A STUDY OF CUSTOMERS KNOWLEDGE AND SATISFACTION WITH OTT PLATFORMS

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ABSTRACT

Purpose: The main objective of this study is to find out how well users are aware of OTT platforms and how satisfied they are with their utilization of OTT platforms. It investigated how demographic characteristics like gender, age, occupation, educational attainment, marital status, income level, and region affect users’ awareness of and enjoyment with OTT platforms.

Theoretical framework: There is little empirical data available to assess user satisfaction and awareness of OTT platforms. OTT platforms have become quite common and many people have begun to use them due to their low cost and ease of usage.

Design/Methodology/Approach: An assessment of the survey of literature utilized by the research design. A data collecting tool, such as a questionnaire, and a non-probability sampling approach, such as the Snowball sampling technique, are employed. To collect data, a standard questionnaire is employed. The data was gathered from respondents in the Andhra Pradesh state’s West Godavari area.

Findings: Various statistical approaches, such as comparison of means, ANOVA, and regression, are employed to analyze the data. User satisfaction and degree of awareness were assessed by taking demographic factors into account. The age, occupation, marital status, and amount of income of OTT platform users all have a statistically significant association with their level of satisfaction. The user’s gender, educational level, and geography have no statistically significant impact on their degree of satisfaction with OTT platforms. The user's age is statistically significant in terms of their awareness of the use of OTT platforms. Gender, occupation, educational level, marital status, income level, and location are statistically insignificant factors in OTT platform knowledge.

Research, Practical & social implication: This study evaluated the user’s level of awareness and satisfaction with the using OTT platforms.
Originality/Value: The goal of this study is to identify and evaluate the impact of various demographical characteristics on users’ level of understanding and contentment with OTT platforms.

Keywords: OTT platforms, regression, Anova, comparision of means, snowball sampling technique.

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UM ESTUDO DE CONHECIMENTO E SATISFAÇÃO DE CLIENTES COM PLATAFORMAS OTT

RESUMO

Objetivo: O principal objetivo deste estudo é descobrir até que ponto os utilizadores conhecem as plataformas OTT e quão satisfeitos estão com a sua utilização das plataformas OTT. Investiguou como características demográficas como sexo, idade, ocupação, nível educacional, estado civil, nível de renda e região afetam o conhecimento e o prazer dos usuários com plataformas OTT.

Enquadramento teórico: Existem poucos dados empíricos disponíveis para avaliar a satisfação e o conhecimento dos utilizadores em relação às plataformas OTT. As plataformas OTT tornaram-se bastante comuns e muitas pessoas começaram a utilizá-las devido ao seu baixo custo e facilidade de uso.

Design/Metodologia/Abordagem: Uma avaliação do levantamento da literatura utilizada pelo desenho da pesquisa. São empregadas uma ferramenta de coleta de dados, como um questionário, e uma abordagem de amostragem não probabilística, como a técnica de amostragem por bola de neve. Para coletar dados, um questionário padrão é empregado. Os dados foram coletados de entrevistados na área de West Godavari, no estado de Andhra Pradesh.

Descobertas: Várias abordagens estatísticas, como comparação de médias, ANOVA e regressão, são empregadas para analisar os dados. A satisfação e o grau de conhecimento dos utilizadores foram avaliados tendo em conta factores demográficos. A idade, a ocupação, o estado civil e o rendimento dos utilizadores da plataforma OTT têm uma associação estatisticamente significativa com o seu nível de satisfação. O género, o nível educacional e a geografia do utilizador não têm impacto estatisticamente significativo no seu grau de satisfação com as plataformas OTT. A idade do utilizador é estatisticamente significativa em termos do seu conhecimento da utilização de plataformas OTT. Género, ocupação, nível educacional, estado civil, nível de renda e localização são fatores estatisticamente insignificantes no conhecimento da plataforma OTT.

Pesquisa, implicações práticas e sociais: Este estudo avaliou o nível de conhecimento e satisfação do usuário com a utilização de plataformas OTT.

Originalidade/Valor: O objetivo deste estudo é identificar e avaliar o impacto de diversas características demográficas no nível de compreensão e contentamento dos utilizadores com as plataformas OTT.

