A descriptive study on factors impacting customer satisfaction in subscription-based video-on-demand services among youth in Punjab

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ABSTRACT
The video content subscription-based streaming services such as Netflix, Amazon Prime, Voot, Viu, Zee5, Sony Liv, Jio tv. are the subscription-based online platform where we can see different series, movies, originals. With the enhancement in the digital economy, people are using more and more digital content and even use multiple platforms to consume digital content. Post jio, the trends are still rising for each of these platforms. Every player has a separate set of value propositions. People today consume plenty of content. This paper will help us to understand the various factors that impact service quality, customer satisfaction, and brand loyalty of people using any of these subscription-based services. The increase in smartphones, Smart TVs, and high-speed internet have created a significant boost for all these content platforms. The trend of binge-watch has also increased where these platforms launch complete season at once and giving consumers a choice on how much they want to watch. The quality of content and storyline always ensure that people finish the complete season at once then carve for the next season. Lots of content is available to watch, and now it only depends upon how much time people have for their entertainment.

Keywords – SVOD, Subscription, Brand loyalty, Customer satisfaction, Service quality.

1. Introduction
The entertainment industry faced several challenges and went through many variations throughout the past, and in the present, the entertainment industry is facing the most important challenge: the entry of the digital era into the market (Amatriain, X., & Basilico, J. 2015). It has not been easy for the entertainment industry: digital piracy has been a significant threat and has had significant consequences within the video content industries. As a result, this caused an enormous loss. However, it identifies new solutions that make new services supported subscription to digital media (Roustasekehravani, A. 2015). The new platform like Amazon Prime, Netflix, Hotstar, SonyLIV, Jio TV, ALT Balaji. It has a good impact on the industry. In line with the Statista report, it reveals that over seventieth of digital Indians take one or additional video streaming applications, conjointly known as over the top (OTT) content services. Online entertainment is getting famous in the Asian country. The figures say that in 2017, Indians watched more than 250 million videos online, as suggested by the FICCI-EY report. That is a colossal growth of sixty-four percent over the previous year. It does not stop here.

EY estimates that the amount can reach five hundred million by 2020, making the Asian country the second largest online video market within the world after the United States. UU. Currently, seventy-seven percent of Indians with internet access consume entertainment on their smartphones, a trend caused by the dramatic loss in mobile data costs after the launch of Reliance Jio in Sept 2016. EY states that the average monthly data consumption by a user increased three-folds to 3.9 Gigabytes in 2017, and can grow to eighteen Gigabytes in 5 years. A few years past, Indians wouldn't
consume the maximum amount of data during a whole year. Today, client demand is additionally vital and when customer demands are more, these services still grow day by day, adding features and becoming more accessible and easy on pockets, the future for Subscription-Based Services seems promising.

With the rise in technological advancements and the invention of web codecs and lesser cost for distribution of video contents, streaming services became more and more popular. At the same time, piracy of movies and other contents rose as a major hurdle in the entertainment industry as much as Entertainment Industry wanted to move towards digital productions and video product distributions. Video piracy stood as a major issue. With introduction to subscription-based Services and VOD (Video-On-Demand) that introduced a new way for the Entertainment Industry to tackle the piracy problems and introduced a platform to Digitally Publish their Video products. Industry moved towards Services such as Netflix, Prime Video, Sony-LIV etc. The dramatic decrement in prices of Mobile Data also partially directed people towards online streaming services. With much data at hand at a lesser cost standard population and variety of content available(Rigby, J. M., Brumby, D. P., Cox, A. L., & Gould, S. J. 2016), people are getting more and more into Subscription Based Services. The Report deals with what factors and how they affect the interest of people towards subscription-based Services.

2. Literature Review

Pin Luarn, Hsin-Hui Lin (2003) studied about the three factors and that is trust of the customers, at what level customer is satisfied with the product and what are the perceived values and all the factors rely on the customary loyalty and the commitment. They also studied that commitment plays a crucial role in the customer satisfaction and perceived value than loyalty.

Reshma Farhat, Dr. Bilal Mustafa Khan (2011) studied about the customer loyalty. The study tells us the factors related to willingness of the customer to buy any brand or any kind of product and also determine the factors that are responsible for this. It studies about the brand personality and brand loyalty.

Alireza Roustasekehavani, Abu Bakar Abdul Hamid (2014) this study is helpful to get the insights of brand personality and their outcomes. On a theoretical level, the research also tell about the results of brand personality in which brand satisfaction is also included and tells about the future results as well.

