

## Influence Of Viewer's Preferences Towards Video Streaming Services: A Demographic Study

**DR. MAMTA JOSHI**

(Associate Professor, at ShriVaishnav Institute of Management, Indore (M.P.)

ShriVaishnav Institute of Management,

Scheme No. 71, Gumasta Nagar, Indore (MP)

Email – [mamtashahjoshi@gmail.com](mailto:mamtashahjoshi@gmail.com)

Contact no. - +91 9826913235

**PRASHANT KUSHWAHA**

(Assistant Professor at ShriVaishnav Institute of Management, Indore and Research scholar DAVV, Indore (M.P.)

ShriVaishnav Institute of Management,

Scheme No. 71, Gumasta Nagar, Indore (MP)

Email – [positiveprashant@gmail.com](mailto:positiveprashant@gmail.com)

Contact no. - +91 9752453250

**ANKITA JAIN**

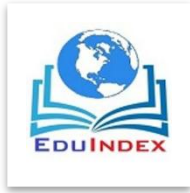
(Assistant Professor at ShriVaishnav Institute of Management, Indore and Research scholar at Prestige Institute of Management & Research. DAVV, Indore (M.P.)

ShriVaishnav Institute of Management,

Scheme No. 71, Gumasta Nagar, Indore (MP)

Email -[ankitajainpimr@gmail.com](mailto:ankitajainpimr@gmail.com)

Contact no. - +91 7898747846 | +91 8305885900



## ABSTRACT

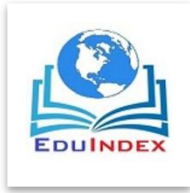
The entertainment industry is a transforming industry from its inception. As now witnessed that the entertainment industry is going for a rapid change. In the process the industry has evolved the internet video streaming services as a new concept. The video streaming services for example Amazon's Prime Video, Netflix, and Voot etc. are the key players in the international market which provides the internet enable services like Web series, online movies, online shows etc. as a new product. The industry in Indian context has already adapted these new upcoming concepts as youngsters are keen to adapt internet friendly services. The key features which are ease of access, online availability, content of program, anywhere and anytime accessibility etc. makes these services a hit in India. The cable operators are the old concepts for these services although they will not go to obsolete for the next 10-15 years but undoubtedly it will be a challenging time for the old players to cope with changes. While Netflix and Amazon Prime Video might be peering toward a similar pie, they have a somewhat extraordinary methodology for the Indian market.

This is an exploratory research in nature which is focused on the Influence of Viewer's Preferences towards Video Streaming Services. It has been applied for the purpose of identifying Demographic factors under study, influencing the viewer's preference towards video streaming services. The primary data has been collected from the viewers from different categories of Indore division through a self-designed questionnaire. In this study Demographic variable such as Age, Gender, Education Qualification, Occupation, Marital Status, Family Income, Family size, Hours Spent, Mode of Watching and Kind of Program. One way ANOVA test has been applied. Normality and Reliability also have been checked. After applying test hypotheses with respect to Age, Occupation, Family Income, Family size and Kind of Program. have been accepted and with respect to Gender, Education Qualification, Marital Status, Hours Spent and Mode of Watching and have been rejected.

**Key words:** Internet video streaming, OTT, Viewers, Commercialization, Entertainment, Preference.

## INTRODUCTION

The main streaming services in India together produce billions of minutes of watch time every month. With a vast and developing web population, India is a critical market for worldwide players particularly since administrative obstructions make China beyond the field of play. The over-the-top (OTT) video streaming market in India is set to touch \$5 billion by 2023, according



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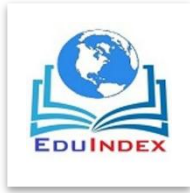
to a report by Boston Consulting Group (BCG). The expansion of the country's online video base is likely to be driven by rising affluence, increase in data penetration in rural markets and adoption across demography like women and older generations, BCG said in its titled Entertainment Goes Online report. At a size of \$500 million, 82% of the users in the Indian market are currently engaged on advertising-led video-on-demand platforms (AVoD) versus 18% who pay for content on subscription-led (SVoD) services, the report said. We have adapted the Demographic statistical analysis in which by the interpretation of the analysis shows that the age, occupation, income, family size and kind of program plays a key role to select video streaming services while any mode of watching does not influence the viewer's preference. The population was Indore urban city.

