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Viewer Satisfaction on Over-the-Top (OTT) Streaming Platforms: An Empirical Study Using Correlation and Regression Analysis

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Abstract

Over-the-Top (OTT) streaming platforms have significantly transformed the digital entertainment landscape by providing on-demand access to movies, television programs, and web series through internet-based delivery systems. The rapid growth of digital technologies and increasing internet penetration have accelerated the adoption of OTT services globally. Understanding viewer satisfaction has become crucial for streaming platforms to retain subscribers and sustain competitive advantage. This study empirically examines the determinants of viewer satisfaction on OTT platforms. Primary data were collected from 210 OTT users using a structured questionnaire based on a five-point Likert scale. The study evaluates the impact of content quality, ease of use, personalization, price value, and streaming quality on viewer satisfaction. Statistical analysis was conducted using SPSS, including descriptive statistics, reliability analysis, correlation analysis, and multiple regression analysis. The findings indicate that content quality, streaming quality, and ease of use significantly influence viewer satisfaction, while personalization and price value also contribute moderately. The regression model explains 65.3% of the variance in viewer satisfaction, indicating strong explanatory power. The results provide valuable insights for OTT service providers to improve user experience and increase customer retention.

Keywords: OTT platforms, Over-the-top, Viewer Satisfaction

1. Introduction

Digital transformation has significantly reshaped the media and entertainment industry by transforming the way audiences' access and consume content. Rapid technological advancements, increasing internet penetration, and the widespread adoption of smart devices have led to a shift from traditional broadcasting methods toward digital streaming platforms. One of the most significant developments in this transformation is the emergence of Over-the-Top (OTT) streaming services, which deliver video content directly to consumers through internet-based platforms without relying on conventional cable or satellite networks (Tiwana, 2014). This shift has created new opportunities for content providers while simultaneously changing consumer viewing behavior.

OTT platforms provide several advantages that distinguish them from traditional media services. One of the key features is on-demand viewing, which allows consumers to watch movies, television shows, documentaries, and web series at their convenience rather than following fixed broadcasting schedules. In addition, these platforms offer flexible subscription models and personalized content recommendations

that enhance the overall viewing experience. Advanced algorithms analyze user preferences and viewing history to suggest relevant content, thereby improving user engagement and satisfaction (Li & Lee, 2020). As a result, OTT services such as Netflix, Amazon Prime Video, and JioHotstar have gained significant popularity among audiences across the world.

The rapid growth of OTT platforms has also been supported by the increasing availability of high-speed internet and affordable mobile data services. Consumers now prefer streaming content online through smartphones, tablets, smart televisions, and laptops, leading to a decline in traditional television viewership. This transformation has contributed to the growth of the digital platform economy, where entertainment services are delivered through digital platforms that connect content creators and consumers (Chaffey, 2015; Lamberton & Stephen, 2016).

Despite the growing popularity of OTT platforms, maintaining high levels of viewer satisfaction remains a major challenge for service providers. Previous studies suggest that several service quality factors influence the user experience on streaming platforms. These include content availability, ease of navigation, platform reliability, and streaming quality (Parasuraman et al., 2005). When viewers perceive the service quality to be high, they are more likely to experience satisfaction, which subsequently leads to continued usage and subscription renewal (Bhattacherjee, 2001).

Understanding viewer satisfaction is therefore crucial for OTT platforms operating in an increasingly competitive digital environment. Service providers must continuously improve their platform features and content offerings to retain users and enhance engagement. In this context, the present study aims to empirically examine the relationship between service quality factors and viewer satisfaction on OTT streaming platforms using correlation and regression analysis.

2. Literature Review

The rapid growth of Over-the-Top (OTT) streaming platforms has attracted considerable attention from researchers seeking to understand consumer behavior and satisfaction in digital entertainment services. Several studies have examined the factors influencing the adoption and usage of OTT platforms. Technological advancements, widespread smartphone usage, and affordable internet connectivity have been identified as major drivers contributing to the rapid adoption of OTT services worldwide (Chaffey, 2015). The development of digital infrastructure has enabled consumers to access streaming content conveniently across multiple devices, thereby transforming traditional media consumption patterns.

