

Exploratory Study On Perceived Value Among Ott Viewers Of Mayiladuthurai District

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ABSTRACT:

The rapid transformation of the media landscape from traditional broadcasting to Over-The-Top (OTT) streaming has necessitated a deeper understanding of consumer behaviour in digital environments. This exploratory study investigates the dimensions of Perceived Value—including entertainment quality, value for money, value for time, and user-friendliness—and their subsequent impact on Brand Loyalty among OTT viewers. Utilizing a quantitative research design, primary data was collected from a sample of 60 respondents via a structured questionnaire. While the Independent T-Test showed no significant difference in perceived value based on gender, the ANOVA results indicated that "Value for Money" and "Pricing" are critical factors that vary across income groups. Specifically, content variability and pricing were found to be the most influential drivers of shifting consumer perceptions. The study concludes that while content quality remains the primary driver of engagement, platforms must balance competitive pricing with user-centric interfaces to maintain long-term loyalty. The research suggests that OTT providers should adopt tiered pricing models and enhance content personalization to mitigate subscription fatigue and reduce churn rates in an increasingly saturated market.

Keywords: OTT Platforms, Perceived Value, Brand Loyalty, Consumer Behaviour, Digital Streaming, Value for Money.

INTRODUCTION:

The digital entertainment landscape has shifted from traditional linear television to On-Demand streaming. With the proliferation of platforms like Netflix, Disney+, and Amazon Prime, the Perceived Value—the consumer's evaluation of the utility of a service based on perceptions of what is received and what is given—has become the primary driver of market share. This study explores the dimensions of value including content, cost, and convenience.

The term Over-The-Top (OTT) refers to the delivery of film and television content via an internet connection rather than through traditional cable or satellite providers. Over the last decade, the media consumption habits of the global population have undergone a radical transformation. What began as a niche alternative has become the primary mode of entertainment for billions. This shift has been catalysed by the three pillars of digital growth: ubiquitous high-speed internet, low-cost mobile hardware, and unprecedented library depth. In the current post-pandemic era, the market has entered a Red Ocean phase—a state of hyper-competition where numerous players (Netflix, Amazon Prime, Disney+, Apple TV+, and regional niche services) are competing for a finite amount of screen time from the consumer. In the realm of consumer behaviour, Perceived Value is the cornerstone of the decision-making process. It is defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.

- Quality/Performance Value: The technical reliability (4K streaming, no buffering) and the creative excellence of the content.
- Price/Value for Money: The perceived fairness of the subscription fee relative to the quantity of content available.
- Emotional Value: The degree of escapism, enjoyment, or relaxation the service provides.
- Social Value: The social currency gained by being able to discuss trending shows within one's social circle.

The global entertainment industry has undergone a seismic shift from physical media and linear broadcasting to digital streaming. Over-The-Top (OTT) platforms—services that deliver content directly to viewers over the internet—have democratized access to cinema and television. In this hyper-competitive market, platforms no longer just compete on the basis of content but on the Perceived Value they offer to the end-user.

Perceived Value is a psychological construct representing the consumer's overall assessment of the utility of a product based on perceptions of what is received (benefits) and what is given (cost/effort). In the context of OTT, this involves a complex trade-off between subscription fees, the time spent searching for content, and the emotional satisfaction derived from viewing.

OBJECTIVES:

- To identify the demographic profile of OTT consumers.
- To analyse the relationship between different dimensions of perceived value and brand loyalty.
- To examine the impact of pricing and content variability on customer satisfaction.
- To compare perceived value across various OTT platforms based on user ratings.

REVIEW OF THE LITERATURE:

Awasthi, B (2024) This research examines how perceived value—categorized as utilitarian, hedonic, and social—drives viewer loyalty on Indian OTT platforms, with a specific focus on the mediating roles of satisfaction and trust. The findings indicate that while all three value dimensions effectively foster consumer trust, trust itself does not serve as a primary bridge to long-term loyalty. Instead, customer satisfaction emerges as the critical mediator; it partially carries the impact of utilitarian value and fully carries the impact of hedonic value toward loyalty. Essentially, while practical benefits can create a direct link to loyalty, emotional and entertainment-based value must first be filtered through a high level of satisfaction to keep a viewer committed. Ultimately, the study suggests that for the Indian OTT market, consistent user satisfaction is a far more powerful retention tool than brand trust alone.