A few years back the idea of subscribing to a video streaming service wasn't received well, especially since torrent sites are aplenty and free too. But in the last year or so, since internet service providers in India have started being kind enough to offer more data on FUPs, the crowd has made a swift shift to online streaming services too. Apart from their own originals and popular TV shows from the US, Amazon Prime has been adding its library with local Indian content — both movies and TV shows. Amazon Prime's streaming is pretty decent, but with a few hiccups here and there — probably due to hiccups in the internet connection — but the streaming interface can be a lot better since we're paying for it too.

Netflix wins this round with seamless streaming and a smooth interface that has a really well-working recommendation engine, based on your watching history. Netflix houses a vast library of originals that the Indian audience is still getting around, especially because not their entire library was unveiled to viewers here at their launch.

In this fast paced world of internet, online video streaming services are the order of the day, but since there are so many of them, we thought this comparison might help you a bit.

The new era of the Indian entertainment industry is internet video streaming also known as over-the-top (OTT) content services such as Amazon's Prime Video, Netflix, and Voot etc. The easy accessibility and affordability of OTT services has led to a habit change in price-conscious Indians. If we talk about the streaming services market in India, the last couple of years have witnessed a massive explosion in the number of video streaming services, both domestic and from overseas. Paying for content has ceased to be an aberration. In fact, India's internet-savvy generation has realized that good content does come at a price. Of course, free apps continue to exist. But, subscription-driven video-streaming services are slowly becoming mass.



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Netflix is bit costly in comparison to the Amazon prime video but both have featured with the different content. Likewise the Netflix contains the foreign content like web series and Amazon has the regional content in Indian context. There's likewise Eros Now and Spuul (with an emphasis on motion pictures) and Ditto TV (with spotlight on live TV), yet these are beneficial services one may buy in to and have minimal unique substance. At that point there's HOOQ that exclusively centers on Hollywood content. The Singapore-based video streaming service propelled in India several years back and went into oblivion. This concept has adapted the newcomers as industry changers and compels the old players to adapt these upcoming services not as challenge but as opportunities. These internet enable services provide the wide options to the youngsters not only to expose the new content but also categorize a new market.

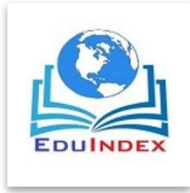
Amazon Studios chief, Roy Price, of course disagrees. "You can have a global service, but there are no global customers. There are only local customers," Roy was quoted as saying in *Wall Street Journal* last year.

Volt by Viacom 18, Sony LIV by Sony Pictures Networks, and Hot star by Star India have a constrained list of films, yet have the whole index of their broadly watched present and past TV programming.

Some time ago there was Box TV. The Netflix clone was a result of Times Internet, an Indian media combination with a bunch of effective web and versatile items. However, Box TV never took off and was abandoned a year ago. It was a strong item, from the get-go in the game, however couldn't make it.

The main streaming services in India together produce billions of minutes of watch time every month. With a vast and developing web population, India is a critical market for worldwide players particularly since administrative obstructions make China beyond the field of play. There's unmistakably space for more than one player, including the homegrown ones, with different content core interest. These 5 video-streaming services are making subscription a propensity for Indians.

