An Analytical Study on Attitude and Intentions of Consumers on YouTube Programmes

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Abstract

This research paper will attempt to define various factors which are adding in increasing popularity of these applications. These days people are low on patience and want everything instantly. The instant gratification offered through high-speed internet, Smart TVs and mobile devices are really such a golden ticket? Or are we just becoming a bunch of spoilt 'don't care how, I want it now' Veruca salts. Are on-demand video streaming applications capable of offering all the content that viewers want instantly? The youth definitely don't have time and patience to wait for long. And want everything at one single platform wherein all stuffs are beautifully organised. Also, the amount of money that youth want to spend is not much high. So are these applications providing content at a price that youth is willing to pay? Also, how nice it would be if all the films which have ever been released, all the shows and series which have been broadcasted in the past can be found on one platform with complete episodes and can be watched any time, any day. These applications have proved a boon to the youth. Haven't they? This research paper targets to find out the ways, reasons and purposes for which the youth is using these applications. This paper also aims to trace out the attitude, taste and choice of youth in selection of video content on these applications.

Keywords: On-demand; Online streaming; Popularity; Traditional Platforms; Video Content

Introduction

Streaming video is content sent in compressed form over the Internet and displayed by the viewer in real time. With streaming video or streaming media, a Web user does not have to wait to download a file to play it. Instead, the media is sent in a continuous stream of data and is played as it arrives. The user needs a *player*, which is a special program that uncompresses and sends video data to the display and audio data to speakers. A player can be either an integral part of a browser or downloaded from the software maker's Web site. A video streaming service is an on demand online entertainment source for TV shows, movies and other streaming media.

These services provide an alternative to cable and satellite on demand service, often at a lower cost. Use of streaming services often requires fees, either per view or subscription. The videos come from a network that is typically cloud-based. The availability, content and price of services may vary from one region to another.

Some services feature wide hardware support for numerous devices such as smart TVs, streaming media receivers, computers, tabletsand smartphones. Others may be more limited in the type of devices, like Hulu, or tailored to a specific brand's devices, much like iTunes for Apple devices. Other services are ad-supported, like Google video, or run on afreemium model and also offer some full feature movies at a cost.

Examples of pay video streaming services include Netflix, iTunes, Hulu, YouTube, Vudu, Amazon Instant, LoveFilm, Baidu, NowTV and Vimeo. Free sources include the Internet Archive, Crackle, Engage Media, Retrovision, Uncle Earl's Classic TV Channel and Shocker Internet Drive In.

Review of Literature

With the advent of new platform like on-demand video streaming applications for watching video content and high-speed internet on digital devices like mobile phones, laptops, tablets etc the youth has got an alternative platform to watch video content. Vandewater and Denis discusses about the accessibility of internet and digital devices. The easy availability of these two sources are getting the youth to own it. Once, a medium is owned by a person than it is absolutely used. They have mentioned about the time when these devices like mobile phones, laptops, tablets, computers arrived in the market with a sole purpose of streaming content in large number to a very big audience.

This journal provides a detailed information about the coming of digital devices and how they changed the nature of streaming video content. This journal tells about the various features of these devices which have led to the rapid increase in their popularity. This gives resourceful information for the proposed research regarding the digital devices.

Kristen Wright states the need of apps in this digital world by the young people for various things. Wright writes that young people want an app for everything – for navigation, food delivery, shopping and various other works. This journal sets out to define today's young people as the "App Generation," using the literary device of the authors' own configurations across generations. In addition to their unique generational approach to the analysis

of digital media proliferation, the authors delve deeply into three areas: identity, intimacy, and imagination. Backed up by nearly 200 existing studies and articles, as well as their own work with focus groups, interviews, observations, art, and creative writing produced by young people over a 20-year period, the authors give an extensive account of today's youth, comparing them to their counterparts of past generations. Those comparisons make compelling predictions for the future.

This journal provides detailed information on the need of apps for everything by the youth. Everything includes the platform for video content as well. If the youth can have an app for watching video content, they would surely use it. The journal provides information about the behaviour and attitude of youth regarding mobile apps.

In the article "The Netflix Effect: Teens, Binge Watching, and On-Demand Digital Media Trends" written by Sidneveve Matrix published on Project Muse, Matrix writes that in today's era the youth don't like to wait for days or weeks to watch the episodes of their favourite shows. This article talks about the behaviour of young generation. It says that don't like to wait and their favourite shows instantly. All the released are found altogether on these video steaming apps and are making them all available to the youth for binge watching.

In a journal published in the website IEEE Transactions on Network and Service Management, it is found that watching videos online has become prevalent in our daily activities. While there are extensive measurements studying about Video on demand (VOD), IPTV, live streaming and etc., most of them focus their analysis on a single content provider (CP). Various user behaviours over multiple different CPs are yet to be explored. In this paper, we collect about 10 million viewing records of the 6 most popular video CPs through a major Internet service provider (ISP) in Shanghai, China, and examine the user behaviors and access patterns with an emphasis on comparing them among different CPs in the same environments. Our analysis reveals the day-scale temporal patterns, the diversified device-wise preferences, and the city-scale geographical features of the different CPs, and identifies the high relevance between the user behaviours and the contents of the videos. Moreover, we find that user migration across multiple CPs is prevalent and highly influenced by different features of CPs. We believe that our observations and findings can provide valuable insights for CPs to enhance their user experience as well as ISPs to optimize the network architecture.