Palavras-chave: Plataformas OTT, regressão, Anova, comparação de médias, técnica snowball sampling.
1 INTRODUCTION

The definition of the term "OTT" is "over the top". This useful expression explains a new method of watching films and TV shows whenever we want, on a number of devices, without the need for conventional broadcast, cable, or satellite pay-TV providers. Simply explained, OTT streaming is when a customer pays an internet service provider like Xfinity to watch Netflix without having to pay for cable TV.

The first OTT website in India was BigFlix. BigFlix was India's first OTT portal when it was introduced by Reliance Entertainment in 2008. OTT in India started to take off in 2013 with the introduction of Zed TV and Sony Liv. Disney Hotstar made its OTT debut in 2015. Disney Hotstar has had an increase in viewers since its launch. The list's other OTT platforms are being soon passed by it. Then, at the start of 2016, Netflix started providing its service in India, where it faced off against services like Amazon Prime Video and Disney+Hotstar.

OTT platforms stand for over-the-top platforms. Because of the great range of likes and interests among individuals, OTT platforms are now commonly used. People no longer watch their favourite television shows, which was once common practice. People now subscribe to OTT platforms. After selecting their preferred genre, users begin watching the content of their choice. Due to the COVID-19 epidemic and lockdown, people have been forced to stay at home. Due to the closure of theatre, offices, and colleges, people only use OTT platforms for amusement.

OTT platforms broadcast audio and video services over the internet. There are many OTT providers that provide both free and commercial content. A membership must be purchased by the user in order to view the paid content. Subscription fees are often charged for platform-specific content that is unique and not available on other platforms. Artificial intelligence is used by the technologically advanced OTT platforms to improve the user experience. Based on the content that the user has already viewed, artificial intelligence displays the content that the user is most likely to watch. The consumer gains from personalized recommendations based on the content they have already consumed and found interesting.

2 OTT PLATFORMS' FIRST STAGES

Netflix was the catalyst for the emergence of OTT services in India. The first platform in India to create original content was The Viral Fever, popularly known as TVF.
TVF searched for a platform where its content could be streamed in order to appeal to a younger audience. In 2010, as its service expanded globally, Netflix complied with the needs of independent content creators like TVF. Before Netflix, there were a few other OTT providers including SonyLiv and BigFlix. Hotstar and Amazon Prime Video significantly changed how people consume media after they entered the OTT market.

2.1 INDIA’S HISTORY WITH OTT PLATFORMS

OTT services in India were introduced with BigFlix. India's first OTT platform was BigFlix, which Reliance Entertainment unveiled in 2008. OTT eventually flourished in India after Zed TV and Sony Liv were launched in 2013. Disney Hotstar entered the OTT market in 2015. Disney Hotstar has witnessed a surge in viewers since it launched. It is quickly rising to the top of the list of OTT platforms. In India, where it competes with services like Amazon Prime Video and Disney+Hotstar, Netflix later began to provide its service starting in 2016.

2.2 ACCESSING OTT PLATFORMS

The user must have a solid internet connection and an OTT-compatible device in order to use any OTT platform. These devices might include: OTT-compatible smart TVs are included in this category. Tablets and smart phones fall under the category of mobile devices, where OTT apps can be downloaded. Desktop devices include laptops and personal computers. Only consumers with a Prime subscription have access to the enhanced content. To access the premium content, the user must pay the subscription fee.

2.3 NETFLIX’S IMPACT ON THE OTT MARKET

The OTT platforms and Netflix have a close relationship. The platform itself was the driving force behind the growth of the OTT industry. Netflix is one of the numerous OTT services that contributed to the growth of the OTT industry. Since that time, Netflix has ruled the OTT industry. It has done this through evaluating user data to improve service. The unique service offered by Netflix is expanding. Users are given content that is personalized for their needs. After a period of downturn in the television sector, cable companies changed the direction of their business.
When Netflix first launched, its goal was to provide users with material on their computers through a streaming service. Users had to utilise their smartphones, tablets, and game consoles to access the information. Now, viewers could watch the content as often as they wanted. Additionally, they could access the content from the convenience of their home.

In the end, Netflix developed a devoted fan following through the production of unique content. Thus, it accepted the difficulty and risk of producing series. Later, when the entire season was uploaded at once, the binge-watching fad was born. Unlike TVs and cable, which aired an episode every day or every week, Netflix gave consumers access to all the episodes at once.

Netflix has created fierce competition between the OTT companies, which is advantageous for subscribers. Today's consumer has access to high-quality material, and the choice of content creators is made exclusively on the basis of talent.

