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Customer Analytics to Understand Factors Affecting Consumer's Purchase Behaviour for Content Services

Joshi Sujata¹, Kislay Bhardwaj² and Dereddy Sabarinath Reddy²

¹ Associate Professor, Symbiosis Institute of Telecom Management, Symbiosis International University, Pune, India

E-mail: sjoshi@sitm.ac.in

² Student, Symbiosis Institute of Telecom Management, Symbiosis International University, Pune, India

E-mails: kislay.bhardwaj@sitm.ac.in; sabarinathreddy.dereddy@sitm.ac.in

Abstract: *Objective:* The objective of this paper is to identify the major factors affecting consumer's purchase behaviour for content services and also to understand the type of content they prefer for different purposes like entertainment, education and healthcare. *Research methodology:* Primary data was collected by means of online as well as offline survey using a structured questionnaire. Questionnaire was administered to smart phone users who also use content services and 150 responses were received. Data was analysed using statistical techniques such as factor and regression analysis. *Findings:* The conceptual model was tested using statistical analysis which showcased that Perceived value, Customer experience and Privacy factors have a significant influence on Consumer purchase behaviour for content services. Social Influence factor did not directly influence purchase behaviour but it showed a significant correlation with Customer experience factor which directly influences purchase behaviour; hence we conclude that Social influence factor indirectly influences purchase behaviour. *Originality and Implications of the research:* This paper assumes importance as India is moving towards a digital experience economy with data services being the future driving the telecom services. The conceptual model proposed in the paper will be useful to telecommunication companies who provide data, the application service providers as well as the Government to understand the factors which they need to consider for driving consumer demand for content services thus helping them meet the vision of making India a digital equipped economy.

Keywords: Content services, Predictive analysis, Consumer behaviour analytics, Perceived value, Customer experience, Privacy.

1. INTRODUCTION

India has reached number one position in mobile data consumption (ET Telecom 2017). Focus of the Indian telecom industry is also shifting from voice towards data services The Indian Telecom Industry has

been disrupted with the freebies offered by the new entrant, Reliance Jio. (Zee Business 2017). Although Freebies was the major reason for the success of the new entrant; the users also require good content to consume the free data services. The combination of cheaper data services and content availability has resulted in huge consumption of data. The incumbent operators have also begun strengthening their content and digital services. Bharti Airtel's aggressive bid of \$500 mn for IPL digital media rights signals that the operators are fighting strong for accessing the content (The Economic Times 2017).

Customers today are looking for digital experiences and it is changing the way content is being delivered. Content is a service today and Content-as-a-Service (CaaS) is the next evolution for marketing. The content can be delivered via a website, app, store, wearable Internet of Things (IoT), Social network or smart device (E-Spirit Blog 2017). Customers have different channels available for consuming the content and different forms of content like videos, info graphics, memes, movies etc. are also available. In order to achieve differential advantage it is essential to understand the consumer purchase behaviour for content services. Although content is currently the focus of the telecommunications industry but there is a dearth of studies in marketing literature specific to this area.

So the objective of this paper is to understand the major factors affecting consumer's purchase behaviour for content services and also to understand the type of content they prefer for different purposes like entertainment, education and healthcare. The following research questions were investigated for this study: a) What factors influence customers willingness to buy content services and b) What type of content is preferred by customer in the areas of entertainment, education and healthcare.

2. LITERATURE REVIEW

2.1. Consumer Purchase behaviour

Kotler and Keller (2011) state that "consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants". As per (Kumar, 2010), "From marketers' point of view issues or specific aspects of consumer behaviour that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others". Understanding consumer purchase behaviour is important for marketers as it helps them understand how consumers make purchase decisions. This in turn helps them to devise their product and marketing strategies.

As the focus of this study was to understand the factors affecting the purchase of content services, the following four factors were identified through literature review for analysing the willingness of customers to buy content.

