

A Study Of Impact Of Ott Users Experience And Satisfaction On Selection Of Ott Platforms

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ABSTRACT

The exponential growth of Over-the-Top (OTT) platforms has transformed the global entertainment landscape, offering users access to diverse and personalized content anytime and anywhere. This study examines the critical role of user experience and challenges in influencing the selection of OTT platforms. Key factors such as subscription models, content diversity, ease of navigation, and technical performance are explored to understand their impact on user preferences. The research also delves into challenges faced by users, including subscription fatigue, data privacy concerns, and difficulties in discovering relevant content amidst an abundance of choices. The findings of this study highlight the interplay between user satisfaction and platform loyalty, emphasizing the need for service providers to address these challenges proactively. By understanding the nuances of user experience, the research offers actionable insights for OTT platforms to enhance their offerings, optimize customer retention, and maintain competitiveness in an increasingly saturated market. This study serves as a valuable resource for stakeholders seeking to navigate the evolving dynamics of the OTT industry.

Keywords: OTT, Experience, Challenges

1. INTRODUCTION

Over-the-top (OTT) platforms have revolutionized the way consumers access and experience entertainment. With advancements in digital technology and the proliferation of high-speed internet, streaming services like Netflix, Amazon Prime Video, Disney+, and regional platforms have become household names. These platforms bypass traditional broadcasting mediums, delivering a diverse array of content directly to users. As a result, they have gained immense popularity across the globe, with India emerging as one of the fastest-growing OTT markets.

One of the primary drivers of the OTT boom is its ability to offer diverse and personalized content. Unlike traditional television, OTT platforms cater to a wide range of preferences, providing regional, national, and international content across various genres. With algorithms curating recommendations based on viewing history, these platforms create an individualized user experience. However, this shift towards personalization also brings challenges, such as users feeling overwhelmed by excessive choices and difficulty in discovering niche content.

The decision to choose a specific OTT platform is influenced by several factors, including subscription cost, content library, user interface, and availability of regional or exclusive content. Competitive pricing models, such as freemium and pay-per-view, play a significant role in attracting users. Furthermore, innovative features like multi-device compatibility and offline viewing enhance convenience. Yet, these features alone do not guarantee user retention, as technical glitches, inconsistent content quality, and subscription fatigue can negatively impact user satisfaction.

While OTT platforms offer unparalleled convenience, they are not without challenges. Issues such as slow streaming speeds, frequent advertisements in free models, and data privacy concerns can deter users from continuing with a service. Additionally, the proliferation of platforms often leads to subscription stacking, where users pay for multiple services to access exclusive content. This not only adds to their financial burden but also complicates content discovery, making the OTT experience less seamless.

Given the growing competition in the OTT market, understanding user experience and the challenges they face is critical for platforms to remain relevant. Researching how these factors influence platform selection can provide insights into consumer preferences and areas of improvement. This study aims to explore the interplay of user experience, challenges, and decision-making processes in choosing OTT platforms, offering valuable recommendations for both consumers and service providers.

2. LITERATURE REVIEW

Yadav, M. A. M. T. A., & Srivastava, D. M. K. (2020), in the research titled “A study of changing consumer trends in the entertainment industry” The research data suggest that OTT platforms have played a major role in the decline of conventional entertainment formats, particularly theaters. About 64% of respondents stated that they preferred watching web series on OTT platforms rather than consuming content through traditional means. The ease of accessibility, cost-effectiveness, and diverse content offerings of OTT services were primary drivers behind this shift in entertainment consumption patterns.

Prakash, M. S., & Ravi, B. K. (2011), in the research titled “Understanding transnational television in India: a critical analysis of general entertainment channels” This study examined the evolving landscape of television consumption, highlighting a growing transition from conventional TV to OTT platforms. The findings revealed that 29.4% of respondents had abandoned traditional television in favor of OTT services. Key reasons for this shift included greater flexibility, a wider variety of content, and cost-effectiveness. Despite this trend, traditional television remains relevant, with 69.6% of respondents still holding cable or satellite TV subscriptions.

Selvakumar, J. J., & Vikkraman, P. (2012), in the research titled “Youth and Entertainment: City Scenario” Human beings, being social by nature, constantly seek new and engaging ways to entertain themselves. Over the years, entertainment has evolved significantly, transitioning from face-to-face interactions to digital platforms. The widespread availability of affordable internet, technological advancements, and increased purchasing power have enabled the media and entertainment industry to adapt to changing consumer demands successfully.

