"Examining the Factors Influencing Purchase Intention of Over the Top (OTT) Services Among Young Professionals"

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ABSTRACT:

Purpose: This study aims to identify the factors influencing for purchasing OTT services among young professionals of LPU Students.

Design/methodology/approach: One hundred and fifty six responses were collected through Questionnaire. The data collected for this research is both the primary and secondary data . The primary data has been collected in the form of questionnaire. The data which is collected in form of questionnaire is non parametric data. (nominal/categorical) data. Secondary data is collected in forms of research papers used for the literature review.

Findings: The study shows that youth preference online streaming applications is increasing at very high rate. So it is expected that online streaming applications will be the major source of entertainment which may result in affect on other platforms like multiplexs,etc

If I talk from the future perspective the young upcoming generations will mostly concentrate on online streaming applications rather than getting into television etc. Show the mode of entertainment for them will start with OTT's.

KeyWords: Online Streaming, Youth, Online Subsciption, Netflix, Young Professionals

Introduction:

As indicated by the counseling firm EY, India had 160 million advanced video watchers toward the finish of 2016. With developing broadband infiltration and less expensive portable information designs, this number is quickly developing. By and by, OTT(Over the Top) shapes only 16 percent contrasted with customary TV channels and other media, yet a Boston Consulting Group study discharged on November 2018 says OTT stage in India by and by is worth Rs 3,500 crore however can grow ten times to an incredible Rs 35,000 crore in the following five years. Another study, this time by Ernst and Young, says OTT clients in the nation will arrive at 500 million by 2020, making India the second greatest market after the US.

Much the same as the Smartphone section, the video spilling space (OTT) in the nation is seeing a wild battle among indigenous and worldwide players with the last increasing a more grounded decent footing in the residential market. As indicated by the most recent information, Netflix and Amazon Prime Video, two of the predominant players comprehensively, have relentlessly developed their piece of the pie in the nation this year to the detriment of nearby firms, for example, showcase pioneer Hotstar, Jio TV and Jio Cinema.
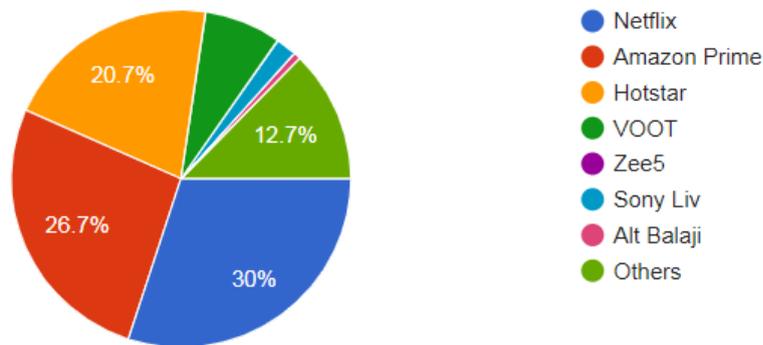
ANALYSIS

Data is collected through questionnaire from 156 students of LPU.

AGE:-
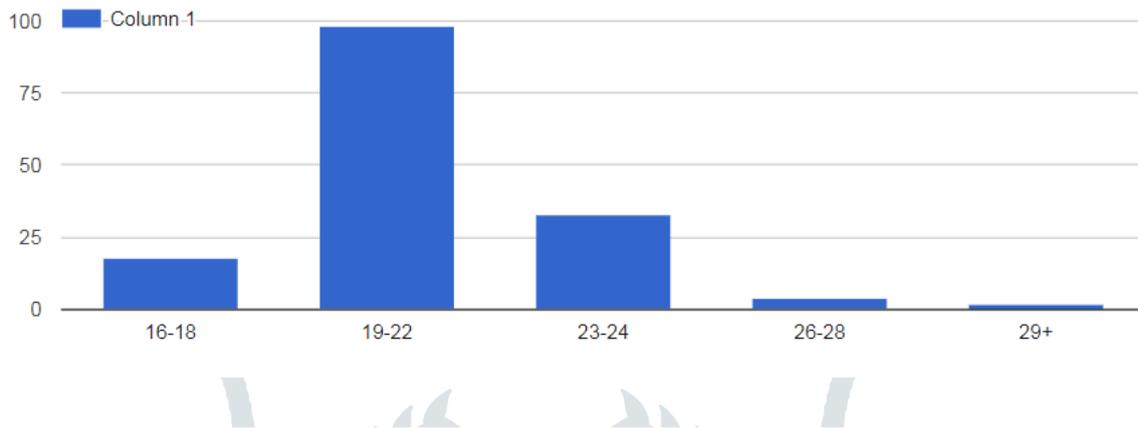
1. Indicate which online streaming/rental services you currently use?

