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CONSUMER SATISFACTION AND THE ROLE OF ONLINE OTT PLATFORMS IN ENHANCING BRAND IMAGE: AN OVERVIEW

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ABSTRACT

The innovation on the internet and mobile technology has implemented new dynamic market on that television industries or film industry. In the film industries that technology advancement is introduction of OTT platform for movies and web series which act as a digital streaming service. The OTT platform provide a service which deliver content directly to the people or customer who are the rivers of internet. The OTT platform replace the traditional cable media's, board casting or sunlight TV platforms. In the recent years, the OTT platform revolutionized by the entertainment industry which offers the most demanded access on movies, web series, television shows and documentaries. Even Sometimes it offers those live sports and current newses to the public. In this OTT platform there are many more popular platforms are offering a multitude contents to capture the consumer market. The people consumption toward OTT platform has been rapidly increased day to day the one of the key advantages of the OTT platform is its easy accessibility. The uses can see the steaming content by their digital media like smartphones, smart television, tablet, PC and laptops. The steaming content mostly more personalizes and entertainment for the consumers. The OTT platform in additionally used their platforms for algorithm recommendation which means the present AI platform. The use of AI and algorithm in OTT platform used for the recommendation in content which the user preference. This platform also opened many new opportunities for the content creators and who independently makes the film. It is offering a global stage to the content creators and showcase their work without the environmental traditional media in it. The OTT platform has been working as a representative for flexible both casting which was being attracted by the consumer it creates the space for them to use the OTT platform regularly. The continuous growth of internet access had paved the way for the OTT usage among the people. The digital literacy expand across the world is also an advantage in usage of



smartphones.

KEYWORDS: Smart phone, internet, OTT, prime video, Netflix, Hotstar, Zee5, GenZ, Millennials.

INTRODUCTION

Nowadays media has become the larger influence in the society which has gained more important and huge growth in everyone's life which place and effective role in connective of society around the world. In this modern era of internet more field are developing like wise the ott platform has reached huge growth. The usage of Internet and rapid growth of ott platform has been take place after the pandemic era. The consumer preference people attitude towards the technology has been accepted in the rapid phrase. The usage of internet has been increased after a covid pandemic era. The usage of technology in smartphones has been expanded, which leads to media's relationship between people's. The emerging technology of OTT in entertainment sector has huge impact around the globe it has made all the programs which can be accessible easily and affordable in all the segment for the users. It is an easy process which can be used by anybody with a mobile phones and internet connection they can catch up the program anywhere. The service of the OTT platform as extended to live sports which was most watched by youngsters. After the OTT platform right the importance of traditional media like radio and TV shows are diminished in the market. The OTT platform uses many more strategies to attract the customer they are providing free live sports to make interest on OTT among youngsters.

In recent years, consumer viewing behavior has shifted from traditional television channels to OTT platforms. Consumers prefer OTT services because they offer flexibility, convenience, and a wide variety of content. This transformation has increased competition among streaming platforms, making consumer satisfaction a critical factor for success. Consumer satisfaction refers to the degree to which consumers feel that a product or service meets or exceeds their expectations. In the context of OTT platforms, satisfaction is influenced by various factors such as streaming quality, user interface, content availability, subscription pricing, and personalized recommendations.

Brand image plays a significant role in attracting and retaining consumers. A strong brand image helps companies build trust, loyalty, and credibility among users. When consumers have positive experiences with OTT platforms, it enhances their perception of the brand and increases them likelihood of continued subscription and recommendation to others.

This study focuses on understanding how consumer satisfaction contributes to enhancing the brand image of online OTT platforms.



OVERVIEW TO OTT PLATFORM:

In India the customers are satisfied to use OTT when they are free but the market condition is in the preliminary stage still. The consumption of OTT platforms in India has raised day today but still no compiling proportion of value among the consumers who want to watch the content on their own terms. After a covid pandemic the OTT raised in India 20% more than the report of 2019. Because at that time the more users of smartphone as raised people search the entertainment at the lockdown period.

