

# Identification of Success Factors for Mirzapur Web Series

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## Abstract

With the emergence of web series in the Indian market, there has been increasing in the viewership among youth. This study focuses on the statistical technique using the factor analysis on constructing the success factors of the Mirzapur web series. The data were collected using a survey questionnaire, and the methodologies used were descriptive statistics and factor analysis. SPSS 20 was used to perform for statistical analysis of the data. The target age group respondents for this study were 18-35 years of age. The results showed some factors were successfully constructed using factor analysis and identifying the success factors of the Mirzapur web series; which is series surrounded with Kaleen bhaiya character, violence, politics, and aggression was the factor why this Mirzapur web series was a great hit, web series like Mirzapur are the future of entertainment industries, availability of the internet and low cost, reflecting the real culture of Mirzapur, language used in the web series similar to the language used in Mirzapur. There are currently more than 500 million people in India, who are online, and it will expand in the future as people are accepting the Internet as a medium for entertainment. This study helps entertainment industries, especially for the upcoming web series.

**Keywords:** Entertainment, Factor analysis, Internet, Mirzapur, Social Media and Web Series

## Introduction

The digital revolution in India is driven by mobile phone penetration, the roll out of 4G, low-cost data, and thereby increasing time spent on mobile phones. The internet has changed people's lives; Netflix, Amazon Prime, Hotstar, Zee5, and ALT Balaji; Jio tv are some examples, which are used by the audience to watch web series and films on their gadgets. Around 65 percent of the Indian population is young, and a majority of them are net-savvy. The internet has become the trend of the young generation. The phase of the youngsters, as well as kids, are seen to be more social media addicts, and so web series are running and gaining popularity amongst India. Web series are an hour based videos in an episodic form that are available on the internet or web Television medium. The web series format has become the new favorite, especially amongst the people in the age bracket of 18-35 years.

In the 4G era, regardless of the streaming content or the consumption format, both tend to be "short" and "swift." On the one hand, as people's lives become more and more occupied, apart from some old age people who still have the time to watch formal series, most of the working class is too busy to spend 2-3 hours watching movies. It also offers a multi-screen environment for the 4 G era. The majority of TV viewers have funneled and consumed personal computers, smart phones, and tablets. The entry of Reliance Jio gave an enormous push to the advent of social and digital media and single-handedly changed the video consumption scenario in India. The audience can watch new movies, web series, and short films on their convenient timing at a reasonable price on these different digital media platforms.

The origin of these new ventures is changing Indian television and cinema in some ways. Big companies like Netflix and Amazon have begun to invest heavily in regional content. These platforms are new convergence of television and cinema, producing video content only on digital media platforms. Entertainment is one of the reasons behind the use of over the top application. Most of the Indian audiences watch movies and web series on these applications. The reasons behind the change are the convenience of service, personal medium, and availability of content. One more reason behind the success of web series in India is creative freedom. Are you able to imagine a nude scene or cursing happening on your TV screens when you're watching mainstream content? No, that's not the case on a digital platform where there's no censorship board cutting and trimming your shows to befit 'morals' and 'ethics' of the family household. (KPMG FICCI report 2017) ad revenues from the digital space are expected to grow at a CAGR of 31% to succeed in Rs 295 billion by 2021 - from 76.9 billion in 2016 - contributing 27.3% to the general Indian M&E industry ad revenues. The future of over the top applications is bright in India, and the reasons for this are mobile phone penetration.

## Literature Review

The web series boom makes passage to India for new growth. According to Srishti Arya, Netflix India's Director of International original film, "This is India's golden age of entertainment" (March 2020). As per the report published by The Boston Consulting Group titled 'Entertainment Goes Online,' Indian Over-the-top (OTT) market to reach \$5 billion in size by 2023 (The Economics Times 2018). 39 Indian web series released between Aug 1, 2017 - Aug 31, 2019, and with at least 1,000 IMDb ratings were considered, but only search data from four web series displayed, which include Mirzapur web series (Source: Google Trends, IMDb).

According to Chrome data analytics and media, the consumption pattern of the web series rapidly increases among youth. The survey includes awareness level and consumers preference about the web series (Jan 2018). The Scenario of television from the last two decades rapidly changed based on

consumer choices, creative content, and a greater variety of representation. (Monaghan, W. 2017). A web series named 'Guardian' gained huge popularity and promotion by its fans on the Chinese Internet market due to content and storytelling. Guardian web series achieved the highest viewers in the Chinese Internet market (Chunxi Road, 2018). In 2019 data provided by Weibo (Micro blogging) website, web series 'Guardian' had almost a million followers, and there had been nearly 17 million posts with the hashtag "Web Series Guardian" near about 11 billion viewers. In the 21st century, the audience has turned from a passive information receiver into a lively information collector using the audience's own choice, such as with content, method, and time. (Wu & Chen, 2015).

