Video on demand: an easy way to watch movies – studies on consumer behavior

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Abstract

Watching movies is an activity that many people do to get rid of fatigue after doing quite tiring daily activities. In the past, watching movies could only do by going to the cinema with determined showtimes, but as technology develops grow so fast, now watching movies possible to do anytime and anywhere using video on demand. This research background is the result of pre-research which shows there is a shifting phenomenon in consumer behavior who in the beginning watched movies in theaters then switched to using on-demand services. This research has a purpose to explore the existing phenomenon, also analyze the reasons behind movie lovers use video on demand to watch movies. This research is qualitative research by using the data source as in-depth interviews with 5 informants, document collection, and triangulation of data sources conducted by researchers. The results of the data are analyzed using the open coding method, axial coding, and selective coding by paying attention to the aspects of trustworthiness. The result of this research shows some factors become the reasons someone watching movies uses video on demand that is; hobby, flexibility, emotional motive, patronage motive, rational motive, intrinsic motivation, extrinsic motivation, and re-run.
Keywords*: hobby, flexibility, lifestyle, rerun, motivation.*

Abstrak

Menonton film merupakan kegiatan yang banyak dilakukan seseorang untuk menghilangkan kepenatan setelah melakukan kegiatan harian yang cukup melelahkan. Dahulu menonton film hanya bisa dilakukan dengan pergi ke bioskop dengan jam tayang yang telah ditentukan, namun seiring perkembangan teknologi yang semakin pesat, kini menonton film bisa dilakukan kapanpun dan di manapun menggunakan *video on demand*. Penelitian ini dilatar belakangi dari hasil pra-penelitian yang menunjukkan adanya suatu fenomena pergeseran perilaku konsumen yang awalnya menonton di bioskop kemudian beralih menggunakan layanan *on-demand.* Penelitian ini bertujuan untuk mengeksplorasi fenomena yang ada, serta menganalisa alasan yang melatar belakangi pecinta film dalam menonton menggunakan *video on demand*. Penelitian ini merupakan penelitian kualitatif yang dilakukan dengan mencari

sumber data melalui *in-depht interview* yang dilakukan terhadap 5 orang informan, pengumpulan dokumen, serta triangulasi sumber data yang dilakukan oleh peneliti. Hasil data yang diperoleh kemudian dianalisis menggunakan metode *open coding, axial coding* dan *selective coding* dengan memperhatikan aspek *trustworthiness*. Hasil penelitian ini menunjukkan adanya faktor-faktor yang menjadi alasan seseorang dalam menonton menggunakan *video on demand* yaitu; hobi, *flexibility,* motif emosional, motif patronase, motif
Kata Kunci*:* hobi, fleksibilitas, gaya hidup*, rerun,* motivasi*.*

Introduction

Watching movies is an activity that many people do to get rid of fatigue after doing quite tiring daily activities (Bintang, 2019). Watching movies in general can relieve stress, as a means of refreshing and can get rid of the boredom that is hitting a person, making him feel happier (Liemena, 2016). There are many ways you can enjoy a film, one of which is by going to the cinema. Cinema comes from the Greek language, namely bios which means life and skopos which means seeing, and comes from the Dutch word scoop which is adapted from Greek which means living image, so cinema can be interpreted as a place to see images that are presented virtually so looks alive (Widiana, 2017).

In Indonesia, the cinema has existed since 1900, at which time the screening of the film did not yet have a voice (Widiana, 2017). In the 2000s, cinemas continued to develop, so that now various kinds of cinemas in Indonesia have started to emerge, such as the XXI cinema, Cinema 21, and The Premiere (Widiana, 2017). Similar to other big cities, Jombang which is a regency area also has a cinema which is located in the Linggar Jati Plaza shopping center, the cinema is called New Star Cineplex. Along with the increasingly rapid development of technology, there has been a shift in consumer behavior in watching a film, films that initially could only be enjoyed when going to the cinema, are now becoming easier to enjoy anytime and anywhere, this can be done because of the development of a technology called Video on demand. (Yanda, 2017).