2.4 HOW PANDEMIC FACILITATED THE GROWTH OF OTT PLATFORMS

Conventional TVs and cables were more widely used prior to the COVID-19 outbreak. TV shows and theatre performances were halted due to the lockdown and limitations on social gatherings. People came up with a variety of tactics to keep themselves amused during the lockdown in order to combat boredom and deflect attention from unfavorable thoughts. Some people looked into exercise, while others just used the internet's material as pleasure. As a result, the devoted viewers of the TV industry migrated to other, more dependable forms of entertainment. Many people changed the traditional format for providing content because they felt pressured by their friends to view the material they shared on social media. Eventually, this resulted in the OTT platforms being accepted. As a result, new OTT platforms emerged, and the market expanded significantly.

2.5 REGIONAL OTT PLATFORMS IN DEVELOPMENT

In addition to the well-known OTT platforms, a lot of localized OTT platforms are now sprouting. Regional OTT platforms have made it easier for many people to access high-quality content. With the flavor of the individual language, it has also varied the content. In India, major regional OTT platforms are available for Telugu, Marathi,
Gujarati, and many other languages. Therefore, those looking for quality material may investigate other local OTT services.

2.6 OVERVIEW OF OTT PLATFORMS' IMPACT ON THEATRES

The market for films is expanding in tandem with the demand, which is always rising. There is a lot of content available for viewers. Theatres have made significant contributions to the entertainment industry over the years. The arrival of OTT has sparked fierce competition due to the increase in streaming apps and readily available internet. OTTs and theatres work to provide customers with high-quality material at reasonable costs.

2.7 BENEFITS

Both movie halls and OTT services have advantages and disadvantages. OTT platforms have demonstrated to be more practical and adaptable. However, seeing movies in a theatre offers a distinctive experience. Both movie theatres and OTT platforms appear to have a bright future, but the covid-19 pandemic has given OTT platforms an edge. Additionally, the youthful generation, which yearns for relatable and original material, has benefited from OTT platforms.

2.8 CHALLENGES

Theatres are facing a significant challenge as a result of the rising OTT trend. Although seeing movies in a theatre is a completely distinct experience, there is more competition today. Individuals now have more access to subscription services thanks to changing lifestyles. Rather than waiting in queue for tickets and visiting the theatre, individuals now choose to pay and get content from the comfort of their homes. Furthermore, the proliferation of OTT platforms and streaming apps has put pressure on these platforms to deliver higher-quality content.

2.9 CONSEQUENCES

The users have generally benefited from the increase of possibilities. By creating a cosy atmosphere, theatres are figuring out how to draw in more visitors. OTT platforms are also purchasing the rights to digital content in order to stream it. User expectations have grown, which has increased the costs that platforms must manage against production
costs. OTT platforms now have to account for the whole cost. The increased competition has brought about a change by placing the highest value on ability and quality.

2.10 THE DECLINING POPULARITY OF TELEVISION

Our childhood has been significantly influenced by television. We have watched the majority of stuff on television, whether it be animated series or beloved kid’s films that we still remember. However, today’s cheaper internet has made it more widely accessible. Rural areas of India are also covered by internet service, not just the urban areas. Because OTT platforms offer such a wide range of possibilities, consumers now tend to prefer watching material on them. Additionally, the majority of television programmes have set times and ads, which don't fit with how people live today. The result is a decline in television viewing.

2.11 GAINS FROM OTT PLATFORMS

1. **Cost reduction** - Anyone with a membership and a reliable internet connection can access high-quality content. The low-cost material we consume now is a result of OTT services’ growing competitiveness.

2. **Improved sound and video quality** - Due to the intense rivalry brought on by the rise in OTT platforms, the sound and video quality have improved.

3. **Immediate access** - Users get access to any content they want, whenever they want. It also has the benefit of letting users watch content as many times as they like. It's not necessary to wait in a big queue to purchase a ticket for the performance.

4. **Multi-platform service** - People can binge-watch material at any time, from any location, and on any platform thanks to multi-platform service. One can watch information on a desktop, laptop, or smart phone depending on their convenience.

5. **Original Content** - Users receive access to the original content with the subscription. Individuals can manage their own OTT platform account. By dividing the material of each family member, they may also manage other family members on a single account.
2.12 DISADVANTAGES OF OTT PLATFORMS

1. Internet connection required -
   Only online access is available for the content. Therefore, one of the main disadvantages of OTT platforms is the lack of availability of internet connections.