150 responses

- Netflix
- Amazon Prime
- Hotstar
- VOOT
- Zee5
- Sony Liv
- Alt Balaji
- Others
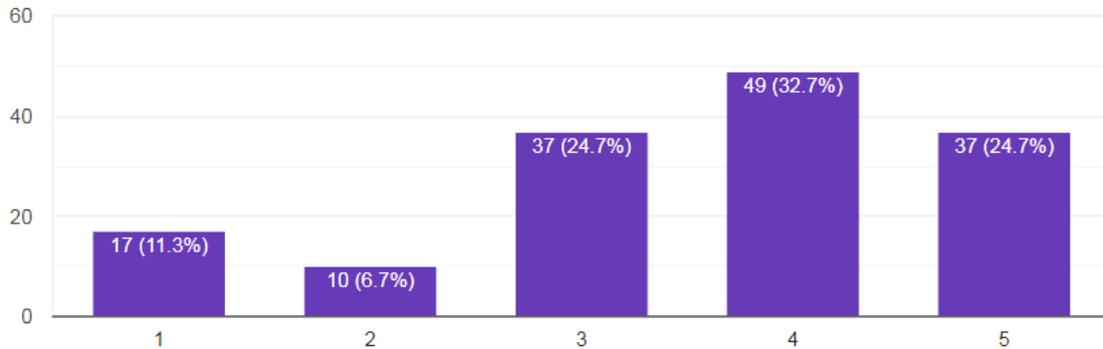
INTERPRETATION:

From the responses, it is clearly shown that people are interested in watching Netflix and Amazon Prime. So, we can clearly say that this is due to the first mover advantage and the quality of content they produce. They also adapt to the region which they state their proceedings.

2. Indicate how likely do you use Online Streaming Applications?
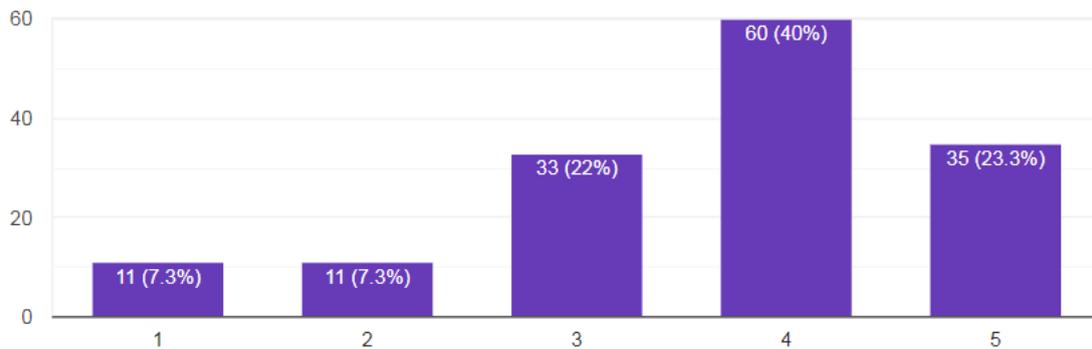
150 responses

INTERPRETATION:

Most of the respondents are at the region of 4 & 5(on a scale of 1-5). It says that the transformation is real and youth are completely switching to the online streaming applications

3. Indicate your overall opinion of Online Video Streaming subscriptions? (Include everything, starting from price to content)

150 responses

because of its portability.

INTERPRETATION:

Major chunk of people are in the region of 3, 4, 5. Youth are satisfied with the overall packages. OTT's mainly concentrate on giving value for money in what consumer wants. They follow this fundamental which makes it consumer centric.

4. Indicate what do you use your online subscriptions for?

150 responses

- ● Series
- ● Movies
- ● TV Shows
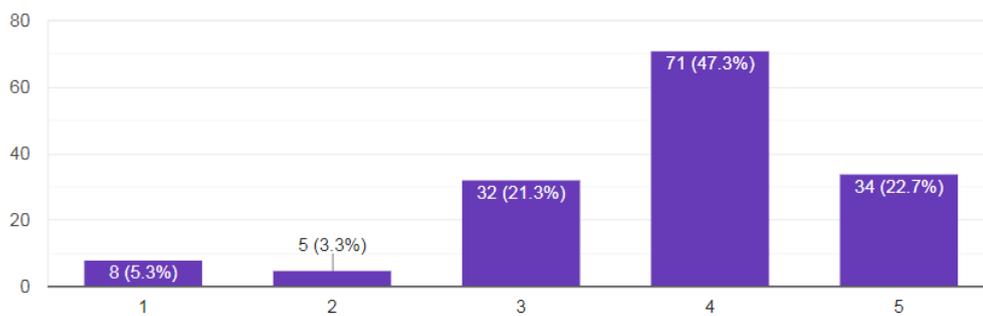- ● Sports Live streaming