They find the better solution at OTT platform. After that most of the people watching many more contents like web series, documentaries, movies in OTT platform. Better place to them for watch the content whenever they want. At present in India according to Enveu research exceed 34% of people in India using the OTT platform in their daily life. The generation GENZ and Millennials has become the primary customised of OTT consumption. In all around the world nearly 50% percentage of population using the over the top services which means a OTT platform. The brand creation is the major players in the OTT platform the digital age on online platform have transformed the consumers content distribution and monetized. Online platform to like Netflix, Amazon prime, Disney hotstar and Zee 5. are the regional platform which has evolved into the powerful tool to uphold their brand communication and engaging their customers in their platform. As the result of audience shift from traditional media to digital platforms the branch or increasing their leverages on these platforms not only for their advertising but also to enhance this brand image and build their awareness among the competitive marketplace. The most unique you advantages of OTT platform is ability to offer for targeted consumer, personalised experienced for them and immense content creation.

CONSUMER:

A consumer is a person or a group who intends to order, or use purchased goods, products, or services primarily for personal, social, family, household and similar needs, who is not directly related to entrepreneurial or business activities. The term most commonly refers to a person who purchases goods and services for personal use. Consumers in OTT (Over-the-Top) platforms are individuals who access and consume digital content such as movies, web series, TV shows, documentaries, and live programs directly through the internet without the need for traditional cable or satellite services. OTT consumers use devices like smartphones, smart TVs, tablets, and laptops to watch content anytime and anywhere. Their preferences are influenced by factors such as affordable subscription plans, personalized recommendations, content variety, language options, and convenience. OTT consumers also value on-demand viewing, ad-free or limited-ad experiences, and exclusive original content, which has significantly changed traditional media consumption habits.



CONSUMER SATISFACTION:

Consumer satisfaction refers to the level of contentment a customer feels after using a product or service, based on whether their expectations are met or exceeded. It reflects the comparison between expected performance and actual experience. High consumer satisfaction leads to customer loyalty, repeat purchases, positive word-of-mouth, and brand trust, while dissatisfaction may result in complaints or switching to competitors. In the context of services, consumer satisfaction is influenced by quality, price, convenience, customer support, and overall user experience. Consumer satisfaction in OTT platforms refers to how pleased users are with their overall streaming experience. It is influenced by factors such as quality and variety of content, affordable subscription pricing, ease of use, personalized recommendations, streaming quality, and availability across multiple devices. Features like on-demand access, minimal advertisements, regional language content, and exclusive originals also enhance satisfaction. High consumer satisfaction in OTT leads to continued subscriptions, positive reviews, and strong platform loyalty, making it a key factor for the success of OTT service providers.

INDUSTRIAL PROFILE OF OTT (OVER-THE-TOP) INDUSTRY

The OTT (Over-The-Top) industry refers to digital streaming platforms that deliver video, audio, and other media content directly to users through the internet, without the need for traditional cable or satellite television services. The industry has experienced rapid growth due to increased internet penetration, affordable smartphones, and the expansion of high-speed data services like 4G and 5G. Major global players include Netflix, Amazon Prime Video, and Disney+, while in India, platforms such as Disney+ Hotstar, ZEE5, SonyLIV, and JioCinema are prominent.

The OTT industry operates mainly on subscription-based (SVOD), advertisement-based (AVOD), or hybrid revenue models. It focuses on producing original content, regional programming, and exclusive releases to attract subscribers. Technological advancements such as AI-based recommendations, cloud streaming, and data analytics play a crucial role in enhancing user experience. The industry also creates employment opportunities in content production, marketing, IT services, and digital media. Overall, the OTT sector is a fast-growing and competitive industry that significantly contributes to the digital economy.

