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Research Article

Customer Perception Towards OTT Platforms Among Gen Z with Special Reference to Kottayam District in Kerala State

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ABSTRACT

Introduction: OTT platform was first launched in India in the year 2008 through BigFlix by Reliance Entertainment. Initially the market growth of OTT platforms was slow but it started to grew tremendously immediately after nationwide lockdown imposed by central government on 24 March 2020 to control the spread of Covid 19. Before covid lockdown the majority of the OTT users were from urban area but after lockdown even the rural area population in India had started using OTT platforms. As the covid restriction is uplifted and cinema theatre are opened in Kerala, OTT platforms are facing stiff challenge in holding its existing customer and attracting new customers. Generation Z is the customer segment which the OTT platform can target as they are more tech savvy.

Objectives: As new players are entering into the OTT market, this study will help OTT players to understand the customer perception and the factors influencing the customer perception towards OTT platforms among Generation Z with special reference to Kottayam District in Kerala State.

Methods: Primary data is collected by means of a structured questionnaire during client interactions, whereas the secondary data is taken from newspapers, magazines, the internet, and all available catalogs and pre-existing materials. It deals with the research of the people dwelling in the Kottayam District, which include 129 respondents by taking the probability sampling so that there is demographic variety along with age and education. Adopting a descriptive research methodology, the data is analyzed using SPSS software, applying statistical techniques that include descriptive statistics, Chi-Square tests, Factor Analysis (Principal Component Analysis), and Likert scale analysis to derive insights.

Results: The study shows that the respondents have an above-average awareness and satisfaction level regarding OTT platforms, with mean values of 3.52 and 3.95, respectively, as per descriptive statistics and Likert scale analysis. Post-COVID-19, 55.8% of the respondents prefer OTT platforms due to their low cost and high-quality offerings, whereas 40.3% prefer cinema theaters due to their superior viewing experience. Chi-Square analysis shows that demographic factors have a significant association with OTT awareness. The awareness is higher among respondents with postgraduate education, Cramer's V = 0.338, and moderate association with gender, Cramer's V = 0.365. Respondents perceive OTT platforms as safe, entertaining, and user-friendly but remain neutral on aspects like status and experiential viewing. Though OTT platforms are valued for speed, accessibility, and convenience, they are criticized for not having immersive experiences and diversified content. Four key factors influencing customer perception are identified as Usage Features, Quality, Ease of Use, and Convenience. Recommendations include improving OTT subscription offers, policies, and cost structures, while cinema theaters should enhance the quality of their viewing experience.

Conclusions: The study concludes that Generation Z in Kottayam, Kerala, is highly aware and satisfied with OTT platforms, which are primarily valued for their low cost and high-quality offerings. Although Generation Z prefers OTT platforms over cinema theaters after COVID-19, they recognize that theaters offer a better viewing experience. Education and gender significantly influence awareness levels, as postgraduates and males have higher awareness. To attract and retain Generation Z, OTT platforms should improve the viewership experience, design personalized subscription packages, and give more thrust to improving usage features, quality, ease of use, and convenience while offering content variety and immersion.

Keywords: Customer Perception, OTT Platform, Gen Z, Covid 19

INTRODUCTION

The majority of the Indian population spend their time for watching movies in theatres or other entertainment shows in television. Now with the advancement of internet technology, new way of entertainment is made available through internet and that is Over The Top (OTT) media platforms. OTT platforms provide various entertainment shows like movies, sports, web series etc in either recorded version or in Live streaming which can be watched by customer through their smart phones or computer systems etc by logging into the OTT platform login webpage. The variety of content in OTT platform provide flexibility to the customer to view their favourite content through their smart phone without the disturbance of others. The OTT platforms are adopting new technologies like AI to suggest programs to its customers based on their previous viewing habits on the platform. Most OTT services require a monthly membership fee for premium content and offer limited free material. Those who were born between 1997 and 2012 are known as Generation Z. These population group are more tech savvy than compared to previous generation population and are more likely to use OTT platform more for entertainment purpose. Also, lockdown due to covid 19 had forced many to login OTT platform to watch movies of their preferred language. The age group of generation z lies in between 9 to 25. "The covid 19 pandemic independently played an important role in the massive increase in the users of OTT outlets in India, with users belonging to 15-35 age group being the most consumers of OTT platforms in India." (Hindustan Times, 2022). In Kerala, all section of economy is opened including theatre and other entertainment places. Also, many new players are entering into to the OTT market. So, the OTT players are facing competition and challenge to hold on to their existing customer. Our study will help the OTT players to understand the perception of existing OTT customers which includes satisfaction and awareness level of customer. This will in turn help the OTT players to plan their strategy for maintain good relationship with existing customer and attracting new customer.

