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Analysis of Customer Perception Towards OTT Platform with Special Reference to NCR Region

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Abstract: OTT once symbolized richness now is the basic need or commodity. OTT(Over-the-Top) platforms refer to streaming services that provide on-demand access to video content over the internet, bypassing traditional cable. OTT has nowadays become a basic need for all the ages. It has customers from all ages less or more. Today we are ready to pay more for getting some ease of experience like ad free episodes or movies, offline content etc. The purpose of the study is to Analyze the Customer Perception towards OTT Platform with Special reference to NCR Region. This study introduces us to Data Analysis and its importance Statistical Analysis and its industry use and different statistical tools. The analysis was done by google form survey of people of NCR Region regarding their OTT practices like time of watching, favorite and most trusted OTT platform, their satisfaction parameters, their changed habits after the COVID-19 pandemic and their views and experiences after using OTT Services. During COVID-19, when cinema halls were shut, the technological advancement in OTT has created a new kind of viewing experience and might has ended up collective watching habit and reduced number of people visiting theatres when the screens reopen. There were 135 respondents. To analyses the independence and dependence of various parameters chi square test has been used. ANOVA, Mean and Variance have been used to make other different conclusions regarding the data.

keywords: OTT Platform, Statistical Tools, Chi-Square Test, ANOVA, Statistical Analysis.

1. INTRODUCTION

OTT(Over-the-Top) platforms refer to streaming services that provide on-demand access to video content over the internet, bypassing traditional cable or satellite TV providers. These platforms allow viewers to watch TV shows, movies, and other video content anytime, anywhere, and on any device with an internet connection. OTT platforms have become increasingly popular in recent years, thanks in part to the growth of high-speed internet and the widespread availability of affordable streaming devices such as smart TVs, game consoles, and streaming sticks. And specially after March 2020, if there were by chance some were left of being aware about OTT Platforms became aware as COVID changed the conditions a lot. Some of the widely used OTT services include Netflix, Amazon Prime Video, Disney+ Hot star, Sony Liv , HBO Max ,Hulu , and YouTube TV. These platforms offer a vast selection of content, including original programming, classic movies, and popular TV shows. Many of them also allow users to customize their viewing experience by creating personalized playlists, setting reminders, and receiving recommendations based on their viewing history. And even downloading offline content is also supported so that it has 24*7 availability. OTT platforms have disrupted the traditional TV industry by providing viewers with a more convenient and affordable way to access their favorite content. They have also opened up new opportunities for content creators and producers, who can now distribute their work directly to viewers without relying on traditional TV networks or studios. This also has cut their expenses a lot. Overall, OTT platforms have revolutionized the way we watch and consume video content, and they continue to shape the future of the entertainment industry. An examination of "Customer Perception towards OTT Platforms with Special Reference to NCR Region" is undertaken in this report. The OTT platforms used, the time spent on them, and the customer's experience with each OTT platform are all considered in the analysis of the customer's perspective. In this essay, user satisfaction is also discussed. Customers can access OTT content on their phones (including those running Android, iOS, and other mobile operating systems), laptops (Windows-type mobile devices), Smart TVs (like LG Electronics' Channel Plus and Google TV), set-top boxes (like Apple TV, Nvidia Shield, and Fire TV), tablets, desktop PCs, and other devices.

1.1. Data Analysis: Role of Mathematics and Statistics The process of looking at and evaluating data in order to get important insights and make judgements is known as data analysis. The goal is to find patterns, trends, and relationships in the data using a variety of mathematical and statistical tools. Mathematics plays a key role in data analysis, as it provides the foundation for many of the statistical methods used in this field. For example, mathematical concepts such as probability, calculus and linear algebra are essential for understanding statistical models and data visualization techniques. Contrarily, the area of mathematics known as statistics is concerned with the gathering, examination, interpretation, presentation, and organization of data. It plays

a key role in many disciplines, including business, healthcare, and social sciences. It gives a framework for making decisions and coming to conclusions based on empirical facts. There are two main types of statistical analysis: descriptive and inferential. Descriptive Statistics: - Using statistics such as mean, median, mode, range, and standard deviation, descriptive statistics involves summing up and explaining the data. On the other hand, Inferential statistics include drawing conclusions and forecasts about a population from a sample of data. Common statistical techniques used in data analysis include hypothesis testing, regression analysis, Z-Test, Chi – squared test, ANOVA (analysis of variance), and cluster analysis. These techniques are used to test hypotheses, identify trends, and determine the significance of relationships between variables. Overall, data analysis, mathematics, and statistics are essential tools for understanding and interpreting data in a wide range of fields. By using these techniques, researchers can gain valuable insights into complex phenomena and make informed decisions based on the available data.

1.2. Importance of Data Analysis: Making Informed Decisions: Analysis of facts enables people and organizations to make well-informed choices based on available facts and empirical evidence. Researchers can find patterns, trends, and links in data that might help them make decisions. Improving Performance: Data analysis identifies areas where performance can be improved. For example, businesses can use data analysis to identify inefficiencies in their operations and make changes to improve productivity and profitability and eliminate losses within their organizations. Identifying Opportunities: Data analysis can also be used to identify new opportunities. For example, market research can be used to identify new customer and a business can target to grow its revenue. Conducting surveys can be one such way. Reducing Risks: Data analysis is used to identify risks and potential problems before they occur. For example, predictive analytics can be used to forecast potential problems or trends that could impact an organization's operations. Validating Hypotheses: Data analysis can be used to validate hypotheses and test assumptions. This is important because it helps ensure that decisions are based on accurate information and not just assumptions or guesses. Enhancing Communication: Data analysis can be used to communicate complex information in a clear and concise manner. By presenting data in visual formats such as graphs, charts, researchers can make it easier for decision-makers to understand and interpret the information. Overall, data analysis is critical for organizations and individuals looking to make informed decisions, improve performance, identify opportunities, reduce risks, validate hypotheses, and enhance communication. Without data analysis, it would be difficult to effectively understand and interpret the vast amounts of data that are available in today's world. Here in this paper the data is analyzed statistically. Statistical Data Analysis is of great use in industrial sector. OTT is also a vast and growing industry.