2. The connection may have an impact on the content's quality.
   Even after paying the subscription fee, which is a cost associated with the quantity and calibre of the information. The quality is mostly determined by internet bandwidth. The quality of the video will be poor even with a premium subscription on a bad connection.

3. Security Threat - Despite the fact that online platforms have many benefits, they are not always secure to use. Since not all platforms are regulated by the authorities, many may steal users' private information. A lot of platforms need to adjust their policies, even while some take security seriously and follow the law.

4. There is no censorship because the OTT platforms are totally unregulated by the government. Therefore, there is no restriction on who can view the content based on their age.

5. Time wasting - Users frequently squander hours on OTT services. One after the other, binge-watching never ends and the cycle continues. People have become dependent on entertainment since it is so readily available, causing them to neglect their critical tasks.

2.13 THE BENEFITS OTT PLATFORMS HAVE FOR US

2.13.1 Convenience
   We now have the most practical entertainment option in the digital age thanks to OTT services. It has given us access to technology that aims to give us the material we want without any problems. Furthermore, by broadcasting the shows on its platforms, it has helped the television industry as well. The ability to effectively run OTT platforms has been made possible by technological advancements like cloud-based data management and storage, which have expedited their expansion.

2.13.2 Easily accessible
   More consumers can use OTT platforms to watch high-quality video due to the increase in internet usage and its ease of accessible. It was only available in cities prior
to the COVID-19 pandemic, but it is now widely available throughout India. As long as they had internet connectivity and a subscription, individuals might therefore view the information even if they reside in remote locations.

2.13.3 Wide Range of Content

The content has expanded thanks to OTT platforms. It also transmits stand-up comedy, online series, and short films, unlike traditional TVs. OTT platforms have inspired many people to seek a profession in producing high-caliber content, including new content creators and creative producers.

Users are drawn to the content on OTT platforms because of their variety and high quality. OTT platforms' innovative content has influenced people's perceptions. It has consequently inspired others to think of fresh concepts and launch new endeavors. OTT platforms have influenced the people who consume their material by way of their content. People may rely on the OTT platform for convenient content consumption as its future appears bright.

3 THEORETICAL FRAMEWORK

During the Covid-19 pandemic, many people began using OTT platforms, according to a study undertaken by Bhavyarajsinh in 2021 (India). They have at least subscribed to 1-2 OTT platforms. They only used OTT platforms for 1 to 7 hours every day.

According to a survey conducted by Jay Chopdar et al in 2021 (in Guwahathi city), the majority of users are between the ages of 18 and 25. The OTT platforms are primarily utilized by female. Graduates are primarily using OTT platforms. The majority of pupils use OTT platforms.

Satyam Kaushik's study in 2023 (India) discovered that aspects such as content quality, ease of access, and entertainment are heavily affecting customers' adoption of OTT platforms.

According to a survey done by Parmar and Sushilkumar in Vadodara in (2021), the majority of OTT users watch funny content. Both the gender of the user and the subscribers' taste for selected content are statistically independent. Subscribers primarily use Netflix and Amazon Prime video platforms.
Divya Madnan et al.'s study from 2020 (India) found that a number of variables, including time, content, convenience, satisfaction, and work from home (WFH), are impacting the adoption of OTT platforms. Age, occupation, city, and income brackets are other characteristics that affect how often people use OTT platforms.

According to a study by Tausif Mulla in 2022 in the UAE, the main factors that lead to the adoption of OTT streaming platforms are content, price, flexibility, convenience (perceived ease of use), perceived usefulness, perceived enjoyment (hedonic motivation), desire to be free of any constraints, entertainment value, socialization, culture inclusion, binge-watching, and self-efficacy.

A study by Kavita Sarma in 2022 in India found that a number of factors, including aggressive sales promotion, competitive low pricing, improved customer experience, the introduction of novel service plans, content localization, strategic collaboration, and competitive low pricing are all having an impact on OTT consumption.

'User behavior,' 'technological flexibility,' and 'customer-centric content' were three crucial factors identified by Patnaik in his study conducted in Orissa in 2022 as being important drivers of OTT content.

4 RESEARCH METHODOLOGY

4.1 OBJECTIVES OF THE STUDY

➢ To investigate the impact of user demographics on their awareness of OTT platforms.
➢ To determine the impact of user demographics on their level of satisfaction with OTT platforms.

