

A Study on the Role of User Satisfaction and Experience in Selecting OTT Platforms

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Abstract—This study examines the impact of user experience and satisfaction on the selection of Over-the-Top (OTT) platforms, which have become a dominant mode of digital entertainment consumption in recent years. With the rapid growth of OTT services such as Netflix, Amazon Prime Video, Disney+ Hotstar, and regional platforms, understanding the factors that drive user preferences and platform choice has become crucial. The research specifically focuses on three key dimensions of user experience: user interface, streaming quality, and personalization features and analyzes their influence on overall user satisfaction. Data was collected from 150 respondents using a structured questionnaire and analyzed with statistical tools including correlation, regression, and Friedman test to determine the relative importance of these factors in shaping satisfaction and platform selection. The findings reveal that while user interface, streaming quality, and personalization significantly affect satisfaction, their combined explanatory power is limited, suggesting that other factors such as pricing, content variety, and subscription flexibility also play a substantial role. Among the studied factors, personalization features exhibited the strongest positive relationship with satisfaction, followed by streaming quality and user interface. The study highlights the importance for OTT platforms to not only ensure technical efficiency and personalized engagement but also to address broader service elements to enhance user retention and loyalty. The research contributes to existing literature by linking user satisfaction with platform choice and offers insights for OTT service providers to refine strategies aimed at improving user experience in an increasingly competitive digital entertainment landscape.

Index Terms—OTT, Experience, Satisfaction

I. INTRODUCTION

Over-the-top (OTT) platforms refer to digital streaming services that deliver video, audio, and other media content directly to users over the internet, bypassing traditional distribution channels like cable, satellite, or broadcast television. Unlike conventional television, where viewers are restricted to scheduled programming, OTT platforms offer on-demand access to a wide range of content, including movies, TV shows, live events, and original series. Services such as Netflix, Amazon Prime Video, Disney+ Hotstar, Sony LIV, and Zee5 are popular examples of OTT platforms that have transformed the way audiences consume entertainment. The accessibility of OTT content on multiple devices—smartphones, tablets, smart TVs, and laptops—provides users with greater flexibility, convenience, and control over their viewing habits.

The rise of OTT platforms has significantly reshaped the global media and entertainment industry by introducing personalized experiences through recommendation algorithms, flexible subscription models, and diverse regional as well as international content. In addition, OTT services cater to varying audience preferences by offering multilingual options, exclusive shows, and affordable pricing tiers, making them attractive across different demographics. They also encourage binge-watching culture, interactive engagement, and mobility in content consumption. As a result, OTT has not only emerged as a powerful alternative to traditional television but also created new opportunities for content creators, advertisers, and media companies, while influencing consumer satisfaction, loyalty, and platform selection in a highly competitive digital ecosystem.

1.1 Satisfaction of user:

User satisfaction is a psychological and emotional response that reflects the degree to which a product or service meets or exceeds the expectations of the consumer. In the context of digital platforms such as OTT services, user satisfaction is closely tied to how well the platform delivers value through ease of use, quality of content, personalization, and overall viewing experience. It is not only about the basic functionality but also about the delight and convenience that the service provides to its users. A satisfied user often perceives that the platform justifies the cost and time invested, thereby fostering a positive attitude toward continued usage.

In OTT platforms, satisfaction is influenced by multiple factors such as content quality, user interface, streaming reliability, and customer support. For instance, high-definition streaming without buffering, a user-friendly layout that simplifies content discovery, and access to a diverse library of shows or movies all play a critical role in shaping user perceptions. Additionally, personalization features such as tailored recommendations and watchlists contribute to greater engagement and satisfaction by making users feel that the service aligns with their unique preferences. Hence, OTT platforms invest heavily in technologies like AI and machine learning to enhance personalization and ensure a seamless experience that resonates with individual viewers.

User satisfaction is also significant because it has a direct relationship with user loyalty and retention. In a competitive market with multiple OTT providers offering similar services, a satisfied user is less likely to switch to alternatives and more likely to renew subscriptions or upgrade to premium plans. Satisfaction further drives positive word-of-mouth marketing, as users often share their experiences with peers, thereby influencing new subscriptions. Conversely, dissatisfaction caused by poor streaming quality, limited content, or high subscription costs can result in churn, damaging the reputation and long-term profitability of the platform.

