

**User Perception Towards OTT Video Streaming  
Platforms in Kerala (With Special Reference to Thrissur)**

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**Abstract:** Currently numerous OTT video platforms are available for consumers to encourage them. These OTT video platforms are developed to reach customers easily through advanced provisions and technology. With the rapid advancement of technology, OTT services are advancing at a rapid rate. Consumer content choices have shifted as a result of the COVID-19 pandemic. Many consumers have subscribed to OTT video platform services to receive high-quality content in large quantities and without commercials. In this situation, OTT video platforms are a practical choice for consumers. OTT platforms serve as a way for people to spend quality time with their friends and family. Even professionals who work from home have a flexible schedule and can spend time on OTT platforms. There are so many factors are influencing the satisfaction of OTT video platform users. The main purpose of this study is to find out the perception and satisfaction of consumers or users of OTT video platforms with special reference to Kerala, Thrissur district.

**Keywords:** COVID-19, OTT, perception, Satisfaction, Streaming.

### **Introduction**

In recent years, over-the-top (OTT) video streaming services that provide direct streaming services to consumers have grown in popularity around the world. In comparison to traditional television, OTT platforms have experienced a significant increase in video on demand (VOD) during this pandemic. The country is on lockdown because of the COVID 19 epidemic, and all states are shuttered. In this situation, theatres closed as well, and audiences migrated substantially from theatre to OTT services. OTT stands for over-the-top (or over-the-top) video and audio hosting and streaming services, which began as content hosting platforms but quickly evolved into the creation and distribution of movies, feature films, documentaries, and web series. These platforms provide a variety of content and employ artificial intelligence to recommend content to users based on their previous viewing habits on the platform. The majority of OTT services provide limited free content and charge a monthly subscription fee for premium content. The term "OTT platform" refers to an environment that allows you to deliver pre-recorded (VOD/AOD) or live audios or videos to your audience for them to listen to or watch. OTT services are primarily accessed through websites on personal computers and smartphones, smart televisions, etc. The main purpose of the study is to find out the perception and satisfaction of consumers about the OTT video streaming platform.

### **Literature review**

**(Gangwar et al., 2020)** studied the preference of OTT platforms in India. Technological advancement and content quality is the major preference that influences the Indian customers to adopt the OTT platform. The study concluded that the millennium is attracted towards the OTT platforms due to foreign content and video on demand facilities.

**(Sharma & Chakraborti, 2020)** COVID-19 is a virus that affects the respiratory system and creates serious complications in the human body. To check the community spread of this virus many countries like China, Italy, Spain, the USA, and India resorted to complete lockdown thus leading to a standstill in business operations. This has hit the Service Sector hard and there is a fear of job loss and loss in profitability. This study identified the economic impact of lockdown due to COVID-19 on the Service Sector in India and its economic impact.

**(Sujith et al., 2019)** analysed the customer perception towards mobile wallets the study reveals that the majority of the respondents are aware and prefer the mobile wallet and prefer for digital payment.

**(Khadim et al., 2018)** studied the factors affecting brand loyalty and the impact of perceived social media communication with brand trust and brand equity. Social media is a very well-built platform and it has a significant impact on BL.

(Arora et al., 2018) examined the impact of social media advertising on millennials' preferences. The study concluded that the respondents' preferences for using social media websites as they regularly read blogs, used social media platforms for comparison of different products, sought opinions of experts before buying a product, and the number of likes and dislikes had a significant impact on their choices.

(Amin et al., 2017) studied attitude and preference of customers in the Islamic mortgage sector. The study concluded that the service quality produces the strongest predictor for the Islamic home financing preference.

(S. Rana & Lokhande, 2015) examined the consumer Preferences & Attitude towards Passenger cars. Factors such as after-sales service, resale value, and fuel efficiency along with customer preferences while buying Maruti & Hyundai brands. The study concluded that proper customer care strategy plays an important role in satisfying & delighting the customers.

(Khattab & Alhadid, 2015) studied the students' satisfaction through Technology Acceptance Model (TAM) and seeks to understand the relationship between perceptions such as perceived usefulness, perceived ease of use, security and privacy, convenience, and students' usage. The study shows that there is a significant and positive relationship between electronic banking services and students' satisfaction.

#### Research Methodology:

This study is descriptive research based on primary data. It was conducted in the Thrissur district with 86 users of the OTT video streaming platform. A self-administered online survey was conducted and a non-probability convenience sampling method. And the secondary data were collected from various websites, articles, newspapers, etc.

#### Analysis and Discussions:

The data was collected by using a structured questionnaire from Thrissur district through Google forms, consisting of demographic profile, perception, and satisfaction factors. To ensure the reliability of the study, Cronbach's alpha test was used for measuring internal consistency. The analysis yields a Cronbach's alpha of 0.811, which established that all the item-total correlation is acceptable. The previous researchers proposed that the element of affirmation of Cronbach's alpha will be 0.70. The researcher uses two variables for measuring the perception such as perceived ease of use, perceived usefulness.