REVIEW OF LITERATURE

According to Gupta and Singharia, (2021, p. 42), there is "a strong impact of both customer engagement (CE) and quality of service experience (QoSE) in influencing customers willingness to continue and subscribe (WCS) streaming services in future."

According to Priya, Mondal and Paldon, (2021, p. 674), there is a "moderating effect of consumer engagement and Intention to use in the study, revealing the higher importance of Intention to operate having an impact on subscribing Intention."

According to Saini (2020, p. 4212), "the use of OTT content platforms such as Netflix, Amazon Prime, Voot, Hotstar (now Disney Hotstar), etc. has seen a rise especially among the younger age cohorts of population during the Covid 19 pandemic period".

According to Rojas, Rendon and Corrales (2019, p. 136590), "the incremental learning approach may be a suitable option when dealing with the possible changes that users may present in their OTT consumption behaviour over time, and this represents an important advantage for network administrators since such approach overcomes the weakness that a traditional model presents about their incapability of adapting to new data without a new training process."

According to Chen and He (2019, p. 254), "development of OTT business influences customer satisfaction and conversion cost through customer perceived value brought by it, thus affecting customer loyalty in the Telecom Industry."

According to Kim, Kim and Nam (2016, p. 711), "the competition between traditional pay TV and OTT was not severe in Korean market as compared to US market".

OBJECTIVES

1. To identify the level of satisfaction of a customer in using OTT.
2. To ascertain the respondents' degree of familiarity with OTT platforms, paying particular attention to the Kottayam district.
3. To determine what factors affect consumers' opinions of over-the-top (OTT) platforms..
4. To assess whether user demographic segmentation and awareness of over-the-top services are associated.
5. To ascertain the customer perception towards OTT services.
6. To find out the Generation Z predilection among OTT and Cinema Theatre after Covid 19 lockdown.

METHODS

The media industry is experiencing a new player in the industry in the name of Over The Top (OTT) media companies. The OTT companies are slowly capturing the media industry market share. The OTT companies reaped maximum profit during the lockdown period of covid pandemic. From the perspective of Indian OTT market, the OTT market is predicted to grow at 21% annually in FY 2022-23. Now after lockdown has been lifted up and other media industry started to function normally, OTT is facing challenge to hold on to existing customers. Hence to understand the perception of customer and influence of OTT on customer with special reference to Generation Z, the study "Customer perception towards OTT platforms among Gen Z with special reference to Kottayam District in Kerala State" is done.

RESEARCH METHODOLOGY

Data collection: Using a structured questionnaire approach, primary data is directly gathered through client interactions. Newspapers, magazines, the internet, catalogs, and other pre-existing data sources were used to gather secondary data.

Population

Kottayam District residents make up the population.

Sample Size and Sampling Method: Probability sampling has been used for the study's purposes. For the study, 129 respondents were conveniently chosen based on various demographic factors, such as age and education.

Tools and Techniques

A descriptive research methodology has been adopted and data was analysed using SPSS with various statistical techniques like descriptive statistics, Chi Square test, Factor Analysis (Principal Component Analysis) and Likert scale analysis.

The following is the hypothesis:

• Ho: The respondents' level of awareness regarding over-the-top (OTT) usage is not associated to demographic factors like gender or educational attainment.

• H1: The respondents' level of awareness regarding over-the-top (OTT) usage is associated with demographic characteristics such gender and educational attainment.

RESULTS

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	66	51.2	51.2	51.2
	Female	63	48.8	48.8	100.0
	Total	129	100.0	100.0	

Table 1: Respondents Gender

Interpretation: It is possible to conclude from the descriptive statistics table above that, of the 129 respondents, 51.2% are men and 48.8% are women.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Class 10 and below	12	9.3	9.3	9.3
	Class 11 and 12	19	14.7	14.7	24.0
	UG	48	37.2	37.2	61.2
	PG	50	38.8	38.8	100.0
	Total	129	100.0	100.0	

Table 2: Respondents Education

Interpretation: From the preceding descriptive statistics table, it can be deduced that out of 129 respondents, 38.8% had a post-graduate degree, 37.2% had a university degree, 14.7% had a class 11 or 12 degree, and 9.3% had a class 10 or lower degree.

