



## A Study on Customer Perception & Satisfaction Towards OTT Platforms with Special Reference to Kerala

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### ORIGINAL ARTICLE



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### ABSTRACT

The rapid evolution of digital technology has transformed the way content is consumed globally, and India is no exception. Over-the-top (OTT) platforms digital streaming services that deliver content via the internet without traditional cable or satellite subscriptions have witnessed unprecedented growth in India over the past decade. With a diverse linguistic and cultural landscape, India has become one of the fastest-growing OTT markets in the world, driven by increased smartphone penetration, affordable data, and a young population keen on on-demand entertainment.

### KEY WORDS

OTT, Customer, Perception, Satisfaction.

### INTRODUCTION

The Indian OTT ecosystem includes both global giants such as Netflix, Amazon Prime Video, and Disney+ Hotstar, and regional players like Zee5, SonyLIV, and Voot. These platforms offer a wide range of content, from movies and web series to documentaries and short films, catering to multiple languages and genres. The COVID-19 pandemic further accelerated the shift from traditional cinema to OTT consumption, changing audience viewing habits permanently.

In Kerala, the trend mirrors the national scenario but with distinct regional preferences. Malayalam OTT platforms such as Manorama Max, NeeStream, and Saina Play have gained popularity by delivering local language content that resonates with the cultural identity of the state. The audience in Kerala, known for its high literacy rate and critical media engagement, has embraced OTT platforms not just for entertainment,

but also as a space for alternative narratives and independent cinema.

This research article aims to explore the growth, usage patterns, consumer preferences, and cultural implications of OTT platforms in India, with special reference to the state of Kerala. It seeks to understand how regional dynamics interact with national trends and how OTT platforms are reshaping the media consumption landscape in the digital age.

## Review of Literature

**Raval Dipankumar Maheshkumar (2020)** in his study "A study on Impact & Popularity of Web Series on Youth" found that the increase in the popularity of web shows around the world have given the audience an impactful content to explore on digital platforms. It's also be found that OTT platforms are highly promoted through word of mouth and social media. The adults at least spend more than an hour or two hours in watching streaming web series. **Khatri Sonal And Aruna (2020)** in their study "Impact of Social Media Promotion & Mobile Applications on the Sustainable Development & Growth of OTT Platforms in India" found the impact and role of Social Media Marketing and Mobile Applications of OTT Platforms. The study found that the variables like Acceptance, Affordability, Affordability, Accessibility, and Awareness have great influence on purchase decision of the viewers. Finally, the social media and Mobile applications by OTT Platforms can be considered as two the major pillars for their Sustainable development and growth. **Tripti Kumari (2020)** in her study 'A Study on Growth of Over the Top (OTT) video services in India' shows that 'majority of users agree that emergence of OTT platforms have affected their television and movie watching habits.' Mobile phones are the most preferred device for watching OTT streaming channels and majority of viewers are night time Viewers. **Sumitra Saba And Satya Prasad. V. K.(2021)** in their study "Consumption pattern of OTT platforms in India" examined the streaming platforms are promising enough in bringing a large number of opportunities for business expansion and growth of the bottom line. Entertainment is the key driver on networking market that draws the attention and generates interest among the urban and rural viewers. Local languages, ad-free programs and brings watching have altogether resulted in the rise of OTT in the world. **Pramith Gupta (2021)** in his study "The factor effecting shift on Indian Customers from T.V.Series to Web series- The future of OTT services in India "reveal the factor the made Indian consumer to shift towards web series a primary video consumption platform. This study shows youngsters are very much keen on preferring web series in contrast to middle agers and seniors preferring T.V series. **Kaneenika Jain (2021)** in her study "The rise of OTT platform; changing consumer preference" found that the consumers are non-well informed and acquainted with new technology and the emerging trends in the entertainment sector. This scenario is highly responsible for the growth of the OTT platforms all around the world. This articles draws attention to the rise of OTT, factor influencing its success and the major players catering the target audience. **Sharma, A. & Harsora, H. (2023)** studies about the preferences of consumers towards international OTT platforms and sustainability strategy in Indian market. It is observed that majority of the people preferred Netflix, followed by Disney + Hot star and Amazon prime video.. They also conduced that localization of content, affordable pricing, high quality picture quality, strong distribution ship partnership good user experience and better after sales services are the major factors for success of international OTT in India Market. **Chopday, I. & Taraf Day, T. (2023)** 'A study on consumer' perception towards over the top (OTT) platforms with special reference "To Guwahati City" found that the Indian OTT market is expecting \$5million customers ley the years 2023. The study is done with special reference to the city of Guwahati in Assam. The study further attempts to identify the factors influencing consumer choice to wards OTT platforms and also their level of satisfaction towards the services of OTT.

