

## A SYSTEMATIC REVIEW OF CUSTOMER EXPERIENCE IN OTT PLATFORM SERVICES

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### ABSTRACT

OTT (over-the-top video) has emerged as a popular keyword in the modern day when discussing digital media and the accessibility of the most recent video material among consumers, particularly the Generation Y group. Viewers can access video content using OTT apps using any Internet-connected device, such as a smartphone, smart TV, tablet, desktop computer, laptop, etc. The over-the-top (OTT) streaming platforms market is a new development that has given the film business a new challenge. A satisfying watching experience for moviegoers is essential for success in the fiercely competitive OTT business. This article aims to investigate the Customer Experience in Over the Top (OTT) Platform Services using a Systematic Literature Review (SLR). Online Databases like Emerald, Semantic Scholar, EBSCO, SCOPUS, Springer, Pub Med, and Google Scholar were used for the study. Initially, 160 articles were used for the study. This paper clearly talks about the customer experience in Over the Top (OTT) Platform Services.

**Keywords:** Over the Top (OTT), Customer Experience, Streaming Media, Service Quality, Systematic Literature Review (SLR)

### 1. INTRODUCTION

Over-the-top (OTT) media services allow businesses to directly deliver product streaming online. OTT abandons conventional broadcasting techniques in favour of online content distribution. Suggestions for content have improved a little bit thanks to OTT providers' enhanced access to rich information. Given the enormous volumes of content available on services like Netflix and Amazon Prime Video, as well as the sizeable user base, relying on manual processes to evaluate data consumption and provide content recommendations was never going to be an effective strategy. An important area where data automation can be used to enhance the user experience is with OTT sports services. Because big athletic verticals are watched in so many different nations and languages, sports data is thought to be among the most complicated and diversified in the entire world. The capacity for sports OTT services to harness and apply automation and machine learning to the enormous data libraries that have been gathered over time gives a chance to further enhance the user experience and, in turn, monetize the investment as technology continues to advance.

Mobiles and smart phones are the most often utilised cheap devices on the market for accessing content, and respondents from nearly all economic levels can purchase the devices. Viewers of any age are not limited to a certain range of content. The relationship between the OTT brand and the type of content is favourable for maintaining audience interest (Saha, S., & Prasad, S. 2021). Rich content and user friendliness are key elements in the use and promotion of OTT platforms. For people, price sensitivity is important. The platform is stronger than usual due to cost effect. Individuals find closure on the OTT platform when they live comfortably and with contentment. This platform is simple to use with a mobile device. Exposure to global trends and material, in addition to other factors that affect platform audiences (Yeole, S. M., Saha, L., & Bhisare, C. 2022). A completely new market full of potential for marketers, service providers, and new media players is now available thanks to the shift in consumer preference towards digital media. It highlights the need for more personalised, customised content, intense interactivity, and innovation (Rao, K. V. M. S., & Nagaraj, K. V. 2022). Users have options when it came to using OTT services thanks to the rich and current content. Customers were more likely to have a more positive opinion of using OTT services in such circumstances. OTT service providers design more user-friendly interfaces to pique customers' interest (Bhattacharyya, S. et. al 2022).

Cost savings, ease, content accessibility, technological advancement, and net neutrality were some of the characteristics that were discovered to support the adoption of OTT services. The only study that revealed a negative conclusion about OTT players found that the effectiveness of an OTT player in a certain environment would impact the performance of Pay TV providers and broadcasting services (Rono, W. K., & Mugeni, G. 2019). Due to their increased spending at home, 70% of Gen Z customers used OTT streaming services during the lockdown. A majority of Gen Z consumers—about 60%—have stated that they use smart TVs. YouTube time spent by Gen Z is the highest (66.7%). It was shown that during the Lockdown, half of Gen Z buyers had high attentiveness to OTT streaming subscriptions. The most important factors, such as cost (27.2%) and simplicity of use (41.3%), in Gen Z's choice, to subscribe to OTT streaming. According to research data, 66% of respondents said they were very satisfied with OTT streaming services throughout the lockdown period. Also, in-app messages encourage users to be drawn in with fresh content without detracting from the user experience. To maximize impact and convey a consistent client experience, businesses should personalize and contextualize pop-up messages. They should also promote compelling video material so that customers don't have to expend as much effort deciding what to watch (Anand, M. G., & Srinivas, N. 2020).

