A STUDY ON CUSTOMER SATISFACTION TOWARDS OTT PLATFORMS WITH SPECIAL REFERENCE TO MUKUNDHAPURAM TALUK

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The current Covid-19 pandemic and the nation lockdown has not only slowed down the growth of the enterprises and financial outcome, yet has additionally prompted change in the behavioral pattern of the individual towards consumption of products and services, including that of digital based consumption. One of the more recent is the content shift from television to OTT platforms. Over the Top (OTT) platforms like Netflix, Amazon Prime, Disney + hotstar etc. are becoming more popular day by day and increasing its subscriber base

**Significance of the Study**

OTT clearly represents the future of media, representing the best way for entertainment. The demand for OTT services had been surging, but with coronavirus, people have stopped going to the movie theaters,and OTT platforms have filled this void by releasing new movies and TV shows on the platforms

**Scope of the Study**

The study aims to analyze the attitude towards OTT platforms of people in Munkundapuram Taluk of Irinjalakuda Muncipality. This research is primarily about information on the concept of OTT platforms influencing users during pandemic time. The study aims to understand the factors influencing users in Irinjalakuda muncipality to choose different types of OTT platforms and to study the key possibilities surrounding OTT adoption due to covid-19. The Independent variables of the study are Age,Income of the people etc and Dependent variable is Customer Satisfaction.

**Statement of the Problem**

In the present scenario, the world communication service has moved to an advanced step for telecasting their programs. This new mode of telecasting is known as OTT platform service. With the use of mobile and internet connection the OTT media provide telecast shows, movies and other programs through applications and websites which can be easily accessed by the people. In this pandemic situation of covid, there is an increased use of mobile phones and internet and the theater release of films is decreased, most of the people shifted to OTT platforms.

**Objectives of the Study**

1.To study the customer preference for OTT Platforms.
2.To identify the factors influencing customer usage of OTT Platforms.
3.To analyze the level of satisfaction of customer towards OTT platforms.
4.To identify the problems while using OTT channels.

**Research Methodology**

**Type of research**

The type of research used for this study is descriptive research.

**Source of data**

The data for this study is obtained as a blend of primary and secondary sources. Primary data of this study is collected through questionnaires distributed among

the users of OTT platform in Irinjalakuda Municipality. Secondary data has been collected from the internet, magazines and newspapers.

**Population of the study**

The population of the study is the customers using OTT platform in Irinjalakuda municipality.

**Sample frame**

Selected wards in Mukundapuram Taluk

**Sample Unit**

Each customer in the sample frame

**Sample size**

Sample size is 50

**Sampling technique**

The sampling technique used in the study is Convenience Sampling.

**Tools used for data analysis**

The data collected was analyzed using Percentage Analysis, Ranking method and Likert scale.

**Tools used for data presentation**

The data analyzed was presented through Tables, Graphs and Diagrams.

**Findings**

On the analysis and evaluation of the data collected from the respondents, the following important findings were recorded:

* 54 percent of the respondents are in between the 20-40 age group, and 4 percent of the respondents are in the age group of above 60.
* 46 percent of the respondents are male and 54 percent of them are female.
* 72 percent of the respondents have income less than Rs.1 lakh and 8 percent of the respondents have income above Rs.3 lakh.
* 90.9 percent of the respondents are aware of OTT platforms and 9.1 percent of the respondents are not aware of OTT platforms.
* 100 percent of the respondents are OTT subscribers.
* 38 percent of the respondents are daily users of OTT platforms and 28 percent of the people are monthly users of OTT platforms.
* 56 percent of the respondents are aware about OTT through their friends and 2 percent of them are aware through magazines and newspapers .
* 62 percent of them prefer night for the consumption of OTT platforms and 4 percent of the respondents prefer morning time for consumption of OTT platforms.
* 50 percent of the respondents prefer watching movies in OTT platforms over cinema halls and 50 percent prefer cinema halls for watching movies.
* 42 percent of the respondents prefer Netflix, and 2 percent of them prefer other applications like Voot,Sony Liv for watching OTT contents.
* 54 percent of the respondents have currently subscribed to 0 to 1 channel and 6 percent of them have currently subscribed to more than 3 channels.
* 34 percent of the respondents agreed that OTT platforms are cheaper than traditional medium and 20 percent of the respondents disagreed that OTT platforms are cheaper than traditional medium.
* 40 percent of respondents have a Netflix application on their mobile phone and10 percent of the respondents have Voot application on their mobile phone.
* 74 percent of them watch movies on OTT platforms and 4 percent of them prefer other available content like Web series on OTT platforms.
* 86 percent of the respondents agreed that there is increased use of OTT during lockdown period and 4 percent of the respondents disagreed that there is increased use of OTT during lockdown period .
* 70 percent of the respondents are influenced by pandemic in their OTT usage, and 12 percent of them are not influenced by pandemic in their OTT usage.
* 42 percent of the respondents lastly subscribed an OTT platform during pre-lockdown period and 58 percent of the respondents lastly subscribed an OTT platform during post-lockdown period.
* 46 percent of the respondents have more than one paid online video subscription to meet the needs of different household members and 24 percent of them have more than one paid online video subscription because respondents sign in to a free trial and forgot to cancel it
* 46 percent of them are satisfied with the use of OTT platforms and 4 percent of them are highly dissatisfied with the use of OTT platforms.
* The majority of respondents used Laptop to watch OTT channels and least preference was given to PC to watch OTT channels.
* The main factor influencing usage of OTT platform is Lockdown and the least factor influencing usage of OTT platform is User friendly services.
* The main problem faced while using OTT platform is lack of big screen experience with a mean score of 3.78and least problem is that it lacks personal security and privacy(2.94).
* People are highly satisfied with customized services of OTT platforms(4.04) and the least satisfaction is that they have cheaper rates for subscription(3.42).

**Suggestions**

* Provide better subscription plans and offer to the subscribers so that they would recommend it to others.
* Advertisements in between the show should be minimized, it is the distraction for the continuation of the shows.
* Reduce the screen time of using OTT platforms and improve social life.

**Conclusion**

India is one of the countries with the largest growing OTT platforms.In India there is a tremendous rise in the consumption of OTT platforms in the last couple of years. The main reason for this is due to the high usage of interest and smartphones. Compared to traditional media, many people find OTT platforms more convenient and user friendly. Its features like low cost,less ads and less time consuming are other reasons why people recommend OTT platforms. Nowadays internet connectivity in rural areas is also good so people in rural areas can also watch shows on OTT platforms at a price affordable for them.