2.1.1. Perceived Value Factor

Many studies have highlighted the importance of the perceived value factor in customer purchase behaviour of telecommunication services. As per the study conducted by (Rini Setiowati and Andradea Putri (2012) there is a positive relationship between perceived value and customer satisfaction, customer loyalty, customer recommendation and repurchase intention. Ariff MSBM et al (2012) have concluded that positive relationship

exists between perceived value, customer satisfaction and loyalty. The study by Banu (2015) analyses that perceived value dimension affects customer satisfaction and behavioural intentions in the form of willingness to pay more. For the purpose of this study we have included the following 7 variables as part of perceived value factor namely:

- *Newer Features:* Content providers make it a point to offer newer features to make content more interesting, easy to use and operate so that customers prefer to buy more. Features tend to enhance functionality and provide differential advantage in a competitive landscape (De Angelis (2008). Added features have an influence on customer's perception of overall quality especially with respect to competition (Lambert 1980; Nowlis and Simonson 1996).
- *Service offerings:* Availability of numerous service offerings is also an important variable as it offers more choice to the customer. According to study by Kwak and Yoo (2012), consumer's willingness to pay for fourth generation (4G) technology is influenced by offering supplementary or additional services along-with other attributes like quality of service, the number of broadcasting channels, data rates, and video-on-demand services. As per the study by Chong et al (2011) variety of services was an important variable amongst others which influences adoption of mobile services.
- *Price:* Various studies highlight importance of pricing as one of the most important variable for adoption and purchase intention of various technology related services. M Pagani (2004) has included price as one of the variables affecting adoption of mobile multimedia services. As per Pakola, J. et al (2001), price impacts the purchase behaviour of consumer especially while buying news services related to the telecom sector. Zhu and Fui-Hoon (2002) propose price as an important indicator for usage of mobile services.
- *Switching cost:* Consumer's prefer to switch to another operator if they are not happy with the content services provided by the operator. Switching to another operator at times leads to additional cost which results in customer dissatisfaction. Hence it has been considered as a variable of value based factor which affects customers preference of services from a mobile service operator in the study conducted by Gunasekara (2015)
- *Network Connectivity:* Network connectivity is an important variable of perceived value as it forms the backbone of all services. P.C. Verhoef et al (2009) has stressed on network centric approach for creating better customer experience. Joshi et al (2015) analyse that network experience has a high impact on customer experience and intention of customer to buy more.
- *Security:* Huiying Du et al (2012) have proposed perceived security as one of the variables which affect adoption of 3G services.
- *Content resolution:* Customer value is a multifaceted concept of which content resolution is an important service aspect which can be in the form the product or service attributes (Holbrook, 2005; (Spiteri & Dion, 2004) or in the form of price and quality (Gale, 1994; Monroe & Chapman, 1987).

2.1.2. Social Influence factors

For this study we have considered the influence of Social factors such as Society, Culture, Family & friends, Influence of advertising & promotion, Influence of retailers on purchase behaviour. Many studies have

considered the impact of social factors on purchase behaviour with respect to telecom services. For e.g. Social factors affect adoption of mobile services (Chong et al 2011), influence the purchase behaviour of cellular services (Zohaib A. and Junaid A, 2014), affect consumer behaviour of mobile data services (Hung et al 2003), affect adoption of wireless internet services (Lu et al 2005), affect purchase intention of 3G value added services (Huiying Du et al 2012).

2.1.3. Customer Experience Factor

Customer experiences with the brand, the kind of technology used, the quality of service, ease of using the service can help to create a positive attitude in consumer mind for purchasing a product or a service. Various studies have shown that customer experience leads to customer loyalty (Yu and Dean 2001, Pullman and Gross 2004, Mascarenhas et al. 2006), customer satisfaction (Liljander and Strandvik 1997), influences customer expectation (Johnson and Mathews 1997, Flanagan *et al.* 2005) and is a source of competitive advantage (Meyer and Schwager 2007). For this study 4 variables have been considered under this factor namely Ease of Use, Credibility of Content, Brand Trust/Previous Experience, use of Latest Technology.