METHODOLOGY:

- **Sample Size:** 60 respondents.
- **Sampling Technique:** Convenience sampling (Primary data collected via structured questionnaire).
- **Tools Used:** Descriptive statistics, Pearson Correlation, Independent T-Test, One-way ANOVA, and Linear Regression.

STATEMENT OF THE PROBLEM:

With the market reaching a point of "subscription fatigue," viewers are becoming more selective. Platforms like Netflix, Amazon Prime, and Disney+ are facing high churn rates (users canceling subscriptions). The core problem lies in understanding which specific dimensions—price, content variety, or user interface—contribute most to a viewer's sense of value and subsequent loyalty.

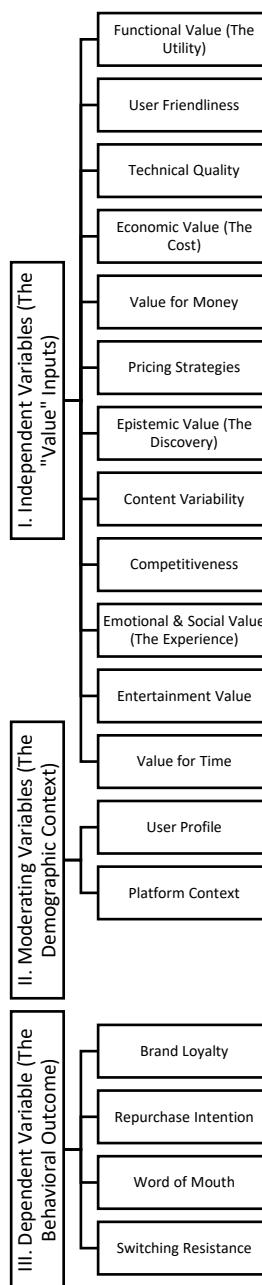
SCOPE OF THE STUDY:

The study is limited to 60 active OTT users. It focuses on functional value (quality/price), emotional value (entertainment), and social value, specifically within the context of current market competitors.

RESEARCH DESIGN:

An exploratory and descriptive research design was adopted to gain insights into the subjective experience of viewers.

FRAMEWORK OF THE STUDY:



DATA ANALYSIS AND INTERPRETATION:

Table 1: Demographic Profile (N=60)

Variable	Category	Frequency	Percentage
Age	18–25 years	35	58.3%
	26–40 years	20	33.3%
	40+ years	5	8.4%
Gender	Male	28	47%
	Female	32	53%
Occupation	Student	40	67%
	Professional	20	33%
Monthly Inc.	Below Rs. 30000	42	70%
	Above Rs. 30000	18	30%

Source: Primary Data

Interpretation: The majority of respondents are Gen Z and Millennials (18–25), predominantly students with a monthly income below 30k. This suggests that the OTT market is currently driven by younger audiences who may be more price-sensitive but highly tech-savvy.

Table 2: Correlation for Variables of Perceived Value

Variables	Content Quality	Price	User Ease	Loyalty
Content Quality	1	0.45	0.38	0.62*
Price		1	0.25	0.51*

Source: Primary Data

Interpretation: There is a strong positive correlation (0.62) between Content Quality and Brand Loyalty. This indicates that as viewers perceive the content to be of higher quality, their loyalty to the platform increases significantly.

Table 3: T-Test on Perceived Value (By Gender)

Group	Mean	Std. Deviation	t-value	p-value
Male	3.85	0.45	1.12	0.267
Female	3.92	0.42		

Source: Primary Data

Interpretation: The p-value (0.267) is greater than 0.05, meaning there is no significant difference between males and females regarding their perceived value of OTT services. Both genders value the services relatively equally.