Level of Awareness about OTT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low	2	1.6	1.6	1.6
	Low	2	1.6	1.6	3.1
	Neutral	74	57.4	57.4	60.5
	High	29	22.5	22.5	82.9
	Very High	22	17.1	17.1	100.0
	Total	129	100.0	100.0	

Table 1: Frequency table of customer awareness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Level of Awareness about OTT	129	1	5	3.52	.849
Valid N (listwise)	129				

Table 2: Descriptive Statistics

Interpretation: From the above descriptive statistics table and likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's awareness level of OTT is 3.52. That is the respondents on an average has above average level of awareness.

Prefer to watch movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OTT platform	72	55.8	55.8	55.8
	Cinema Theatre	52	40.3	40.3	96.1
	Other	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 3: Frequency table of respondent's preference to watch movies after covid 19 lockdown.

Prefer to watch movies * Why Chose above option to watch movies Crosstabulation

Count

		Why Chose above option to watch movies					Total
		Low Cost	Better Experience	High Quality	Low or No Advertisement	Other	
Prefer to watch movies	OTT platform	22	17	19	9	5	72
	Cinema Theatre	2	38	6	4	2	52
	Other	0	2	0	3	0	5
Total		24	57	25	16	7	129

Table 4: Crosstabulation on choosing the option to watch movies after covid 19 lockdown.

Interpretation: After the COVID 19 lockdown and restrictions were lifted, it can be inferred from the above two tables that 55.8% of respondents favor OTT platforms and 40.3% prefer movie theaters. Low cost and high quality are the main reason opted by the respondents for choosing OTT platform for watching movies whereas better experience is the main reason opted by the respondents for choosing Cinema Theatre for watching movies after the covid 19 lockdown and restrictions were lifted out.

Satisfied with OTT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	32	24.8	24.8	24.8
	Satisfied	68	52.7	52.7	77.5
	Neither Satisfied nor Dissatisfied	24	18.6	18.6	96.1
	Dissatisfied	1	.8	.8	96.9
	Very Dissatisfied	4	3.1	3.1	100.0
	Total	129	100.0	100.0	

Table 5: Satisfaction level with OTT platform

Interpretation: The aforementioned table provides a summary of the respondents' satisfaction levels with the OTT platform services, which stand at 77.5%. It is possible to summarize the likert scale study by saying that, among the 129 respondents, the mean value of the OTT satisfaction level is 3.95. That is, the respondents' average degree of satisfaction is higher than usual.

Satisfied with Customized Programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	21	16.3	16.3	16.3
	Satisfied	78	60.5	60.5	76.7
	Neither Satisfied nor Dissatisfied	23	17.8	17.8	94.6
	Dissatisfied	2	1.6	1.6	96.1
	Very Dissatisfied	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 6: Satisfaction level with OTT customized programs

Interpretation: 76.7 percent of respondents are satisfied with the tailored programs offered by the OTT platform, as can be inferred from the above table. 129 respondents provided data for the likert scale study, which yielded a mean value of 3.83 for respondent satisfaction with OTT tailored programming. The average level of satisfaction among the responders with OTT tailored programs is higher than usual.

Satisfied with Subscription Offers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	4	3.1	3.1	3.1
	Satisfied	54	41.9	41.9	45.0
	Neither Satisfied nor Dissatisfied	51	39.5	39.5	84.5
	Dissatisfied	15	11.6	11.6	96.1
	Very Dissatisfied	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 7: Satisfaction level with OTT subscription offers

Interpretation: As can be seen from the above table, 45% of respondents are content with the OTT subscription options. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's satisfaction level of OTT subscription offers is 3.28. That is the respondents on an average are neither satisfied nor dissatisfied with OTT platforms subscription offers.

