



e-ISSN:2582-7219



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 6, Issue 9, September 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.54



6381 907 438



6381 907 438



ijmrset@gmail.com



www.ijmrset.com



Customer Satisfaction toward OTT in Telangana – An Empirical Study in Hyderabad City

Dr. S Nayamath Basha, Prof. K Harish Reddy

Associate Professor, Dept. of MBA, CMRTC, Hyderabad, India.

HOD, Department of MBA, CMR Technical Campus, Hyderabad, India

ABSTRACT: Over-The-Top (OTT) platforms have witnessed exponential growth due to increasing internet penetration, smart phone usage, and changing media consumption patterns. These platforms provide on-demand access to digital video and audio content without the requirement of traditional cable or satellite services. In this context, understanding customer satisfaction has become crucial for OTT service providers to sustain competitiveness. The present study aims to examine customer satisfaction towards OTT platforms in Hyderabad city by considering six key dimensions: content quality, user interface, personalization and recommendation, price and value, customer service and support, and accessibility and convenience. Each dimension is measured using multiple parameters. The study is purely primary in nature, with data collected from 200 respondents through a structured questionnaire using a convenience sampling method. The collected data were analyzed using SPSS software, and the ANOVA test was employed to examine the association between selected dimensions and customer satisfaction. The findings reveal that all six dimensions exhibit a positive and significant association with customer satisfaction towards OTT platforms. The study offers useful insights for OTT service providers to enhance user experience and retention strategies.

KEYWORDS: OTT Platforms, Customer Satisfaction, ANOVA, Hyderabad City

I. INTRODUCTION

Over-the-top (OTT) platforms refer to digital services that deliver video and audio content directly to users through the internet, bypassing traditional television distribution systems such as cable and satellite networks. In recent years, OTT platforms have emerged as a dominant force in the entertainment industry, driven by technological advancements, affordable internet access, and evolving consumer preferences. Popular platforms such as Netflix, Amazon Prime Video, Disney+, and Hotstar have transformed the way audiences consume media content. One of the major advantages of OTT platforms is their flexibility, allowing users to access content anytime and anywhere using multiple devices such as smart phones, smart televisions, tablets, and laptops. Additionally, OTT platforms utilize data analytics to understand viewing behavior and offer personalized recommendations, thereby enhancing user engagement. Another distinguishing feature of OTT platforms is the growing emphasis on original and exclusive content, which has significantly influenced subscription decisions and customer loyalty.

Despite these advantages, OTT platforms also face challenges such as content piracy, intense competition, pricing pressures, and technical issues like buffering and connectivity problems. Furthermore, the rapid growth of OTT platforms has disrupted traditional television and film industries, leading to shifts in revenue models and content production strategies. Given this dynamic environment, it is essential to examine customer satisfaction towards OTT platforms by evaluating multiple service-related dimensions. The present study attempts to analyze these factors with specific reference to users in Hyderabad city.

II. LITERATURE REVIEW

Wahab, Pooja, Mounika, Anusha, and Pooja (2024) investigated the emergence and growth of OTT services in Hyderabad with special reference to changing media consumption patterns. The study found that convenience, personalized content, and flexible viewing options significantly enhanced customer satisfaction, while traditional television viewership declined rapidly among younger audiences (Wahab et al., 2024). Mallah and More (2024) analyzed users' perspectives towards OTT platforms in Mumbai to understand satisfaction determinants in metropolitan cities. The study revealed that content diversity, uninterrupted streaming, and reasonable subscription charges played a



crucial role in shaping customer satisfaction, offering valuable comparative insights for OTT studies in Hyderabad (Mallah & More, 2024). Kumar and Sharma (2024) explored factors influencing Indian consumers' inclination to adopt OTT services using exploratory factor analysis. The results highlighted that perceived entertainment value, technological convenience, and personalization significantly affected satisfaction and adoption intention, reinforcing the importance of customer-centric service design in OTT platforms (Kumar & Sharma, 2024). Neerati, Immanuel, and Pinakapani (2023) examined the factors influencing acceptance of OTT platforms and their impact on consumers' intention to use OTT services in Hyderabad. Using a descriptive research design and survey data, the study identified perceived usefulness, ease of use, content quality, and pricing as significant predictors of customer satisfaction and continued usage. The findings revealed that user-friendly interfaces and affordable subscription plans positively influence satisfaction levels among urban consumers (Neerati et al., 2023).

