

Project Dissertation Report on

**“CONSUMER BEHAVIOR TOWARDS ONLINE
STREAMING PLATFORM SUBSCRIPTION”**

Submitted By

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2K20/DMBA/09

Under the Guidance of

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CERTIFICATE

This is to certify that **Aditya Srivastava** has submitted the project work on “**CONSUMER BEHAVIOR TOWARDS ONLINE STREAMING PLATFORM SUBSCRIPTION**” for the partial fulfillment of post graduate degree in MBA.

Deepali Malhotra
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Dr. Archana Singh
Head of Department (DSM, DTU)

DECLARATION

I, **Mr. Aditya Srivastava (Roll No.: 2K20/DMBA/09)**, have completed and submitted my Dissertation Report entitled “**CONSUMER BEHAVIOR TOWARDS ONLINE STREAMING SUBSCRIPTION**” towards partial fulfilment of the requirements for the award of Master of Business Administration.

This report is the result of my own work, no part of it has earlier compromised any other report, monograph, dissertation or book.

Aditya Srivastava

ACKNOWLEDGEMENT

I would like to take this opportunity to extend my heartiest gratitude towards **Asst. Prof. Deepali Malhotra** without whose impeccable guidance and insights, this project report could not have been materialized.

This Dissertation has been a learning experience and the exposure has enriched me with further knowledge regarding what is the consumer attitude towards online streaming platform and what is the future of online streaming platforms.

Aditya Srivastava

EXECUTIVE SUMMARY

Digital Streaming Platforms, also known as Over The Top platforms, are internet streaming media services that have gained a lot of popularity in recent years. NETFLIX, AMAZON PRIME VIDEO, DISNEY + HOTSTAR are just a few of the OTT channels available in India. According to projections, the Indian OTT sector would have \$5 billion customers by 2023. The purpose of this study is to examine customer perceptions of purchasing subscriptions of OTT platforms. The study also aims to determine the elements that influence consumers' decision to use OTT platforms as well as their happiness with those services.

The several reasons why OTT platforms garnered millions of users in just five years. It has been successful for years due to its effective social media advertising and high-quality content. The average customer spends between 2 and 4 hours each day on OTT services. As the digital media industry grows, so does OTT. With time, platforms will garner more customers. The OTT has benefited from COVID-19 virus. To pass the time during the lockdown, many people have subscribed to OTT platforms. OTT platforms have benefited the telecommunications sector because consumers were spending more money on them. These platforms hold the majority of their internet data. As a result, the movie industry has profited. They can earn money by releasing their films online on these channels.

The point of research was to show the way in which online streaming platform is working in the state of the entertainment world and particularly in the field of Internet Industry. How consumer are switching from cable services to the online streaming platforms. The study shows how much customers are satisfied with the online streaming platforms. The study also shows if given an option what will they choose online straming platforms or the channels according to there choices as provided by there cable provider.

The research shows how consumers tends to purchase there online subscription platforms whether they go for lower priced option or they want broad choices from online streaming platforms. This research also shows that how the online streaming platforms are affecting there day to day life whether they spend more time on it or they find easier to do there work while watching the content provided by these online streaming platforms.

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1 INTRODUCTION

Entertainment is defined as a form of activity that holds the attention and interest of an audience, or gives pleasure or delight. Once entertainment included listening to radio, watching black and white silent movies and satellite TV channels, but in today's fast paced world it has hundreds of forms targeting wide markets. The entertainment industry consisted of radio, newspapers, magazines etc. in the early 90's. With the introduction of television, the landscape of entertainment changed entirely and since then, television itself has evolved from black and white to color television, from, LCD, LED screens, to Home Theatres, Smart TV and so on. However, the major constraint with television is mobility. To tackle that limitation, Sony launched the Walkman in 1970 and introduced entertainment everywhere you go' concept and thus, iPod and other gadgets came into picture. In 1995, VCDs and DVDs were introduced for mobility of Video. Within 10 years, in 2006, the smartphone and internet era introduced various channels to consume and create content. YouTube was come in market in 2005, which not only allowed consumers to access video content anywhere but also create content. Soon, with faster networking-speeds and greater internet penetration, Netflix started streaming videos and OTT platforms or Over The Top platforms which delivered content on demand on there devices such as mobile phones, laptops, tablets and smart televisions and for non smart televisions customers can make them smart televisions using the products like chromecast, amazon firestick, airtel xstream, tata sky and etc. Fast forwarding another 10 yearsto present, there are innumerable ways in which a consumer has access to online media consumption is increasing all over the world with video becoming the most popular platform. With easy access of internet and faster speed networking, the biggest growth area has been video streaming. There is a paradigm shift with consumers showing more interest in accessto content, watching movies on-demand and viewing content on every device: TV, mobile, laptop, tablet etc. The major players such as such as Netflix, Amazon, Hotstar, ZEE5 etc are working to meet this demand and thus, are challenging the dominance provided by the television content providers all over the world as the supreme entertaining hub. Consumers have switched there preferences as they are spending more time on these online streaming platforms as compared to traditional media. Video consumption has also be corile more personal ratherthan a communal activity which is one of the major contributorsto growing digital form of video. Over the Top (OTT) offers new choicesto consumers with video on demand and thus, the power lies in the hands of the consumer. In this research we are talking about some factors which support or we can say which affect this research. These factor are ease of use, cost option, satisfaction.

Ease of use:

Subscriber retention is influenced far more by usability and experience than by "loyalty" reward programmes such as monthly subscription discounts or free trials. It is more vital to allow users to quickly find exactly what they are looking for than to provide a leisurely browsing experience. The layout of a particular OTT platform and how easy it is been for the user to use when he is accessing it.

Cost:

Cost play a very important and prominent role when we are going to adopt an online streaming platform. It is one of those factors which if not given a good concern by the marketer during their strategy formulation, can create a huge gap in attracting customers. Customers love cost that are minimal and provide a large variety of genres at a single platform and that turn at very affordable cost. One of the marketing as "affordability" also plays a significant role here.

Satisfaction:

One of the most important variable and factor for a business firm is to achieve the customer satisfaction. Because if an organization is able to achieve the customer satisfaction than the customer becomes loyal to the organization and that exactly what a business organization wants. Satisfaction is also dependent on the customer's perception of value inequality , and their feeling forsatisfaction Certainly client satisfaction information are often influenced by factors than those constructs being measured as an example a respondent UN agency is disgruntled with a suppliers net service may score their on demand flick choices negativity just because the previous services was perceived as sub customary, but in some cases this is able to conjointly work as qualifying direction.

Media Options:

Media options moreover concerned the assorted types of genres being on the market on the OTT eat forms. These genres are often like action, comedy, romantic, religious, crime thriller & etc. Digital Platforms such as Netflix and Amazon Prime are manufacturing there original content that is entirely accessible via their services. Digital Platform is going to be the future of India in hoem entertainment. New technologies, lower data charges, the universalization of entertainment, and smartphones for quickening their popularity and making them more accessible are all thanks to new technologies.

Background

Television

In 2021, India's television industry is expected to be worth \$13.6 billion US dollars. In 2019, it was estimated to be worth around 11 billion dollars. The brown segment of consumer durables in the country included television. In the financial year 2020, TV penetration expanded to 69 percent, spreading into semi-urban and rural areas, with rural India accounting for 109 of the 197 TV sets. It is estimated that market share of digital television will be approximately 70%.

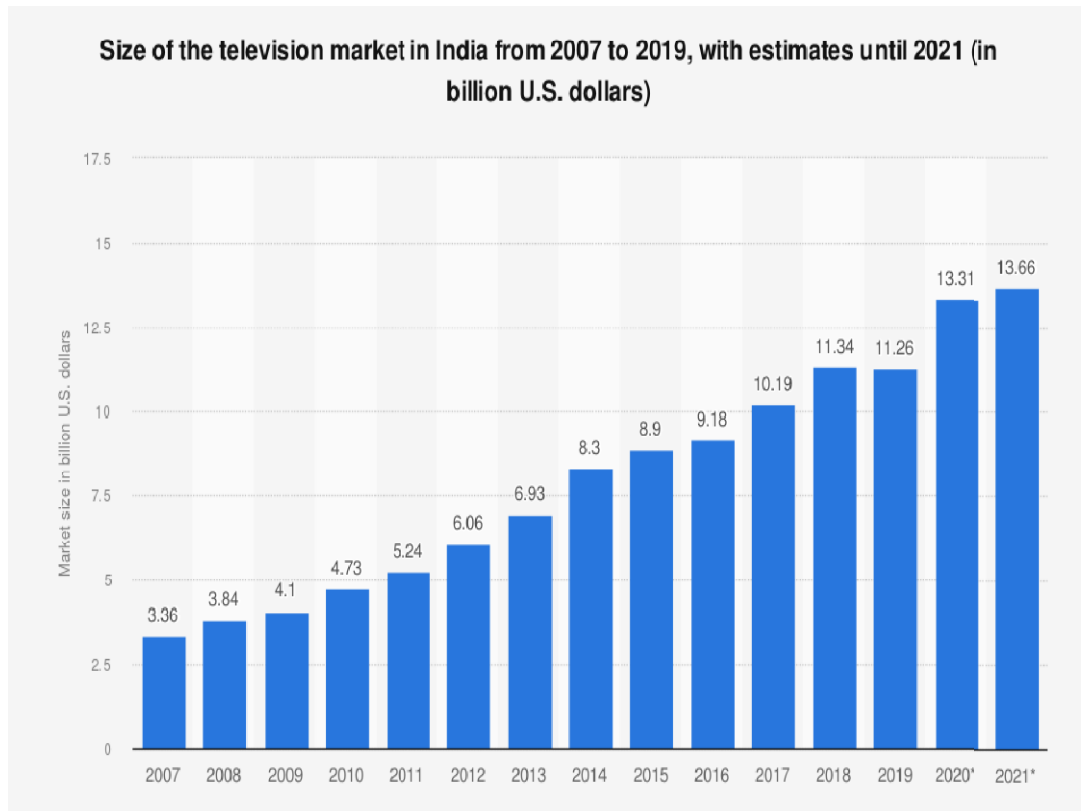


Figure 1.1 Statista (2022)

Rural India has 17 percent more TV viewers than urban India, although it is just 52 percent. Co-viewing is widespread in India because it is still a single-TV household market.. Only 3.4 percent of Indians have access to numerous television channels. In terms of language, Hindi continues to be the most used captioning language, while regional material has grown by nearly twofold since 2021. The number of people watching television has increased by 21% across all age categories.

