected by elements like multi-device accessibility, ad interruptions, and streaming quality. Additionally, it will investigate how students' selections of over-the-top (OTT) services are influenced by social factors including peer recommendations and internet reviews. Additionally, taking into account linguistic preferences and cultural significance, the study will examine whether students prefer regionally customised programming or worldwide content libraries. The goal of the study is to find trends in content consumption and engagement levels that may aid streaming services in improving their approaches to this market. Additionally, it will look into how much students' willingness to pay for different platforms is impacted by subscription fatigue, which is brought on by the proliferation of paid streaming services. In the end, the information acquired will help providers improve their services and create more successful marketing strategies by advancing our knowledge of how students behave in the OTT ecosystem.

---

### **Review of Literature**

Dr Shilpa Parihar & Mr Kamal Kant [2021]: This study investigates the ways in which OTT platforms such as Disney Hotstar, Amazon Prime, Netflix, Sony LIV, and Zee5 impact marketing tactics and user happiness. These platforms were used more for education, shopping, and entertainment throughout the pandemic. These platforms are well-liked by a wide range of demographics, including young people, stay-at-home mothers, professionals, and kids, according to the study, which analysed data from 200 respondents. These platforms' engaging content increases viewer demand and brand awareness. Frequency tests, correlation, regression, and ANOVA were all used in the data analysis to comprehend customer satisfaction and behaviour.

Raj Priya, Pias Mondal & Dr. Trinley Paldon [2021]: Taking into account variables including age, education, and gender, this study investigates the connections among OTT platforms, customer involvement, social satisfaction, and subscription intention. It finds that customer interaction and personalization strongly effect OTT use. The study emphasises how crucial it is to promote continuous involvement in marketing tactics in order to increase subscription intentions. The results provide useful information for OTT marketing initiatives.

Udit Chawla, Jyoti Shaw & Sonam Choudhary [2022]: "Fringe Benefits" and "Refreshment" are identified as the two main elements in this study, which looks at consumer satisfaction with streaming services in Kolkata during COVID-19. Based on age, it identifies three user groups: Gen Z, Gen Y, and Gen X. To improve user experience and happiness, it suggests emphasising diversity, high-quality content, low ad counts, and affordability. Priya Malhotra, Akshay Kumar & Asst. Prof. Anu Yadav [2021]: With an emphasis on age, time and money spent, preferred platforms, content, subscription structures, and reasons for selecting OTT over traditional TV, this study investigates Indian consumers' behaviour towards OTT platforms. It looks at user happiness and preferences with services like Netflix, Amazon Prime, and Disney+ Hotstar, emphasising the availability of foreign content and the lack of advertisements. Using questionnaires and random sampling, information was gathered from 402 respondents, including professionals, businesspeople, and students.

Mr. Smit Gamit & Dr. Pratha Jhala [2022]: According to this study, which examines user preferences for OTT platforms, the majority of users are urban, female, and make between 2 and 5 lakhs annually. Netflix, Jio Cinema, and Hotstar are well-known platforms. Men tend towards romance, crime, and thrillers, while women favour comedy and drama. Web series and Hindi content are preferred, and nighttime viewing is influenced by family and social media. Despite favourable opinions about the content, tech-savvy people have concerns about the price.

---

### Statement of the Problem:

College students' increasing use of Over-The-Top (OTT) services like Netflix, Amazon Prime, and Disney+ Hotstar emphasises the necessity of determining how satisfied they are with these services. Research on the particular requirements and preferences of this group is, nevertheless, scarce. Their level of happiness is greatly influenced by factors including pricing, user experience, subscription structures, and the variety of the content, but little is known about these aspects. By investigating college students' satisfaction levels, figuring out the main factors influencing their preferences, and providing ideas on how OTT platforms may better satisfy their needs and improve user experience, this study seeks to close this gap.

---

### Objectives:

- To determine how satisfied college students are with OTT platforms.
- To determine the relationship between satisfaction level on pricing of OTT platform and current status of their OTT Subscription

---

### Scope of study:

This study's focus is restricted to college students who utilise over-the-top (OTT) services like Netflix, Amazon Prime, and Disney+ Hotstar. Its main goal is to comprehend how satisfied they are with these services, as well as their preferences and membership patterns. The study will investigate elements including cost, user interface, overall user experience, and variety of information. Surveys aimed at college students in various geographical areas will be used to gather data, with a focus on determining the main elements influencing satisfaction and the ways in which demographic characteristics affect their use of OTT. The results are intended to offer practical advice for enhancing OTT services catered to this market.

---

### Research Methodology:

College students who use OTT platforms will be asked to complete structured surveys as part of this study's quantitative research technique. The survey will evaluate things like overall happiness, user experience, pricing, and variety of material. To guarantee sample diversity, a random sampling technique will be used. To determine the main elements affecting satisfaction, the data will be examined using correlation analysis and descriptive statistics. The results will offer valuable perspectives for enhancing over-the-top services that cater to college students' tastes.