Prabhavathy and Senthilkumar (2023) conducted a systematic review of customer experience in OTT platform services. The study synthesized prior research and concluded that service quality, content relevance, and pricing transparency were the most consistent contributors to customer satisfaction across OTT platforms in the Indian context (Prabhavathy & Senthilkumar, 2023). Neerati and Immanuel (2023) examined OTT watching behaviour of consumers in Secunderabad with reference to satisfaction outcomes. The study found that binge-watching tendencies, device accessibility, and regional language content availability significantly enhanced customer satisfaction and platform loyalty (Neerati & Immanuel, 2023). Varalakshmi, Rani, Srividya, Beig, and Pradeep (2023) studied customers' knowledge and satisfaction towards OTT platforms in India. The findings indicated that awareness of subscription features, trial options, and content variety positively influenced satisfaction, while lack of digital literacy posed challenges for certain demographic groups (Varalakshmi et al., 2023). Bansal and Sharma (2022) analyzed consumer satisfaction with streaming applications in India. The study revealed that video quality, uninterrupted service, and affordability significantly affected satisfaction levels, while excessive advertisements negatively influenced users' perceptions of OTT platforms (Bansal & Sharma, 2022).

III. RESEARCH OBJECTIVES

This research paper has following research objectives.

- To study customer satisfaction towards OTT platforms in Hyderabad city.
- To analyze the influence of content quality on customer satisfaction.
- To examine the role of user interface in determining customer satisfaction.
- To evaluate the impact of personalization and recommendation features on customer satisfaction.
- To assess the effect of price and perceived value on customer satisfaction.
- To study the influence of customer service, accessibility, and convenience on customer satisfaction.

IV. RESEARCH HYPOTHESES

The null hypotheses that will be tested in this research paper are given below.

- H₀₁: There is no significant association between content quality and customer satisfaction.
- H₀₂: User interface has a negative impact on customer satisfaction towards OTT platforms.
- H₀₃: Personalization and recommendation negatively affect customer satisfaction.
- H₀₄: There is no significant association between price and value and customer satisfaction.
- H₀₅: Customer service and support negatively impact customer satisfaction.
- H₀₆: There is no association between accessibility and convenience and customer satisfaction.

V. RESEARCH METHODOLOGY

The various components of research methodology adopted in this research paper are as follows.

- **Data Sources:** Primary data is collected through a structured questionnaire using a Likert scale whereas the secondary data is collected from books, journals, research articles, reports, and relevant websites.
- **Sampling Design:** A sample of 200 respondents who are general OTT users are selected by using convenience sampling method.
- **Data Analysis Methods:** ANOVA test is used to analyze the relationship between selected dimensions and customer satisfaction



VI. RESULTS AND DISCUSSION

After data collection, responses were coded and entered into the Statistical Package for Social Sciences (SPSS). The ANOVA test was employed to analyze the relationship between selected dimensions and customer satisfaction. The results indicate that content quality, user interface, personalization and recommendation, price and value, customer service, and accessibility and convenience have a statistically significant and positive association with customer satisfaction towards OTT platforms.

Table 1: Content Quality and Customer Satisfaction (ANOVA)

Parameter	Sum of Squares	df	Mean Square	F	Sig.
High-quality content	136.818	7	19.545	218.413	.000
Relevant to interests	166.310	7	23.759	227.564	.000
Diverse content	53.964	7	7.709	172.294	.000
Up-to-date content	141.803	7	20.258	77.484	.000

(Source: Author's Own Calculations)

The above table explains the association between content quality and customer satisfaction using ANOVA results. The content quality dimension is measured through four parameters. The parameter high-quality content records an F value of 218.413 with a significance value of .000, indicating a strong relationship with customer satisfaction. Similarly, relevance of content to user interests shows an F value of 227.564 and a p value of .000, highlighting its substantial influence. The parameter diversity of content reports an F value of 172.294 with a significance value of .000, while up-to-date and current content has an F value of 77.484 and a p value of .000. Since all parameters exhibit significance values less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This result confirms that superior content quality plays a critical role in enhancing customer satisfaction, emphasizing that relevance, diversity, and freshness of content significantly influence OTT users' perceptions.

Table 2: User Interface and Customer Satisfaction (ANOVA)

Parameter	Sum of Squares	df	Mean Square	F	Sig.
Easy navigation	137.859	7	19.694	208.491	.000
Visual appeal	147.841	7	21.120	63.700	.000
Effective search	48.812	7	6.973	98.675	.000
Seamless experience	146.989	7	20.998	211.184	.000

(Source: Author's Own Calculations)

Table 2 presents the relationship between user interface features and customer satisfaction. The parameter easy navigation shows an F value of 208.491 with a p value of .000, suggesting a significant impact on satisfaction levels. Visual appeal of the platform records an F value of 63.700 with a significance value of .000, while effectiveness of the search function has an F value of 98.675 and p value of .000. The parameter seamless user experience reports an F value of 211.184 with a significance value of .000. As all p values are below 0.05, the null hypothesis is rejected. These findings indicate that a well-designed, visually appealing, and easy-to-navigate interface significantly enhances customer satisfaction, reinforcing the importance of usability in OTT platform success.