India's OTT Rising income, growing data penetration in rural regions, and usage across demographic segments, including women and older generations, are expected to propel the market to \$5 billion by 2023. This will be mainly triggered by the fall in broadband pricing and increase in individual content consumption.

What is(ott) over the top platforms?

The over-the-top (OTT) platform entertains people by streaming movies and shows by using the Internet rather than using cable or satellite. It provides a wide range of digital content categories. On OTT services, you can pay for the material you want to see.

Major players

Because of their simplicity of use, OTT platforms have an advantage in the entertainment business. Netflix, Prime Video, Hotstar, Voot, Sony Liv, Jio Cinema are some of the most popular OTT platforms. Subscription rates have increased across the board since the emergence of COVID-19.



Fig 1.2 Top OTT Players Statista (2022)

Rise of digital streaming platform

For months, movies have been carrying the brunt theatres that have just partially opened and then shut down because of the Covid 19. The growth in popularity of over-the-top (OTT) TV is the only silver lining to the shootings and movie premieres. Given the recent government shutdowns and the present status of the economy, digital streaming platforms appears to be the new normal in the entertainment industry.

The OTT industry in India is only few years old. Netflix was the first OTT platform to be launched in India, which was followed by Amazon Prime Video and more than 40 others. Amazon was the first corporation to commission Indian originals. Netflix then ventured into the world of Indian content.

Disney+Hotstar has the most subscribers in India which is more than 43 million subscribers, which makes it the most comprehensive OTT outlet in India, followed by Prime Video with 17 million subscribers and Netflix with 5 million subscribers.

Benefits of ott platforms

- It's practical because the information may be accessed at any time and from any location. Anyone with a smartphone and access to the internet can view their favourite national and international films and television series.
- A subscription can be purchased for a thousand rupees a year or 200 rupees per month, you can access a lot of internet content.
- Online Streaming Platforms provide new and high-quality content. For OTT platforms, new concepts and filming methods are being tested. The language barrier isn't an issue because most websites have multiple languages available.
- At any time, you can watch the video content on multiple devices. It also includes a download feature that allows you to watch your favourite movies even if your internet connection is slow.
- Viewers can enjoy an ad-free experience on OTT platforms. Users would not have to watch the same advertising over and will be able to enjoy the show uninterrupted.
- Viewers can enjoy an ad-free experience on OTT platforms. Users would not have to watch the same advertising over and will be able to enjoy the show uninterrupted.
- Every digital streaming platform provides their customers a high-definition content quality. Because the service is provided online, the greater your speed, the better the aural and visual content will be.
- The film's video and audio quality is usually great, which is a key advantage of using an OTT platform like Prime Video or Hotstar. A plus is that you can customise the video and audio quality to your liking.
- You have unlimited viewings of your favourite online shows. There are no huge lines for tickets at theatres, and there are no intrusive advertising on TV during movies. Even when you're on the road, you have immediate and limitless access to the movies. Some platforms charge a monthly subscription fee in exchange for full access to their material.

Drawbacks of ott platforms

- Consumers with bad and limited internet connections will be unable to watch the video smoothly. Because the resources are only available online, to stream smoothly one should have Internet connectivity.
- The two most important issues for online streaming services are security and privacy. The information saved on their platform, whether during sign-in or in their search history, should not be used for illegal purposes.
- Another issue is the lack of censorship in online streaming services. As a result, people of all ages are exposed to a wide range of content. People may become addicted to online streaming services as a result of the vast amount of information available, resulting in a diminished social life. Online streaming services are self-contained and unconstrained by government regulations. There are no restrictions on who is allowed to watch. The only goal is to develop material that will entice more people to watch it. The content limits are one of the most worrying aspects of the online streaming services. Such content may cause harm to underage users.
- Apart from Netflix, Prime Video and some other OTT platforms, other digital streaming platforms can not be trusted easily as it can leak consumer personal information. Cybercrime can occur on these platforms that ask for personal information from consumers, such as your bank account information. Even though many respectable platforms attempt to improve security, many still need to be tweaked.
- Because there are so many web series, movies, and shows made every week, users are more likely to waste their time on OTT Platforms. Following the conclusion of one online series, another begins in the prescribed segments. People who watch live video streaming for longer periods of time are more likely to grow addicted to it than to be socially active in real life.

Experiential marketing

Most of the online streaming websites have right addressed these needs by using experiential marketing at their disposal. All these websites like Netflix, Amazon prime etc. are giving one month free trial period offers where users can access all the content for free. Once the user experiences the comfort of watching all the shows according to its comfort in one month, a monthly charge is levied from the next month.



Figure 1.3 Netflix



Figure 1.4 Prime Video

Nick Perry(2022)

The pricing model followed by such streaming websites is bundled pricing i.e. availing discounts if services are purchased for a year or more. With Experiential marketing and bundled pricing, online streaming has been able to capture a huge part of audience in India and is witnessing a growth rate of more than 50%.

Due to these all things consumer are switching from cable service to digital streaming services. As they can watch their favourite content according to there convenience and pay accordingly.

Problem Statement

Attitude formation

To understand the theories of consumer behavior that have led to the shift from cable TV to online streaming, we applied the theory of attitude formation. The shift in viewership pattern can be explained two ways.

1. Attitude toward the object model: This model asserts that a consumer's assessment of a product is based on:
 - The degree to which a products possesses (or lacks) each of a set of characteristics.
 - The consumer's perception of each of these characteristics.

2. Functional Approach: The functional method involves changing customer attitudes by appealing to the motivations/reasons or functions that underpin their attitudes. The utilitarian function, ego-defensive function, value-expressive function, and knowledge function are the four types of attitudes.

The utilitarian function says consumers' sentiments are a reflection of the services that brands provide In other words, when a product has proven to be useful or has enabled us to complete a task in the past, we have a favorable attitude toward it. Attributes of online streaming which can explain the shift in our case are.

- Flexible timing
- No/ skipping advertisements
- Customized Viewership
- Creative Content

So, all these attributes are responsible for the shift that has happened in viewership pattern from cable TV to online streaming.

Objective of the study

Influencing factors

Consumers buying behaviors are highly influenced by some of the internal and external factors. Identification of these internal and external factors that affects consumers buying behavior is vital as without this, it will not be possible to serve customers in an appropriate manner. This information of factors is very critical for both the reasons:

- To study the shift in the consumer's buying patterns.
- To strategize the products/services to address the needs of target segment.

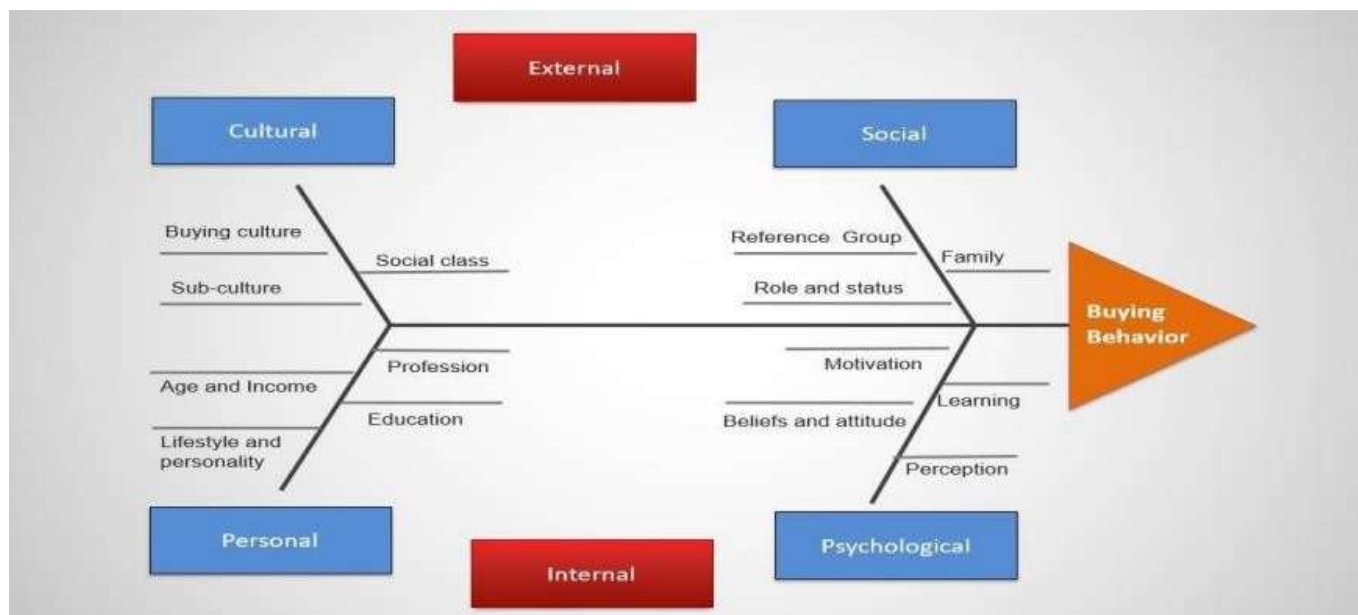


Figure 1.5 Al-Hassa (2019)

Let us discuss both the internal and the external factors briefly:

Internal factors:

Internal influence factors are those which are based on a person's lifestyle, way of thinking, thoughts, emotions and behavior. These are also known as personality traits and highly influence the decisions taken by the buyers.