The normal sum went through in a month for paid content is Rs 255, as per a joint report by IMRB and Kantar Media, and the market for OTT subscription is evaluated to develop to Rs 4,000 crore by 2020. Homegrown Hot star stands out regarding clients. Worldwide big deal Netflix, Amazon Prime Video, and Hooq and nearby services like ALT Balaji, Voot, Sony LIV, Eros Now, and so on pursue There is a wide assortment of content on offer: films, TV appears

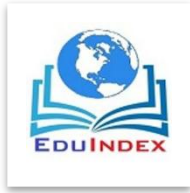


(Western and Indian), unique web arrangement, documentaries, parody specials, music videos, syndicated programs, sports alliances, and more.

## REVIEW OF LITERATURE

Amazon Fire TV boxes and the new Apple TV gadget stay well known, smart TVs beat them all with regards to the stage consumers favor most to stream video. That is as per another survey from The Diffusion Group that questioned 2,000 U.S. adult broadband users, of whom 60% use an over-the top streaming service on their home TVs. Smart TVs, at 32.1%, were the most preferred platform, followed by game consoles (25.1%), Internet set-top boxes (16.8%), Internet sticks (9.9%), connected Blu-ray Disc players (9.7%) and digital video recorders (2.4%). Slightly more than 4% had no preference. TDG noted that the preference figure lines up with the penetration of smart TVs. But why did smart TVs outrank the other options? Simplicity is key, per the theory of TDG director of research Michael Greeson: “With smart TVs, viewers are not required to manually switch inputs from the TV to another 33.5 MILLION The number of U.S. TV homes that are using TV everywhere services from their pay TV providers, equal to about one-third of the market, according to Rethink Research. Comcast, the top cable operator, has the most TVE users (10.1 million), ahead of DirecTV (9.3 million), Time Warner Cable (6.3 million), Dish Network and AT&T (2.1 million each), Verizon Communication’s FiOS TV (2 million), Charter ‘Communications (1.4 million) and Cablevision Systems (200,000).device or pick up a different remote in order to access their favorite streaming apps and programs.” 2016 to see a record number of babies named Xfinity.” Dave Zatz (@davezatz), tech blogger, on word that Comcast’s XfinityOn Demand service set a record Jan. 23, with 1.29 million subscribers concurrently watching the VOD service during Winter Storm Jonas. Verizon also set a record for VOD requests on that date, with demand up 50% from a typical Saturday and 20% higher than its previous busiest day.

**Laposky John (2017 )** in his study, Adobe’s “Mobile Trends Refresh, Q2 2017”, brings a profound plunge into how shoppers are getting to an assortment of versatile substance, including sites and social media. He expressed that yet another new overview of American purchasers demonstrates that live TV watching is turning into a relic of times gone by. The investigation, from Adobe Digital Insight, uncovered that 66% of purchasers fewer than 35 frequently utilize online streaming services, and line cutting from customary communicate and satellite TV keeps on developing. A fourth of all watchers under 35 watch content only by means of streaming. Another 30 percent of those under 35 said they expect to stream content exclusively within two years. The results mirror that of a recent report from the Consumer Technology Association.



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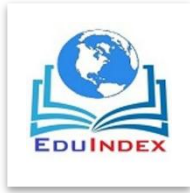
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Adobe's survey noted that "binge-watching" is another growing trend, brought on by on-demand services, such as Netflix and Hulu, and driven by the younger generation of consumers. In excess of 50 percent of shoppers between the ages of 13 and 22 said they want to marathon watch TV arrangement, while somewhat more than 33% of purchasers beyond 35 one years old to watch one scene for each week. Taking a gander at the bigger picture (play on words expected), TVs are as yet the favored gadget to see content, with in excess of 75 percent of all respondents inclining toward a 35-inch or bigger TV screen. Gaming consoles and savvy TVs are among the most prominent gadgets utilized among 13-multi year olds. Cable boxes, smart TVs and Blu-ray players are the most prevalent for 35 and more seasoned. Among watchers more than 35, in excess of 40 percent said they don't plan to utilize online streaming services as their solitary technique for sitting in front of the TV. Online cable, coordinate TV or satellite was referred to as the essential survey strategies for half of the respondents more than 35.