In an article published in "The Guardian" by Mark Sweney on 28th March 2018, it is admitted by BBC that young viewers are spending time watching

Netflix any than all of its BBC Tv series each week. The corporation has traditionally dominated the UK TV and radio landscape but is having to reinvent the way it connects with media-savvy young audiences who are turning increasingly to digital services – mostly provided by US tech companies such as YouTube, Apple and Netflix – for entertainment and news. Sweney writes that "The BBC said it had found that 16- to 24-year-olds spend more time with Netflix in a week than with all of BBC TV including the BBC iPlayer, despite the latter's relative popularity with younger viewers." BBC admitted that it is facing crisis due to this shift. It has been found that viewers are shifting to Netflix and YouTube for on-demand video content.

This article tells about the shift of viewership of younger audience from traditional platforms like BBC to on-demand video streaming apps like Netflix. This is a significant point for the proposed research.

An article published in Fortune India by T.Sundar on 2nd April 2018 talks about the coming of Television Production houses from Television to On-demand Video Streaming Applications. Ekta Kapoor who has a monopoly on the Indian Television since decades has now started with her very own on-demand video streaming application – ALTBalaji. At present times Amazon Prime Video, Hotstar and Netflix are few that have huge popularity, will Alt Balaji also be able to gain this amount of popularity?

In present times production houses are reading the behaviour and attitude of young generation to meet their needs and demands. It has been observed that on-demand video streaming applications are becoming very popular among youth and the production houses working for Indian television have understood this. So, in order to not lose their popularity they are also shifting to this platform and are trying to provide them the experience that they strongly desire.

An article published in Chicago Tribune on October 12, 2017 by Matt Day highlights the aims of on-demand video streaming app - Amazon Prime Video. This application is finding ways to provide new and easy features to grab more popularity with people. In this article it is mentioned that Amazon is taking aim at one of the unintended consequences of the internet age: purchases racked up by a youth with a credit card. By introducing this feature, teens would get the video content that they demand by using their parents' credit card. The online retailer said that it would allow teenagers to set up Amazon accounts linked to those of a parent, giving the adult veto power over specific purchases and the ability to set spending caps.

In an article published by Economic TimesBy *G Seetharaman on* Feb 11, 2018 it isRead more at: //economictimes.indiatimes.com/articleshow/62866875.cms?utm_source

=contentofinterest&utm_medium=text&utm_campaign=cppst seen that subscriptions to video streaming apps are increasing, and especially on Netflix and hotstar in India. Netflix had 4.2 million active subscribers in January 2017, according to a report by KPMG and FICCI, while Hotstar had 63 million, the most for any video streaming service. In 2016, video streaming accounted for half the mobile internet usage and by 2021, its share will rise to 75%. But getting people to pay is not going to be easy. "Advertisers are the mainstay for majority of platforms currently. This article speaks about the low cost subscriptions which are available on video streaming applications. Due to the low cost subscriptions and high availability of content youth is using these apps more than any other platform. Not just low cost subscriptions but these apps are also providing large number of content absolutely free of cost.

In the book Telecom Management in Emerging Economies: Evolutionary and Contemporary Perspectives(April 26, 2016) written by Murali Krishna Medudula, Mahim Sagar and Ravi Prakash Gandhi, it is being found that this is an era, where in internet is accessible to all very easily, and it is cheap in cost as well. In the digital world, the dependency on internet has also increased. The increased usage of smartphones is majorly due to internet. Because of this amalgamation of internet and smartphones apps have become widely popular. The popular category is the video streaming apps. Different forms of videos can be watched over these apps. Also, some video streaming apps give the ability to people to broadcast their own videos, sometimes live video as well. People can share videos and interact with each other.

Through this book the role of internet in making on-demand video streaming applications popular has been known. This is providing a resourceful help for the proposed research.

Alter in his book says that all of us these days are getting addicted to the screen either of mobile phones, of television or of desktops, laptops and other devices. But out of all these devices, the smart phones are getting everyone magnetised to them and specially the young people. Youngsters these days cannot live away from there their phones. Adam Alter says that normally each one of us spend 2-4 hours on screen every day. We and especially the young generation is getting addicted to these. Also, with the invention of various applications for different purposes with many features, people can spend a lot of time on this rectangular screen. One can watch films and movies, show, play games, listen to music and can-do various activities on this small screen. He says that this addiction is becoming behavioural and is making invades among the youth.

This book tells a lot about the addiction of smartphones which is getting into the blood stream of the people. This provides a lot of knowledge about the growing addiction to smart phones in behaviour and how much youngsters use their phones for various activities.