Cedric Hsi-Jui Wua, Rong-Da Liang (2009) This study is use to identifies the customer satisfactions and their factors. In this the sample size was 408 respondents which indicates the price, time efficiency and service. The study also tells that the satisfaction level of the customer varies from age to age as well as according to gender too.

Ilias Santouridis, Panagiotis Trivellas and Panagiotis Reklitis (2009) This study investigates about the service quality in the internet and the impact of that service quality on the customers and their satisfaction. In this the sample size is 184 and the study happen in Greece. It proven the overall customer satisfaction, with reliability. having the most significant impact.

Osman M. Karatepea, Ugur Yavasb, Emin Babakus (2005) In this study we studied about the service quality of the banks and for that there are multiple studies are conducted, some of them which is mentioned in this paper is qualitative study in this there is an one to one interview conducted for 86 bank customers and note down there factors, there is a series of questionnaire. After that qualitative study, there is a quantitative study as well, in which it takes 115 customers of large banks and conducted a survey in that there are some factors that affect service quality, and those are Service environment, Interaction quality, Empathy and Reliability.
Hugh Wilkins, Bill Merrilees, Carmel Herington (2007) This research study explains the structure of service quality in the luxury and five-star hotels. In this data is analyzed by exploratory factor analysis approaches to test the structure of service quality. The study clears the dimensions and structure of service quality in the hotel industry and clarify the dimensions which is important for the managers of the hotel industry.

Syed Saad Andaleeb (2001) This research paper is identifying the service quality and the factors which are important to enhance the service quality to patients. This study is from Bangladesh and the patient admitted in Bangladesh. In this survey they check various parts like responsiveness, guarantee, communication and discipline.

Ioannis E. Chaniotakis, Constantine Lymperopoulos (2009) This paper study tells about the effect of service quality and what are the impact of word of mouth in the product satisfaction. This study is happen in Greece and it tells that service quality is also get affected by the word of mouth.

Brett A. Boyle and Peter Magnusson (2007) The study gives information about the brand value and its identity socially. In this they highlight social identity to the team improved the perceived equity of the sports program (that is, brand) in general and how the social identity changes according to the different group of fans.

Dr. Duygu KOÇOĞLU Sevcan F(2012) This study is about customer satisfaction. The study is targeting banking sectors and tells about the competitive environment and analyse that how a successful bank is satisfying its customer. This study also tells the relationship between the the management system and the loyalty of customer towards the bank.

Oliver Berg, Elliot Strand, Viktor Sandell JÖNKÖPING (2019) In this study they mentioned the factors that are affecting the service quality with the help of brand loyalty. It also mentioned that how customer satisfaction is important in the service quality. Here they show the main important factors that affected customer satisfaction and brand loyalty with service quality in context of video on demand (SVOD) subscription service in the Swedish market.

Johan Ström, Kelly Bueno Martínez(2011) In this research is finding the factors that is responsible for customer satisfaction. They focus upon the loyalty of the customers and how willingly they are ready to pay the subscription fees. This study is a quantitative study which focuses on the quality of content, quality of accessibility, quality of experience and price.

A,H.Hemanth Kumar, S.Franklin John, S.Senith (2014) The study is exploring the factors be it internal or be it external that influences the consumers purchasing decisions on cosmetic products in Tamil Nadu and Kerala. In this study they do a study and they fill the questionnaire with 500 odd consumer of cosmetics. In the questionnaire, they focus on consumers buying behaviour and their preference.

Keogh, Davidoff, Freeman and Lessiter (2001) In this research study, researcher focus on some of the factors, such as cost, how easy or user friendly the application is and does this follow a social trend. There are also some other factors that they consider to analyse why people select cable over this applications.

Kabu Khadka & Soniya Maharjan (2017) In this research report they explore the factors such as customer satisfaction and the brand loyalty. They believe that the customers are directly link with the successful business and for the success of business, they should more focus on the number of customers and enhance their loyalty and the satisfaction.

Rebecca J. Lingley Larson (2009) In this research report they talk about CRM i.e., Customer Relationship Management is no longer considered a business trend. They also mention that if they use the CRM correctly and efficiently than they can increase the customer loyalty and increase the profitability of the firm.

George K. Amoako*, Emmanuel Arthur, Christiana Bandoh and Rachel Kafui Katah In this research study the researcher mentioned that how CRM i.e., Customer Relationship Management is directly affecting the customer loyalty in the hotel industry. They pick a particular hotel and do there study in that hotel and find that If Customer Relationship...
Management is strong in the hotel then the customer loyalty increases automatically and if the Customer Relationship Management is poor then the loyalty decreases.