4.2 HYPOTHESIS OF THE STUDY

➢ There is a considerable association between users' demographics and their level of awareness of using OTT services.
➢ There is a considerable correlation between user demographics and their level of satisfaction with OTT platforms.

<table>
<thead>
<tr>
<th>Data collection tool</th>
<th>Questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sources of data</td>
<td>Primary data, secondary data</td>
</tr>
<tr>
<td>Sampling technique</td>
<td>Snowball sampling technique</td>
</tr>
<tr>
<td>Sample size</td>
<td>200 respondents from West Godavari District, AP</td>
</tr>
</tbody>
</table>
5 RESULTS AND DISCUSSION

This study has 52.4% male respondents and 47.6% female respondents. 69% of respondents are between the ages of 21 and 30, 21.4% are between the ages of 16 and 20, 9.5% are between the ages of 31 and 40, 47.6% are students, 28.6% are private employees, 7.1% are business people, 7.1% are government employees, and 9.5% are homemakers. 59.5% of respondents have a UG qualification, 26.2% have a postgraduate qualification, 9.5% have an intermediate qualification, and 4.8% have an SSC qualification. 81% are married, while 19% are unmarried. 57.1% are from rural areas, 35.7% are from cities, and 7.1% are from semi-urban areas. 52.4% use YouTube, 14.3% use Hot star, 7.1% use Amazon Prime, 4.8% use Aha, 4.8% use Netflix, and 16.7% use various other OTT services. The majority of consumers access OTT services via mobile phones, followed by computers and television. Users typically spend between one and four hours per day on OTT services.

Table –I Impact of user’s Demographics on their awareness about OTT platforms

<table>
<thead>
<tr>
<th>Factor</th>
<th>F-Value</th>
<th>Standard Deviation</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>8.947</td>
<td>0.920</td>
<td>0.000</td>
</tr>
<tr>
<td>Gender</td>
<td>0.059</td>
<td>0.920</td>
<td>0.809</td>
</tr>
<tr>
<td>Occupation</td>
<td>0.976</td>
<td>0.920</td>
<td>0.422</td>
</tr>
<tr>
<td>Educational Qualification</td>
<td>2.428</td>
<td>0.920</td>
<td>0.068</td>
</tr>
<tr>
<td>Relational status</td>
<td>0.665</td>
<td>0.920</td>
<td>0.416</td>
</tr>
<tr>
<td>Annual income</td>
<td>0.148</td>
<td>0.920</td>
<td>0.931</td>
</tr>
<tr>
<td>Area of residence</td>
<td>3.060</td>
<td>0.920</td>
<td>0.050</td>
</tr>
</tbody>
</table>

Source: Created by authors

Table I illustrates that the age of the user is statistically important in terms of their awareness of using OTT platforms. Gender, occupation, educational degree, marital status, amount of income and place of residence are statistically unimportant factors in OTT platform knowledge.

Table –II Impact of user’s Demographics on their level of satisfaction about OTT platforms

<table>
<thead>
<tr>
<th>Factor</th>
<th>F-Value</th>
<th>Standard Deviation</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0.000</td>
</tr>
<tr>
<td>Gender</td>
<td>0.059</td>
<td>0.920</td>
<td>0.809</td>
</tr>
</tbody>
</table>

Source: Created by authors
Table II demonstrates that a user’s age, occupation, marital status, and level of income all have a statistically significant relationship with their degree of happiness with OTT platforms. The gender, educational level, and location of the user have no statistically significant impact on their level of happiness with OTT platforms.

Table III  Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.242</td>
<td>.058</td>
<td>.012</td>
<td>.914</td>
</tr>
</tbody>
</table>

Source: Created by authors

Table III shows that regression model is showing 1.2 % variance of user’s demographical variables and their level of awareness of OTT platforms

Table IV Regression Coefficient values for user’s demographics and their level of awareness of OTT platforms.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.249</td>
<td>.448</td>
</tr>
<tr>
<td>Age</td>
<td>.353</td>
<td>.188</td>
</tr>
<tr>
<td>Gender</td>
<td>-.025</td>
<td>.170</td>
</tr>
<tr>
<td>Occupation</td>
<td>.061</td>
<td>.085</td>
</tr>
<tr>
<td>Educational Qualification</td>
<td>.102</td>
<td>.117</td>
</tr>
<tr>
<td>Marital status</td>
<td>-.194</td>
<td>.292</td>
</tr>
<tr>
<td>Level of income</td>
<td>-.123</td>
<td>.085</td>
</tr>
<tr>
<td>Area of residence</td>
<td>.082</td>
<td>.090</td>
</tr>
</tbody>
</table>

