

A USER STUDY ON OTT PLATFORM

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ABSTRACT

This study investigates user engagement with OTT platforms, focusing on content consumption habits, subscription models and technological challenges. Findings indicate that content variety, affordability, and accessibility are major factors influencing user satisfaction. While premium subscriptions offer ad-free experiences, many users opt for ad-supported models due to cost considerations. The study highlights the significance of streaming quality, personalized recommendations, and the impact of emerging technologies on user preferences.

KEY WORDS:

OTT platforms, streaming services, user engagement, subscription model, personalized recommendations, device used.

INTRODUCTION

The Over-The-Top (OTT) media streaming services have revolutionized content consumption, replacing traditional television with personalized, on-demand entertainment. With platforms like Amazon mini TV, VOOT etc. users now have the flexibility to watch content across devices. The study aims to explore user behaviour, preferences, and the factors influencing engagement with OTT platforms, considering aspects such as pricing models, content variety, and streaming quality.

As the services are delivered via the Internet without specialised mechanisms these are defined as Over the Top (OTT) services.

This study aims to explore the dynamics of OTT streaming by examining user experiences, behaviours, and trends. As the OTT industry continues to expand, understanding the motivations behind user choices—whether driven by content variety, pricing models, or the platform's interface—is essential for both current providers and new market entrants. Additionally, factors such as technological innovations, personalization features, and the rise of ad-supported models will be explored to identify how these elements influence user engagement and retention.

STATEMENT OF PROBLEM

As OTT streaming platforms continue to proliferate, understanding user behaviour, preferences, and challenges has become crucial for ensuring sustainable growth and improved user satisfaction. Despite the convenience and personalized experiences offered by these platforms, users often face challenges such as content discovery difficulties, subscription fatigue, lack of accessibility features, and inadequate regional or culturally relevant content. Furthermore, the diverse Indian market, with its wide linguistic and demographic variations, adds complexity to designing platforms that meet the expectations of all user segments.

This study aims to investigate the key factors influencing user experiences on OTT platforms, including usability, content preferences, and engagement patterns, while identifying the barriers that hinder optimal satisfaction. By addressing these issues, the research seeks to provide actionable insights to enhance user-centric design and improve overall service delivery in the rapidly evolving OTT ecosystem.

REVIEW OF LITERATURE:

Kailash Kumar, V Rama Krishna, Manoj Govindaraj (2025) “Characteristics determining users’ preferences for OTT video streaming”. The objective of the study is to explicitly identify reason for subscribing or not subscribing to OTT services. The result highlights the significance of comprehending the infection among elements like pricing, quality and demographics in influencing subscription decisions.

Shaile Choudhary, Dr. Rinku Sharma Dixit, Nikhil Govil (2023) “Analysing consumer preferences and patent for OTT platforms”. The objective is to understand the consumer pattern towards OTT platform on the basis of demographics factors where multiple regression tool used via software. The result found that consumer is not too much incline toward OTT because traditional entertainment is still preferred in most of household as their primary source of entertainment. OTT services are mostly recognized by students and employees as they are available at convince with multiple benefits.

OBJECTIVES:

1. To know the pinpoint of common challenges such as buffering or search difficulties.
2. To explore the impact of device usage (eg. mobile, TV, laptop)
3. To assess the appeal and adoption of different subscription models (e.g free, premium, ad-supported)

RESEARCH METHODOLOGY

Sampling design	Convenient sampling method
Period of study	December 2024- April 2025
Data used	Primary and secondary data Gathered via questionnaire from 120 respondents who use OTT application.
Data analysis	Statistical tools like percentage analysis, Garrett's Ranking Method, Likert Scale, ANOVA, and Independent Sample t-test were employed to analyse user preferences and behaviour.

