



An Empirical Investigation into Customer Satisfaction towards OTT Platforms in Berhampur City, Odisha

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Abstract

Over-the-top (OTT) services provide video and audio entertainment directly through the internet, eliminating the need for conventional cable or satellite television connections. In recent years, these platforms have experienced rapid growth and widespread adoption worldwide. By 2027, the subscription video-on-demand (SVOD) segment is projected to constitute about 62.5% of the global OTT market, with revenues estimated at USD 109.1 billion. In India, the OTT industry is also expanding steadily, driven largely by the highly competitive SVOD segment, which is expected to grow at a compound annual growth rate (CAGR) of 13.0% and reach USD 2.6 billion by 2027.

An OTT platform refers to a digital service that streams audio or video content online without relying on traditional broadcast infrastructure. Well-known examples include Netflix, Amazon Prime Video, Disney+, Hulu, JioCinema, Zee5, and HBO Max. These platforms can be accessed on multiple devices, including smart televisions, smartphones, tablets, laptops, and gaming consoles, offering users significant flexibility in content consumption. One of the major advantages of OTT platforms is their ability to deliver a customised viewing experience. By analysing user preferences and viewing behaviour, these services recommend content tailored to individual interests. Additionally, OTT platforms allow users to watch programmes at their convenience, regardless of time or location, thereby greatly enhancing their appeal among modern audiences.

Another important feature of OTT platform is their strong focus on original content creation. Leading services such as Netflix, Amazon Prime Video, and Hulu have made substantial investments in producing exclusive films and series. These original offerings have been widely appreciated by viewers and have contributed to the platforms' competitive positioning. Despite their advantages, OTT platforms face certain challenges. One major concern is digital piracy, as internet-based delivery makes it easier for content to be illegally downloaded or shared, resulting in financial losses for producers and distributors. Furthermore, the growing popularity of OTT services has adversely affected traditional television and film industries. Declining cable and satellite subscriptions have reduced revenues for conventional broadcasters and content providers. Overall, the emergence of OTT platforms has brought significant changes to the entertainment landscape. Increased competition among content creators has led to a surge in the volume and diversity of available content. At the same time, viewing habits have evolved, with audiences no longer confined to fixed schedules or locations. This shift has influenced content production strategies, encouraging the development of binge-worthy formats designed to sustain viewer engagement across multiple episodes.

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Introduction

Several empirical studies have examined the factors influencing customer satisfaction with over-the-top (OTT) platforms across different markets. A recurring theme in the literature is the role of personalisation. Chen *et al.* (2019)^[1], based on a survey of Chinese users, demonstrated that personalised content recommendations significantly enhance user satisfaction, underscoring the effectiveness of recommendation algorithms in improving user experience. Similar conclusions were reported by Grand

View Research (2021)^[4] and GfK (2018), both of which emphasised that customised viewing and targeted recommendations are crucial for fostering customer satisfaction and loyalty.

Murali Srividya Iyengara and Rajagopalan Venkatesh (2024) conducted a study titled “*A Study on the Factors Influencing Customer Preferences for Digital Media Platforms in Chennai.*” The research examines the key attributes of over-the-top (OTT) platforms that attracted users from different age groups and socio-economic backgrounds, particularly during the COVID-19 pandemic. The study highlights the growing dominance of digital media platforms, alongside the gradual decline of traditional cable television and direct-to-home services. Furthermore, the findings indicate that the pandemic accelerated the direct release of mainstream films featuring prominent actors on OTT platforms, thereby significantly boosting user adoption and engagement.

Remya and Rupini T. S. (2023)^[16] carried out a study titled “*A Study on Customer Perception towards OTT Platforms with Special Reference to Irinjalakuda Municipality, Thrissur District, Kerala.*” The research explores consumers’ perceptions and attitudes towards OTT platforms. The findings suggest that service providers should improve subscription plans and simplify mechanisms that encourage users to recommend these platforms to others. The study further reveals that a large proportion of respondents prefer OTT platforms to traditional cinema, perceiving them as a more cost-effective option, particularly because original and exclusive content is available earlier than on television.

