

CONSUMER PREFERENCE TOWARDS DIGITAL STREAMING SERVICES

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ABSTRACT

Entertainment is an activity that holds the attention and interest of an audience and gives pleasure with delight. Olden days to now many forms of entertainment activities are enjoyed and celebrated by the people. Indian culture inbuilt with entertainment, digital streaming services started from traditional dramas, then television series, cinema theaters, and now it reached internet platform. With the help of internet and electronic media direct telecasting of movies and web series are increased recent days. In the recent pandemic situations people needed entertainment but due to the lockdown it was unavailable hence many customers voluntarily or compel to converted for using digital streaming services. Now OTT (Over The Top) services is common and essential one in digital era.

Keywords: *Entertainment, Cinema, Celebration, Pandemic, Digital*

INTRODUCTION

Digital media:

Combined with the Internet and personal computing, digital media has caused disruptive innovation in publishing, journalism, public relations, entertainment, education, commerce and politics. Digital media has also posed new challenges to copyright and intellectual property laws, fostering an open content movement in which content creators voluntarily give up some or all of their legal rights to their work. The ubiquity of digital media and its effects on society suggest that we are at the start of a new era in industrial history, called the Information Age, perhaps leading to a paperless society in which all media are produced and consumed on computers. However, challenges to a digital transition remain, including outdated copyright laws, censorship, the digital divide, and the spectre of a digital dark age, in which older media becomes inaccessible to new or upgraded information systems. Digital media has a significant, wide-ranging and complex impact on society and culture.

Digital streaming media:

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 man 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.

Types of digital streaming:

- Netflix
- Amazon Prime
- Hotstar
- Alt Balaji
- Zee 5
- Voot
- Viu
- Sony Liv

STATEMENT OF THE PROBLEM

Humans need entertainment to relax their mind in regular work. Entertainment preference changed lot from the human origin to till date. Initially games, dramas, road shows are conducted in every village. After the evolution of cinema and television the entertainment world changed a lot. Cinema theatres are constructed in every city, people mostly visit during their free time. Televisions have occupied an important place in every household, serials, movies, and other variety of programs have captured viewers maximum of time. This concept has changed and developed with the help of internet. Televisions are converted into smart televisions with internet connections. Apart from the regular cable channels, online programmes also captured important place in consumer's entertainment time. In this concept Digital Streaming Services was introduced. Moreover digital streaming saves us from lot of miscellaneous expenses for entertainment. Watching a movie in theatre with family might need some expenses like tickets, snacks, and transport etc. Digital streaming provides services which are more comfortable, affordable and flexible. The most appealing benefits are repeating streams of movies and series and the monetary consumption in it. So, with increasing popularity of digital streaming services, it is necessary to study to the preference of digital streaming services.

OBJECTIVES OF THE STUDY

- To Study the awareness of digital streaming services.
- To analyze the consumer preference towards digital streaming services.
- To find the satisfaction and problems of digital streaming services.

METHODOLOGY

➤ Source of data

The study is based on primary and secondary data. Primary data collected through questionnaire and the secondary data is to be collected through websites and journals.

➤ Sample design

The research has adopted non probability sampling method. The sample population is unknown hence convenient sampling technique adopted for collection of data. The primary data is collected from 200 consumers, who are using digital streaming services.

➤ Statistical tools:

The following statistical tools are used for analysing the data

- Percentage Analysis
- Garrett Ranking Analysis
- Weighted Arithmetic Mean

➤ Limitation of the study

- The primary data collected through questionnaire method, hence the limitations of questionnaire method is applicable to this study.

REVIEW OF LITERATURE

Darrel (2014)¹ The study examines the future of video streaming and digital content delivery systems during a time of major transformation. He discusses what these changes mean for people, businesses, and governments. Briefly, He argues that there are many opportunities in the move to a multi-platform world. New models have the potential to become more flexible.

Hyunsuk (2019)² Consumer's use of music via streaming service benefits niche products and diversified consumption of music. It examines does winner take all or is long tail achieved in the digital music market. Conflicting results are found between the analyses based on short-run and long-run data. When sales distributions are compared weekly or monthly, the results show that streaming services have a less concentrated sales distribution than download services. However, their result becomes the opposite in the long-run analysis.