Satisfied with OTT Policy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	4	3.1	3.1	3.1
	Satisfied	66	51.2	51.2	54.3
	Neither Satisfied nor Dissatisfied	52	40.3	40.3	94.6
	Dissatisfied	2	1.6	1.6	96.1
	Very Dissatisfied	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 8: Satisfaction level with OTT policy

Interpretation: 54.3 percent of respondents are satisfied with the policies regarding OTT platforms, as can be inferred from the preceding table. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's satisfaction level of OTT platforms policy is 3.48. That is the respondents on an average are neither satisfied nor dissatisfied with OTT platforms policy.

Satisfied with Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	33	25.6	25.6	25.6
	Satisfied	71	55.0	55.0	80.6
	Neither Satisfied nor Dissatisfied	14	10.9	10.9	91.5
	Dissatisfied	2	1.6	1.6	93.0
	Very Dissatisfied	9	7.0	7.0	100.0
	Total	129	100.0	100.0	

Table 9: Satisfaction level with OTT experience

Interpretation: In summary, 80.6 % of respondents are happy with their experience using OTT platforms, according to the above table. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's satisfaction level of OTT platform experience is 3.90. That is the respondents on an average are satisfied with OTT platforms experience.

Satisfied with Cost of Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	4	3.1	3.1	3.1
	Satisfied	59	45.7	45.7	48.8
	Neither Satisfied nor Dissatisfied	44	34.1	34.1	82.9
	Dissatisfied	15	11.6	11.6	94.6
	Very Dissatisfied	7	5.4	5.4	100.0
	Total	129	100.0	100.0	

Table 10: Satisfaction level with OTT cost of service

Interpretation: The preceding table makes clear that 48.8% of respondents are happy with the service prices charged by OTT platforms. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's satisfaction level of OTT platform cost of service is 3.29. That is the respondents on an average are neither satisfied nor dissatisfied with OTT platforms cost of service.

Satisfied with Entertainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	51	39.5	39.5	39.5
	Satisfied	65	50.4	50.4	89.9
	Neither Satisfied nor Dissatisfied	6	4.7	4.7	94.6
	Dissatisfied	2	1.6	1.6	96.1
	Very Dissatisfied	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 11: Satisfaction level with OTT platform entertainment

Interpretation: In summary, 89.9% of respondents are happy with the entertainment provided by OTT platforms, as seen in the table above. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's satisfaction level of OTT platform entertainment is 4.20. That is the respondents on an average are satisfied with OTT platforms entertainment.

Satisfied with Content Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	33	25.6	25.6	25.6
	Satisfied	76	58.9	58.9	84.5
	Neither Satisfied nor Dissatisfied	13	10.1	10.1	94.6
	Dissatisfied	2	1.6	1.6	96.1
	Very Dissatisfied	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 12: Satisfaction level with OTT content quality

Interpretation: In summary, 84.5% of respondents are happy with the quality of material on OTT platforms, according to the above data. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's satisfaction level of OTT platform content quality is 4.00. That is the respondents on an average are satisfied with OTT platforms content quality.

Satisfied with Trust and Safety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	13	10.1	10.1	10.1
	Satisfied	75	58.1	58.1	68.2
	Neither Satisfied nor Dissatisfied	34	26.4	26.4	94.6
	Dissatisfied	2	1.6	1.6	96.1
	Very Dissatisfied	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 13: Satisfaction level with OTT trust and safety

Interpretation: As can be seen from the above figure, 68.2 percent of respondents are content with the safety and trust of OTT platforms. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's satisfaction level of OTT platform trust and safety is 3.68. That is the respondents on an average are satisfied with OTT platforms trust and safety.

Education

H0: The respondents' level of awareness of OTT and education is not associated.
H1: The degree of respondents' awareness of OTT is associated with their education.

To investigate the relationship between respondents' level of awareness regarding OTT and their education, we employ the Chi-square test in this instance.

