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USER PERCEPTION TOWARDS OTT VIDEO STREAMING PLATFORMS: A STUDY IN BAGALKOTE DISTRICT

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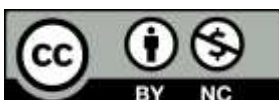


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Keywords	Abstract
OTT Platforms, Streaming Services, User Perception, Satisfaction, Bagalkote.	This study examines the perception and satisfaction of users toward OTT video streaming platforms in Bagalkote district. The rapid growth of internet connectivity and smartphone usage has accelerated the adoption of digital entertainment services. Platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar provide on-demand access to diverse content. The present research focuses on three variables: perceived ease of use, perceived usefulness, and overall satisfaction. A descriptive research design was adopted and primary data were collected from 200 OTT users using a structured questionnaire. Reliability of the instrument was verified using Cronbach's alpha. Descriptive statistics and Pearson correlation analysis were applied to analyze the relationship among the variables. The results indicate that perceived usefulness and perceived ease of use significantly influence user satisfaction. The study concludes that OTT platforms are increasingly becoming the preferred mode of entertainment in semi-urban regions due to convenience, flexibility, and content variety.

Introduction

The digital transformation of media consumption has significantly altered the entertainment industry. Traditional television viewing has gradually shifted toward internet-based streaming



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services known as Over-The-Top (OTT) platforms. These platforms deliver video and audio content directly to users via internet connectivity without the need for cable or satellite broadcasting systems. With the expansion of smartphones, affordable data plans, and improved digital infrastructure, OTT platforms have become a dominant medium for entertainment consumption.

Objectives of the Study

1. To analyze the demographic profile of OTT users in Bagalkote district.
2. To study perceived ease of use of OTT platforms.
3. To examine perceived usefulness of OTT platforms.
4. To evaluate overall user satisfaction.
5. To determine the relationship between ease of use, usefulness, and satisfaction.

Hypotheses

- H1: There is a significant relationship between perceived ease of use and perceived usefulness.
- H2: There is a significant relationship between perceived ease of use and overall satisfaction.
- H3: There is a significant relationship between perceived usefulness and overall satisfaction.

Review of Literature

Previous studies have emphasized that technological advancement and content diversity play an important role in influencing OTT adoption. Gangwar et al. (2020) found that millennials prefer OTT platforms due to flexible viewing options and global content availability. Gupta and Singharia (2021) observed that lockdown periods significantly increased streaming consumption patterns. Arora et al. (2018) reported that digital platforms influence user preferences through personalized recommendations and convenience.

Research Methodology

The study adopted a descriptive research design. The research area includes Bagalkote district in Karnataka. A sample size of 200 OTT users was selected using convenience sampling. Primary data were collected using a structured questionnaire consisting of perception and satisfaction items measured using a five-point Likert scale.

Reliability Analysis

The reliability of the questionnaire was assessed using Cronbach's alpha coefficient. The obtained value was 0.84 which indicates good internal consistency and reliability of the instrument used for data collection, which established that all the item-total correlation is acceptable. The previous researchers proposed that the element of affirmation of Cronbach's alpha will be 0.811. The researcher uses two variables for measuring the perception such as perceived ease of use, perceived usefulness.



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Table 1: Demographic profile of the users of OTT video platforms.

Variable	Attribute	Frequency	Percent
Age of the Respondents	Below 25	42	21
	25-40	118	59
	Above 40	40	20
	Total	200	100.0
Gender	Male	120	60
	Female	80	40
	Total	200	100.0
Profession	Students	68	34
	Govt. Employees	42	21
	Private employees	72	36
	Others	18	9
	Total	200	100.0
Area of Residence	Urban	112	56
	Rural	88	44
	Total	200	100.0

Table 1 shows the descriptive characteristics of samples collected from the Bagalkote district in Karnataka. Out of 200, samples the majority was male with the frequency of 120 against female of 80 with a percent of 60 and 40 respectively. These include 118 samples from the age category of 25-40 years, 42 users from below 25 years (21%), and 40 users from above 40 years (20%). The study consists of 56 % of the respondents from the urban area and 88 users (44%) from the rural area.