29.3% | 12% | 10.7% | 48%
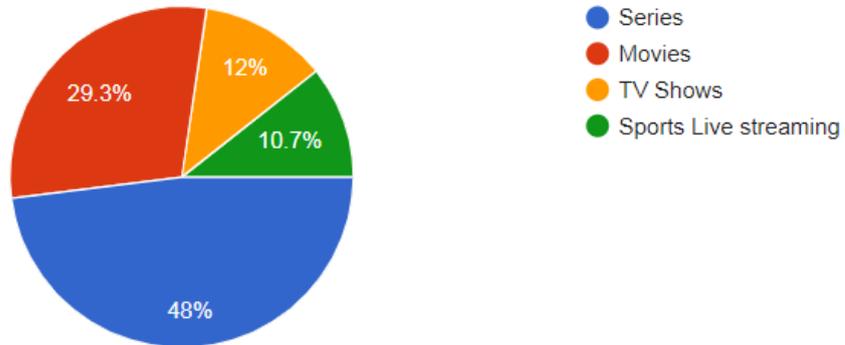
INTERPRETATION:

Series is the clear winner in this segment among youth. Due to the various genres available in the OTT's youth can find the best which they can relate to. So, most of the youth prefer

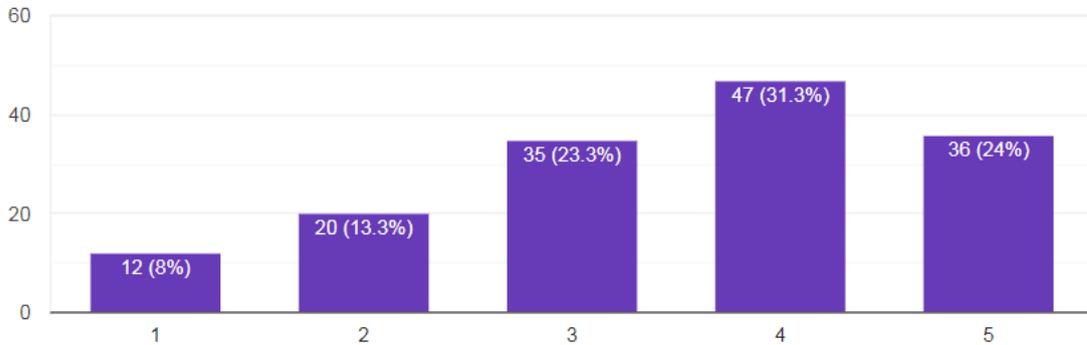## 5. Indicate your opinion on the content available in Online Streaming Applications.

150 responses

online streaming applications to watch series.

## 6. Indicate how many items do your Favorites/Bookmarks contain?

150 responses

INTERPRETATION:

The creative content is what Youth is looking for. It says the content available in OTT is pretty satisfying for them. OTT's are making content which the viewer can relate to as above question defines. Here's the main reason they are successful.

7. Indicate the mobile data consumption of Online Streaming applications? (on data consumption rate)

150 responses
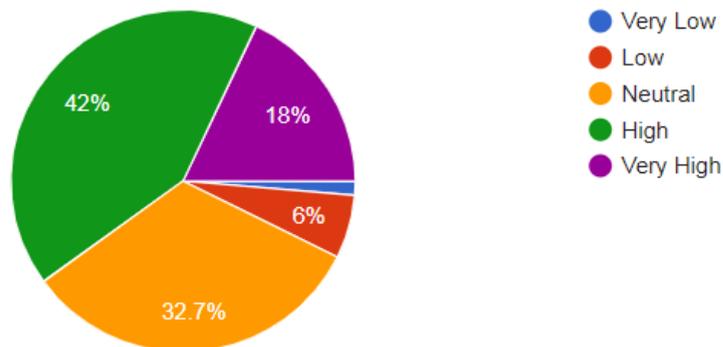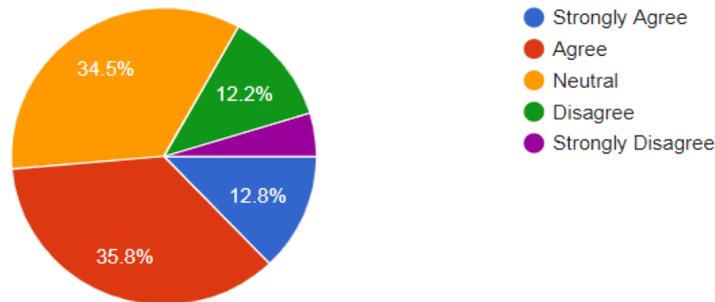

INTERPRETATION:

The responses for these questions are that people especially the youth are interested in watching many different genres at the same time including sports talk shows etc. Because of the various interests they have.

