RESEARCH ARTICLE

A STUDY ON THE CUSTOMER PREFERENCE TOWARDS ONLINE STREAMING SERVICES

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ABSTRACT

The competition between cable television and online streaming services increases because of the digital media expansion. Acquiring customers today takes quite just advertising; it requires tailoring business objectives to the requirements and needs of consumers. Numerous studies have examined the connection between the adoption of cable and online media, and key variables like cost, simple use, and social trends. During this study, we explore variety of things which consumers consider when choosing online streaming options. Sample data was collected through a survey questionnaire among the students. With reference to demographics, gender played no clear role while age showed marginal impact in choosing online streaming services. The research also presents the awareness level and the program they prefer to watch through online streaming services.

INTRODUCTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a provider. The verb "to stream" refers to the process of delivering or obtaining media in this manner; the term refers to the delivery method of the medium, rather than the medium itself, and is an alternative to file downloading, a process in which the end-user obtains the entire file for the content before watching or listening to it. A client end-user can use their media player to start playing the digital video content or listens to digital audio content before the entire file has been transmitted. Distinguishing delivery method from the media distributed applies specifically to telecommunications networks, as most of the delivery systems are either inherently streaming (e.g. radio, television, streaming apps) or inherently non-streaming (e.g. books, video cassettes, audio CDs). For example, in the 1930s, elevator music was among the earliest popularly available streaming media; nowadays Internet television is a common form of streamed media. The term "streaming media" can apply to media other than video and audio such as live closed captioning, ticker tape, and real-time text, which are all considered "streaming text". Live streaming is the delivery of Internet content in real-time, as events happen, much as live television broadcasts its contents over the airwaves via a television signal. Live internet streaming requires a form of source media (e.g. a video camera, an audio interface, screen capture software), an encoder to digitize the content, a media publisher, and a content delivery network to distribute and deliver the content.

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Live streaming does not need to be recorded at the origination point, although it frequently is. There are challenges with streaming content on the Internet. If the user does not have enough bandwidth in their Internet connection, they may experience stops, lags or slow buffering in the content and some users may not be able to stream certain content due to not having compatible computer or software systems. Some popular streaming services include the video sharing website which live stream the playing of video games; Netflix and Amazon Video, which stream movies and TV shows; and Spotify, Apple Music and TIDAL, which stream music.

Number of Internet users in India: This statistic provides information on the number of internet users in India from 2015 to 2022. In 2017, India had 331.77 million internet users. This figure is projected to grow to 511.89 million internet users in 2022. Despite the untapped potential, India already is the second-largest online market worldwide. The majority of India's internet users are mobile phone internet users, who take advantage of cheap alternatives to expensive landline connections that require desktop PCs and infrastructure. As of 2016, India had 320.57 million mobile phone internet users and forecasts estimate 492.68 million Indian mobile phone internet users by 2022. The State of Online Video 2018 research report highlights the latest findings in an ongoing series of consumer surveys about online viewing habits and opinions. This report is based on responses from 5,000 consumers in France, Germany, India, Italy, Japan, Philippines, Singapore, South Korea, the United Kingdom, and the United States age 18 and older who watch one hour or more of online video content each week. Highlights of findings include:

- Viewers are watching more online content. On average they spend six hours, 45 minutes per week watching various types of online video, an increase of one hour in the last year, and almost two and a half hours since 2016.
- People still watch more video from traditional broadcast sources than they do online, with global viewers watching just over eight hours of broadcast television each week.
- Movies are the most commonly streamed type of online content, followed by TV shows, news, sports, professionally produced video content on social media sites, user-generated content, and online gaming videos.
- Men prefer to watch movies, while women watch TV shows most often. Viewers 18-25 prefer to watch TV shows, while older ones choose movies.
- Almost 60 percent of people would be more likely to watch live sports online if the stream was not delayed from the broadcast.
- Computers are the primary device chosen to watch online video, followed by smart phones, smart TVs and connected devices, and tablets.
- Nearly 60 percent of online viewers subscribe to one or more subscription video on-demand (SVOD) services. Cable and satellite TV subscribers have more SVOD services than those without cable.
- More than half of global consumers said price was the primary reason they would cancel a SVOD service.
- 62 percent of people who watch online video also subscribe to a cable or satellite television service. Price is the primary reason consumers would cancel their cable or satellite television subscriptions.
- Viewers binge-watch shows for an average of two hours, seven minutes at a time. Almost half watch for three hours or more hours at a time.
- Video rebuffering (when the video pauses during playback so it can reload) remains the most frustrating aspect of online viewing. After a second video rebuffer, nearly two-thirds of viewers will stop watching.
- Expectations for online video performance have risen and patience has dropped. The average number of times a viewer will let a video rebuffer before they stop watching has dropped from 2.7 times in 2016 to 2.2 times in 2018.

Review of literature

Feldman (2016) examined the positions of television viewers and football fans in relation to a drop in television ratings for 2016 airings of National Football League (NFL) games. With data collected by TiVo Inc., who surveyed two million American homes, the results showed that the NFL lost 4% to 18% of viewers, across all key age demographics. Feldman took into account a number of factors when interpreting the decline in viewership, including the general decrease in viewers' attention spans, historical NFL viewership records, decreasing interest in live action broadcasts, and the social aspects of digital technology, mobile apps and media that may impact this loss. Research by Lee, Choi, Cho, and Lee (2016) attempted to determine the relationship between digital products (online media streaming) and physical products, focusing specifically on music from both records/CDs and online streaming. Their objective was to identify the factor that impact such decisions.

They collected data between March 2011 to July 2013, focusing on the top 200 songs of those years, as well as the sales figures of the Gaon Music Chart (http://gaonchart.co.kr). The Gaon Music Chart tabulates the relative weekly popularity of songs or albums in South Korea, which is similar to Billboard Chart in America. To supplement the basic data, the research team collected information about how often an artist performed, album specific characteristics, and album ratings. Upon initial examination of the data, the team found that the numbers were skewed due to the sales, and consequently created an algorithm to continue the analysis. In addition to a correlation analysis model, they developed an econometric model to determine the impact of online music streaming and music record sales. The results show that there is a significant positive relationship between online streaming and record sales, but that price and album rating do not significantly impact record sales. Lee et. al. (2016) relates to our current research, as we are seeking to understand the effect on additional purchases when consumers look for online streaming or cable. Our research intent is to establish whether there are any significant relationships between these factors—that is, whether the choice between online streaming or cable services leads to more sales or the purchase of additional add-ons.

The various media outlets available to consumers are growing at a quick pace. Kim (2016) studied patterns of media usage across multiple media platforms while also considering significant differences in user background characteristics. Regression analysis was deployed to examine "factor scores" which help to determine which method of media consumer use, with options including Cable TV, Tabloid Newspapers, Internet Only, and Traditional Media. The study's two hypotheses were supported by the data, and it was determined that age was the most significant predictor of all individual factors. In the past decade, the development of social TV systems has increased its force. However, it is unclear how and why users use social TV. In Bautista, Lin, and Theng's (2016) review of 10 exploratory, qualitative studies, found that consumers tend to have a positive response to sociability and usability of social TV systems, despite conveying concerns regarding privacy and lack of control. They also discovered a positive relationship between ease of use and social degree when choosing a social TV system. The paid cable television industry faces a revolution with the influx of streaming services to provide the same services. Chulkov and Nizovtsev (2015) offered a review of the different price sectors, and an in-depth analysis of bundling and the successful implementation of these services.

RESEARCH METHODOLOGIES

Type of Research: Descriptive Research

Descriptive research: Is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" of the research subject rather than the "why" of the research subject. In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on "why" a certain phenomenon occurs. In other words, it "describes" the subject of the research, without covering "why" it happens.