LIMITATIONS OF THE STUDY

In the attempt to make this project authentic and reliable every possible aspect of the topic was kept in mind. The main limitations are:

- ❖ Time is one of the major constraints, which limits the effective data collection.
- ❖ The number of respondents is very less.
- ❖ Some information cannot be accessed due to its confidential nature.
- ❖ Reliability and accuracy of the analysis depend on the respondents, openness and trueness towards each question in the questionnaire.

RESULTS AND DISCUSSIONS:

ISSUES WHILE USING OTT PLATFORM

Issues	No. Of Respondents	Percentage (%)
Buffering	21	17
Poor video quality	28	23
Difficulty searching for content	18	15
Technical issues	38	32
Difficulty in navigating platforms	15	13
TOTAL	120	100

SOURCE: primary data

INFERENCE:

The above table shows that 17 percent of users faced that buffering issues while using the OTT platform, 23 percent of them as poor video quality, 15 percent of them as difficulty searching for content, 32 percent of them as technical issues, 13 percent of them as difficulty in navigating platform. Therefore, majority i.e 32 percent of users faced technical issues while watching the OTT platform.

SUBSCRIPTION MODEL AWARENESS

Subscription Model	No. Of Respondents	Percentage (%)
Free (with limited features or content)	31	26
Premium (ad-free full access with a subscription model)	72	60
Ad-supported (free or discounted with advertisement)	17	14
TOTAL	120	100

SOURCE: PRIMARY DATA

INFERENCE:

The above table shows that user awareness about subscription model 26 percent of user aware about free model, 60 percent of them as premium model and 14 percent of them as ad-supported model.

Therefore majority i.e. 60 percent of users area ware about premium model.

DEVICE USE TO OTT PLATFORMS

Device Usage	No. Of Respondents	Percentage (%)
Smart Phone	63	53
Smart Tv	28	23
Laptop/Desktop	24	20
Tablet	5	4
TOTAL	120	100

SOURCE: PRIMARY DATA

INFERENCE:

The table 3.9 reveals that 53 percent of the users for watching OTT platforms through smartphones, 23 percent of them through smart tv, 20 percent of them through laptop/ desktop and 4 percent of them through tablet for watching OTT.

Therefore, majority i.e., 53 percent of users use smartphone for watching OTT platforms.

GARRETT RANKING

RANKING FACTOR INFLUENCE MORE TO USE OTT PLATFORMS

FACTORS	Rank				
	I	II	III	IV	V
Cost of subscription	33	25	19	21	22
Ad-free content	42	35	27	7	9
Content in free tire	30	27	43	15	5
Ad supported model	15	31	19	25	30
Exclusive features	37	23	25	19	16

Rank	$100 R_{ij}-0.5/N_{ij} $	Percentage position	Garrett value
1	$100 (1-0.5)/5 $	10	75
2	$100 (2-0.5)/5 $	30	60
3	$100 (3-0.5)/5 $	50	50
4	$100 (4-0.5)/5 $	70	39
5	$100 (5-0.5)/5 $	90	25

FACTOR	F1	F2	F3	F4	F5
I	2475	1500	950	819	550
II	3150	2100	1350	273	225
III	2250	1620	2150	585	125
IV	1125	1860	950	975	750
V	2775	1380	1250	741	400

RANK TABLE

Factors	Total Score	Mean	Rank
Cost of subscription	6294	52.45	IV
Ad-free content	7098	59.15	I
Content in free tire	6730	56.08	II
Ad supported model	5660	47.17	V
Exclusive features	6546	54.50	III

INFERENCE:

The above table 3.29 reveals that the majority of the respondents have given top priority to Ad- free content and is ranked as first, followed by content in free-tire, exclusive features, cost of subscription and ad supported model ranked as II, III, IV, V respectively.