1.3. Statistical Analysis in Industrial Sector: Industrial companies frequently employ statistical analysis to enhance procedures, boost productivity, and cut expenses. In industrial sector, statistical analysis is frequently used for the following purposes: Quality Control: Statistical analysis is utilized to track and manage the caliber of products. This entails gathering information on product flaws utilizing statistical techniques to pinpoint the problem's underlying cause and putting forward fixes to stop it from happening again. Process Optimizations: Statistical analysis is used to improve productivity and cut costs in industrial processes. This is gathering information on process variables, utilizing statistical tools to pinpoint problem areas, and modifying the process to increase production and decrease waste. Reliability Analysis: Statistical analysis is performed to assess a products' equipment's dependability. This entails gathering information on failure rates, applying statistical techniques to calculate the likelihood of failure, and identifying possible failure modes. Six Sigma: Six Sigma is a data-driven approach to process improvement that uses statistical methods to identify and eliminate defects in a process. It is widely used in industrial sector to improve product quality and reduce costs. Supply Chain Management: Statistical analysis is used to optimize SCM. This involves collecting data on inventory levels, lead times, and supplier performance and using statistically identify opportunities for improvement and reduce costs. Overall, statistical analysis plays a critical role in the industrial sector by enabling organizations to identify opportunities for improvement, optimize processes, and reduce costs, BY statistically analyzing data, organizations can make more informed decisions and improve their competitiveness in the marketplace.

1.4. Statistical Tools Used: There are a wide variety of statistical tools that can be used for data analysis, depending on the specific goals and characteristics of the data being analyzed. Some commonly used statistical tools for data analysis include. Descriptive statistics: They are used to describe a dataset's main characteristics, such as its central tendency (measures like mean, median, and mode), its dispersion (measures like range, variance, and standard deviation), and its shape (measures like skewness and kurtosis). Measures of Central Tendency and Dispersion are the subject of this essay. Inferential statistics: These instruments are used to draw conclusions about a population from a sample of data using methods including regression analysis, confidence intervals, and hypothesis testing. Data visualization: This technique involves using visual representations of data to highlight linkages and patterns that may not be obvious from purely numerical summaries. Heat maps, histograms, box plots, and scatterplots are some examples.

1.5. Tests Used: T-tests: This test is used to compare the means of two groups of data and determine if they are statistically different from each other or like if there is any significant difference between the two groups. This is a commonly used test but limitation of this test is that sample size should be less than 30. This research paper has sample size of 135 so this test will not be applied here. ANOVA: Analysis of Variance (ANOVA) tests are used to determine if there is a significant difference between the means of three or more groups. (Unlike T-Test which is used for two groups). Chi-square tests: These tests are used to determine if there is a relationship between two categorical variables in a dataset. (Good fit or Poor fit) Z-Tests: The Z-test is a statistical test used to determine if two sample means are different from each other, assuming that the population standard deviation is known. This test is used for when the sample size is greater than 30 ($n > 30$).

1.6. Historical Background of Statistical Methods: The use of statistical methods to analyses data can be traced back to ancient civilizations, such as the Babylonians and Egyptians, who used these methods to collect and analyses data related to agriculture, population, and trade. However, modern statistics as a formal field of study and research began to emerge in the 18th and 19th centuries, with the development of probability theory and the application of statistical methods to scientific research. During the mid-20th century, statistics became increasingly important in fields including medicine, social sciences, and engineering, as data started becoming more readily available and the need for more sophisticated data analysis methods grew. With development of computers and the ability to analyses larger datasets, new statistical methods were developed. Today, statistics plays a critical role in many areas of research and practice, including healthcare, finance, marketing, and government policy. The development of statistical methods has allowed researchers to draw meaningful conclusions from complex data and has provided decision-makers with the tools to make informed decisions based on evidence.

1.7 Basic Definitions: Mean A dataset's mean is determined by adding up all of the values and dividing by the total number of data points. Variance By quantifying the typical squared difference between each data point and the mean, variance characterizes the spread or dispersion of a dataset. Standard Deviation The average degree of variation or dispersion of values from the mean in a dataset is represented by the standard deviation, which is the square root of variance.

2. LITERATURE REVIEW

(Yousaf, Mishra, Taheri, Kesgin et. Al 2021) Their finding indicates that there are cross-country variations in the size of the paths leading from neutral confirmation and C2C interactions to perceived utility as well as the paths leading from perceived enjoyment and satisfaction to continuation intentions. (Yadav et. Al 2023) Used Two main factors in which we they used the ANOVA for OTT Platform. Their result shows that gender & occupation have a significant effect on the consequences of the OTT platform. The online consumption of content was also found to have several negative effects on the life style of the respondent. (Gupta Singharia et. Al 2021) The transition from traditional media to over-the-top (OTT) media has led to a battle amongst streaming service providers to win over and keep subscribers, especially during the COVID-19 shutdown period. customer engagement (CE) and quality of service experience (QoSE), were examined for their effects on consumers' willingness to continue using and pay for (WCS) streaming services in the future. Additionally, the study's conclusions have ramifications that give OTT platform providers a chance to take full advantage of the perceived change. (Saini et. Al 2020) The purpose of this study on urban teenagers is to investigate the patterns of content consumption during lockdown and to comprehend its causes and effects. According to the report, more people are using OTT content platforms, particularly younger age groups. The popularity of the content is due to the informational and entertaining value it brings, as well as the interest it provides to those who enjoy learning about various cultures throughout the world. A noticeable increase can also be seen in how frequently series are watched instead of films. This pattern suggests increased OTT content demand as well as rising OTT video-on-demand platform adoption. (Priya, Mondal, Paldon et. Al 2021) This research established a relationship between customer engagement and Subscription intention for Over the Top (OTT) Platforms. Further was examined that whether factors like gender, Education, Age affects the use of these OTT. Results indicated that customers are more engaged with OTT platforms that help them define themselves. As a result, it is advised that marketers that want to engage consumers with OTT campaigns cultivate a culture of intention to use the OTT platform that is strengthened through conversation and ongoing customer participation in value chain activities. (Habib, Hamadne, Hasan et. Al 2022) The current study intends to examine how consumer involvement, brand perception, and OTT platform purchase intention relate to digital media marketing (DMM) in the Indian context. The research also looks into how brand image and customer interaction affect the relationship between OTT purchase intent and DM strategies. The idea that brand image and consumer engagement serve as a mediator between DMM practices and OTT platform purchase intention is supported by a strong indirect influence through brand image and consumer engagement. Some of the managerial implications, restrictions, and future research possibilities are also presented in the study. (Sujith T.S M Sumathy et. Al 2021) From INR 4,464 crore in 2018, the over-the-top media services (OTT) industry in India is anticipated to develop at a CAGR of 21.8%. According to PwC's Global Entertainment and Media Outlook 2019-2023, reaching INR 11,976 crore in 2023. The COVID19 and national lockdown's effects are still felt in daily life and in how much video is watched. (Luthra et. Al 2021) Consumers are now choosing OTT over conventional movie theatres. It is safe to say by looking at the study in the paper that the future of OTT platforms will continue to shine bright in the coming years as these services are now looking forward to integrating other technological innovations into their already rich product and service portfolios. This study sought to understand the impact of COVID-19 on subscription-based OTT services. (T.Haritha, Joseph et. Al 2021) The audience believes that OTT platforms have a bright future, according to research, and the grounds for this are convenience, portability, content variety, smartphone penetration, and value effectiveness. The prestige and demand that movie cinemas formerly enjoyed decline. That does not, however, imply that OTT will take the place of theatres. Each will be able to keep the audience entertained in the future. The study's goal is to examine the impending OTT revolution in entertainment services. Customers are drawn to OTT platforms for two reasons: high-quality content and reasonable prices. (Parihar, Kant et. Al 2021) Research establishes that during pandemic, OTT was the best entertainment option. Because OTT channels had high-quality video and audio as well as other factors, viewers spent more than 5 hours on them. The major topics of this report were consumer happiness and the effect of the marketing mix on OTT platform users. Due to pandemic situation, service providers today have a larger market for their content. (Pinge, Shinde et. Al 2023) Research concludes that the diversity of material offered by OTT platforms was the primary factor affecting respondents' use of such

