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Comparative Study of Customer Expectations and Preference between Small Scale and Large Scale Web Streaming Services

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ABSTRACT

In the world of instant noodles, package delivery, booking a cab, ordering food when and where needed, the service industry really puts an effort to satisfy consumers' needs and wants instantly. As the entertainment industry continues to expand, competition between TV cable and online streaming services increases. The research tries to understand the consumers preferences in online video streaming services and changing scenario of TV cable and online video streaming market in India. A study is attempted on the customers' preference and response towards the large and small scale web streaming service industry and factors affecting the consumer's choice while choosing between TV cable and online streaming videos. Sample data was collected through an online survey questionnaire in India from 52 people. This paper has studied Netflix, Amazon Prime, Hotstar and TVFPLAY web streaming services. Particularly this paper aims to establish a conceptual understanding of customer response towards large and small scale web streaming industry affecting the TV cable industry. It also tries to understand a slow shift of audience's focus from TV cable to web streaming services.

Keywords *– web streaming services, consumer preferences, Cable Television, online streaming, web search, online video streaming*

I. INTRODUCTION

Due to availability of cheap and affordable data internet usage in India has rapidly exceeded up to approx. 627 million in 2019. This has led to increase in consumption of online content. With online web streaming services entering the Indian market in the last few years has led to a slow death of set top box but it has also led to new web streaming services. So this research examines the rise of web streaming services in India and its effects on the consumers.

This paper tries to understand the rising web streaming industry in India. This study analyzes different customers and its preferences affecting the large and small scale web streaming

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industry and TV cable. It also examines the methods and strategies used by on demand video streaming service to gain their audience. This paper also tries to link the rise of the smartphone industry giving birth to web streaming service.

This study also examines different consumer's responses and their views over the large and small scale web streaming services that are Netflix, Amazon Prime, Disney+ Hotstar and TVFPLAY.

(A) OBJECTIVES

    a. To understand web streaming service market in India

    b. To know the customers preferences and it's reason for choosing web streaming service

    c. To understand the changing trends in Indian entertainment service industry

    d. To study the strategies used by the web streaming services to gain its customers

(B) HYPOTHESIS

In today's digital age, we find that the market is ever changing and with that competition increases. Many believe that there are many consumers out there today that will switch from TV cable to online media streaming options due to better and ad free content and cheap subscription packages.

The changing trend in Indian entertainment service market is bringing a positive charge for web streaming services and a negative impact on the TV cable industry.

II. THEORETICAL BACKGROUND

CUSTOMER RESPONSE AND ITS IMPORTANCE: Customer response is the organization handling the consumer's problems and queries. Solving these queries intelligently is very important as small misunderstandings could convey unalike perceptions. This will only be useful when the organization solves these queries. In this situation if the company wins to satisfy the customer by properly answering his queries, he succeeds in establishing a professional and emotional relationship with him. To know the queries and what really the consumer thinks about the service a questionnaire should be prepared.

Web streaming- this service is an alternative cable .these videos are mostly cloud based from a network Video on demand (VOD). - It allows the use of video entertainment without the use of traditional use of entertainment. Unlike TV the user needs to have internet connection. This system allows the user to watch the content on smartphone, laptop or even on TV.

III. REVIEW OF LITERATURE

(i)   Mapping User Experience of Internet Television and Video: A Study of Uni directionality and Interactivity.- M Gracia Guardia

This research presents a quantitative analysis of a sample of 600 audiovisuals targeting the web as a distribution platform. The main aim of this paper is to use samples to establish unidirectional and interactive dimensions, based on the description of several indicators that will determine the nature of the services implemented and applications used in all the items analyzed.

(ii)   The Playlist Experience: Personal Playlists in Music Streaming Services – Anjana Hagen

This paper tries to understand the patterns and preferences of consumer, creating, maintaining their playlists. The paper shows a mixed method study, including self reports, online observation and personal interviews. The study has chosen 12 heavy users of music steaming service.

(iii)   Students' Perspectives of the Impact of Online Streaming Media on Teaching and Learning at the College of Education at Kuwait University- Dr. Amar Safar

The aim of the study is to know the aims of pre service and in service teachers on using online streaming media services. The study showed that the attitude towards online streaming services was a very innovative tool for teaching.