ANALYSIS AND INTERPRETATION

Table No:1 Demographic Profile of the respondents

Digital streaming users	Digital streaming users	Percentage
Female	102	51
Male	98	49
15 – 30	136	68
30 – 45	53	26
45 – 60	11	6
School	12	6
Diploma	16	8
Under Graduate	137	68
Post Graduate	28	14
Professionals	7	4
Private Employee	28	14
Public Employee	35	17
Business	32	16
Students	106	53
Up to ₹ 20000	34	17
₹ 20001- ₹ 40000	89	44
₹ 40001- ₹ 60000	42	21
Above ₹ 60001	35	18
Urban	87	43
Semi Urban	93	47
Rural	20	10
Television	10	14
Radio	2	3
Newspaper	4	5
Online/Social media	52	69
Magazine/Journal	7	9

Table No: 2 Preference of Digital Streaming

Digital Streaming Services	Digital streaming users	Percentage
Hotstar	104	52
Amazon Prime	49	24
Netflix	40	20

Alt Balaji	2	1
Zee 5	2	1
Voot	2	1
Viu	2	1
Total	200	100

Table No: 3 Reason and duration of Digital Streaming usages

Preference	Digital streaming users	Percentage
Cost	80	53
Popularity	40	27
Flexibility	17	11
Availability of Content	13	9
Duration	Digital streaming users	Percentage
Less than 6 months	80	40
A Year	69	34
More than a Year	51	26

**Table No: 4 Garrett Ranking Analysis
Factors influencing to choose digital streaming**

Factors	Rank	1	2	3	4	5	Total	Rank
	Value (x)	75	60	50	40	25		
Popularity	No (f1)	87	27	40	14	32	200	1
	Score	6525	1620	2000	560	800	11505	
Particular program	No (f2)	35	55	45	40	25	200	3
	Score	2625	3300	2250	1600	625	10400	
Cost	No (f3)	22	52	95	17	14	200	2
	Score	1650	3120	4750	680	350	10550	
Repeating mode	No (f4)	22	30	13	79	56	200	4
	Score	1650	1800	650	3160	1400	8660	
Portability	No (f5)	28	10	12	58	92	200	5
	Score	2100	600	600	2320	2300	7920	

The table shows that user's influencing factors for preferring digital streaming services, in that popularity, particular program, and cost are ranked as first, second and third, these are the important influencing factors for preferring digital streaming services. Continue to this repeating mode and portability are ranked as fourth and fifth, these two are the two less influencing factors for preferring digital streaming services.

Table No: 5 Problems affecting the users of digital streaming services

Factors	Rank	1	2	3	4	5	Total	Rank
	Value (x)	75	60	50	40	25		
Higher Cost	No (f1)	68	22	37	40	33		2
	Score	5100	1320	1850	1600	825	10695	
Network Problems	No (f2)	74	46	35	29	16		1
	Score	5550	2760	1750	1160	400	11620	
Limitation of Content	No (f3)	22	40	102	23	13		3
	Score	1650	2400	5100	920	325	10395	
Limited Screens	No (f4)	14	44	13	48	81		5
	Score	1050	2640	650	1920	2025	8285	
Limited digital streaming service providers	No (f5)	39	19	13	48	81		4
	Score	2925	1140	650	1920	2025	8660	

Most of the users stated that network issues is the biggest problems of using digital streaming services

Table No: 6 Satisfaction level towards digital streaming services

	Highly satisfied	Satisfied	Moderate	Dissatisfied	Highly dissatisfied	Points	Weighted average
Value	5	4	3	2	1		
Sharing facility	124	48	22	2	4	200	4.43
	620	192	66	4	4	886	
On demand programs	60	109	24	4	3	200	4.095
	300	436	72	8	3	819	
Cost	35	53	99	8	5	200	3.525
	175	212	297	16	5	705	
Comfort	56	67	33	39	5	200	3.65
	280	268	99	78	5	730	
Variety of streaming content	69	62	23	8	38	200	3.58
	345	248	69	16	38	716	

The above table shows that satisfaction of digital streaming services in that finding high satisfactory facilities, weighted arithmetic method technique is applied, through that the mean value 4.43 is high compared with other factors; hence digital streaming users are highly satisfied about sharing facility.

SUGGESTIONS

➤ **Content availability**

Have to increase the number of different content in digital streaming services like, on demand programs live streaming, podcasts, etc.

➤ **Increasing awareness**

The advertisements and promotional activities have to increase for better awareness of digital streaming services for all age groups.

➤ **Availability of network**

Improve the network problems for proper connection of digital streaming contents like live streaming and avail offline streaming for the contents.

➤ **Cost of packages**

To have more low cost packages for certain digital streaming services and to avail some content for unpaid users.

➤ **Different languages**

Avail different languages for the content of digital streaming services for better availability of content for all kinds of users.

CONCLUSION

Internet has changed the world to a new extent. Electronic device have been updated with new innovative technologies, which attracts people Digital streaming is one of the most popular media services nowadays. It has increased drastically due to the availability of good internet facilities with less prices, and usage of electronic devices. Moreover digital streaming saves us from lot of miscellaneous expenses for entertainment. The study identified the important factors for consumers to prefer digital streaming services. The study has found out that current generation considers digital streaming services other than older generation. It also reveals that most of the users prefer free content, more than paid content. The awareness of digital streaming services has reached India only before four to six years, and has to increase a lot, compared to other countries. The study has shown that there is only limited content as of now and has to

increase in the coming days. With the technological development Digital streaming might be a common source of entertainment of future.

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