**Baumgartner Jeff (2017)** in the article stated that the Video Viewing on cell phones continues to surge, however there's an unmistakable advertising advantage for shows that are streamed to TV-associated over-the best devices, as per another study from Freewheel, the Comcast-possessed advertisement tech company. Viewers that use OTT devices (a class that includes streaming players and sticks, smart TVs and gaming consoles) are among the most exceedingly drawn in; truth be told, they complete 98% of all video ads, while more than 33% of them spend a hour or more for each system when they stream, the study found. Ad-completion rates on other connected platforms aren't too shabby, either, including tablet (91%), smart phone (86%) and desktop/PC (84%). Freewheel also found that 69% of OTT ad views also come from authenticated viewers — those that are pay TV subscribers who are using their credentials to log in. Freewheel observed that when viewers watch a clip or a live stream on an OTT device, "they are actively seeking out a special series or network and tend to watch it all: both content and commercials." Freewheel also pointed out that many ad agencies often require the same standards for OTT as for desktop video, even though the user experience is inherently different. Though video on OTT devices takes up the full screen, most devices don't allow multitasking, "making it all but impossible for an ad to not be fully viewable." As Per the investigation, 84% of advertisement sees stopped by method for joined gadgets (those combined to a TV to stream computerized content, for example, an Apple TV box or Roku player), 11% from gaming reassures and 5% from shrewd TVs. Freewheel put together the examination with respect to a chose test of U.S. Freewheel customers speaking to over 95% of OTT-driven advanced advertisement impressions in the organization's exploration informational index, which it additionally utilizes for its quarterly Video Monetization Report.



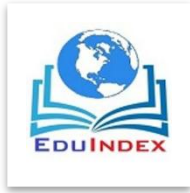


**Fowler Geoffrey (2014)** in the article discusses options for supplanting one's satellite television service. Advanced antennas are said to be great choices for those who observe basically arrange programming. Those with an inviting neighbor who has link service can access it by means of a gadget called a Sling box. Netflix Inc., Amazon.com Inc's. Amazon Prime and other streaming services offer a huge assortment of substance including movies and more seasoned television programs.

**Beer Jeff (2013)** in his study stated that Oscar winner Kevin Spacey, star of original Netflix show House of Cards, told an audience at the Edinburgh Television Festival that, "if they want to binge on something like House of Cards, then we should let them binge." But a single release date provides only a one-time marketing bang, as opposed to the water-cooler chats, live-tweeting and frenzied recap culture of weekly television. "The trouble with it for a show like House of Cards is it had its impact and everyone who wanted to see it saw it," says WedbushSecurities analyst Michael Pachter." When season 2 comes out, I don't think it will significantly attract more subscribers. It's diminishing returns, unlike a show like Breaking Bad where people have been playing catch-up for the past few seasons, so you keep adding customers."

**Banks Brian (2010)** in his article stated that on the off chance that you've been ravenous for an all the more satisfying home-video settle; fall 2010 brings an advanced film industry charm. Canadian film and TV watchers would now be able to look over a menu of Internet-driven administrations - and will before long be getting still more. Netflix is the enormous one, obviously. Enormous in the U.S., the organization propelled an Internet-just motion picture and-TV membership benefit in Canada in mid-September. At \$7.99 every month, it's shoddy. In any case, how can it pile up against other just-or destined to-be declared contributions? Here, we present a next to each other correlation of what you get from six noteworthy players. Some are centered on conveying gushed substance to your TV, while others reach out to PCs and different gadgets so you can observe wherever you pick. At this stage, these administrations are still more like starters than primary courses. Be that as it may, in any event there's something for each taste.