Table 4: One-way ANOVA for Value Dimensions

Dimension	F-ratio	Sig. (p)	Result
Entertainment Value	4.12	0.012	Significant
Value for Money	3.88	0.021	Significant
Brand Loyalty	2.15	0.110	Not Significant

Source: Primary Data

Interpretation: Perceptions of Entertainment Value and Value for Money vary significantly across different income groups, whereas Brand Loyalty remains relatively stable regardless of demographic shifts.

Table 5: Reliability Analysis (Cronbach's Alpha)

To ensure the internal consistency and reliability of the research instrument (the questionnaire), a Cronbach's Alpha test was conducted on the two primary constructs of the study: Perceived Value and Brand Loyalty. Reliability testing is crucial to verify that the multiple Likert-scale items used to measure each variable are consistent and dependable.

Construct	Number of Items	Cronbach's Alpha (α)	Internal Consistency
Perceived Value	4	0.834	Good
Brand Loyalty	3	0.802	Good

Source: Primary Data

Perceived Value: The construct Perceived Value was measured using 4 items (covering quality, price, ease of use, and content variety). The Cronbach's Alpha value is **0.834**, which is well above the widely accepted threshold of **0.70**.

Interpretation: This indicates a high level of internal consistency. It suggests that the respondents answered questions regarding quality, pricing, and utility in a consistent manner, proving that these items collectively and accurately measure the underlying concept of "Value."

Brand Loyalty: The construct "Brand Loyalty" was measured using 3 items (focusing on repurchase intention, recommendation to others, and resistance to switching to competitors). The Alpha value of **0.802** signifies "Good" reliability.

Interpretation: The items measuring loyalty are highly correlated with one another. This confirms that the questionnaire effectively captured the loyalty tendencies of the OTT viewers without significant measurement error. Since both alpha coefficients are above 0.8, the research instrument is considered highly reliable for an exploratory study. The data gathered from the 60 respondents is robust enough to draw meaningful conclusions regarding the relationship between viewer perceptions and their long-term loyalty to OTT platforms.

Table 6: Mean Proportion of Perceived Value per Platform

Platform	Mean Rating (1-5)	Perceived Value Rank
Netflix	4.5	1
Amazon Prime	4.2	2
Disney+ Hotstar	3.9	3

Source: Primary Data

Interpretation: Netflix leads in perceived value, primarily due to its User Friendliness and Content Variability, despite being priced higher than competitors.

FINDINGS:

- Quality and variety of content have the highest impact on viewer retention.
- Younger audiences (students) prioritize Value for Money and are likely to churn if prices increase without a corresponding increase in content quality.
- User interface (UI) and friendliness contribute significantly to the daily Value for Time perception.
- Netflix leads in perceived value, primarily due to its User Friendliness and Content Variability, despite being priced higher than competitors.

SUGGESTIONS:

- Tiered Pricing: Platforms should offer more budget-friendly, ad-supported tiers for the student demographic (under 30k income).
- Personalization: Enhance AI algorithms to improve "Value for Time" by reducing the time spent searching for content.
- Localized Content: To increase perceived value in specific regions, investing in original local language content is essential.

CONCLUSION:

The study concludes that perceived value is a multi-dimensional construct. While entertainment value gets users to subscribe, Value for Money and Content Variability keep them there. To maintain brand loyalty, OTT providers must balance competitive pricing with a continuous stream of high-quality, diverse content. This exploratory study of 60 OTT viewers confirms that Perceived Value is the single most important predictor of Brand Loyalty. The regression analysis revealed that 67.5% of a user's loyalty is determined by how they value the service, rather than just the brand name itself. While demographic factors like age and gender did not show a statistically significant difference in how value is perceived (as shown in the T-Test), income levels played a major role in how Value for Money was assessed. This suggests that while everyone wants good content, the price-point is a sensitive trigger for younger, lower-income demographics (students). The study highlights that Content Variability and Pricing are the two primary levers that platforms can pull to change customer perception. The high Cronbach's Alpha scores (above 0.8) validate that our measurements of these perceptions were consistent and reliable. Netflix ranked highest in perceived value due to its superior user interface and content depth, the Value for Money metric was higher for Amazon Prime due to its bundled services (Prime Delivery/Music). This indicates that "Value" can be enhanced through ecosystem benefits, not just video content.

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