Content-related factors also emerge as major determinants of satisfaction. Research by Digital TV Research (2021)^[2] revealed that content quality, platform usability, and pricing are primary drivers of customer satisfaction. Wu *et al.* (2019)^[18] further confirmed that a broad selection of high-quality content combined with reasonable pricing positively affects user satisfaction. PwC (2020)^[15] highlighted the growing importance of original and exclusive programming, noting that consumers in the United States are more satisfied with platforms that invest in proprietary content. Similarly, Mehta and Bhardwaj (2019)^[13] found in the Indian context that content diversity and on-demand accessibility significantly enhance user satisfaction.

The technical and functional performance of OTT platforms has also been widely studied. Yu and Jung (2018)^[19] and Kim *et al.* (2018)^[8], through surveys of Korean users, identified intuitive user interfaces, easy navigation, and uninterrupted streaming as critical contributors to customer satisfaction. In contrast, Digital TV Research (2021)^[2] reported that technical issues, such as buffering and poor video quality, negatively affect user perceptions, underscoring the need for robust infrastructure and reliable streaming performance.

Interactivity and engagement feature further influence satisfaction levels. Park *et al.* (2018)^[14] and Kim and Lee (2020)^[9] found that interactive elements, such as user reviews, social features, and platform engagement tools, positively affect satisfaction. These findings indicate that OTT platforms are increasingly perceived not only as content providers but also as interactive digital ecosystems.

Cultural and demographic considerations have also been highlighted in recent studies. Velmurugan and Anand (2020)^[17] observed that the availability of multiple language options significantly improves satisfaction among diverse user groups, particularly in multilingual markets. Manzoor and Mishra (2021)^[12], focusing on Indian millennials, identified perceived content quality, convenience, and social influence as key factors driving both satisfaction and loyalty.

Beyond functional attributes, perceptual and psychological factors have gained attention. Liu *et al.* (2019)^[11] demonstrated that perceived value and perceived risk significantly shape customer satisfaction in video streaming services. Ha and Jang (2020)^[5] further showed that perceived value and customer engagement mediate the relationship between quality of experience and satisfaction. Additionally, Li *et al.* (2020)^[10] found that social media marketing activities positively influence customer satisfaction and loyalty, indicating the growing role of digital communication strategies.

Finally, issues of privacy and data protection are becoming increasingly relevant. IAB (2020)^[6] reported that users are more satisfied and trust OTT platforms that provide strong data security and privacy safeguards, underscoring privacy as a critical component of long-term customer relationships.

The summary of the review of literature is shown in the table that follows:

Table 1: Review of Literature on Customer Satisfaction with OTT Platforms

Author(s) & Year	Country / Sample	Methodology	Key Variables Studied	Major Findings
Chen <i>et al.</i> (2019) ^[11]	China	Survey of OTT users	Personalisation, Recommendation Algorithms	Personalised recommendations enhance customer satisfaction.
Digital TV Research (2021) ^[2]	Global	Consumer Survey	Content Quality, Ease of Use, Pricing	High-quality content, usability, and value pricing drive satisfaction.
Mehta & Bhardwaj (2019) ^[13]	India	Survey of viewers	Content Diversity, Convenience	A wide variety of content and flexible access increase satisfaction.
PwC (2020) ^[15]	USA	Consumer Survey	Original & Exclusive Content	Exclusive content improves customer satisfaction.
Yu & Jung (2018) ^[19]	South Korea	Survey of users	User Interface, Navigation	Intuitive design enhances satisfaction.
Grand View Research (2021) ^[4]	Global	Industry Report	Personalisation, Recommendation Systems	Personalisation drives satisfaction and loyalty.
Velmurugan & Anand (2020) ^[17]	Global	Consumer Survey	Technical Issues, Streaming Quality	Buffering and poor quality reduce satisfaction.
Wu <i>et al.</i> (2019) ^[18]	India	Survey of users	Language Options	Multiple language options improve satisfaction.
Kim <i>et al.</i> (2018) ^[8]	China	Survey of viewers	Content Variety, Quality, Pricing	Affordable, diverse content increases satisfaction.
Park <i>et al.</i> (2018) ^[14]	South Korea	Survey of users	Streaming Quality, Reliability	Uninterrupted streaming improves satisfaction.