Video on demand (VoD) is a service that contains a variety of content on TV services, films, dramas with various genres, and TV series which can be accessed using a smartphone connected to an internet service (Yanda, 2017). VOD is estimated to enter Indonesia in 2016, starting with the arrival of Netflix, and followed by the arrival of other VoDs such as Iflix, Viu, HOOQ, and finally the entry of CatchPlay (ID, 2016). Based on a survey conducted by Dailysocial in collaboration with JakPat with 1,037 respondents, smartphone users in various regions in Indonesia, it can be seen that 58.68% of people spend more time watching movies or viewing videos using smartphones, tablets, mobile devices and using a desktop. and personal computers as much as 27.35%, while those who chose the movie theater were only 1.26%. This data proves that even though it is relatively new, VoD is faster and easier for the public to accept because on-demand services emerge along with the increasing dependence of the community on using the internet because of its convenience.

Each VoD service has superior content, such as Netflix with a variety of original and quality content, Iflix with featured local films and free subscription fees for subscribers of several internet services, Amazon Prime Video which

provides subscription fees including Twitch Prime, HOOQ with flagship movie features Local various genres, CatchPlay with a variety of Chinese films as its advantage, Genflix which provides the most affordable subscription fees and Viu which provides various kinds of content from Asia, especially Korean dramas to target Korean lovers (ID, 2016).

In a pre-study conducted on 15 movie bugs in Jombang District, 11 people chose to watch on video on demand and the remaining 4 chose to go to the cinema. The results of the pre-research prove that VoD is more popular and is an option for watching a film or certain programs, even though in the city of Jombang there is a New Star Cineplex as a means of watching movies. Seeing this phenomenon, the researchers decided to dig deeper into the reasons that underlie someone choosing to watch video on demand and to find out what factors are the reasons someone uses VoD.

Research Methods

This research uses a qualitative approach, the problem to be studied is still unclear or dim, dark, complex, and dynamic (Sugiyono, 2017). Researchers use qualitative research so that later they can convey the results of research in more detail, detail, and narrative about the reasons why film lovers watch on video on demand and find out why film lovers use on-demand services.

Table 1. Research Stage

Research Stages Gioia, Corley, Hamilton (2012)	This Research Stages
1. Research Design	1. Defining the research question
	2. Case Selection
	3. Informant determination and data collection protocol
2. Data Collection	4. Field study

3. Data Analysis
  a. Open Coding
  b. Axial Coding
  c. Selective Coding
	5. Data Analysis
	  a. Open Coding
	A rationale analysis of watching on video on demand: an interpretive process by breaking down data into its component dimensions.
	  b. Axial Coding
	Analysis of the formation of reasons in watching movies on video on demand: components and sub-components.
	  c. Selective Coding
	Analysis of the formation of the core components related to the reasons for watching movies on video on demand

4. Grounded Theory Articulation
  a. Formulate dynamic relationships
  b. Transform static data structure into a dynamic grounded theory model conduct additional consultations with the literature
	6. Describes the reasons for watching movies on video on demand
	7. Termination of research

Source: researcher analysis (2020)

In this qualitative research, researchers used open coding, axial coding, and selective coding techniques (Gioia, Corley, & Hamilton, 2012) by paying attention to aspects of trustworthiness and using data collection techniques in the form of triangulation of data sources which is a data collection technique that combines data from various data collection techniques and data sources that already exist (Sugiyono, 2017). Sources of data used in this study are primary data sources and secondary data sources. Primary data are informants who in this study amounted to 5 people with characteristics: men and women aged 20 years and over, film lovers who watch movies at least 4 times a month and have used on-demand services for more than one year. Sources of secondary data used are books, journals, and websites, which are then used to collect data by conducting in-depth interviews with informants.

Result and Discussions

In early April 2020, the researcher conducted a pre-research as a trial to see the community's response to the phenomenon captured by the researcher, then in early July 2020, the researcher conducted in-depth interviews with 5 informants. The informants in this study have a different status, education level, occupation, age, and character, this makes the results of the interviews varied and different from one another even though the informants are fellow film lovers.

