

Impact Of Online Streaming On Youngsters In Coimbatore City

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ABSTRACT:

Online streaming is a recent trend in nowadays teenagers which is becoming a huge market for the media industry as well. Online streaming is a where the public can view content with a subscription and can enjoy various types of genre they prefer. The content on these websites not only include the one on the television but also do have original shows of their own. Some of the famous online streaming websites are Netflix, Amazon prime, ZeeTv etc.,Its growth in the Indian public has been massive in the past few years and been accepted openly. The present research paper has used both Qualitative and Quantitative research methods, the parameters include content watched, factors dependent, internet literacy etc., The data was collected with the help of a questionnaire.

Keywords: Online streaming, Netflix, Amazon prime, social trends, volatility.

INTRODUCTION:

Online streaming is considered a big trend nowadays in the public and especially in the youth and youngsters. They have been a great part of their life as it is something which is being preferred by the youngsters because of cost, content and availability of the programs and shows being aired in these websites. Amazon prime and Netflix are the two apps largely preferred and watched by the youngsters and it's a tough competition between these apps in today's technological world. Online streaming gives a variety of shows in a low cost and was first introduced in the U.S after which it got name in India as well. Now online streaming is very popular in India and largely accepted by the youngsters in India.

OBJECTIVES OF THE STUDY:

The purpose of this study is to find out the impact of the factors like internet literacy, website usability, cost, social trends and ease to use on online streaming on a specific group of population i.e. youngsters. As such the objectives are:

- To understand whether internet literacy has any impact in online streaming.
- To analyse the factors which influence the youngsters to choose online streaming over television.

- To study the contents which are most viewed in online streaming and the websites mostly preferred.
- To explore how online streaming can be affected by factors such as age, qualification, gender.
- To study potential for development of online streaming in India.

RESEARCH METHODOLOGY

Research methodology is a precise way to solve the research problem. It is how research is done scientifically. It consists of different steps that are generally adopted by a researcher to study the research problem along with the logic behind them.

A) SOURCES OF DATA

1. PRIMARY DATA
2. SECONDARY DATA

B) COLLECTION OF DATA

i) Primary data

Structured questionnaires were prepared for the purpose of collection of primary data from the respondents. The questionnaire was prepared in a simple and understandable way so as to express their views freely and frankly.

ii) Secondary data

Secondary data were collected from magazines, newspaper, journals, and websites

C) AREA OF THE STUDY

Area of the study refers to Coimbatore city which is known for a textile mill, hospitals, and educational institutions. Coimbatore is known as the Manchester of South India. Coimbatore is now becoming a city of the tidal park. In view of the larger establishment of business houses and institutions, people in Coimbatore have an opportunity to have their own lifestyle and affordability.

D) SAMPLING SIZE AND POPULATION

The sample size is 125 questionnaires collected from the different respondents. Convenient sampling method is used for the study. The result of the study will help the customer to know about the postal schemes in depth. This study covers only the Customers who are residing in the geographical location of Coimbatore town.

E) PERIOD OF STUDY

Period of study is from July 2019 to September 2019.

F) STATISTICAL TOOLS FOR THE STUDY

- ❖ Simple percentage analysis
- ❖ Chi-square analysis
- ❖ Weighted average scores analysis
- ❖ Average ranking analysis

LIMITATIONS OF THE STUDY

Following are the limitations of the study

- ❖ The study was limited to Coimbatore city only.
- ❖ The sample size was limited to 125 respondents.
- ❖ The data was obtained through questionnaire and it may not be accurate.

REVIEW OF LITERATURE:

Internet television was created by Zenith Electronics Corp (Van, 1996). Such hybrids, or teleputers have predicted by industry observers for years, and several computer makers use technology that enables people to watch TV on computers.

(Van 1996)

As broadband speeds have increased this has allowed for videos to be streamed faster and for servers to take on the demand that cater for these services.

Seventy-five per cent of consumers globally have used a desktop computer to view video content; 72% have watched videos on a laptop; and 63 per cent have watched video on mobile phones Internet-connected. (Patel, Vernocchi and Venturini 2011).

The growth of services such as iTunes, Netflix and Hulu allow users to access both content that is free of charge (free to view), which depending on the services can be somewhat limited, and premium content that is available through some form of subscription (pay per view). Having content which users have to pay for allows these services to create original programming and, in theory at least, to also deliver a high standard of television shows and movies.

These aggregator sites are the result of partnerships between networks and production companies and consequently, offer a broader range of programs than the network sites.

Online streaming videos appeals to a young audience that is difficult to reach on traditional television owing to their light television viewership and heavy usage of technology.