Table 1. The component of the questionnaire

COMPONENT	S.NO	NAME OF THE VARIABLE	TYPE OF THE SCALE
Socio economic & demographic factors	1	• Gender. • Age. • Annual income parents. • Job Status • onthly income • Educational qualification • Which Type of program. • Subscribed for any of the online video streaming.	Nominal scale.
Entertainment program.	2.	• Which Type of program. • Prefer watching entertainment program.	Nominal scale. Interval scales.
On line streaming service provider.	3.	• Awareness level of online streaming service. • Online streaming service for watching program.	Interval scales
Factors influencing On - line streaming services.	4.	• Rank the factors that influencing to choose online streaming service.	Ordinal.

Table 2. Profile of the respondents

Variabless	Categories	Number of the respondent	Percentage
Gender	Male Female	50 25	66.7% 33.3%
Age	21-23 23-25	1 74	1.3% 98.7%
Annual income of parents	Up to 2.5lakh 2.5lakh to 5lakh 5lakh to 10lakh More than 10lakh	36 28 9 2	48% 37.3% 12% 2.7%
Part time job	Yes No	2 73	2.7% 97.3%
Monthly income	< rs5000 Rs5000-10000	1 1	1.3% 1.3%
Educational qualification	P.G U.G	75 0	100% 0%

Table 3. Students preference mode for watching entertainment

Statement	Mean score	Interpretation
Through TV using cable network	2.05	Neutral
Through TV using online streaming	1.76	Neutral
Through mobile subscription online	1.24	Preferable

Table 4. Students awareness level

Statement	Mean score	Interpretation
Hot star	1.16	Fully aware
Sun next	1.35	Fully aware
Zee5	2.32	Partly aware
Play	1.92	Partly aware
Jio TV	1.57	Fully aware
Yupp TV	1.49	Partly aware
Voot	1.71	Partly aware
Netflix	1.04	Fully aware
Amazon prime video	1.53	Fully aware
Sony LIV	1.33	Partly aware

Table 5. Prefered Online Streaming Services

Statement	Mean score	Interpretation
Hot star	1.47	Frequently
Sun next	1.62	Rarely
Zee5	2.17	Rarely
Play	2.64	Not at all
Jio TV	1.96	Rarely
Yupp TV	2.67	Not at all
Voot	2.25	Rarely
Netflix	2.25	Rarely
Amazon prime video	2.17	Rarely
Sony LIV	2.43	Rarely

Table 6. The subscription status of the respondents

Variables	Categories	Number of the Respondent	Percentage
	NO	20	26.67% 73.33%
Online subscription	YES	55	

Table 7. Factors influencing online streaming services

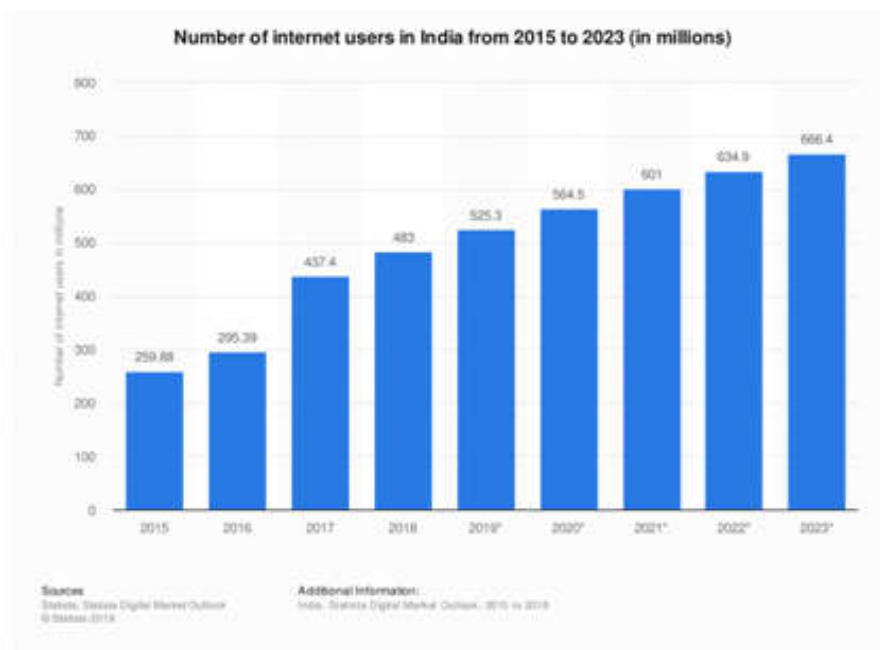| Factors	Mean score	Rank
Quality	3.25	1
Easy to use	3.69	2
Convenience time	4.61	3
Less ads(flash ads)	5.40	9
Privacy	4.63	4
Exclusive series of serials	5.80	8
Comfortable at any place	5.28	7
Option to download	7.12	5
Free episode	7.23	6
Viewing past episodes	8.03	10