Basu, A., et.al. (2023), in the research titled “Consumers’ Preferences for Ethical Entertainment Consumption: Conceptualization, Development, and Validation of a Scale” When global television networks entered the Indian market with substantial investments and innovative content, concerns were raised about their potential impact on Indian culture. Critics feared that these networks would dilute local traditions and values. However, contrary to these concerns, major transnational television channels in the general entertainment sector have actively worked to align their programming with Indian cultural sensibilities. Some channels, like Colors, have even addressed core social issues such as women trafficking and child marriage, turning them into commercially successful television shows.

Kumar, A., & Arora, M. (2012), in the research titled “A study on retail space analysis of entertainment industry” The upper and upper-middle-class residents of Coimbatore have access to exclusive entertainment clubs that cater to their leisure needs. However, a significant gap exists in entertainment options for the rest of the population. This presents an opportunity for an economical entertainment club that balances technology and fitness-oriented activities. A clubhouse featuring well-furnished gaming rooms equipped with the latest gadgets and the right ambiance for group gaming could attract a broad audience. Additionally, research indicates that young males are generally more willing to spend money on entertainment, while female consumers prioritize variety. These insights should be considered when pricing entertainment services and designing bundled offerings.

Naik, N. V. (2020), in the research titled “An introduction to over-the-top entertainment. India—a perfect playground for this digital industry” This study provides several key takeaways for industry professionals operating in the digital entertainment sector. First, the developed scale is reliable, valid, and concise, making it an effective tool for entertainment companies to tailor their strategies based on consumer preferences. Second, findings reveal that audiences prefer entertainment content that is non-manipulative, truthful, and ethically sound. To build trust and credibility, OTT platforms should incorporate ethical considerations into their advertising campaigns. Third, strengthening the relationship between subscribers and OTT platforms can be achieved by aligning content strategies with consumer values. Fourth, ethical positioning can serve as a competitive advantage for OTT platforms in an increasingly saturated entertainment market.

Rao, H. (2021), in the research titled “Impact of OTT Giants On Video Entertainment Preferences of Indian Young Adults: A Before and After Study” This study examined consumer perspectives on the role of malls as entertainment centers. It explored awareness regarding various entertainment options available in Delhi and NCR malls, as well as discretionary spending patterns on leisure activities. The findings indicate that malls have become a dominant entertainment destination, with people increasingly seeking diverse entertainment experiences beyond traditional house parties or social gatherings. Due to the

inclusion of entertainment zones like Adventure Island, Worlds of Wonder, Fun Zones for Kids, bowling alleys, and multiplexes, malls have emerged as a thriving entertainment ecosystem.

Parihar, S., & Kant, D. K. (2021), In the research titled “Impact of marketing mix on consumers satisfaction-a study of consumers of OTT platforms in India” The pandemic led to a significant increase in OTT platform usage as people sought alternative entertainment while confined at home. Streaming services became the dominant source of entertainment, replacing traditional options like theaters and cable TV. The accessibility of high-speed internet, affordable data plans, and diverse content offerings made OTT platforms the preferred choice for viewers across different age groups.

Kumar, G. (2022), In the research titled “A. Customer Satisfaction towards OTT Platform” A noticeable shift in consumer preferences was observed, particularly among individuals under the age of 30, who favored OTT due to its convenience, affordability, and wide range of content. The flexibility of watching anytime and anywhere, coupled with language options and personalized recommendations, contributed to its sustained popularity even after the pandemic.

3. research gap

While extensive studies have highlighted the increasing preference for OTT platforms due to their convenience, affordability, and diverse content offerings, there remains a lack of comprehensive understanding regarding the interplay between user experience challenges and the criteria influencing platform selection. Existing research primarily focuses on the broader consumer shift from traditional entertainment formats to digital platforms, the role of marketing strategies, and the ethical considerations in content delivery. However, the nuances of how technical issues, subscription fatigue, content discovery difficulties, and other experiential factors directly affect user loyalty and platform choice are not adequately explored. Additionally, there is limited analysis of how demographic differences, such as age, gender, and regional preferences, shape consumer decisions in the increasingly saturated OTT market. This gap calls for an in-depth investigation into the challenges faced by OTT users and their impact on platform selection, providing actionable insights for both industry stakeholders and consumers.