Internal factors can be further classified into two categories:

Internal factors can be further classified into two categories:

1. Personal Factors
2. Psychological Factors

Personal Factors consist of age, education, profession income, lifestyle and personality and are mostly unique to individuals. We can relate these factors to our project as:

- People in the age group of 18 to 40 are highly exposed to new technologies and internet services. They tend to spend higher time on it and resistance to change.
- Profession and Income are so two major factors deciding the buying patterns. Working people have more knowledge about new kind of services and products available in the market because of their professional circle. Also higher income brings higher afford ability so high earning individuals do not hesitate much to try new offerings in the market.
- Life style and personality can be a make or break factor. There can be people who like to stay up graded with new technologies however some people believe in minimalism and simple lifestyle and are reluctant to associate with these things.

Psychological factor consists of motivation learning, perception, beliefs and attitudes and psychological factors can be applied to the groups:

- A positive attitude towards trying new things and beliefs developed from personal experience and surrounding always pushes people to stay ahead from FOMO.

Motivation, learning and perception come from the society or the place where you brought up or spending significant amount of time.

External factors

When source of influence are external to an individual in spite of his internal thoughts or beliefs, it is referred to as external factors. External factors can be observed in the actions and behaviors Of people and when an individual is exposed to a new external environment, it slowly starts influencing his behavior.

These factors are also known as socio-cultural factors as they are absorbed from form a land informal relationships with our friends, family and society.

External Factors can be classified as:

1. Social Factors
2. Cultural Factors

Social factors i.e. the influence of society on an individual is mainly because of family, reference groups and social status.

- Reference groups can be your friends, colleagues or internet societies. People often discuss about new things and their pros and cons and hence affects the other people in the group.
- Family matters a lot while taking intelligent buying decisions. Most of the people take buying decisions based on the discussions with the family which can satisfy the needsof family as a whole.

Cultural factors are mainly the buying culture, social class and subculture. Below is the brief description:

- Social class can be based either on social status or economic status. We can usually observe this around us that people belonging to similar class possess similar kind of buying habits.
- Subculture refers to the cultural practices of a group within a big culture. Their decisions are highly influenced by the buying culture within their subgroup as the subgroup acts as the reference group for them.

Scope of Study

Consumer purchasing decisions are highly influenced by social media. The goal of this study was to explore how online streaming platform affects customer behaviour. From the starting to the completion of the purchase process, these streaming platforms have an impact on potential customers. The research is timely since these digital streaming platform has become such an integral part of people's everyday lives in today's culture. The research will also look at how limited content from cable service provider impacts public purchasing decisions, as well as the motivations that lead consumers to purchase subscription of these OTT platforms. The study's target audience is the general public, and it will help us better understand the impact of digital streaming platform on consumer behaviour.

2 LITERATURE REVIEW

The literature review refers back to the identification of cutting-edge literature within the area of online streaming, to find out what contribution has already been made, in order that it could function a valuable foundation for further increasing the literature. The researcher, in choosing the applicable literature of this take a look at, took great care no longer to bypass over any literature concerning the effectiveness of online streaming. The financial ruin revolves across the numerous applicable literatures selected to formulate the problem of the proposed check.

- Expand the angle on the research art work.
- To get new and sundry ideas.
- Acquire greater understanding collectively with direct experience.
- Know the present day issues with appreciate to the studies region.
- To find out the vicinity that has now not been protected

TOPIC	AUTHOR	YEAR	RESULTS
Measuring Consumer Preferences for Video Content Provision via Cord- Cutting Behavior	Prince and Greenstein	2013	Cord-cutting behavior was significantly Associated with Consumer Preferences for Video Content. If the cable provider not provided there elegant content to the consumer then consumer will go for cord cutting phenornena.
How Can Consumer Preferences Be Leveraged for Targeted IJ peel ling in Cable TV Services‘?	Dai	2014	It is important to model customer Preference in cable services, for the purpose of targeted upselling.

TOPIC	AUTHOR	YEAR	RESULTS
Determinants of demand for cable tv services in the era of internet communication technologies	Gorodetsky	2015	Results highlighted that higher prices For cable TV services are likely to be interpreted by consumers as a signal for quality.
Netflix and Engage'? Implications for Streaming Television on Political Participation during the 2016 US Presidential Campaign	Groshek and Krongard	2016	More personalized communication through The ongoing morphology of social networking sites and streaming both political and apolitical television content are significant factors in positively shaping both online and offline participation
The relationship between digital products (online media streaming) and physical products.	Lee, Choi, Cho, and Lee	2016	They attempted to determine the relationship between digital products and physical product. Identify the factors which impacts such decisions.

3 RESEARCH METHODOLOGY

Objective

This project study aims to understand the shift from traditional television to online streaming platform-

- To study the impact of ease of use of OTT(over the top) platform on online streaming services.
- To Study the impact of customer satisfaction of OTT(over the top) platform on online streaming services.
- To study the impact of media option of OTT(over the top) platform on online streaming services.
- To study the impact of cost of OTT(over the top) platform on online streaming services.

Research Methodology

Research methodology is the fusion of two word one is research and other is methodology. Where, research means it is systematic investigation of study or we can say here we collect facts and come on any conclusion.

Methodology means for any particular area of study or activity we use system of methods. The research and methodology we use in this present study is in systematic form and it is according to the objective which has been detailed above.

Research Design

Here we are using exploratory research design because exploratory research is informal research which simply takes background information about the research problem. It is also in unstructured way.

It is usually conducted when the researcher does not know much about the problems. We also use exploratory research design because we need to find out the reasons for the shift.

Survey Technique

For this research we are using online survey method. To collect the respondent we circulating the google form across various platforms such as emails, WhatsApp, Facebook and other social platforms. We are using convenient sampling method.

Data Collection & Data Sources

I have used primary data as a data source because primary data is the data which is collected by the researcher from first hand sources. Primary data consist of original information. With the help of direct survey or well-structured questionnaire we collect this primary data. I used questionnaire for data collection which is well analyzed in that questionnaire it has number of questions with the help of all these question I want to know the response of respondent for the data analysis.

Data source	Primary data
Data collection instrument	Questionnaire
Data collection procedure	Questionnaire filled by respondents

In our research study we use questionnaire as the data collection procedure. This questionnaire is filled by respondent physically with the help of convenient sampling. We also use secondary data. It is the data which is already in existence. We collected secondary data from secondary sources that are:

- From websites like, www.google.com & another related web pages
- Books, journals & research papers.

4 DATA ANALYSIS AND INTERPRETATION

Description Of Survey Questionnaire

In my research I have taken 21 questions in the survey questionnaire. Some of the question are common like demographic kind of question which have taken by all survey takers. After that we have bifurcated question based on preference category. Below we have told about our analysis:

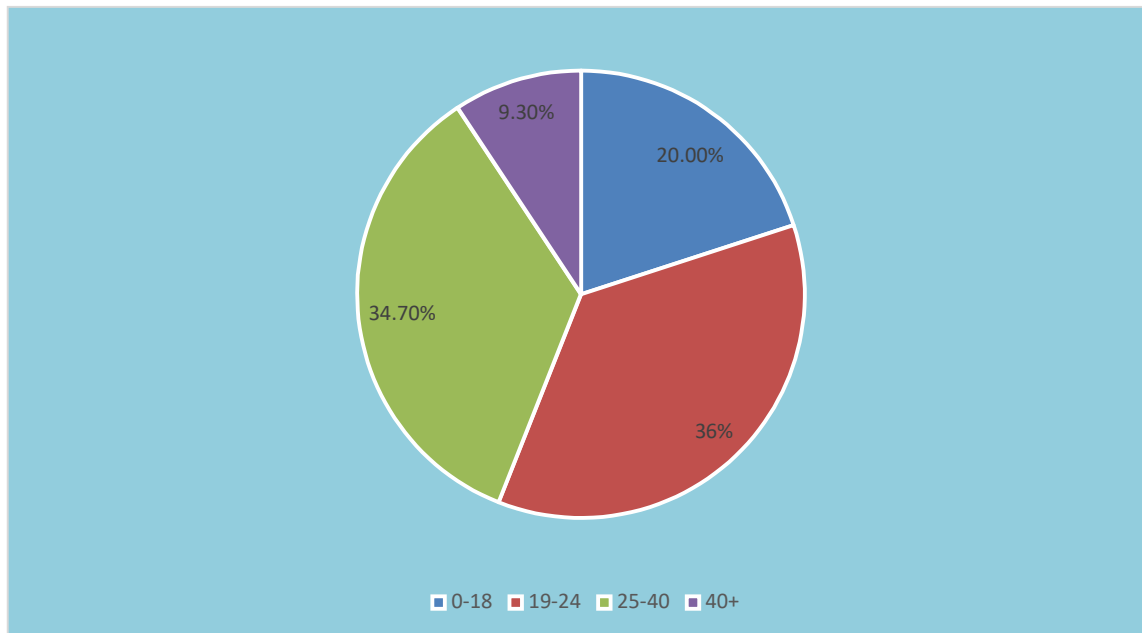
- 1 Demographic factors: we have framed first five questions which understand the demographic factors.
- 2 Preferred medium: after demographic detail we have divide question based on the preferred medium selected by the users.
- 3 Likes and dislike of conventional TV: we have taken some questions for TV segment which shows the challenges of TV users and with the help of these question we have to understand the inclination of TV users toward online streaming.
- 4 Likes and dislike of online streaming: All the other question which shows about the popularity of various online resources and the factors which they like about these services.

Survey Findings

I have received 116 responses out of which most of the responses are on online streaming side and some are the side of TV and the rest is neutral they neither chose online streaming side nor TV side.