platforms. In addition, the 15–30 age group exerted the greatest influence on OTT platforms, and the content provided on those platforms most effectively draws in young Indians. Both OTT platforms and multiplexes have long been topics of these influencing elements. Multiple language content is the reason why OTT is preferred, whereas multiplexes are preferred for socializing with friends and family. (Sunitha, Sudha et. Al 2020) Study revealed that people tend more on OTT than television as TV telecasted old episodes during lockdown and OTT subscription increased during. Lockdown as people enjoy it more. The chi square test was used in the study's second phase to examine participants' income patterns and their media consumption during lockdown. The results showed that there was no correlation between participants' income patterns and their OTT consumption patterns. Participants with Average (15k–25k) and Medium (25–50K) and High (>50K) Incomes share the same subscriptions. The pattern of entertainment media consumption during lockdown is not directly related to income levels. (Rehman, Arif et al. 2021) Research investigates various binge-watching patterns of Netflix users during the COVID-19 due to availability of free time. During COVID-19, this study focuses on the motivational aspects and negative qualities related to Netflix. The smartphone was mostly used to view Netflix with time over 70 hours per month. The majority of responders identified "one more episode" syndrome as the most difficult component to deal with. The findings will provide value with innovation and implications for Netflix customers, telecom service providers, and payment gateways. (Menon et. Al 2022) This study found eight U&Gs for OTT use using surveys: convenient navigation, binge watching, entertainment, relaxation, social connection, companionship, voyeurism, and information seeking. A research model was made based on data from 576 OTT consumers in India using Structural Equation Modelling (SEM). Results show convenient navigation, binge viewing, and relaxation U&G predict OTT subscription intentions, whereas convenient navigation, binge watching, and entertainment U&G predict its continuing intentions. (Mahale, Chitre, Mazgaonkar et. A 2022) This study sought to ascertain the relationship between people's preferences for entertainment platforms and the availability, quality, ease of use, affordability, and customer service of DTH and OTT services. 307 individuals completed a questionnaire to provide primary data for this analytical study. The Pearson Chi Square test was used to determine the association between the variables that were chosen. There was also a substantial correlation between people's preferences for various DTH and OTT service characteristics. Traditional media (TVs and Newspapers) are not the best ways to reach an audience. OTT has content such as web series to live coverage, music, and events etc. Focus is on reaching a global market and solving the multi-device viewing barrier. Study Targets to discover the audience motivational sets for TV and OTT. Findings: respondents' general viewing habits are influenced by demographic characteristics, with Netflix being the most popular platform among watchers.

3. DESCRIPTIVE STATISTICAL ANALYSIS

TABLE 1. Classification of Respondents based on Gender

Particulars	Numbers	Percentage
Male	55	40.7
Female	80	59.3
Total	135	100

Interpretation

From the table 1.1, out of 135 respondents, 40.7% of the respondents are male, 59.3% of the respondents are female and

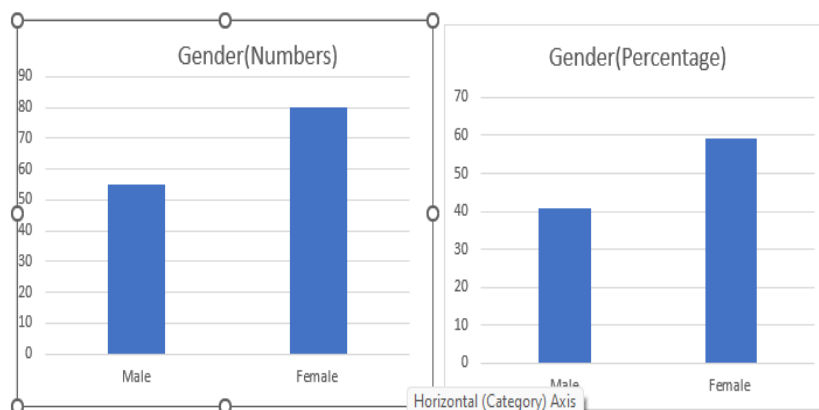
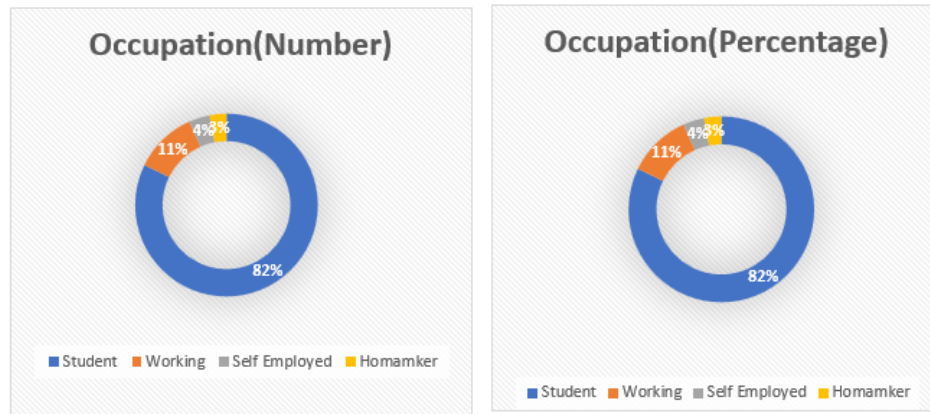


FIGURE 1. Classification of Respondents based on Gender

TABLE 2. Classification of Respondents based on Occupation

Particulars	Number	Percentage
Student	111	82.2
Working	15	11.1
Self Employed	5	3.7
Homemaker	4	3
Total	135	100

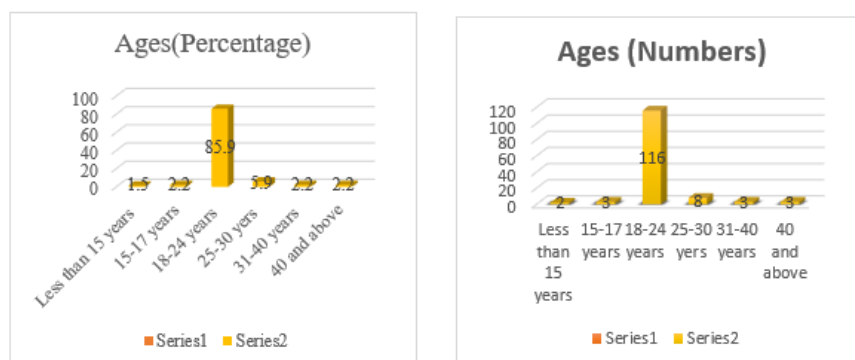
**FIGURE 2.** Classification of Respondents based on Occupation

Interpretation

- 82.2% of the respondents are students i.e., majority of the survey takers are students.
- 11.1% are working professionals.
- 3.7% are self-employed, and
- 3% of are Homemaker.