IAB (2020) ^[6]	South Korea	Survey of users	Interactivity, Social Features	Interactive features enhance satisfaction.
Kim & Lee (2020) ^[9]	Global	Industry Study	Data Privacy, Security	Strong privacy protection boosts satisfaction.
Liu <i>et al.</i> (2019) ^[11]	USA	Consumer Survey	Content Personalisation	Personalised recommendations raise satisfaction.
Manzoor & Mishra (2021) ^[12]	South Korea (n=331)	Survey	Content Diversity, Interactivity	Both factors positively affect satisfaction.
Ha & Jang (2020) ^[5]	China (n=314)	Survey	Perceived Value, Perceived Risk	Value increases, and risk decreases satisfaction.
Li <i>et al.</i> (2020) ^[10]	India (n=350)	Survey	Content Quality, Convenience, Social Influence	These factors drive satisfaction and loyalty.
Chen <i>et al.</i> (2019) ^[1]	South Korea (n=471)	Survey	QoE, Perceived Value, Engagement	Value and engagement mediate satisfaction.
Digital TV Research (2021) ^[3]	China (n=482)	Survey	Social Media Marketing	Social media marketing improves satisfaction and loyalty.

Objective of the Study

The primary objective of the study is to examine and analyze the level of consumer satisfaction towards various Over-The-Top (OTT) streaming platforms among users in Berhampur, Odisha.

Consumer satisfaction in the context of OTT platforms refers to the degree to which users' expectations regarding digital entertainment services are fulfilled or exceeded. With the growing popularity of platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, and Zee5, it becomes essential to assess how customers perceive the quality, affordability, accessibility, and overall value of these services. The objectives of the study are:

1. To determine whether consumers in Berhampur City are highly satisfied, moderately satisfied, or dissatisfied with the OTT platforms they subscribe to.
2. To analyze the specific factors influencing consumer satisfaction, such as: Variety and quality of content (movies, web series, regional content), Subscription cost and pricing plans, Video streaming quality and buffering issues, User interface and ease of navigation, Availability of local and regional language content, Customer support services and Compatibility with multiple devices.
3. To examine whether consumers feel that the subscription charges are justified by the quality and quantity of content provided.
4. To identify gaps between what customers expect from OTT platforms and what they actually experience in terms of service delivery.
5. To understand how factors such as age, occupation, income level, and educational background influence satisfaction levels among users in Berhampur City.
6. To study whether satisfied consumers are willing to renew subscriptions and recommend OTT platforms to others, thereby contributing to customer retention and word-of-mouth promotion.

By systematically evaluating these aspects, the study seeks to provide empirical insights into consumer behavior and satisfaction patterns within the selected urban setting. The findings will help OTT service providers understand customer preferences, improve service quality, enhance customer retention strategies, and strengthen their competitive position in emerging digital markets like Berhampur City.

Thus, studying consumer satisfaction towards OTT platforms not only contributes to academic research in marketing and service quality but also offers practical implications for digital content providers operating in regional markets.

Hypotheses

- **H₀₁:** There is no significant association between content quality and customer satisfaction.
- **H₀₂:** User Interface results in negative customer satisfaction towards OTT
- **H₀₃:** Personalisation and recommendation negatively impact customer satisfaction
- **H₀₄:** There is no significant association between price and value towards customer satisfaction.
- **H₀₅:** Customer support and service have a negative impact on customer satisfaction,
- **H₀₆:** There is no association between accessibility and convenience of OTT towards customer satisfaction.

Research Methodology

The study is based on both primary and secondary sources of data. Primary data were collected using a structured questionnaire with a Likert scale to capture respondents' perceptions, attitudes, and levels of agreement regarding various aspects of the study. The questionnaire was administered to general consumers to ensure a broad representation of user opinions. Secondary data were gathered from a variety of credible sources, including textbooks, academic journals, research articles, industry reports, and relevant websites, which helped build the theoretical framework and support the empirical findings.