CHART 1

Which age group do you belong to

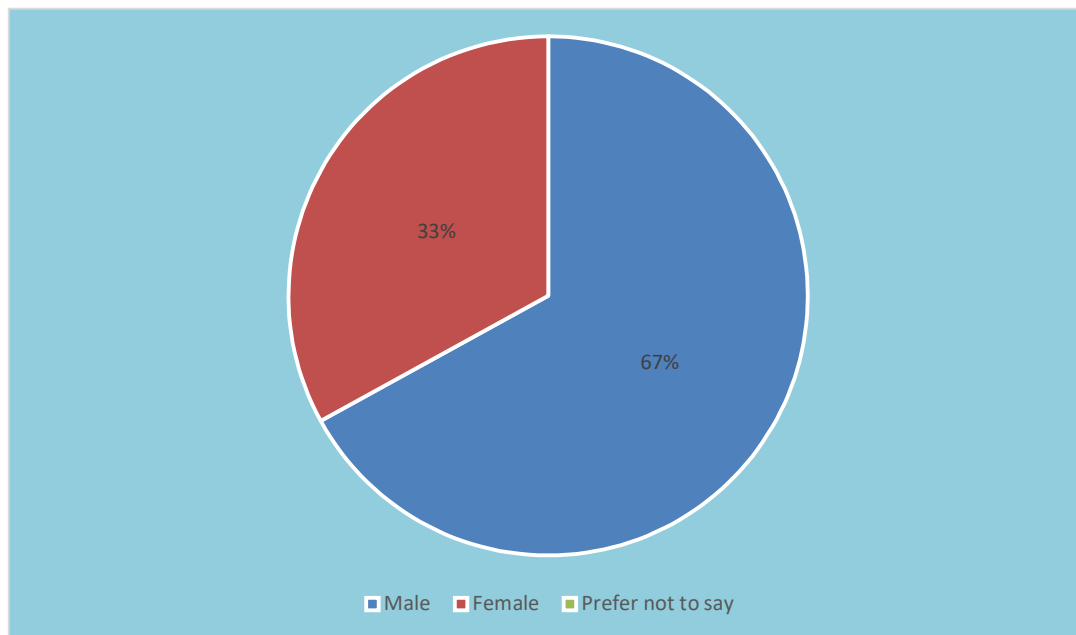


Source: Author

The status as per the present research as we can see in this chart the red color zone (36%) and green color zone (34.70%) which means out of 116 respondent 42 respondent are come under this age group. This age group refers to 19-24 and 25-40 respectively which means this is the population of student or we can say this is the population consisting of mostly youths. They are more comfortable with online streaming because they do not have much time to stay at home and see any particular show, because of time flexible ness, cost, satisfaction, various type of content available they use online streaming.

CHART 2

Which gender do you belong to

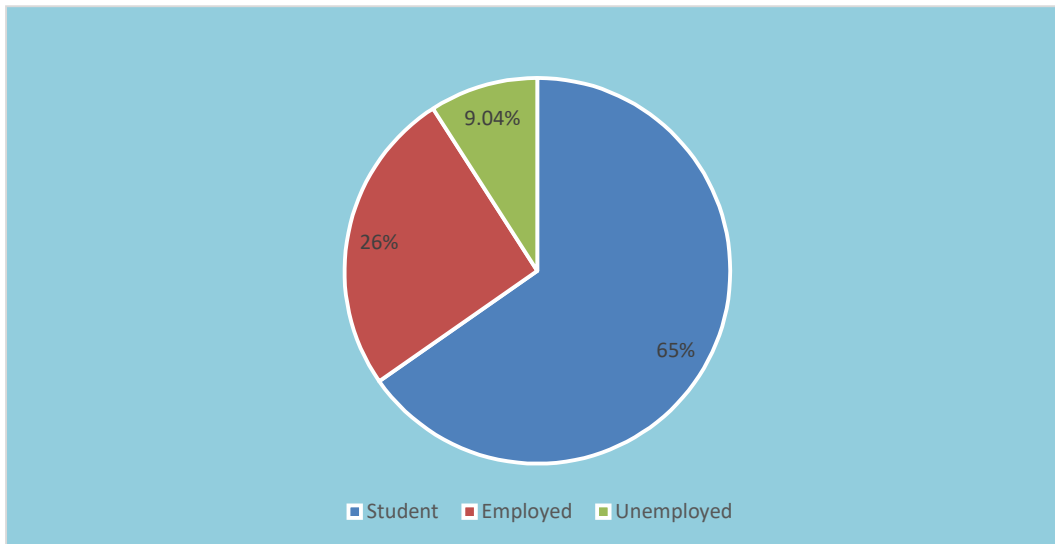


Source: Author

As per the research study we can see the blue color part 67% which refers to male. This means according to our study males are more use online streaming rather than female. This may be occur because mostly males participated in this research.

CHART 3

Current Employment Status

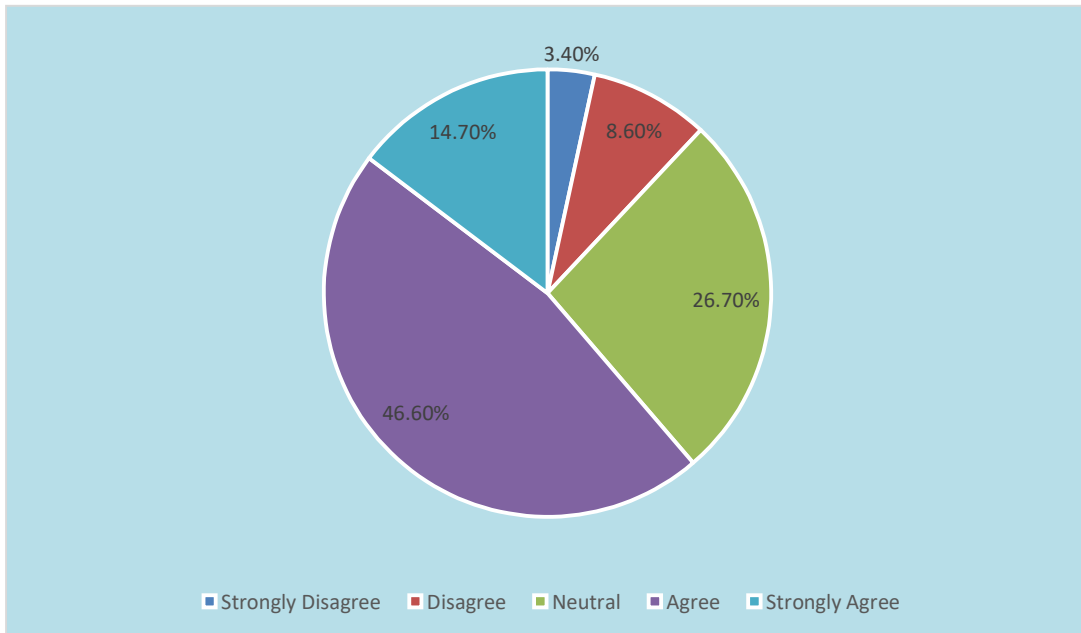


Source: Author

As per the research study employment status of our study. As we can see blue color area 65% which goes to student. This question is interrelated with the above two questions the blue color part refers to student this is the population of 19 to 24 year or 25-40 year old youth they are more attracted toward online streaming and they are easily adopt new technologies and easily use it. Other red color part (26%) which is for employed and yellow color part (9.04%) which is for unemployed.

CHART 4

When it came to digital streaming options, I used to pick the less expensive options.

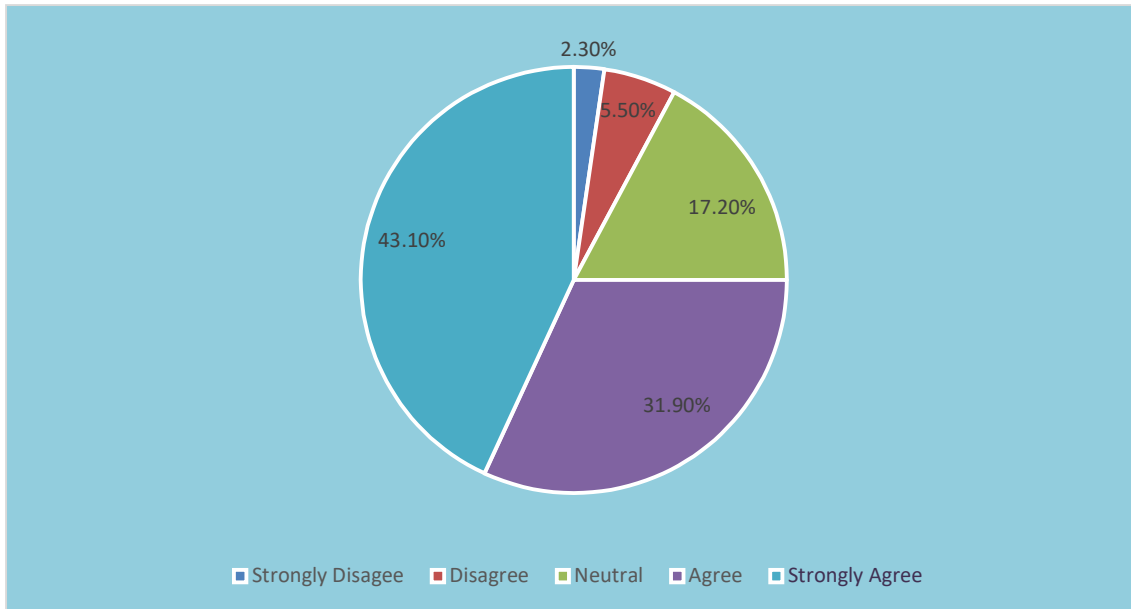


Source: Author

As per my research we can see that people in violet zone(46.60%) are the most who agrees on this they prefer to go for less expensive options followed by the people who are neutral on this.

CHART 5

I enjoy having a variety of content or entertainment shows to choose from.