Table 2. Informant Profile

Initial Name	Age	Profession	Gender (M/F)
Informant 1	47	Lecturer at STIE PGRI Dewantara	F
Informant 2	24	Retail Franchise Company Students and Auditors	M
Informant 3	22	College student	F
Informant 4	22	Onlineshop Student and Owner	F
Informant 5	23	*Part-Time Wedding Organizer*	F

Source: in-depth interview (2020)

The information that the researchers got from the informants was quite varied, some were quite different and some were almost the same, the informants had experience in watching movies, as well as various motives for watching films which were influenced by the daily environment, family environment, work environment, and friendly environment. The informants 'love for films also affects the intensity of the informants' viewing activities, some informants do watching activities to fill their free time, some informants carry out watching activities to fulfill their desires and get pleasure so that they carry out watching activities almost every day on the sidelines of his busy life. To obtain the information the researchers needed, the researchers conducted an in-depth interview which was conducted in early July as shown in table 3.

In mid-July 2020 all the results of the in-depth interviews of the five informants had been transcribed. In-depth interview transcripts were then analyzed using open coding, axial coding, and selective coding, which were then compared with observational data and documentation such as theory from books and online literature. The results of the analysis were also compared with various

literature used to check the consistency of the research findings. This study assumes a film lover as a consumer who chooses, decides, and uses on-demand services to fulfill his emotional needs and desires in watching a film. The informants in this study are film lovers who use on-demand services because they are influenced by various factors such as culture, social class, personal, and psychological when deciding to use on-demand services. This illustrates that what the informants do is by the theory of consumer behavior presented by Kotler and Amstrong, 2018.

Table 3. Details of the In-depth Interview Implementation

Initial Name	The Place	Interview duration
Informant 1	STIE PGRI Dewantara	30:49
Informant 2	STIE PGRI Dewantara	20:01
Informant 3	Informant House	21:24
Informant 4	Informant House	18:46
Informant 5	Akar Ranting *Caffe*	35:48

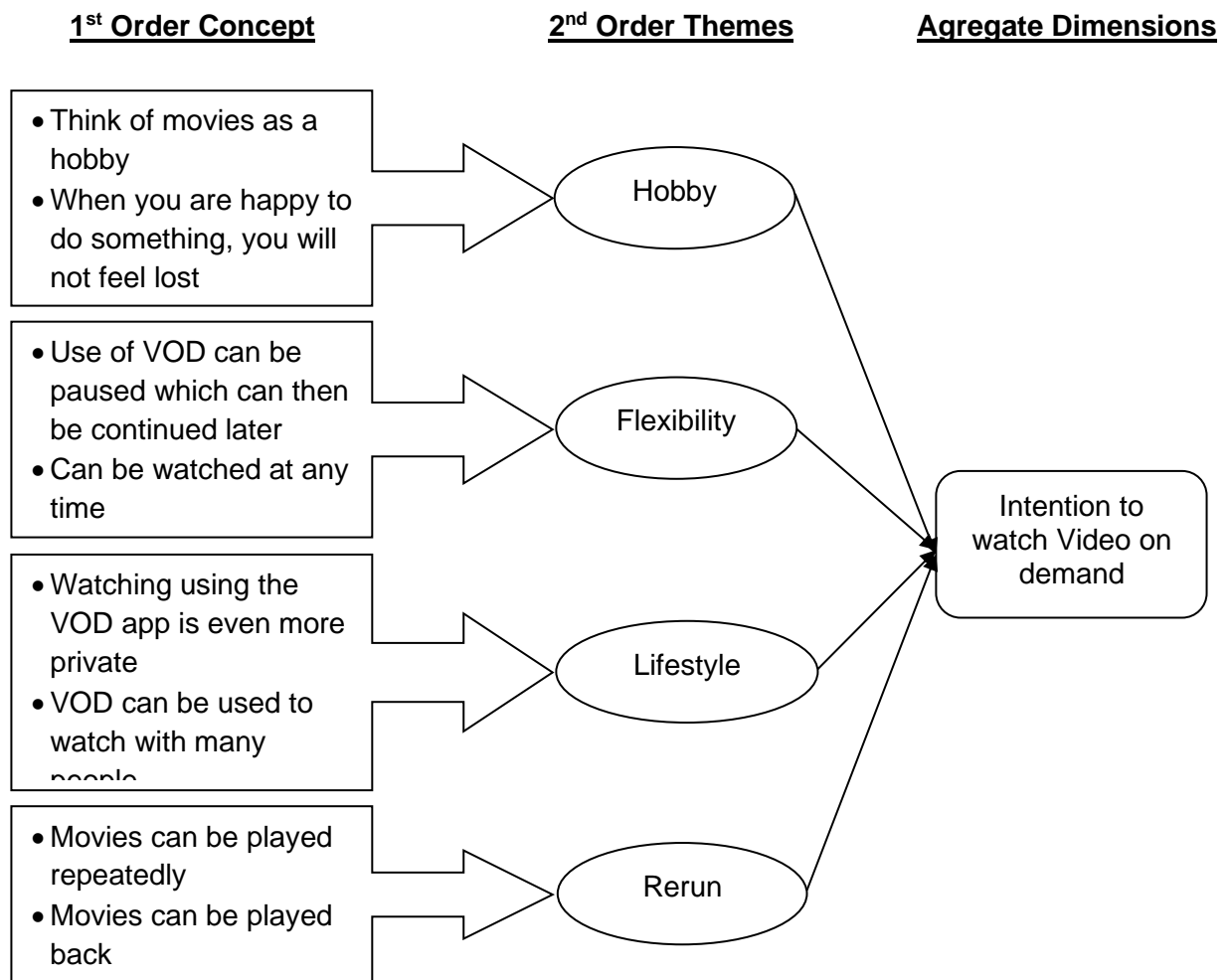Source: in-depth interview (2020)