8. Indicate whether subscribing Online Streaming Applications made you invest money in other forms? (WiFi etc)

148 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

INTERPRETATION:

Major chunk of people are answering it between neutral and high and very high so this indicates that online streaming applications are consuming whole lot off mobile data and the youth are not satisfied with it. This reason why Netflix has launched a new pack for smartphones in order to cope up with situations like this.

INTERPRETATION:

Youth tend to invest more amounts on other add-ons like Wi-Fi extra in order to to use online streaming applications which are making them invest more amount in other forms. Netflix has taken the step regarding the same to give customer the desired output.

10. Indicate which content do you prefer to watch?

147 responses
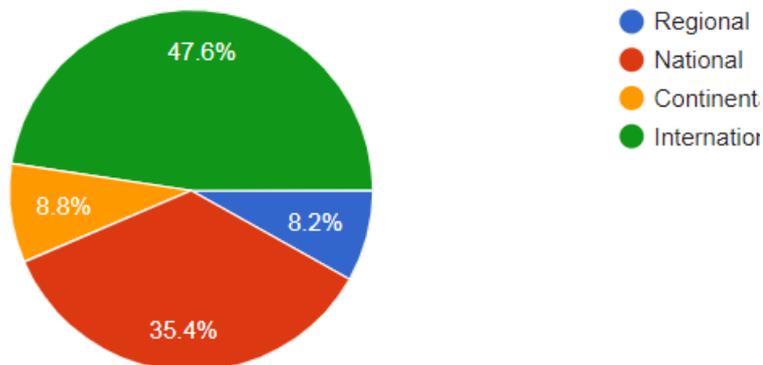
INTERPRETATION:

The topic of good group discussions will happen when you have likeminded people and here it shows that youth are interested in sharing their views on the content which the watch.

9. Indicate whether you share the content you stream with your friends.

148 responses

INTERPRETATION:

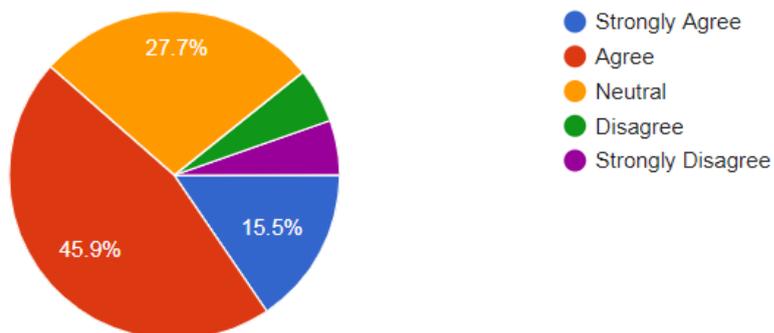International content is which youth are very much interested in. This is the outcome of the habitual fact of watching the regular content in regional channels. Now a day's youth wants newness in everything possible. The change in geography is giving the youth what they wanted.

11. Indicate whether language is a barrier to watch content?

147 responses

- ● Strongly Agree
- ● Agree
- ● Neutral
- ● Disagree
- ● Strongly Disagree

35.4%
10.9%
32%
15.6%
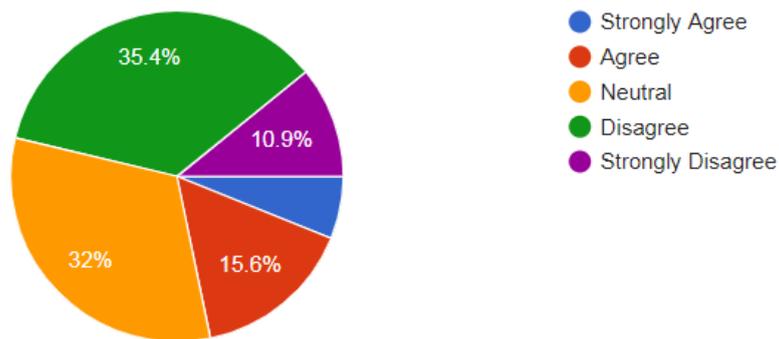
INTERPRETATION:

Youth agree that language is not the major barrier to watch any of the online streaming content if it is presented well. They majorly concentrate in the content rather than the language. Subtitles are playing the major role.

