A STUDY ON CUSTOMER SATISFACTION TOWARDS CABLE TV NETWORK AND ONLINE VIDEO STREAMING SERVICES IN CHENNAI

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Abstract

Introduction

The rapid development of television as well a sprint media has triggered off highly complex intra as well as the inter media competition. Media services marketers have a far more difficult task today than their counterparts in other industries. Media marketers need to have a sense of balance and satisfy two sets of buyers – the readers / audience or the viewers and the advertisers. Any kind of planned marketing in the various category of cinema, radio etc is not noticeable. Media, other than print and television is at best resorting to selling tactics. Very little is being done to explain the kind of audience and their responses in these categories. It is considered vital to give a brief background on the buyer and buyer behaviour; this would ultimately help in improving the current practices in media services marketing strategies. Media service marketers have to all together satisfy two sets of buyers, both television and publications have to simultaneously satisfy the need, wants and values of the readers and advertisers. Media service industry uses state –of-the –art technology to make achievable for the editor and the marketer to respond in the minimum potential time. The speed required to reach the ever varying needs of readers /

audiences or the viewers is many times quicker than what is required in case of other products. A publication or a television programme has a limited lifetime from the perspective of the users.

In today's digital world, consumers are streaming towards Over-the-Top Video on demand service delivery platforms rather than traditional Cable TV providers or telecommunication networks. Cable TV and Online Streaming Services is considered as an important medium of mass communication. This research helps in understanding the cultural differences by looking at changing perceptions of the audiences and helps in understanding the various factors influencing them to opt for the online video streaming services. This study fills the research gap by investigating the different effects of perceived consumption values related to online video streaming applications. The article closes with some future research directions and conclusions.

Keywords: *Over-The-Top Services, Digital Media, DTH Services, Video streaming services*

An Insight into Online Streaming Media and Cable TV – An Introduction

Streaming Media is creating a huge impetus in the present digital world. As it is coupled with social media, users can indulge in social business and e-learning [1]. Streaming Media is a kind of multimedia which is regularly obtained and disclosed to viewers while being delivered by a provider. It is a process in which the final consumers [2] or the viewers obtain the entire content before watching or listening to it. Live streaming is the delivery of Internet content spontaneously as live television broadcasts content via the airwaves through a television signal. A form of source media is required for live streaming. It is a system in which television programmes are broadcasted to the sets of subscribers by cable rather than by a broadcast signal [3]. Cable television is a system of delivering television programming to consumers through Radio Frequency (RF) signals imparted through coaxial cables, or in more recent systems, light pulses through fiber-optic cables [4].

An Over-the-top (OTT) media services is a streaming media services that is accessed directly by the viewers through the internet [5]. OTT service is a prominent new media platform. It basically covers the audio, video or other types

of media content delivery via the internet, without requiring the audience to have a traditional cable or satellite pay-TV subscription. The cable, broadcast and satellite television act as controller or a dispenser of such content [6]. This is similar to the subscription based video-on demand (VOD) services, which offers access to film and television content. OTT services are actually obtained via various websites on personal computers, as well as via various applications on mobile devices, digital media players which also includes the video game devices, or televisions with integrated smart TV platforms [7]. Over-the-top (OTT) content is the audio, video, and other media content delivered over the Internet, without the participation of a Multiple-system [8] operator (MSO) in the control or contribution of the content. The Internet provider may be mindful of the contents of the Internet Protocol (IP) packets [9] but is not accountable for, nor able to control, the viewing abilities, copyrights, and/or other redistribution [10] of the content. This particular model has a contrast with the purchasing or rental of video or audio [11] content from an Internet service provider (ISP), such as Cable TV or DTH , video on demand, and from internet protocol television [12].

Components of OTT Services

1. Over-the-top (OTT) video viewers: Individuals who view the videos via any applications or websites that provides streaming video content and bypasses traditional distribution. Examples of this type of services may include HBO Now, Hulu, Netflix, Amazon Video, YouTube/YouTube Red and Sling TV.

2. Connected TV (CTV)/Internet Protocol TV (IPTV) users: Individuals who use TV sets that is connected to the internet through built-in internet connectivity, it is referred as a Smart TV or through other devices with the functionality such as a set-top box (STB) devices or the DTH services (e.g., Apple TV, Google Chromecast, Amazon Fire, Roku), Blu-ray players or gaming devices.

3. Linear OTT video service users: Viewers who have subscribed to a service that renders live TV channel bundles over the internet for a monthly subscription or a on a yearly basis. Examples include Sling TV, DirecTV Now, Hulu with Live TV, YouTube TV and PlayStation Vue [1]. These services provide audiences with much more flexibility to consume content compared to traditional broadcast and cable television services (DTH services).The OTT services provides audiences with vibrant ways to consume content whenever and wherever they wish. While the providers of a Cable TV need to be concerned with program scheduling to capitalize on the ratings and shares, OTT services, on the other hand have no fixed or pre- determined schedules at all. The audience or the viewers are given the control, which allows and enables them to pause, rewind and fast-forward or to binge watch a series of shows.