The OTT industry has experienced significant growth over the past decade. Major players such as Netflix, Amazon Prime Video, Disney+, and regional platforms compete to attract and retain subscribers. The popularity of OTT services has increased due to several factors:

- High-speed internet availability
- Affordable smartphones
- Demand for flexible viewing options



➤ Exclusive original content

OTT platforms use advanced technologies such as artificial intelligence and data analytics to understand viewer preferences and deliver personalized recommendations. The industry continues to evolve as companies invest heavily in original content production and innovative user experiences to strengthen their brand image

➤ **Amazon prime video:**

Amazon Prime Video is an online video streaming platform owned by Amazon. It offers a wide range of content including movies, web series, TV shows, documentaries, and original programs known as “Amazon Originals.” Prime Video is available to users who subscribe to Amazon Prime membership, which also provides benefits like free shipping and access to other Amazon services. The platform supports multiple languages and allows users to stream or download content on smartphones, tablets, smart TVs, and computers. Amazon Prime Video has become popular for its exclusive shows, regional content, and high-quality entertainment worldwide.

➤ **Netflix:**

Netflix is a popular online streaming platform that provides a wide variety of entertainment content, including movies, TV shows, web series, documentaries, and original productions known as “Netflix Originals.” Founded in 1997 and later shifting to streaming services, Netflix operates in many countries around the world. Users can access content through a paid subscription and stream it on devices such as smartphones, laptops, smart TVs, and tablets. Netflix is known for its high-quality content, personalized recommendations, and diverse range of international and regional programs, making it one of the leading digital entertainment platforms globally.

➤ **Hotstar:**

Hotstar (Disney+ Hotstar) is a popular online streaming platform in India owned by Disney Star. It offers a wide range of content including movies, TV shows, web series, live sports, news, and Disney+ originals. Hotstar is especially known for streaming live sports events such as cricket (IPL and international matches). The platform provides content in multiple languages like Hindi, English, Tamil, Telugu, and others. Users can access Hotstar through a subscription plan, and it is available on smartphones, smart TVs, laptops, and tablets. It has become one of the leading digital entertainment platforms in India.

➤ **Zee5:**

ZEE5 is an Indian online streaming platform launched by Zee Entertainment Enterprises. It offers a wide variety of content including movies, TV shows, web series, live TV channels, and original



programs called “ZEE5 Originals.” The platform provides content in multiple languages such as Hindi, Tamil, Telugu, Malayalam, Kannada, Bengali, and Marathi, catering to diverse audiences. ZEE5 is available through a subscription model and can be accessed on smartphones, smart TVs, tablets, and computers. It is known for its regional content and exclusive digital releases, making it one of the popular streaming platforms in India.

OBJECTIVES:

1. To examine the impact of consumer perception of branded image among the OTT platform.
2. To access that effective product placement in OTT platform and brand content creation on brand awareness.
3. To study the engagement of consumer with the branded content delivered by OTT media as compared to the traditional channels or medias.
4. The identification of the product which has influence the success of branded position and promotions in the OTT platform.
5. Identify the content which is relevance and frequently used by the OTT users.

SCOPE:

This study focus on the brand enhancement in OTT platform which are covers a specific region of geographical area where it covers divers set of audience behaviour and preference. It examines the people specifically online user where there are between 18 to 45 who are mostly users of the OTT platform. These also explains about the major played OTT platform like Amazon prime, Netflix, Disney + Hotstar, zee5. where these are taken random based on the popularity. Multiple branding technique used by OTT platform to enhance or uplift their brands and techniques used by top OTT platforms for creating brand awareness and brand images. Check the interest of consumer on specific field on OTT platforms like movies, sports, web series, documentary and etc... These data content are taken from a past 3 to 5 years data to check the reliability or ensure relevance which reflect the consumer reception towards the OTT platform. It took the Enfield marketing tool and technique hand and the by different platform to enhance their consumer.

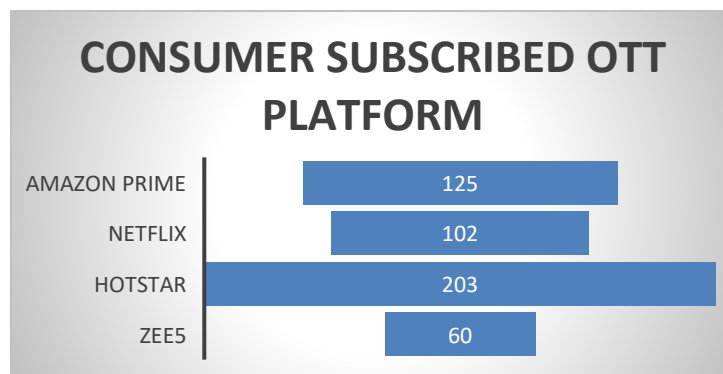
STATEMENT OF THE PROBLEM:

The rapid growth of OTT (Over-The-Top) platforms has transformed the entertainment industry by providing easy access to digital content anytime and anywhere. However, with the increasing number of OTT platforms in the market, intense competition has created challenges in brand positioning, customer retention, and user engagement. Consumers today have diverse preferences, shifting viewing habits, and high expectations regarding content quality, pricing, and user experience.

Despite offering a wide range of movies, web series, sports, and documentaries, many OTT platforms

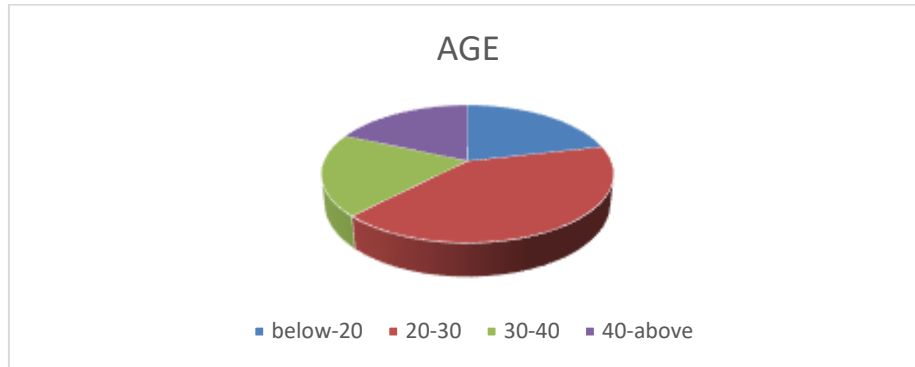
struggle to maintain long-term subscriber loyalty due to content saturation, subscription fatigue, and availability of multiple alternatives. Additionally, understanding consumer behavior, regional preferences, and effective branding strategies has become a major concern for OTT service providers. Therefore, the problem addressed in this study is to analyze how OTT platforms enhance their brand image and attract consumers, while examining user preferences and the effectiveness of marketing strategies in sustaining growth and competitiveness in the digital entertainment market.

DATA INTERPRETATION:



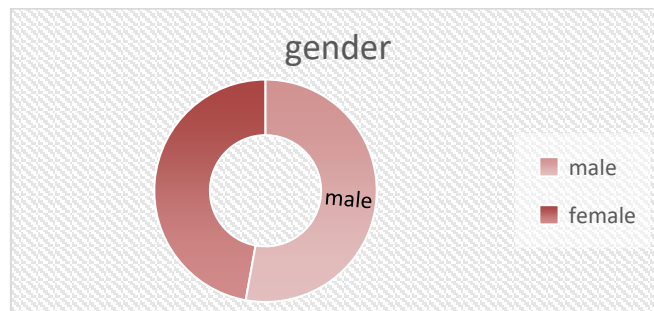
- **Hotstar:** Has the **highest number of subscribers (203)**, making it the most popular platform among consumers.
- **Amazon Prime:** The second most subscribed platform with **125 users**, showing strong popularity.
- **Netflix:** Follows with **102 subscribers**, indicating moderate usage.
- **ZEE5:** Has the **lowest subscriptions (60)** among the listed platforms.

Overall interpretation: Hotstar dominates the OTT market in this dataset, while Amazon Prime and Netflix maintain solid but lower positions. ZEE5 lags behind, suggesting it is less preferred compared to the other platforms.