TABLE 3. Classification of Respondents based on their Ages

Particulars	Number	Percentage
Less than 15 years	2	1.5
15-17 years	3	2.2
18-24 years	116	85.9
25-30 years	8	5.9
31-40 years	3	2.2
40 and above	3	2.2
Total	135	135

**FIGURE 3.** Classification of Respondents based on their Ages

Interpretation

- 85.9% of the respondents are from the age group of 18-24 years.
- 5.9% of are of 25-30 years.
- 2.2% of are of 15-17 years, 31-40 years and above 40 years of age
- 1.5% are aged below 15 years.
-

TABLE 4. Classification of Respondents based on the Devices used by them to consume OTT content.

Particulars	Number	Percentage
Mobiles and Tablets	111	82.2
Laptop	81	81
Smart TV	51	51
Amazon Firestick	1	0.7
Total	135	135

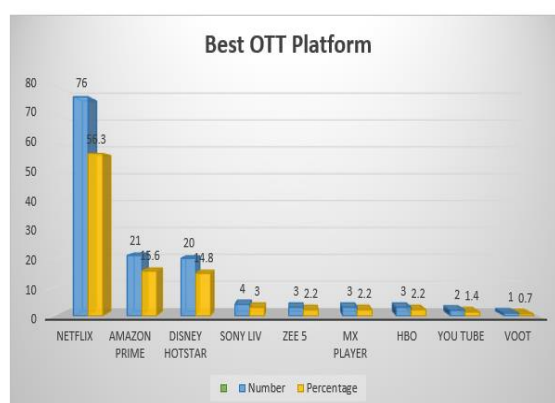
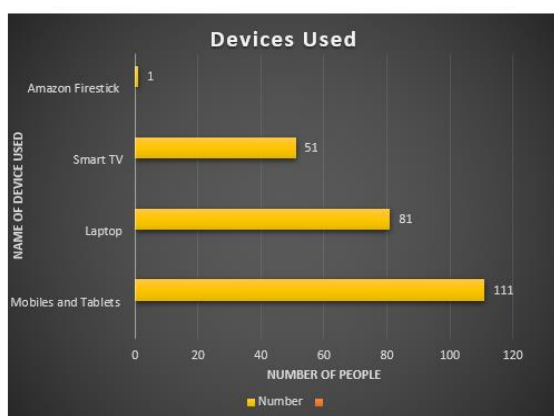


FIGURE 4. Classification of Respondents based on the Devices used by them to consume OTT content, **FIGURE 5.** Classification of Respondents based on their OTT Platform Preference in terms of most appropriate content.

Interpretation

- From the above data we came to know that from 135 respondents, the most used device is mobiles and tablets (Reason can be assumed as its handiness and compactness)
 - 82.2% of respondents use mobiles and devices.
 - 60% respondents use Laptops.
 - 37.8% respondents use Smart TVs
 - 0.7% use Amazon Firestick
- (One respondent was allowed to choose more than one option).

TABLE 5. Classification of Respondents based on their OTT Platform Preference in terms of most appropriate content.

Particulars	Number	Percentage
Netflix	76	56.3
Amazon Prime	21	15.6
Disney Hotstar	20	14.8
Sony LIV	4	3
ZEE 5	3	2.2
MX Player	3	2.2
HBO	3	2.2
You Tube	2	1.4
Voot	1	0.7

Interpretation

- According to the above data Netflix is the most trusted OTT Platform voted by 56.3% respondents.
- Netflix was followed by Amazon Prime and Disney + Hotstar with 15.6% and 14.8% respectively.
- 3% chose Sony Liv.

- Zee 5, MX Player and HBO were same number i.e. 2.2%
- 1.4% respondents chose You Tube
- Voot was chosen by only 0.7% of the respondents.
- Netflix considered as Most trusted OTT Platform among the respondents.

TABLE 6. Classification of Respondents on the Basis of Kind of Entertainment watched on OTT Platforms.

Particulars	Number	Percentages
Movies	103	76.3
Series	98	72.6
Originals	49	36.3
Reality Shows	35	25.9
Sports	20	14.8
Daily Soaps	15	11.1
Anime	1	0.7
Motivational Video	1	0.7
Cartoons/Documentaries	1	0.7

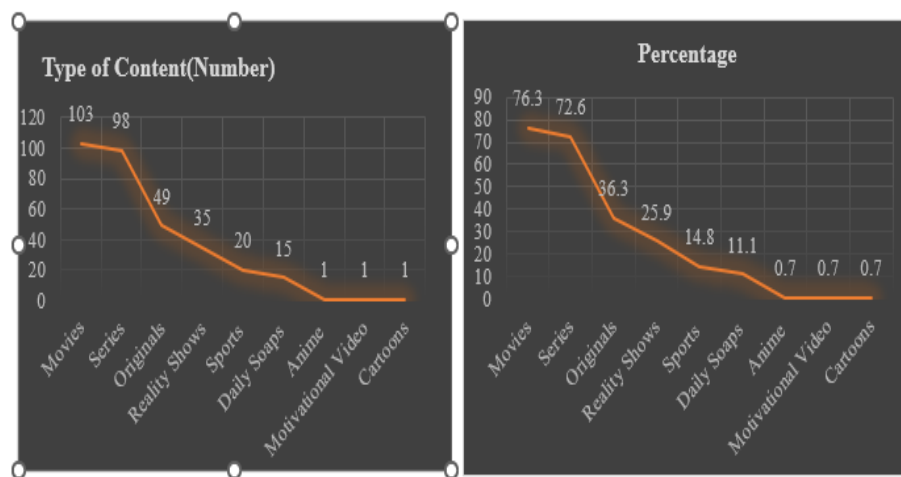


FIGURE 6. Classification of Respondents on the Basis of Kind of Entertainment watched on OTT Platforms

Interpretation

(Choosing more than one option allowed)

- 103 respondents like to watch movies on OTT.
- Series was the second most liked by 98 respondents.
- 49 respondents watch originals.
- 35 respondents liked to watch reality shows.
- 20 respondents watch sports.
- 15 respondents watch daily soaps.
- Motivational Video and Cartoon/Documentaries are choices of 1 respondent each