Use of technology affects adoption of technology services (Yang 2005). According to Massey et al. (2005) technology readiness influences adoption of M-commerce and technology services. Acceptance of new technology solutions influences customer adoption of data services (Hung et al 2003). According to Lu et al. (2003), technology factors influence adoption of wireless internet services. Gunasekara (2015) has considered previous experience as one of the consumer related factors and brand equity as part of brand related factor which affects consumer behaviour for mobile telecommunication services. Perceived ease of use has been identified in various studies as an important variable affecting consumer behaviour. For e.g. it affects adoption of 3G services (Baran, E.P. (2009), adoption of mobile services (Chong et al. 2011), and purchase intention of 3G value added services (Huiying Du et al 2012).

2.1.4. Privacy

Many studies have stressed on privacy as an important factor affecting purchase behaviour of telecommunication services. Service advantage such as security and privacy are important variables to satisfy service expectations of users of 3G mobile phones (Teng et al. 2009; Pagani M. 2004). System privacy has been discussed under wireless trust which affects acceptance of wireless internet services (Lu et. al. 2003).

3. HYPOTHESIS FORMULATION

The above literature review has led to conceptualization of the research model and the hypotheses formulation for the Consumer purchase behaviour for content services.

H₀-1: Perceived Value factor has a significant influence on willingness to buy content services.

H₀-2: Social Influence factor has a significant influence on willingness to buy content services.

H₀-3: Customer experience factor has a significant influence on willingness to buy content services.

H₀-4: Privacy has a significant influence on willingness to buy content services.

4. RESEARCH METHODOLOGY

Primary data was collected by means of a survey using a structured questionnaire. Both online as well as offline modes were used to gather responses. The questionnaire was administered to smartphone users who also use content services. 150 responses were received which were categorised on the basis of gender, age, occupation, education and monthly income, which formed different strata.

Moreover, secondary data was used to understand the current trends amongst consumer's content and other data services offered by Communication Service Providers (CSPs). Close analysis of this helped us to understand the gap between the services offered by CSP's and the customer expectations. This understanding helped us to frame questions around the pain areas for relevancy.

The responses were then analysed using statistical techniques such as factor analysis, correlation and regression analysis.

5. DATA ANALYSIS, RESULTS AND DISCUSSION

5.1. Profile of Respondents

Table1 represents the demographic profile of the respondents. There is an even representation of respondents in terms of gender. As far as age groups are concerned responses were taken from respondents

Table 1
Profile of Respondents

	Gender	
Male		60.7%
Female		39.3%
	Age Group	
15-22 Yrs.		17.3%
23-30 Yrs.		72.7%
31-37 Yrs.		9.3%
38-45 Yrs.		0.7%
	Occupation	
Student		59.3%
Professional/Self Employed		27.3%
Manager / Executives		10.7%
Small Business/Petty Traders		1.4%
Unemployed/ Home Maker / Retired		1.3%
	Education	
SSC/HSC		2%
Graduate		54.7%
Post Graduate / PhD		43.3%
	Monthly Income	
Not Applicable		57.3%
Below Rs. 15,000		4%
Rs. 15,001- 30,000		10%
Rs. 30,001- 50,000		14%
Rs. 50,001- 80,000		10%
More than Rs. 80,000		4.7%

in the age group of 15 years to 45 years so that the outcomes can represent the entire active internet user base. The education background of the respondents was majorly Graduate or Post-Graduate, although few respondents were chosen from SSC/HSC background as well. To make strata from all these groups according to their occupation and monthly income, we have considered Students, Professional /Self-employed, Manager / Executives, Small Business /Petty Traders and Unemployed/ Home Maker / Retired strata.

5.2. Scale Reliability

Reliability in quantitative research refers to the stability or consistency of the variable being measured (Cronbach, 1951). Cronbach’s Alpha (α) is the most basic way of measuring the strength of that consistency. α value lies between 0 and 1 and higher the value of α , higher the reliability of the variable being measured. Many methodologists recommend a minimum α coefficient between 0.65 and 0.8 (or higher in many cases).

