

# CONSUMER BEHAVIOUR

Dr. VINOD A. S.



# Consumer Behaviour

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8. Economic Impact of Covid-19 on Small Businesses 78  
- *Dr. Aneeshkumar G.S and Andrews Thomas*
9. Understanding the Personality Traits of the Green Products Users: A Conceptual Analysis 90  
- *Dr. Sunpreet Kaur Sahni & Ms. Maneet Kaur Osahan*
10. B2B and B2C Marketing 101  
- *Dr. Tajinder Kaur*
11. Streaming Services-Consumers' Preference towards Online Video Streaming in Kollam District 108  
- *Anu Varghese*
12. Youngsters Perception Towards Online Advertisements 118  
- *Dr. Ashish Varughese*
13. Building Cumulative Advantage Through Cognitive Fluency 130  
- *Dr. Shobha Menon*
14. Impact of Covid-19 on Marketing Mix 144  
- *R. Ramya and Balambika T A*
15. Customer Behaviour on Branded Sporting Goods A Study Based on Decathlon 156  
- *Dr. Mahesh S*
16. Digital Marketing on Consumer Behaviour: Notions and Impacts 167  
- *Dr. Binu Kumar. B. J.*
17. Brand Preferences Towards Sanitary Wares Among Individual Households in Malappuaram District, Kerala 176  
- *Faisal T and Dr. A. Dharmaraj*
18. A Study on Consumer Buying Behaviour Towards Online Shopping Special Reference of South Kerala 183  
- *Simi. B. S*

## Streaming Services-Consumers' preference towards Online Video Streaming in Kollam district

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*Abstract:* Our way of life has been significantly affected by technological advancements. Nothing is permanent in today's world except change. The role of IT in today's society is remarkable. IT has altered the way we do things. The current advancement of technology in mobile phones and advanced internet connectivity has made online streaming services more accessible to people of all ages and genders. The present study is focused on the user behavior of Online Streaming Services in India.

*Key words:* Over-the-top media services, Streaming services, Technological advancements, Video Streaming.

### Introduction

India is one of the world's fastest growing economies particularly in the field of Technology. The entertainment industry has always been impacted by technological advancements. People have traditionally been sluggish to adopt new technologies into their daily lives. Smart phones and the internet have altered people's lives in various ways during the last several years. The current advancement of technology in mobile phones and advanced internet connectivity has made online streaming services more

platform that offers real-time broadcasting is known as a live streaming solution. The new technological advancements in the field of entertainment especially online streaming services and its power to affect consumer preference in a practical manner has been addressed as the research's problem statement.

### **Need for the Study**

People have traditionally been sluggish to adopt new technologies into their daily lives. Smart phones and the internet have altered people's lives in various ways during the last several years. Streaming video has revolutionized the way we watch videos online by eliminating the need to wait for the entire video file to download before beginning playback. Broadband is becoming more widely available, which is required for the technology to function correctly. As a result, online streaming services have enabled users to watch their favourite TV episodes, movies, and other content from anywhere at any time using only a smart phone and internet access. The present study investigates the Consumer preference towards Online Streaming Services in India.

### **Objectives of the Study**

1. To study about the preference of Online Streaming Service by consumers.
2. To study the reasons for the popularity of Online Streaming Services
3. To identify the major problems faced by online streaming consumers.

### **Limitation of the Study**

1. The study only includes Kollam district which doesn't give an actual representation of universe.
2. Since there were, not a lot of people subscribing online streaming media there was a limited accessibility during the collection of data.

### Reason for Switch Over from Cable TV to Online Streaming Service

| Reasons                                      | No. Of respondents | Percentage |
|--|--------------------|------------|
| Longer duration of advertisements            | 42                 | 52.5       |
| Difficulty in copying TV shows time schedule | 28                 | 35         |
| Difficulty to watch while travelling         | 8                  | 10         |
| Others                                       | 2                  | 2.5        |
| <b>Total</b>                                 | <b>80</b>          | <b>100</b> |

**Source:** primary data

The table shows reason for the switchover to online streaming service, the major reason revealed by respondents were longer duration of advertisements (52.5%), (35%) stated the reason as difficulty in copying TV shows time schedule, (10%) stated the reason as difficulty to watch while travelling and (2.5%) with other reasons for switch over.

### Main Problems Regarding Online Streaming Services

| Problems                                  | No of respondents | Percentage |
|---|-------------------|------------|
| Low internet access                       | 28                | 35         |
| High internet charges                     | 16                | 20         |
| Inconsistent speed and reliability issues | 20                | 25         |
| High subscription amount                  | 8                 | 10         |
| Others                                    | 8                 | 10         |
| <b>TOTAL</b>                              | <b>80</b>         | <b>100</b> |

the widespread availability of high-speed internet, appealing video content, simple video streaming equipment, and the rising cost of cable television service. Improving internet connection is an important step towards taking live broadcast to the next level.

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