TABLE 7. Classification of Respondents based on their Source of Knowledge of different OTT Platforms

Particulars	Number	Percentages
Friends and Relatives	72	53.3
Advertisements	49	36.3
Discounts and Referrals	7	5.2
Magazines and Newspapers	4	3
Search	1	0.7
Google	1	0.7
Social Media	1	0.7

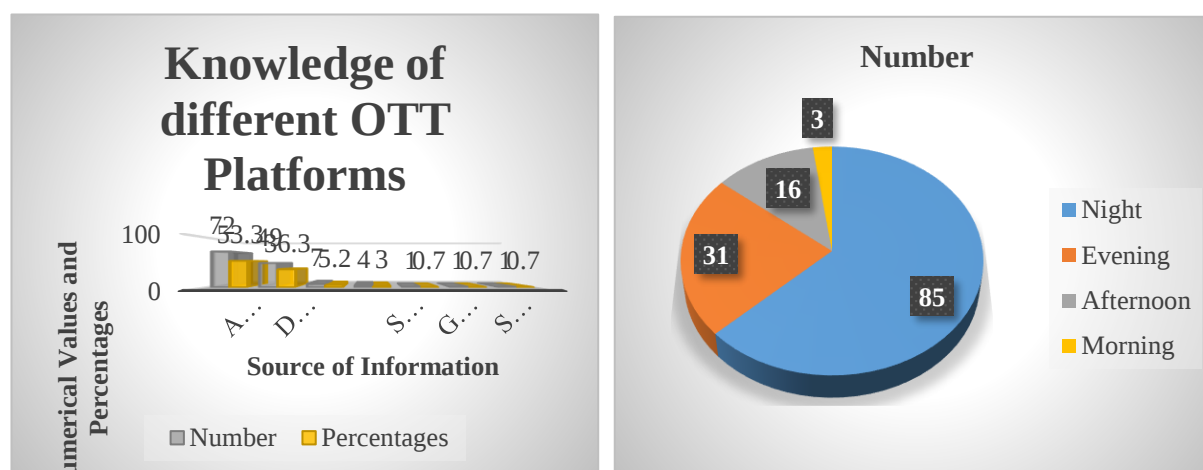


FIGURE 7. Classification of Respondents based on their Source of Knowledge of different OTT Platforms, **FIGURE 8.** Classification of Respondents based on their most preferred time of using OTT Streaming Services

Interpretation

- Out of 135 respondents, majority i.e. 72 came to know about OTT from their Friends and Relatives
- 49 respondents came to know about OTT from Advertisements.
- 7 respondents became aware of Discounts and Referrals.
- 4 from Magazines and Newspapers
- Search, Google and social media was source for 1 respondent each.
- We can interpret that though social media has a great influence in society nowadays but in case spread information about OTT Platforms, Social Media lags behind.

TABLE 8. Classification of Respondents based on their most preferred time of using OTT Streaming Services

Particulars	Number	Percentage
Night	85	63
Evening	31	23
Afternoon	16	11.9
Morning	3	2.2
Total	135	100

Interpretation

- The majority, i.e., 85 prefer to watch OTT content in the night
- Evening was chosen by 31 respondents.
- 16 watch OTT platform in the afternoon
- Morning chosen by 3 respondents.

TABLE 9. Can OTT Platforms replace traditional movie theatres in the coming years?

Particulars	Number	Percentage
Yes	55	40.7
No	41	30.4
Can't Say	39	28.9
Total	135	100

Interpretation

- About 41% (i.e., 55) of the respondent believe that OTT can replace Traditional Cinemas
- About 30% (i.e., 41) respondents believe that OTT cannot replace Traditional Cinemas
- About 29% (i.e., 39) respondents are not sure about future of OTT and Cinema

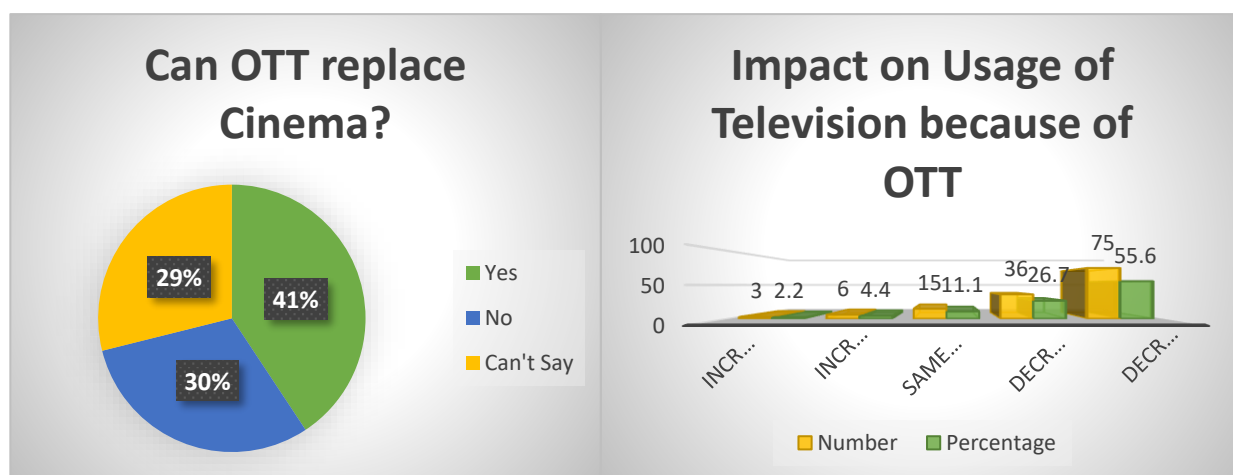


FIGURE 9. Can OTT Platforms replace traditional movie theatres in the coming years? **FIGURE 10.** Decreased Usage of Television because of Online Streaming Services.

TABLE 10. Decreased Usage of Television because of Online Streaming Services

Particulars	Number	Percentage
Increased a Lot	3	2.2
Increased a Little	6	4.4
Same as Earlier	15	11.1
Decreased a Little	36	26.7
Decreased a Lot	75	55.6

Interpretation

- According to this data, 75 respondents claim that their usage of television is decreased a lot because of these Online Streaming Services.
- Followed by them, 36 respondents claim that their usage of television is decreased a little because of OTT
- 15 respondents claim that their usage of television is same as that of earlier.
- 6 respondents are also present such that they say that television usage has increased a little because of these OTT Platforms.

To the utmost surprise, out of 135, 3 respondents claim that their usage of television has increased a lot because of these online streaming services.

The last two interpretations of the increased television usage may be due to the dissatisfaction of the respondents from these online streaming services.

TABLE 11. Classification of Respondents on the Basis of their Preferred Mode of receiving Customer Support if any problem occurs while using OTT.