Tryon is his book addresses about the emerging "on-demand culture" – a culture which makes the availability of movies and television shows immediately to the viewers. This book addresses the continued changes which are taking place within the realm of media distribution and consumption. Tryon says that on-demand culture is gaining a huge acceptance from the younger generation by making a lot of television shows and series available to them at a very low cost. He has talked about the subscriptions which can be done on these apps. One can subscribe for a month or long depending on the cost the app charges for providing the content. After subscribing a person can watch as many shows and films as he can. There is no limit of time or content and no extra charges are applied for watching more and more content. The online streaming services such as Netflix, YouTube etc are all engaged in redefining how audiences' access and consume motion picture entertainment so that they can provide the viewers the content that they want and demand.

By this book, knowledge about the streaming services can be drawn that how they work to meet the demand of the viewers by providing them the content according to their interest and choice at a very marginal cost.

Newman and Witsell in their book state that people are not really watching television and traditional platforms but there has been a shift in the viewership of millennials to the on-demand video streaming applications like Hulu and others. They have demonstrated a trend toward "non-traditional viewing" such as video on demand networks and apps. So, these days popularity of a show cannot be established through only the traditional platforms but by all other platforms altogether. Newman and Witsell say that the traditional viewing is now challenged by the advent of streaming apps such as Hulu and others. These apps have a very bright future and are already gaining immense popularity and heights.

This book states the comparison between traditional viewing and on-demand viewing. Certainly, the new type of viewership – "non-traditional viewership" or the on-demand viewership is getting huge on popularity. This provides great information about on-demand viewership.

Television is changing almost beyond recognition. In the battle for consumers, social media sites, smart phones and tablets have become rivals to traditional linear TV. However, audiences and producers are also embracing mobile platforms to enhance TV viewing itself. This book

examines the emerging phenomenon of the second screen: where users are increasingly engaging with content on two screens concurrently. The practice is transforming television into an interactive, participatory and social experience. James Blake examines interactive television from three crucial angles: audience motivation and agency, advances in TV production and the monetisation of second screen content. He also tracks its evolution by bringing together interviews with more than 25 television industry professionals - across the major UK channels - including commissioning editors, digital directors, producers and advertising executives. These reveal the successes and failures of recent experiments and the innovations in second screen projects.

As the second screen becomes second nature for viewers and producers, the risks and opportunities for the future of television are slowly beginning to emerge. This book is an accessible and illuminating guide to get information about this important cultural shift.

Research Methodology

Exploratory research is research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design. Exploratory research helps determine the best research design, data-collection method and selection of subjects. The exploratory research design has been adopted to do this study due to the nature of the study. Exploratory research provides insights into and comprehension of an issue or situation. Thus, on the basis of the above, this research design was appropriate for the present study as it was important to gauge various information regarding the popularity and usage of On-demand Video Streaming Applications among Youth.

In research terms a sample is a group of people, objects, or items that are taken from a larger population for measurement. The sampleshould be representative of the population to ensure that we can generalise the findings from the research sample to the population as a whole. In this research probability sampling is done. Probability samples are selected in such a way as to be representative of the population. They provide the most valid or credible results because they reflect the characteristics of the population from which they are selected (e.g., residents of a particular community, students at an elementary school, etc.).

In this research, samples are selected on the criteria of age group, education and region i.e., people from 17-21 have been selected as the samples who are from urban population, pursing some degree and have exposure to on-demand video streaming applications.

For this research survey method was used to collect data from samples by using the tool – questionnaire. Survey method is the most extensively used technique for data collection. A questionnaire was created comprising 16 questions on the topic – on-demand video streaming apps to find out information and responses from the youth to draw a true inference from the research.

It aimed at youth from 17 to 21 years of age. The questionnaire was distributed to 85 people randomly who had an exposure to the on-demand video streaming apps like Netflix, Hotstar, Amazon Prime Video etc. A total of 16 questions were included in the questionnaire. The questionnaire was created using the google forms and a link was sent to individuals from 17-21 years of age and they were asked to send it further. People were very cooperative and filled it with their best judgement. A total of 70 responses were received within 2 weeks out of 85 which were sent. All these 70 were filled properly and completely. The rest 15 were discarded due to incomplete information and few were not filled due to lack of interest to fill the questionnaire. Thus, with the cooperation by all the respondents research was conducted meaningfully.

Objectives

The following objectives are framed for the study:

- To trace out reasons for the shift in viewership of youth from traditional media to on-demand video streaming applications.
- To explore factors behind the increase in popularity of on-demand video streaming applications.
- To observe the behavioural change of youth through on-demand video streaming applications.