4. RESEARCH METHODOLOGY

The research adopts a quantitative methodology to analyze factors influencing the selection and satisfaction of Netflix as an OTT platform. Primary data was collected through structured questionnaires from 125 respondents, ensuring diverse representation based on gender, age, and educational qualifications. The study employed statistical tools such as the Friedman Test and correlation analysis to assess the ranking and interrelationships among influencing factors—User Interface, Streaming Quality, and Personalization Features Importance. Regression analysis was conducted to evaluate the collective impact of these factors on user satisfaction. The results were validated through hypothesis testing, with significance levels set at $p < 0.05$. This methodology ensures a robust and data-driven approach to understanding user preferences and satisfaction dynamics.

Data Analysis Demographic Factors

Sr No.	Particular	Category	Frequency	Percent
2	Gender	Male	49	39.2
		Female	76	60.8
3	Age	Up to 20 Years	24	19.2
		20-30 Years	32	25.6
		30-40 Years	14	11.2
		40-50 Years	49	39.2
		More than 50 Years	6	4.8
4	Qualification	SSC	16	12.8
		HSC	13	10.4
		Graduate	55	44.0
		Postgraduate	25	20.0
		Professional Degree	16	12.8

The demographic analysis of the respondents provides a detailed overview of their gender, age, and qualification distributions. The gender distribution is slightly skewed, with 60.8% female respondents compared to 39.2% male respondents. In terms of age, the largest group falls within the 40-50 years category, accounting for 39.2% of the respondents, followed by the 20-30 years group at 25.6%, and up

to 20 years at 19.2%. The 30–40 years and more than 50 years categories are smaller, comprising 11.2% and 4.8%, respectively. Regarding qualifications, the majority are graduates (44.0%), with postgraduates making up 20.0%, followed by respondents holding SSC and Professional Degrees, each at 12.8%, and HSC at 10.4%. This diverse demographic composition offers valuable insights into varying preferences and factors influencing OTT platform selection across different segments.

5. objective and hypothesis

Objective 1- To Study Influencing factors for selection of Netflix as OTT Platform.

Null Hypothesis H_{01A} : There is no significant difference in Influencing factors for selection of Netflix as OTT Platform.

Alternate Hypothesis H_{11A} : There is a significant difference in Influencing factors for selection of Netflix as OTT Platform.

To Test the above null hypothesis Friedman test is applied and Chi-square test is obtained results are as follows.

Test Statistics ^a	
N	125
Chi-Square	3.541
df	2
P-value	.170
a. Friedman Test	

Above results indicate that p-value is 0.170. It is more than standard value of 0.05. Therefore, the chi-square test is accepted. Hence null hypothesis is accepted and alternate hypothesis is rejected.

There is a significant difference in Influencing factors for selection of Netflix as OTT Platform.

Findings: To understand the findings of hypothesis, mean score of Influencing factors for selection of Netflix as OTT Platform are obtained and presented in the following table.

Ranks		Mean Rank
User Interface		2.12
Streaming Quality		1.98
Personalization Features Importance		1.90

The ranking of factors influencing OTT platform selection highlights distinct priorities among users. Streaming Quality ranks as the most critical factor with a mean rank of 1.98, indicating its paramount importance in delivering a seamless viewing experience. Personalization Features follow with a mean rank of 1.90, showcasing the growing demand for tailored content recommendations that cater to individual preferences. The User Interface, with a mean rank of 2.12, is also valued but slightly less prioritized compared to the other factors, suggesting that while ease of navigation is important, users may tolerate less optimal interfaces if content and quality are superior. These rankings underscore the need for OTT platforms to prioritize technical excellence and personalized experiences to attract and retain users.

Null Hypothesis H_{01B} : There is no impact of influencing factors on satisfaction of Netflix as OTT Platform.

Alternate Hypothesis H_{11B} : There is an impact of influencing factors on satisfaction of Netflix as OTT Platform.

To Test the above null hypothesis Friedman test is applied and Chi-square test is obtained results are as follows.