Particulars	Number	Percentages
Through Call Request	55	40.7
Through Live Chat Bot	40	29.6
Through Mail	38	28.1
Till now, don't need	2	1.4

Interpretation

- Most of the respondents would like to receive customer support through call request Around 41% prefer call request
- About 30% respondents would like to receive customer support through Live chat bot.
- About 28% respondents would like to receive the solution of their queries through Mail.
- About 1.5% respondents say that till now they didn't feel the need to get customer support. Maybe because they are completely satisfied with the Streaming services.

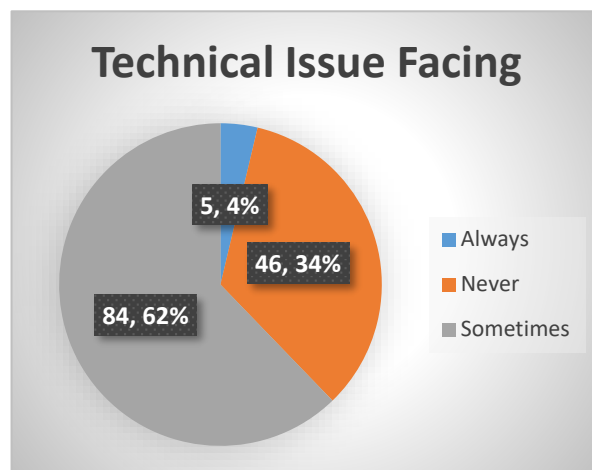
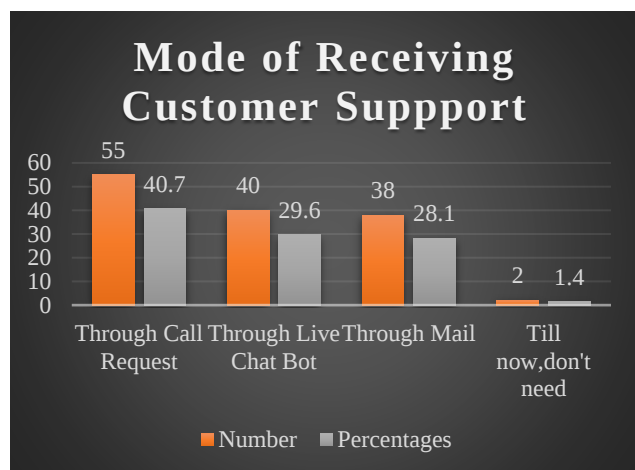


FIGURE 11. Classification of Respondents on the Basis of their Preferred Mode of receiving Customer Support if any problem occurs while using OTT. **FIGURE 12.** Facing Technical Issues while using OTT Platforms.

TABLE 12. Facing Technical Issues while using OTT Platforms

Particulars	Number	Percentage
Always	5	3.7
Never	46	34.1
Sometimes	84	62.2
Total	135	100

Interpretation

- Majority of the respondents i.e., 84 respondents claim that sometimes they face technical issues while using OTT Streaming not always.
- 46 respondents claim that they never faced any technical issues while using these streaming services.
- 5 respondents also claim that they always face technical issues while using these online streaming services.
- We can interpret from the above results that these OTT Streaming services are not always satisfying in technical terms for majority of the customers.

TABLE 13. Classification based on Biggest Limitation of OTT Platforms

Particulars	Number	Percentage
Lack of Big Screen	30	22.2
Personal and Privacy Reasons	15	11.1
Internet Connectivity	55	40.7
Addiction to OTT Limits Social Life	73	54.1
Subscription Fees	3	2.2
Not enough content	2	1.4
Late release than cinemas	1	0.7

Interpretation

- According to majority of the respondents i.e., around 71 respondents claim that addiction to these OTT Platforms limits their Social Life.
- 55 blame the internet connectivity
- 30 say that lack of big screen is a major drawback
- 15 have security and privacy reasons.
- Rest 6 respondents have their own different reasons.

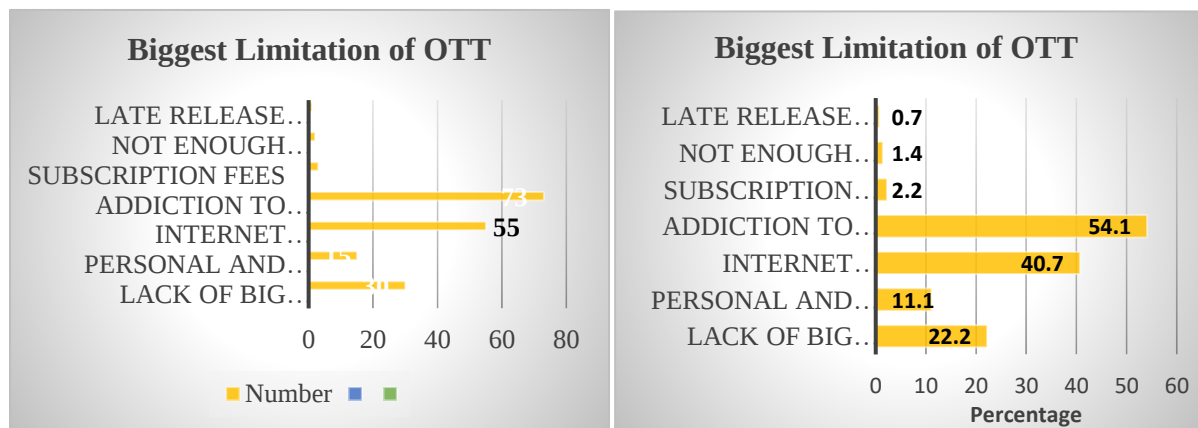


FIGURE 13. Classification based on Biggest Limitation of OTT Platforms

4. TABULAR ANALYSIS

Below table will analyses the mean and Standard deviation of scores or ratings given me the consumers on a scale of 1-5 Various Parameters were given and they were asked to rate them on 1-5 scale according to their observations and own personal experience. For e. g. The first parameter was the Audio Quality. They were asked to choose between 1 and 5 and following were our basis for analyzing those ratings that were known to the survey takers.

TABLE 14. Standard deviation of scores or ratings

Highly Satisfied	5
Satisfied	4
Neutral	3
Dissatisfied	2
Highly Dissatisfied	1

7.) Please Tick the Appropriate Column according to the level of satisfaction with the following statement regarding OTT (One response per row)

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatis...
Audio Quality	☐	☐	☐	☐	☐
Streaming Qual...	☐	☐	☐	☐	☐
Buffering	☐	☐	☐	☐	☐
Choice of Lang...	☐	☐	☐	☐	☐
Versatility of C...	☐	☐	☐	☐	☐

FIGURE 14. Standard deviation of scores or ratings

Interpretation

- Various Parameters and their reviews according to the experiences of the respondents (By their Mean and Standard Deviation)
- The mean score for each of the parameter given in the questionnaire are presented in the following table along with their standard deviations.
- A five-point Likert scale was used with parameter operationalization from Strongly Satisfied to Strongly Dissatisfied.
- There are 11 such independent parameters present in the table. Values given by the respondents range from 1-5 But here we have the Mean and Standard deviation for each of the parameters.
- From the above given table, we can infer that highest mean (4.4) value among the above parameters is for the first parameter i.e. Audio Quality that means the customers are most satisfied by the Audio Quality OTT Platforms are providing among the other parameters

- Similarly, the lowest mean (3.34815) is for Interruption of Advertisements i.e. This is the most dissatisfying parameter for the customers among rest all of the parameters.
- Similarly, we can rank different Parameters.