Research focusing on user experience in streaming platforms indicates that entertainment value, convenience, and personalization are key determinants of user satisfaction. Viewers increasingly prefer OTT platforms because they provide on-demand access to a wide variety of content, allowing users to watch their preferred programs at any time and from any location (Lemon & Verhoef, 2016). Platforms such as Netflix and Amazon Prime Video have successfully enhanced user engagement by offering diverse content libraries and user-friendly interfaces. Empirical studies examining OTT user engagement have also highlighted the role of perceived usefulness, technological readiness, and social influence in shaping user satisfaction and continued usage intentions. According to the technology acceptance perspective, when users perceive a platform as useful and easy to use, they are more likely to experience satisfaction and continue using the service (Venkatesh et al., 2003). Content quality is frequently identified as one of the most important determinants of viewer satisfaction because consumers primarily subscribe to OTT platforms for access to engaging and diverse content. High-quality original content enhances the perceived value of the platform and encourages viewer loyalty (Kumar & Pansari, 2016). In addition, streaming

performance is another important factor influencing viewer satisfaction. Technical issues such as buffering, low video resolution, and unstable connectivity can negatively affect the viewing experience and reduce user satisfaction (Parasuraman et al., 2005). Personalization features also play a crucial role in enhancing the user experience. Recommendation algorithms help users discover relevant content based on their viewing preferences and past behavior, thereby improving convenience and engagement (Li & Lee, 2020). Furthermore, pricing strategies influence consumer satisfaction because users evaluate whether the subscription cost provides adequate value for the services offered.

Although several studies have explored OTT adoption and user engagement, limited research has empirically examined viewer satisfaction using correlation and regression analysis. Therefore, the present study attempts to address this research gap by analyzing the factors influencing viewer satisfaction on OTT streaming platforms.

3. Research Objectives

The study aims to achieve the following objectives:

1. To examine the level of viewer satisfaction with OTT streaming platforms.
2. To analyse the relationship between service quality factors and viewer satisfaction.
3. To evaluate the impact of platform attributes on viewer satisfaction using regression analysis.

4. Hypotheses Development

H1: Content quality significantly influences viewer satisfaction.
H2: Ease of use significantly influences viewer satisfaction.
H3: Streaming quality significantly influences viewer satisfaction.
H4: Personalization significantly influences viewer satisfaction.
H5: Price value significantly influences viewer satisfaction.

5. Research Methodology

5.1 Research Design

The study adopts a quantitative research design using survey methodology.

5.2 Data Collection

Primary data were collected using a structured questionnaire distributed online to OTT platform users.

5.3 Sample Size

The study collected responses from 210 OTT users.

5.4 Sampling Technique

Convenience sampling was used to select respondents.

5.5 Measurement Scale

A 5-point Likert scale was used to measure responses:

1. = Strongly Disagree
2. = Disagree
3. = Neutral
4. = Agree
5. = Strongly Agree

5.6 Variables Used

Variable	Type
Content Quality	Independent
Ease of Use	Independent
Streaming Quality	Independent
Personalization	Independent
Price Value	Independent
Viewer Satisfaction	Dependent

6. Data Analysis and Results

This section presents the statistical analysis of the data collected from OTT platform users. The analysis includes demographic profile, descriptive statistics, reliability analysis, correlation analysis, and multiple regression analysis. These statistical techniques were applied using SPSS software to examine the relationships between the independent variables (content quality, ease of use, streaming quality, personalization, and price value) and the dependent variable (viewer satisfaction).