Neha Joshi (2012) In this research paper, researcher study that how the service quality increases the profit of a firm and she take Indian food as her product in this. She mentioned that the service quality is an attitude or global judgment about the superiority of a service, industries must achieve a quality service the exceed customer, expectation. Service quality decided an organization’s success or failure. If the service quality is good then the customer satisfaction automatically increases.

Muhammad Shafiq Gul, Dr Farzand Ali Jan, Dr Qadar Baksh Baloch Muhammad Faheem Jan & Muhammad Farooq (2005) in this research study, the researcher is exploring the factors that determines the brand loyalty. They also discuss about the brand image in the study. Brand image and brand loyalty comes simultaneous. They took the example of Toyota Company and suggest the measures for developing brand loyalty in district Peshawar.

Pontianna Kemunto Mayaka, 2011. The topic of this study is satisfaction of the customer and qualities of internet banking services. This study is conducted with a purpose to find the kind of qualities of online services in banking system with customer service in the bank which is Kenya ltd. They have conducted this study with primary data collection with questionnaires. The target audience were internal customers only. They have analysed the data with the help of principal component analysis (PCA) and statistical SPSS software. The result found that the satisfaction level were low in terms of its transaction speed, accuracy and privacy.

Gajendra Sharma 2017. The study is on the quality of services, customer satisfaction and how customer are loyal on internet marketing. The objective of this study is to find the impact of quality of services on customer satisfaction, loyal and customer trust in the internet marketing. In this report, they have taken help from teachers and students of the colleges in which they have to fill the online form. This study is held in the KTM University which is in Nepal. The end result of this study shows that the quality of online service, trust and the services provided to the customer are directly related to the customer satisfaction.

J M. Agbor Eriksson, written in the year 2011. The topic of the study is relationship between the satisfaction of a customer and service quality. This study aims to find the direct link between quality of service and customer satisfaction in service sector. It includes the dimensions in the quality of service in the study. The methods which they have used in their study are SERVQUAL model and Chi-square test to test the hypothesis. The result which they found in their study was that in Umea University the people do not consider any link between the satisfaction of the customer and quality of the services. The study states that reliability, responsiveness, empathy were more important for the respondent.

Johan Ström (22295), Kelly Bueno Martínez (22045), spring 2013. This study was conducted with the objective of finding that what actually customer wants in order to value the services in the new innovative services like online streaming videos on demand. They want to know the qualities which customer want in the services. The main objective of this research is to explore the process and find determinants on which the satisfaction of the customer, brand loyalty willingness lies. They also want to find the new solutions which leads to more use of digital media subscription based services to the customers. This study was performed with the four major objectives, the context quality, price, whether the study is accessible or not and how well the experience of customer. The methodologies which they have used in the research report are scientific approach, survey as a method, measures used (electronic service quality, electronic subscription service quality).

Afshar J. written in the year June 2011, Md. Gashti. The research is about the satisfaction among customers and how loyal they are about the company. In this study they are concerned with the service provided to the customers and the
quality of the product. Service and quality of the particular product plays a very important role in the customers mind. So the main motive of this study is to actually see the connection between the quality of product and service with satisfaction of the customer and brand loyalty. In this the target population were owner of the Indica car in Pune. The hypothesis in this research was analysed with the help of regression and ANOVA.

**Andra M. with Giuseppe, Grnata, written in 2019 in the month of jan.** This study is on the loyalty of the customer and the management of the brand. This study was conducted with an objective to analysis the importance of the satisfaction of customer and management of the loyalty of the brand so that they can give direction to the upcoming researchers. They want to create a path to analysis in future the brand and loyalty factor in consumers mind. In this research total three hundred and thirty seven respondent were targeted.

**Gholmreza, R.N Mehranjani, Suresh, Mokhales, published in the month of October 2011.**

This study was conducted on the services provided to the customers and the loyalty of the brand. For this study the researchers have targeted the insurance company which is in Asia called Kerman. This report is conducted with the objective of explaining the main things which is related to the research topic branding in the services and also the effects on the consumers mind related to the loyalty of the customer. It also representing figure in which two factors are there one is the image of the brand traditionally and other factors. In this study researchers took total one hundred and four respondents in that company only. So at the end if we talk about the outcome of the study is that the company's goodwill and image of the particular brand are connected with the services which a company providing to their customers.