Level of Awareness about OTT * Education Crosstabulation

Count

		Education				Total
		Class 10 and below	Class 11 and 12	UG	PG	
Level of Awareness about OTT	Very Low	0	0	2	0	2
	Low	2	0	0	0	2
	Neutral	2	16	29	27	74
	High	2	0	13	14	29
	Very High	6	3	4	9	22
Total		12	19	48	50	129

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.307[a]	12	.000
Likelihood Ratio	38.019	12	.000
Linear-by-Linear Association	.032	1	.858
N of Valid Cases	129		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .19.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.586	.000
	Cramer's V	.338	.000
N of Valid Cases		129	

Table 14: Chi-Square Table (Education and Respondents level of awareness about OTT)

Interpretation: The Chi-Square Test table above has a p-value of 0.000, which is less than 0.05. Consequently, we reject the null hypothesis and adopt the alternative hypothesis. Put otherwise, there exists an association between the education level of respondents and their awareness of over-the-top content. Comparing respondents with PG educations to those with other educational backgrounds, we can observe that they have the highest knowledge level concerning OTT, with awareness levels neutral or above.

The respondents' OTT usage and education have a moderate association, as indicated by the Cramer's V value of 0.338.

Gender

H0: The respondents' level of awareness of OTT is unrelated to their gender.
H1: The respondents' level of awareness regarding over-the-top technology and gender are related.
Here, the association between respondents' level of awareness about OTT and gender is investigated using the Chi-square test..

Level of Awareness about OTT * Gender Crosstabulation

Count

		Gender		Total
		Male	Female	
Level of Awareness about OTT	Very Low	2	0	2
	Low	0	2	2
	Neutral	29	45	74
	High	17	12	29
	Very High	18	4	22
Total		66	63	129

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.170[a]	4	.002
Likelihood Ratio	19.465	4	.001
Linear-by-Linear Association	9.334	1	.002
N of Valid Cases	129		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .98.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.365	.002
	Cramer's V	.365	.002
N of Valid Cases		129	

Table 15: Chi-Square Table (Gender and Respondents level of awareness about OTT)

Interpretation: The p-value, which is 0.002, is less than 0.05 according to the Chi-Square Test table above. In light of this, we support the alternative hypothesis and reject the null. This means that their level of awareness of OTT is associated with their gender classification. According to the above table, men respondents (53%) have a higher awareness level of OTT than female respondents (25%), with the former having an awareness level high or above. There is a moderate association between respondents' OTT usage and their gender classification, as indicated by the Cramer's V value of 0.365.

Respondents view regarding OTT

OTT is Safe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	12	9.3	9.3	9.3
	Agree	57	44.2	44.2	53.5
	Somewhat Agree	33	25.6	25.6	79.1
	Neutral	20	15.5	15.5	94.6
	Somewhat Disagree	2	1.6	1.6	96.1
	Strongly Disagree	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 16: View regarding OTT safety

Interpretation: As can be seen from the above table, 79.1% of respondents agreed to some extent that OTT platforms are secure. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's view on whether OTT platforms are safe is 5.28. That is the respondents on an average somewhat agrees that OTT platforms are safe.

OTT is best way of Entertainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	16	12.4	12.4	12.4
	Agree	39	30.2	30.2	42.6
	Somewhat Agree	18	14.0	14.0	56.6
	Neutral	33	25.6	25.6	82.2
	Somewhat Disagree	8	6.2	6.2	88.4
	Disagree	8	6.2	6.2	94.6
	Strongly Disagree	7	5.4	5.4	100.0
	Total	129	100.0	100.0	

Table 17: View regarding OTT is best way of entertainment.

Interpretation: The aforementioned table provides a summary of the respondents' opinions, showing that 56.6% of them agree in part that OTT platforms are the greatest source of entertainment. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's view on whether OTT platforms are best way of entertainment is 4.76. That is the respondents on an average somewhat agrees that OTT platforms are best way of entertainment.

OTT is easy to use for new users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	30	23.3	23.3	23.3
	Agree	50	38.8	38.8	62.0
	Somewhat Agree	14	10.9	10.9	72.9
	Neutral	26	20.2	20.2	93.0
	Somewhat Disagree	2	1.6	1.6	94.6
	Disagree	2	1.6	1.6	96.1
	Strongly Disagree	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 18: View regarding OTT is easy to use for new users.

Interpretation: The above table summarizes the respondents' opinions, showing that 72.9% of them agree in part that OTT platforms are simple to use for first-time users. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's view on whether OTT platforms are easy to use for new users is 5.41. That is the respondents on an average somewhat agrees that OTT platforms are easy to use for new users.