12. Indicate with whom do you prefer watching OTT content?

142 responses

INTERPRETATION:

Youth prefer to watch online streaming applications or any of the content mostly along rather than sharing watching together wit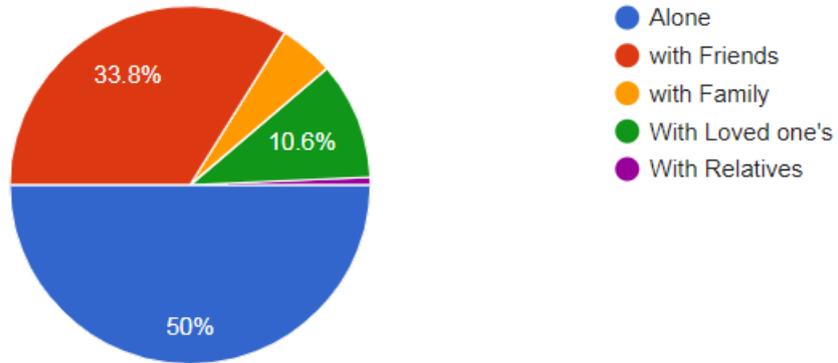h friends. It says that youth are getting away from socializing themselves. This is due to the availability of the like entertainment they are getting via OTT's staying alone.

13. Indicate whether Online Video streaming has affected your Daily Routine?

147 responses
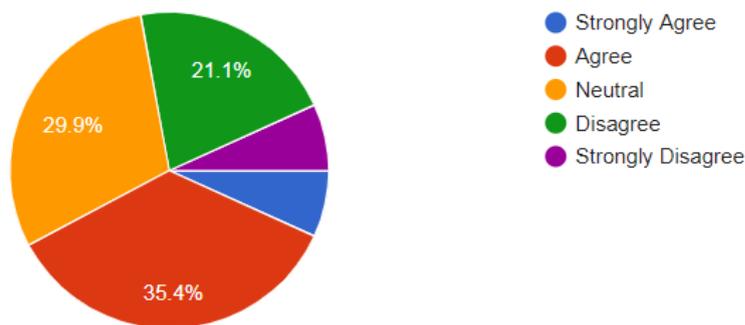
INTERPRETATION:

Majority of the respondents says that online streaming applications disrupting the daily routine of them. It says is watching the online streaming content makes them forget the time and present responsibilities.

14. Indicate at which time period you like to watch online Video Content?

146 responses

Legend:
- Early Mornings
- Afternoons
- Evenings
- Late Nights
- Whenever Free

(51.4%, 26.7%, 15.8%)
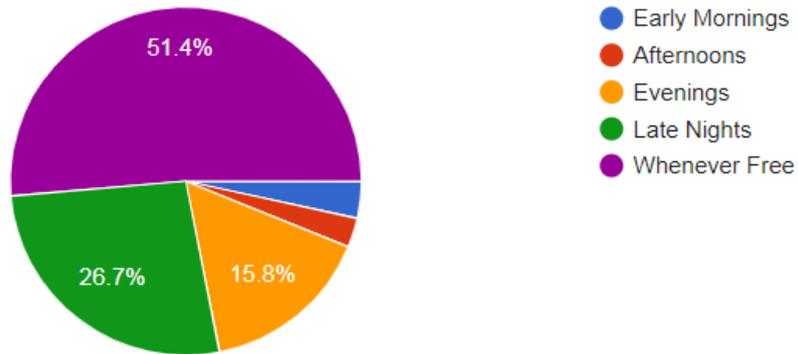
INTERPRETATION:

So, time is not at all a barrier for you to watch the online streaming content. They are comfortable in watching their free time whenever possible. For youth the free time is available in their routine.

15. Indicate whether online video streaming has affected your health?

146 responses

Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

(28.8%, 10.3%, 31.5%, 22.6%)
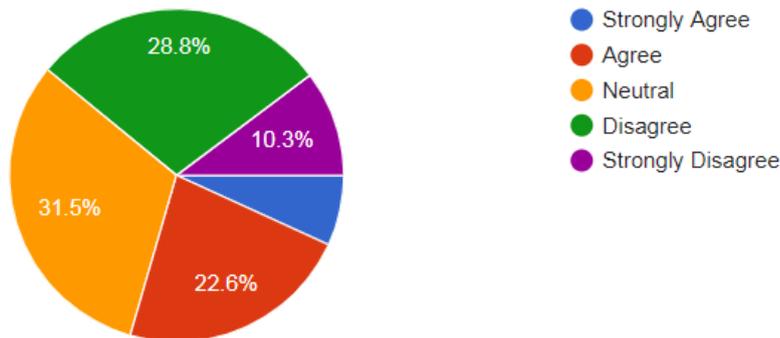
INTERPRETATION:

The respondents are mixed in this particular question which says they are confused about how online streaming is affecting or not affecting their health. So the outcome of it is neutral.