TABLE 15. Various Parameters

Particulars	Mean	S. D
Audio Quality	4.4	0.66017
Streaming Quality	4.25926	0.74276
Buffering	3.75556	0.88492
Choice of Language	4.25926	0.7914
Versatility of Contents	4.15556	0.72139
Quality of Contents	4.14815	0.74832
Affordability	3.6963	0.99457
OTT as a first-time release Platform	4.02222	0.77716
Availability of sufficient data	3.96296	0.86738
Interruption of Advertisements	3.34815	1.21752
Customer Support	3.71852	1.00485

5. ANOVA ANALYSIS

To Test the effect of Gender and Age Group on the Satisfaction of the following Factors: -

5.1. Subscription:

H_0 : -There is no significant effect of the gender on satisfaction after subscribing to OTT.

H_1 : - There is a significant effect.

TABLE 16. Gender and Age Group on the Satisfaction

Summary	Count	Sum	Average	Variance
Male	6	41	6.833333	233.7667
Female	6	66	11	426.8
<15 years	2	2	1	2
15-17yrs	2	3	1.5	4.5
18-24yrs	2	91	45.5	112.5
25-30yrs	2	7	3.5	12.5
21-40yrs	2	3	1.5	0.5
above40	2	1	0.5	0.5

TABLE 17. Satisfaction of customers for subscribing OTT Platforms

Source of Variation	Sum of Square	Degree of Freedom	MS	F	P-value	F crit
Gender	52.08333	1	52.08333	3.238342	0.131836	6.607891
Age	3222.417	5	644.4833	40.0715	0.000489	5.050329
Error	80.41667	5	16.08333			
Total	3354.917	11				

Interpretation

$F_r = 3.238342$, $T.V = 6.60789$

$C.V < T.V$

H_0 is accepted.

i.e., Gender does not make a significant effect on the satisfaction of customers for subscribing OTT Platforms

$F_c = 40.0715$, $T.V = 5.05032$

$C.V > T.V$

H_0 is rejected.

i.e., Age makes a significant effect.

5.2. Content:

H_0 : - There is no significant effect of the factor on the satisfaction from the content available on the OTT.

H_1 : - There is a significant effect.

TABLE 18. Content

Summary	Count	Sum	Average	Variance
Male	6	34	5.666667	166.6667
Female	6	73	12.16667	600.1667
<15 years	2	2	1	2
15-17yrs	2	2	1	2
18-24yrs	2	94	47	450
25-30yrs	2	7	3.5	12.5
21-40yrs	2	1	0.5	0.5
above40	2	1	0.5	0.5

TABLE 19. Content

Source of Variation	Sum of Squares	Degree of Freedom	MS	F	P-value	F crit
Gender	126.75	1	126.75	1.859868	0.230827	6.607891
Age	3493.417	5	698.6833	10.25214	0.011595	5.050329
Error	340.75	5	68.15			
Total	3960.917	11				

Interpretation

Fr =1.859868, T.V =6.60789

C. V<T.V

Ho is accepted.

i.e., Gender does not make a significant effect on the satisfaction of customers from OTT Content

Fc=10.25214, T.V = 5.05032

C. V>T.V

Ho is rejected i.e, Age makes a significant effect.

5.3. Amount Spent:

H_0 : - There is no significant effect of the factor on the satisfaction in return of the amount spent on OTT.

H_1 : - There is a significant effect.

TABLE 20. Amount Spent

Summary	Count	Sum	Average	Variance
Male	6	20	3.333333	59.06667
Female	6	58	9.666667	208.2667
<15 years	2	0	0	0
15-17yrs	2	1	0.5	0.5
18-24yrs	2	53	26.5	112.5
25-30yrs	2	3	1.5	0.5
21-40yrs	2	21	10.5	220.5
above40	2	0	0	0

TABLE 21. Satisfaction of Customers in Return of The Amount Spent

Source of Variation	Sum of Squares	Degree of Freedom	MS	F	P-value	F crit
Male	120.3333	1	120.3333	2.815913	0.154175	6.607891
Female	1123	5	224.6	5.25585	0.046296	5.050329
Error	213.6667	5	42.73333			
Total	1457	11				

Interpretation

Fr =2.815913, T.V =6.60789

C. V<T.V

Ho is accepted.

i.e., Gender does not make a significant effect on satisfaction of customers in return of the amount spent.

Fc=5.25585, T.V = 5.05032

C.V>T. V

Ho is rejected.

i.e., Age makes a significant effect.

Hence, we have analyzed through the ANOVA method that Age of the respondents and gender of the respondents do not give any significant effect on the satisfaction of consumers of OTT related to three factors we analyze here that are Subscribing a particular OTT Platform, Content consumed on that particular OTT Platform and Amount spent in buying the subscription of that Particular OTT Platform. Here we have used Microsoft Excel to simplify and reduce the complexity of the calculations. Microsoft Excel has helped a lot in calculation using ANOVA.

6. CHI-SQUARE ANALYSIS

To Test whether there is a relationship between Gender and Point of view that OTT can replace cinema theatres.

{Chi Square Test for Independence with level of significance as 0.05 is used.}

To Test the Hypothesis H_0 we used Chi Square test of independence:

H_0 : - Gender of consumer and their Point of view are independent

H_1 : - Gender of consumer and their point of view are dependent.

TABLE 22. Expected

Particulars	Yes	No
Males	0.045457	0.050702
Females	0.029294	0.037664

TABLE 23. Chi square table

level of significance	0.05
Degree of Freedom	1
P Value	0.686137395

Interpretation

Here we can conclude that by applying chi-square test we get P-Value as 0.6861 and the level of significance is 0.05.

P-Value > Level of significance

Therefore, hypothesis is rejected.

Hence, Gender of consumer and their point of view that OTT can replace cinema theatres are independent of each other.

To Test whether there is a relationship between Gender and Time of watching of watching OTT Platform

{Chi Square Test for Independence with level of significance as 0.05 is used.}

To Test the Hypothesis H_0 we used Chi Square test of independence:

H_0 : - Gender of consumer and their Time of Watching is independent.