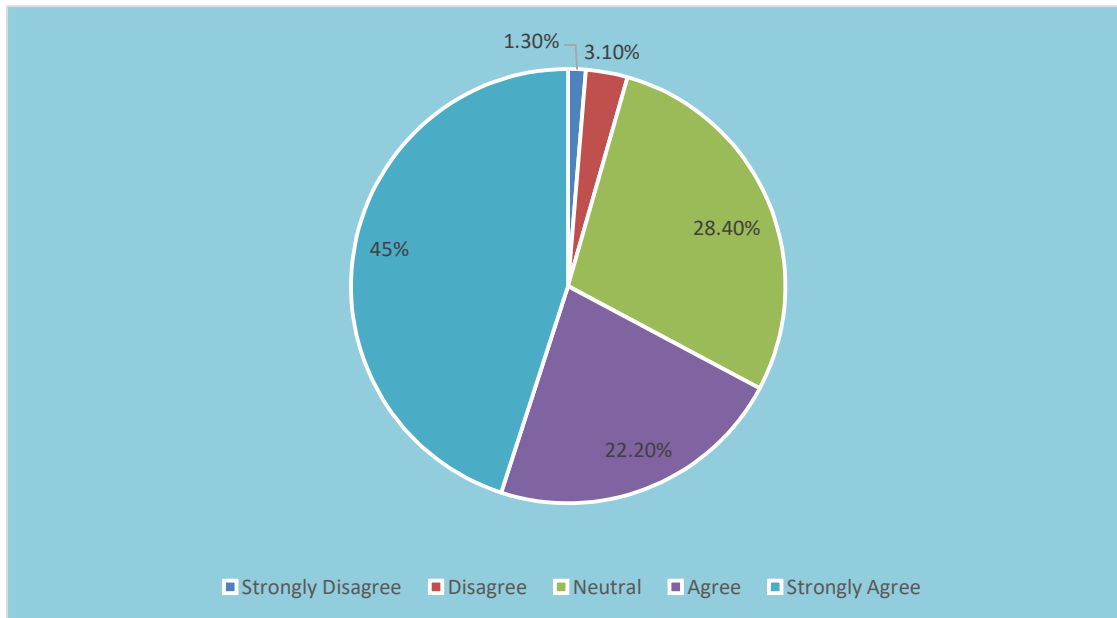


Source: Author

In the research most of the people strongly agree that they want wide range of variety from online streaming platforms as we can see that blue zone(43.10%) and violet zone (24.10%) shows that variety are consumer preference always.

CHART 6

I'm happy with the services of the digital streaming services I'm currently using.

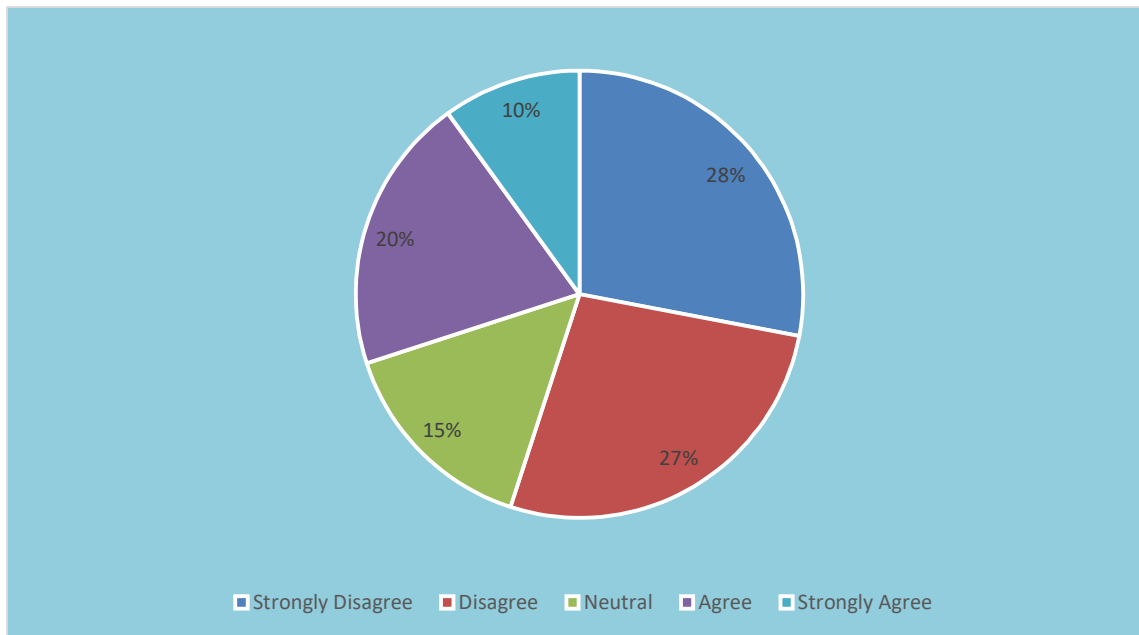


Source: Author

From the survey it is clear that majority of people are satisfied with the service that they are getting from digital streaming services.

CHART 7

Its easier to work while watching online content through digital platform

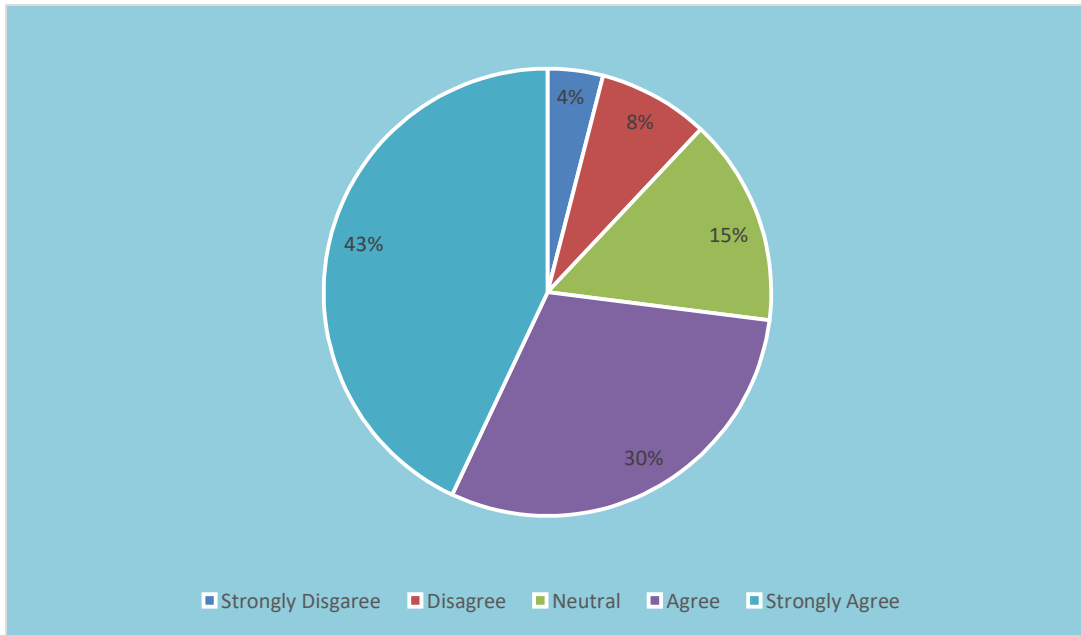


Source: Author

From the research it is clear that most of the people disagrees with the fact that working while watching digital content is easier as from the chart we can see that dark blue zone(28%) and red zone (27%) are in majority.

Chart 8

I feel OTT is easy to use while someone is using is for the first time

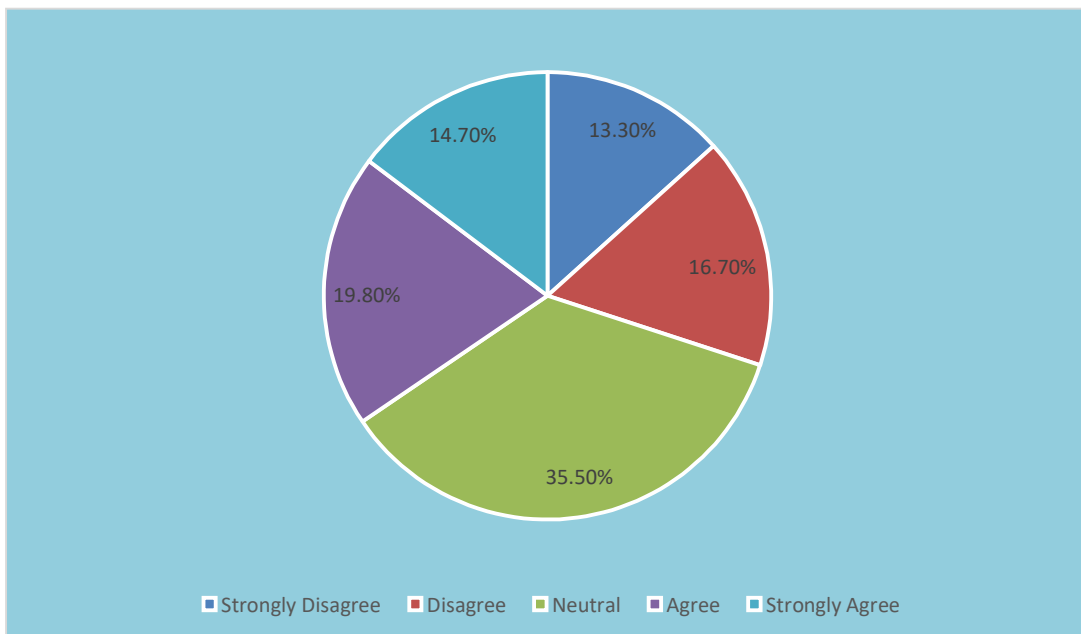


Source: Author

In research when asked about how much the user friendly is the OTT platform even fo the peeople who are using it for the first time. We can intrepret by seeing blue zone(43%) and violet zone(30%) that OTT platforms are easy to use.

Chart 9

I believe switching from cable service provider to OTT platform will be easy and beneficial.