### 3. Research Methodology

For our study it was not possible to take the primary data from everywhere and store it in our record. So, we try to cover Punjab state for the data collection. In Punjab also we are having some specific places where we go and ask the person for their valuable feedback so that we can get some data to interpret. In Punjab, we choose Jalandhar, Phagwara and LPU because it is easy for us to reach out those places easily and ask the person to fill the questionnaires which we prepare for the survey. As our survey population is limited. So, we can say that we interpret the data according to the place. It may vary from place to place or you can say person to person. So, our population for the study is limited and it is nearby places and those are Jalandhar, Phagwara and LPU. We are surveying data collection by framing questionnaires in the form of the rating scale. For selecting participants, we are using a convenience sampling method in which everyone has an equal chance of being selected in the survey, and for analyses part SPSS software is being used.

**Objective of Study**

1. To analyze the main features that is influencing customer satisfaction and enhancing service quality.
2. To analyze the efficient working of recommendation system in the SVOD applications.
3. To analyze the quality of content and variety available in the SVOD applications.

In our research study we choose Non-Probability Sampling because here our study is about factors of service quality affect customer satisfaction and brand loyalty within subscription-based video on demand service among Jalandhar. So, in this we only choose those people who are enjoying SVOD services and have some sort of subscription of those application. For our study all the person who are not using such applications are not beneficial for our study, as they are not able to answer about the application and their services. That is why we only select those people who have some knowledge about those applications.
In the Non-Probability Sampling, we use Convenience Sampling, as it is very difficult for us to cover huge area and it requires more cost and more time and we have a limited time to cover all the variables. That is why we choose our nearby places like LPU, Jalandhar and Phagwara because they are easily accessible to us and we cover them in our time constraints.

4. Data Analysis, Interpretation and discussion

### Gender * How long have you been active as a subscriber of your current SVOD-service? Crosstabulation

<table>
<thead>
<tr>
<th></th>
<th>How long have you been active as a subscriber of your current SVOD-service?</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LESS THAN ONE MONTH</td>
<td>1-3 MONTHS</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE</td>
<td>45</td>
<td>39</td>
</tr>
<tr>
<td>FEMALE</td>
<td>28</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>65</td>
</tr>
</tbody>
</table>

**INTERPRETATION**

- In this graph we have analysed that for how long our respondent are using the SVOD like Hotstar, Netflix, Voot etc.
- According to this graph if we talk about male respondent, 45 respondent are using these services less than one month, 39 of the male respondent are using SVOD services from last 1-3 months, 46 of the respondent from last 3-6, 62 respondent from last 6-12 and 64 respondent for over one year.
- If we talk about female respondent, 28 are using from less than one month, than 26 from 1-3 month, 24 from 3-6 month, 27 from 6-12 months and 39 from over one year.
- From this graph we can analyse that most of the respondent are using SVOD services from over one year including male and female respondents.

| Gender * Are you using Independent account or sharing account Crosstabulation |
|-------------------------------|-----------------|---------------|
|                               | Are you using Independent account or sharing account | Total |
|                               | SHARING ACCOUNT | INDEPENDENT ACCOUNT |
| Gender                        | MALE            | FEMALE        |
| MALE                           | 126             | 66            |
| FEMALE                         | 130             | 78            |
| Total                          | 192             | 144           |

**INTERPRETATION**

- In this bar graph we have taken factor that respondent are using independent account or sharing account.
- With this question we want to analysis that how many respondents are using their own subscription platform and how many do not have any subscription of their own and are using others account.
- If we talk about male respondent so out of 256 male respondent 126 are using sharing account of others and 130 respondents are having their own account.
• Now we will take female respondent, so there are total 144 female respondent and out of these 66 are using sharing account and rest are having their own account.

• So at last we can say that both male and female respondent mostly using their own account.

<table>
<thead>
<tr>
<th>Gender * SVOD-service has ability to stream in 4k Ultra HD resolution. Crosstabulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
</tr>
<tr>
<td>SVOD-service has ability to stream in 4k Ultra HD resolution.</td>
</tr>
<tr>
<td>VERY DISSATISFIED</td>
</tr>
<tr>
<td>MALE</td>
</tr>
<tr>
<td>FEMALE</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

**Interpretation:**

- In both the male and female case, the number of satisfied customers is more and then the highly satisfied.
- It means that respondents want 4k Ultra HD resolution more because of the smart TV which are available in the market and they want to watch the series in their TVs by the SVOD applications.
### Gender * The SVOD-service is value-for-money Crosstabulation

