

STUDY ON THE CONSUMPTION IMPACT OF THE OTT PLATFORM AMONG YOUTH

VIVEK SINGH - 22GSOB2010278

UNDER THE GUIDANCE OF
DR. NISHITA DWIVEDI
Galgotias University

ABSTRACT

The rise of over-the-top (OTT) services has revolutionized the entertainment industry, particularly for younger generations. The effects and habits of young people's use of over-the-top (OTT) platforms are the subject of this research. The elements that impact the engagement of youth with over-the-top (OTT) material, including accessibility, diversity of content, and affordability, are investigated in this study using a mixed-methods approach that includes surveys, interviews, and content analysis. More specifically, the study investigates how young people's attitudes and behaviors are affected by the social and psychological effects of long-term OTT use. It also delves at how OTT platforms could change the way people watch traditional media and how society is evolving. Implications for content creators, advertisers, and lawmakers are offered by the findings, which offer vital insights into the changing environment of young media consumption.

Keywords: OTT platforms, youth, consumption patterns, entertainment industry, mixed-methods approach, content diversity, affordability, psychological effects, social impacts, traditional media, societal trends, media consumption.

INTRODUCTION

Media platforms that provide digital content directly to users over the Internet are known as OTT (Over-The-Top). The intermediaries that have traditionally controlled and distributed material, such as cable, radio, and satellite TV channels, are bypassed by online video services (OTT). This has also been broadened to include no-carrier phones, which limit monopolistic competition by classifying all calls as data. The term "over-the-top" (OTT) can also refer to a new type of television network that, like traditional cable or satellite TV, uses the Internet to live-stream linear specialty channels instead of a proprietary network of set-top boxes or other gear. This study aims to examine how young people use these OTT platforms. The consumption data encompasses the user's overall experience, the time spent on each OTT platform, and the platforms themselves. Viewers can enjoy over-the-top (OTT) content on a variety of devices, including smartphones running Android, iOS, or Windows, smart TVs from LG Electronics or

Google TV, set-top boxes from Apple TV, Nvidia Shield, Amazon Fire TV, or Roku, gaming consoles from Sony, Nintendo, or Microsoft, tablets, desktop computers, or laptops.

REVIEW OF LITERATURE

Reviewing and analyzing the seminal works on a particular topic is what is known as a literature review. Books, scholarly articles, government records, websites, etc., are some of the possible materials consulted for the review. Each and every source is thoroughly examined, summarized, and assessed in the literature review. For graduate students, it is standard practice to incorporate it as a distinct chapter in a dissertation or thesis. According to a report by Deloitte titled "Digital Media: Rise of on-demand Content," the global demand for digital material has been on the rise due to the widespread availability of internet-connected devices capable of playing digital media. The visual, auditory, news, musical, and other forms of Indian media are all embracing this trend. The survey found that entertainment accounts for almost 14% of a young Indian's time and nearly 17% of their monthly budget. Average daily internet usage in India is 6.2 hours, with 21% of the time spent on audiovisual content. Consumers' attitudes towards over-the-top (OTT) content have changed noticeably; now, they would rather have easy access to huge libraries anywhere, anytime than own their own content.

Indian viewers are more interested in and willing to pay for over-the-top (OTT) material, according to research by Drs. Sabyasachi Dasgupta and Priya Grover. This is because OTT allows viewers to watch their favorite series and movies whenever and wherever they want. It brings up the fact that over-the-top pricing practices once again hurt their appeal. Data consumption is another element that makes it difficult, in addition to the habits and tastes of Indian consumers when it comes to TV.

RESEARCH METHODOLOGY

Pursuing "a study on the consumption and impact of OTT platforms among youth" is the project's topic. The main objectives of the study are to(1) investigate the numerous well-liked OTT platforms;(2) measure the level of usage among young people; and(3) get understanding into their viewpoints regarding these platforms. Identifying the specific factors that encouraged people to use these platforms will greatly aid the investigation. In addition to gauging how satisfied users are with these platforms and how often they use them, we also track other concepts. Almost every sector of the economy has felt the effects of the COVID-19 pandemic. During this time, OTT platforms have also developed and improved. Not only among youths, but across all demographics, OTT platform adoption has skyrocketed in recent years. Analysts have shown that India's over-the-top (OTT) sector is both the most developed and the fastest-growing in the world. Easy access to information from all over the world is a major factor in the massive uptake of

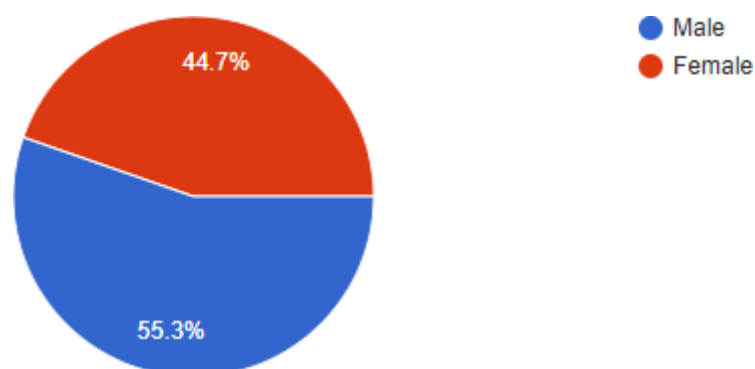
over-the-top (OTT) services. The language and substance of OTT platforms have been a major danger to our country's cultural and ethical standards. Worryingly, the suspects in other recent crimes may have been influenced by the same internet series. The content, language, and presentation of shows on OTT (over the top) platforms including Netflix, Disney Hotstar, Amazon Prime, Voot, MX Player, zee5, Alt Balaji, and many more have lately come under scrutiny for the many impacts, especially on young people. These over-the-top (OTT) platforms are making a killing off of young Indians by showing them films and TV shows that are full of sexual content, profanity, and other sorts of offense. Compared to the worldwide trend of 6 hours and 45 minutes, the average Indian youth watches 8 hours and 29 minutes of online video content. This is mainly because of the new kinds of entertainment that have emerged as a result of our nation's massive technological development. These forms include over-the-top (OTT) platforms, video-on-demand, and high-speed Internet.