In this study, survey questions use a 5-point rating scale. Reliability of the construct measures using Cronbach’s Alpha is found to be 0.865 as given in Table 2. So, it can be concluded that the variables measured are having high level of reliability and stability and it conveys that the questionnaire is explicit.

Table 2
Reliability Statistics

<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha based on Standardized Items</i>	<i>N of Items</i>
.865	.867	16

5.3. Model and Hypothesis Testing

5.3.1. Exploratory Factorial Analysis: (Results of Factors influencing willingness of customers to buy content services)

We have used Exploratory Factor Analysis (EFA) in this study for data analysis and testing of the hypothesis formulated. Principal Component Analysis with Varimax rotation has been used for doing Exploratory Factor Analysis. Kaiser-Meyer-Olkin (KMO) Measure of Sampling indicates the suitability of data for structure detection. The test measures sampling adequacy for each variable in the model and for the complete model. A high value of KMO (close to 1) indicates that the sampling is adequate (Cerny, C.A., & Kaiser, H.F. 1977). As shown in Table 3, our study has a high KMO measure of 0.852 which reflects that factors found are suitable to describe the research question under consideration.

Table 3
KMO and Bartlett’s Test Result

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.852
Bartlett’s Test of Sphericity	Approx. Chi-Square	818.483
	df	120
	Sig.	.000

Four factors having Eigen values more than one were derived from the factor analysis. Factor 1 shows a variance of 18.59%. Factor 2 shows a variance of 18.21%. Factor 3 and Factor 4 shows variances of 15.64% and 7.92% respectively. The four factors cumulatively explain more than 60% of the overall variance in the variables as shown in the Table 4. Sixteen parameters were covered in the different factors to which they belong to and displayed high factor loadings with the four factors found. The result of Exploratory Factor Analysis is given in Table 5. Factor 1 represents the Perceived value parameters; Factor 2 represents Social Influence parameters; Factor 3 represents Customer Experience parameters; and Factor 4 represents Privacy.

Table 4
Variance Analysis
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.416	33.847	33.847	5.416	33.847	33.847	2.974	18.589	18.589
2	1.926	12.038	45.885	1.926	12.038	45.885	2.913	18.209	36.798
3	1.313	8.206	54.091	1.313	8.206	54.091	2.502	15.637	52.435
4	1.003	6.267	60.358	1.003	6.267	60.358	1.268	7.923	60.358
5	.870	5.440	65.798						
6	.787	4.916	70.714						
7	.734	4.587	75.300						
8	.584	3.648	78.948						
9	.538	3.364	82.312						
10	.513	3.205	85.516						
11	.495	3.096	88.613						
12	.482	3.013	91.625						
13	.383	2.396	94.022						
14	.356	2.227	96.249						
15	.323	2.018	98.266						
16	.277	1.734	100.000						

Extraction Method: Principal Component Analysis.

5.3.2. Hypotheses Testing using Regression

The Exploratory Financial Analysis has been followed up with the regression analysis to test the significance of the 4 factors that were derived. The results of the regression analysis are as shown in the Table 6.

H₀-1: Perceived Value factor has a significant influence on willingness to buy content services.

H₀-3: Customer experience factor has a significant influence on willingness to buy content services.

H₀-4: Privacy has a significant relationship influence on willingness to buy content services

From the results of the regression analysis we can find that the factors 1, 3 and 4 namely Perceived Value, Customer experience and Privacy show a significance (p) of less than 0.10 and hence showcase a confidence of more than 90% in the estimated relationship. So, we accept the hypothesis H₀-1, H₀-3 and H₀-4.