OTT television, usually also called as the online television or internet television or streaming television, remains the most accepted OTT content. This signal is obtained through the Internet or through a cell phone network called the mobile data. The video distributor controls the accessibility, through either an application or through a separate OTT dongle or box which is connected to a phone, PC or television set. Customers can access the content via the internet connected devices such as phones including Android, iOS, and Windows-type mobile devices, Smart TVs also referred as the Internet TV, Set-top boxes and gaming devices such as Play Station 4, Xbox One and Desktop and laptop Computers.

A Critical look at the various Online Video Streaming Apps:

- Netflix

- Amazon Prime

- YouTube

- Hulu

- Hotstar

- Twich

- Sling TV

- PlayStation Vue

- HBO Now

- Movies Anywhere

- VRV

- VidMate

- VUDU

- ShowBox

- JioCinema

Fig 1: Online Video Streaming Apps
(Source: Extracted from https://www.fashionkibatain.com/)
Objectives of the Study

1. To investigate the reasons in the popularity of Online Video Streaming Services

2. To analyse various factors that influence the consumers to choose Online Video Streaming Services

3. To determine how streaming videos contribute to climate change and the awareness level among the users

4. To provide suggestions to enhance energy consumption practices.

Need of the Study

The scope of the study lies in the fact that this study is a sociological analysis of the various ramifications of the impact of Cable TV and Online Streaming services as an important medium of mass communication. The scope of the study enables the consumers to choose the online video streaming services and also to identify the attitude towards the change in the way of delivery of mass media. It also analyses their preferences on various genres and various streaming applications. The study finds how it effects the climate change and also gives suggestions on how to enhance energy consumption practices.

Hypothesis

H1: There is an association between the age group and the factor Ease of use.

H2: There is a significant relationship between the age group and Satisfaction level of   the respondents.

Results

Aim: To analyse various factors that influence the consumers to choose Online Video Streaming Services

H1: There is an association between the age group and the factor Ease of use.

Table 1: ANOVA Table showing the relationship between the age group and the factor Ease of use

Age	N	Mean	Std. Deviation	F	Sig.
18-24	155	4.31	0.802		
25-34	23	4.13	0.968		
35-49	13	4	0.913	5.244	0.002
50 and above	9	3.22	0.972		
Total	200	4.22	0.863		

Interpretation:

From the above table, it is inferred that level of significance is 0.002 which is less than 0.05. Hence Null Hypothesis is rejected. Hence, Alternate Hypothesis is accepted at 95% significance confidence level.

There is a significant relationship between the age group of the respondents and the factor ease of use. It can be understood that viewers belonging to lesser age group tend to feel it is easy to use any kind of Online Streaming video services, while viewers of a bigger age feel it is not very simple and requires a lot of knowledge about technology in order to operate the Streaming video services apps. While the age group up to 49, there is not much of a difference in their mean level but for the viewers above the age of 50, there is a vast difference in the mean level with just 3.22. This infers that viewers belonging to the age group of 50 and above find it difficult in operating Online Streaming Video Service.

Aim: To investigate the reasons in the popularity of Online Video Streaming Services

H2: There is a significant relationship between the age group and Satisfaction level of the respondents.

Table 2: Chi-Square Analysis showing the relationship between the age group and satisfaction level of the respondents

Hypothesis Relationship	χ^2 Value	H0 No.	P	Decision
Relationship between the age group and satisfaction level of the respondents.	12.941[a]	3	0.373	Reject

Interpretation:

From the table it is inferred that the level of significance is 0.373 which is more than 0.05. Hence, alternate Hypothesis is rejected. Null Hypothesis is accepted at 95% significance confidence level. There is no significant relationship between the age group and the satisfaction level among the users. It can be observed from this test, that the age group of the viewers does not have any impact on their satisfaction level.

Results and Discussion

The analysis shows that Online Video Streaming Services became a popular form of amusement among the youths, there has been a great concern about it among the parents and educators. Some maintain that it has more harmful effects than good, others take the opposite point of view. The study explored the quantum of using Online video streaming apps by the viewers, type of genres watched and how it effects the climate change. It is interesting to note that there was marked declination by viewers opting for Cable TV over the new age services, and they have also ranked poor picture and sound quality as the most serious problem faced by them. Thus it would appear that viewers use online video streaming apps to gratify their psychological human needs when they find difficult in coping with real life situation. To enhance energy

consumption practices, Online streaming videos also contribute towards global warming, which is extremely serious as consumers are completely unaware of the fact. Therefore, the study suggests that lot of awareness programmes should be conducted in schools and colleges, mainly focusing on the youth as they are one's who are using it a lot. Various talks and seminars can be conducted. Reduction in the usage of technology or the internet at least for an hour in every household everyday will truly be helpful for the planet.

Conclusion

In a nut shell, the study analyses that as technology is making everything rapid and easy for us to communicate and do our everyday tasks, we must not forget the fact that it has a large impact on the climate change. It is said to emit a lot of carbon dioxide just the same amount that is released by driving a car for 4 km. The biggest disadvantage is that very few individuals are aware of the harmful effects it has on the planet and how it is contributing to global warming. Hence, efforts should be taken to control radiation for protecting our planet.

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