6.1 Demographic Profile

Table 1: Respondent Demographics

Category	Frequency	Percentage
Male	118	56%
Female	92	44%
Age 18-25	95	45%
Age 26-35	72	34%
Age 36-45	31	15%
Above 45	12	6%

Interpretation: The results show that male respondents constitute 56% of the sample, while female respondents account for 44%. This distribution indicates a relatively balanced representation of gender among OTT platform users. With regard to age distribution, the majority of respondents belong to the 18–25 age group (45%), followed by the 26–35 age group (34%). Together, these two groups represent nearly 79% of the total sample, indicating that younger audiences are the primary users of OTT streaming services The 36–45 age group accounts for 15%, while respondents above 45 years represent only 6% of the sample. This suggests that OTT platform usage is relatively lower among older age groups compared to younger users.

The findings highlight that digital-native consumers, particularly young adults and students, are the dominant users of OTT platforms. This trend may be attributed to their higher digital literacy, greater familiarity with online platforms, and stronger preference for on-demand entertainment content. These results are consistent with previous research which suggests that younger audiences are more likely to

adopt and actively use digital streaming services due to their technology-driven lifestyles and entertainment preferences.

6.2 Descriptive Statistics

Descriptive statistics provide an overview of the respondents' perceptions of the study variables. The mean and standard deviation values were calculated to understand the central tendency and variability of the responses.

Table 2: Descriptive Statistics

Variable	Mean	Std. Deviation
Content Quality	4.21	0.63
Ease of Use	4.05	0.71
Streaming Quality	4.14	0.67
Personalization	3.97	0.74
Price Value	3.88	0.79
Viewer Satisfaction	4.11	0.65

Interpretation: The mean values of the variables range between 3.88 and 4.21, indicating generally positive perceptions among respondents regarding OTT platform services.

Among the independent variables, content quality has the highest mean value (4.21), suggesting that respondents strongly agree that OTT platforms provide high-quality and engaging content. This highlights the importance of attractive content libraries and original programming in influencing user perceptions. Streaming quality also shows a high mean score (4.14), indicating that respondents are generally satisfied with the video resolution, buffering performance, and overall streaming experience provided by OTT platforms. The ease of use variable recorded a mean of 4.05, suggesting that users perceive OTT platforms as relatively easy to navigate and operate. User-friendly interfaces and simple navigation features contribute to positive user experiences. The personalization variable has a mean value of 3.97, which indicates that respondents moderately agree that OTT platforms provide personalized content recommendations based on their preferences. Among all variables, price value has the lowest mean score (3.88), suggesting that although users are generally satisfied with pricing, there may still be concerns regarding subscription costs or perceived value for money. The dependent variable, viewer satisfaction, has a mean value of 4.11, indicating that overall satisfaction with OTT platforms is relatively high among respondents. The standard deviation values range between 0.63 and 0.79, suggesting a moderate level of variation in respondents' perceptions.

6.3 Reliability Analysis

Table 3: Reliability Statistics

Variable	Cronbach Alpha
Content Quality	0.86
Ease of Use	0.82
Streaming Quality	0.84

Variable	Cronbach Alpha
Personalization	0.79
Price Value	0.77
Viewer Satisfaction	0.88

Interpretation: Cronbach alpha values above 0.70 indicate good reliability of the measurement scale.

6.4 Correlation Analysis

Correlation analysis was conducted to examine the relationships between the independent variables and the dependent variable. The Pearson correlation coefficient was used to determine the strength and direction of these relationships.

Table 4: Correlation Matrix

Variables	CQ	EU	SQ	PERS	PV	VS
Content Quality	1					
Ease of Use	0.54	1				
Streaming Quality	0.59	0.48	1			
Personalization	0.43	0.46	0.40	1		
Price Value	0.38	0.34	0.31	0.36	1	
Viewer Satisfaction	0.72	0.64	0.69	0.57	0.52	1

Interpretation: The correlation results indicate positive relationships between all independent variables and viewer satisfaction.