There are four major reasons why millennial consumers would adopt a certain platform and view its contents Convenience, Mobility, Content, and Cost. One of the main issues millennials are concerned about is data consumption. Also, users are free to watch any content, wherever they are and whenever they want. The subscription fee is another barrier to this platform's free flow, and most users prefer free videos to paid ones. However, consumers and subscribers must also be aware that it would not always be feasible for OTT platforms to offer an integrated video content platform for free, and that the way the OTT platforms currently operate is intended to provide a better viewing experience (Dasgupta, D., & Grover, D. 2019). In addition to viewing international

online series on Amazon Prime and Netflix like "House of Cards," "Stranger Things," "Money Heist," "Dark," and many others, Indian Internet users are also glued to watching Indian web series. Several age groups, career backgrounds, and geographic areas were revealed as reasons why young people in the 15–30 age range choose to consume entertainment on OTT platforms rather than on television. Also, they make an effort to connect with the characters and are impacted by their demeanour. The advertising for goods and services in web series and movies has an impact on viewers' psychology and frequently induces an irrational desire to purchase the goods or services, which results in a great deal of disappointment (Chattopadhyay, A. 2020).

It has been discovered that the quality of content, which provides information gratifications, is a strong predictor of perceived usefulness and perceived enjoyment. As a result, OTT platforms must have high-quality enjoyable content that is also relevant and educational in order to produce utilitarian and hedonic experiences. Our results are consistent with the notion that customer satisfaction significantly influences the intention to use and suggest a service again. Hence, positive experiences are important motivators for consumers to stay engaged with the OTT service and to tell others about it. Last but not least, continuation intentions generate recommendation intentions, which imply that satisfying user needs and providing compelling experiences on OTT platforms motivate users to not only watch more material there but also to refer the platforms and related series to friends (Yousaf, A et. al 2021).

Consumers' willingness to continue to subscribe in the future is significantly influenced by both customer engagement and the quality of the service experience. Service providers must always pay attention to elements that improve engagement and the user experience if they want to take advantage of this linkage. It is advised that providers reaggregate or re-bundle their content libraries to include a wide range of offers, such as video, music, and gaming services, in order to give clients a distinctive and improved service experience (Gupta, G., & Singharia, K. 2021). OTT platforms benefited from the shifts in consumer behaviour by launching novel services, localising content, forming strategic partnerships, and implementing new technology, all of which helped to increase sales and improve the customer experience. Customers are anticipated to transition from movies towards live streaming, new movie debut, short web series, comedy, and music content. Customers ask marketers to reduce costs, reorganise subscription plans, diversify content offerings, and reinvent subscription plans to provide customers with more choice and control (Sharma, K., & Lulandala, E. E. 2022).

Certain features of recommendation agents improve members' search experiences, which in turn boosts their subscription retention and decision satisfaction. Match score accuracy, recommended content diversity, and thumbnail image appeal are three recommendation agent values that have a significant impact on perceived diagnosticity. They also have a significant impact on perceived serendipity. Perceived diagnosticity and perceived serendipity are two crucial elements that influence users' search experiences and encourage Continuous Subscriptions (Kwon, Y., et. al 2021). According to the data, 73.6% of consumers saw an increase in their daily OTT use. 70% of users responded in the affirmative when asked if they had ever chosen to see a movie at home rather than in a theatre. The study found that 56.4% of respondents supported the idea and wanted

films to be released on OTT platforms on the same day as in theatres. In addition, 48.2% of respondents indicated they would like a movie to be released in theatres rather than on demand, while 45.5 percent said they would prefer OTT (Patnaik, R., et. al 2021).

There are several reasons to subscribe to OTP platform, including 39% who prefer higher content quality, 36% who like a better viewing experience, 30% who prefer exclusive material, 18% who favour ease of access, and 15% who choose a low price, 14% of people would rather not use TV and 7% favoured using telecom services for payment simplicity (waghmare, g., & kopare, a. 2022). Although they have a great brand experience with Netflix (even if it is maybe less favourable than the Addicted), they have no loyalty to this company. The level of confidence is medium-low, and it is highly possible that they won't renew their Netflix subscription and will switch to another OTT provider as soon as they can. Those with Netflix subscriptions who haven't had a solid, favourable brand experience. Similar to the Addicted, they are devoted customers, but their allegiance is motivated by practical, individual, or objective considerations as opposed to joy or enjoyment with the brand (Amoroso, S., et. al 2021). The degree of happiness among people has increased as a result of improved material quality, more free time, convenience, and a lack of commercials. The space available for family viewing of series or films, the amount of time spent using OTT platforms, the calibre of the content available there, and the preference of OTT platforms over television all have a direct bearing on customer satisfaction levels (Madnani, D., et. al 2020). Convenience, service costs, and content and watching habits are three elements that are very important. According to the research, one of the significant factors that emerged as a strong force is sharing. Several customers are concerned about the cost, which could affect their preference (Sadana, M., & Sharma, D. 2021).