Figure 1. Result of open coding, axial coding, and selective coding
Source: researcher analysis (2020)

The discussion of this study uses the theory of consumer behavior from Olson & Paul, 2013 which is defined as between influence and awareness, because consumer behavior involves the thoughts and feelings that consumers experience in the process of using a product or service. In this study, the informant used by the researcher is a film lover, who is described as a consumer who chooses, decides, buys, uses, experiences, or on-demand services to satisfy the personal needs and desires of the informant in watching movies.

The informant's behavior in deciding to use an on-demand service is influenced by various factors such as social class, environment, personal, and psychological, what the informant does is following the consumer behavior theory presented by Kotler and Armstrong (2018). This emphasizes that an on-demand service user is not only oriented towards the services offered but also the pleasure he gets during watching activities, thus giving rise to various reasons that encourage someone to use on-demand services. The reasons that encourage someone to use on-demand services based on the results of research conducted by researcher shown in figure 1.

Hobby

Of the five informants, 4 informants said that the activity of watching is a hobby.

"…… You think that film is a hobby huh…" (Informant 1).

Informant 1 stated that watching movies is a hobby. Informants 2 and 3 said that watching movies is an activity that is often done and continuously so it becomes a hobby.

"If it's on-demand, it's usually not necessary, sometimes one day or two times if there's a good film, sometimes once in 3 days, sometimes 2 times a day, you don't have to just watch it often" (Informant 2).

"So a total of six, about one week six films" (Informant 3).

"It can also be called a hobby" (Informant 3).

Informant 5 revealed that watching activities carried out is a hobby, so when you have watched the film, informant 5 will spend a long time and do not feel the loss for the material or time sacrificed.

"Every day, in your opinion, if we like something zinc, it means our hobby, something we are happy to do. I don't think anyone is feeling wronged, right?" (Informant 5).

From this explanation, it can be seen that watching activity is a hobby, in which there is a very strong sense of interest so that it is carried out with frequent and continuous intensity. This is the same as stated by Agustina, 2015 that a hobby is something related to a movement style that encourages to

tend to feel attracted to someone, something, or activity or effective experience designed from reality itself. In addition to interest, researchers also found informants who are willing to invest time and material in watching a film, this proves that a person has the factors mentioned by Jagad, 2019 that hobbies make someone willing to invest material and time happily.

Flexibility

In this study, flexibility means on-demand services which in use can be adjusted to the conditions and situations that the informant is facing, in other words, the flexibility of on-demand services is the ease of accessing services that can be adjusted to the activities and time of the informants (researcher analysis). The following is an excerpt from an interview that illustrates the flexibility of the on-demand service.

"……… I can pause to watch it, where do I live again and then I come back again …… .... time is possible because it's flexible" (Informant 1).