**Doyle Yoonand Sang Chon Kim (2009)** in his investigation analyzed the directing impact of appreciation toward free video sites between relationship speculation and watchers' aim to visit. A model adjusted from Palmatier et al's. (2009) relationship advertising model was tried. Seen relationship speculation (PRI) emphatically influenced clients' nature of relationship toward the free video site, which had a positive relationship with watchers' aim to visit. PRI impacted sentiments of appreciation toward the site, which prompted the aim to visit. Notwithstanding the



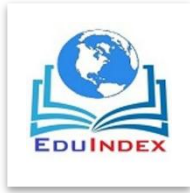
immediate impact of appreciation on visit goal, appreciation indirectly affected visit goal through relationship quality.

Netflix reported 630,000 new U.S. streaming subscribers in the second quarter, about 100,000 below analysts' estimates. Netflix CEO Reed Hastings has touted the "virtuous cycle" where new subscriber growth funds more program spending, which attracts even more subscribers. But Bloomberg Industries' media analyst Paul Sweeney recently told Advertising Age that the disappointing number of U.S. sign-ups casts doubt on that theory and, "if sub growth slows or worse, this virtuous cycle can become more of a vicious cycle." A disclosure in the company's recent second-quarter earnings report also hints at a potential shift in its accounting practices based on these viewing habits, saying they "continue to monitor whether the viewing pattern is higher than initially expected in the first few months to suggest that we amortize at a faster initial rate."

## OBJECTIVES

1. To study the influence of viewer's preferences towards video streaming services with respect to Age.
2. To study the influence of viewer's preferences towards video streaming services with respect to Gender.
3. To study the influence of viewer's preferences towards video streaming services with respect to Education Qualification.
4. To study the influence of viewer's preferences towards video streaming services with respect to Occupation.
5. To study the influence of viewer's preferences towards video streaming services with respect to Marital Status.
6. To study the influence of viewer's preferences towards video streaming services with respect to Family Income.
7. To study the influence of viewer's preferences towards video streaming services with respect to Family size.
8. To study the influence of viewer's preferences towards video streaming services with respect to Hours Spent.
9. To study the influence of viewer's preferences towards video streaming services with respect to Mode of Watching.





10. To study the influence of viewer's preferences towards video streaming services with respect to Kind of Program.

## RESEARCH METHODOLOGY

**Research Type:** Descriptive

**Universe-** Indore Division has been selected for data collection.

**Sampling Technique-** Convenience sampling technique has been used for collection of data.

**Sampling Unit-** Data is collected from the viewers /users of Video Streaming Services.

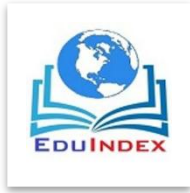
**Sampling Size:** 231 Respondents

**Tools for Data Collection-** Data have been collected through Self designed questionnaire and Secondary data from extensive desk research through E-library, different available published articles, journals, books, internet, magazines, and seminar papers and the world-wide web.

**Tools For Data Analysis** –One way ANOVA and T-test is used as a tool for analysis of data.

## HYPOTHESES

- **H<sub>01</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Age.
- **H<sub>02</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Gender.
- **H<sub>03</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Education Qualification.
- **H<sub>04</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Occupation.
- **H<sub>05</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Marital Status.



- **H<sub>06</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Family Income.
- **H<sub>07</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Family size.
- **H<sub>08</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Hours Spent.
- **H<sub>09</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Mode of Watching.
- **H<sub>10</sub>:** There is no significant difference in the influence of viewer's preferences towards video streaming services with respect to Kind of Program.

## RESULTS AND DISCUSSIONS

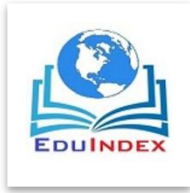
Since  $p=.847$  which is greater than 0.05 which means that null hypothesis is accepted. Therefore, H<sub>01</sub> is accepted. Hence it is concluded that viewer's preferences towards video streaming services is same with respect to Age.

