

A STUDY ON INFORMATION SEARCH & INFORMATION SATISFACTION ON VIDEO STREAMING SITES

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ABSTRACT-Video streaming site are becoming viral in today's digital world. Trend of using VSS (Video streaming sites) by various people are identified. The purpose of this research is to identify the demographic information of respondents who prefer SUV (Sorts utility vehicle) segment cars and search for information through VSS to analyze their search satisfaction of information they needed. This paper explore through survey method with a structured questioner to collect data from VSS users and SUV buyers. Based on the sample of 436 respondents a study was conducted and independent test and one way are applied to analyze the difference of two means, i.e. demographic profile of respondent and SUV model choice and to compare the various demographics of respondent with usage and demographics with satisfaction of the information we performed with SPSS.

This paper insist the customer satisfaction on the information shared in video streaming sites (youtube) on SUV segment and discusses the different demographic profile of the customer. In which the outcome would be useful to identify the target audience and their indent and useful to design and develop promotional strategy for strengthening the brand image.

KEY WORDS-Video streaming sites, SUV, Chennai study, SUV choice, YouTube, information search, search satisfaction.

INTRODUCTION

Globalization has started a renaissance in several fields and "Marketing" is not an exemption. "Think Global and Act Local" is now a phrase common in every Industry and automobile marketing is exploiting this slogan to a great extent in all parts of world. However, automobiles are comparatively costly and unlike other consumer goods the digital marketing and online sales are not that much easy. It can supplement the buyer with certain aspects and do have influence in the Industry bur its extent is not known to either the company or the car consumers. The use of Video streaming services for identifying comparing and ordering from home is becoming common in western and advanced countries but in India and other developing countries except automobile purchase other consumer goods marketing are slowly adapting to such systems at least in metropolis for other automobiles commercials and spares. Many automobile companies like ford and Jeep compass have specifically launched their promotions in YouTube. Many automotive companies like Range rover are performing various tricks and challenges on road and goes viral that they can reach more than 3.5 million viewers. Presently the SUV segment cars are slowly entering the digital media more to get the attention of the consumers whose views and attitude are changed towards promotions made by the companies. Chennai is unique in several aspects as it has rich culture and heritage and the brands that can influence Chennai buyers will dominate in other areas too. This can also be called applied research as many companies that has amazing success stories in automobile industries are struggling in marketing of SUV's and there is a speculation that major brands are looking for avoiding catastrophe to the company in this area. Hence this study is relevant in today's digital context.

What is digital media

Social media differ from traditional computer-mediated communications in three primary ways: a shift in the locus of activity from the desktop to the web (meaning greater accessibility); a shift in locus of value production from the firm to the consumer (deriving from increased interaction/interactivity); and a shift in the locus of power away from the firm to the consumer (Berthon et al., 2012)[1]. A typical classification of digital media includes collaborative projects (e.g. Wikipedia), blogs, user-generated content communities (e.g. Flickr; YouTube; Youku/Toduo), social networking sites (e.g. Facebook; Cyworld), virtual game worlds (e.g. EverQuest), and virtual social worlds (e.g. Second Life). Furthermore, social media goes to mobile, breaking ground in traditional time-location restrictions. Shintaro Okazaki Charles R. Taylor, (2013) [3].

Digital media is recently gaining popularity because of the necessity to avoid global warming, associated with paperless world that could save millions of trees cut for making paper. Digitalization helps in avoiding environmental damages worldwide with increasing growth of digital environments such as digital libraries and e- business, digital information is becoming even wider

and can be accessed from any part of the world with ease. The appearance of the new marketing environment is aligned with the evolutionary progress of marketing functions from a mass- market model, one-many using the word of Hoffman and Nnovak(1992)[5]. Social media have been defined as a series of technological innovations in terms of both hardware and software that facilitate inexpensive content creation, interaction and interoperability by online users (Berthon et al., 2012) [6].

Video streaming sites

Now days companies have the opportunity to communicate with companies customer using multi-channel approach which can be personalized in terms of content and interactivity based on consumer's preferences. There different types of repositories of streaming sites present in current digital world were as YouTube goes viral since its launch in 2005, it has become popular destination site for users to find videos and share their own videos says(Baluja.S., et.al.,2008)[4]. He adds that the growing ratio of the collection in YouTube is explained that seven hours of video is uploaded every minute. These kind of smart repositories contain videos of interest of many it automatically reaches the target audiences.

There are minimal reviews in video streaming sites, since it is emerging field and it is booming day by day with customer centric features. VSS are easy to use platform for customers as well as marketers. YouTube has especially do Many research shows believability of trust worthiness of the medium influences how the consumer views the credibility of the information offered(kelly (2010)as cited in paquette ,H.(2013)) Based on the consumer choice , Majority of ads featured on social media are noticed by consumers, based on the entertainment value says Paquette. Based on the above studies minated the video scene once the years. Now they have the live streaming videos which is trending.