IV. PROFILE OF INDUSTRIES

(A) NETFLIX-

It is an American media-services provider and Production Company headquartered in California started in 1997. The company's main business is its subscription-based web streaming service which offers on streaming a variety of films and TV series, including those produced in-house. Netflix is one of the world's leading web streaming service with 193 million subscribers in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Subscribers can watch as much as they want, anytime, anywhere, on any portal. Netflix has been one of the most successful ventures. Its minimum subscription starts from Rs199 in India.

(B) AMAZON PRIME VIDEO-

It is an American web streaming service that is owned, and operated by Amazon. In the UK, US, Germany, Sweden, and Austria, access to Prime Video is also available through a

subscription. Subscribers also receive other benefits like free and fast delivery, streaming of movies, TV shows and music, special shopping deals.

(C) HOTSTAR/ DISNEY+ -

Disney+ Hotstar Premium features a large selection of Disney+ Originals, latest American shows, blockbuster Hollywood movies and award-winning content from International studios; whereas with Disney+ Hotstar VIP, users get access to Disney content in local languages, exclusive new content from the Hotstar Specials label, access to STAR network serials before television, and therefore the latest and better of live sporting action. In its earlier avatar, the Hotstar mobile app has notched 400 Million+ downloads, making it one among the foremost in-demand apps in India and also secured top spots on the Google Play Store also because the Apple App Store. The app's success reflects its highly evolved video streaming technology also because of the quality of experience across devices and platforms.

(D) TVF Play –

The Viral Fever (TVF) is a web YouTube channel started by TVF Media Labs in 2010, and currently owned and operated by Contagious Online Media Network Private Limited. TVF debuted their platform, releasing the ultimate two episodes of Pitchers on TVFPlay. The platform saw 10 million views hits within the first two days and crashed for 3 hours. In early 2016, risk capital firm Tiger Global Management invested $10 million into The Viral Fever, acquiring a 20% stake within the company.

The Viral Fever was one of the first web streaming service of India with videos including a variety of topics on Indian politics, movies, lifestyle, and emerging social concepts. As of June 2020, TVF has over 7.17 million subscribers on YouTube. The corporate runs the app and website, TVFPlay to host their videos. TVF conceptualized the thought of promoting movies through the creation and distribution of original digital content. The first web series Permanent Roommates debuted in 2014. It had been the second most-viewed long-form web series within the world by June 2015. A second original series titled TVF Pitchers was released in June 2015. It portrays engineers at different companies who quit their jobs to make a startup company. Due to its growing popularity, with both TVF Pitchers and Permanent Roommates being watched by millions round the globe, the corporate received a funding of $10 million from Tiger Global as was reported on 17 February 2016.

V. RESEARCH METHODOLOGY

In this research, a critical analysis of primary data is undertaken using a qualitative research methodology. This study collected information relating to the web streaming market in India that has an influence on the consumer.

Consequently, research was conducted by a way of questionnaire on the people who use web streaming services like Netflix, Hotstar, Amazon prime video and TVFPlay. The study cover 3 large scale web streaming services that are Netflix, hotstar and amazon prime video and 1 small scale web streaming service which is tvfplay.

(A) SAMPLE DESIGN

Sample size- the data was collected from 52 people.

Sampling method- the method used for collecting data was a simple random sampling method. The questionnaire's link was put online and was also forwarded to people only in India through various social media platforms.

Sampling elements- to analyze different customers and its preferences affecting the large and small scale web streaming industry. To understand the changing trends in Indian entertainment service industry and its effect on the TV industry.

(B) DATA COLLECTION

This data was collected in the month of January and February. The data collected was in the age group of under 17, 18-34, 35-44, 44-55 and 55 above. People were also classified on the basis of their occupation type that is student, self-employed, service and other. While filling the questionnaire the consumer could select one company and give answer to further questions accordingly.

The further questions were about rating the service, most preferred service, value of the service v/s the quality of the service, customer's satisfaction etc. These all the elements of the questionnaire are analyzed.

