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A Study on Customer Satisfaction on OTT Platforms during Covid19 Pandemic Period

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Abstract: ***An Over-The-Top(OTT) platform is a virtual media carrier added immediately to audiences over the Internet. The agencies that traditionally function a controller or distributor of such content, along with cable, radio, and satellite TV for pc TV channels, are bypassed with the aid of using OTT.***
It's additionally been prolonged to no-service mobile phones, which invoice all communications as data, stopping monopolistic competition.
OTT additionally refers to a brand new technology tv networks like traditional satellite tv for pc or cable TV carriers, provide stay streams of linear area of expertise channels over the Internet instead of a closed, non-public community of proprietary system like set-pinnacle boxes. The transition from conventional media to OTT platform, particularly because of COVID-19, has brought about a war among to draw streaming carriers and keep subscribers all through the lockdown duration. Hence this study is mainly focused on satisfaction of Consumer using OTT.
Keywords: Customer engagement Covid -19-OTT platforms

I. INTRODUCTION

Digital illustration in the course of the globally changed the way media has consumed. Increase in sort of net connections, better networks, technical upgrades and the supply of smart devices have resulted withinside the upward push of new OTT media that offers services to traffic immediately via the net.
As a result, well-known OTT company carriers including Hotstar, YouTube, Amazon prime and Spotify have seen an instrumental feature with inside to boom the information of streaming, recording a dazzling 140% upward push in video streaming, apps in India and plenty countries.
There seems an immoderate possibility that OTT services will fast ward of the traditional media distribution channels. OTT platforms support many benefits such as Connectivity, Cost friendly, User convenience, Variety content.

II. OBJECTIVES OF STUDY

A. To identify popular OTT operating system and content option preference of OTT platforms.
B. To measure the customers experience of using and level of satisfaction towards OTT platforms
C. To identify the context of changes that occurred before and after covid -19 pandemic period.

III. RESEARCH METHODOLOGY

1) Data Source: In order to fulfill the above objective both primary and secondary data were used in this study.
2) Tools used for Analysis: In Order to obtain exact result Percentage Analysis were used in this study

IV. REVIEW OF LITERATURE

Debasish Rout, Ranjan Kumar Kantha (2021) There is a dramatic change in the online video streaming, as far as the concept of watching movies and entertainment is concerned. There are so many platforms where people watch online movies like Netflix, amazon prime, Hotstar, Airtel Xtreme, ZEE5 etc.
Proff. L. Surendra (2020) India is a price and culture sensitive country, and the price difference between OTT and cable TV is large, so the number of TV viewers will continue to increase. Emphasizes the fact due to the low ratings of English programs, the key to penetrating the Indian digital market is to focus on regional content.

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V. DATA ANALYSIS

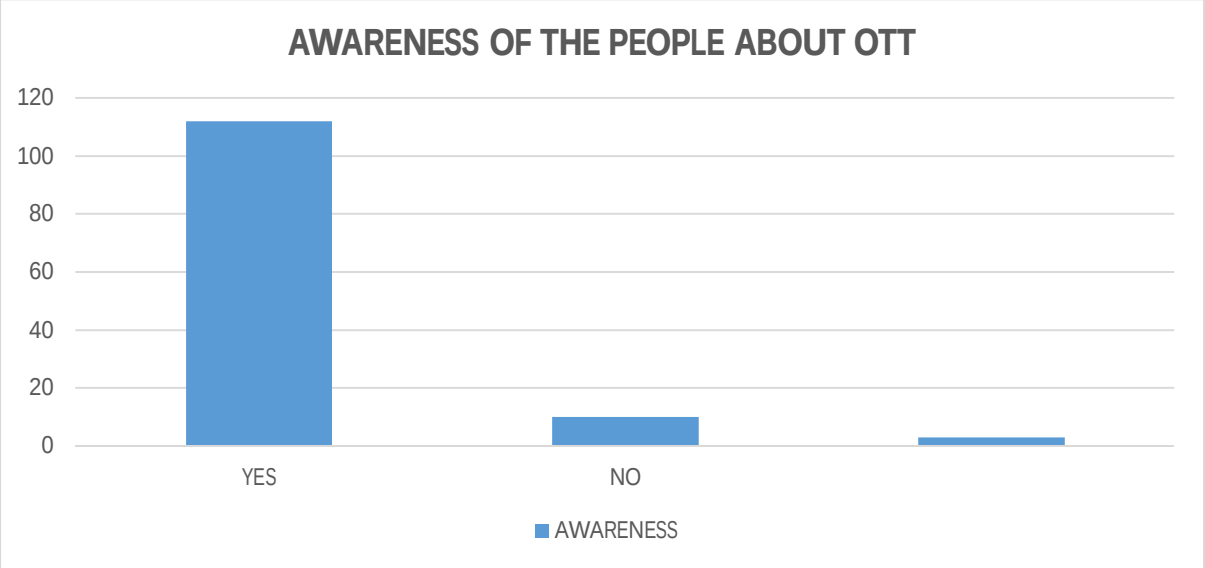
Awareness of the people about ott

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	112	89.6	89.6	100.0
No	10	8.0	8.0	10.4
Total	125	100.0	100.0	

Source: Primary data

- *Interpretation:* From the above table, It states that 90 percentage of the respondents says YES followed by 20 percentage of the respondents says NO. It clearly depicts that most of the respondents have the awareness on OTT platforms.