Table 3: Personalization & Recommendation and Customer Satisfaction (ANOVA)

Parameter	Sum of Squares	df	Mean Square	F	Sig.
Personalized recommendations	140.727	7	20.104	223.471	.000
Relevant recommendations	168.653	7	24.093	116.442	.000
Discover new content	53.964	7	7.709	172.294	.000



Customized preferences	147.760	7	21.109	136.022	.000
------------------------	---------	---	--------	---------	------

(Source: Author's Own Calculations)

The above table highlights the association between personalization and recommendation features and customer satisfaction. The parameter personalized recommendations based on viewing habits has an F value of 223.471 with a p value of .000, indicating a strong association. Relevance of recommendations shows an F value of 116.442 and significance value of .000. The ability to discover new content easily records an F value of 172.294 with a p value of .000, while customized content based on preferences shows an F value of 136.022 and p value of .000. Since all parameters are statistically significant, the alternative hypothesis is accepted. The results demonstrate that personalization and recommendation systems are vital drivers of customer satisfaction, as tailored content enhances engagement and improves overall viewing experience.

Table 4: Price & Value and Customer Satisfaction (ANOVA)

Parameter	Sum of Squares	df	Mean Square	F	Sig.
Fair pricing	150.244	7	21.463	143.907	.000
Value for money	125.729	7	17.961	86.019	.000
Transparent billing	156.459	7	22.351	88.373	.000
Flexible plans	53.949	7	7.707	171.942	.000

(Source: Author's Own Calculations)

Table 4 reveals the relationship between price and value factors and customer satisfaction. The parameter 'fair pricing options' has an F value of 143.907 with a p value of .000. Value for money shows an F value of 86.019 with a significance value of .000. The transparency of the billing process reports an F value of 88.373 and p value of .000, while flexibility of pricing plans has an F value of 171.942 with a significance value of .000. All parameters show p values below 0.05, leading to rejection of the null hypothesis. These results suggest that fair, transparent, and flexible pricing structures significantly enhance customer satisfaction, indicating that perceived value strongly influences customer loyalty toward OTT platforms.

Table 5: Customer Service & Support and Customer Satisfaction (ANOVA)

Parameter	Sum of Squares	df	Mean Square	F	Sig.
Responsive service	152.221	7	21.746	169.317	.000
Multiple contact modes	142.525	7	20.361	290.554	.000
Efficient resolution	172.443	7	24.635	287.848	.000
Prompt support	40.648	7	5.807	41.398	.000

(Source: Author's Own Calculations)

The above table shows the association between customer service and support and customer satisfaction. The parameter responsive and helpful customer service records an F value of 169.317 with a p value of .000. Availability of multiple contact modes shows a very high F value of 290.554 with a significance value of .000, indicating a strong effect. Efficiency in resolving issues has an F value of 287.848 and p value of .000, while prompt and effective support records an F value of 41.398 with a significance value of .000. Since all p values are less than 0.05, the alternative hypothesis is accepted. The findings confirm that efficient and accessible customer support services significantly contribute to higher customer satisfaction, particularly when platforms offer quick resolution and multiple communication channels.



Table 6: Accessibility & Convenience and Customer Satisfaction (ANOVA)

Parameter	Sum of Squares	df	Mean Square	F	Sig.
Multi-device access	145.128	7	20.733	245.306	.000
User-friendly app	145.128	7	20.733	245.306	.000
Offline viewing	132.640	7	18.949	117.532	.000
Seamless streaming	176.530	7	25.219	337.545	.000

(Source: Author's Own Calculations)

Table 6 explains the relationship between accessibility and convenience factors and customer satisfaction. The parameter accessibility across multiple devices has an F value of 245.306 with a p value of .000. User-friendly mobile application also reports an F value of 245.306 and significance value of .000. The parameter offline viewing facility shows an F value of 117.532 with a p value of .000, while seamless streaming experience records the highest F value of 337.545 with a significance value of .000. As all parameters are statistically significant, the null hypothesis is rejected. This analysis highlights that convenience-related features such as uninterrupted streaming, offline access, and multi-device compatibility play a decisive role in enhancing customer satisfaction and continued usage of OTT platforms.

VII. FINDINGS OF THE RESEARCH PAPER

After analyzing the data collected, this research paper found the following.