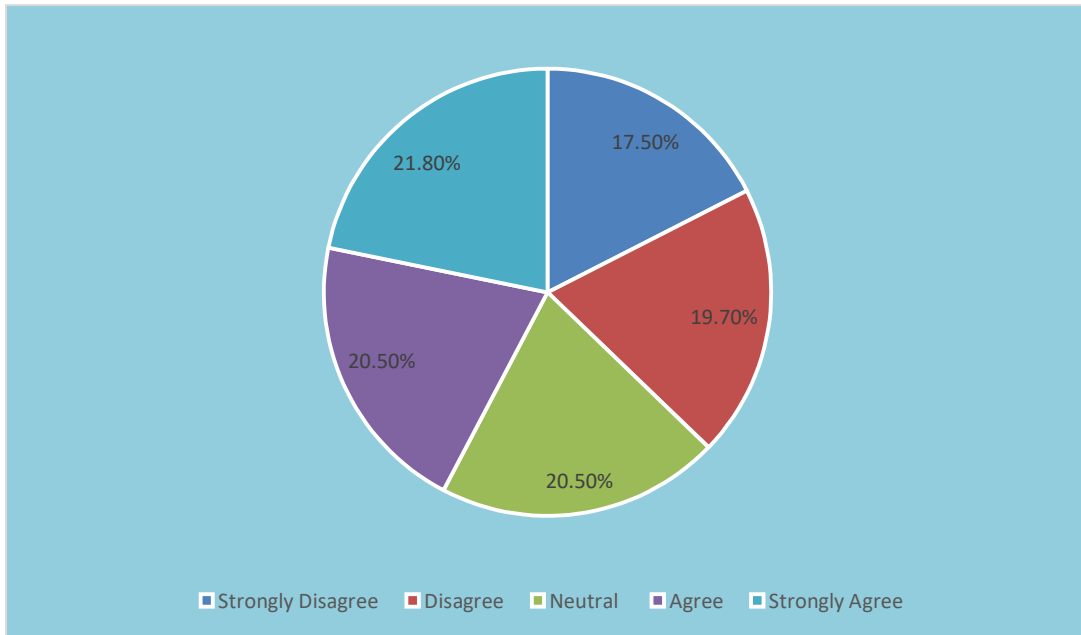


Source: Author

In this research people are neutral on the question that switching from cable services to OTT will be easy and beneficial

Chart 10

I'd have to do a lot of searching for an online streaming service if I stopped using my present cable provider

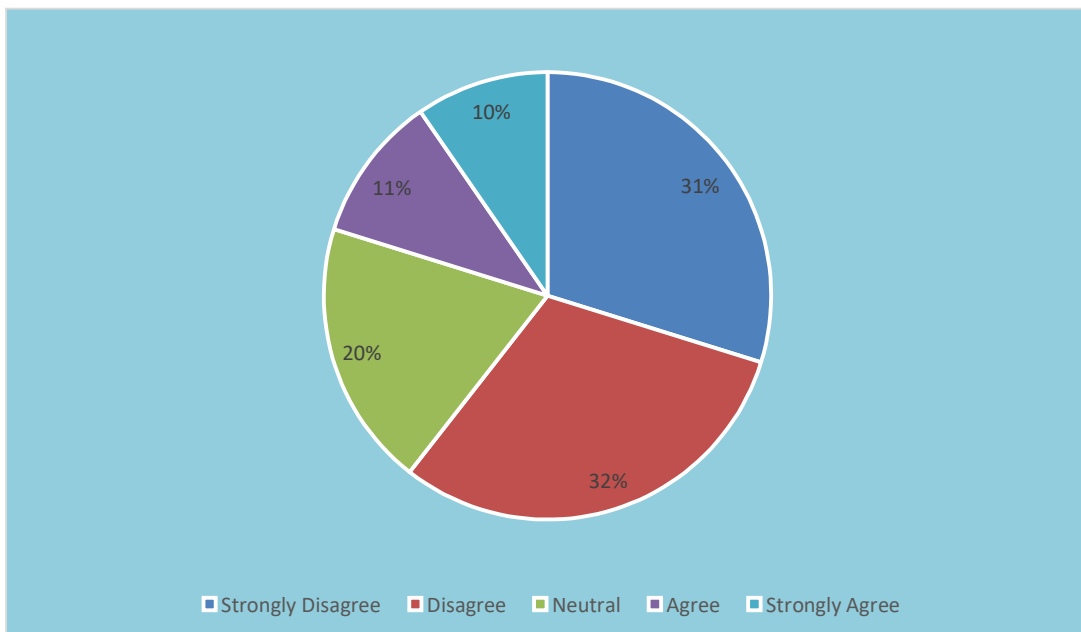


Source: Author

From the research we cannot clearly say that people agrees to or not that switching from cable provider to OTT would benefit them or not. However maximum people thinks that switching to online streaming services will be easier.

Chart 11

I feel cable providers are reasonably priced

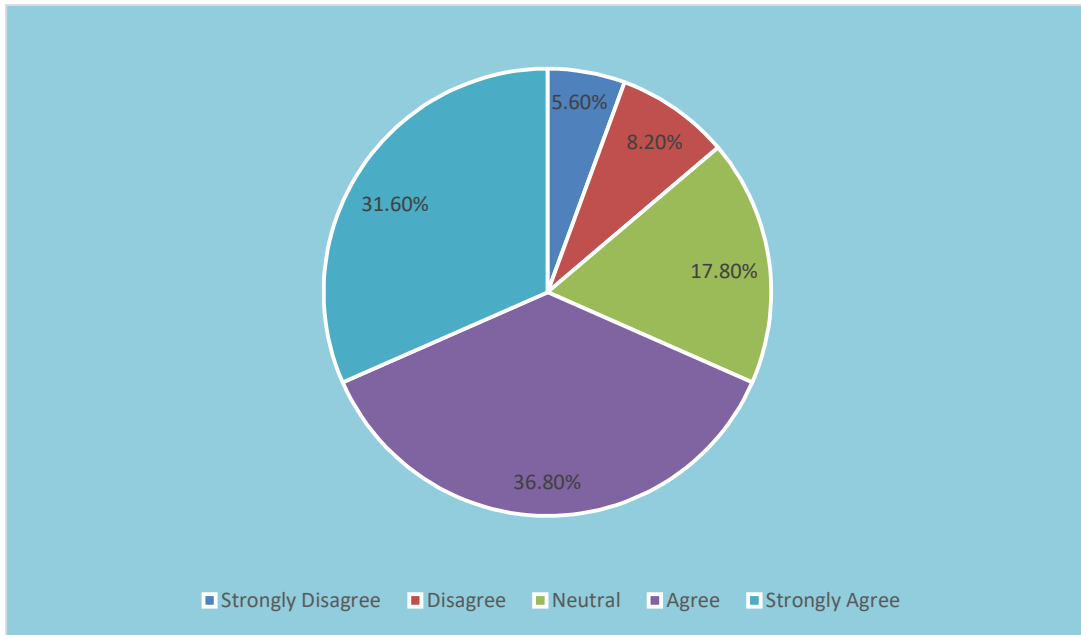


Source: Author

From the research we can see that people in red zone(32%) and dark blue zone(31%) disagree with the fact that there cable service provider are reasonably priced.

Chart 12

The price of cable service provider changes dramatically over time.

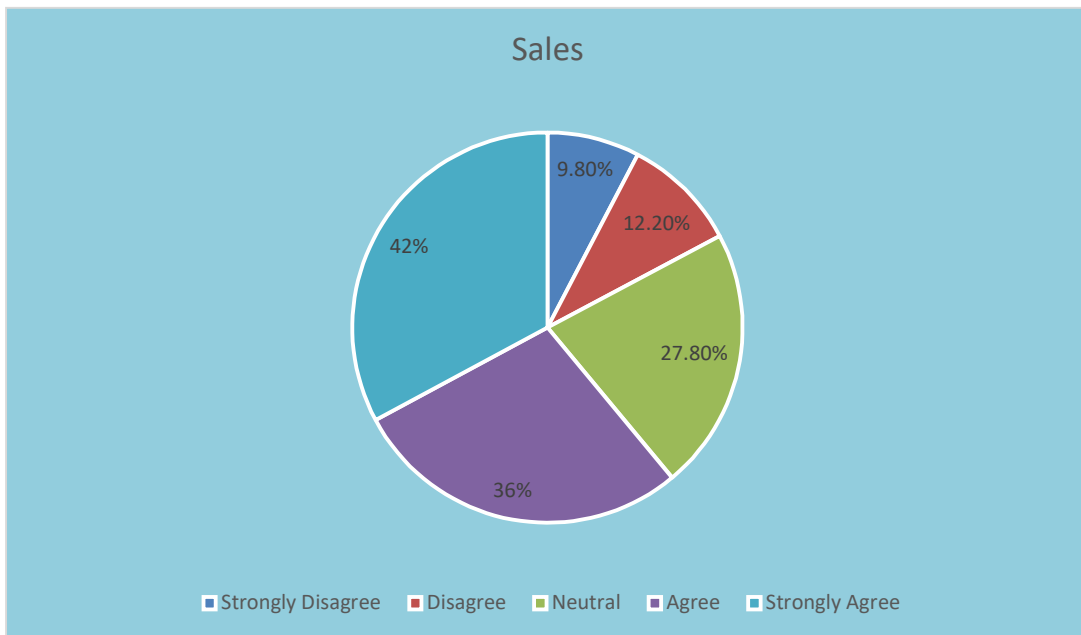


Source: Author

From the research it is clear that price of cable service providers changes dramatically over time which can be a big concern and reason for people to shift to OTT.

Chart 13

I've discovered that cable TV provider prices vary significantly.