Awareness Of The People About Ott



Period when usage increased of the respondents

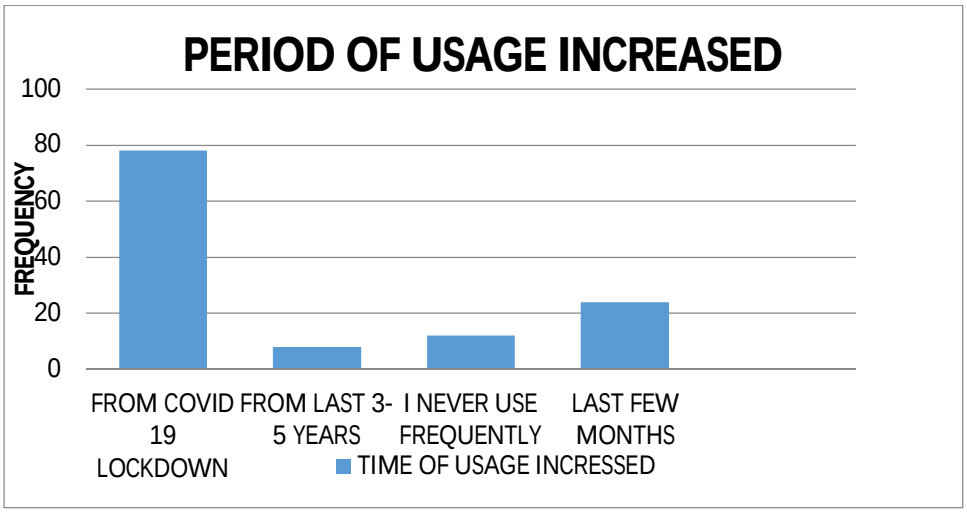
	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 years	34	27.2	27.2	29.6
from started of covid-19	45	36.0	36.0	65.6
less than 1 year	36	28.8	28.8	94.4
more than 5- 10 years	7	5.6	5.6	100.0
Total	125	100.0	100.0	

Source: Primary data

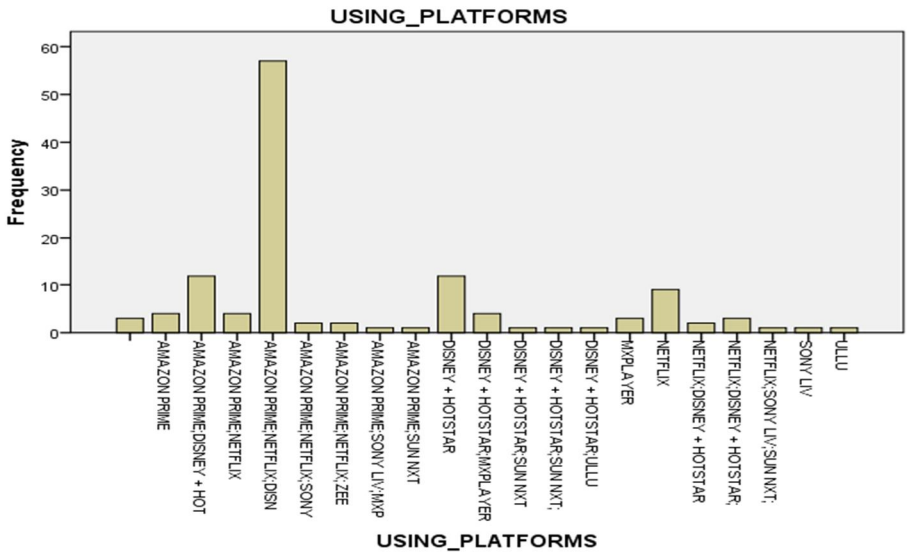
- *Interpretation:* The above table explains that, among 120 respondents, 45 per cent respondents are using OTT only after Covid-19 Pandemic. It clearly reveals that, covid -19 pandemic situation increased the usage of OTT platforms due to 144 lockdown And non-availability of theaters.

