

A Study on Critical Analysis of Digital Channels with special reference to Indian Films

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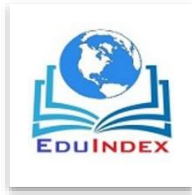
Abstract

The objective of this research paper is to analyze selected top digital channels with special reference to Indian films from the perspective of movie viewers. The researcher has collected the data from 200 respondents using survey method with the help of well-structured questionnaire. The researcher has used descriptive research design and non-probability convenience sampling method for the present study. The findings of this study will be useful to different digital channels in India who are broadcasting Indian films and also to movie producers.

Introduction

The entertainment industry is one of the fastest growing sectors in the Indian economy. India produces more films than any other country in the world. Indian film industry is booming like never before in last decade on both domestic as well as overseas market. In more than 90 countries Indian films are broadcasted. Box office collection, satellite rights, digital rights, product placement in movies and corporate sponsors are the major revenue generation sources for Indian movies.

Digital rights are related to copyright agreement of digital works between the producer and user. At present Amazon, Netflix, Zee, Voot and hotstar are the major



digital channels for digital rights of Indian movies. While satellite rights are related to copyright agreement of movies between the producer and user. Indians spend more time watching films on television than going to the cinema. And now a day's people started to prefer digital channels for the same. Indians movie viewers are more and more using Internet devices to access movies.

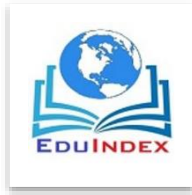
Literature Review

Nigel Culkin & Keith Randle (2003), in the research paper entitled “Digital Cinema: Opportunities and Challenges” the researchers focused on transition of film industry from film to digital media. They suggested that both the media must have to go hand in hand for the growth of industry.

Nilanjana Sensarkar (2007), in the research paper entitled, “The potential impact of digital rights management on the Indian entertainment industry” the researcher has explored the impact of digital rights management in the Indian Copyright Act, 1957 with special reference to bollywood and the related music sector.

Gautam Mandal, et.al. (2017), in the research paper entitled “Netflix: An In-Depth Study of their Proactive & Adaptive Strategies to Drive Growth and Deal with Issues of Net-Neutrality & Digital Equity”, the researcher has studied various problems faced by Netflix worldwide and also suggested few remedies for it.

Nilesh Anute and Dr. Devyani Ingale (2018), in their research paper entitled “A Study on Customers Perception about Digital Marketing Practices in Bollywood Movies” the researcher has explored digital marketing practices used by various movies. They identified that most of the movie production houses are using digital media for marketing and it is becoming profitable for the organizations.



Research Methodology

Objectives of the study

1. To study the awareness and usage of movie viewer's about selected digital channels broadcasting Indian films.
2. To study the movie viewer's perception about selected digital channels broadcasting Indian films.

Hypothesis of the Study

H1: Netflix has more awareness and usage as compared to other digital channels.

Scope of the study

The scope of the study is limited to selected top five digital channels broadcasting Indian films. (Netflix, Amazon Prime Video, hotstar, Zee, Voot).

The Major factors identified for detailed study are awareness, usage, digital rights, broadcasting, perception etc.

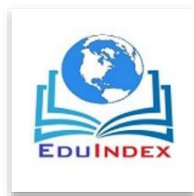
Sampling

Researcher has used non probability convenience sampling method to collect the data from 200 respondents in Pune city.

Methods of Data collection

Primary data is collected using the well structured questionnaire and having interaction with the respondents. Secondary data is collected from various sources like internet, books, magazines, and articles etc.

Method of analysis and statistical tools



A structured questionnaire is used to collect data and IBM SPSS-20 and Ms Excel-2007 has been used to analyse the data.

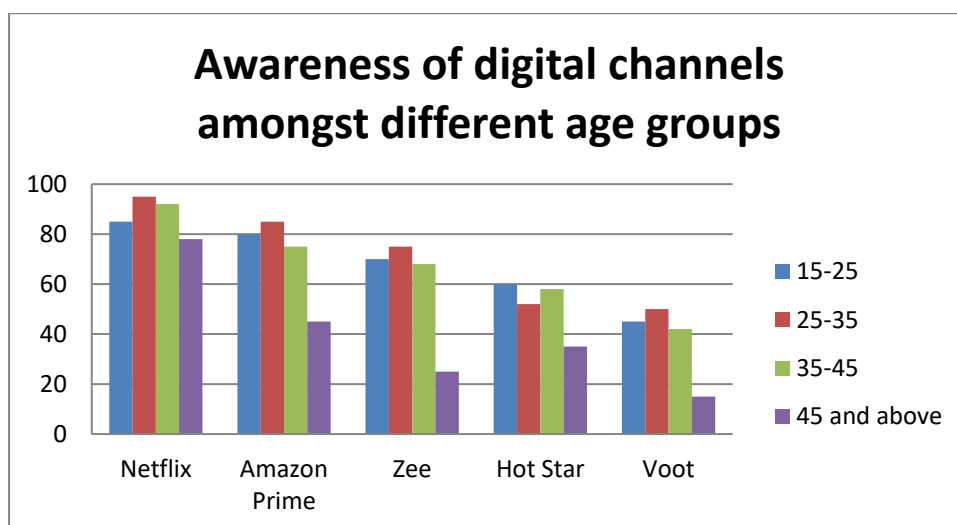
Reliability and Validity

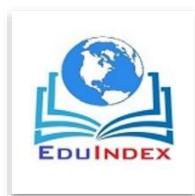
The researcher has carried out reliability test using SPSS. The Cronbach’s Alpha observed is 0.875, which is more than 0.700, so the Questionnaire is measured to be reliable. The researcher has used content validity and identified the research instrument is valid for the present research study.