Hypothesis

- H_1 - Digitisation has led to the shift in viewership of youth from traditional media to on-demand video streaming applications.
- H_2 - The demographic factors play a striking role in the increase in popularity of on-demand video streaming applications.
- H_3 – Ample amount of change in taste of youth has been seen regarding the selection of platform to watch video content.
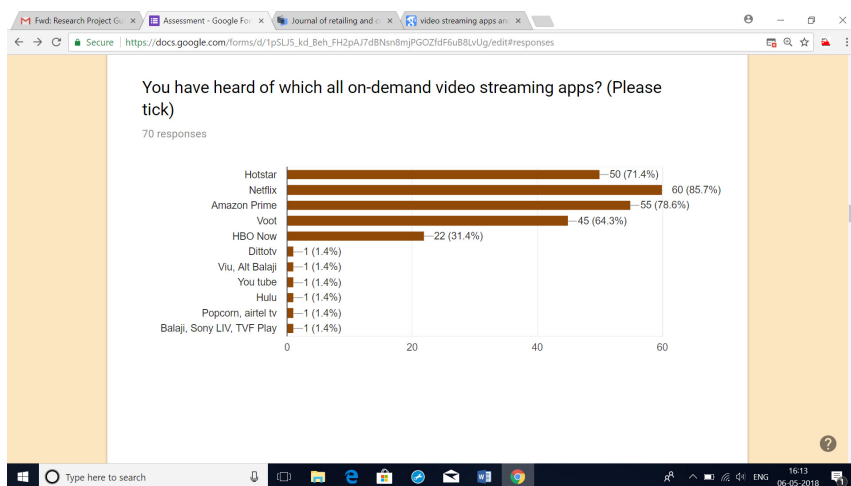
Data Analysis

*Preference of Platform for Watching Video Content*
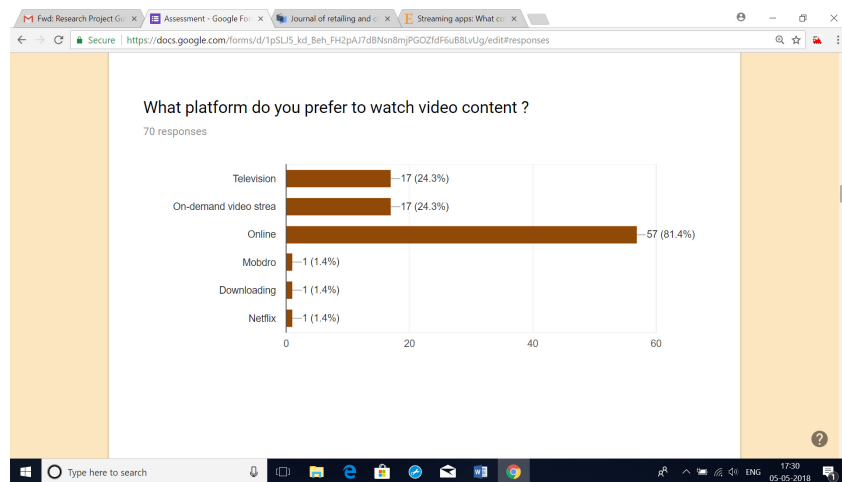
Findings :- It has been observed that 81% of youth prefer to watch video content online. The second most preferred platforms are On-demand Video applications and television with 24.3 % of votes.
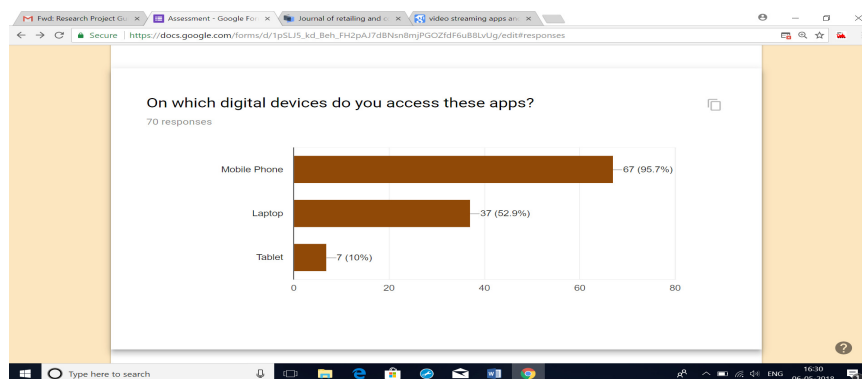
Most Popular On-demand Video Streaming Application

Findings:- It has been observed that Netflix is the most popular video streaming apps with 85.7 % of votes followed by Amazon Prime(78.6% votes), Hotstar (71.4 % votes) and Voot (64.3% votes). Other popular video streaming apps are HBO Now, Alt Balaji, Hulu, Airtel Tv, Sony Liv, TVF Play and YouTube.