16. Does online video streaming help you enhance Analytical Skills?

146 responses
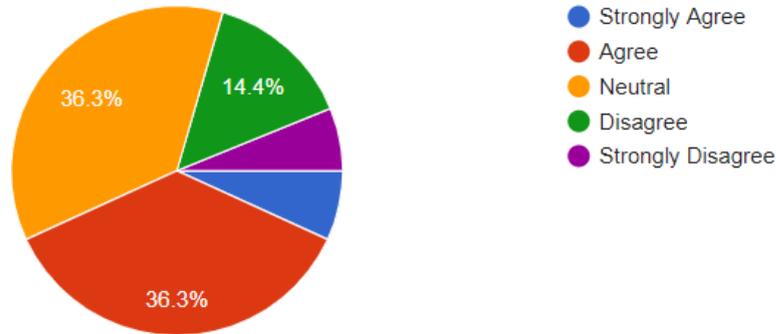
INTERPRETATION:

Youth says online streaming applications is enhancing the analytical thinking power of their thought process. This is due to the availability suspense elements and keeping people engaged.

17. Does online video streaming influence your shopping behavior?

146 responses
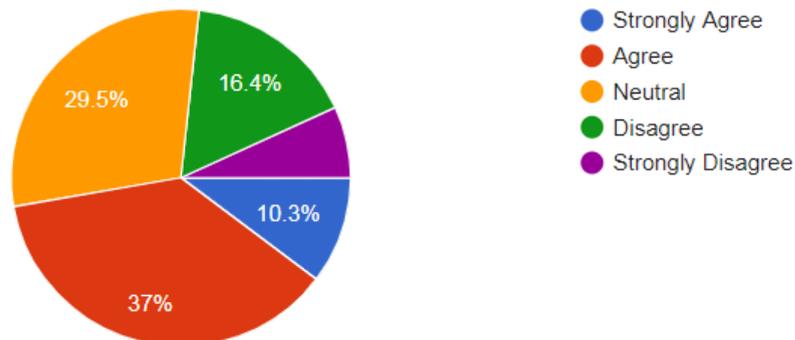
INTERPRETATION:

Youth agrees that online streaming content is influencing there shopping behavior. Youth getting influenced by the style statements and making the actors as role models.

18. Does online video streaming affect your social responsibilities?

146 responses
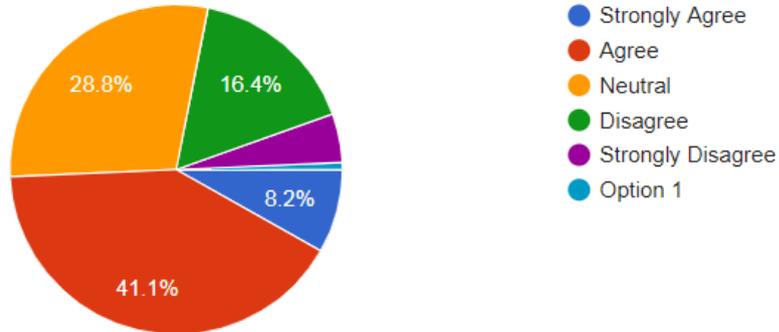
INTERPRETATION:

Major chunk of the respondents agree that online streaming applications are affecting the social responsibilities of youth. This is due to the continuous non utilization of their free time in the academics or in their works and indulging in the OTT's.

19. Does online video viewing affect your relationship with loved ones?

145 responses
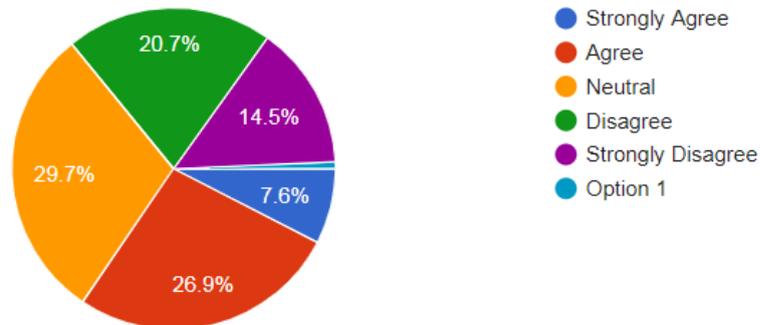
INTERPRETATION:

Majority says that online streaming applications are affecting their relationships with loved ones because of the time constraint which they are able to give to them.