For primary data collection, a sample of 200 respondents was selected from the general consumer population. Convenience sampling was adopted, as it enabled the researcher to collect data from readily accessible respondents who were willing to participate in the survey. This method was considered appropriate due to time and resource constraints, while still enabling the collection of relevant and meaningful data for the study.

Data Analysis

After data collection, the responses were coded and entered into the Statistical Package for the Social Sciences (SPSS) for analysis. The processed data were subsequently analysed using Analysis of Variance (ANOVA), and the results are presented accordingly.

Scope of the Study

The scope of the study is geographically confined to Berhampur, Odisha. The research specifically examines customer satisfaction levels of users of Over-The-Top (OTT) streaming platforms within the municipal limits of Berhampur City. The respondents considered for the study

include subscribers and regular viewers of popular OTT platforms residing in this urban area. Primary data have been collected through surveys and structured questionnaires administered exclusively to customers in Berhampur City. The study evaluates factors influencing customer satisfaction, such as content quality, subscription pricing, accessibility, internet connectivity, user interface, regional content availability, and overall viewing experience. The socio-economic and demographic characteristics of the respondents reflect the urban population profile of Berhampur City, including students, working professionals,

businesspersons, and homemakers. The findings and conclusions derived from this research are therefore directly applicable to OTT users within Berhampur City. While the study may provide indicative insights for similar tier-II cities in India, the results cannot be generalised to other regions without further comparative research, as customer preferences, digital infrastructure, and consumption patterns may vary across regions. Thus, the study's scope ensures a focused empirical analysis and contextual relevance within the defined urban setting of Berhampur City, Odisha.

Data Analysis and Interpretation

Table 2: Content Quality and Customer Satisfaction

ANOVA						
Content Quality		Sum of Squares	df	Mean Square	F	Sig.
The OTT platform provides high-quality content	Between Groups	135.818	7	19.545	215.329	.000
	Within Groups	16.182	192	.089		
	Total	124.000	199			
The content available on the OTT platform aligns with my interests.	Between Groups	146.310	7	23.759	223.624	.000
	Within Groups	22.045	192	.104		
	Total	176.355	199			
The OTT platform provides a wide variety of content	Between Groups	51.964	7	7.709	168.407	.000
	Within Groups	8.691	192	.045		
	Total	61.565	199			
The content on the OTT platform is up to date and regularly updated.	Between Groups	139.503	7	20.258	71.582	.000
	Within Groups	51.187	192	.261		
	Total	195.000	199			

The table presents the relationship between content quality and customer satisfaction. The content quality construct is measured using four parameters. The parameter “The OTT platform provides high-quality content” reports an F-value of 215.33 with a significance level of 0.000. Similarly, “The content available on the OTT platform aligns with my interests,” shows an F-value of 223.62 and a p-value of 0.000. The parameter “the OTT platform offers a diverse range of content” records an F-value of 168.41 with a p-value of

0.000, while “The content on the OTT platform is up to date and regularly updated.” has an F-value of 77.56 and a p-value of 0.000.

Since the significance values for all parameters are less than the accepted threshold of 0.05, it is evident that content quality has a statistically significant impact on customer satisfaction. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted.

Table 3: User Interface and Customer Satisfaction

ANOVA						
User Interface		Sum of Squares	df	Mean Square	F	Sig.
The user interface of the OTT platform is user-friendly and easy to navigate	Between Groups	137.859	7	19.694	205.392	.000
	Within Groups	18.136	192	.094		
	Total	155.995	199			
The OTT platform's layout is aesthetically appealing and well-designed	Between Groups	147.841	7	21.120	62.600	.000
	Within Groups	63.659	192	.332		
	Total	211.500	199			
The search feature on the OTT platform is efficient and delivers accurate results	Between Groups	48.812	7	6.973	96.375	.000
	Within Groups	13.568	192	.071		
	Total	62.380	199			
The OTT platform delivers a smooth and seamless user experience.	Between Groups	146.989	7	20.998	208.175	.000
	Within Groups	19.091	192	.099		
	Total	166.080	199			