VI. ANALYSIS

Graphical representation:

The survey shows that the Indian web streaming service market is still growing but slowly, it's still at its nascent growth. Web streaming has provided a new escape from a day to day routine.
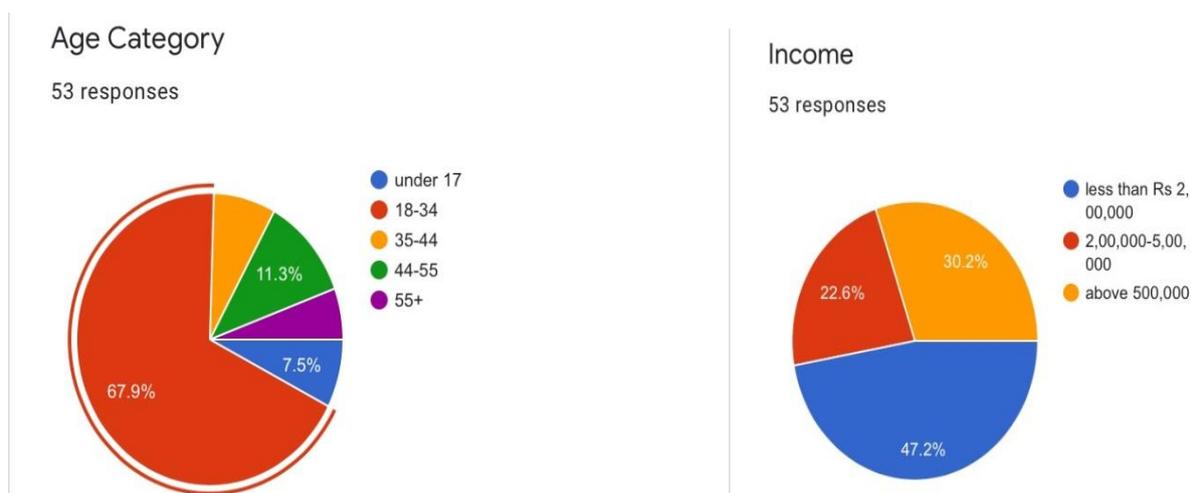
The questionnaire was filled by 52 people. The demographics show that specifically the age group of 18-34 years audience has seen a rise in the consumption of content from web streaming platforms. This age group is referred to as millennial and gen z which have been raised in the time of internet and social media. Also according to the gender the survey states that it makes no such an important impact on the web streaming services.