Table 5
Rotated Component Matrix^a

	Component			
	1	2	3	4
New_Features	.715			
Prices	.678			
Network_Connectivity	.641			
SwitchingCost	.639			
Numerous_Services	.608			
Content_Resolution	.523			
Security	.500			
Socio_Culture		.818		
Promotions		.800		
Family_Friends		.788		
RetailerRecommendation		.727		
EaseofUse			.767	
Credibility			.732	
Brand_Trust			.699	
Latest_Technology			.637	
Privacy				.757

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 6
Regression Analysis Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.227	.055		77.415	.000
	REGR factor score 1 for analysis 1	.137	.055	.189	2.499	.014
	REGR factor score 2 for analysis 1	.042	.055	.058	.762	.447
	REGR factor score 3 for analysis 1	.241	.055	.333	4.404	.000
	REGR factor score 4 for analysis 1	.108	.055	.149	1.970	.051

a. Dependent Variable: Willingness_Purchase

5.3.3. Correlation

H₀-2: Social Influence factor has a significant influence on willingness to buy content services.

The 2nd factor, Social Influence factor, has a significance value of 0.447 which is very much higher than the acceptable level of 0.10. This indicates that that the estimated relationship between Social Influence

factor and Willingness to purchase content services has very less confidence of 55.3% and hence the factor Social influence does not have a direct significant impact on the purchase intent of the consumers. So, we fail to accept the hypothesis H₀-2

To check if the Factor 2 Social factor indirectly influences the consumer's willingness to purchase, we have checked its correlation (r) with other three factors which have direct influence on consumer's willingness to purchase content services. It has been found from the correlation analysis that the Factor 2 (Social Influence Factor) has 43.5% correlation with direct influencing factor i.e Customer Experience as shown in table 7. This correlation is high and it implies that the Social Influence Factor indirectly influences the willingness to purchase content services.

Table 7
Correlations

		<i>Social_Influen</i>	<i>Customer_Ex periance</i>
Social_Influence	Pearson Correlation	1	.435
	Sig. (2-tailed)		.000
	N	150	150
Customer_Experiance	Pearson Correlation	.435	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

5.3.4. Proposed Conceptual Model

From the analysis of the above data, we propose the following conceptual model of factors influencing the Indian consumer's behaviour towards purchase of content services:

5.5.5. Results for the Type of content customers prefer:

The second objective of the study was to find out what type of content the customer prefers to buy for various purposes like Entertainment, Education and Healthcare. Four different types of content in each category was provided to the respondents and the data regarding their preferred type of content was collected.

a) Entertainment: Videos, Games, Music and Movies were the four options provided to the respondents for the purpose of Entertainment. Video dominates the customers' preference with 50% of the respondents preferring video over other content. Games was the second most popular choice with 21% of the respondents opting for Games. Music and Movies were chosen by 16% and 13% of the respondents respectively. The results are shown in Figure 2.

b) Education: The options provided for Education were Videos, Power Point/Word, eBooks/Magazines and Infographics. Video was again the most preferred type of content with 49% of the respondents opting for it. The remaining options had almost similar share of choices from the respondents with Power Point/Word being the second most preferred with 19%. eBooks/Magazines and Infographics were preferred by 17% and 15% customers respectively. The results are shown in the Figure 3.

