A Study on Perception of Internet Users towards the Usage of Paid Online Services in Sivakasi.

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Abstract : Online services mean availing services over internet. Now a day's all the people are using online services either as free online service or as paid online service or in both form. It is an attempt to study the respondents' perception towards paid online services. Only specific services are studied in this dissertation. Online education, online matrimony service, online software purchase and online entertainment service were studied under head paid online service. The objectives of this study consist of preference of internet users regarding paid online services, factors and the problems faced by the internet users while availing such services. Convenient sampling technique is used for selecting 155 respondents. Through preference of internet users regarding online services objective respondents prefer, Hotstar for online entertainment, BYJUS for online education, Bharat Matrimony for online matrimony, and K7 Antivirus for online application software. In this study the researcher highlights the pros and cons of availing online services and valuable suggestion were provided by the researcher. This paper aims at presenting the perception of internet users towards the usage of paid and free online services.

Keywords: Perception, Paid online service.

I. INTRODUCTION

Online services mean availing services over internet. It is an entity that provide information to various types of users on the basis of their need.Of course, accessing all this data carries a price. Online service is the largest service but it is not centrally controlled by any one organization nor it is wholly operating for profit. Only certain online services are running for profit motive.for some services we have to pay subscription fees to avail such facilities like Netflix, BYJUS, Matrimony, Spotify, Microsoft Office and so on. Online service is a connectivity between user and an unknown third party.

Paid services means a person pay a particular amount of money for the services availed like Doctors' fees for availing services. Similarly Paid online services means a person has to pay a required amount to avail the services provided to him through online. The study covers the following four paid online services.

ONLINE EDUCATION

Online learning involves courses offered by primary institutions that are 100% virtual. Online learning, or virtual classes offered over the internet, is contrasted with traditional courses taken in a brick-and-mortar school building. Example of online education servicesBYJUS, Toppr,Vedantu, Unacademy, and so on White hat.

ONLINE MATRIMONY

Matrimonial websitesor marriage websites are a variation of the standard dating websites. Matrimonial sites are popular in India and among Indians settled overseas, as an alternative to the traditional marriage broker. According to The New York Times, there are over 1500 matrimony websites in India. According to the Associated Chambers of Commerce and Industry in India, the online matrimony business is expected to be a $250 Million business by 2017.

Matrimony sites are online portals that facilitate arranged marriage matchmaking for Indians and South Asian populations. These sites are used by Individuals who want to go through an arrange marriage as well as parents who are looking for suitable matches for their sons or daughters.Somecommonly used matrimony app are Tamil Matrimony, Jeevansathi, Tamil Shaadi.com, Nadar Matrimony, Mudaliar Matrimony, M4marry.com

ONLINE APPLICATION SOFTWARE

Software contains copyright which means it can only be obtained by making payment. Most of the software are developed for profit.In online software, the data can be easily stored, its lost data can be easily retrieved and a high level of securities are provided.The following are the best paid softwareMicrosoft 365, SAP, Oracle, Adobe Photoshop, Vyapar, Finacle, Breevy

ONLINE ENTERTAINMENT

Online Entertainment which is popularly known as OTT platform where online streaming movie, serial or any short video can be seen. If we become prime member by paying amount, we can enjoy additional services. Users can download entertainment apps from popular app stores like Google Play Store, Apple App Store, Amazon App store and more. There are currently about 40 providers of over-the-top media services (OTT) in India, which distribute streaming media over the Internet.

II. REVIEW OF LITERATURE

Hsing K. Cheng, Ronald R. Sims & Hildy Teegen[1] **(2015)** in their journal "To Purchase or to Pirate Software: An Empirical Study" stated that illegal copying of computer software, usually called software piracy, is a prevalent and serious problem. Some researchers attribute the widespread incidence of software piracy to people's attitudes toward piracy behavior and peer norms. However, current literature leaves unanswered a fundamental question of why individuals pirate software. The objective of this paper is to identify the underlying reasons why individuals pirate software. We also identify what motivates individuals to purchase software as opposed to pirating it. Understanding why individuals purchase and pirate software has clear value for policy makers to develop effective measures to curb the software piracy problem.