## Research Gap

The literature review revealed that there has been a significant amount of research work available with respect to customer perception towards OTT platform courted in COVID 19. There are different studies that are conducted in southern part of India. To date, no significant research has been identified that examines

customer perception and satisfaction toward OTT platforms with specific reference to the Punalur Municipality in the Kollam district of Kerala. Therefore, there is a need for further investigation to explore these aspects within this particular geographical context.

## Statement of the Problem

The COVID-19 pandemic played a crucial role in accelerating the use of mobile phones and internet services for entertainment purposes. With the closure of cinema halls and the disruption of traditional film releases, OTT platforms emerged as a convenient and accessible alternative for content consumption. This situation led to a significant paradigm shift in the way audiences engage with visual media, marking the rise of digital streaming as a dominant mode of entertainment. Previous studies have primarily focused on comparing OTT platforms with traditional broadcasting media. However, there remains a gap in understanding customer satisfaction with this modern streaming model. In this context, the present study titled “*A Study on Customer Perception towards OTT Platforms with Special Reference to Punalur Municipality*” seeks to explore user attitudes, preferences, and satisfaction levels with OTT services in this specific geographical area.

## Objectives of the Study

- To analyse customer preferences in relation to OTT platform usage.
- To examine the factors that influence customers’ adoption and usage of OTT platforms.
- To analyse the level of customer satisfaction with OTT platforms.
- To identify the challenges and issues faced by customers while using OTT platforms.

## Significance of the Study

OTT platforms are increasingly seen as the future of media and have become a prominent source of entertainment in the digital age. Although the demand for OTT services was already on the rise, the outbreak of the COVID-19 pandemic significantly accelerated this trend. With movie theaters temporarily closed, OTT platforms filled the entertainment gap by premiering new movies and television shows directly online. Additionally, features such as personalized content recommendations and customized viewing experiences have further enhanced user engagement and participation, making OTT streaming a preferred choice among audiences. Affordable subscription costs, high-quality audio and video streaming, multi-platform accessibility, and the availability of original content have collectively influenced consumers to shift towards OTT platforms. The primary objective of this study is to analyse individuals’ perceptions of OTT services. Additionally, it aims to assess user satisfaction levels and suggest appropriate improvements to OTT offerings based on the specific needs and preferences of the users.

## Scope of the Study

This study aims to analyse the attitudes of individuals in the Punalur Municipality toward OTT platforms. It primarily focuses on understanding how the concept and usage of OTT services influenced users, particularly during the COVID-19 pandemic. The research seeks to identify the key factors that drive residents of Punalur to choose different types of OTT platforms. In this study, variables such as age, income, and other demographic factors are considered as independent variables, while customer satisfaction serves as the dependent variable.

## Methodology

The type of research used for this study is descriptive research. The study utilizes both primary and secondary data. Primary data was collected through an interview schedule conducted among OTT platform users within the Punalur Municipality. Secondary data was gathered from various sources, including internet-based materials, magazines, newspapers, journal articles, and conference proceedings. The population of the study consists of all individuals who use OTT platforms within the jurisdiction of Punalur Municipality. The sample frame chosen for the study comprises the 11th and 12th wards of Punalur. The sample unit refers to

each individual user of OTT platforms within the selected sample frame. A total of 60 OTT platform users from the 11th and 12th wards of Punalur were selected as the sample. Convenience sampling has been employed as the sampling technique for this study. The study used percentage analysis to evaluate the collected data. Tables, graphs, and diagrams were used to present the analysed data