**Table 1 : Demographic profile of the users of OTT video platforms.**

Variable	Attribute	Frequency	Percent
Age of the Respondents	Below 25	17	20
	25-40	46	53
	Above 40	23	27
	<b>Total</b>	<b>86</b>	<b>100.0</b>
Gender	Male	58	67
	Female	28	33
	<b>Total</b>	<b>86</b>	<b>100.0</b>
Profession	Students	36	42
	Govt. Employees	18	21

	Other employees	Private	32	37
	<b>Total</b>		<b>86</b>	<b>100.0</b>
Area of Residence	Urban		49	57
	Rural		37	43
	<b>Total</b>		<b>213</b>	<b>100.0</b>

Table 1 shows the descriptive characteristics of samples collected from the Thrissur district in Kerala. Out of 86, samples the majority was male with the frequency of 58 against female of 28 with a percent of 67 and 33 respectively. These include 46 samples from the age category of 25-40 years, 17 users from below 25 years (20%), and 23 users from above 40 years (27%). The study consists of 57 % of the respondents from the urban area and 37 users (43%) from the rural area.

	Mean	Std. Deviation	N
Perceived Ease of Use	3.71	.701	86
Perceived Usefulness	3.57	.902	86
Overall Satisfaction	4.01	.660	86

Table 2 explains the mean and standard deviation of Perceived ease of use, Perceived Usefulness, and Overall satisfaction, the total number of valid respondents is 86. There is a mean score of perceived ease of use at 3.71 with an SD of 0.70, a mean score of 3.57 on perceived usefulness (.902 SD), and 4.01(.660 SD) on the overall satisfaction of the OTT video streaming platform users.

**Correlation analysis:**

**H<sub>1</sub>: There is a significant relationship between perceived ease of use and perceived usefulness.**

		Perceived Ease of Use	Perceived Usefulness
Perceived Ease of Use	Pearson Correlation	1	.377**
	Sig. (2-tailed)		.000
	N		86
Perceived Usefulness	Pearson Correlation	.377**	1
	Sig. (2-tailed)	.000	
	N	86	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 3 describes the result of the correlation between perceived ease of use and perceived usefulness. From the statistical result, it is inferred that perceived ease of use and perceived usefulness are positively correlated to each other (0.377). The P-value associated with the correlation is less than 0.01. So, the first Hypothesis is accepted, it indicated that there exists a positive relationship between perceived ease of use and perceived usefulness.

**H<sub>2</sub>: There is a significant relationship between perceived ease of use and overall satisfaction.**

		Perceived Ease of Use	Over All Satisfaction
Perceived Ease of Use	Pearson Correlation	1	.466**
	Sig. (2-tailed)		.000
	N	86	86
Over All Satisfaction	Pearson Correlation	.466**	1
	Sig. (2-tailed)	.000	
	N	86	86

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4 explained the result of the correlation between perceived ease of use and overall satisfaction of OTT video streaming platforms. From the result, it is showed that perceived ease of use and overall satisfaction are positively correlated to each other (0.466). The P-value associated with the correlation is less than 0.01. So, the Hypothesis is accepted, it indicated that there exists a positive relationship between perceived ease of use and overall satisfaction of users about the OTT platforms.

**H<sub>3</sub>: There is a significant relationship between perceived usefulness and overall satisfaction.**

		Over All Satisfaction	Perceived Usefulness
Over All Satisfaction	Pearson Correlation	1	.602**
	Sig. (2-tailed)		.000
	N	86	86
Perceived Usefulness	Pearson Correlation	.602**	1
	Sig. (2-tailed)	.000	
	N	86	86

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4 portrays the correlation between perceived usefulness and overall satisfaction among OTT video streaming platform users. It shows a positively correlated each other (0.602). The overall satisfaction and perceived usefulness have the highest significant relation with a P-value

of 0.000. Hence, the Hypothesis is accepted, it indicated that there exists a positive relationship between perceived usefulness and overall satisfaction of users.

**Conclusion:**

Because the use of the internet and mobile devices is growing at an exponential rate, the future of OTT platforms appears bright. OTT platforms like Netflix, Amazon Prime, and Hotstar, which are now considered to be the largest, are rising in popularity. OTT services are popular among subscribers because of their convenience and high-quality content. The expansion of OTT services is also aided by low-cost internet connection prices. People are enthusiastic about movies being launched on OTT platforms at specific times, yet they prefer to watch movies in theatres rather than on OTT platforms. The study found that the majority of the consumers are satisfied with the OTT video streaming platform. The researcher uses two variables for measuring the perception of the users. The study found overall satisfaction with a mean score of 4.01. only OTT users from Thrissur were recruited for the study, therefore generalizations for the entire population of OTT users are inappropriate.

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