

Impact of Demographic Variables on OTT Video Platform Users Satisfaction with Special Reference to Kerala

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The recent revolution in technology, telecommunications and digital marketing made life of the simple and easy. According to PwC's Global Entertainment and Media Outlook 2019–2023, the OTT video streaming market in India is expected to raise at a 21.8 % CAGR from INR 4,464 crore in 2018 to INR 11,976 crore in 2023. The purpose of this paper is to examine the impact of demographic factors on OTT video platform user's satisfaction. One hundred and fifty users of the OTT video streaming platform services from Kerala as selected as sample. The study used convenience sampling method for collecting data. The study used a well-structured questionnaire for data collection and the questionnaire send through e-mail. The data were collected from three regions of Kerala such as north, central and south. Accordingly, the researcher selected one district from each region namely Thiruvananthapuram from southern region, Thrissur from central region and Kozhikode from northern region. The study revealed that there is a significant difference among demographic variables on user satisfaction. The study concluded that rural users are more satisfied with OTT video streaming platform and they are happy with using OTT video streaming platform services.

Keywords: *Demographic, OTT, Satisfaction, User*