S.Girija Vikramadithan[2] **(2020)** in her journal "A Study on Online Matrimonial Services in India" stated that marriage data has consistently been a necessary piece of the information base in any edified society. Normally a few organizations and other de-regulated sources become usable in delivering and moving incredible assortment of wedding data. In ongoing time, online marriage entryways quicken the chances of giving more current marriage administrations to sharing wedding Data all the more serenely and specifically, however regularly condemned as far as ampleness and Credibility of such data. This paper plans to introduce a short record on marriage data frameworks and administrations concerning India, along these lines give looks at well-known marriage destinations developed in most recent two decades.

Shivangi Dhawan[3] **(2020)** in her research article "Online Learning: A Panacea in the Time of COVID-19 Crisis" stated that educational institutions (schools, colleges, and universities) in India are currently based only on traditional methods of learning, that is, they follow the traditional set up of face-to-face lectures in a classroom. Although many academic units have also started blended learning, still a lot of them are stuck with old procedures. The sudden outbreak of a deadly disease called Covid-19 caused by a Corona Virus (SARS-CoV-2) shook the entire world. The World Health Organization declared it as a pandemic. This situation challenged the education system across the world and forced educators to shift to an online mode of teaching overnight. Many academic institutions that were earlier reluctant to change their traditional pedagogical approach had no option but to shift entirely to online teaching–learning. The article includes the importance of online learning and Strengths, Weaknesses, Opportunities, & Challenges (SWOC) analysis of e-learning modes in the time of crisis. This article also put some light on the growth of EdTech Start-ups during the time of pandemic and natural disasters and includes suggestions for academic institutions of how to deal with challenges associated with online learning

III. STATEMENT OF THE PROBLEM

Now a day's using internet and availing online service have become a common activity. As per survey, in 2020 India has over 749 million online users across the country.[4] In fact, India was ranked as the second largest online market worldwide. The number of internet users was estimate to increase in both urban as well as rural region, indicating a dynamic growth in access to internet. But at initial stages only few online services are available to us. Based on this, there is a wide scope for market is available in online many rival companies and new companies entered this online platform. This facilitates the users to avail many online competitive services as well as to see many online advertisements at every second. Even though current generation are highly availing these facilities by still digital illiteracy is there in India. This is due to lack of proper knowledge about the available online platforms and the knowledge to use such services. The mechanism for availing quality online services at reasonable service is still today a myth. Hence, there arise the strong need for analyzing the attitude and preference of the internet users towards the pros and cons of paid online services available.

IV. SCOPE OF THE STUDY

This study covers online services only paid online services availed by general public in their day-to-day life Paid online services includes online entertainment, online education, online matrimony and online softwares. The aim of this research is to collect the primary data from the internet users of people in Sivakasi. It is an attempt to know the available online services, the level of extent of usage of such services and the problems faced by the respondents relating to the services.

V. OBJECTIVES OF THE STUDY

i. To identify the preference of internet users regarding paid online services.
ii. To identify the problems faced by the internet users while availing such services.
iii. To provide valuable suggestion to the users.

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VI. RESEARCH METHODOLOGY

Design of the study

This study concentrates on finding facts to ascertain the nature of something as it exists. Descriptive study is a fact-finding investigation with adequate interpretation. Descriptive research aims to accurately and systematically describe a population, situation or phenomena.

Sampling design

The sample size for the present study is 155, as we cannot cover all the geographical area within the given period.

Sampling Technique

Sampling technique used in this study is Convenient sampling technique. The population is divided to four major clusters-college Students, Business people, Salary class people and housewives. From each group, 40 respondents were selected on convenient basis.

Data collection instruments

Google forms are a research instruments that consists of a set of questions to collect information from a respondent. For this project Google form method is used.

Area of the study

The area was restricted to Sivakasi only. This study covers the internet users in Sivakasi. And it is restricted to cover only paid and free online services.