LEVEL OF SATISFACTION WITH PORTABLE DEVICES USAGE ON OTT PLATFORMS ACCORDING TO AGE

NULL HYPOTHESIS (H₀): There is no significant relationship with age and satisfaction on using OTT platform

Satisfaction/ Age	Mean	F Value	Significance Value
S1/AGE	2.517	3.037	.032
S2/AGE	.328	.660	.578
S3/AGE	2.364	4.388	.006

S4/AGE	1.990	3.650	.015
S5/AGE	2.383	4.078	.009
S6/AGE	.588	.773	.512
S7/AGE	2.696	3.657	.015
S8/AGE	.370	.591	.622
S9/AGE	2.361	3.985	.010
S10/AGE	1.502	2.104	.104
S11/AGE	.070	.125	.945
S12/AGE	.120	.180	.910
S13/AGE	.360	.489	.691
S14/AGE	.505	.760	.519
S15/AGE	.700	.889	.449

SOURCE: primary data

INFERENCE:

The following are state that there is a significant difference across age groups (P-value < 0.05) hence null hypothesis is rejected, are

- Users had different levels of satisfaction with audio/video quality based on the device used.
- The type of device used affected the type of content watched.
- Overall OTT viewing experience varied across age groups.
- Users' satisfaction with the variety of content offered on OTT platforms was different across age groups.
- Subscription cost satisfaction also showed differences among age groups.

There is no significant difference between age groups (P- value > 0.05) hence the null hypothesis is accepted, are

- Satisfaction with battery life while watching OTT.
- Ease of switching between devices.
- Ease of navigating the platform.
- Frequency of content updates.
- Flexibility of subscription plans.
- Availability of subtitles and audio in multiple languages.
- The ability to share a subscription.
- Users' experience with technical issues.

- Original/exclusive content satisfaction.

SUGGESTIONS:

- ❖ Most people watch on smartphones. Ensuring smooth performance on mobile devices should be a priority.
- ❖ Since most users prefer lower-cost or free subscriptions, OTT platforms can offer budget-friendly plans with good content access.
- ❖ Many users switch between free and premium plans. Offering customized plans, like pay-per-view or short-term subscriptions, can be beneficial.
- ❖ Many users face technical issues like buffering and poor video quality. Platforms should optimize streaming quality and reduce buffering.
- ❖ Focus on better content to attract and retain users. Customize marketing strategies based on demographic preferences.
- ❖ Since some users tolerate ads, offering better-targeted, shorter, and less disruptive ads can improve the viewing experience for non-premium users.

CONCLUSION:

The research underscores that users prioritize content diversity, affordability, and ease of access when selecting an OTT service. While premium subscriptions are preferred for their ad-free experience, price sensitivity and streaming issues remain key concerns. Platforms should focus on enhancing streaming quality, offering flexible pricing models, and leveraging AI-driven recommendations to retain user engagement. The study also suggests that localized content and seamless device integration will play a crucial role in shaping the future of OTT consumption.

The study explores user habits and behaviours regarding content consumption, revealing that movies are the most preferred content type, followed by TV series and live sports. The frequency of OTT usage shows that most users engage with streaming services multiple times a week, reinforcing the growing dependency on digital entertainment. Preferences for dubbed content over subtitles highlight the need for localized content options to cater to diverse audiences.

In conclusion, the study highlights the evolving landscape of OTT consumption, driven by user preferences for convenience, affordability, and content diversity. OTT service providers must continuously innovate to meet user expectations by addressing technical issues, offering localized content, and refining subscription models. By leveraging these insights, platforms can enhance user satisfaction, increase subscriptions, and solidify their position in the competitive digital entertainment market.

JOURNALS:

- "Study on the Consumption Impact of the OTT Platform Among Youth" by Vivek Singh, through the International Journal of Scientific Research in Engineering and Management (IJSREM). The article is published in Volume 8, Issue 4, May 2024.
- "Examining New Media Consumption from the Standpoint of OTT Streaming Services" was conducted by RajaRathi Karunakaran, Selvabaskar S., Karthik Ram M., and Guhan R., affiliated with SASTRA Deemed to be University. Published in June 2023 in the *Petra International Journal of Business Studies*, Volume 6, Issue 1.

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