Most Used On-demand Video Streaming Application
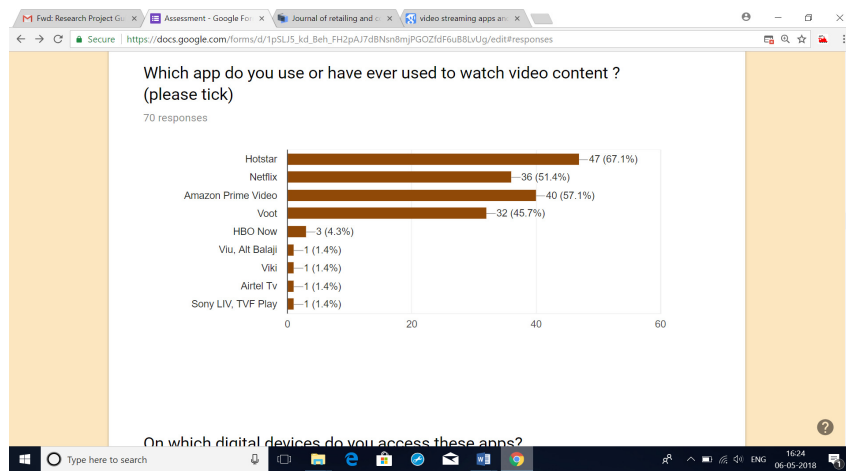
Findings:- It has been found that Hotstar is the most used video streaming app with 67.1% youth using it. Next in the order is Amazon Prime Video followed by Netflix, Voot and HBO Now with 57.1%, 51.4 %, 45.7% and 4.3% of votes respectively. Other apps which are used are Alt Balaji, Viu, Viki, Airtel Tv, Sony LIV and TVF Play with 1.4 % of votes, each.

Platform for Accessing such Applications

Findings:- It has been found that On-demand Video Streaming Applications are most used on Mobile Phones with 95.7 % of votes. Second most used platform is Laptop with 52.9% of votes. Other used platform is Tablet with 10% of votes.

*Internet Connectivity used to Access such Applications*
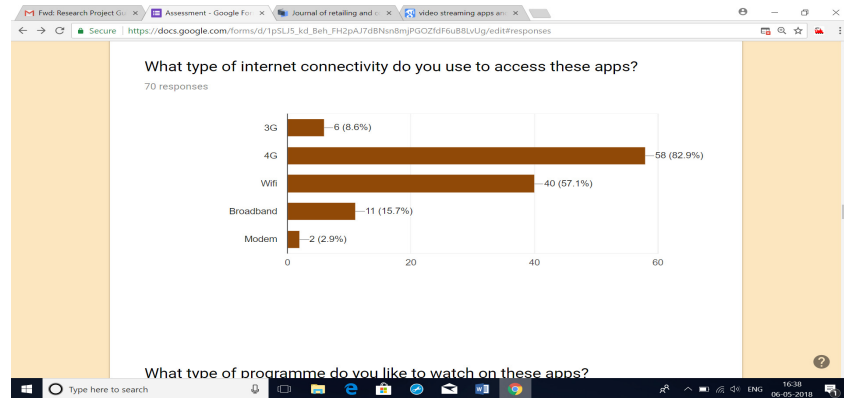
Findings:- Youth use 4G internet connection the most with 82.9% of votes followed by wifi with 57.1% of votes and Broadband Connection with 15.7% of votes. 3G internet connection is used by 8.6% of youth.

Type of Programmes watched over such Applications
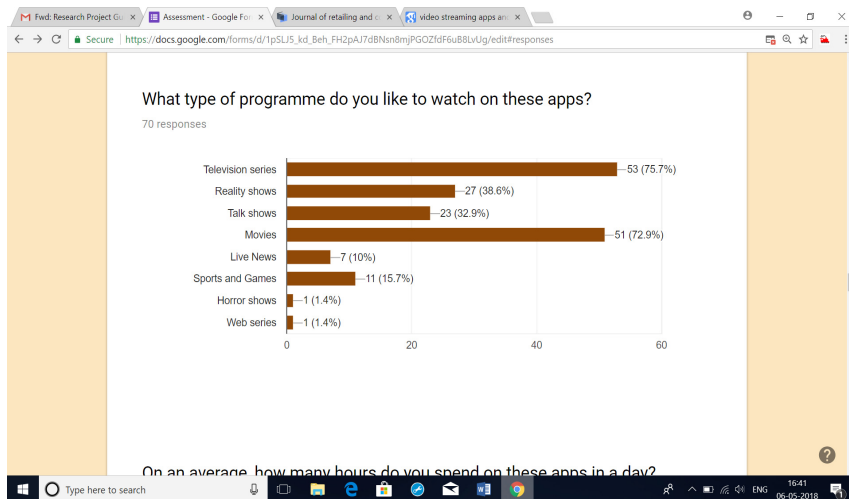
Findings:- It has been observed that television series are most watched on these applications by youth with 75.7% of votes followed by movies(72.9%), reality shows(38.6%), talk shows(32.9%), sports and games (15.7%), live news (10%) and horror shows and web series with 1.4 % of votes.

*Number of Hours spent daily on such Applications*
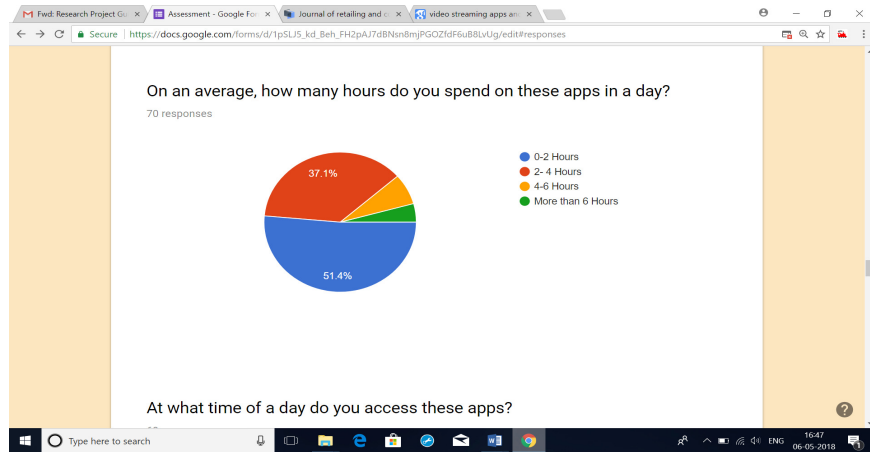
Findings:- It has been found that youth usually spend 0-2 hours on these apps with 51.4% of votes. 37.1% of youth spend 2-4 hours.