In India most people prefer watching Hindi or regional language movies and series especially the age group of 44-55 and 55 above, this is the reason why Disney +hotstar and amazon prime video is more popular than Netflix. In both the content and subscription fees wise hotstar and amazon prime is more preferred by the consumers than Netflix.
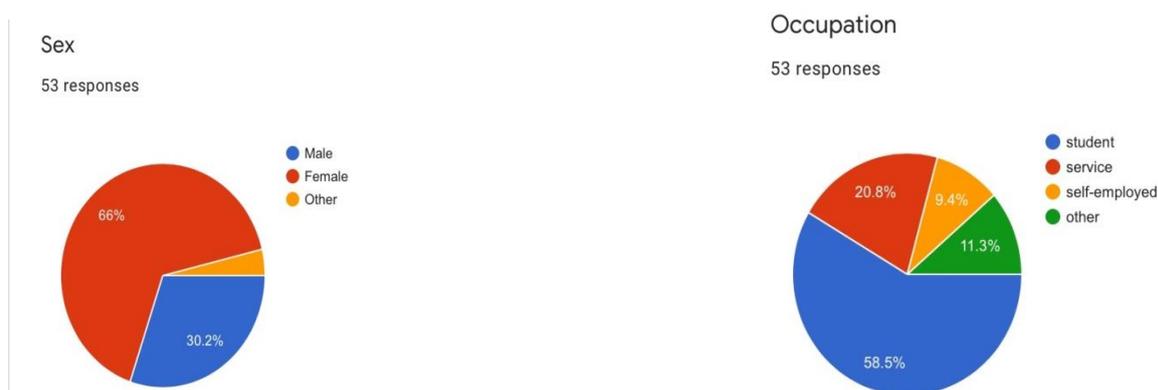
The below graph denotes the most prefered web streaming services. From the top it's netflix, amazon, hotstar and then Tvf play. If closely observed specifically, the age group of 18-34years audience has seen rise in consumption of content from web streaming platforms like Tvfplay, Netflix, Hotstar and amazon prime video.
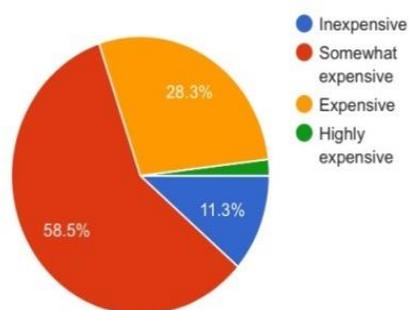
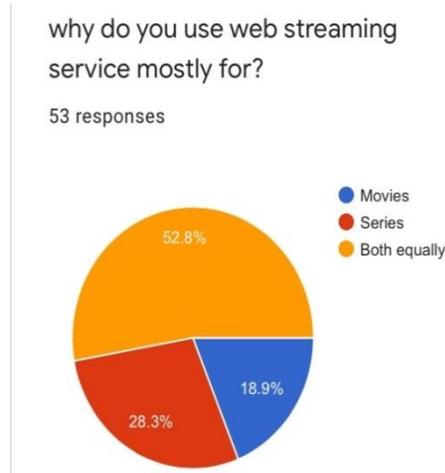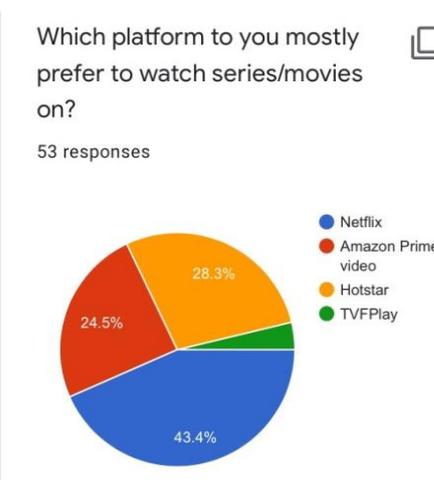## which of the following web streaming services do you use? (can tick more than one)
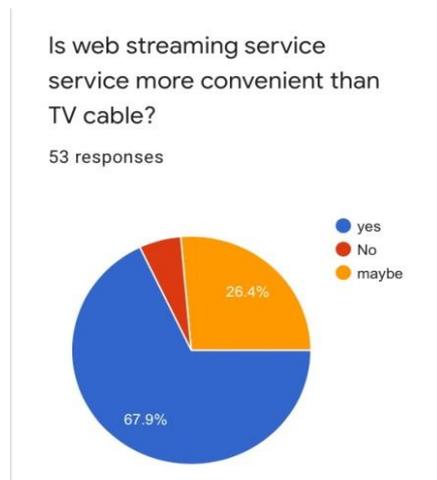
53 responses
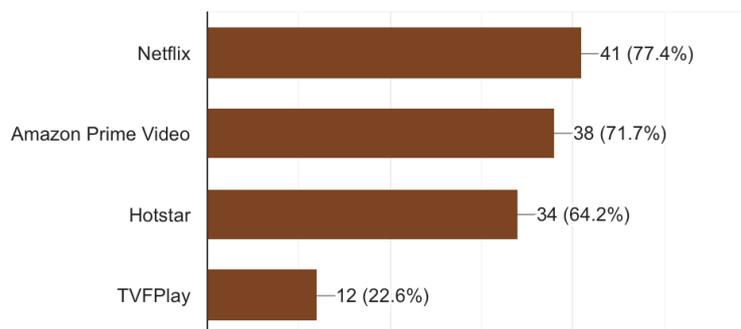
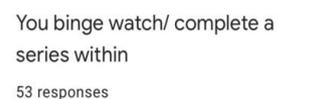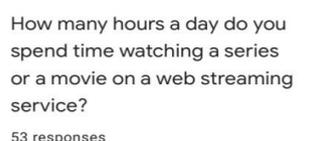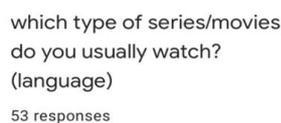## Do you consider web streaming services as