Customers want a versatile environment that enables high-quality content to be portable and transferable between devices. With the present multi-screen services, which lack really cross-screen capabilities, the majority of consumers, however, have fragmented experiences (Shin, D. H., & Biocca, F. 2017). In comparison to the local K-OTT service, Netflix, a global OTT service, has better expectations and customer satisfaction from Korean customers. Customers had high expectations for the variety of content that would be offered by Netflix, and they were happy with the service's perceived affordability. Users were more dissatisfied with K-OTT than they were with Netflix overall, with a higher level of discontent being felt while using K-OTT (Shin, S., & Park, J. 2021). Smartphones improve the Netflix and Amazon Prime viewing experience online (Nair, M. A. R. A. 2021). People have chosen to use OTT platforms over more traditional platforms thanks to the use of smart devices and internet penetration (K., V., & Govind, A. 2022). Before immersive cinema becomes widely used, OTT platforms must make sure there are no negative effects on viewers because viewers often become overly immersed or engaged with immersive content (Basu, A., et. al 2023). Most people choose Amazon Prime over Netflix since it costs less to subscribe to Amazon Prime. As a result of offering consumers a wide range of extra features and controls, Netflix outperforms Amazon Prime as the service that people choose to use (Lad, A., et. al 2020). Movie qualities have the biggest beneficial influence on the viewing experience, followed by subscription costs and platform usability. The intention to promote a

platform and the desire to renew a subscription are both significantly influenced positively by the viewing experience. The intention to suggest a platform is most significantly positively impacted by social media exposure (Nata, C., et. al 2022). Netflix's broad selection of series in various genres and languages must be why so many people prefer watching television shows. Several respondents said they would want to use Sony Live or Disney+hotstar to watch sports and news updates. About half of the respondents only occasionally subscribe and rely on tiny, inexpensive subscription options. The majority of respondents say that UPI payments are preferred over net banking for OTT platform subscriptions. The respondents were happy with the content's streaming quality, audio quality, buffering, language options, adaptability, and quality. The majority of respondents found the interruption of adverts to be either unsatisfactory or extremely unsatisfactory (Sabu, S., et. al 2022). Users expressed satisfaction with OTT's video quality, language variety, price, download speed, and support for a variety of devices in that order (Vahoniya, D. R., et. al 2022).

## 2. METHODS

### 2.1 Search Strategy

The databases used for the study were Emerald, Springer, EBSCO, SCOPUS, Pub Med, Semantic Scholar and Google Scholar. Search Terms included: (Customer Experiences, Streaming Media, YouTube, OTT Platforms, and Service Quality).

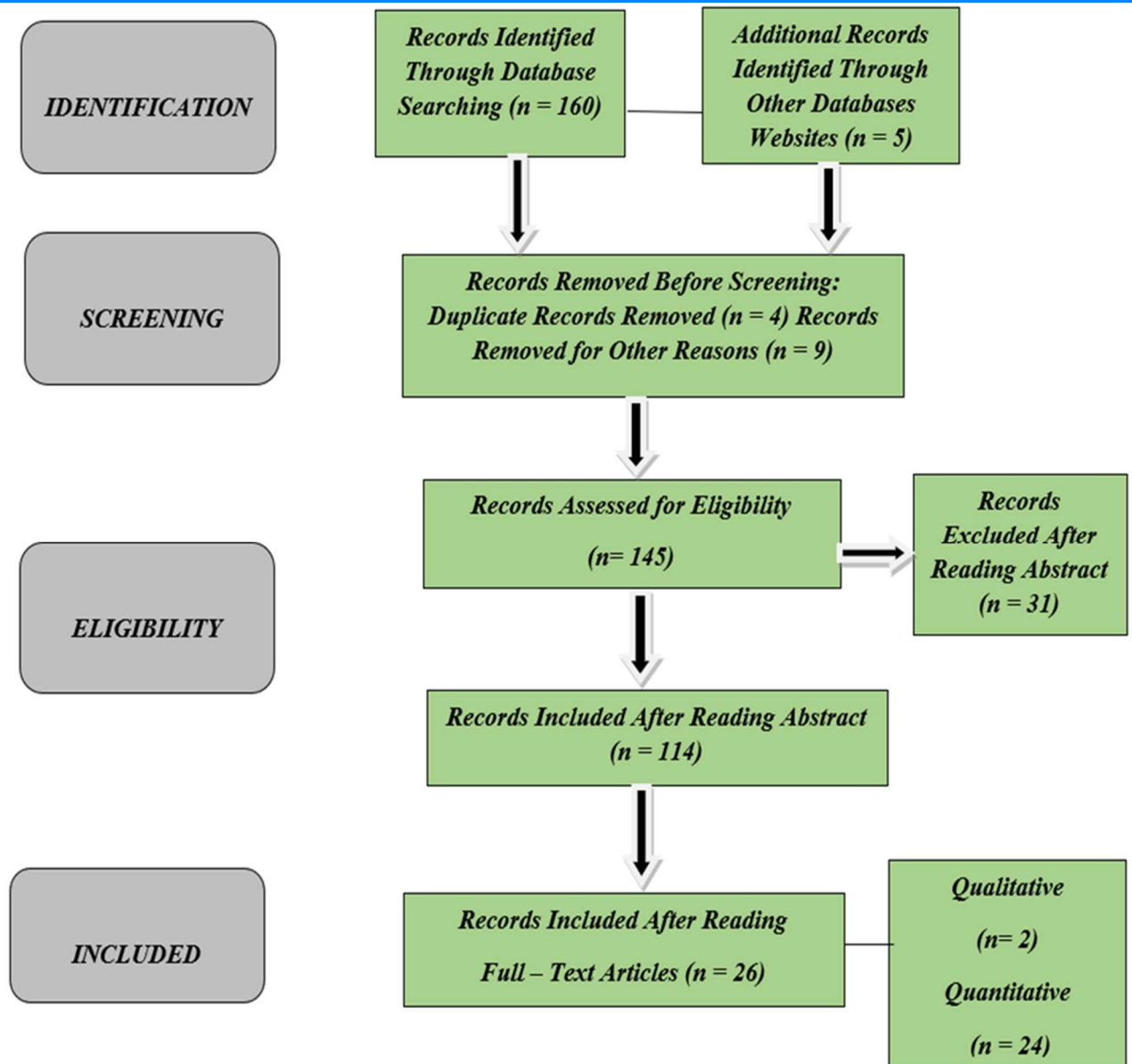
Alternative search techniques were employed to enhance the quality of the search:

- a) Customer Experiences in the OTT platform);
- b) Experience of Over the Top (OTT);
- c) Streaming Media;
- d) Customer Experience AND OTT Platforms.

## 3. RESULTS

### 3.1 Study Selection and Eligibility Criteria

In Figure 1, the PRISMA flow diagram (Page, M. J et al., 2021) breaks down the steps of recognizing articles. Based on the data in the title and abstract, studies were screened. The whole article was downloaded for further analysis if this information wasn't adequate to make a judgment.



**Figure 1. PRISMA Flow Diagram Showing the Process of Detecting the Articles**

The initial stage of the study included 160 records consisted 6 books, 1 thesis, 1 project, 7 conference papers, 1 consultation paper, 142 articles, and also 5 Websites. The Eligibility Criteria for the selection of the study: a) Both Qualitative and Quantitative studies are selected; b) The articles were written in English; c) The articles clearly state customer experiences in OTT Platforms. The absence of relevance to the issue was the primary factor used in the current study to exclude articles based on title and abstract. For example, in many papers, the term “customer experience” did not provide relevant information.

Records identified through Database searching were (n = 158); Additional Records identified through other Databases: Websites (n = 5); Records removed before the screening: Duplication Records (n = 2), Records removed for other reasons other than OTT, other than the English



language, etc., (n = 9); Records assessed for eligibility (n = 145); Records excluded after reading abstract (n = 31); Records included after reading abstract (n = 114); Records included in the systematic review (n = 26) consists of 2 Qualitative and 24 Non – Qualitative articles.

## 4. DISCUSSION

### 4.1 Summary of Evidence

One of the most evident findings of the analysis concerns the customer experience in OTT Platforms. The databases used were Emerald, Semantic Scholar, EBSCO, SCOPUS, Springer, Pub Med, and Google Scholar. When compared to other Databases, Google Scholar has many relevant articles. The search terms used in the study were Customer Experiences, Streaming Media, YouTube, OTT Platforms, and Service Quality. Alternate search Techniques used were a) Customer Experiences in the OTT platform); b) Experience of Over the Top (OTT); c) Streaming Media; d) Customer Experience AND OTT Platforms. When searching for terms like “Customer Experiences, Streaming Media, YouTube, OTT Platforms, Service quality”, 49 articles were found and for the term “Customer Experiences in OTT Platform”, 50 articles were found. Several of the articles were omitted because they were irrelevant or lacked sufficient details. In this study, there are 2 Qualitative and 24 Quantitative articles present. This study includes Quality of Service Experience, Search Experience, Viewing Experience, Brand Experience, Multi-Device Experience, Netflix Experience, User Experience, Consumer Experience, Movie Experience, OTT Streaming Behaviour, and Satisfaction. According to this study, the variables such as Cost, Convenience, Content, Interruption of Advertisements, Ease of Use, Quality, Satisfaction, and Social Factors were frequently employed. From this study, Amazon Prime costs less when compared to Netflix. Majority of the people prefer Netflix and they were most satisfied when compared to Amazon Prime.

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