The flexible on-demand service allows its users to be used in conjunction with other activities, this can be seen from the statement of the informant who said he could pause the movie he was watching and then did other activities and continued watching the film again without losing the moment from the film and the work that was others are not neglected. Besides, the on-demand service also allows informants to watch movies anywhere because of their easy use so that they have flexibility in terms of using the place, besides that viewing time can also be adjusted to the activities of the informant, this is because on-demand services are not tied to broadcast time so that users can watch movies at any time.

"If we go online all the time we can watch it, at night, and in the afternoon, we can watch it when there is a schedule in the cinema, right?" (Informant 4).

"……… .. keep on trying to watch anytime, okay" (Informant 4).

The flexibility of on-demand services makes users feel satisfied, this can be seen as an advantage for on-demand service providers that must be maintained. The informants' daily activities are quite dense and the work that piles up still allows someone to watch movies because of the flexibility offered by on-demand services.

Lifestyle

Lifestyle can be defined as a person's lifestyle that is expressed in activities, interests, and opinions (Kotler & Keller, 2018). The following is an excerpt from the interview results that lead to the concept of a lifestyle in the form of AIO research:

"………… while sitting then I sometimes open my cellphone or WA like that. If for example, eeeeeee is something important in WA I switch to WA but if it doesn't matter, I keep watching here, what is it that is being put on? , like that "(Informant 1).

"If you watch it yourself less often it is more enjoyable as a good movie and there are friends who are invited all ... ." (Informant 2).

"... if watching the application use it is more privacy, that's how it is ... ... yes, because those who did not like watching together like that" (Informant 3).

From the interview excerpt above, it can be seen that the informant's lifestyle is reflected in the form of his different viewing activities. The activities carried out by the informants then created a sense of interest or interest in continuing to watch movies using on-demand services. Interest is what is the favorite or favorite of consumers which is the priority of consumer life (Kotler & Keller, 2018). Interest is a kind of object, event, or topic that gives rise to a special excitement that continuously accompanies the activities carried out. This interest is evidenced in the following interview excerpt:

"……. one of the most important things to satisfy my desire for films, yes, because I enjoy watching movies and every time I want to know what films ………"   (Informant   1).

"... if you want to watch continuously, for example, if you watch a Korean film, there are episodes that are made ... I want to keep watching, that is how many episodes are finished, how many episodes you have finished.

The informant's interest in the film made the informant have the desire to continue to do the same activities using on-demand services, and carry out these activities continuously until their wishes are fulfilled and they are satisfied. This prompted the informants to give their opinion on the continuous use of on-demand services.

"I'm not, orange doesn't need a lot of reasons to like it, you just didn't tell me, for example, I need this film and it's available there, okay" (Informant 5).

From the information above, the researcher concludes that lifestyle is part of the needs that must be met by the informants. Informants no longer perceive lifestyle as a desire but something that has turned into a need. A situation that began with the informant's desire to watch films changed to the informant's need to watch movies using on-demand services because of interest and adjusted to the informant's activities.

Rerun

Watching movies using on-demand services is done for fun and rationality, besides that informants also have the habit of repeating films and scenes they like in a film, in the world of film, this is known as re-run (researcher analysis). Rerun is playing back a film or television show (Kamuslengkap.com, 2020). In this case, the informant has pleasure in the film he watches so that the informant is encouraged to watch the same film over and over again, as in the following

informant's statement:

"… I can rewind continuously, meaning that if I like the scene, can I repeat it …………" (Informant 1).

"... the good thing is that the film can be played over and over again, yes, for example, we don't understand that a certain scene can be replayed again and again, especially films that do not appear in movies...

Based on the above statement, it can be seen that the informants in this study chose to use on-demand services because the films watched can be re-run easily, of course, cannot be done if the informants watch films in theaters. Someone did a re-run due to several factors, these factors the researchers found from the results of interviews with informants and online literacy. The following is the researcher's proposition regarding a person's factors in re-running:
1. Quality film and a good storyline.
2. Likes certain scenes in the film.
3. Skip a certain scene in the film.
4. Can't capture and understand the film.
5. Movie actors are idol actors or actresses.
6. Have a moral message and a storyline is not boring.
Apart from the reasons already mentioned, other motivations encourage someone to watch VOD. Some of the motivations that cause will be explained further in this study. A summary of the driving motivation to watch VOD is summarized in Figure 2.