---

### Limitation of the Study:

- The study's exclusive emphasis on OTT platform users who are college students may limit its applicability to other age groups or non-student users.
- Since the study was carried out in certain areas, regional biases might be introduced, and the varied preferences of students from various geographic or cultural backgrounds might not be adequately captured.
- The respondents personal bias in filling out the questionnaire can be a possible limitation of this research study

**Data Analysis and Interpretation:**

1. Table showing the Age wise classification of respondents

Age	Frequency	Percent
18-21	38	63.3
22-25	18	30.0
25+	4	6.7
<b>Total</b>	<b>60</b>	<b>100.0</b>

Interpretation: A total of 60 respondents were part of this research study, a majority of 63% were from the age group of 18-21 and 30% were from 22-25 age group and only 4 respondents were above 25 years of age.

2. Table showing the Gender wise classification of respondents

Gender	Frequency	Percent
Male	26	43.3
Female	34	56.7
<b>Total</b>	<b>60</b>	<b>100.0</b>

Interpretation: Out of a total of 60 respondents who were part of this research study, a majority of 57% (34 of them) were Females and 43% (26 of them) were Males.

3. Test Results for the 1<sup>st</sup> Objective of the Research Study

**Correlations**

		What is your Gender	On a scale of 15 How satisfied are you with the content available
What is your Gender	Pearson Correlation	1	-.146
	Sig. (2-tailed)		.267
	N	60	60
On a scale of 15 How satisfied are you with the content available	Pearson Correlation	-.146	1
	Sig. (2-tailed)	.267	
	N	60	60

Interpretation: According to the research, there is a small negative correlation (-0.146) between gender and content availability satisfaction, which indicates that while satisfaction does somewhat decline as gender changes, the association is not very significant. We cannot state with confidence that gender influences pleasure since the p-value of 0.267 shows that this link is not statistically significant. Although 60 is a good sample size, it might not be enough to pick up on a very slight influence.

4. Test Results for 2<sup>nd</sup> Objective of the Research Study

**Correlations**

		On a Scale Of 1 to 5, How Satisfied Are You With The Pricing Of OTT	Do You Currently Have A Paid subscription
On a scale of 15 How satisfied are you with the pricing of OTT	Pearson Correlation	1	-.029
	Sig. (2-tailed)		.824

Doyoucurrentlyhaveapaidsubscriptions	N	60	60
	Pearson Correlation	-.029	1
	Sig. (2-tailed)	.824	
	N	60	60

Interpretation: Having a paid membership and being satisfied with OTT price have a very small negative association (-0.029), according to the data, indicating that subscription status has almost no impact on pricing satisfaction. The association is not statistically significant and is most likely the result of chance, as indicated by the p-value of 0.824, which is significantly larger than 0.05. The findings, based on a sample size of 60, indicate that these two criteria do not significantly correlate.

## Conclusion:

The purpose of this study was to assess college students' satisfaction levels with over-the-top (OTT) services such as Disney+ Hotstar, Netflix, and Amazon Prime. The goal of the study was to identify the main determinants of satisfaction, such as subscription habits, user experience, pricing, and content availability. The study shed light on how younger audiences see and utilize these platforms by concentrating on college students, a group with a high level of OTT involvement. The slight negative correlation (-0.146) and p-value of 0.267 from the analysis of the first objective showed that there is no significant association between gender and content availability satisfaction. This implies that college students' assessments of the information provided by these sites are not significantly influenced by gender. Thus, it may be said that factors other than gender might have a greater impact on how satisfied students are. The study looked at the connection between students' subscription status and their happiness with OTT pricing in order to achieve its second goal. The findings revealed a very modest negative association (-0.029) with a p-value of 0.824, suggesting that price satisfaction is not significantly impacted by the existence of a paid membership. These results suggest that rather than just whether or not students have a paid membership, other factors that may affect their happiness with price include the perceived worth of the service, the variety of the material, and their individual usage habits. The study identified a number of areas that OTT platforms may concentrate on to improve customer happiness, even if the data did not show any significant relationships. The user experience, pricing, and diversity of content were found to be important aspects that platforms should constantly enhance. However, students' tastes may also be influenced by demographic variables like cultural or geographical effects, necessitating additional research to fully examine these aspects. This survey offers insightful information on college students' satisfaction levels with over-the-top (OTT) services, but the results also underscore how complicated customer happiness is. To provide more broadly applicable findings, future research should increase the sample size and solve the study's shortcomings.

## Reference:

Journals:

1. Dr Shilpa Parihar & Mr Kamal Kant [2021]
2. Raj Priya, Pias Mondal & Dr. Trinley Paldon [2021]
3. Udit Chawla, Jyoti Shaw & Sonam Choudhary [2022]
4. Priya Malhotra, Akshay Kumar & Asst. Prof. Anu Yadav [2021]
5. Mr. Smit Gamit & Dr. Pratha Jhala [2022]