



A Study on perception of respondents towards online entertainment services.

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Abstract: Online entertainment means downloading, playing, and enjoying entertainment media. Now a day all the respondents are availing online entertainment in a form of online games or by watching videos in OTT platforms. It is because of the largest growth area of the internet. In this report the researcher highlights the benefits of using online entertainment, its problems, the factor influence the respondents to prefer online entertainment and also provided valuable suggestions. Convenient sampling technique is used for selecting 155 respondents. This paper aims at presenting the perception of the respondents towards the usage of online entertainment.

Key Words: Online, entertainment, video game, OTT.

1. INTRODUCTION:

Online entertainment means downloading, playing, and enjoying entertainment media (such as games, music, and video) that someone is able to see or hear using the internet. This study covers the following two online entertainment services.

1.1 ONLINE GAMING :

An online game is a video game that is either partially or primarily played through the Internet or any other computer network available. In 2019, revenue in the online games segment reached \$16.9 billion, with \$4.2 billion generated by China and \$3.5 billion in the United States. Now a day's online gaming online interactions with other players while playing games. Online gaming is highly preferred by the children and youngsters as it helps to improve teamwork, collaboration, imaginative adventure and huge amount of fun and enjoyment. However, it is important for the parents to have control over their children as they may become addicted towards playing games.

Examples of such online gaming platform

- Ludo King
- Subway Surfers
- Free fire
- PUBG
- Candy Crush
- Temple run

Few things that we need to be aware while using online game facility

- Some games let children play and chat with anyone in the world. This means they might come across offensive language and bullying.
- Children should avoid giving out personal details that could identify them or their location.
- Some games encourage players to buy extra elements during the game – children have been known to run up large bills without realizing.
- In extreme cases bullying, also known as 'griefing', can be used as a tactic to win games. Children may find themselves either bullying or being bullied.
- Get involved by finding out what type of games your child enjoys and making sure they're appropriate for their age

1.2 ONLINE OTT PLATFORM:



Online Entertainment is a paid up service 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. For example, in Amazon Prime members get the facility of free delivery. Users can download entertainment apps from popular app stores like Google Play Store, Apple App Store, Amazon App store and more.

Some popularly used online platforms are

S.No	OTT Platform	Origin	Company	Subscribers	Launched
1	Disney+ Hotstar	India	Walt Disney Company	26.8 million	Active users from March 2020
2	Amazon Prime Video	America	Amazon Studio	10 million	2016
3	Netflix	California	Netflix Inc	4.6 million	1997
4	Aha	India	Aha Media & Broadcasting Pvt Ltd	1.5 million	2020
5	Voot	India	Viacom 18	1 million	2016
6	ALT Balaji	India	Balaji Telefilms Ltd	34 million	2017

There are currently about 40 providers of over-the-top media services (OTT) in India, which distribute streaming media over the Internet. In fiscal year 2018, the OTT market in India was worth ₹2,150 crores. The streaming market in India is predicted to be worth \$15 billion by 2030, with \$12.5 billion coming from the video market and \$2.5 billion from audio. The OTT market in fiscal year 2020 was estimated to be worth \$1.7 billion.

2. SCOPE OF THE STUDY:

This study covers online entertainment services like OTT platforms and online games. 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 level of extent of usage of such services and the problems faced by the respondents relating to the services.

3. OBJECTIVES OF THE STUDY:

- To know the benefits availed while using online games
- To analyse the problems in online entertainment
- To identify the factor influence the respondent for preferring online entertainment

4. RESEARCH METHODOLOGY:

Design of the study

Descriptive research design is utilized in this study.

Sampling design

Sample size measures the number of individual samples measured or observation used in a survey or experiment. 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.

Data collection instruments

Google forms is 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 Anova were used.

5. LIMITATIONS OF THE STUDY:

- This study limits only online games and OTT platforms
- Time constraint is one of the limitations in this study.