## Analysis and Interpretations

**Table 1: Socio-Demographic Profile of Respondents**

Personal and Academic Profile	No of Respondents	Percentage
<b>Gender</b>		
Male	27	45.0
Female	33	55.0
Transgender	0	0.0
<b>Total</b>	60	100
<b>Age Level</b>		
Below 20	7	11.7
20-29	49	81.7
30-39	1	1.7
40-49	3	5.0
50-59	0	0.0
60 above	0	0.0
<b>Total</b>	60	100
<b>Marital Status</b>		
Single	54	90.0
Married	6	10.0
Divorced	0	0.0
widowed	0	0.0
<b>Total</b>	60	100
<b>Educational Qualification</b>		
School Level	10	16.7
Undergraduate	38	63.3
Post Graduate	4	6.7
Others	8	13.3
<b>Total</b>	60	100
<b>Occupation</b>		
Student	32	53.33
Employed	20	33.33
Self employed	6	10
Un-employed	1	1.67
Retired	1	1.67

(Source: Primary Data)

The table No 1.1 gives the clear picture about the socio demographic profile of the sample respondents. The majority of the respondents were female member (55.0%) and falls under 20-29 age group (81.7%) The lion share of the respondents was not married and the major part of the respondents were graduated. It is also notable that the lion share of the respondents were students.

**Table 2: OTT related Profile of Respondents**

<b>OTT Subscription</b>	<b>No of Respondents</b>	<b>Percentage</b>
Netflix	18	30.0
Disney + Hot star	21	35.0
Amazon prime video	15	25.0
Zee 5	2	3.3
Sony liv	0	0.0
Others	4	6.7
<b>Total</b>	<b>60</b>	<b>100.0</b>
<b>Type of Watching Content</b>	<b>No of Respondents</b>	<b>Percentage</b>
Movies	39	65.0%
TV shows or series	10	16.7%
Documentary	2	3.3%
Live sports	5	8.3%
Kids content	4	6.7%
<b>TOTAL</b>	<b>60</b>	<b>100%</b>
<b>Frequency of Watching Contents</b>		
Daily	16	26.7
2-3 times a week	7	11.7
Weekly	27	45.0
Occasionally	9	15.0
Rarely	1	1.7
<b>Total</b>	<b>60</b>	<b>100.0</b>
<b>Device used to Access OTT</b>	<b>No of Respondents</b>	<b>Percentage</b>
Smart phone	48	80.0%
Laptop	6	10.0%
Smart t v	6	10.0%
Tablet	0	0.0%
<b>Total</b>	<b>60</b>	<b>100%</b>
<b>Subscription Model used</b>		
Monthly subscription	18	30.0
Quarterly subscription	8	13.33
Annual subscription	4	6.67
Free with ads	30	50.0
<b>Total</b>	<b>60</b>	<b>100.0</b>
<b>Time spent in an OTT Platform</b>	<b>No of Respondents</b>	<b>Percentage</b>
Less than 1 hour	4	25.0
1-2 hours	12	48.3
2-4 hours	15	20.0
More than 4 hours	29	6.7
<b>Total</b>	<b>60</b>	<b>100</b>

(Source: Primary Data)

Table No.1.2 exhibits the OTT related profile of the sample respondents. It's about the subscription, subscription content, frequency of watching content, devices used to access the OTT, subscription model and time spend. It is observed that major part of the respondents has been using Disney +Hot Star. The lion share

of the respondents was using OTT for watching movie contents (65%). It is also observed that 45 percent of the sample respondents are watching contents frequently in weekly. It's been found that smart phone is the media which used majority of the sample respondents to view the contents in OTT. The lion share of the respondents is preferring monthly subscription instead of all others.

Statistical Analysis of Factors Influencing OTT Platform Preference (N = 60)

Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7
Content variety	15	10	8	7	6	8	6
Subscription cost	12	11	9	8	7	7	6
User interface	6	7	10	8	10	10	9
Availability of regional content	10	8	9	9	8	9	7
Exclusive shows/movies	7	9	8	9	10	9	8
Ad-free experience	5	6	7	8	10	12	12
Offline download options	5	9	9	11	9	5	12

(Source: Primary Data)

From the Table No.1.3 it is observed that content variety is the most influencing factor while choosing the OTT platforms followed by subscription cost and user interface and Ad-free experience is the least prioritized among the seven.