20. Does online video viewing affect your academics?

144 responses
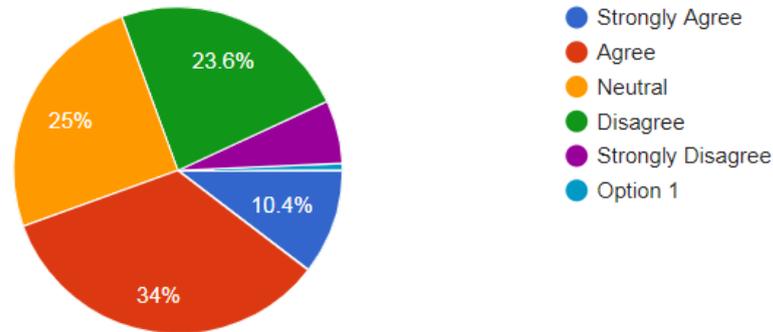
Legend:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- Option 1

Values shown: 23.6%, 25%, 10.4%, 34%

INTERPRETATION:

Majority of the respondents agree that online streaming applications are affecting their academics. This is mostly due to overnight watching of series and not attending the classes time or showing lack of interest.

21. Indicate on which device do you stream videos?

145 responses

Legend:
- Laptop
- Tablet
- Mobile
- Smart Television
- Option 1

Values shown: 61.4%, 26.9%
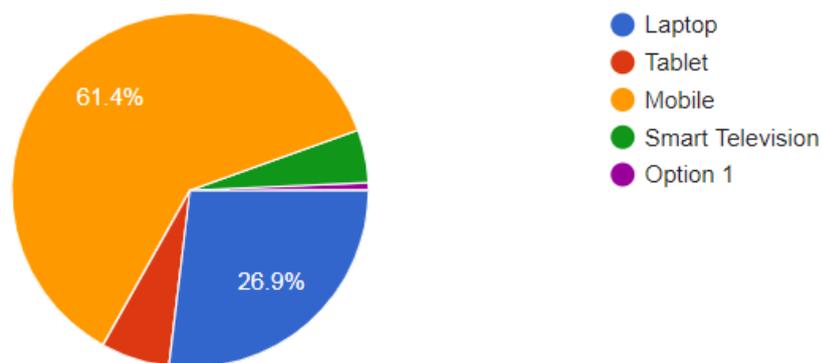
INTERPRETATION:

Youth prefer to watch online streaming content on mobile phones because it is portable. In situation of television or laptop, smartphones helps in easier mode of taking the content in the pocket.

22. Indicate which packs do you like to subscribe?

141 responses

Legend:
- Monthly
- Quarterly
- Half Yearly
- Yearly

Chart values: 31.2%, 16.3%, 47.5%
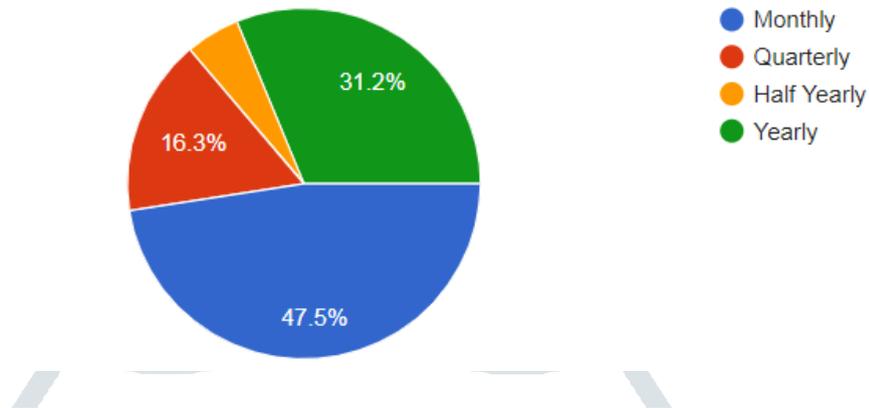
INTERPRETATION:

Youth prefer to subscribe monthly packs because of the money constant which they have.

23. Indicate typically how much amount do you like to spend on OTT subscription per month?

140 responses

Legend:
- 49-99 INR
- 100-199 INR
- 200-299 INR
- 300-399 INR
- 400-499 INR
- 500-599 INR

Chart values: 21.4%, 17.9%, 10%, 26.4%, 17.9%
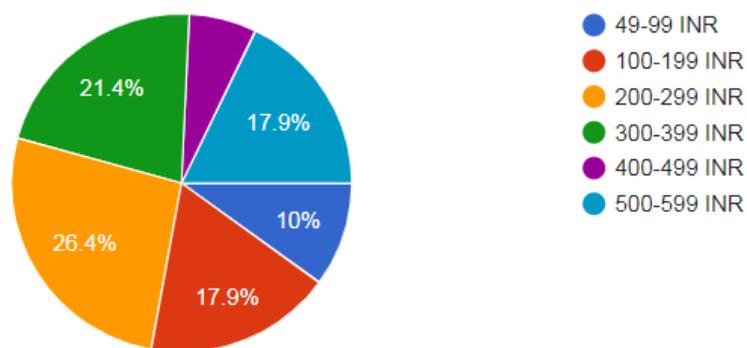
They tend to manage the money because of the less availability of funds.