Demographic Profile of the Respondents

Table 1
Demographic profile of the respondents

Particulars	Number of Respondents	Percentage (%)
Male	72	46.5
Female	83	53.5
Total	155	100
Age of the respondents		
15 – 20 years	37	23.9
20 – 25 years	41	26.4
25 – 30 years	42	27.1
30 years and above	35	22.6
Total	155	100
Educational Qualification of the respondents		
Upto High School	47	30.3
Under Graduate	56	36.1
Post Graduate	30	19.4
Professionals	22	14.2
Total	155	100
Occupation of the respondents		
Student	63	40.6
Business People	19	12.3
Salaried Person	35	22.6
Housewife	38	24.5
Total	155	100
Family Income		
Less than Rs. 20,000	37	23.9
Rs. 20,000 – Rs. 30,000	42	27.1
Rs. 30,000 – Rs. 40, 000	32	20.6
Rs. 40,000 – Rs. 50,000	24	15.5
Rs. 50,000 and above	20	12.9
Total	155	100

Source: Primary Data

The table 1 states that out of 155 respondents, 53.5percentage of the respondents are female (83), 27.1percentage of the respondents (42) were between 25 – 30 years, 36.1 percentage of the respondents (56) had completed their under graduate course, 40.6 percentage of the respondents (63) were students, 27.1 percentage of the respondents (42) family income were between Rs. 20,000 to Rs. 30,000.

Problems in Online Entertainment

Table 2

Likert Rating –Problems in online entertainment

Attributes	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		TWS	MS
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
Decreased street play due to online entertainment	60	300	69	276	19	57	4	8	3	3	644	4.15
Sabotage in academic progress	34	170	88	352	24	72	5	10	4	4	608	3.92



Addicted to online entertainment	28	140	63	252	52	156	7	14	5	5	567	3.66
Create stress and depression	27	135	62	248	29	87	31	62	6	6	538	3.47
Violent game create negative impact in peoples mind	26	130	63	252	24	72	14	28	28	28	510	3.29
Lack in social interaction (Isolated)	27	135	68	272	27	81	10	20	23	23	531	3.43

Source: Computed Data

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

Problems in online entertainment were evaluated by using Likert’s Rating Scale. Among the various attributes evaluated by the respondents the statement “Decreased street play due to online entertainment” is strongly agreed with a mean score of 4.15, the statement “Sabotage in academic progress” is strongly agreed with the mean score of 3.92, the statement “Lack in social interaction” agreed with a mean score of 3.43 following which comes the statement “Violent game create negative impact in people’s mind” has the mean score of 3.29. Hence it can be concluded that, the opinion of the respondents towards problem of online entertainment is satisfactory as the mean scores are between 3.29 and 4.15.

Benefits of Using Online Games

By playing online games various respondents availed benefits. This analysis is made to identify the benefits availed by the respondents which are listed below in table 3.32

Table 3
Garrett Scores – Benefits of using online games

Online games benefit	Calculated Value	Garrett Value
Improves problem solving skill	8.33	77
Boost creative ideas	25	64
Improve team work skills	41.67	55
Improves concentration	58.33	46
Increase memory capacity	75	37
Greater multi-tasking ability	91.67	23

Source: Computed Data

Table 4
Benefits of using online games – Garrett Ranking Method

Score (x)	Improves problem solving skill		Boost creative ideas		Improve team work skills		Improves concentration		Increase memory capacity		Greater multi-tasking ability	
	F	Fx	F	Fx	F	Fx	F	Fx	F	Fx	F	Fx
77	9	693	14	1078	70	5390	29	2233	10	770	23	1771
64	16	1024	19	1216	18	1152	7	448	28	1792	67	4288
55	66	3630	27	1485	18	990	13	715	10	550	21	1155
46	40	1840	71	3266	16	736	10	460	9	414	9	414
37	11	407	14	518	4	148	18	666	77	2849	31	1147
23	13	299	10	230	29	667	78	1794	21	483	4	92
Total	155	7907	155	7793	155	9083	155	6316	155	6858	155	8867
GMS	51.01		50.27		58.6		40.75		44.25		57.21	
RANK	III		IV		I		VI		V		II	

Source: Computed Data

From table 4 Garrett ranking method, we can predict that online games help to improve team work skills secured first, greater multi-tasking ability secured second rank, improves problem solving skill secured third rank, boost creativity secured fourth rank, increase memory capacity secured fifth rank and helps to improve concentration secured sixth rank which are all the benefits of using online games.