Statistical tools used

For analysis, the tools like percentage analysis, ranking techniques, independent t-test and Likert's rating scale were used.

VII. PROFILE OF THE RESPONDENTS

Demographic profile refers to the analysis of population based on factors such as gender, age, educational qualification, monthly income and the occupation of the internet users which influence the respondents towards purchase decision.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1

Demographic profile of the respondents

Particulars	Number of Respondents	Percentage (%)
Male	57	36.8
Female	98	63.2
Total	**155**	**100**
Age of the respondents		
15 – 20 years	33	21.3
20 – 25 years	67	43.2
25 – 30 years	21	13.5
Above 30 years	34	21.9
Total	**155**	**100**
Educational Qualification of the respondents		
Upto High School	14	9
Under Graduate	74	47.7
Post Graduate	45	29
Professionals	22	14.2
Total	**155**	**100**
Occupation of the respondents		
Student	68	43.9
Business People	23	14.8
Salaried Person	46	29.7
Housewife	18	11.6
Total	**155**	**100**
Family Income		
Less than Rs. 20,000	44	28.4
Rs. 20,000 – Rs. 30,000	31	20
Rs. 30,000 – Rs. 40, 000	26	16.8
Rs. 40,000 – Rs. 50,000	20	12.9
Above 50,000	34	21.9
Total	**155**	**100**

Source: Primary Data

The table 1 states that out of 27 respondents, 88.89 percentage of the respondents are female (24), 44.44 percentage of the respondents (12) were between 20 – 25 years, 48.16 percentage of the respondents (13) had completed their under graduate course, 51.85 percentage of the respondents (14) were salaried people, 28.4 percentage of the respondents (44) family income were less than Rs. 20,000.

PREFERRED PAID ONLINE SERVICES

There are various online services for which people are ready to pay money and avail that services. Such services are listed below and the respondents ranked their preference. Garrett Ranking method is used to evaluate the overall preference of the respondentswhich is shown in the table 3

Table 2
Garrett Scores - Preferred Paid online services

Paid Services	Calculated Value	Garrett Value
Software Purchase	12.5	73
Education	37.5	57
Entertainment	62.5	44
Matrimony	87.5	27

Source: Computed Data

GARRETT RANKING METHOD

Table 3
Preferred Paid online services – Garrett Ranking Method

Score (x)	Software Purchase		Education		Entertainment		Matrimony	
	F	Fx	F	Fx	F	Fx	F	Fx
73	59	4307	43	3139	59	4307	19	1387
57	30	1710	65	3705	30	1710	17	969
44	43	1892	28	1232	43	1892	25	1100
27	23	621	19	513	23	621	94	2538
Total	155	8530	155	8589	155	8530	155	5994
GMS	55.03		55.41		51.88		38.67	
RANK	II		I		III		IV	

Source: Computed Data

From table 3.16 Garrett ranking method, we can predict that education secured first rank, entertainment secured second rank, software purchase secured third rank and Matrimony secured fourth rank which are all the mostly preferred paid online services.

PROBLEMS IN USING PAID ONLINE SERVICE

There were certain problems in availing online matrimony services by the respondents. The reasons were listed below and opinion of the respondents are collected using Likert Scale which is shown in below table 4

Table 4
Likert Rating -Problems in using paid online service

Attributes	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		TWS	Rank
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
High fees charged	69	345	58	232	17	51	8	16	3	3	647	I
Not satisfied with customer service department	16	80	85	340	40	120	8	16	6	6	562	IV
Fear of being judged	35	175	52	208	61	183	6	12	1	1	579	II
Fear of sharing personal information	35	175	66	264	24	72	27	54	3	3	568	III
High speed internet needed	41	205	56	224	25	75	5	10	28	28	542	V

Source: Computed Data

NR = Number of Respondents, **WS** = Weighted Scores, **TWS** = Total Weighted Score.