Table 2: Descriptive Statistics			
	Mean	Std. Deviation	N
Perceived Ease of Use	3.82	.685	200
Perceived Usefulness	3.74	.812	200
Overall Satisfaction	4.05	.638	200

Table 2 explains the mean and standard deviation of Perceived ease of use, Perceived Usefulness, and Overall satisfaction, the total number of valid respondents is 200. There is a mean score of perceived ease of use at 3.82 with an SD of 0.685, a mean score of 3.74 on perceived usefulness (.812 SD), and 4.05(.638 SD) on the overall satisfaction of the OTT video streaming platform users.



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Demographic Profile

Out of the 200 respondents, 60% were male and 40% were female. Most respondents belonged to the age group of 25-40 years which indicates that working professionals and young adults constitute the major OTT user base in the district.

Descriptive Statistics

Mean values indicate that users perceive OTT platforms as easy to use (Mean = 3.82) and useful (Mean = 3.74). The satisfaction level is comparatively higher (Mean = 4.05) which suggests that users generally have a positive experience with OTT platforms.

Correlation Analysis

H1: There is a significant relationship between perceived ease of use and perceived usefulness.

Table 3: Correlations (H1)			
		Perceived Ease of Use	Perceived Usefulness
Perceived Ease of Use	Pearson Correlation	1	.420**
	Sig. (2-tailed)		.000
	N	200	200
Perceived Usefulness	Pearson Correlation	.420**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 3 describes the result of the correlation between perceived ease of use and perceived usefulness. From the statistical result, it is inferred that perceived ease of use and perceived usefulness are positively correlated to each other (0.420). The P-value associated with the correlation is less than 0.01. So, the first Hypothesis is accepted, it indicated that there exists a positive relationship between perceived ease of use and perceived usefulness.



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H2: There is a significant relationship between perceived ease of use and overall satisfaction.

Table 4: Correlations (H2)			
		Perceived Ease of Use	Overall Satisfaction
Perceived Ease of Use	Pearson Correlation	1	.490**
	Sig. (2-tailed)		.000
	N	200	200
Overall Satisfaction	Pearson Correlation	.490**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4 explained the result of the correlation between perceived ease of use and overall satisfaction of OTT video streaming platforms. From the result, it is showed that perceived ease of use and overall satisfaction are positively correlated to each other (0.490). The P-value associated with the correlation is less than 0.01. So, the Hypothesis is accepted, it indicated that there exists a positive relationship between perceived ease of use and overall satisfaction of users about the OTT platforms.

H3: There is a significant relationship between perceived usefulness and overall satisfaction.

Table 5: Correlations (H3)			
		Perceived Ease of Use	Perceived Usefulness
Overall Satisfaction	Pearson Correlation	1	.640**
	Sig. (2-tailed)		.000
	N	200	200
Perceived Usefulness	Pearson Correlation	.640**	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 5 portrays the correlation between perceived usefulness and overall satisfaction among OTT video streaming platform users. It shows a positively correlated each other (0.640). The overall satisfaction and perceived usefulness have the highest significant relation with a P-value of 0.000.



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Hence, the Hypothesis is accepted, it indicated that there exists a positive relationship between perceived usefulness and overall satisfaction of users.

Findings

1. Majority of OTT users belong to the 25-40 age group.
2. Ease of use significantly influences user perception.
3. Perceived usefulness strongly influences satisfaction.
4. OTT platforms are widely preferred due to convenience and accessibility.

Suggestions

OTT providers should increase regional language content and ensure stable streaming quality in rural and semi-urban regions. Affordable subscription plans can also improve adoption.

Conclusion

The research highlights that OTT platforms are becoming an important part of digital entertainment ecosystems in semi-urban districts like Bagalkote. Ease of use and perceived usefulness significantly influence user satisfaction. The increasing availability of internet connectivity and mobile devices will further expand OTT adoption.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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