Web series allow their viewers to choose and play streaming videos based on their preferences on any platform they need, and in any format, they are interested in (Zhang, 2015). Production of web series round the world has given audiences an impressive range of content to explore online and on other digital platforms (Giles, 2011). From 2003 to 2006, several web series, like Red vs. Blue and Sam Has 7 Friends, caught the attention of the general public and became popular. Sam Has 7 Friends was nominated for an Emmy Award (Lu & Zheng, 2015). After the merger of Google and YouTube in 2006, online video websites' potential value increased, triggering a flow of money and talent into the video website market (Li, 2011). House of Cards had the most plays online in the US in 2013 and was considered to be the future of the United States' TV industry by Forbes magazine (Fang, 2015).

Web series is still an up and coming form of entertainment and are still in their early stages of development; the Chinese government hasn't had specific rules and provisions on web series' content. (Xu & Zhang, 2015). A plethora of internet lingo is used in web series, and the funny jokes and various plots coming from the series go back to current trends in internet language, becoming daily discussions in normal people's lives. (He & Xu, 2015). A web series is commonly defined as a series of scripted or nonscripted videos, generally in episodic form, appearing only on video uploading Internet sites that are normally around one hour

(Kassabian, 2017). Chinese web series' audiences are 18-35 years old. The key factors about this group of audience members are that they are young, have time and energy to watch web series. (Lu & Zheng, 2015). The possibility for video website' platforms to expand to multiple screens, such as the personal computer, smart phone, tablet, and smart TV, which also contributed to video websites' web series ability to reach millions of additional viewers (Huang, 2015). The speed of technological development in media has been rapid, changing people's perspectives and customs of absorbing information and enjoying entertainment (Fan & Ma, 2014).

### Methodology and Method

A convenience sampling method was being adopted for the survey. The reason why the convenience sampling method was used for the survey because the number of people who watched the Mirzapur web series in India is too large that it is impossible to include every individual of the population in the survey.

The target respondents in the questionnaire survey are the people with the age group of 18-35. SPSS 20 used to perform statistical analysis of the data collected from the survey forms. The methodologies used were descriptive statistics and factor analysis. McClave et al. (2005) defined descriptive statistics utilizes numerical and methods to look for patterns in a data set, to summarize the information revealed in a data set, and to present the information in a convenient form. KMO test was being done to identify whether the data is fit for factor analysis.

### Results

The total respondent of the study was 510 out of that 476 responses are valid, and the remaining consider invalid due to inappropriate responses. The major areas include in this study are Mirzapur, Prayagraj, Delhi-NCR, Mumbai, Bengaluru, Chennai, Pune, and Patna. The collected data was relevant because it was distributed to large sample size. The results are divided into several subsections, which are descriptive statistics, factor analysis, and construct validity.

### Descriptive Statistics

Descriptive Statistics discussed in this research was the frequency and percentages of respondents. Table 1 shows the demographic profiles of respondents based on variables, which include gender, age, and education, respectively. Based on gender, 61.1% of the respondents were male, and 38.9% were female. Based on age, the respondents' age ranges from 18 to 35 years old. Most of the respondents are 18-25 years old, respectively, with 41.0% are 26-35. In terms of education, most of the respondent's categories are graduates, which in numbers 212 respondents. The next most respondents are 167 with higher secondary as their educational qualification. Only 97 respondents were post graduate.

**Table 1: Profile of the Respondent**

Demographic Factor		Frequency	%
Gender	Male	291	61.1
	Female	185	38.9
Age	18-25	281	59.0
	26-35	195	41.0
Education	Higher Secondary	167	35.1
	Graduate	212	44.5
	Post Graduate	97	20.4

**Table 2: What insisted you Watch the Mirzapur Web Series?**

	Frequency	%
It's a Trending Topic	94	19.7
Cultural influence	160	33.6
Cast Factor	116	24.4
Vulgarity	49	10.3
Love watching Web Series	57	12.0

Table 2 represents what insisted you to watch the Mirzapur web series; it is being observed that the highest percentage is cultural influence, i.e., 33.6%, the cast factor is the second-highest percentage with 24.4%, respondents falling in trending topic contributes 19.7% whereas love watching web series represents 12.0% of the total respondents. The least contribution is 10.3% with vulgarities.

**Table 3: What is the Most Influential Element of the Mirzapur Web Series?**

	Frequency	%
Appealing and creative story	129	27.1
Outrageous production design and costuming	129	27.1
Cast	118	24.8
Funny dialogue and jokes	81	17.0
Others	19	4.0

Table 3 represents the most influential element of the Mirzapur web series; it is being observed that the highest percentage is an appealing story, and production contributes to 27.1% each; the cast is the second-highest percentage with 24.8%, respondents falling in funny dialogue and jokes contribute 17.0%. The least contribution is 4.0% with other elements.