Problems in using online matrimony service were evaluated using Likert's Rating Scale. Among the various attributes high fees charged gained highest TWS score of 647, fear of being judged obtained second highest TWS score of 579 following to that fear of sharing personal information secured third TWS score of 568,not satisfied with customer service department secured fourth TWS score of 562and High speed internet neededsecured fifth TWS score of 542.

GENDER INDEPENDENT T-TEST

H_0 = There is no significant difference between gender and reason for using paid online services like, high picture quality, easily connect with TV, instant playback, original content, multi-language content, increase family time and ad free.

H_1 = There is a significant difference between gender and reason for using paid online services like, high picture quality, easily connect with TV, instant playback, original content, multi-language, increase family time and ad free.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
High Picture Quality	Equal variances assumed	.004	.952	-.085	153	.932	-.01378	.16190	-.33364	.30607

	Equal variances not assumed			-.085	118.443	.932	-.01378	.16135	-.33328	.30571
Easily connect the device with TV	Equal variances assumed	.734	.393	2.281	153	.024	.35374	.15509	.04735	.66014
	Equal variances not assumed			2.300	120.159	.023*	.35374	.15383	.04918	.65830
Instant Playback	Equal variances assumed	7.372	.007	-.857	153	.393	-.12585	.14691	-.41608	.16438
	Equal variances not assumed			-.936	147.112	.351	-.12585	.13442	-.39149	.13979
Original Content	Equal variances assumed	.498	.481	.426	153	.671	.08056	.18926	-.29334	.45446
	Equal variances not assumed			.435	124.781	.665	.08056	.18536	-.28629	.44741
Multi-language content	Equal variances assumed	4.983	.027	-.292	153	.770	-.06713	.22955	-.52063	.38637
	Equal variances not assumed			-.306	133.777	.760	-.06713	.21929	-.50085	.36659
Increased family time	Equal variances assumed	3.444	.065	1.816	153	.071	.37236	.20500	-.03263	.77735
	Equal variances not assumed			1.900	133.442	.060**	.37236	.19602	-.01534	.76006
Ad free	Equal variances assumed	.814	.368	1.106	153	.270	.22216	.20083	-.17459	.61892
	Equal variances not assumed			1.134	126.317	.259	.22216	.19586	-.16543	.60976

*, ** 5%, 10% level of significance

The above result shows that there is no significant difference between gender and reasons for paid online services like, high picture quality (0.932), instant playback (0.351), original content (0.665), Multi-language content (0.760) and ad free (0.259) at 5% level of significance. Hence, the null hypothesis is accepted and alternative hypothesis is rejected.

The result also shows that there is significant difference between gender and reasons for paid online services like easily connect device with TV (0.023) and increased family time (0.060) at 5% and 10% level of significance. Hence, null hypothesis is rejected and alternative hypothesis is accepted. It can be inferred that, there is a reason difference between the gender regarding easily connect device with TV and increased family time. The other variables are not having significant differences.

VIII. SUGGESTIONS

TO THE SERVICE PROVIDERS

✓ Even though online educational service is very helpful for academic as well as for career but most of the respondents feel they get isolated and lack of communication with co-students. This problem can be rectified.
✓ Amount charged in online matrimony service can be reduced as most of the respondents faced problem of high charges.
✓ Now a day most of the respondents are availing various online entertainment platform but the main problem faced, more data is required to watch online which makes as to have high data plan which can be reduced.

TO THE INTERNET USERS

✓ Respondents feel that they get addicted to online games. So respondents can reduce the time spent for online game and engage in street games

IX. CONCLUSION

Online service is the largest service availed by all kind of respondents' but it is not centrally controlled by any one organization nor it is wholly operating for profit. Only certain online services are running for profit motive. Paid online services undertaken in this study are online education, online matrimony service, online software purchase and online entertainment service. The researcher undertook this concept because now a day respondents are ready to spend huge money to availing services instead of product. This study is undertaken to study the pros and cons of paid online services. It is an attempt to know the preference of the internet users towards various online services. This study shows that most of the respondents prefer online education among various paid online services.

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