OTT is less Costly compare to other platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	19	14.7	14.7	14.7
	Agree	43	33.3	33.3	48.1
	Somewhat Agree	34	26.4	26.4	74.4
	Neutral	19	14.7	14.7	89.1
	Somewhat Disagree	4	3.1	3.1	92.2
	Disagree	5	3.9	3.9	96.1
	Strongly Disagree	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

Table 19: View regarding OTT is less costly compare to other platform.

Interpretation: Based on the preceding table, it can be inferred that 74.4% of respondents agree in part that OTT platforms are less expensive than other platforms. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's view on whether OTT platforms are less costly compared to other platform is 5.14. That is the respondents on an average somewhat agrees that OTT platforms are less costly compared to other platform.

Is a matter of status for customers to use OTT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	7.8	7.8	7.8
	Agree	37	28.7	28.7	36.4
	Somewhat Agree	24	18.6	18.6	55.0
	Neutral	32	24.8	24.8	79.8
	Somewhat Disagree	5	3.9	3.9	83.7
	Disagree	14	10.9	10.9	94.6
	Strongly Disagree	7	5.4	5.4	100.0

	Total	129	100.0	100.0	

Table 20: View regarding OTT is a matter of status for customers to use

Interpretation: As can be seen from the above table, 55% of respondents agreed to some extent that using OTT platforms depends on one's status. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's view on whether OTT platforms is a matter of status to use is 4.57. That is the respondents on an average are neutral in view that OTT platforms is a matter of status to use.

Experience of watching in OTT is more

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	11	8.5	8.5	8.5
	Agree	37	28.7	28.7	37.2
	Somewhat Agree	25	19.4	19.4	56.6
	Neutral	35	27.1	27.1	83.7
	Somewhat Disagree	4	3.1	3.1	86.8
	Disagree	10	7.8	7.8	94.6
	Strongly Disagree	7	5.4	5.4	100.0
	Total	129	100.0	100.0	

Table 21: View regarding experience of watching in OTT is more.

Interpretation: It can be inferred from the given data that 56.6 % of the respondents are somewhat agree that experience of watching in OTT is more. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's view on whether experience of watching in OTT is more is 4.67. That is the respondents on an average are neutral in view that experience of watching in OTT is more.

Respondents Perception on Intention to Use

Intend to use digital devices to watch OTT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	45	34.9	34.9	34.9
	Agree	47	36.4	36.4	71.3
	Neutral	30	23.3	23.3	94.6
	Disagree	3	2.3	2.3	96.9
	Strongly Disagree	4	3.1	3.1	100.0
	Total	129	100.0	100.0	

Table 22: Intend to use digital devices to watch OTT.

Interpretation: 71.3% of respondents agreed that they intended to watch over-the-top content on digital devices, according to the table above. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's intended to use digital devices to watch OTT is 3.97. That is the respondents on an average agree with the intend to use digital devices to watch OTT.

Spend more money on Mobile to access OTT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	10	7.8	7.8	7.8
	Agree	23	17.8	17.8	25.6
	Neutral	44	34.1	34.1	59.7

	Disagree	30	23.3	23.3	82.9
	Strongly Disagree	22	17.1	17.1	100.0
	Total	129	100.0	100.0	

Table 23: Intend to spend more money on mobile to access OTT.

Interpretation: The following table summarizes the respondents' intentions to increase their mobile spending in order to access over-the-top content, with 25.6% of them agreeing. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's intended to spend more money on mobile to access OTT is 2.75. That is the respondents on an average disagree with the intend to spend more money on mobile to access OTT.

Spend more time on mobile to access OTT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	6	4.7	4.7	4.7
	Agree	30	23.3	23.3	27.9
	Neutral	53	41.1	41.1	69.0
	Disagree	14	10.9	10.9	79.8
	Strongly Disagree	26	20.2	20.2	100.0
	Total	129	100.0	100.0	

Table 24: Intend to spend more time on mobile to access OTT.

Interpretation: The aforementioned table suggests that 27.9% of participants agree that they want to use their mobile devices more frequently to access over-the-top material. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's intended to spend more time on mobile to access OTT is 2.81. That is to say, on average, respondents don't agree with the plan to use their mobile device more frequently to obtain OTT content.

Plan to use the OTT in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	15	11.6	11.6	11.6
	Agree	64	49.6	49.6	61.2
	Neutral	43	33.3	33.3	94.6
	Disagree	3	2.3	2.3	96.9
	Strongly Disagree	4	3.1	3.1	100.0
	Total	129	100.0	100.0	

Table 25: Plan to use the OTT in the future.