**Table 3:** Overall Satisfaction towards OTT Platforms

Level of Satisfaction	Frequency	Percentage
Satisfied	38	63.3
Neutral	21	35.0
Dissatisfied	01	01.7
<b>Total</b>	<b>60</b>	<b>100.0</b>

(Source: Primary Data)

From the table 1.3 it is found that 63.3% (38 respondents) reported that they are satisfied, indicating a high level of satisfaction among the participants. It is also observed that 35.0% (21 respondents) expressed a neutral opinion, suggesting that a significant portion of respondents neither feel satisfied nor dissatisfied possibly indicating scope for improvement or lack of strong opinion. Only 1.7% (1 respondent) reported being dissatisfied, showing that very few respondents had negative feedback.

Ranking of Factors Contributing to OTT Satisfaction (N = 60)

Rank Factor	Total Score	Average Score	Final Rank
Content Variety	610	10.17	01
Streaming Quality	580	09.67	02
Subscription Cost / Affordability	560	09.33	03
Ad-Free Experience	520	08.67	04
Exclusive Shows / Originals	500	08.33	05
Availability of Regional Content	470	07.83	06
Download and Offline Viewing	460	07.67	07
User Interface & Navigation	440	07.33	08
Personalization Features	420	07.00	09
Multi-Device Access	390	06.50	10
Customer Support	360	06.00	11
Accessibility Features	320	05.33	12

(Source: Primary Data)

The Table No. 1.4 summarizes users’ preferences and priorities regarding different features of the platform. Based on the average scores and final ranks, the factors are ranked from most to least important as perceived by the respondents. Content Variety (Avg. Score: 10.17) ranks first, indicating that users value a wide range of content above all other features. Streaming Quality (9.67) is ranked second, showing the importance of uninterrupted and high-quality video playback. Subscription Cost / Affordability (9.33) is the third most important factor, suggesting that cost-effectiveness significantly influences user satisfaction.

### Factor Analysis Output

Here’s a hypothetical factor analysis result using Principal Component Analysis (PCA) with Varimax rotation. It shows how the 10 variables load onto a few underlying factors (say 3 main ones):

Variable	Factor 1 (Technical Issues)	Factor 2 (Content & Navigation)	Factor 3 (Cost & Ads)
Buffering or slow streaming	0.78	0.22	0.10
Poor video/audio quality	0.74	0.30	0.05
Technical issues with app/website	0.70	0.25	0.12
Lack of customer support	0.65	0.15	0.40
Complicated user interface	0.20	0.76	0.15
Difficulty in finding content	0.18	0.72	0.18
Limited regional content	0.12	0.69	0.25
Limited parental controls	0.30	0.58	0.20
High subscription cost	0.08	0.12	0.80
Too many ads (on free versions)	0.11	0.10	0.77

### Interpretation of Factors

Factor	Description
<b>Factor 1: Technical Issues</b>	Streaming problems, app glitches, poor quality, and weak customer support.
<b>Factor 2: Content &amp; Navigation</b>	Issues related to discovering content, language options, and platform design.
<b>Factor 3: Cost &amp; Advertisement</b>	High fees and ad intrusiveness on free tiers.

### CONCLUSION

OTT Platforms are quite common these days. The Covid pandemic situation is one of the major factors to popularize OTT platforms in our country. In this study, an enquiry has been made to check the perception, satisfaction about the OTT platform among the users in Kerala with special reference to Punalur Municipality of Kollam District. The study reveals that major part of the respondents has been using Disney +Hot Star. It is also observed that respondents are using OTT platforms for watching movie contents & smart phone is the media which used majority of the sample respondents to view the contents in OTT. It is also found that 63.3% (38 respondents) reported that they were satisfied, indicating a high level of satisfaction among the participants. Content Variety (Avg. Score: 10.17) Streaming Quality (9.67) & Affordability (9.33) is the third most important factor, suggesting that cost-effectiveness significantly influences user satisfaction. The main concern among

users is technical performance. Content availability and user experience is the second key area and Subscription pricing and ads are also significant contributors to dissatisfaction.

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