Emotional Motive

Someone when deciding to use on-demand services also has emotional motives, as said by informant 1, informant 3, and informant 5:

"... I want to satisfy my desires for that need, what does that mean, the term pleasure, security is fine, but above that security, personal comfort" (Informant 1).

"Going to the cinema is less, less comfortable, when using the application is better, more comfortable ..." (Informant 3).

"VIU is the most delicious in my opinion ... ... so I think orange is not the type of zinc if for example I already got one, one zinc application I'm comfortable I've never looked for another zinc application, never looked for another zinc application" (Informant 5).
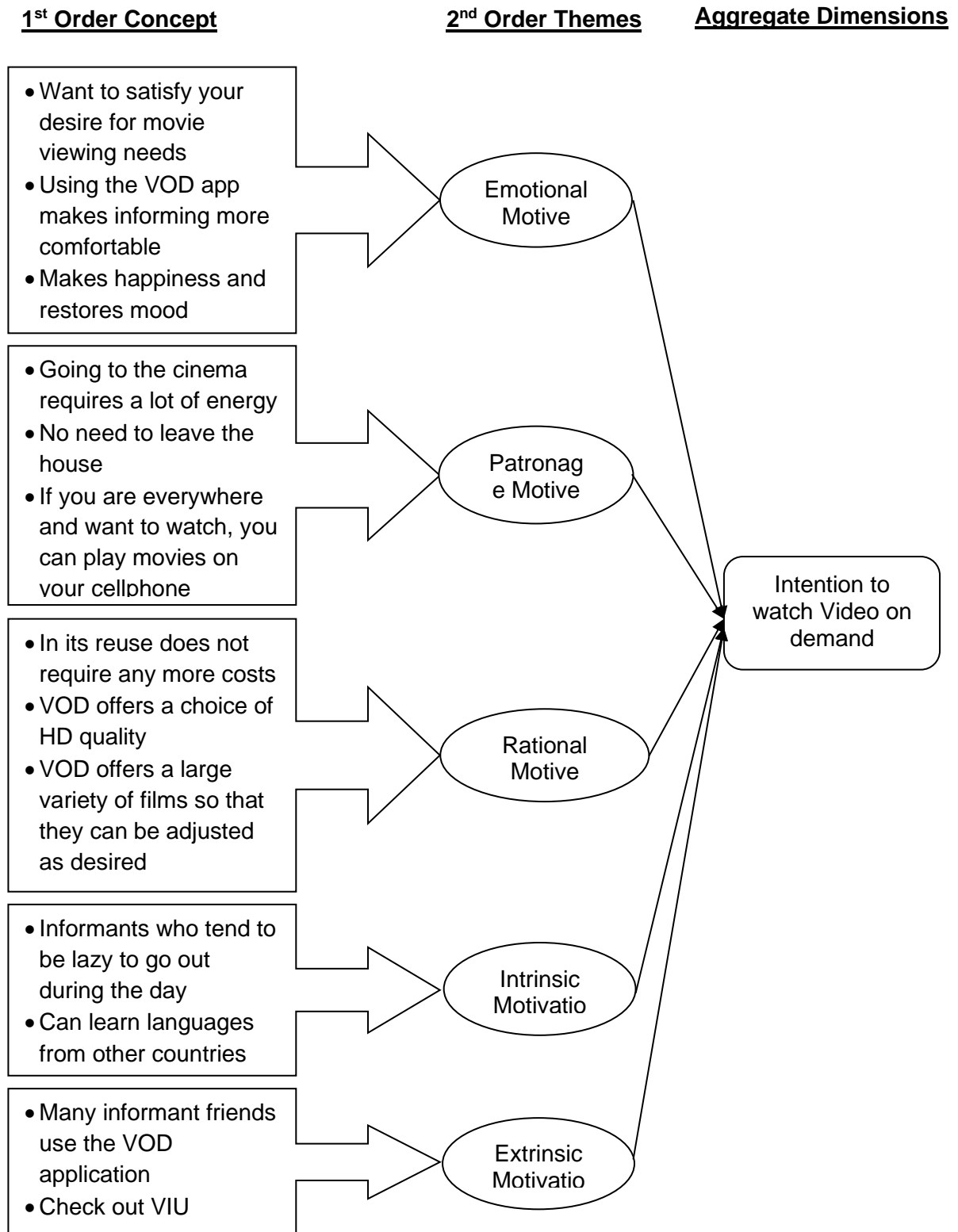
1ˢᵗ Order Concept   **2ⁿᵈ Order Themes**   **Aggregate Dimensions**