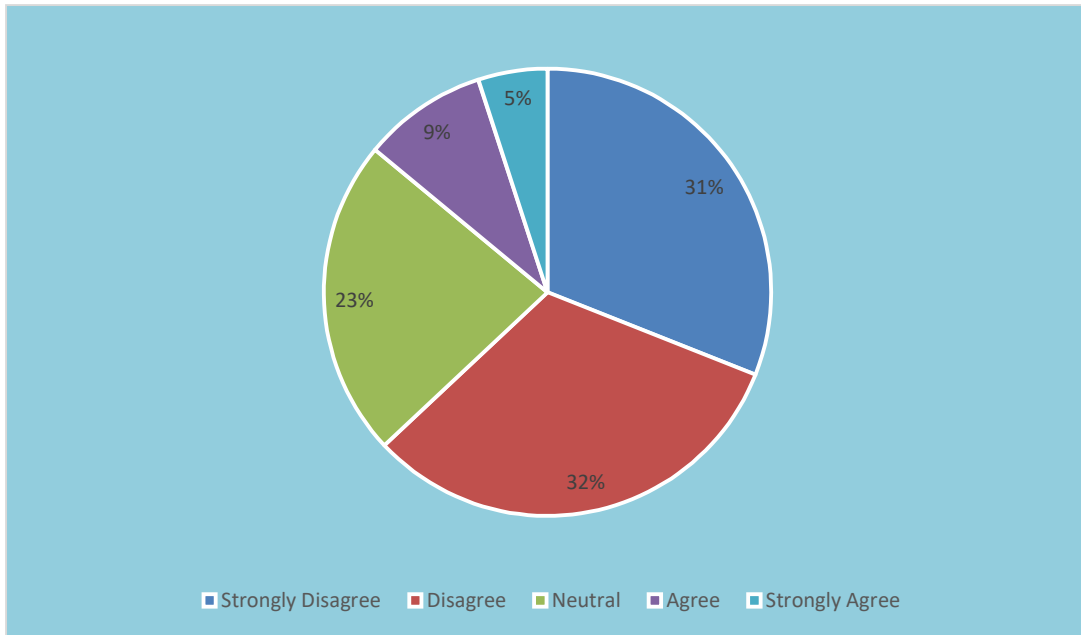


Source: Author

From the research it is clear that price of TV service provider vary significantly and this can also be the reason for people to switch from cable service to OTT.

Chart 14

You look for season release online and then to buy OTT subscription.

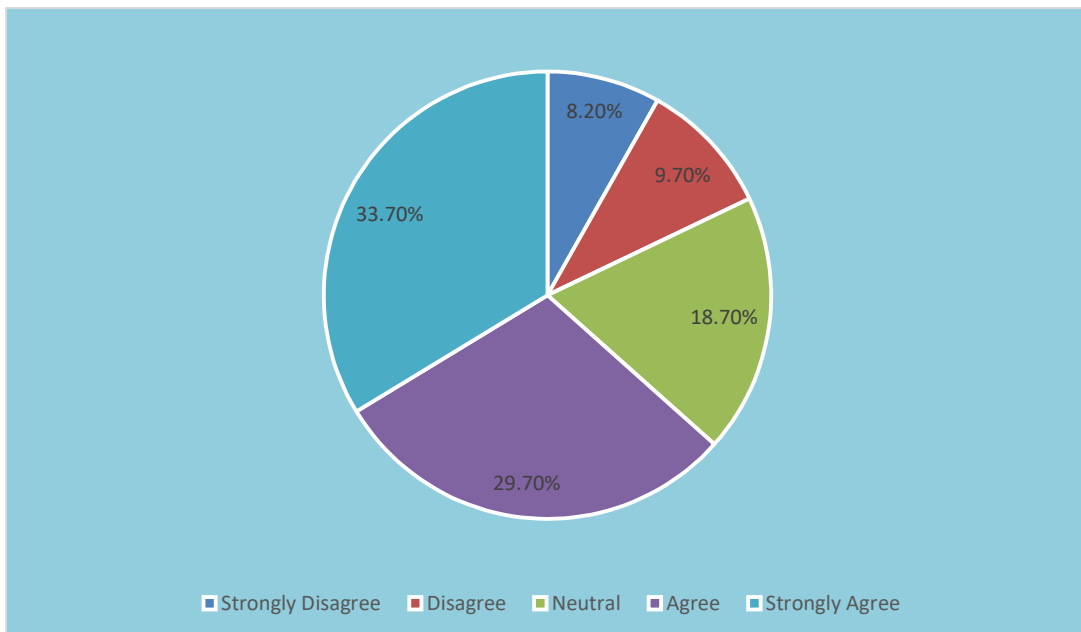


Source: Author

From the research it is clear that people disagree with the fact that they look for new season releases for purchasing online subscription of OTT platforms.

Chart 15

When I use digital streaming services, I sometimes lose track of time.

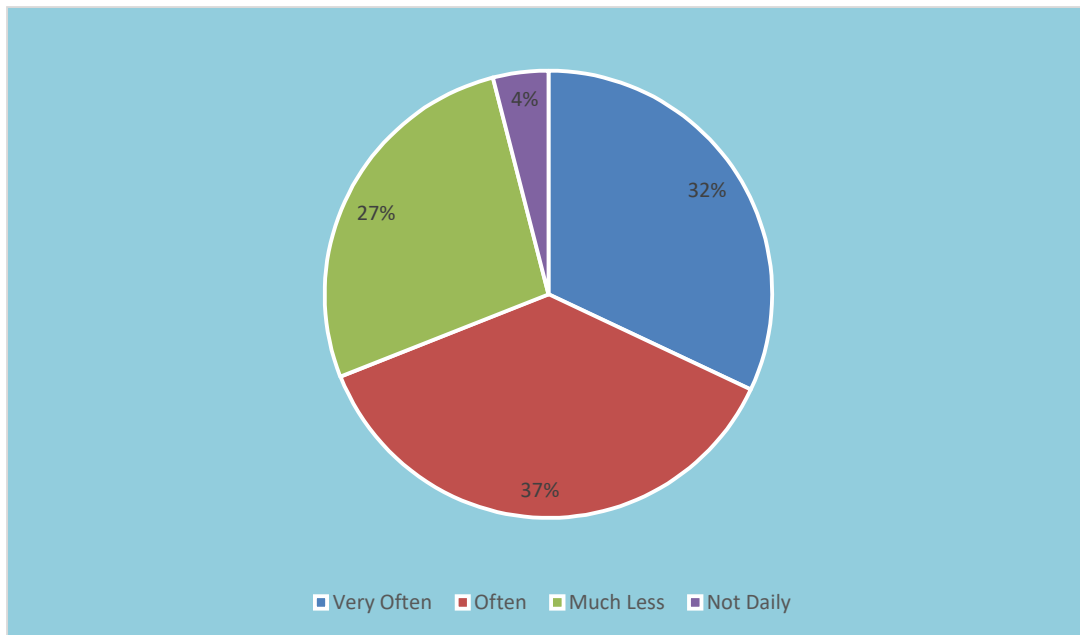


Source: Author

From the research it is clear that people in blue zone(33.70%) and violet zone(29.70%) agrees with the fact that they loose track of time while watching OTT content which does not happen when watching the cable.

Chart 16

How often you use OTT services in a day

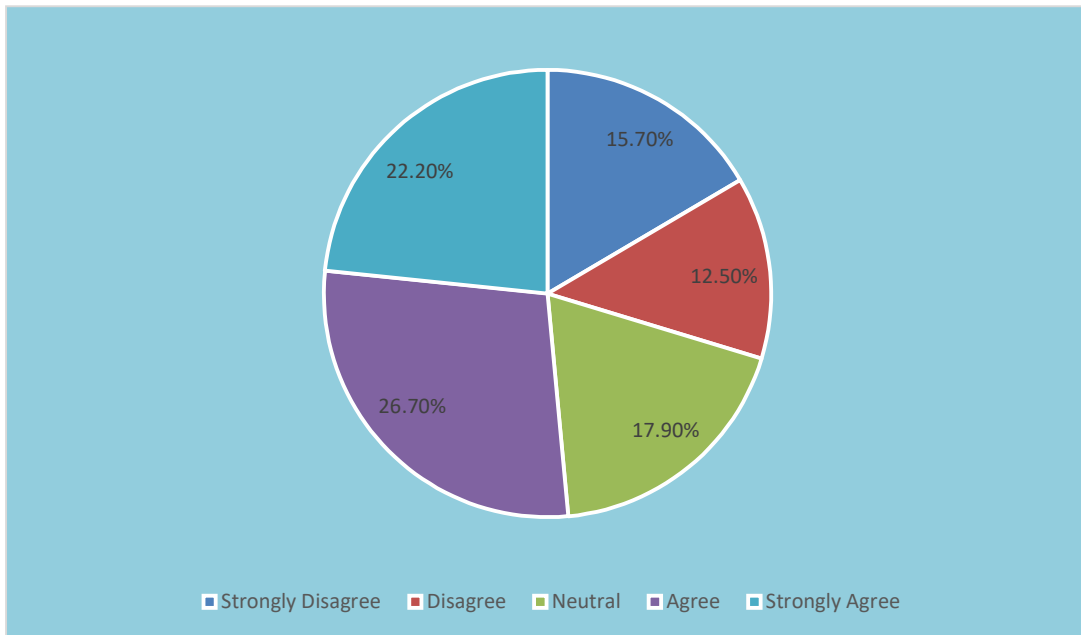


Source: Author

From the research we can see that people in red zone(37%) and blue zone (32%) that they use OTT services quiet often in a day and this shows that how much people use it and it can help in increase of people buying these subscriptions.

Chart 17

I'd like to pick and choose which channels are available through my cable provider.