Many research shows believability of trust worthiness of the medium influences how the consumer views the credibility of the information offered(mooren& Rodgers as cited in paquette ,H.(2013)) Based on the consumer choice , Majority of ads featured on social media are noticed by consumers, based on the entertainment value says Paquette. Based on the above studies

Information search

Information search is the important process of decision process for most consumers considering the purchase of major durables says (Punj.G.N., et.al., 1983) This study further states the information search activity increases when the consumer believes that the purchase is important, there is a need to learn more and he/she can easily obtain and utilize information.Schiffman(2010) stated that information search can be differentiated in to two external information search and Internal Information search. Internal information search involves the consumer identifying alternative from his or her memory. For high involvement product like SUV , Consumer tend to use an external search i.e., Word of mouth, read reviews on social networking sites, search for the information in video streaming sites like YouTube and cross check with consumers comments below the video which highly useful for the consumer as well as for the marketer to know about the brand and about the consumer review. In this study we concentrate on external information search. According to Pereze (2007) the external information search is the sequential process of searching for information from external sources. Perezeindexes three basic strategies like searching by attribute, searching by brand, searching source. In which our study deal with source of information on the brand & its attributes given in the particular platform.

2010, SUV sales around the world were growing, in spite of high gas and oil prices. Extensive online searches of both economic and non-economic literature revealed an absence of studies focusing specifically on the decision to purchase a new SUV. Social media are playing an increasingly important role as information sources for customers (Zheng Xiang a,*, Ulrike Gretzel, 2010). Information search before any purchase has become a habit of all consumers (Thompson, 2002) nowadays. From various studies it shows the crossover volume sales is comparatively low than that of other segment cars in Chennai region says (Revathy,C. 2017).This encourages to study on SUV segment and promotion on videostraming sites and its target customers with will help the marketer to boost the sales of the SUV.

Search Satisfaction

The satisfaction is even though familiar and important facet of marketing , there is no genereal agreement on how the concept should be defined says(Rogeret.,et.al;1992). Oliver(1992) adds that the satisfaction as the consumer's fulfilment response. It is verdict that product or service has provided the pleasurable level of consumption related fulfilment. He also adds satisfaction need not to be same and it I different from person to person or group of people. Customer satisfaction is the primary motive of any business unit. According to the customer expectations only the customer satisfaction can be maximized. The customer satisfaction on web marketing may be related to their satisfaction on process quality, recovery quality and outcome quality. Since the satisfaction is purely on status of customers' mind, it has been measured with the help of four statements related to the service offered by the web marketers (Kin, et al., 2010).in this study however search satisfaction has been defined as the gratification of consumers with respect to their information search on video streaming sites according to Anderson and Srinivasan,(2003).

Research Methodology

Objectives of the study

1. To ascertain the demographic profile of the respondents on SUV model cars.
2. To analyze the demographic Characteristics of respondents on information search for SUV through digital media.
3. To ascertain the demographic profile of the respondents with information satisfaction of digital channels

Sampling technique & Data collection

In India, Chennai was chosen as the target location for the current research due to the fact that it is one of the top congested city in the third place Says the Times of India(2015). As the exact sampling frame of SUV users in Chennai was according to the report produced by BHP.com in the report 2014 -2016 is 7157. SUV sales is 11 % .Hence the sales of the SUV is comparatively very low compared to other segments.

Simple random sampling method was used to collect the data from the respondents through structured questionnaire through mail and SNS sites. This study was mainly focused on Chennai SUV users of various age groups. All users involving different population with age below 50 were particularly concentrated, as they have a higher ability to understand and interpret the information provided via Digital channels efficiently. Survey approach was used to generate response from the respondents and a structured questionnaire was used to collect the data. The total number data collected was 1000 and it was scrutinized to 428 based on the valid response and usage online resources.based on (Sekaran, U.2016)

Independent Sample t-Test

The Independent Samples t Test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. The Independent Samples t Test is a parametric test. This test is also known as:Independent t Test. According to (naurisis et.al, 2006).

Null Hypthesis H0: The means of the Gender of the respondents on SUV model cars are not significantly different.

Alternate Hypothesis H1: The means of the Gender of the respondents on SUV model cars are significantly different.

Table: 1 Shows the summary of the group statistics of Gender and SUV choice

	Gender	N	Mean	Std. Deviation	Std. Error Mean
SUV choice	Male	261	1.1916	.62148	.03847
	Female	167	1.1198	.48845	.03780

Levene’s Test for Equality of Variances (Homogeneity) result shows that significant value that is .031 which means both groups are homogenous group so t – test for equal variance not assumed considered.