Figure 2. Results of open coding, axial coding, and selective coding
Source: researcher analysis (2020)

From the informant's statement above, it can be seen that someone has an emotional motive, namely in the form of comfort that is felt when using on-

demand services. The next emotional motive is an emotion which includes satisfaction and liking. In this study, the informant said that watching movies is one way to get emotional satisfaction because it can restore mood and become a means of refreshing.

"……. My motivation is because I am thirsty for watching films, sis, so I find something that can satisfy my desires… .." (Informant 1).

"Yes, I am happy to return to my main mood so when I watch Korean dramas, watching Korean dramas one day more than once I feel happier, I am happier," (Informant 3).

From the information that the informant has conveyed above, the researchers can conclude that the emotional motive that initially became a desire to watch movies has turned into an emotional need that must be met so that emotional motive becomes one part of the motivation that plays an important role in encouraging the informants in this study to decide to use on-demand services.

Patronage Motive

In this study, the informant has a patronage motive as revealed by informant 1, informant 2, and informant 4

"…. But now I am full because I have never been to Surabaya, I finally watched it only on the internet," (Informant 1).

"... now is the digital era, so if you go to movies you are tired of going there far now in the digital era you can access it on a cellphone, laptop as long as there is an internet connection so it's easy ..." (Informant 2).

*"……… .. the second one doesn't need to leave the house …… ..”
(Informant 4).*

From the above statement, it can be seen that the three informants chose to use on-demand services in watching movies because of their affordability and convenience, namely simply using a smartphone connected to the internet network and being able to access them at home. The use of smartphones in watching movies also makes it easier for informants to carry out watching activities, this is by the following informant's statement:

*"If you go where you don't need to bring a laptop, for example, if you are ...
.. to a friend's house or where or coffee or what if you want to watch, just puter on your cellphone ……." (Informant 5).*

The use of on-demand services that can be accessed simply by using a smartphone makes it very easy for informants to watch movies because the smartphone that is always carried whenever and wherever by the informant makes the informant at any time able to download and access video on demand according to his wishes, whether it is on the shop or at a friend's house. The affordability and convenience offered by on-demand services are part of the patronage motive that encourages people to continue using video on demand.

Rational Motive

Price is an important consideration when someone is going to buy goods or use a service, just like using on-demand services, prices tend to be the main consideration, as explained by the informants in this study, where informants choose to use on-demand services because of the price offered much cheaper than having to go to the cinema to enjoy a film.

"……. To reopen it, I don't need to spend money ………" (Informant 1).

"Let's say one time watching it can be 50,000 if it is streamed, usually the 100,000 package is a month, right?" (Informant 2).

In addition to price, the quality of the films offered is also a consideration for informants in using on-demand services, because on-demand services also provide HD quality so that the films displayed have clear images and are the same as those in the cinema.

"... because he has a choice of Hd" (Informant 5).

The advantage that on-demand services have compared to cinemas is that the films offered by on-demand service providers are more diverse with a variety of different genres so that informants can watch movies according to their wishes.

"…………. You can continue to choose the film you want if the movie is limited in the cinema, if the streaming is good, you can have a lot of choices to be at-will" (Informant 2).

This proves that the informant has a rational motive, namely in the use of on-demand services, the informant considers the price, quality, and variety of films offered with common sense so that in the end they choose to use on-demand services to watch movies.

Intrinsic Motivation

Motivation is a feeling that arises because of an impulse from within a person to do something that arises as a result of unfulfilled needs, this urge produces a pressure that can eventually arouse or direct someone to take an action (Schiffman & Kanuk, 2008). In this study the researcher found the informants' intrinsic motivation which can be seen in the following quote:

"The first one is enjoying the plot, you like it, especially if you like action films. Then the second thing is that we continue to get knowledge, especially if foreign films, Chinese films or English films can be studied in the language, so that's a plus. " (Informant 2).