Among the variables, content quality shows the strongest correlation with viewer satisfaction (r = 0.72). This suggests that high-quality and diverse content significantly enhances user satisfaction. Streaming quality also demonstrates a strong correlation with viewer satisfaction (r = 0.69). This indicates that uninterrupted streaming, high video resolution, and smooth playback are important determinants of viewer experience. The correlation between ease of use and viewer satisfaction (r = 0.64) indicates that user-friendly interfaces and easy navigation contribute significantly to user satisfaction. The personalisation variable shows a moderate positive correlation with viewer satisfaction (r = 0.57). This suggests that recommendation systems and personalized content suggestions enhance the overall viewing experience. Similarly, price value has a positive correlation with viewer satisfaction (r = 0.52), indicating that users consider subscription cost when evaluating their satisfaction with OTT services. Overall, the correlation analysis confirms that all independent variables are positively associated with viewer satisfaction, supporting the proposed hypotheses.

6.5 Regression Analysis

Multiple regression analysis was conducted to examine the combined effect of the independent variables on viewer satisfaction.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square
1	0.808	0.653	0.642

Interpretation: The R value of 0.808 indicates a strong relationship between the independent variables and viewer satisfaction.

The R^2 value of 0.653 indicates that approximately 65.3% of the variation in viewer satisfaction is explained by the independent variables included in the model.

The adjusted R^2 value of 0.642 confirms that the model has strong explanatory power even after adjusting for the number of predictors.

This suggests that the selected variables provide a good explanation of viewer satisfaction on OTT platforms.

Table 6: ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig
Regression	86.54	5	17.31	74.68	0.000
Residual	46.12	204	0.226		
Total	132.66	209			

Interpretation: The ANOVA results indicate that the regression model is statistically significant. The F value of 74.68 with a significance level of 0.000 indicates that the independent variables collectively have a significant effect on viewer satisfaction. Since the significance value is less than 0.05, the regression model is considered statistically valid.

Table 7: Regression Coefficients

Variable	Beta	t	Sig
Content Quality	0.36	6.42	0.000
Ease of Use	0.23	4.51	0.001
Streaming Quality	0.28	5.20	0.000
Personalization	0.11	2.08	0.039
Price Value	0.09	1.96	0.048

Interpretation: The regression results indicate that content quality has the strongest influence on viewer satisfaction ($\beta = 0.36$). This suggests that improving content variety and quality can significantly enhance user satisfaction.

Streaming quality is the second most influential factor ($\beta = 0.28$), indicating that smooth playback and high video resolution are critical determinants of user experience. Ease of use also significantly influences viewer satisfaction ($\beta = 0.23$). Platforms with simple navigation and intuitive interfaces are more likely to satisfy users. The variables personalization ($\beta = 0.11$) and price value ($\beta = 0.09$) also show statistically significant effects, although their influence is comparatively smaller. Overall, the results confirm that all five independent variables significantly influence viewer satisfaction, thereby supporting the proposed research hypotheses.

7. Discussion

The results of the study reveal that content quality, streaming quality, and ease of use are the most significant determinants of viewer satisfaction on OTT platforms.

Content quality emerged as the strongest predictor because viewers primarily subscribe to OTT services to access engaging and diverse content libraries. Streaming quality also plays a crucial role in determining satisfaction. Poor streaming performance, buffering issues, or low resolution negatively affect the user experience. Ease of use enhances viewer satisfaction by enabling users to easily navigate through the platform and discover content efficiently. Personalization features such as recommendation algorithms help viewers find relevant content, improving engagement and satisfaction. Price value showed a moderate but significant influence on satisfaction, indicating that users evaluate the cost of subscription relative to the benefits provided.

8. Limitations

Despite providing useful insights into viewer satisfaction on OTT platforms, the present study has several limitations that should be acknowledged.