H_1 : - Gender of consumer and their Time of Watching are dependent.

TABLE 24. Expected

Particulars	Morning	Afternoon	Evening	Night
Males	5.1111	5.1111	12.6074	23.1703
Females	9.8888	9.8888	24.392	44.829

TABLE 25. chi-square test we get P-Value

Level of Significance	0.05
Degree of Freedom	3*1=3
P – Value	0.61903

Interpretation

Here we can conclude that by applying chi-square test we get P-Value as 0.61903 and the level of significance is 0.05.

P-Value > Level of significance

Therefore, null hypothesis H_0 is rejected.

That is, Gender of consumer and their time of watching OTT in the day are independent of each other.

To Test whether there is a relationship between Gender and OTT Platform watched.

{Chi Square Test for Independence with level of significance as 0.05 is used.}

To Test the Hypothesis H_0 we used Chi Square test of independence :

H_0 : - Gender of consumer and their chosen OTT are independent.

H_1 : - Gender of consumer and their chosen OTT are dependent.

TABLE 26. Age and Mode preferred of receiving customer support

Particulars	Netflix	Prime	Sony Liv	Hotstar	Zee5	Voot	MX Player	HBO	You Tube
Male	25.8963	7.1555	1.3629	6.8148	1.0222	0.3407	1.0222	1.0222	1.3629
Female	50.1037	13.844	2.637	13.1851	1.9777	0.6592	1.9777	1.9777	2.637

Interpretation

Here we get P-Value as 0.22767 the level of significance is 0.05.

P-Value > Level of significance

Therefore, null hypothesis H_0 is rejected.

That is, Gender of consumer and OTT Platforms they prefer are independent of each other.

To Test whether there is a relationship between Age and Mode preferred of receiving customer support.

{Chi Square Test for Independence with level of significance as 0.05 is used.}

To Test the Hypothesis H_0 we used Chi Square test of independence:

H_0 : - Age of respondent and their mode of receiving customer support is independent.

H_1 : - Age of respondent and their mode of receiving customer support are dependent.

TABLE 27. Gender and OTT Platform watched

Level of Significance	0.05
Degree of Freedom	1*8=8
P-Value	0.227677559

Interpretation

Here we get P-Value as 0.22767 the level of significance is 0.05.

P-Value > Level of significance

Therefore, null hypothesis H_0 is rejected.

That is, Gender of consumer and OTT Platforms they prefer are independent of each other.

To Test whether there is a relationship between Age and Mode preferred of receiving customer support.

{Chi Square Test for Independence with level of significance as 0.05 is used.}

To Test the Hypothesis H_0 we used Chi Square test of independence:

H_0 : - Age of respondent and their mode of receiving customer support is independent.

H_1 : - Age of respondent and their mode of receiving customer support are dependent.

TABLE 28. Age and Mode preferred of receiving customer support.

Particulars	<15 years	15-17 year	18-24 years	25-30 years	31-40 years	40 above
Call Request	0.8148	1.2222	47.2592	3.2592	1.2222	1.2222
Mail	0.5777	0.6666	33.5111	2.3111	0.8666	0.8666
Live Chat	0.6074	0.9111	35.2296	2.4296	0.9111	0.9111

TABLE 29. Chi Square test of independence

Level of Significance	0.05
Degree of Freedom	2*5=10
P- Value	0.3389

Interpretation

Here we get P-Value as 0.3389, the level of significance is 0.05.

P-Value > Level of significance

Therefore, null hypothesis H_0 is rejected.

That is, Age of respondents and their preferred mode of receiving customer support are not related to each other.

To Test whether there is a relationship between Occupation and Source of information of knowledge of OTT Platforms

{Chi Square Test for Independence with level of significance as 0.05 is used.}

To Test the Hypothesis H_0 we used Chi Square test of independence:

H_0 : - Occupation of the respondent and their source of Knowledge about OTT are independent of each other.

H_1 : - Occupation of the respondent and their source of Knowledge about OTT are dependent.

TABLE 30. Chi Square Test for Independence with level of significance

Particulars	Student	Working	Self-emp	Homemaker
Friends/Relatives	59.2	8	2.6667	2.1333
Advertisements	40.2888	5.4444	1.8148	1.4518
Magazines/Newspapers	3.2889	0.4444	0.1481	0.1185
Discount/Referrals	5.7556	0.7777	0.2592	0.2074
Google Search	1.6444	0.2222	0.074	0.0592

TABLE 31. Chi Square test Level of Significance

Level of Significance	0.05
Degree of Freedom	4*3=12
P-Value	0.419843

Interpretation

Here we get P-Value as 0.419843, the level of significance is 0.05.

P-Value > Level of significance

Therefore, null hypothesis H_0 is rejected.

That is, Occupation of respondents and their source of information about OTT are independent of each other.

To Test whether there is a relationship between Age of respondents and their time of watching the OTT Platforms

{Chi Square Test for Independence with level of significance as 0.05 is used.}

To Test the Hypothesis H_0 we used Chi Square test of independence:

H_0 : - Age of respondents and their time of watching during the day are independent.

H_1 : - Age and time of watching during the day are dependent on each other.

TABLE 32. Information about OTT are independent

Particulars	<15 years	15-17 years	18-24 years	25-30 years	31-40 years	Above 40
Morning	0	0	13	1	0	1
Afternoon	0	1	13	1	0	0
Evening	1	1	33	1	1	0
Night	1	1	57	5	2	2

TABLE 33. level of significance

Level of Significance	0.05
Degree of Freedom	3*5=15
P-Value	0.951901

7. CONCLUSION

The future of OTT platforms is bright, with increased video consumption and expanding internet and mobile penetration every day. This study was an innovative attempt to analyses customer perceptions of OTT platforms with special reference to NCR region. This new media platform is fast expanding and gaining traction by the day may be because of foreign material, particularly Netflix as reflected in our survey it being the most watched and trusted Platforms among respondents. As the digital media market grows, OTT platforms have and will continue to grow in importance. The OTT platforms have benefited from Covid-19. The survey was performed among respondents in the NCR region, and the information received was separated refined, classified and tabulated for analysis. We received the responses from 135 respondents from the google form questionnaire survey circulated. Most of the survey takers were Students and people of age 18 – 24. Report concludes that Netflix is the most trusted platform among the respondents of NCR region. Report also tells the limitations of OTT, source of

information of respondents about the OTT Platforms, devices used by them to consume the various OTT content. It also gives us the feedback of consumers in which respondents were asked to give a rating on a Likert scale according to their own personal experiences. Report also concludes the dependence of various factors like gender, age, occupation on time of watching OTT, OTT platform watched, Mode of receiving customer support and some other factors with the help of Chi Square Test. ANOVA Analysis is done to prove that Age of the respondents and gender of the respondents do not give any significant effect on the satisfaction of consumers of OTT related to three different factors.

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