Here the mean value of SUV choice of female is 111.98 and that of male is 119.16. The difference between the two groups is 7.18 which are insignificant. Based on the result generated by SPSS, the significant value is .184 and it is greater than 0.05 so accept null hypothesis. Hence there is no significant difference between the two means i.e. Male and female choice on SUV.

Table:1.1 Shows the summary of Independent sample T test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SUV Choice	Equal variances assumed	4.687	.031	1.264	426	.207	.07181	.05681	-.03986	.18348
	Equal variances not assumed			1.332	408.303	.184	.07181	.05393	-.03421	.17783

Null Hypthesis H2: The means of the age group of the respondents on SUV choice are not significantly different.

Alternate Hypothesis H1: The means of the age group of the respondents on SUVchoice are significantly different.

Table 1.3 summary of Group Statistics on Age and SUVchoice

	Age	N	Mean	Std. Deviation	Std. Error Mean
SUV choice	<=4	209	1.0766	.45349	.03137
	>4	219	1.2466	.65904	.04453

Table 1.4 Independent Samples Test on Age and SUV choice

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SUV choice	Equal variances assumed	27.251	.000	-3.095	426	.002	-.17002	.05493	-.27799	-.06205
	Equal variances not assumed			-3.121	387.903	.002	-.17002	.05447	-.27712	-.06292

Levene’s Test for Equality of Variances (Homogeneity) result shows that significant value that is .000 which means both groups are homogenous group so t – test for equal variance is assumed considered. Here the mean value of Small SUV of age <=4 is 209 and that of > 4 is 219. The difference between the two groups is 19 which are insignificant. Based on the result generated by spss, the significant value is .002 and it is less than 0.05 so reject null hypothesis. Hence there is a significant difference between old and youngsters choice on SUV.

Null Hypothesis H3: The means of the educational qualification of the respondents on small SUV models are not significantly different.

Alternate Hypothesis H4: The means of the educational qualification of the respondents on small SUV models are significantly different.

Table 1.5 Summary of Group Statistics(Educational qualification and SUV choice)

	Educational Qualification	N	Mean	Std. Deviation	Std. Error Mean
SUV choice	>= 4	268	1.1194	.51268	.03132
	< 4	160	1.2375	.65864	.05207

Table 1.6 Independent Samples Test for (Age and SUV choice)

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper

SUV choice	Equal variances assumed	11.420	.001	-2.068	426	.039	-.11810	.05710	-.23033	-.00586
	Equal variances not assumed			-1.944	273.523	.053	-.11810	.06076	-.23772	.00152

Levene’s Test for Equality of Variances (Homogeneity) result shows that significant value that is .001 which means both groups are homogenous group so t – test for equal variance is assumed considered. Here the mean value of educational value of respondents less educational is 268 and that of high educational background is 160. The difference between the two groups is 108 which is insignificant. Based on the result generated by SPSS, the significant value is .001 and it is less than 0.05 so reject null hypothesis. Hence there is a significant difference between the two means i.e. the respondents with low education and high educational background on choice of SUV.

Null Hypothesis H5: The means of the Family Income of the respondents on SUV Choice are not significantly different.
 Alternate Hypothesis H6: The means of the Family Income of the respondents on SUV choice are significantly different.

Table:1.7 Group Statistics(Family monthly income and SUV choice)

	Family monthly income in rupees	N	Mean	Std. Deviation	Std. Error Mean
meansuvsmall	>= 3	190	1.1000	.51997	.03772
	< 3	238	1.2143	.60960	.03951

Table: 1.8 Independent Samples Test on family monthly income and SUV choice

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SUV choice	Equal variances assumed	8.965	.003	-2.055	426	.040	-.11429	.05561	-.22358	-.00499

Equal variances not assumed			-2.092	424.111	.037	-.11429	.05463	-.22166	-.00691
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Levene’s Test for Equality of Variances (Homogeneity) result shows that significant value that is .003 which means both groups are homogenous group so t – test for equal variance is assumed considered. Here the mean value of educational value of respondents comparatively low family monthly income is 190 and that of high family monthly income is 238. The difference between the two groups is 48 which is insignificant. Based on the result generated by SPSS, the significant value is .003 and it is less than 0.05 so reject null hypothesis. Hence there is a significant difference between the two means i.e. the respondents with low family income and high family income on SUV Choice.

Multivariate Analysis of Variance(MANOVA)

MANOVA estimates the effects of one or more independent variables on a bundle of dependent variables’(French ,A.et.al,2008). As opposed to Ttest and ANOVA which examines equality of means of a single dependent variable across groups, MANOVA tests the equality of means on multiple dependent variable across groups. Author further adds MANOVA normally assumes that observations are independent of one another. The sample is completely random. It assumes that the independent variables are categorical in nature and dependent variables are continuous variables.