Moreover, user satisfaction is not a static concept; it evolves with changing expectations, technology, and competitive benchmarks. As new features are introduced by rival platforms, user expectations shift, raising the bar for satisfaction. For example, features like offline downloads, multi-device access, or ad-free streaming have moved from being premium offerings

to baseline expectations. Thus, OTT platforms must continuously innovate and monitor user feedback to maintain and improve satisfaction levels. In essence, user satisfaction is both a measure of current performance and a predictor of future success, making it a vital determinant of platform selection, sustained engagement, and long-term growth in the digital entertainment industry.

II. REVIEW OF LITERATURE:

Soren et al. (2024) In the research paper titled “Adoption, satisfaction, trust, and commitment of over-the-top platforms.” The study highlights that ease of use, habit, and performance expectancy are important drivers of adoption, but satisfaction and trust act as the central mediators leading to long-term commitment to OTT platforms. A smooth and user-friendly interface not only enhances immediate satisfaction but also builds confidence in the platform, which reduces the chances of switching to competitors. The findings imply that if platforms strengthen reliability and foster trust through consistent streaming quality and fair policies, users are more likely to stay loyal, even in a competitive OTT market.

Periaiya et al. (2024) In the research paper titled “What Drives User Stickiness and Satisfaction in OTT Video Services”. This study emphasizes that entertainment value, navigation ease, content modality, and personalization features strongly predict satisfaction, which in turn influences continued platform usage or “stickiness.” The findings suggest that while variety and relevance of content remain fundamental, it is the seamless user journey and personalized recommendations that truly anchor satisfaction levels. OTT providers who strategically invest in interface design and recommendation algorithms can not only meet user needs but also extend the duration of subscriptions, thus reducing churn in the long run.

Kumar et al. (2025) In the research paper titled “Characteristics determining customers’ preferences for OTT platforms.” The research identifies five crucial factors content quality, accessibility, features, affordability, and technical reliability as determinants of platform choice. Interestingly, affordability and content diversity act as entry points, while accessibility and technical quality maintain satisfaction and encourage ongoing use. The study

shows that users do not base their decisions on a single factor; rather, the interaction of affordability with streaming quality and accessibility determines long-term satisfaction. This indicates that OTT providers must balance pricing strategies with continuous quality improvements to retain their audiences.

JCHR (2023/2024) In the research paper titled “Consumer Preferences in Choosing OTT Provider and Satisfaction.” The paper reveals that interface simplicity, intuitive navigation, and cross-device functionality are highly influential in determining user satisfaction, alongside a diverse and recognizable content library. Even when content is strong, technical or navigational frictions significantly erode user satisfaction, leading to dissatisfaction or platform switching. The study underlines the importance of consistent experiences across devices, as modern users often switch between smartphones, tablets, and smart TVs. OTT providers must therefore ensure cross-platform stability and synchronization to maximize satisfaction and loyalty.

Paul et al. (2024) In the research paper titled “Factors Influencing Choice of OTT Platforms Among Students.” Focusing on student consumers, this study finds that pricing and content breadth are the most influential in initial platform choice, reflecting the price-sensitive nature of younger audiences. However, once subscribed, streaming quality and recommendation relevance become more important to sustaining satisfaction. Students show a willingness to tolerate advertisements or switch plans if streaming remains smooth and personalized. The research implies that platforms seeking to engage young users should emphasize affordable plans bundled with quality streaming and relevant personalization to keep this demographic engaged.

Kant et al. (2025) In the research paper titled “A Comparative Study of Consumer Perception of OTT Platforms.” This comparative study emphasizes that exclusive content libraries and effective discovery tools are critical in shaping consumer perceptions and satisfaction. Users value platforms that minimize search efforts through better categorization, curation, and user-friendly discovery systems. Moreover, satisfaction is enhanced when platforms maintain consistent quality of experience (QoE) across different times and bandwidth conditions. The findings suggest that platforms without strong discovery systems or

reliable performance face higher risks of user churn, even if their content library is competitive.

Menon & co-authors (2024/2025) In the research paper titled “Uses and Gratifications of Over-the-Top (OTT) Video Platforms.” The study identifies multiple gratifications convenience, entertainment, relaxation, social interaction, navigability, and improved viewing experience as central drivers of satisfaction. Among these, navigability and interface design emerge as particularly strong predictors because they simplify the content discovery process. Satisfaction grows when users find that OTT services fit seamlessly into daily routines while also offering relaxation and social value. The findings suggest that providers who align user gratifications with efficient design and content personalization are more likely to secure both satisfaction and loyalty in the long term.