Source: Created by authors

Table IV reveals that user’s age, occupation, educational qualification, area of residence are positively associated with their level of awareness of OTT platforms. User’s gender, marital status, level of income is negatively associated with their level of
awareness of using OTT platforms. User’s demographical factors such as age, gender, occupation, educational qualification, marital status, level of income, area of residence are statistically insignificant with their level of awareness of OTT platforms.

Table – V Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.376</td>
<td>.141</td>
<td>.099</td>
<td>.548</td>
</tr>
</tbody>
</table>

Source: Created by authors

Table V shows that regression equation is showing 9.9% variance of user’s demographics and their level of satisfaction using OTT platforms.

Table VI-Regression Coefficient values between user’s demographics and their level of satisfaction of using OTT platforms

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.440</td>
<td>.269</td>
<td>9.083</td>
<td>.000</td>
</tr>
<tr>
<td>Age</td>
<td>.279</td>
<td>.113</td>
<td>2.466</td>
<td>.015</td>
</tr>
<tr>
<td>Gender</td>
<td>.121</td>
<td>.102</td>
<td>1.187</td>
<td>.237</td>
</tr>
<tr>
<td>Occupation</td>
<td>.081</td>
<td>.051</td>
<td>1.588</td>
<td>.115</td>
</tr>
<tr>
<td>Educational Qualification</td>
<td>.021</td>
<td>.070</td>
<td>.305</td>
<td>.761</td>
</tr>
<tr>
<td>Marital status</td>
<td>.013</td>
<td>.175</td>
<td>.076</td>
<td>.940</td>
</tr>
<tr>
<td>Level of income</td>
<td>-.084</td>
<td>.051</td>
<td>-1.660</td>
<td>.099</td>
</tr>
<tr>
<td>Area of residence</td>
<td>-.056</td>
<td>.054</td>
<td>-1.044</td>
<td>.298</td>
</tr>
</tbody>
</table>

Source: Created by authors

According to Table VI, a user’s degree of happiness with utilizing an OTT platform is positively associated with their age, gender, occupation, educational background, and marital status. The degree to which users are satisfied with using OTT platforms is inversely related with their level of income and place of residence. User’s age is statistically significant with their level of satisfaction of using OTT platforms. User’s gender, occupation, educational qualification, marital status, level of income and area of residence are statistically insignificant with their level of satisfaction of using OTT platforms.
6 CONCLUSION

Users can gain from OTT platforms in a variety of ways. For instance, OTT platforms allow for the usage of multiple users with a single subscription, easy access to the content and the ability to watch the content in any language. OTT platforms are frequently simple to use, reasonably priced, and always accessible. OTT platforms have benefited from the development of Digital India. It is projected that viewers will become the creators of online content. With nearly everyone editing and publishing their own work, a new wave of user-generated media with an almost infinite audience is likely. OTT viewing will have a bigger impact than it does now for a number of reasons. One factor, per the poll, is the rapidly growing number of OTT channels.

The entertainment industry has undergone a full change because to OTT. The main advantage of the OTT platform is that it offers consumers a wide range of affordable local and international content. In India, the OTT market has grown dramatically in recent years. owing to the growing popularity of smart phones. OTT platforms are a great way to get access to a range of content. You may use your phone to access them, as well as other devices like smart TVs. India is one of the markets where OTT Content Providers are expanding the quickest. OTT platforms are currently flourishing in the market. They offer great opportunities for content providers to meet new people and grow their subscriber base. Utilizing OTT is one of the finest strategies to reach a sizable audience in India. It’s possible to target millions of people through an app and provide them with entertainment, news, etc. This has been the era of OTT service providers in a globalised environment where new concepts and fashions can quickly spread throughout the globe. The media and entertainment industries are being revolutionized by over-the-top (OTT) services. OTT has emerged as a powerful medium used by individuals to access, share and create content freely across the globe. In India, over-the-top content is dominating. More people than ever before view on-demand videos thanks to its low price, good quality, and usability.
REFERENCES