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Period When Usage Incressed Of The Respondents



Classification of OTT Platform On Popularity Basis



VI. SUGGESTIONS

1) OTT platforms should reduce their subscription cost so that all types of consumers and subscribe.
2) OTT platforms should give importance to budding content creators by providing import options in their application.
3) Government should set a limit for the types of programs that should be Streamed in our country.
4) Government should take step to provide education through OTT platforms so that it will be easy for education in pandemic periods. Classification of OTT Platform on Popularity Basis

VII. CONCLUSION

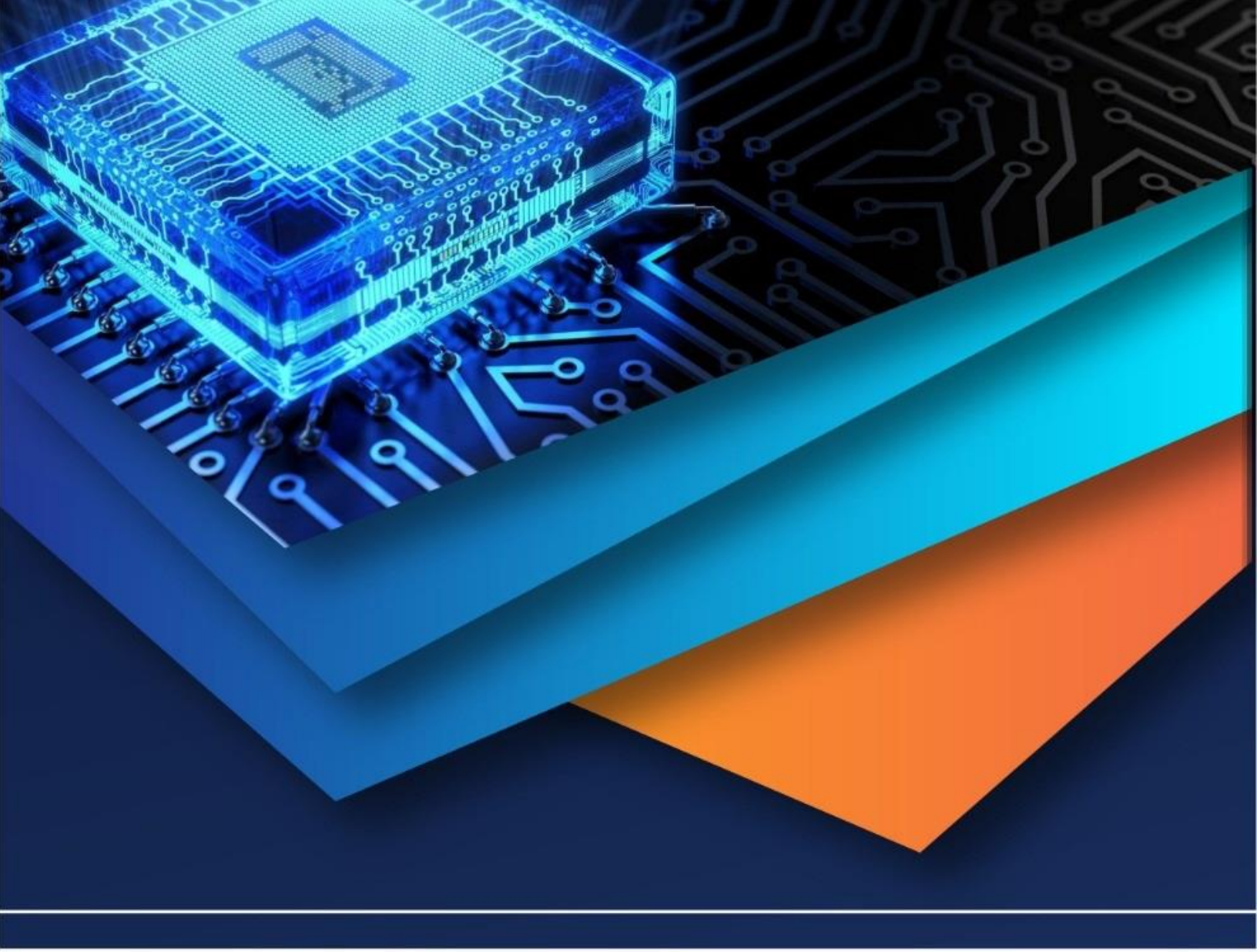
With people's changing lifestyles and increased use of smartphones with affordable internet services, OTT platforms are getting popular. Youngsters are being attracted to OTT platforms as these can be accessed anywhere, anytime. The growth in entertainment industry is mostly driven by the increase in smartphone users, growing internet speeds and creation of original content. This has the given new life to the OTT platforms which was struggling to come out before pandemic. The world as we knew is will have changed, mostly for better hopefully, but how the media scenario pans out will, besides consumer attitudes, be largely dependent on the economic situation post lockdown.

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