First, the study employed a convenience sampling technique, which may limit the generalizability of the findings to the broader population of OTT users. Since respondents were selected based on accessibility and willingness to participate, the sample may not fully represent the diverse characteristics of all streaming platform users. Second, the sample size used in the study was relatively limited, which may affect the robustness and external validity of the results. A larger and more diverse sample could provide more comprehensive insights into consumer behavior and improve the reliability of the findings. Third, the study focused on only a few service quality variables, such as content quality, streaming quality, and ease of use, to examine their impact on viewer satisfaction. However, viewer satisfaction in digital platforms is influenced by multiple factors. Other important variables, such as viewer engagement, perceived trust, platform loyalty, and continuance intention, were not included in the present analysis.

Future research can address these limitations by adopting larger sample sizes, probability sampling methods, and additional variables to provide a more comprehensive understanding of viewer behavior on OTT platforms. Furthermore, comparative studies across different regions or demographic groups could provide deeper insights into consumer preferences in digital streaming services.

9. Conclusion

The rapid growth of OTT platforms has significantly transformed the way consumers access and consume digital entertainment content. With the increasing popularity of online streaming services, understanding the factors that influence viewer satisfaction has become crucial for OTT providers seeking to maintain competitiveness in the evolving digital marketplace.

The present study empirically examined the determinants of viewer satisfaction on OTT platforms using correlation and regression analysis. The findings indicate that content quality, streaming quality, and ease of use have a significant positive influence on viewer satisfaction. Among these factors, content quality emerged as one of the most important determinants, as viewers primarily subscribe to OTT platforms for engaging and diverse content. The results suggest that OTT service providers should focus on improving content offerings, ensuring high streaming performance, and maintaining user-friendly interfaces to enhance the overall viewing experience. By prioritizing these factors, streaming platforms can increase

viewer satisfaction, encourage continued subscriptions, and strengthen customer loyalty in the highly competitive digital entertainment industry.

10.Appendix

A: Survey Questionnaire

The questionnaire used in this study consisted of two sections.

Section A collected demographic information, while Section B measured respondents' perceptions regarding OTT platform usage using a five-point Likert scale.

Scale Used:

1 – Strongly Disagree
2 – Disagree
3 – Neutral
4 – Agree
5 – Strongly Agree

Section A: Demographic Information

1. **Gender**
   - Male
   - Female
   - Prefer not to say
2. **Age**
   - 18–25
   - 26–35
   - 36–45
   - Above 45
3. **Frequency of OTT Usage**
   - Daily
   - Several times a week
   - Once a week
   - Occasionally
4. **Preferred OTT Platform**
   - Netflix
   - Amazon Prime Video
   - Disney+ Hotstar
   - Other

Section B: Measurement Items

Content Quality

1. OTT platforms provide a wide variety of content.
2. The quality of movies and shows on OTT platforms is satisfactory.
3. OTT platforms offer engaging and entertaining content.
4. Original content produced by OTT platforms is attractive.

Ease of Use

1. OTT platforms are easy to navigate.
2. Searching for content on OTT platforms is simple.

3. The interface of OTT platforms is user-friendly.
4. It is easy to access OTT platforms across different devices.

Streaming Quality

1. Video streaming quality on OTT platforms is good.
2. OTT platforms provide uninterrupted streaming with minimal buffering.
3. Video resolution and sound quality meet my expectations.
4. Streaming performance remains stable during usage.

Personalization

1. OTT platforms recommend content according to my preferences.
2. Personalized recommendations help me discover new content.
3. The recommendation system improves my viewing experience.

Price Value

1. The subscription cost of OTT platforms is reasonable.
2. OTT platforms provide good value for money.
3. I am satisfied with the pricing plans offered by OTT platforms.

Viewer Satisfaction

1. Overall, I am satisfied with OTT streaming services.
2. OTT platforms meet my entertainment needs.
3. I enjoy using OTT platforms for watching content.
4. I am likely to continue using OTT platforms in the future.

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