The ANOVA results presented in the table indicate a significant relationship between the user interface and customer satisfaction. The user interface construct is assessed

using four parameters, all of which exhibit p-values below 0.05. Specifically, the parameter “The user interface of the OTT platform is user-friendly and easy to navigate” records

an F-value of 205.39 with a p-value of 0.000. The parameter “The OTT platform’s layout is aesthetically appealing and well-designed” shows an F-value of 62.60 and a significance value of 0.000. Similarly, “The search feature on the OTT platform is efficient and delivers accurate results” reports an F-value of 96.38 with a p-value of 0.000, while “The OTT

platform delivers a smooth and seamless user experience” records an F-value of 208.17 and a p-value of 0.000.

As all parameters have p-values < 0.05, the results confirm a statistically significant effect of the user interface on customer satisfaction. Accordingly, the null hypothesis is rejected.

Table 4: Personalization and Recommendation, and Customer Satisfaction

ANOVA						
Personalization and Recommendation		Sum of Squares	df	Mean Square	F	Sig.
The OTT platform offers personalized recommendations tailored to my viewing preferences	Between Groups	140.727	7	20.104	223.471	.000
	Within Groups	17.273	192	.090		
	Total	158.000	199			
The recommendations offered by the OTT platform are well aligned with my interests	Between Groups	168.653	7	24.093	114.322	.000
	Within Groups	39.727	192	.207		
	Total	208.380	199			
The OTT platform enables me to easily discover new content	Between Groups	53.964	7	7.709	171.398	.000
	Within Groups	8.591	192	.045		
	Total	62.555	199			
The OTT platform delivers customized content tailored to my preferences	Between Groups	147.760	7	21.109	133.012	.000
	Within Groups	29.795	192	.155		
	Total	177.555	199			

The table presents the ANOVA results examining the personalisation and recommendation dimension in relation to customer satisfaction. This dimension is measured through four parameters. The parameter “The OTT platform offers personalized recommendations tailored to my viewing preferences” records an F-value of 223.471 with a p-value of 0.000. Similarly, “The recommendations offered by the OTT platform are well aligned with my interests” shows an F-value of 114.32 and a significance level of 0.000. The

parameter “The OTT platform enables me to easily discover new content” reports an F-value of 171.39 with a p-value of 0.000, while “The OTT platform delivers customized content tailored to my preferences” records an F-value of 133.01 with a p-value of 0.000.

Since all parameters have p-values below 0.05, the results indicate a statistically significant association between personalisation and recommendation features and customer satisfaction. Therefore, the alternative hypothesis is accepted.

Table 5: Price and Value of Customer Satisfaction

ANOVA						
Price and Value		Sum of Squares	df	Mean Square	F	Sig.
The pricing options offered by the OTT platform are reasonable and fair	Between Groups	150.244	7	21.463	141.817	.000
	Within Groups	28.636	192	.149		
	Total	178.880	199			
The OTT platform offers good value for the price paid	Between Groups	125.729	7	17.961	84.018	.000
	Within Groups	40.091	192	.209		
	Total	165.820	199			
The billing process on the OTT platform is clear and transparent	Between Groups	156.459	7	22.351	86.273	.000
	Within Groups	48.561	192	.253		
	Total	205.020	199			
The OTT platform offers flexible pricing plans	Between Groups	53.949	7	7.707	169.842	.000
	Within Groups	8.606	192	.045		
	Total	62.555	199			

The values reported in the table demonstrate a significant relationship between the price and value dimension and customer satisfaction. This dimension is assessed using four parameters. The parameter “The pricing options offered by the OTT platform are reasonable and fair” records an F-value of 141.82 with a p-value of 0.000. Similarly, “The OTT platform offers good value for the price paid” shows an F-value of 84.02 and a significance level of 0.000. The parameter “The billing process on the OTT platform is clear

and transparent” reports an F-value of 86.28 with a p-value of 0.000, while “The OTT platform offers flexible pricing plans” records an F-value of 169.84 with a significance value of 0.000.