53 responses

According to the data Netflix subscription is considered to be the most expensive. But according to the graphs the most popular web streaming service preferred by the age group of below 17, 18-34 and 35-45 it is Netflix. Netflix was launched in 2016 in India. The reason is the age group is young adult population which prefers to binge watch or complete a series within a week and also Netflix has a niche audience.it has also come up the cheap subscription plan of Rs199 per month, this led to rise in Netflix subscription and its popularity. Besides lowering the subscription price Netflix has also started investing in local productions. Netflix is famous for their original series. Also these age groups prefer to watch series or movies of action, romcom, thriller, action etc. genres which Netflix abundance of such series and movies. Netflix is known for setting the binge watching trend which has started in India lately. Today Netflix not only has the movies and series in regional languages but it also gives access to watch Korean dramas, Animes, content in Spanish, Turkish, Marathi, Tamil etc. languages.

Is web streaming service service more convenient than TV cable?

53 responses

- yes
- No
- maybe

67.9%
26.4%

Which platform to you mostly prefer to watch series/movies on?

53 responses

- Netflix
- Amazon Prime video
- Hotstar
- TVFPlay

43.4%
24.5%
28.3%

why do you use web streaming service mostly for?

53 responses

- Movies
- Series
- Both equally

52.8%
28.3%
18.9%

Further the research states that one of the most important reasons why people prefer web streaming services over TV cable is the easy accessibility of the content. Consumers can choose what they want to watch at their preferable time, how many times they can watch wherever and whenever they want. Unlike traditional TV online streaming gives you a variety of options that they want to watch. If TV cable subscription amount and online web streaming subscription amount is compared it's almost similar but online web streaming service offers the content without ads and gives high quality of videos. Also web streaming services allow watching the content on mobile phone, tablet, laptop, PC or even smart TV whenever the consumer wants.

which type of series/movies do you usually watch? (language)

53 responses

- Hindi
- English
- marathi
- Korean, thai,…
- turkish, japa…
- tamil
- Korean , Jap…
- Both
- Malayalam
- spanish
- Tamil

64.2%
15.1%

How many hours a day do you spend time watching a series or a movie on a web streaming service?