<table>
<thead>
<tr>
<th>Gender</th>
<th>VERY DISSATISFIED</th>
<th>DISSATISFIED</th>
<th>NEUTRAL</th>
<th>SATISFIED</th>
<th>VERY SATISFIED</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>3</td>
<td>7</td>
<td>51</td>
<td>108</td>
<td>87</td>
<td>256</td>
</tr>
<tr>
<td>FEMALE</td>
<td>2</td>
<td>5</td>
<td>28</td>
<td>55</td>
<td>54</td>
<td>144</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>12</td>
<td>79</td>
<td>163</td>
<td>141</td>
<td>400</td>
</tr>
</tbody>
</table>

#### Interpretation:
- In both the male and female case, the number of satisfied customers is more and then the highly satisfied.
- It means that respondents feel that the SVOD services are good enough that they feel the services value for money. They get all kind of genres in one platform and they can watch any of the series at any of the time. With little investment there is lot to explore in the applications.

### Gender * Up to what extent the service met your expectations? Crosstabulation

<table>
<thead>
<tr>
<th>Gender</th>
<th>VERY DISSATISFIED</th>
<th>DISSATISFIED</th>
<th>NEUTRAL</th>
<th>SATISFIED</th>
<th>VERY SATISFIED</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>1</td>
<td>4</td>
<td>45</td>
<td>121</td>
<td>85</td>
<td>256</td>
</tr>
<tr>
<td>FEMALE</td>
<td>3</td>
<td>3</td>
<td>17</td>
<td>67</td>
<td>54</td>
<td>144</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
<td>7</td>
<td>62</td>
<td>188</td>
<td>139</td>
<td>400</td>
</tr>
</tbody>
</table>
Interpretation:

- In both the male and female case, the number of satisfied customers is more and then the highly satisfied.
- It means that respondents feel that the SVOD services gives almost all the thing they want already and they are more satisfied with that. SVOD provides different genres, variety of resolutions, recommendation and many more which makes the customer happy and they feel satisfied with that.

Gender * Would you recommend this specific SVOD-service to a friend or colleague?

Crosstabulation

<table>
<thead>
<tr>
<th>Gender</th>
<th>YES</th>
<th>NO</th>
<th>MAY BE</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>232</td>
<td>10</td>
<td>14</td>
<td>256</td>
</tr>
<tr>
<td>FEMALE</td>
<td>130</td>
<td>4</td>
<td>10</td>
<td>144</td>
</tr>
<tr>
<td>Total</td>
<td>362</td>
<td>14</td>
<td>24</td>
<td>400</td>
</tr>
</tbody>
</table>
Interpretation:

- In both the male and female case, the number of Yes is more and then No or May be.
- It means that respondents are very happy with the content and services provided by the SVOD applications that they also recommend it to their family. That means SVOD is doing a good job when it comes to services, quality and variety.

Findings of the study

1. To analyze the main features that is influencing customer satisfaction and enhancing service quality.

   Service expectations are very crucial, every brand sets a new bar for the type of service they provide and if other brands need to compete they need to offer similar kind of value proposition with enhanced value.

2. To analyze the efficient working of recommendation system in the SVOD applications.

   People love to recommend things to their friends and colleagues, from above analysis, it is clearly seen most of the respondents were recommending the service to their peers.

3. To analyze the quality of content and variety available in the SVOD applications.

   Quality is one of the main aspect that matters as per the above analysis, Service providers are now providing their content in 4k quality which makes it much more satisfying experience.
Conclusion, limitations and future research

Now a day’s people are switching their behaviour from traditional media of entertainment to the new updated version of entertainment which are subscription based video on demand. We are having different options of watching our favourite video or series with the help of Hotstar, Voot, Netflix, ZEE5, Jio Tv etc. Customers are changing their preferences because they find these SVOD services very easy to use and attractive.

We have taken various factors to the study like tie factor, speed, service quality, brand loyalty etc. we have analysed that respondents are very happy and highly satisfied with the new way of watching content online. They can watch their favourite content anytime anywhere. In the SVOD services they do not have to wait for the fixed timing of their series and if they do not have time they can watch that later conveniently.

Our respondents are also satisfied with the recommendation system by the different SVOD service. In this system suppose a customer watch content related to genres so next time when the customer opens the SVOD service the content related to that will show to the customer. Customer are liking this factor in the SVOD services and they watch that content also and want to see that in future as well. It also helps them to save their time in finding the relevant content which a customer usually watch in their SVOD service.

The area of the study was limited to the area nearby lovely professional university due to time and money constraints. For future considerations, researchers can basically focus on all these factors as separate or they can combine to do similar study at their local level. With the increase in players a comparative based study can also be conducted for same where we can compare several players in SVOD industry and use same parameters to get a clear picture of the scenario in India.

5. References