Research design

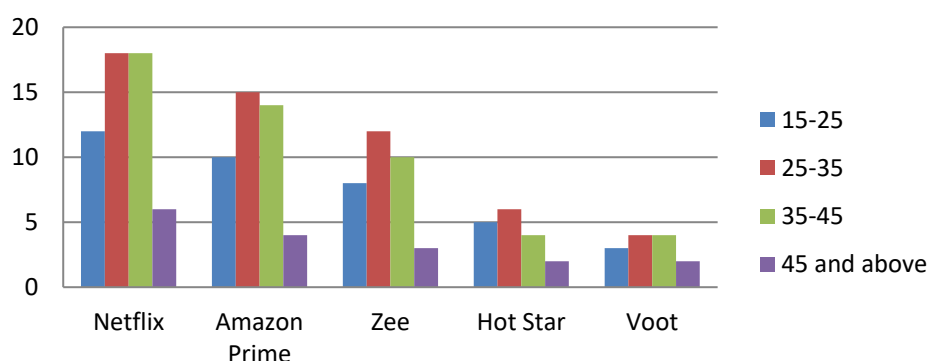
Type of Research Design	Descriptive Research Design
Sampling Technique	Non Probability Convenience Sampling
Sampling Area	Pune City
Sample Size	200
Primary Data	Well structured questionnaire
Secondary Data	Research papers, Articles, Books, Journals etc.

Tabulation & Data Analysis

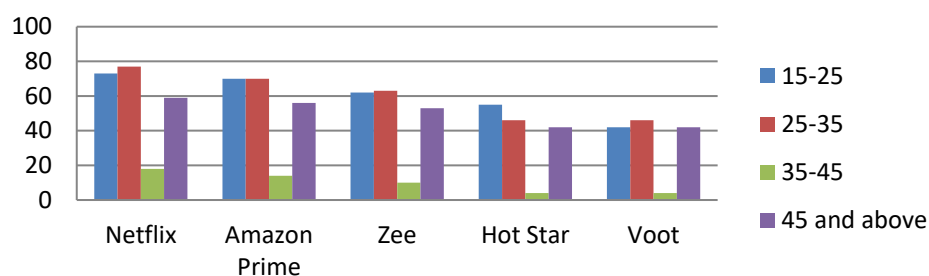


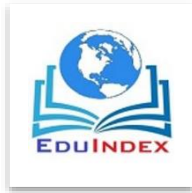


Usage of digital channels amongst different age groups

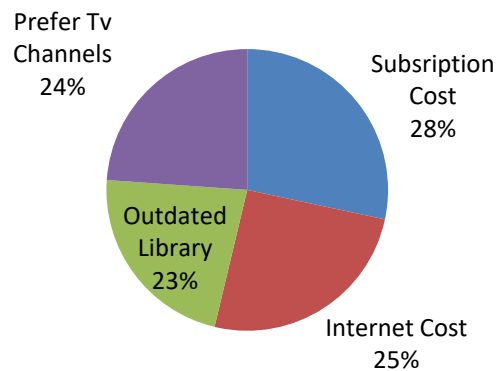


Gap between awareness and usage of digital channels amongst different age groups

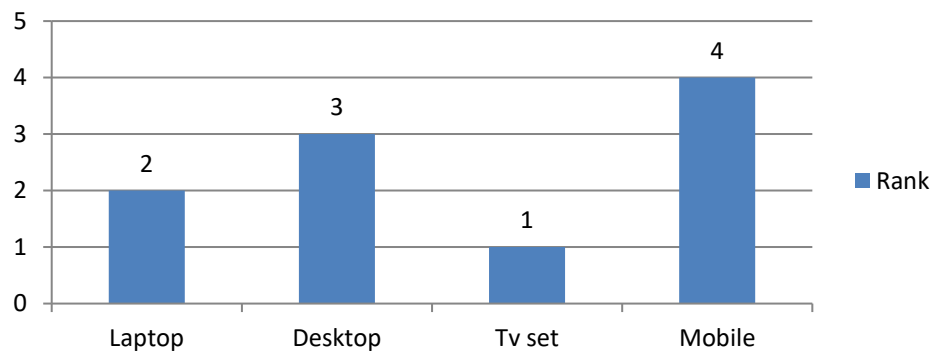




Reasons for not subscribing digital channels

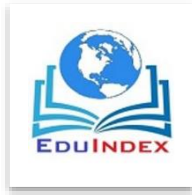


Preferable device to watch movies on digital channels



Hypothesis Testing

- Null Hypothesis (H₀): All digital channels have equal awareness and usage.
- Alternative Hypothesis (H_a): Netflix has more awareness and usage as compared to other digital channels.



- The researcher has tested the null hypothesis with the help of IBM SPSS 20. The researcher has applied ANOVA test to check the null hypothesis. The P value identified is 0.01 which is less than 0.05 so the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

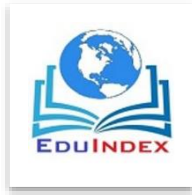
Findings

- Netflix has high awareness amongst all age groups as compared to other digital channels broadcasting Indian movies.. Awareness of digital channels is high in the age group of 25-35 and 35-45.
- Netflix has high usage amongst all age groups as compared to other digital channels broadcasting Indian movies. Usage of digital channels is high in the age group of 25-35 and 35-45.
- Gap between awareness and usage is higher in the age group 15-25 and 25-35.
- People are not subscribing digital channels because of its subscription cost (28%), internet cost associated with it (25%), they prefer TV channels (24%), and outdated movie library (23%).
- Respondents have given first rank to Tv sets to watch Indian movies on digital channels.

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