**Since  $p=.349$  which is lesser than 0.05 which means that null hypothesis is rejected. Therefore, H<sub>02</sub> is rejected. Hence it is concluded that viewer's preferences towards video streaming services is not same with respect to Gender.**

Since  $p=.472$  which is lesser than 0.05 which means that null hypothesis is rejected. Therefore, H<sub>03</sub> is rejected. Hence it is concluded that viewer's preferences towards video streaming services is not same with respect to Educational Qualification.

Since  $p=.505$  which is greater than 0.05 which means that null hypothesis is accepted. Therefore, H<sub>04</sub> is accepted. Hence it is concluded that viewer's preferences towards video streaming services is same with respect to Occupation.

**Since  $p=.113$  which is lesser than 0.05 which means that null hypothesis is rejected. Therefore, H<sub>05</sub> is rejected. Hence it is concluded that viewer's preferences towards video streaming services is not same with respect to Marital Status.**



Since  $p=.828$  which is greater than 0.05 which means that null hypothesis is accepted. Therefore, H06 is accepted. Hence it is concluded that viewer's preferences towards video streaming services is same with respect to Family Income.

**Since  $p=.782$  which is greater than 0.05 which means that null hypothesis is accepted. Therefore, H07 is accepted. Hence it is concluded that viewer's preferences towards video streaming services is same with respect to Family Size.**

Since  $p=.337$  which is lesser than 0.05 which means that null hypothesis is rejected. Therefore, H08 is rejected. Hence it is concluded that viewer's preferences towards video streaming services is not same with respect to Number of hours spent on watching.

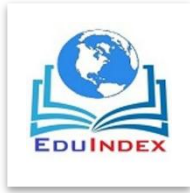
Since  $p=.305$  which is lesser than 0.05 which means that null hypothesis is rejected. Therefore, H09 is rejected. Hence it is concluded that viewer's preferences towards video streaming services is not same with respect to Mode of Watching.

**Since  $p=.844$  which is greater than 0.05 which means that null hypothesis is accepted. Therefore, H10 is accepted. Hence it is concluded that viewer's preferences towards video streaming services is same with respect to Kind of Program.**

## CONCLUSION

This paper infers that the Preferences of Viewers' towards Video Streaming Services are influenced by various Demographic Factors like Age, Occupation, Family Income, Family Size and Kind of Program. Other factors like Gender, Educational Qualification, Marital Status, number of hours spent on watching and Mode of Watching are not having influence on viewers preferences towards Video Streaming Services. The Study reveals various demographic factors affecting Viewers' Preferences towards Video Streaming Services. In short the next generation entertainment services are available to the viewers for the better entertainment and in a new and innovative way to figure out the best way to serve the viewers. The Amazon's Prime Video, Netflix, Voot etc. are the service providers which think of the next generation entertainment and includes commercialization of the entertainment business in the new era.

## LIMITATIONS OF THE STUDY



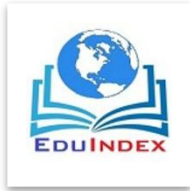
- This study has taken place in short span of time and with few resources.
- The sample size was not big.
- This study was limited to Indore only.
- The responses collected from respondents might be biased.

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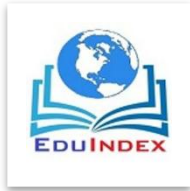
**Overall Gender Wise T - Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Overall_Factor	Equal variances assumed	.881	.349	-1.934	228
	Equal variances not assumed			-1.980	212.656

**Marital Status Wise T Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Overall_Factor	Equal variances assumed	2.532	.113	.321	228
	Equal variances not assumed			.409	65.196

**Family Size wise T- Test**



		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Overall_Factor	Equal variances assumed	.077	.782	.143	228
	Equal variances not assumed			.147	154.639

#### Kind of ProgrammANOVA

Overall\_Factor

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	147.704	4	36.926	.350	.844
Within Groups	23709.170	225	105.374		
Total	23856.874	229			

#### Qualification ANOVA

Overall\_Factor

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	85.033	3	28.344	.269	.847
Within Groups	23771.841	226	105.185		
Total	23856.874	229			