Gupta et al. (2025) In the research paper titled “On the consumption of OTT services in India: insights from a PLS-SEM model.” The paper shows that Indian OTT users are influenced not only by performance factors but also by cultural and linguistic elements such as localized content. Motivation to use OTT services is strongly tied to accessibility and perceived usefulness, while satisfaction is enhanced by service quality and perceived value. Importantly, content offered in local languages emerges as a key mediator between adoption and satisfaction. This suggests that platforms investing in regional content libraries and culturally relevant features are more likely to succeed in India’s diverse media landscape.

Wu (2025) In the research paper titled “The role of cognitive factors in consumers’ perceived value and satisfaction in streaming services.” Unlike studies focusing only on technical quality, this research demonstrates that cognitive factors such as expectation confirmation, user involvement, and perceived control strongly influence satisfaction. Users feel greater satisfaction when platforms match or exceed expectations and allow them to customize viewing experiences. Even when content libraries are comparable, giving users a sense of control over their recommendations and personalization significantly enhances perceived value. The study concludes that OTT platforms should not only optimize technical performance but also focus on psychological and cognitive engagement for long-term satisfaction.

Tandfonline (2025) In the research paper titled “Over-The-Top (OTT) streaming services examination from

quality and system perspectives.” This paper provides a holistic framework showing that content quality, system stability, accessibility, and quality of experience (QoE) together shape perceived usefulness, which then translates into satisfaction and loyalty. While content remains the cornerstone, the study highlights that poor technical performance or system glitches quickly erode satisfaction, regardless of content strength. Providers who prioritize system reliability, fast responsiveness, and adaptive streaming technologies are therefore better positioned to build sustainable satisfaction and loyalty among users.

2.1 Research Gap:

Although several studies have explored factors influencing OTT platform adoption such as content quality, personalization, pricing, and user interface, there remains a clear research gap in understanding the interconnected role of user satisfaction and overall experience in shaping platform selection decisions. Most existing literature either focuses narrowly on individual determinants like recommendation systems or streaming quality, or emphasizes demographic influences such as age and income, without holistically linking them to sustained platform choice. Furthermore, many studies are limited to specific user segments like millennials or students, leaving gaps in understanding cross-generational preferences. Another critical gap lies in examining how experience-driven satisfaction (ease of use, engagement, perceived value, and trust) translates into long-term loyalty amidst rising competition among OTT providers. Addressing these gaps will help provide a comprehensive framework to understand why users select, continue with, or switch OTT platforms in an increasingly crowded digital entertainment market.

2.2 Research Methodology:

The present study adopts a descriptive research design to examine the impact of user experience and satisfaction on the selection of OTT platforms. Primary data was collected from 150 respondents through a structured questionnaire, ensuring reliability and validity with the help of a pilot study and statistical tests. A simple random sampling method was used to avoid bias and ensure fair representation of the target population. The collected data was analyzed using statistical tools such as the Friedman Test to identify significant differences among influencing factors,

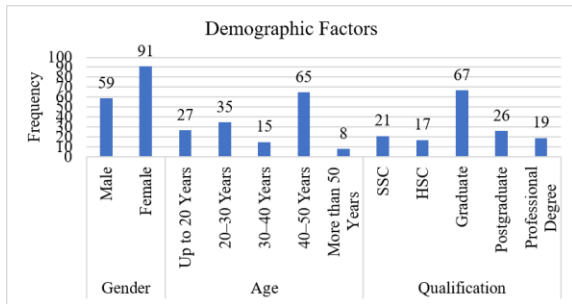
Pearson’s Correlation to measure the relationship between factors and satisfaction, and regression analysis to determine the extent of impact of user interface, streaming quality, and personalization features on overall OTT satisfaction. This systematic approach provided meaningful insights into the determinants influencing OTT platform selection and user satisfaction.