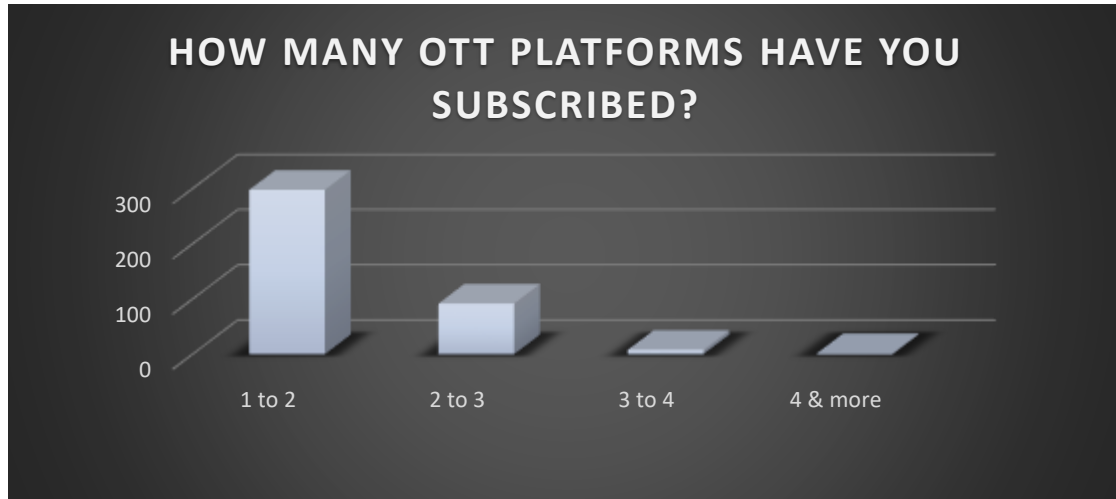
- **Age 20–30:** This group has the highest usage, making up the largest portion. OTT platforms are most popular among young adults.
- **Below 20:** The second-largest group. Teenagers and younger users also actively use OTT services, though slightly less than the 20–30 group.
- **Age 30–40:** Moderate usage. People in this group use OTT platforms, but not as much as younger audiences.
- **Age 40 and above:** The lowest usage. Older adults are the least engaged with OTT platforms.

Overall interpretation: OTT platform usage is heavily concentrated among younger audiences, especially those aged 20–30, and gradually decreases with increasing age.



- **Male users:** Slightly **higher proportion** of usage compared to females.
- **Female users:** Also have a **significant share**, but marginally lower than males.

Overall interpretation: OTT platform usage is **fairly balanced between genders**, with a small dominance of male users. This suggests that OTT services appeal to both males and females almost equally, without a large gender gap.



The chart shows how many OTT platforms people are subscribed to:

- **1 to 2 platforms:** This category has the highest number of users (around 350). Most people prefer keeping a limited number of subscriptions.
- **2 to 3 platforms:** A moderate number (around 140) of users fall into this group.
- **3 to 4 platforms:** Very few users (around 20–30) subscribe to these many platforms.
- **4 & more:** Also, a small group (around 40–50), indicating very limited users take multiple subscriptions.

Overall interpretation: Most consumers prefer 1–2 OTT subscriptions, likely due to cost and content sufficiency. As the number of subscriptions increases, the number of users decreases significantly.

FINDINGS

1. OTT platforms are widely popular among the young consumers.
2. Content variety is the most important and powerful factor influencing satisfaction.
3. Subscription pricing are significantly affecting user decisions.
4. Personalized recommendations will improve user engagement.
5. High consumer satisfaction enhances brand image and customer loyalty in maintain same brand.

SUGGESTIONS

1. OTT platforms should invest in high-quality original content and long term licence for the content.
2. Platforms should offer flexible subscription plans & offers or additional validations.
3. Improving user interface and navigation can enhance user experience.
4. Expanding regional content in reginal language libraries can attract more audiences.



5. OTT providers should focus on personalized recommendations using AI technologies.

CONCLUSION:

Day to day changes on internet has been unpredictable. Likewise, the changes in OTT have been mandatory to its development. It was one of the leading platforms in internet for past decade. The major issue faced by the OTT platform is language barrier offered content are not in the regional language, so the OTT can provide the language option in subtitle or can only provide regional content. The too much ad is another problem faced by consumer in OTT reducing the ad or reducing the timer of ad can be attract more consumer. Autopay is highest problem of all these some of them doesn't note the autopayment while making the subscription. Double confirmation or warning mail before package end should be implemented. These are attracting the consumer when we find solution.

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