INTERPRETATION:

You prefer to spend an amount of around 200 to 299 every month for the subscriptions. Because of the less availability of funds and no means of earnings.

T-Test

[DataSet1] C:\Users\HP\Desktop\capspssfinal.sav

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
EffectAnalyticsSkill	151	2.75	.995	.081

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
EffectAnalyticsSkill	3.068	150	.003	.248	.09	.41

SPSS Analysis

Purchase intention of youth regarding online video streaming app, that affects analytical skill of the youth.

Null hypothesis (H0) =. There is no significance difference between male and female on the use of OTT platform

Alternative hypothesis(H1)= There is Significance difference between male and female on the use of OTT platforms.

As the P value is less than .05 so null hypothesis is rejected so it is concluded that there is a significance difference between male and female on the use of OTT platform.

T-Test

[DataSet1] C:\Users\HP\Desktop\capspssfinal.sav

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
EffectShoppingBehavior	151	2.72	1.066	.087

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
EffectShoppingBehavior	2.558	150	.012	.222	.05	.39

Purchase intention of youth regarding online video streaming app, that affects the Shopping behavior of the youth.

Null hypothesis (H0) = As per using the online video streaming app affects Shopping behavior of the youth.

Alternative hypothesis(H1)=As per using the online video streaming app doesn't affect the Shopping behavior of the youth

After applying T-test I got the result that null hypothesis is rejected in this test mean was taken 2.5 where the result is more than 2.558 that shows youth disagrees that online video streaming app affects their Shopping behavior.

T-Test

[DataSet1] C:\Users\HP\Desktop\capspssfinal.sav

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
DoesnotEffect Socialresponsibality	151	2.68	1.002	.082

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
DoesnotEffect Socialresponsibality	2.232	150	.027	.182	.02	.34

Purchase Intention of the youth regarding online video streaming app, that affects the Social Responsibilities of the youth.

Null hypothesis (H0) = As per using the online video streaming app doesn't affect the Social Responsibilities of youth.

Alternative hypothesis(H1)=As per using online the video streaming app affects the Social Responsibilities of the youth

After applying T-test I got the result that the null hypothesis is accepted in this test mean was taken 2.5 where result is nearly 2.232 that shows the youth is agree that the online video streaming app doesn't affect the Social Responsibilities.

T-Test

[DataSet1] C:\Users\HP\Desktop\capspssfinal.sav

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
DoesnotEffect Relationship	151	3.07	1.170	.095

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
DoesnotEffect Relationship	5.947	150	.000	.566	.38	.75

Purchase Intension of youth regarding the online video streaming app, that affects the Relationship of the youth.

Null hypothesis (H0) = As per using the online video streaming app doesn't affects the Relationship of the youth.

Alternative hypothesis(H1)=As per using the online video streaming app affects the Relationship of the youth

After applying T-test I got result that the ull hypothesis rejected in this test mean was taken 2.5 where result is nearly 5.9 that shows theyouth is agree that online video streaming app doesn't affects the Relationship.

T-Test

[DataSet1] C:\Users\HP\Desktop\capspssfinal.sav

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
EffectAcademics	150	2.80	1.093	.089

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
EffectAcademics	3.362	149	.001	.300	.12	.48

Purchase Intention of youth regarding the online video streaming app, that affects the Academics of the youth.

Null hypothesis (H0) = As per using the online video streaming app affects the Academics of the youth.

Alternative hypothesis (H1)=As per using the online video streaming app doesn't affects the Academics of the youth

After applying T-test I got result that the null hypothesis rejected in this test mean was taken 2.5 where result is nearly 3 that shows the youth is disagree that online video streaming app affects their Academics.

Conclusion

This study in attempts to investigate reasons behind the young professionals adaption of the SVoD servics imparts the relevant implication for the OTT service providers. This study also identified the five of primary antecedents of the young professionals willingness to adopt the SVoD services, So, adding to recent research works on the OTT service. Future researches can additionally investigate and approve the indicators (content, quality, features, convenience, and price) founds responsible by study in determineing the young professionals willingness to subscribes to the SVoD services.

From the research I can find that youth search for various platforms or sports or any physical activities to get the stress relieved. Online streaming platforms use different sorts of entertainment modes which youth are looking for.

There are few factors which are are being responsible for youth to get into online streaming. Firstly the quality of content, easier mode of availability along with portability.

Time is the main constant which helps online streaming applications to entertain people by the place where they are. Being at a place where they are present without spending any amount of time for travelling or any other waiting allowances they can quickly get into their mobile phones and go through to their area of interest. So I can estimate from the research that online streaming applications are the new mode of entertainment in this busy world.

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