Null Hypothesis H7: There is no significant relationship between the demographic variables (education, Family monthly income) and Information search in VSS.

Alternative Hypothesis H8: There is a significant relationship between the demographic variables(education, Family monthly income) and Information search in VSS.

Table 2.1 The Information search versus Educational qualification and family monthly Income

Multivariate Tests^c

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.751	2.027E ^{2a}	6.000	404.000	.000
	Wilks' Lambda	.249	2.027E ^{2a}	6.000	404.000	.000
	Hotelling's Trace	3.011	2.027E ^{2a}	6.000	404.000	.000
	Roy's Largest Root	3.011	2.027E ^{2a}	6.000	404.000	.000
eduauto2	Pillai's Trace	.108	1.875	24.000	1.628E ³	.006
	Wilks' Lambda	.895	1.904	24.000	1.411E ³	.005
	Hotelling's Trace	.115	1.930	24.000	1.610E ³	.004
	Roy's Largest Root	.088	5.971 ^b	6.000	407.000	.000
incomauto2	Pillai's Trace	.027	.606	18.000	1.218E ³	.898
	Wilks' Lambda	.974	.604	18.000	1.143E ³	.899
	Hotelling's Trace	.027	.602	18.000	1.208E ³	.900
	Roy's Largest Root	.015	1.019 ^b	6.000	406.000	.412
eduauto2 * incomauto2	Pillai's Trace	.251	1.622	66.000	2.454E ³	.001

Wilks' Lambda	.771	1.638	66.000	2.167E ₃	.001
Hotelling's Trace	.271	1.650	66.000	2.414E ₃	.001
Roy's Largest Root	.125	4.637 ^b	11.000	409.000	.000

a. Exact statistic

b. The statistic is an upper bound on F that yields a lower bound on the significance level.

From the above table 2.1 The value of MANOVA is .751 which is greater than 0.05 therefore null hypothesis is accepted that there is no significant difference between Information search and Educational qualification and family monthly income of the respondents.

Null Hypothesis H9: There is no significant relationship between the demographic variables(education, Family monthly income) and Satisfaction on Information provided in VSS.

Alternative Hypothesis H10: There is a significant relationship between the demographic variables(education, Family monthly income) and Satisfaction on Information provided in VSS.

Table 2.2 Information satisfaction versus demographic variables.

Multivariate Tests^c

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.799	3.212E ₂ ^a	5.000	405.000	.000
	Wilks' Lambda	.201	3.212E ₂ ^a	5.000	405.000	.000
	Hotelling's Trace	3.966	3.212E ₂ ^a	5.000	405.000	.000
	Roy's Largest Root	3.966	3.212E ₂ ^a	5.000	405.000	.000
eduauto2	Pillai's Trace	.142	3.011	20.000	1.632E ₃	.000
	Wilks' Lambda	.861	3.094	20.000	1.344E ₃	.000
	Hotelling's Trace	.157	3.162	20.000	1.614E ₃	.000
	Roy's Largest Root	.125	10.222 ^b	5.000	408.000	.000
incomauto2	Pillai's Trace	.032	.865	15.000	1.221E ₃	.605
	Wilks' Lambda	.969	.866	15.000	1.118E ₃	.603
	Hotelling's Trace	.032	.867	15.000	1.211E ₃	.602
	Roy's Largest Root	.026	2.107 ^b	5.000	407.000	.064
eduauto2 * incomauto2	Pillai's Trace	.122	.929	55.000	2.045E ₃	.624
	Wilks' Lambda	.883	.927	55.000	1.878E ₃	.627

Hotelling's Trace	.126	.926	55.000	2.017E 3	.630
Roy's Largest Root	.049	1.824 ^b	11.000	409.000	.048

a. Exact statistic

From the above table 2.2 The value of MANOVA is .799 which is greater than 0.05 therefore null hypothesis is accepted that there is no significant difference between Information search and Educational qualification and family monthly income of the respondents.

Conclusion and Future research.

This study analyzes the various demographics with the information search and satisfaction on the contest of the SUV in the video streaming sites. There was a significant difference between the age, educational qualification and monthly income of the respondents with SUV choice when data was collected from SUV owners, but there is no significant difference between the information searches on video streaming sites versus demographic characteristics of consumer. Hence, all eye groups, all type of consumer with different demographic characteristics search for information and satisfied on the information provided in video streaming sites they all together expect more!

This study was collected on Chennai SUV users where as this study can be performed on other region of respondents with some other segment cars or FMCG (Fast moving consumer goods) products.

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