2.3 Data Analysis:

The following table indicates the Demographic Factors of the Study:

Sr No.	Particular	Category	Frequency	Percentage
1	Gender	Male	59	39.3
		Female	91	60.7
2	Age	Up to 20 Years	27	18.0
		20–30 Years	35	23.3
		30–40 Years	15	10.0
		40–50 Years	65	43.3
		More than 50 Years	8	5.3
3	Qualification	SSC	21	14.0
		HSC	17	11.3
		Graduate	67	44.7
		Postgraduate	26	17.3
		Professional Degree	19	12.7

The demographic profile of OTT users in the study reveals that out of the total sample, 59 were male and 91 were female, indicating that women form a slightly larger share of OTT platform users. Age-wise distribution shows that the highest concentration of users lies in the 40–50 years group (65), followed by the 20–30 years group (35), while 27 users are below 20 years, 15 are between 30–40 years, and only 8 are above 50 years, reflecting that OTT usage is more popular among middle-aged and young adults. In terms of educational qualifications, the majority of respondents are graduates (67), followed by postgraduates (26), with a smaller share of SSC (21), HSC (17), and professional degree holders (19). This indicates that OTT platforms are more frequently accessed by educated users, particularly graduates and postgraduates, while still being used across different age and qualification groups.



2.4 Objective and Hypothesis:

Reliability Test: In the present study on the role of user satisfaction and experience in selecting OTT platforms, three key variables were measured: user interface, streaming quality, and personalization features importance. Each variable was assessed using a set of four structured statements designed to capture users' perceptions and preferences. The reliability of these measurement scales was tested using Cronbach's Alpha to ensure consistency and validity of the data collected.

Sr. No.	Variable Name	No. of statements	Cronbach's Alpha Value	Results
1.	User Interface	4	0.737	Accepted. The scale is valid and reliable
2.	Streaming Quality	4	0.725	Accepted. The scale is valid and reliable
3.	Personalization Features Importance	4	0.716	Accepted. The scale is valid and reliable

The above table indicates that Cronbach Alpha values for the variables considered for the study are greater than 0.700. Therefore, the test of reliability is satisfied. The conclusion is Likert Scale used in the questionnaire is reliable and accepted.

Objective 1 A Study on Key Determinants of Choosing OTT Platforms.

- Null Hypothesis H_{01A} : There is no significant difference in Influencing factors for selection of OTT Platform.

- Alternate Hypothesis H_{11A} : There is a significant difference in Influencing factors for selection of OTT Platform.
- To Test the above null hypothesis Friedman test is applied and Chi-square test is obtained results are as follows.

Test Statistics ^a	
N	150
Chi-Square	19.450
df	2
P-value	<.001
a. Friedman Test	

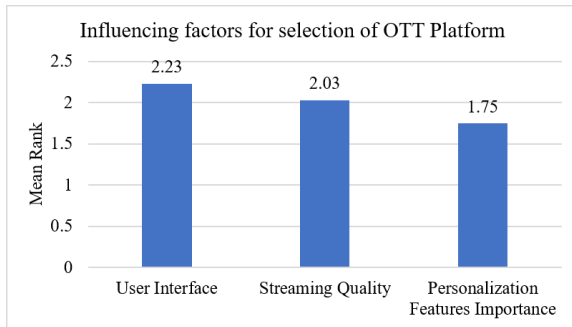
Interpretation: Above results indicate that p-value is 0.001. It is less than standard value of 0.05. Therefore, the Friedman test is rejected. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is a significant difference in Influencing factors for selection of OTT Platform.

Findings: To understand the findings of hypothesis, mean score of Influencing factors for selection of OTT Platform are obtained and presented in the following table.

Ranks	
	Mean Rank
User Interface	2.23
Streaming Quality	2.03
Personalization Features Importance	1.75

The analysis of mean ranks for factors influencing the selection of OTT platforms reveals that user interface holds the highest importance with a mean rank of 2.23, indicating that an easy-to-navigate and engaging interface is the most critical factor for users. This is followed closely by streaming quality with a mean rank of 2.03, highlighting that uninterrupted, high-definition streaming plays a vital role in user satisfaction and platform preference. Personalization features, such as tailored recommendations and customized viewing options, rank third with a mean score of 1.75, suggesting that while they are valued by users, they are considered slightly less significant compared to interface design and streaming quality when it comes to selecting an OTT platform.



- Null Hypothesis H_{01B} : There is no impact of influencing factors on satisfaction of OTT Platform.
- Alternate Hypothesis H_{11B} : There is an impact of influencing factors on satisfaction of OTT Platform.

To Test the above null hypothesis Pearson Correlation is obtained results are as follows.