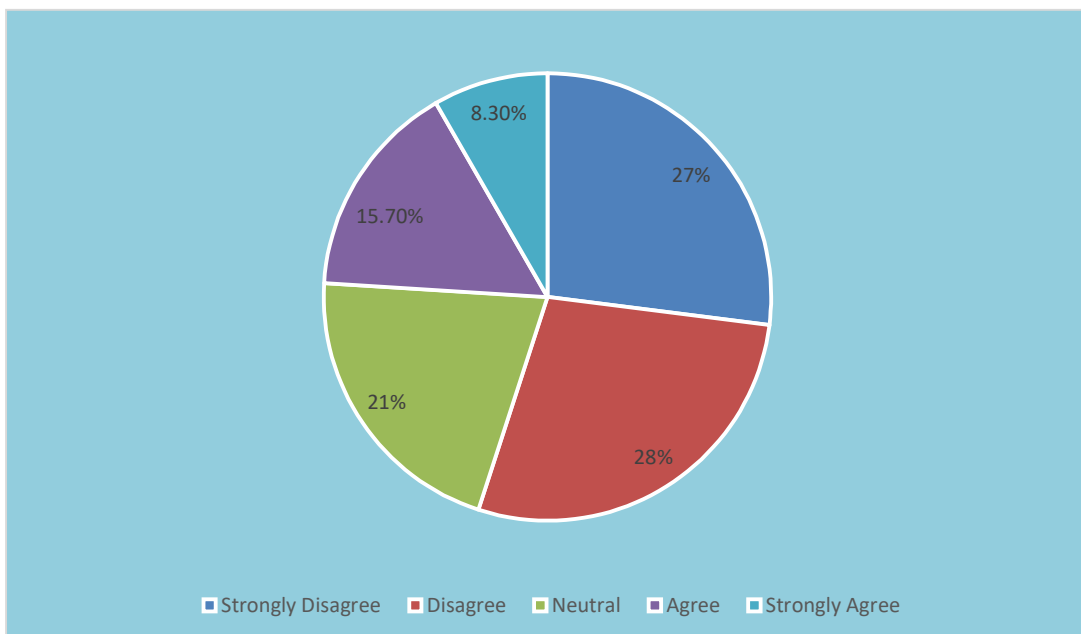


Source: Author

From the research it is clear that people in violet zone(26.70%) and blue zone (22.20%) want to choose the channels according to there choices from the service provided by cable provider.

Chart 18

In general, I am pleased with the services of my current cable television provider.



Source: Author

From this research it is clear that people in blue zone(27%) and red zone(28%) people are not overall please with the service that they are getting from cable service provider.

Regression Analysis

Regression analysis simply shows that the relationship between two variable one is dependent variable and other is independent variable. Dependent variable also called as 'outcome variable' and independent variable is also called 'predictors', 'covariates', or 'features. Here we are using multiple regression analysis because we have one dependent and more than one independent variable.

<i>Regression Statistics</i>	
R	0.315
R Square	0.101
Adjusted R Squar	0.067
Standard Error	0.76578
Observations	116

Table 4.1 Regression Analysis

This table provide the R, R square, Adjusted R square and standard error of the estimate which can be used to determine how regression model fit the data. The R column shows the value of R that is .315. Adjusted R square of our model is .067 with R square = .101. The R square value lies between 0 and 1. The degree up to which R square value is closely to 1, regression model is highly fit. In my study, it is 10.1% which shows a good percentage of relation.

According to our research we have to talk about the customer satisfaction related to online streaming. To study the objective or to consider the objective we have to create hypothesis. In this hypothesis we have make two hypothesis one is null hypothesis and other is alternate hypothesis. Null hypothesis talk about that there is no difference between customer satisfaction, it means customer are comfortable with cable tv as well as online streaming. And another alternative hypothesis talks about that is difference between customer satisfaction of ott and online streaming it simply means that the customer satisfaction related to cable tv is different and customer satisfaction related to online streaming is different .demographic factors play a vital role in customer satisfaction. Gender and income are the factors which affect person's additional purchase of services or opts to bundle their services.

Anova Testing

ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	4	7.377	1.844	3.138	0.02	
Residual	111	65.239	0.588			
Total	115	72.616				

Table 4.2 Anova testing

In this Anova testing dependent variable is online streaming while independent variables Satisfaction, Media Option, Cost, Ease of use

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
(Constant)	1.013	0.745	1.362	0.18	-0.464	2.585
Ease of use	0.217	0.121	1.805	0.00	-0.23	0.457
Media Option	0.209	0.119	1.773	0.00	-0.27	0.45
Cost	0.111	0.171	0.647	0.54	-0.227	0.467
Satisfaction	0.157	0.148	1.067	0.30	-0.136	0.464

Table 4.3 Coefficients

From Anova Testing we get that:

- The coefficient for ease of use (.217) is statistically significant because its p-value is 0.000, which is smaller than 0.05.
- The coefficient for media option (.209) is statistically significant because its p-value of 0.000 is less than .05.
- The coefficient for cost (.111) is not statistically significant at the 0.05 level since the p-value is greater than .05.
- The coefficient for satisfaction (.157) is not statistically significant because its p-value is definitely larger than 0.05.

In today's high technology advancement scenario, technology advancement play very important role in influencing consumer that how consumers view entertainment in their homes. For easy of customer to access digital content the cable companies and now online streaming provide easier way which customer easily adopt. In today's time hand-held media device makes drastic increment in technology evolvement. The digital streaming service watching experience is improved with the use of a hand-held media device.

Social trends play good role in how customer are adopting online media and also know what they watch. There is a considerable association between current-generation social trends and adoption variables. This information demonstrates a link between societal trends and the use of online media. Mobile apps, digital technology and social media are show impact in loss of viewership.

5 CONCLUSION

As we know digital media continues to expand because of that there is high competition between cable television and online streaming services. There are numerous studies which shows the connection between the adoption of cable and online media the key variable which we focus in our study such as cost, ease of use, media option and satisfaction .on the basis of primary and secondary we come to a conclusion support the statement that there has been sustainable shift from cable tv to online streaming.

Age plays major role in choosing online streaming over cable television has a minor influence or we can say that major reason for the shift which we has been majorly observed in the age group of 19-40 and this is the population of student and working professionals they are more comfortable with flexible timings and creatives content.

Although the online channel viewers are significantly increased but there are still many challenges like data security, cyber infrastructure etc., which are yet to be addressed for further growth penetration.

- This study indicates a positive relationship between ease of use and online streaming. The study also confirms the previous study “The morale of the user to access online media” that results of the current study are consistent with the provisory research done by “Bonded -Brown Rice and Pearce Just because customs use to pot those online services which are easy to use.
- This study indicates a positive relationship between costs of OTT platform on online streaming services. Form the data collected we have founded that 14.7% of people strongly agree and 46.60% of people agreed that they prefer lowered price while choosing an online streaming services option when purchasing online streaming options.
- This study also indicates a positives relationship between media option of OTT and online streaming. From the data collected we have founded that approx. 75% of customers like to have a broad choices of channels or entertainment shows, they prefer content more when choosing online streaming.
- This study also indicates a positives relationship between satisfaction and online streaming services as from the date we have collected through the questionnaire we have founded that approx. 67.2% customers are satisfied with the services of online streaming provider they currently use.

Suggestions

- Based on the major findings we suggest the cable providers that they should opt few Strategies to keep themselves active in this competitive market because in upcoming years it is expected that a major part of viewers shift towards the online streaming
- Cable operators must introduced few more better options like automatic recording of the telecasted programs by which at least they remove the barrier of in flexible timings. Similarly, cable operators should have to find out new ways to cope up with this.
- Establishing zonal hubs to access satellite programming and linking those hubs with a high-speed fibre network to various towns, cities, and municipalities would be an efficient plan. Last-mile distribution can thus be adjusted to each municipality's regulations. Modern networks achieve extraordinarily high levels of performance and efficiency by utilising fibre optic cables and highly efficient broadcast technologies such as Layer Two Multicast.
- Apart from the last mile, using fibre and multicast technologies for transmission makes signal delivery near instantaneous. Another important benefit of this strategy is that it requires little additional capital investment from the cable provider and no consumer installation or upgrades. It is largely compatible with existing network infrastructure and receives and decodes transmissions with ease using digital set-top boxes. It lets cable operators to add their own feeds to the network and use the network's bandwidth to send content to other cities or regions, such as live streaming of local events or the placement of specific programming on default channels.
- There are numerous advantages to using L2 multicast for cable transmissions. Speed, transmission quality, and effective network bandwidth utilisation result in higher-quality services, pleased customers, and increased loyalty. Using a high-speed network as a service eliminates network implementation, management, and maintenance costs in favour of a monthly subscription that can be simply scaled up or down to meet company demands. The capacity to receive customer inputs is another significant feature of L2 multicast, making it suited for teleshopping, polling, and a variety of other prospective applications.

Limitations

- With the help of this research I have tried to cover all aspects with the help of all these aspects I have to understand the behavior of consumer for the shift but there are certain limitations.
- In my study there are limited number of respondents (around 116) is one of the factor which might have changed the result.
- In my study I am using convenience sampling because of which there may be biasness people are not so much serious when filling the questionnaire this makes improper representation of television and online video streaming viewers.
- The results have not been validated due to limited resources.
- In my study major respondents are from student's population which may differ widely from other set of non-participating population.

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ANNEXURE

Which age group do you belong to?*

- 0-18
- 19-24
- 25-40
- 40+

Which gender do you belong to?*

- Male
- Female
- Prefer not to say

Current Employment Status*

- Student
- Employed
- Unemployed

When it came to digital streaming options, I used to pick the less expensive options.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

I enjoy having a variety of content or entertainment shows to choose from.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

I'm happy with the services of the digital streaming services I'm currently using.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Its easier to work while watching online content through digital platform *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

I feel OTT is easy to use while someone is using it for the first time*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

I believe switching from cable service provider to OTT platform will be easy and beneficial.*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

I'd have to do a lot of searching for an online streaming service if I stopped using my present cable provider*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

I feel cable providers are reasonably priced*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

The price of cable service provider changes dramatically over time.*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

I've discovered that cable TV provider prices vary significantly.*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

You look for season release online and then to buy OTT subscription.*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

When I use digital streaming services, I sometimes lose track of time.*

Strongly disagree

Disagree

Neutral

Agree

Strongly Agree

How often you use OTT services in a day*

Very Often

Often

Much Less

Not Daily

I'd like to pick and choose which channels are available through my cable provider.*

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

In general, I am pleased with the services of my current cable television provider.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