53 responses

- less than 3hours
- 3-6hours
- 6-9hours
- more than 9 hours

71.7%
20.8%

You binge watch/ complete a series within

53 responses

- A day
- A week
- A month
- A year

39.6%
45.3%
13.2%

Over the past few years foreign language series like K-Dramas from Korea to Spanish, Turkish, Japanese and other non-English shows have become very popular over the globe in these few years. As the director of Parasites Bong Joon-ho quotes "Once you overcome the one-inch tall barrier of subtitles, you will be introduced to so many more amazing films. I think we use just one language, the cinema." Language isn't a barrier anymore, that's why according to the graphs, the audience wants more quality of content.
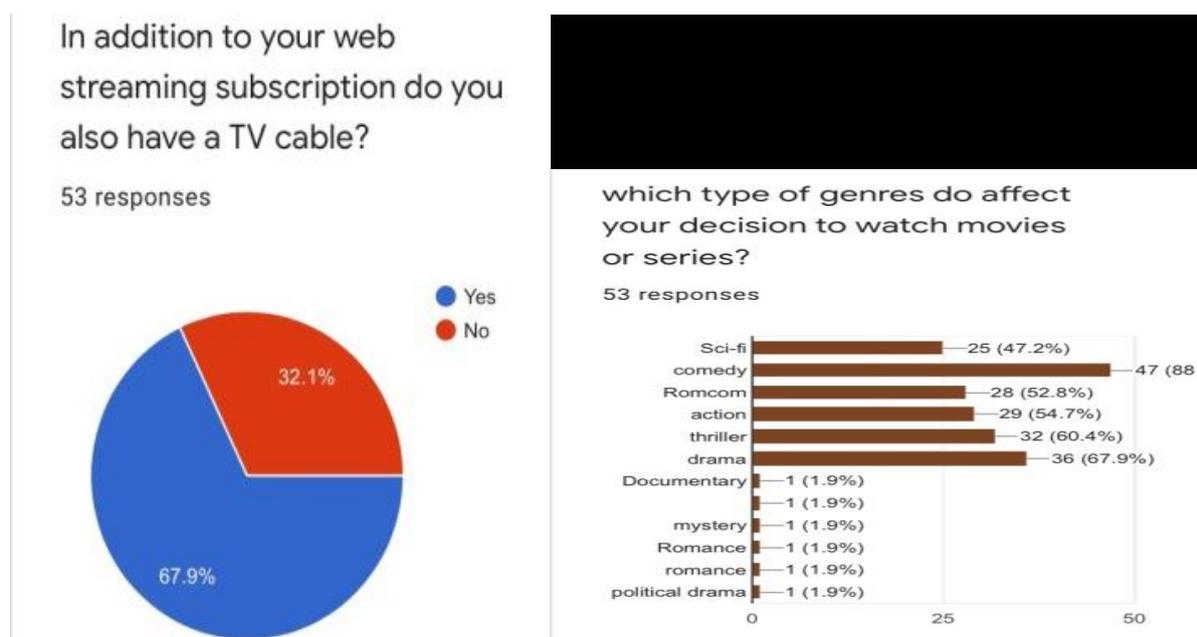

If closely observed the survey shows that young audiences are hungry for content and don't prefer advertisements, they've less tolerance towards ads. It also showed that young audiences not only prefer Hindi or English series/movies but they also prefer to watch Chinese, Japanese and Korean dramas. With the rise in Korean songs and anime it has led to a rise in popularity Japanese and Korean movies and series. The graphs also denote that people prefer to watch series/movies whenever they get time and the most preferred portal to watch is smart phone. This is because of the availability and affordability of the internet in India. The survey shows that 49.1% of the people mostly use smartphones rather than on TV or laptop.

When Covid-19 cases started to get recorded in India a nationwide lockdown for 3 weeks was implemented .When people were quarantined in their homes there was a rise in consumption of OTT (over the top) service. The usage of streaming entertainments like Netflix, Disney+, prime video, tvfplay has increased. In this period of time the TV cable industry was most affected as consumers rapidly started shifting to OTT platforms due to the variety of content.
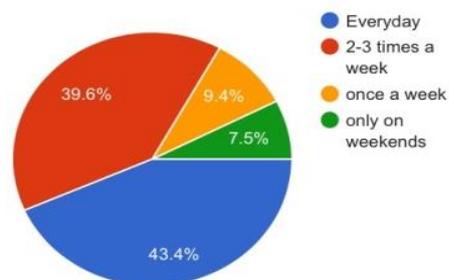
what portal do you mostly use to watch?

53 responses

- TV
- Smart phone
- PC/laptop

49.1%
30.2%
20.8%
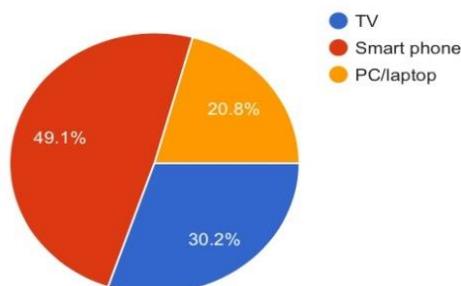
In a typical week how likely are you to use this service?