Interpretation: It may be inferred from the above data that 61.2% of respondents concur that they intend to use OTT going forward. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's plan to use OTT in the future is 3.64. That indicates that, on average, the respondents are neutral with the plan to use the OTT and want to utilize OTT going forward.

Perception on Usefulness of OTT

OTT allows to view faster way

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	32	24.8	24.8	24.8

	Agree	61	47.3	47.3	72.1
	Neutral	27	20.9	20.9	93.0
	Disagree	3	2.3	2.3	95.3
	Strongly Disagree	6	4.7	4.7	100.0
	Total	129	100.0	100.0	

Table 26: OTT allows to view faster way.

Interpretation: It is clear from the above chart that 72.1% of respondents believe that over-the-top (OTT) video streaming speeds up viewing. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's perception on OTT allowing to view faster way is 3.85. That is the respondents on an average agree that OTT allows to view faster way.

OTT enhance experience of watching

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	23	17.8	17.8	17.8
	Agree	56	43.4	43.4	61.2
	Neutral	43	33.3	33.3	94.6
	Disagree	5	3.9	3.9	98.4
	Strongly Disagree	2	1.6	1.6	100.0
	Total	129	100.0	100.0	

Table 27: OTT enhance experience of watching.

Interpretation: 61.2 percent of respondents agree that over-the-top (OTT) content enhances the viewing experience, as may be seen from the above table. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's perception on OTT enhance experience of watching is 3.72. That is the respondents on an average are neutral that OTT enhance experience of watching.

Watch OTT in any place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	46	35.7	35.7	35.7
	Agree	53	41.1	41.1	76.7
	Neutral	19	14.7	14.7	91.5
	Disagree	5	3.9	3.9	95.3
	Strongly Disagree	6	4.7	4.7	100.0
	Total	129	100.0	100.0	

Table 28: OTT watching from any place.

Interpretation: 76.7% of respondents agreed that OTT may be viewed from anywhere, as the above table shows. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's perception on watching OTT from any place is 3.99. That is the respondents on an average agree that OTT can be watched from any place.

OTT provide sufficient content to watch

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	35	27.1	27.1	27.1
	Agree	41	31.8	31.8	58.9
	Neutral	36	27.9	27.9	86.8

Disagree	13	10.1	10.1	96.9
Strongly Disagree	4	3.1	3.1	100.0
Total	129	100.0	100.0	

Table 29: OTT provide sufficient content to watch.

Interpretation: It may be seen from the following data that 58.9 % of the participants agree that OTT provide sufficient content to watch. From the likert scale analysis it can be summarized that out of the 129 respondents, the mean value of respondent's perception on OTT providing sufficient content to watch is 3.69. That is the respondents on an average are neutral that OTT provide sufficient content to watch.

Factors influencing the customer perception towards OTT platforms

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Bartlett's Test of Sphericity	Approx. Chi-Square	1142.545
	df	136
	Sig.	.000

Table 30: KMO and Bartletts Test

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Spend more money on Mobile to access OTT	.770			
Experience of watching in OTT is more	.705			
Spend more time on mobile to access OTT	.684			
Plan to use the OTT in the future	.582		.421	
Intend to use digital devices to watch OTT	.555			
OTT is best way of Entertainment	.553		.408	
Watch OTT in any place		.840		
OTT provide sufficient content to watch		.729		
OTT allows to view faster way		.727		
OTT enhance experience of watching		.659		.468
OTT is Safe	.482	.519		
OTT is less Costly compare to other platform			.796	
OTT is easy to use for new users			.735	
OTT allow to view pgm with family			.704	
Is a matter of status for customers to use OTT			.688	
OTT gives more privacy in viewing pgm				.831
OTT gives flexibility in watching pgm at convenient time				.789

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Table 31: Principal Component Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.887	17

Table 32: Reliability Test of statement for identifying factors

Interpretation: Principal component analysis was used in factor analysis to determine the factors impacting the customer perception towards OTT. The KMO and Bartletts Test value is 0.817 which confirms the adequacy of sampling for factor analysis. The statements utilized in the factor analysis have a Cronbach's Alpha score of 0.887 confirming the high reliability of the statements. Using principal component analysis, the factors were extracted from the statements and four factors were extracted based on eigen value more than 1 and factor loading more than 0.4. The four factors influencing the customer perception towards OTT platform are Usage Features, Quality, Ease of Use and Convenience.