As all parameters have p-values below 0.05, it is evident that price and value are statistically significantly associated with customer satisfaction. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted.

Table 6: Customer Service and Support

		ANOVA				
Customer Service and Support		Sum of Squares	df	Mean Square	F	Sig.
The customer service offered by the OTT platform is prompt and supportive	Between Groups	152.221	7	21.746	171.217	.000
	Within Groups	24.659	192	.128		
	Total	176.880	199			
The OTT platform provides multiple channels for contacting customer support	Between Groups	142.525	7	20.361	287.454	.000
	Within Groups	13.455	192	.070		
	Total	155.980	199			
The customer service on the OTT platform effectively and efficiently resolves issues	Between Groups	172.443	7	24.635	282.947	.000
	Within Groups	16.432	192	.086		
	Total	188.875	199			
The OTT platform delivers timely and effective support	Between Groups	40.648	7	5.807	40.288	.000
	Within Groups	26.932	192	.140		
	Total	67.580	199			

The figure depicts the association between customer service and support and customer satisfaction. This construct is assessed using four parameters. The parameter “The customer service offered by the OTT platform is prompt and supportive” reports an F-value of 171.22 with a p-value of 0.000. Likewise, “The OTT platform provides multiple channels for contacting customer support” records an F-value of 287.45 and a significance level of 0.000. The parameter “The customer service on the OTT platform effectively and

efficiently resolves issues” shows an F-value of 282.95 with a p-value of 0.000, while “The OTT platform delivers timely and effective support” records an F-value of 40.288 with a significance value of 0.000.

As all parameters have p-values below 0.05, the findings indicate a statistically significant relationship between customer service and support and customer satisfaction. Consequently, the alternative hypothesis is accepted.

Table 7: Accessibility and Convenience of Customer

		ANOVA				
Accessibility and Convenience		Sum of Squares	df	Mean Square	F	Sig.
The OTT platform is readily accessible across multiple devices	Between Groups	145.128	7	20.733	241.216	.000
	Within Groups	16.227	192	.085		
	Total	161.355	199			
The OTT platform provides a user-friendly mobile application	Between Groups	145.128	7	20.733	239.296	.000
	Within Groups	16.227	192	.085		
	Total	161.355	199			
The OTT platform enables users to download content for offline viewing	Between Groups	132.640	7	18.949	168.321	.000
	Within Groups	30.955	192	.161		
	Total	163.595	199			
The OTT platform delivers a smooth and uninterrupted streaming experience	Between Groups	176.530	7	25.219	317.332	.000
	Within Groups	14.345	192	.075		
	Total	190.875	199			

The table presents the ANOVA results for the accessibility and convenience dimension in relation to customer satisfaction. This dimension is examined using four parameters. The parameter “The OTT platform is readily accessible across multiple devices” reports an F-value of 241.216 with a p-value of 0.000. Similarly, “The OTT platform provides a user-friendly mobile application” records an F-value of 239.296 and a significance level of 0.000. The parameter “The OTT platform enables users to download content for offline viewing” shows an F-value of 168.321 with a p-value of 0.000, while “The OTT platform delivers a smooth and uninterrupted streaming experience” records an F-value of 317.332 with a p-value of 0.000.

Since all parameters have p-values below 0.05, the results indicate a statistically significant association among accessibility, convenience, and customer satisfaction. Therefore, the alternative hypothesis is accepted.

Conclusion

In summary, over-the-top (OTT) platforms have emerged as a preferred medium for consumers seeking convenience and personalised viewing experiences. Their rapid growth has significantly transformed the entertainment industry by intensifying competition among content creators and distributors. Although certain challenges persist, the continued expansion of OTT platforms indicates their sustained influence on the future of digital entertainment.

The study's findings suggest that OTT service providers must focus on key factors such as content quality, user interface design, pricing affordability, and reliable technical performance to enhance customer satisfaction. By addressing these dimensions, OTT platforms can improve overall service quality, strengthen customer loyalty, and maintain a competitive advantage in an increasingly dynamic market.

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