*Purpose of Using On-demand Video Streaming Applications*
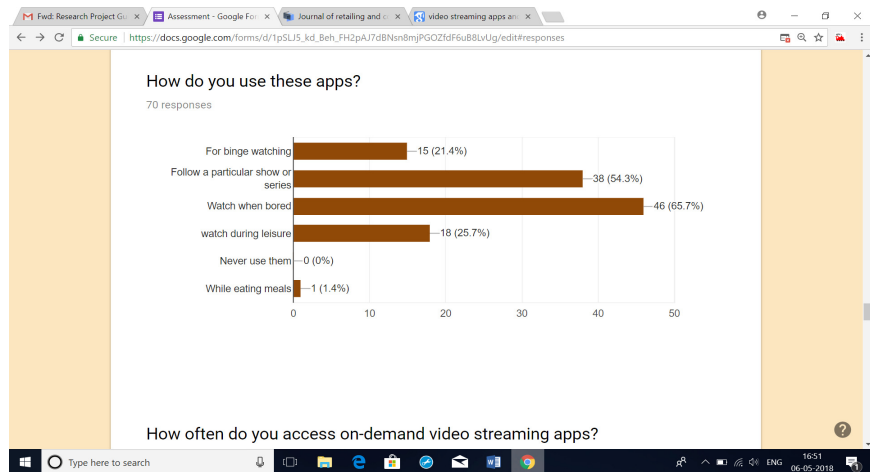
Findings:- It has been observed that 65.7% of youth watch these apps when bored, 54.3% of them use these apps to follow a particular series or show, 25.7% of them watch these during leisure, 21.4% of them watch these at binge and 1.4% watch these while eating meals.

*Often Access of On-demand Video Streaming Applications*
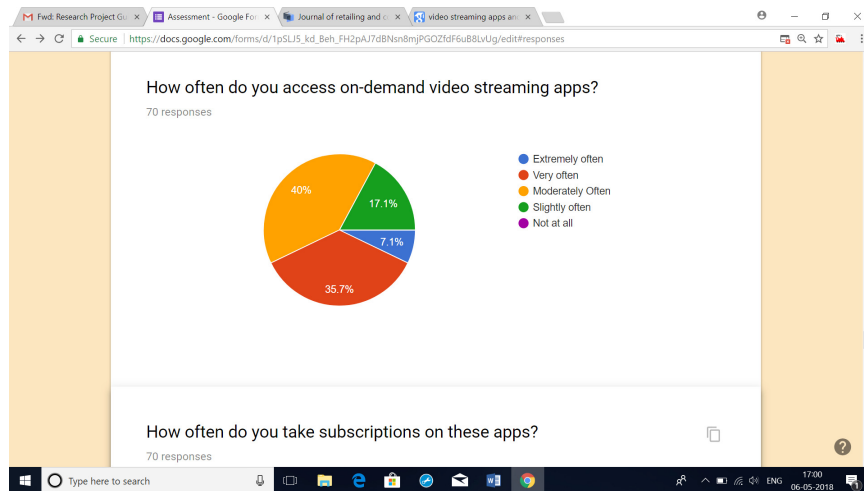
Findings:- It has been seen that 40% youth access these apps moderately often, 35.7% of youth access these apps very often, 17.1% of youth use these apps slightly often and 7.1% of youth access these apps extremely often.

*Subscriptions on On-demand Video Streaming Applications*
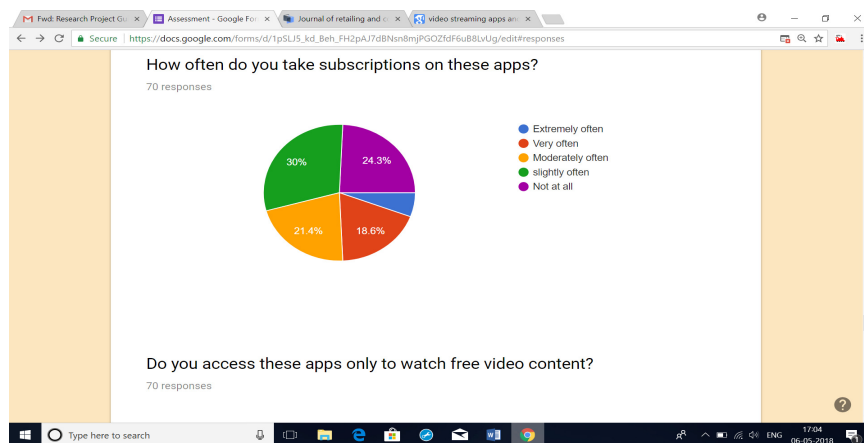
Findings:- It has been observed that 75.7% of youth subscribe to these applications with 5.7% subscribing extremely often, 18.6% very often, 21.4% moderately often and 30% of youth subscribe to these applications slightly often. 24.3% of youth do not subscribe to these applications at all.