DISCUSSION

From the descriptive statistics and Likert scale analysis it can be summarized that with the mean value of respondent's awareness level of OTT at 3.52, the respondents on an average have above average level of awareness. 55.8% of the respondents prefer OTT platform and 40.3% of respondents prefer Cinema Theatre for watching movies after the covid 19 lockdown and restrictions were lifted out. Low cost and high quality are the main reason opted by the respondents for choosing OTT platform for watching movies whereas better experience is the main reason opted by the respondents for choosing Cinema Theatre for watching movies after the covid 19 lockdown and restrictions were lifted out. So to retain existing customers and attract new customers, the OTT companies are advised to focus on improving the experience of watching the movies whereas Cinema Theatre operators are advised to focus on improving the quality of watching the movies. Based on the likert scale analysis it was found that the mean value of respondent's satisfaction level of OTT was 3.95. That is the respondents on an average has above average level of satisfaction. The respondents were satisfied in the case of OTT Customized Programs, Experience, Entertainment, Content Quality, Trust and Safety. But respondents were neither satisfied nor dissatisfied in the case of OTT Subscription Offers, OTT Policy in terms of services and Cost of Services. OTT platforms are advised to redesign subscription offers, OTT policy and cost of service.

Two factors were chosen for investigation: the customers' "gender" and "education" levels, and their association with their level of OTT awareness. To determine if there is a significant association between demographic factors and degree of OTT awareness, the Chi-Square Test was used. The degree of OTT awareness among respondents was shown to be associated with education. We can see that respondents with PG education are having more level of awareness about OTT with awareness level of neutral or above compared to other educational background respondents. A moderate association exists between respondents' OTT usage and their level of education, as indicated by their Cramer's V value of 0.338. Their level of awareness regarding Over-the-Top (OTT) content is likewise associated with their gender classification. The gender classification and respondents' level of awareness regarding over-the-top (OTT) content are somewhat associated, as indicated by the Cramer's V value of 0.365. We had done analysis on respondent view regarding OTT and found out that the respondents on an average somewhat agrees that OTT platforms are safe, OTT platforms are best way of entertainment, OTT platforms are easy to use for new users, and OTT platforms are less costly. But the respondents are neutral in view that OTT platforms is a matter of status to use and experience of watching in OTT is more. Respondents perception on intention to use was analysed and it was found that they intend to use OTT platforms for watching their interested programmes but they are reluctant to spend more time and money in OTT platforms. Respondents perception on the usefulness of OTT platform was that OTT platforms allows to watch programs in faster way, and from any place but it lacks experience in watching and sufficient content to watch. The four factors influencing the customer perception towards OTT platform are Usage Features, Quality, Ease of Use and Convenience.

It was concluded from the study's findings that generation Z has above-average awareness of OTT in the Kottayam district of Kerala state, India. Majority of the generation Z are preferring OTT platform compared to cinema theatre for watching movies even after the covid 19 restrictions are lifted up with low cost and high quality are the two reasons for choosing OTT platform. But generation Z are also of the view that cinema theatre is having better experience of watching movies compared to OTT platforms. Hence OTT platforms are advised to focus on improving the experience of watching programs. Overall the generation Z are satisfied with OTT platform services. There is an association between education and respondents level of awareness about OTT with PG education are having more level of awareness about OTT. The respondents' level of awareness of over-the-top technology and gender are also associated. OTT platforms are advised to increase the level of awareness among female prospective customers and customers with education level of UG or below. Generation Z will continue to use OTT platforms for watching their interested programmes, but they are reluctant to spend more time and money in OTT platforms. They have a good opinion on the usefulness of OTT platform but expressed concern on the low experience in watching and sufficient content to watch. OTT platforms are advised to develop customized subscription offers, OTT policy and cost of service for generation z customers. The OTT platforms are advised to focus on Usage Features, Quality, Ease of Use and Convenience in order to improve customer perception towards OTT platforms. This article will help the OTT platforms in reframing their strategies for retaining and attracting the generation z customers.

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