- Content quality strongly influences customer satisfaction, with high-quality, relevant, diverse, and up-to-date content significantly enhancing user engagement and positive perceptions of OTT platforms.
- User interface elements such as easy navigation, visual appeal, effective search, and seamless experience have a significant positive impact on customer satisfaction, emphasizing the importance of intuitive design and usability.
- Personalization and recommendation systems, including personalized suggestions, relevant recommendations, discovery of new content, and customized preferences, are key drivers of customer satisfaction, as they create a tailored and engaging viewing experience.
- Price and value factors, including fair pricing, value for money, transparent billing, and flexible subscription plans, play a crucial role in customer satisfaction, indicating that users value fairness, flexibility, and perceived value in their subscriptions.
- Customer service and support, such as responsive service, multiple contact channels, efficient issue resolution, and prompt assistance, are strongly associated with higher satisfaction, showing that effective and accessible support builds trust and loyalty.
- Accessibility and convenience, including multi-device access, user-friendly applications, offline viewing, and seamless streaming, significantly enhance customer satisfaction, highlighting the importance of uninterrupted access and convenience.
- Seamless streaming, personalization, and effective customer support exhibit particularly strong effects on satisfaction, indicating these areas are critical for user retention and engagement.

VIII. RECOMMENDATIONS OF THE RESEARCH PAPER

On the basis of the findings that are mentioned in the above section, this research paper makes the following recommendations.

- OTT platforms should adopt a holistic strategy integrating high-quality content, user-friendly interface, personalized recommendations, fair pricing, robust customer support, and accessible features to maximize customer satisfaction and retention.
- Continuous improvement based on user feedback is recommended to enhance content relevance, platform usability, and personalization features.
- Investment in technology and analytics should be prioritized to optimize streaming performance, recommendation algorithms, and multi-device accessibility.
- Staff training and development should be emphasized to improve responsiveness, efficiency, and overall quality of customer service and support.
- Flexible and transparent pricing strategies should be maintained to ensure perceived value and fairness, encouraging long-term subscriptions and loyalty.



- Platforms should regularly update and diversify content offerings while maintaining freshness to sustain user engagement and satisfaction.

IX. CONCLUSION

The study concludes that customer satisfaction towards OTT platforms in Hyderabad city is influenced by multiple service-related dimensions. High-quality content, user-friendly interfaces, personalized recommendations, reasonable pricing, effective customer support, and convenient accessibility collectively enhance user satisfaction. OTT service providers should focus on improving these dimensions to strengthen customer engagement and long-term loyalty in an increasingly competitive digital entertainment market.

REFERENCES

1. Wahab, M. A., Pooja, B., Mounika, B., Anusha, B., & Pooja, B. (2024). A study on the emergence of over-the-top (OTT) services in Hyderabad. *International Research Journal on Advanced Engineering and Management*, 2(4). Retrieved from <https://www.researchgate.net/publication/379681274>
2. Mallah, V. S., & More, R. R. (2024). A comprehensive study on users' perspectives towards OTT platforms in Mumbai. *Educational Administration: Theory and Practice*, 30(4), 521–526. Retrieved from <https://kuvey.net/index.php/kuvey/article/view/1497>
3. Kumar, R., & Sharma, B. (2024). Exploring factors influencing Indian consumers' inclination to adopt OTT services. *International Journal of Interdisciplinary Cultural Studies*, 19(2). Retrieved from <https://cgscopus.com/index.php/journals/article/view/76>
4. Neerati, V. R., Immanuvel, D., & Pinakapani, P. (2023). Factors influencing acceptance of OTT platforms and intention to use among consumers in Hyderabad. *Journal of Research Administration*, 5(2), 413–426. Retrieved from <https://journalra.org/index.php/jra/article/view/178>
5. Prabhavathy, R., & Senthilkumar, S. (2023). A systematic review of customer experience in OTT platform services. *Tec Empresarial*, 5(2). Retrieved from <https://revistastecac.cr/index.php/TEC/article/view/294>
6. Neerati, V. R., & Immanuvel, D. (2023). Over-the-top (OTT) watching behaviour of consumers in Secunderabad. *Journal of Propulsion Technology*, 44(4). Retrieved from <https://www.propulsiontechjournal.com/index.php/journal/article/view/1803>
7. Varalakshmi, C., Rani, P. L., Srividya, G., Beig, N., & Pradeep, G. S. (2023). A study of customers' knowledge and satisfaction with OTT platforms. *Journal of Law and Sustainable Development*, 11(12). Retrieved from <https://ojs.journalsdg.org/jlss/article/view/2042>
8. Bansal, S., & Sharma, R. (2022). Streaming applications and consumer satisfaction in India. *Indian Journal of Marketing*, 52(6). Retrieved from <https://www.indianjournalofmarketing.com>



INNO SPACE
SJIF Scientific Journal Impact Factor
Impact Factor
7.54

ISSN

INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com