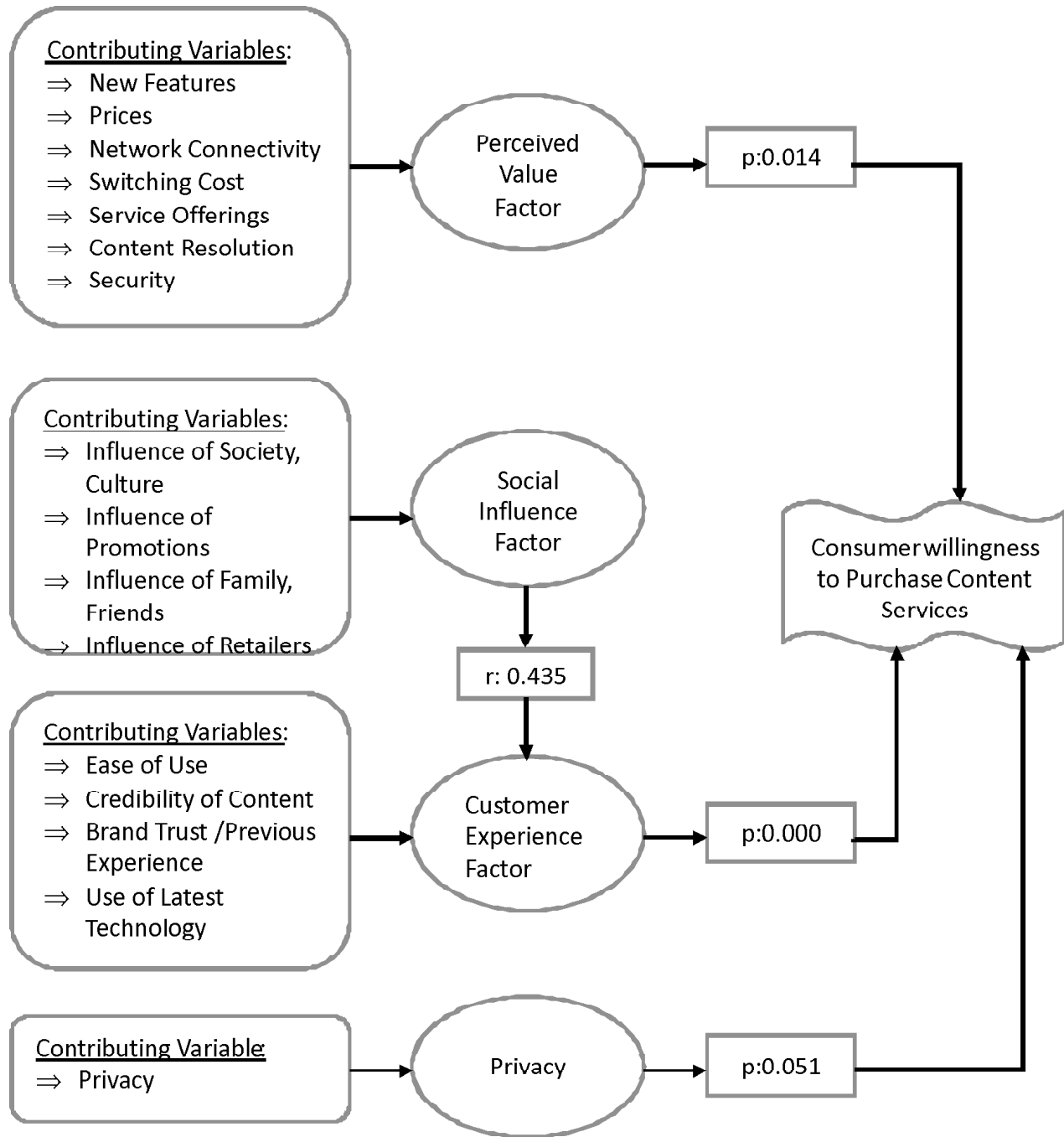


Figure 1: Factors influencing Indian Consumer Behaviour towards purchasing content services

c) Health Care: Videos, Podcasts, eArticles/Guides and Apps are the four options that were provided. Video emerged as the most preferred type of content in healthcare as well with 39% of customers preferring video over other types of content. eArticles/Guides was the second most popular choice among the respondents with 31%. Apps and Podcasts were preferred by 19% and 10% of the customers respectively. The results are shown in Figure 4.