Figure 1. Number of Internet Users in India

Table 7. Preferred program - online streaming services

Types of program	Number of respondents in percentage
Comedy programs	0.5%
Infotainment program	2.3%
Movies	19.4%
Music	21.5%
News	3.4%
Reality show	17.1%
Sports	29.3%
Animated cartoon	0.3%
Television serial	6.2%

OBJECTIVE OF RESEARCH

Primary objective: To explore the prevalence of online streaming services among college students.

Secondary objective

- To find the awareness level of online streaming services among college students.
- To study the factors influencing online streaming services.

Tools Used

Percentage analysis: Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Mean Analysis: Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in six observed variables mainly reflect the variations in two unobserved variables

Data collection:

Primary Data: Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. The term is used in contrast with the term secondary data.

Questionnaire Design: The primary data for the research was collected through questionnaire. The following table presents the component of the questionnaire and the respective variable considered for the study.

Data Analysis And Interpretation

Profile of The Respondent: This research has taken profile of the respondents by measuring the socio-demographic variable such as gender, age, annual income of parents, part time job (students), monthly income, educational qualification. The below table present the profile of the respondents.

Students preference mode for watching entertainment program: Student's preference mode for watching entertainment program was measured in three scale rating namely; preferable, neutral and not at all preferable. From the above table we can identify that students prefer watching entertainment program by subscribing online.

Students Awareness Level For The Online Streaming Service: Usage of students awareness level for the online streaming service namely Hot star, sunnext, zee5, play, jio tv, yupp tv, voot, Netflix, amazon prime video, sony live was measured using five scale. From the above table we can conclude that most of the online streaming services students are aware.

Prefered online streaming services of students: The below table presents the preferred online streaming services by students. It states that Hotstar is the most preferred online streaming services by the respondents

Online video streaming services: 73.3% of the students have subscribed online video streaming services and the details are presented below:

Factors that influence to choose online streaming services: The respondents were asked to rank the factors that they will consider in choosing online streaming services. From the above table we can identify that most of the students are ranking quality of services as the number one factor for choosing online streaming services.

Program for prefer to watch for entertainment: The respondents were asked to give their most preferred programmes that they watch through online streaming service. The programmes are comedy program, infotainment program, movies, music, news, reality show, sports, animated cartoon, television serial. From the above table, it is inferred that the highly preferable program is sports and least is animated cartoons.

Conclusion

Future research should examine the impact of how students watch entertainment and explore the different ways that online streaming services are used. Due to sample size limitations, subsequent investigation is necessary to validate outcomes. To develop this line of inquiry, researchers should solicit data from a larger sample, expand the questionnaire with additional items that pertain to online streaming services specifically, and collect more socio demographic information to better isolate and control the results. With the overwhelming majority of our respondents in the 21-22 age range, the results are largely representative of younger markets. In our future research, we plan to run a multilevel model for a higher level dependent variable such as customer satisfaction. In this study, we set out to determine what variables would impact an individual's decision to choose online streaming services, In the future study we will explore how that decision ultimately leads to overall customer satisfaction. Through our research, we have determined that demographics play a limited role in choosing online streaming services, but other factors such as available options, social trends, and of course cost of services, all play key roles in making such a decision.

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