Correlations					
		Satisfaction of OTT	User Interface	Streaming Quality	Personalization Features Importance
Satisfaction of OTT	Pearson Correlation	1	.174*	.203*	.212**
	P-value		.033	.013	.009
	N	150	150	150	150
User Interface	Pearson Correlation	.174*	1	.649**	.575**
	P-value	.033		.000	.000
	N	150	150	150	150
Streaming Quality	Pearson Correlation	.203*	.649**	1	.654**
	P-value	.013	.000		.000
	N	150	150	150	150
Personalization Features Importance	Pearson Correlation	.212**	.575**	.654**	1
	P-value	.009	.000	.000	
	N	150	150	150	150

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

Interpretation: Above results indicate that p-value is 0.000. It is less than standard value of 0.05. Therefore, the Pearson Correlation test is rejected. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is an impact of influencing factors on satisfaction of OTT Platform.

Findings: The correlation analysis highlights the relationship between overall satisfaction with OTT platforms and key influencing factors. The results show a positive and significant correlation between satisfaction and user interface ($r = 0.174$, $p = 0.033$), indicating that a better-designed and user-friendly interface contributes to higher satisfaction levels. Similarly, streaming quality shows a positive correlation with satisfaction ($r = 0.203$, $p = 0.013$), suggesting that uninterrupted and high-quality streaming significantly enhances user experience. The strongest correlation is observed with personalization features ($r = 0.212$, $p = 0.009$), reflecting that customized recommendations and tailored content positively impact overall satisfaction. Although the correlations are modest in strength, they are statistically significant, confirming that all three factors interface, streaming quality, and personalization play an important role in shaping OTT user satisfaction.

Regression Model-1:

Dependent Variable: Satisfaction of OTT

Independent Variable: Personalization Features Importance, User Interface, Streaming Quality

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.230 ^a	.053	.033	.49281

a. Predictors: (Constant), Personalization Features Importance, User Interface, Streaming Quality

The model summary shows that the R Square value is 0.053, which means that only 5.3% of the variation in OTT user satisfaction can be explained by the independent variable's personalization features, user interface, and streaming quality. The adjusted R Square, which accounts for the number of predictors in the model, is slightly lower at 0.033, indicating that the explanatory power of the model is quite limited. This suggests that while these three factors do have some influence on satisfaction, the majority of the variation (about 94.7%) is explained by other factors not included in the model, such as pricing, content variety, subscription plans, advertisements, or exclusive content offerings.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	1.982	3	.661	2.720
	Residual	35.458	146	.243	.047 ^b
	Total	37.440	149		
a. Dependent Variable: Satisfaction of OTT					
b. Predictors: (Constant), Personalization Features Importance, User Interface, Streaming Quality					

Above results indicates that p-value is 0.000. It is less than 0.05. It indicates that linear regression model is good to fit.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.039	.184		.214	.831
User Interface (UI)	.001	.003	.041	.369	.712
Streaming Quality (SQ)	.003	.003	.093	.785	.434
Personalization Features Importance (PFI)	.004	.003	.128	1.156	.249
a. Dependent Variable: Satisfaction of OTT					

Above table indicate the values of coefficients and corresponding significance. According to p-value of the Satisfaction of OTT factors it is observed that except “Streaming Quality” all remaining variables have significant impact on Satisfaction of OTT.

The mathematical equation to estimate the Satisfaction of OTT is presented as follows:

$$SON = 0.039 + 0.001*UI + 0.003*SQ + 0.004*PFI$$

III. CONCLUSION

The overall analysis concludes that user interface, streaming quality, and personalization features are significant influencing factors in the selection and satisfaction of OTT platforms. The Friedman test confirmed a significant difference among these factors, with user interface emerging as the most critical determinant, followed by streaming quality and personalization features. Correlation results further established that all three factors have a positive

and statistically significant impact on overall user satisfaction, though the strength of association remains modest. The regression model, while statistically significant, showed a low explanatory power ($R^2 = 5.3\%$), suggesting that these factors contribute to satisfaction but do not fully explain it, with other variables like pricing, content variety, and subscription plans also playing a major role. The coefficients indicate that personalization features have the strongest relative effect on satisfaction compared to user interface and streaming quality. Hence, while interface design, streaming performance, and personalization are important, OTT platforms must also integrate broader service aspects to maximize user satisfaction and preference.

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