

## INTRODUCTION

Over-the-top (OTT) platforms have rapidly transformed the entertainment industry in recent years. These platforms provide on-demand content via the internet, bypassing traditional cable or satellite services. Popular OTT services like Netflix, Amazon Prime Video, Disney+, and Hulu have gained a significant market share, offering a wide range of television shows, movies, documentaries, and even live events. As of today, these platforms have become an essential part of people's daily lives, altering the way we consume entertainment.

The explosion of OTT platforms can be attributed to several key factors. First, the advent of high-speed internet, the availability of smart devices like smartphones, tablets, and smart TVs, and the growing ease of accessing on-demand content have significantly altered consumer behaviour. Additionally, the variety and convenience of content available on these platforms, often with the ability to watch anywhere, anytime, have made OTT services an attractive alternative to traditional cable or satellite television. Another significant factor is the competitive pricing and subscription models, which have made OTT platforms more affordable and flexible for users.

In the fast-evolving OTT market, customer satisfaction plays a pivotal role in determining a platform's success. With increasing competition, consumer choices have grown, and companies must continually adapt to meet customers' evolving expectations. Customer satisfaction, in the context of OTT platforms, is influenced by various factors such as content variety, quality of streaming, user interface, subscription cost, personalization, customer support, and more. Understanding how these elements impact the satisfaction levels of viewers is critical for platforms to maintain and grow their customer base.

The ability of OTT platforms to provide a personalized viewing experience is one of the key differentiators. Most platforms use sophisticated algorithms to recommend content based on viewing history, genres of interest, and user ratings. This customization not only enhances the viewing experience but also contributes to higher satisfaction levels. Moreover, the accessibility and convenience of streaming on

multiple devices have elevated the importance of usability, as consumers expect seamless streaming experiences across various platforms and devices.

Pricing models are another crucial factor that impacts customer satisfaction. While OTT services are generally more affordable than traditional cable subscriptions, pricing flexibility and transparent billing practices are important considerations for users. Some platforms offer tiered pricing based on the number of screens, resolution quality (HD, 4K), or additional services, which provide users with the flexibility to select options that suit their needs and budgets.

Despite the many advantages, OTT platforms face several challenges that may affect customer satisfaction. Issues such as buffering, low streaming quality, subscription cancellations, content availability, and lack of localized content are common concerns among consumers. Furthermore, the rise of password sharing and piracy also poses significant challenges in terms of content protection and subscription model sustainability.

This study aims to explore and analyse the factors that contribute to customer satisfaction on OTT platforms. By examining aspects such as content offerings, pricing strategies, streaming quality, user experience, and customer support, the study seeks to provide insights into the key drivers of satisfaction for OTT platform subscribers. Understanding customer satisfaction will allow OTT platforms to enhance their services, improve retention rates, and offer better value to their users.

## **SIGNIFICANCE OF THE STUDY**

The rapid growth and popularity of Over-The-Top (OTT) platforms in recent years have drastically reshaped the media and entertainment landscape. With the increasing shift from traditional cable television to on-demand streaming services, understanding customer satisfaction within this industry has become critical for the sustained growth and success of OTT providers. This study aims to examine customer satisfaction on OTT platforms, exploring the factors that influence viewers' experiences and how platforms can optimize their services to enhance user loyalty and retention. The significance of this study lies in its potential to offer valuable insights that could benefit both OTT service providers and consumers.

## **LIMITATIONS OF THE STUDY**

- Sample size may not fully capture the diversity of OTT platform users.
- Rapid changes in the OTT market may affect the relevance of findings.
- Limited representation of non-subscribers or niche OTT platform users.
- Potential bias in self-reported data from surveys and interviews.

## **CHAPTER SCHEME**

The study has been arranged into 5 chapters.

The first chapter deals with introduction, statement of the problem, objectives, scope, research methodology and limitations of the study and Chapter scheme.

The second chapter deals with Review of literature.

The third chapter deals with Theoretical framework of the study.

The forth chapter deals with data analysis and interpretation.

Fifth chapter deals with findings, suggestions and conclusion.

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