Reasons for preferring online entertainment

Table 5

Reasons for preferring online entertainment

Attributes	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		TWS	MS
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
The cost of online entertainment is affordable	56	280	66	264	20	60	6	12	7	7	623	4.02
Picture quality of online entertainment attracts people	28	140	82	328	37	111	2	4	6	6	589	3.8
Efficient and Effective online entertainment can be identified by comparing with other entertainment platform	31	155	65	260	49	147	5	10	5	5	577	3.72
Can watch online entertainment and play games at anytime	17	85	55	220	42	126	35	70	6	6	507	3.27
Online entertainment helps to increased family time	29	145	62	248	25	75	8	16	31	31	515	3.32

Source: Computed Data

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

Reasons for preferring online entertainment were evaluated using Likert’s Rating Scale. Among the various attributes “The cost of online entertainment is affordable” is strongly agreed with a mean score of 4.02, The statement “Picture quality of online entertainment attracts people” is highly agreed for availing online service with the mean score of 3.8 following which comes the statement “Efficient and Effective online entertainment can be identified by comparing with other entertainment platform” has the mean score of 3.72. Hence it can be concluded that, the opinion of the respondents towards online entertainment is satisfactory as the mean scores are between 3.27 and 4.02.

ONE WAY ANOVA

H₀ = There is no significant difference between family income and reason for preferring online entertainment services like, the cost of online entertainment is affordable, picture quality of online entertainment attracts people, efficient and effective online entertainment can be identified by comparing with other entertainment platform, can watch online entertainment and play games at any time and online entertainment helps to increased family time.

H₁ = There is a significant difference family income and reason for preferring online entertainment services like, the cost of online entertainment is affordable, picture quality of online entertainment attracts people, efficient and effective online entertainment can be identified by comparing with other entertainment platform, can watch online entertainment and play games at any time and online entertainment helps to increased family time.

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
The cost of online entertainment is affordable	Between Groups	3.056	4	.764	.717	.582
	Within Groups	159.886	150	1.066		
	Total	162.942	154			
Picture quality of online entertainment attracts people	Between Groups	1.557	4	.389	.490	.743
	Within Groups	119.243	150	.795		
	Total	120.800	154			
Efficient and Effective online entertainment can be identified by comparing with other entertainment platform	Between Groups	2.231	4	.558	.639	.635
	Within Groups	130.840	150	.872		
	Total	133.071	154			



Can watch online entertainment and play games at anytime	Between Groups	.781	4	.195	.172	.952
	Within Groups	169.838	150	1.132		
	Total	170.619	154			
Online entertainment helps to increased family time	Between Groups	6.360	3	2.120	1.949	.124***
	Within Groups	164.260	151	1.088		
	Total	170.619	154			

*** - 15% level of significance

The Anova result shows that, there is no significant difference between the family income of the respondents and reasons for preferring online entertainment services like the cost of online entertainment is affordable(0.582), picture quality of online entertainment attracts people(0.743), efficient and effective online entertainment can be identified by comparing with other entertainment platform(0.635)and can watch online entertainment and play games at any time(0.952)

The Anova result also shows that, there is a significant different between family income group of the respondents and reasons for preferring online entertainment services at 15% level of significance like, online entertainment helps to increased family time(1.24).

6. SUGGESTIONS:

To the Service providers

- ✓ 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.
- ✓ More brainstorming games can be developed as most of the respondents were preferred to play online games rather than playing in the street.

To the Internet users

- ✓ As most of the respondents were addicted to online games. So they can reduce the time spent for online game and engage in street games.

7. CONCLUSION:

Online entertainment is largest availed by all kind of respondents' but it is not centrally controlled by any one organization nor it is wholly operating for profit. The researcher undertook this concept because now a day respondents are ready to spend huge money to availing entertainment services instead of product. This study is undertaken to study the pros and cons of online entertainment services. This study shows that most of the respondents stated that online entertainment is affordable. Based on the findings of the study, it can be concluded that the respondents feel even they can afford for online entertainment but this make children lazy and reduces the people in street play. The problems of the respondents are quiet common and through effective feedback mechanism, valuable suggestions are provided to rectify the problems faced by the respondents.

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