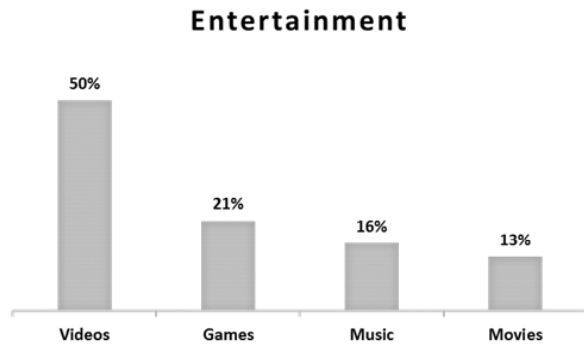


Figure 2: Respondents' preferred content type for Entertainment

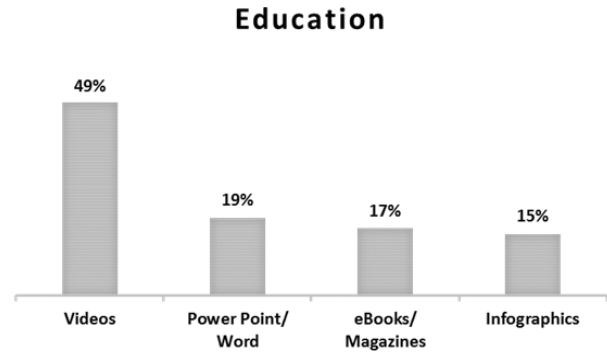


Figure 3: Respondents' preferred content type for Education



Figure 4: Respondents' preferred content type for Healthcare

6. MANAGERIAL IMPLICATIONS

Indian telecommunications market is currently driven by data as result of growing mobile penetration as well as internet usage. With the entry of Reliance Jio and its disruptive 4G services, the market has become very competitive. Hence it has become essential for telecom service providers to understand the requirements of customers in terms of the content which consumers require as that will drive the demand for data consumption.

The findings of this study can be utilized by telecommunication providers while formulating their marketing strategies while offering the right products and services to the customers which will reflect their needs and wants in a more effective manner. Secondly the analysis with respect to the type of content which customers prefer findings can be used by content manufacturers and content providers in order to customize the offerings to fulfil the requirements of different segments. Lastly, the findings will also provide an insight to the Government as to what factors they need to consider for driving consumer demand for content thus helping them meet the vision of making India a digital equipped economy.

7. CONCLUSION

The study was done with an objective to understand the consumer behaviour of customers for content services from two perspectives. Firstly to understand the factors which influence willingness of customer to purchase content services. Secondly to understand the type of content preferred by the customers. Factor analysis was done to club the sixteen parameters investigated from literature review into four major factors which affect consumer purchase behaviour for content. Regression analysis and correlation was done for hypotheses testing.

The study revealed that the 3 factors namely Perceived value, Customer experience, and Privacy have a significant influence on willingness of customers to buy content services. The fourth factor Social Influence does not have a direct influence on customer willingness. But Social influence has shown a strong correlation with the Customer experience factor which has a direct influence on Customer willingness to buy content. Hence we have concluded that Social Influence has an indirect influence on customer willingness to buy content.

Table 8
Results of the Hypotheses Testing using regression analysis

<i>Hypotheses</i>	<i>Sig. P value</i>	<i>Result</i>
H _o -1 Perceived Value factor has a significant influence on willingness to buy content services	0.014	Accepted
H _o -2 Social Influence factor has a significant influence on willingness to buy content services.	0.447	Rejected
H _o -3 Customer experience factor has a significant influence on willingness to buy content services.	0.000	Accepted
H _o -4 Privacy has a significant relationship influence on willingness to buy content services	0.051	Accepted

The study also revealed the type of content customers prefer for services such as entertainment, education and healthcare. For entertainment purpose maximum preference was for videos followed by games, music and then movies in descending order. For the purpose of education maximum preference was for videos, followed by power point/word, eBooks/magazines and then infographics in descending order. And for healthcare purpose maximum preference was for videos, followed by eArticles/guides, apps, and then podcasts in descending order.

8. LIMITATION OF THE STUDY AND SCOPE FOR FUTURE RESEARCH

This study is a cross sectional study wherein data was collected only once. Longitudinal studies can be conducted in future by researchers wherein a comparative analysis of the various studies can give a better insight of the customer purchase behaviour for content services.

The sample size was limited in this study and majority of the respondents were from Pune city in Maharashtra. So future studies can be conducted on a larger sample size which can include representation from other cities as well to give a better understanding of consumer purchase behaviour for content services across different geographies.

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