Access of such Appications for Free Video Content
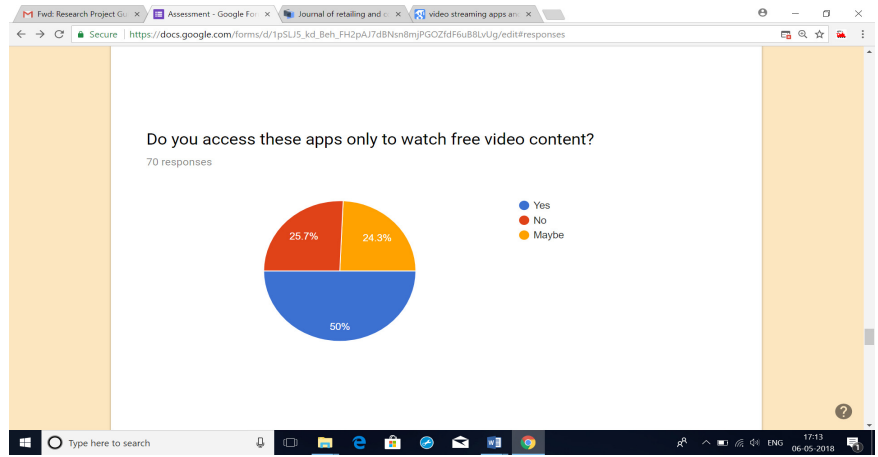
Findings:- It has been found that 50% of youth access these applications to watch free video content. 25.7% of Youth say that they don't access these apps to watch free video content only. 24.3% of them are not sure whether they access these apps only to watch free video content.

*Downloaded Video Streaming Applications in Digital Devices*
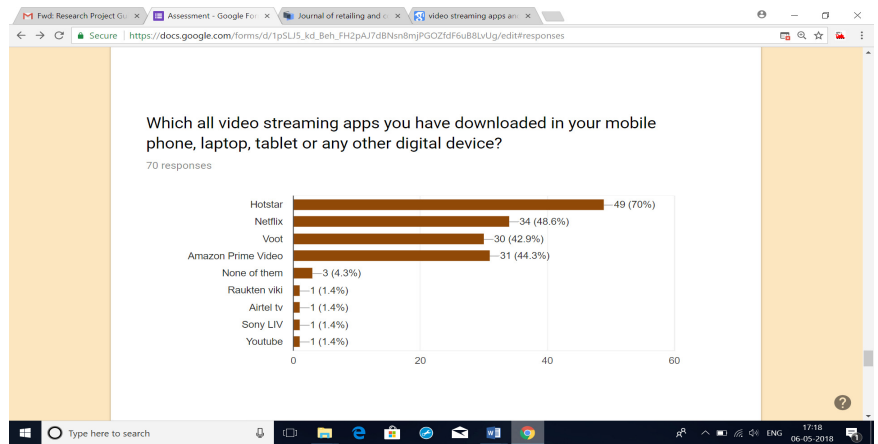
Findings:- It has been seen that Hotstar is the most downloaded app in digital devices of youth with 70% of votes followed by Netflix, Amazon Prime Video and Voot with 48.6%, 44.3% and 42.9% votes respectively. Airtel Tv, Viki, Sony LIV have 1.4% of downloads. 4.3% of youth have downloaded none of them.

Reasons for Shift in Viewership from Traditional Media to such Applications
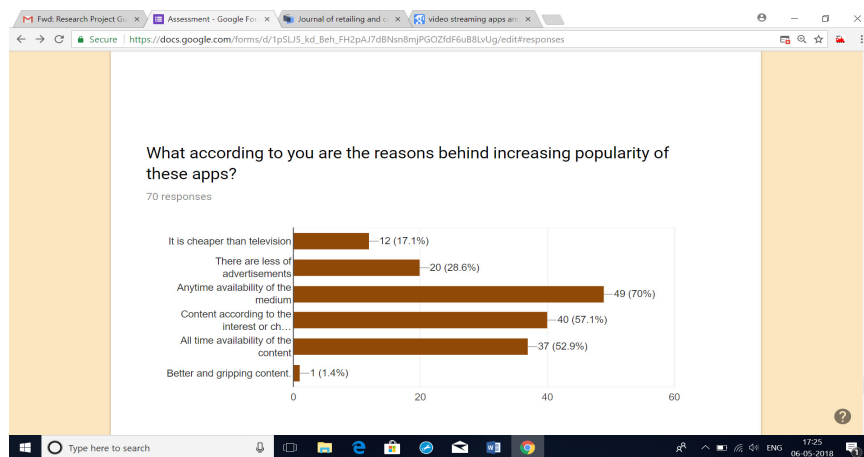

Findings:- Out of various reasons 70% of youth believe that major reason behind increase in popularity of these apps is the anytime availabily of the medium. Other most believed reasons are "content according to interest or choice", "all time availability of the content", "there are less advertisements", "cheaper than television" and "better and gripping content" with 57.1%, 52.9%, 28.6%, 17.1% and 1.4% of votes respectively.