**Table 4: Which Platform do you usually use to watch Web Series**

	Frequency	%
Computer	78	16.4
Laptop	125	26.3
Mobile phone	273	57.4

**Table 5**

S. No	Factor	No. of items	Cronbach's Alpha	Cronbach's Alpha All Items
1	Entertainment (E)	3	.792	.893
2	Content (CN)	3	.838	
3	Culture (CU)	4	.816	
4	Character (CH)	3	.837	
5	Behavior (BE)	4	.798	

### Factor Analysis

To examine the appropriateness of factor analysis, we have applied Bartlett's test of sphericity to measure that the factors are highly correlated and Kaiser-Meyer-Olkin (KMO) to test whether the sample is adequate. The KMO measures the sampling adequacy, which should be  $> 0.70$ ; it is inadequate if the value is less than 0.50 (Hair et al. 2013). Factor analysis was used to construct the factors which help to identify the success factor of the Mirzapur web series. The Bartlett sphericity test and the Kaiser-Meyer-Olkin (KMO) sampling adequacy measure are both measures which can be used to assess matrix factorability. The results of

Table 4 represents platform used to watch web series; it is observed that the highest percentage is a mobile phone, i.e., 57.4%, the laptop is the second-highest percentage with 26.3%, and the least contribution is 16.4% through a computer.

### Construct Validity by Cronbach's Alpha Test

Construct validity was conducted to know the convergent validity of the items used for the different variables. For this purpose, the Cronbach's Alpha Test was conducted. Cronbach coefficient alpha test is being conducted to evaluate the internal reliability and consistency of the questionnaire. In exploratory research, the lower limit for Cronbach's alpha is 0.60 (Hair et al. 2013). Hence, for achieving reliable and accurate results, the attributes having more than a value of 0.60 are acceptable in the current research work. In this study, the main focus is to find out the success factor of the Mirzapur web series. The result showed that Cronbach's Alpha was 0.893 for 17 items.

Bartlett's test of sphericity is significant ( $p < 0.001$ ,  $p = 0.000$ ). Also, the KMO measure is 0.752, which is greater than 0.5. It is suggested that if Bartlett's test of sphericity is significant, and if the KMO is  $> 0.5$ , then factorability is assumed. Thus, based on the results, it is appropriate to proceed with Factor Analysis to identifying the success factor of the Mirzapur web series.

Table 6 explains the total variance, which identifies the success factor of the Mirzapur web series. Three factors were extracted as their eigenvalues were  $> 1$ . The total variance explained by these three factors is 64.107 percent and the principal component analysis method used for extraction.

**Table 6: Eigen Values and Variance Percentage**

Factor	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.628	26.281	26.281	4.007	40.067	40.067	2.628	26.281	26.281
2	2.303	23.032	49.313	1.327	13.272	53.339	2.303	23.032	49.313
3	1.479	14.795	64.107	1.077	10.769	64.107	1.479	14.795	64.107
4	.789	7.887	71.995						
5	.754	7.542	79.537						
6	.679	6.793	86.329						
7	.536	5.356	91.685						
8	.510	5.102	96.787						
9	.272	2.718	99.505						
10	.049	.495	100.000						

Table 7 shows the rotated factor matrix for the questionnaire. Based on the the guiding principle to identify considerable factor loadings based on sample size, for a sample of more than 350, the significant value of factor loading is 0.30 (Hair et al. 2013). Hence, to classify the statements related to the success factor of the Mirzapur web series, we had applied a cut-off of factor loading of 0.50 or above as considered only to be of practical significance, seven of them below 0.50.

After performing a Varimax Rotation Method with Kaiser Normalization, Factor 1 comprised four items with factor loadings ranging from 0.58 to 0.92, factor 1 is CU\_3, CU\_1, BE\_1, and BE\_3. Factor 2 comprised of four items with factor loadings ranging from 0.59 to 0.81. The items in Factor 2 are E\_3, E\_2, CN\_3, and CU\_4. Factor 3 comprised of two items with factor loadings ranging from 0.82 to 0.86. The items in Factor 3 are CH\_3 and CN\_1.

**Table 7: Rotated Component Matrix Items**

Items	Success Factor-Mirzapur Web Series		
	Factor Loadings		
	1	2	3
CH_3			.864
CN_1			.820
E_3		.814	
E_2		.799	
CN_3		.665	

CU_4		.595	
CU_3	.902		
CU_1	.920		
BE_1	.638		
BE_3	.586		

**Extraction Method:** Principal Component Analysis

### Conclusion

The results showed factors were successfully constructed using factor analysis and identifying the success factors of the Mirzapur web series; which is surrounded with Kaleen bhaiya character, violence & politics was the factor why this Mirzapur web series was a great hit, web series like Mirzapur are the future of entertainment industries.

Social media play a vital role in the promotion of Mirzapur. Another element that insists people watch this web series was cultural influence & cast factor among respondents. The most influential elements of the Mirzapur web series was an appealing & creative story with production and cast.

### Notes

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- <https://brandequity.economicstimes.indiatimes.com/news/media/indian-ott-market-to-reach-5-billion-in-size-by-2023-report/66708675>

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