"The motivation comes from me because I'm lazy, lazy to go out in the afternoon. The cinema at night closes until 9 o'clock ...." (Informant 4).

From the interview excerpt above, it can be seen that the informant is motivated to watch films because of his encouragement, namely when watching the film, he gets something new that can be learned such as language, and also uses on-demand services because of the laziness that arises when watching during the day, while at night the cinema is only open until the specified hours.

Extrinsic Motivation

Apart from intrinsic motivation, extrinsic motivation also influences informants in choosing to use on-demand services. Extrinsic motivation is the motivation that appears in the form of stimulation from outside a person or group (Irham, 2011).

"……. The external factors are because of my friends at" (Informant 1).

"A lot of my friends are good at it, so a reference is also good, this is how it is, and for example, if you ask questions ... ..." (Informant 5).

Besides, the informants also saw advertisements from on-demand services

"I'm curious, I'm curious about a film, I'm curious about an ad, I'm listening to Instagram. I'm curious about the content, I'm sorry, so I downloaded it, just download it for fun. (Informant 4).

"…… .. keep going, do you know the VIU advertisement… .. on TV" (Informant 5).

From the information above, informants know about on-demand service advertisements from TV and social media Instagram, the intensity of the advertisements that often appear makes informants curious and motivated to use on-demand services. From the explanation of several external factors in this study are factors from friends and family and advertisements.
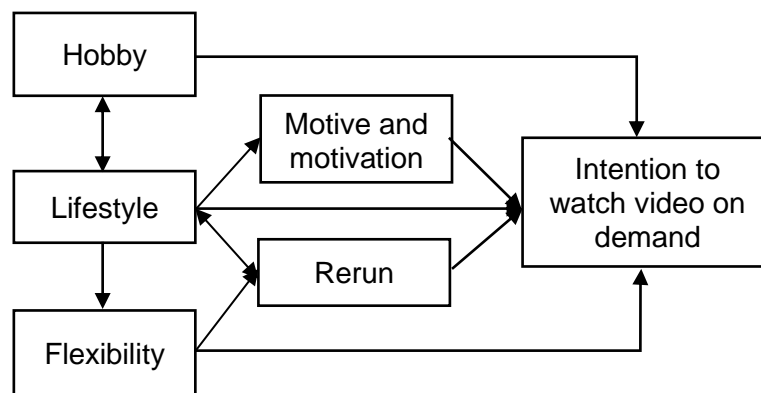

Figure 3. Research Model
Source: researcher analysis (2020)

From the discussion that has been explained by the researchers above, this research model can be described in figure 3.

Conclusion

Based on the results of research using a qualitative approach carried out with data analysis techniques open coding, axial coding, and selective coding, and simultaneously researchers triangulating sources and theories, it can be concluded that the strongest reason encourages someone to choose to use on-demand services in watching a film is flexibility on-demand services because the informants have different educational and occupational backgrounds, so the activities carried out are also different, this makes informants prefer to use on-demand services because video on demand services have high flexibility, so that in its use it can be done simultaneously with other activities, this allows informants to adjust the activities and time they have in watching movies.

The results also found that the reason for watching movies that often appear later and influencing informants in using on-demand services is that the price offered by on-demand services is much cheaper than watching at the cinema because informants tend to watch movies repeatedly so by using informant on-demand services do not need to pay back when watching movies repeatedly.

The next reason that encourages informants to use on-demand services is that watching movies is the informant's hobby so that informants have fun watching a film which in turn creates a very strong sense of interest so that it is done with frequent and continuous intensity.

In this study flexibility and hobbies are strong reasons for encouraging informants to watch a film using on-demand services, even though on-demand services have high flexibility so that their use can be adjusted to other activities, but researchers provide suggestions for the informants' hobbies. To make viewing activities carried out with frequent and continuous intensity, informants are expected to be able to place hobbies following their portions so as not to interfere with other activities or jobs so that they will not adversely affect people around, work, and harm yourself.

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