Preference for Video Streaming Applications over other Platforms
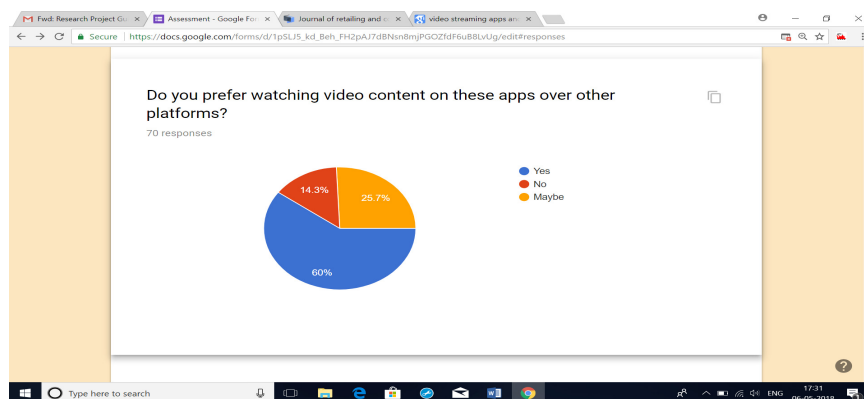
Findings:- It has been seen that 60% of youth prefer on-demand video streaming apps over other platforms to watch video content. 25.7% of them are not sure if they prefer these apps over other platforms or not. 14.3% of youth say that they do not prefer video streaming apps.

Source of Awareness regarding On-demand Video Streaming Applications
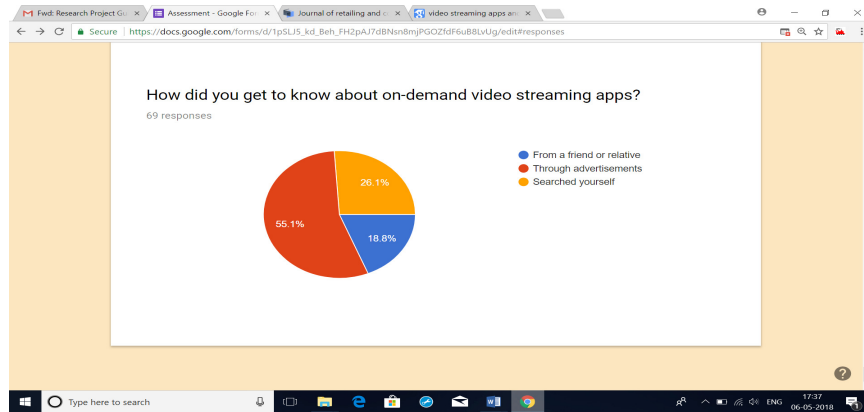
Findings:- It has been found that 55.1% of youth came to know about om-demand video streaming applications through advertisements. 26.1% of them searched themselves and 18.8% of them came to know about video streaming applications through their friends or relatives.

Conclusion

On-demand video streaming applications really are very popular platform for watching video content among youth. Most of the youth use these applications to watch video content. I aimed in my research to trace out the shift in viewership of youth from traditional media to on-demand video streaming applications and through my research I have found out that reasons like all time availability of content and medium, availability of free and choice or interest based content, cheap in cost with less advertisements are making youth switch to on-demand video streaming applications from traditional media. Youth these days prefer to use these apps when compared to other platforms. I also aimed to find out the factors behind the increasing popularity of these applications and through my research I observed that the availability of devices like mobile phones which are highly handy along with the advent of high speed 4G internet connection in them has constructed a strong bridge between youth and on-demand video streaming applications and has made them very popular among youth. Other factors contributing

in increasing their popularity are advertisements, cheap subscriptions, availability of unlimited content free of cost and word of mouth.

Through my research, I can draw a conclusion that most of the youth use on-demand video applications almost every day very often. They use these applications to watch various programmes like series, reality shows, talk shows, films and movies, sports and games, and other videos. They access these apps when they are bored, during leisure, for binge watching or to follow a particular series or show. It's been seen through this research that the most popular on-demand video streaming applications among youth are Netflix, Hotstar, Amazon Prime Video and Voot. Other apps which are being used by the youth are HBO Now, Airtel Tv, Sony Liv, Alt Balaji etc. Out of these Hotstar has highest number of downloads followed by Netflix and Amazon Prime Video. Indeed, the on-demand video streaming applications are providing some of the best experiences to youth for watching video content any time in their mobile phones and other digital devices with internet connection at a very cheap cost than that of other platforms. These applications are very popular and are cutting the cord for other platforms to a vast extent.

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