		Correlations			
		Satisfaction of Netflix	User Interface	Streaming Quality	Personalization Features Importance
Satisfaction of Netflix	Pearson Correlation	1	.530**	.508**	.526**
	P-value		.000	.000	.000
	N	125	125	125	125
User Interface	Pearson Correlation	.530**	1	.646**	.658**

	P-value	.000		.000	.000
	N	125	125	125	125
Streaming Quality	Pearson Correlation	.508**	.646**	1	.673**
	P-value	.000	.000		.000
	N	125	125	125	125
Personalization Features Importance	Pearson Correlation	.526**	.658**	.673**	1
	P-value	.000	.000	.000	
	N	125	125	125	125

**. Correlation is significant at the 0.01 level (2-tailed).

Above results indicate that p-value is 0.000. It is less than standard value of 0.05. Therefore, the chi-square test is rejected. Hence null hypothesis is rejected and alternate hypothesis is accepted.

There is an impact of influencing factors on satisfaction of Netflix as OTT Platform.

Findings: The correlation analysis reveals significant positive relationships between satisfaction with Netflix and the key predictors—User Interface, Streaming Quality, and Personalization Features Importance. All correlations are statistically significant at the 0.01 level, with User Interface having the strongest correlation with satisfaction ($r=0.530$, $p=0.000$) ($r = 0.530$, $p = 0.000$), followed closely by Personalization Features Importance ($r=0.526$, $p=0.000$) ($r = 0.526$, $p = 0.000$) and Streaming Quality ($r=0.508$, $p=0.000$) ($r = 0.508$, $p = 0.000$). Additionally, the predictors are highly intercorrelated, with the strongest relationship observed between Streaming Quality and Personalization Features Importance ($r=0.673$, $p=0.000$) ($r = 0.673$, $p = 0.000$). These findings indicate that improvements in these factors are likely to enhance Netflix user satisfaction, while their interrelationships suggest a combined influence on the overall user experience.

Regression Model-1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.353	.337	13.05480

a. Predictors: (Constant), Personalization Features Importance, User Interface, Streaming Quality

The model summary indicates that the predictors—Personalization Features Importance, User Interface, and Streaming Quality—have a moderate collective influence on the dependent variable, likely user preference or satisfaction with OTT platforms. The correlation coefficient ($R = 0.594$) shows a moderate positive relationship, and the R Square value (0.353) suggests that 35.3% of the variance in user preference is explained by these factors. The adjusted R Square (0.337) confirms the model's generalizability, accounting for the number of predictors included. However, the Standard Error of the Estimate (13.05480) highlights some variation between predicted and actual values, indicating room for improvement. While these factors significantly impact user preferences, other unexamined variables may also play a role in shaping the overall experience.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11229.940	3	3743.313	21.964	.000 ^b
Residual	20621.772	121	170.428		
Total	31851.712	124			

a. Dependent Variable: Satisfaction of Netflix

b. Predictors: (Constant), Personalization Features Importance, User Interface, Streaming Quality

Above results indicates that p-value is 0.000. It is less than 0.05. It indicates that linear regression model is good to fit.

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
(Constant)	9.611	5.433		1.769	.079
User Interface (UI)	.256	.104	.257	2.468	.015
Streaming Quality (SQ)	.163	.093	.186	1.748	.083
Personalization Features Importance (PFI)	.231	.107	.232	2.150	.034

a. Dependent Variable: Satisfaction of Netflix (SON)

Above table indicate the values of coefficients and corresponding significance. According to p-value of the Satisfaction of Netflix factors it is observed that except "Streaming Quality" all remaining variables has significant impact on Satisfaction of Netflix.

The mathematical equation to estimate the Satisfaction of Netflix is presented as follows:

$$SON = 9.611 + 0.256 * UI + 0.163 * SQ + 0.231 * PFI$$

6. CONCLUSION

The analysis highlights the factors influencing satisfaction with Netflix as an OTT platform. The regression model indicates a moderate positive relationship ($R = 0.594$), with 35.3% of the variance in satisfaction explained by the predictors—User Interface (UI), Streaming Quality (SQ), and Personalization Features Importance (PFI). Among these, UI and PFI have significant impacts on satisfaction ($p = 0.015$ and $p = 0.034$, respectively), while SQ shows no statistically significant effect ($p = 0.083$). The linear regression equation, $SON = 9.611 + 0.256UI + 0.163SQ + 0.231*PFI$, demonstrates the contribution of each factor. The model's ANOVA results ($p = 0.000$) confirm its overall statistical significance, indicating that UI and PFI should be prioritized for enhancing user satisfaction, with SQ requiring further exploration for its role in influencing satisfaction levels.

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