53 responses

- Everyday
- 2-3 times a week
- once a week
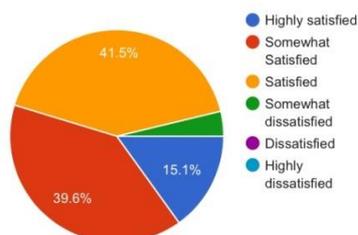- only on weekends

39.6%
9.4%
7.5%
43.4%

As the graphs show that many people believe that the subscription fees of these services are mostly expensive. The reason people the growth of this service is slow is because the service should be charged at the right price. Coming to amazon prime video its subscription offers movies and series and other benefits like free delivery or delivery of a product in 24hrs. in India since this service is developing and slowly making its way in the market it should be priced well along with few other services as which amazon is successful in doing. Coming to Hotstar, it is one of India's oldest web streaming service providers. It has gained an audience by showing live cricket matches for free and making Hindi serials available. Hotstar has made its way in this market way before amazon, Netflix and any other web streaming service tried to enter the market. On 29 march hotstar launched Disney+ by doing this they increased the subscription prices. But this led to gaining of more subscribers due introducing quality of content in the middle of the pandemic. Now Disney+ has given their subscribers' access to all the Disney movies this has resulted in gaining a lot of audience. Importantly Disney+ now dominates the Indian web streaming service market. It's now India's largest web streaming platform.

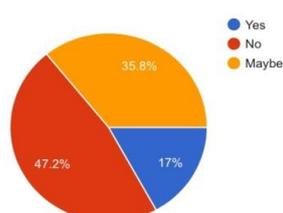**Indicate your overall opinion of web streaming service**
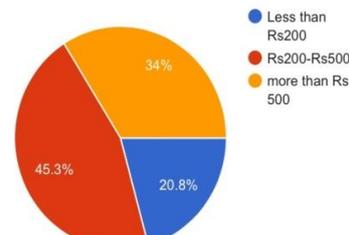
53 responses

- Highly satisfied
- Somewhat Satisfied
- Satisfied
- Somewhat dissatisfied
- Dissatisfied
- Highly dissatisfied

41.5%
15.1%
39.6%

Would you pay a higher subscription fee more online streaming content to be made available?

53 responses

- Yes
- No
- Maybe

35.8%
47.2%
17%

How much money do you spend on this service

53 responses

- Less than Rs200
- Rs200-Rs500
- more than Rs 500

34%
45.3%
20.8%

Further the research says that tvfplay which is a small scale platform is popular among the age group of below 17 and 18-34. It is because there is no subscription fee, the series are short, the episodes per season are less and the content is for the young audience. Tvfplay made its mark

with the help of web series named 'permanent roommates 'it is said to be the second most-viewed long-form web series in the world by June 2015. After permanent roommates and pitchers Tvf won Talentrack Awards 2019 for best content publisher for the series named 'yeh meri family'. The reason why Tvf is popular and is able to compete with other web streaming services like Netflix, Amazon prime and Hotstar is because of its quality of content mostly aimed for the millennial and young audience which covers up India's most of the population. The viral fever (Tvf) videos and series covers social concepts, issues like women empowerment, Indian politics, mental health, Indian education system and topics which are mostly relatable to the youth of the country.

As the web streaming services are taking their hold in the market it's becoming a threat to the television industry. Also people watch at night because web streaming services provide an escape, it can be watched at any time not like TV cable waiting for the series to start or to wait 3-4 days for an episode. The consumer gets to watch whenever he wants to without the ads. OTT platforms have played an important role in coronavirus pandemic. The audience needed quality content to consume while quarantining and working from home. With all movie theatres close and with minimum source for entertainment not only the millennial crowd but the older generation also started to consume web streaming services. Due to lockdown there was sudden growth in subscription of web streaming services. Amazon, Netflix and Disney+ launched a variety of Indian films and series targeting a variety of audience from different age groups and backgrounds. Thus earlier there was a slow shift from TV cable to web streaming services but it has speeded up due to pandemic.

VII. CONCLUSION

In conclusion the web streaming service is still developing and experimenting, coming up with innovative strategies and content to enter into the Indian market. This is going to give lots of opportunities for branding and advertising, venture capitals, small scale web streaming industries, directors, actors, investment opportunities. It's also going to increase the competition between TV cable, large and small scale web streaming services, consumer expectations rise in content creators, etc. Also the hypothesis is accepted which is that the changing trends in Indian entertainment service market is bringing a positive change for web streaming services and a negative change for the TV industry. Overall paper also tries to say that even if the subscription amount is high but quality of the content is good people will buy it. Thus to conclude TV cable's fate is changing and consumers are stepping into web streaming services.