(Logan, 2011)

Video content is pre-stored on servers and delivered to consumer devices as streamed files; the experience can be PC-or STB based. The content is sent over a TCP-IP connection to the user, much the same way as web pages are sent to an Internet browser.

(Cugnini, 2011)

Netflix have created their own original show like The house of cards and in August 2019, it got released and watched by the maximum subscribers. In May 2013, Netflix exclusively streamed the hit show Arrested Development after years of it being off a main television network. The show originally broadcasted on the Fox Network in the United States in 2003 and came to an abrupt end by the network in 2006.

Arrested development represented 10% of al Netflix traffic on one University network in the US.

(Cullen 2013)

ANALYSIS AND INTERPRETATION:

TABLE NO. 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	PARTICULARS	NUMBER	PERCENTAGE
GENDER			
1	Male	45	45.0
2	Female	55	55.0
AGE GROUP			
1	Below 15 years	0	0.0
2	15-18 years	24	24.0
3	18-24 years	60	60.0
3	above 25 years	16	16.0
OCCUPATION STATUS			
1	Student	76	76.0
2	Business	5	5.0

3	Salaried	12	12.0
4	Professional	4	4.0
5	Other	3	3.0
MONTHLY INCOME			
1	UP to 10,000	46	46.0
2	10000-30000	33	33.0
3	Above 30000	31	31.0

The above table shows that out of 100 respondents, 45 % of the respondents are male and 55% respondents are female. , 16% of the respondents are in the age group of above 25 years, 60% of the respondents in the age group of 18- 24 years and 24% of the respondents are in the age group of 15 – 18 years .5% of the respondents are business persons, 76% of the respondents are students, 4% of the respondents are professionals and 12 % of the respondents are salaried. 46% of the respondents have monthly income up to 10,000,33% of the respondents have monthly income ranging from 10,000 to 30,000 and 31%of the respondents have monthly income above 30,000.

Chi-square analysis

Relationship between age group and features of online streaming most preferred

Hypothesis

The age group of the respondents has no significant influence over the preferred features in online streaming websites.

Table No :2

Chi-square value – age group and preferred feature in online streaming websites

age * feature Crosstabulation

			feature				Total
			All	Availabi	Content	Cost	
age	15-18	Count	0	11	11	2	24
		Expected Count	.2	12.0	9.8	1.9	24.0
	18-24	Count	1	31	25	3	60
		Expected Count	.6	30.0	24.6	4.8	60.0
	Above 25	Count	0	8	5	3	16
		Expected Count	.2	8.0	6.6	1.3	16.0
	Total	Count	1	50	41	8	100
		Expected Count	1.0	50.0	41.0	8.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.287 ^a	6	.638
Likelihood Ratio	4.137	6	.658
N of Valid Cases	100		

It is evident from the table that the hypothesis is rejected (significant).

It is concluded that the factors such as cost, content and availability have no significant influence on age factor.

AVERAGE RANK ANALYSIS:

Table No: 3
Factors influencing the youngsters

S.No	Factors	Rank	1	2	3	4	Mean	Rank
		Value	4	3	2	1		
a	addiction	No	65	35	0	0	9.09	1
b	content	No	50	48	2	0	8.65	2
c	cost	No	39	6	55	0	8.13	3
e	subscription	No	25	0	15	60	7.07	4

Among the various factors influencing youngsters to not choose online streaming, most of the respondents have given top priority to addiction followed by content, cost and subscription.

One -Way ANOVA Analysis:

Table no:4**Age factors over online streaming**

		Sum of squares	df	mean square	f	p
Online streaming	Between age groups	18.716	3	6.239	2.196	.092
	Within groups	355.048	125	2.840		
	Total	373.764	128			
Cable connection	Between age groups	4.79	3	1.597	.639	.591
	Within groups	312.399	125	2.499		
	Total	371.190	128			

Based on the One-Way ANOVA test of this data sample, the original age groups did not have a strong statistical difference with online streaming and cable TV. Since it is now two groups, we performed a t-test, which supported a statistical distinction that age matters when it comes to online streaming. Although it's higher than alpha, we can still report the age variable is marginally significant ($p < 0.01$).

CONCLUSION:

Today online streaming has spread its arms to a great extent and is something all the youngsters are addicted to especially from the age group of 16-25 which is the largest proportion of the analysis. Online streaming websites like Amazon prime and Netflix have been the ones which is mostly been used by the youngsters because of their favorable cost, attractive content and the availability of shows anywhere and anytime. Online streaming is preferred by the youngsters more than television because of their variety of shows and different content liked by the youngsters. The content so watched by the youngsters range from tv shows exclusive for the websites to the movies aired on these websites.

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