OBJECTIVES OF THE STUDY

- We want to measure how young people use over-the-top (OTT) platforms.
 - So that you can find out why OTT platforms are so well-liked.
 - Find out which OTT services are the most well-liked and what content does the youth demographic enjoy watching on these sites.
 - Get a feel for the viewpoints of people who use OTT platforms.
 - Investigating the potential impact of the COVID-19 pandemic on OTT services at this time.
- I need to know how OTT affects youth so I can study it.

DATA ANALYSIS

GENDER OF RESPONDENTS

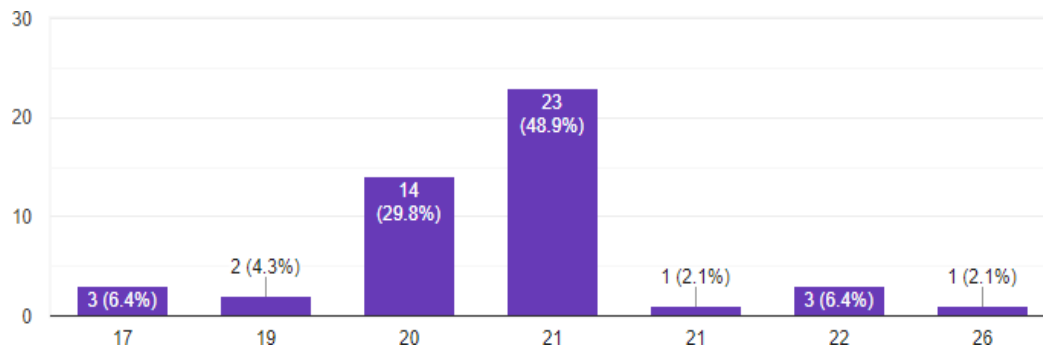


INTERPRETATION

The primary data is collected from a total of 110 respondents

- 44.7% of the respondents are female
- 55.3% of the respondents are male

AGE GROUP OF RESPONDENTS



INTERPRETATION

- 34.1% of the respondents are in age group of 18-20 years
- 59.5% of the respondents are in age group of 21-26 years
- 6.4% of the respondents are aged below 18 years

FINDINGS

Quick Absorption Rather than watching television, most young people nowadays prefer to use over-the-top (OTT) services.

Adjustment to the Way We View The youth of today seem to be abandoning their habit of watching television at set times in favor of streaming content whenever they want it. . **Being a Member of More Than One Organization** Since many young people have multiple OTT subscriptions, it seems like they are willing to pay for a wide choice of material possibilities. **Why Original Content Is So Appealing:** The success of over-the-top (OTT) platforms in attracting and retaining young viewers is heavily reliant on original content, including television shows and movies. **The Culture of Binge-Watching** Many young people engage in what is called "binge-watching," wherein they watch many episodes or movies consecutively.

Achieving Mobile Success Access to over-the-top (OTT) content is primarily through mobile devices, particularly smartphones and tablets, among young people. **How Sharing Online Can Unleash Power** Friends' and social media influencers' suggestions have a significant impact on young people's content preferences on OTT platforms, which leads to increased viewership.

Content Suggestions on a Personal Level By offering curated playlists and personalized content suggestions, over-the-top (OTT) services enhance the viewing experience for youth.

Content Choice Preferences The programming preferences of young people on over-the-top (OTT) platforms span from documentaries and reality shows to comedies and dramas. . **Cultural Impact:** By delivering information from throughout the globe, over-the-top (OTT) platforms aid in increasing cultural understanding among youth.

Ditching Cable and Satellite: Increasing numbers of young people are opting to "cut the cord" and replace traditional cable and satellite TV with over-the-top (OTT) services, both because it's more affordable and because they have more media options to choose from. Traditional media outlets are feeling the heat from young people's preference for over-the-top (OTT) platforms, which means they'll need to make some changes to stay competitive.

CONCLUSION

Taking advantage of the fact that India's OTT business is the fastest-growing in the world, there has been a great surge in the number of new entrants and rapid advancements in providing tailored content. Global

investors are swooping in on even the smallest over-the-top (OTT) platforms, which is causing a stir in the market. Since the COVID-19 pandemic hit, over-the-top (OTT) platforms saw a dramatic increase in their user base among young people, who subsequently made OTT their preferred medium of consumption. The ability to adjust to new circumstances, access to content from around the world, and the ability to subscribe to an unending supply of user-friendly content are just a few of the numerous benefits of over-the-top (OTT) platforms. Equally important in India is the proliferation of cellphones and the accessibility of cheap internet data. Movies and web series are popular among young people who watch OTT content because they are creative and unfettered forms of entertainment. Since the majority of viewers prefer original programming that isn't available on traditional media outlets, the government's plan to limit what users of over-the-top (OTT) services can access would have far-reaching consequences. Furthermore, most youths are against censorship. Because of the high-quality content and user-friendliness of these providers, Netflix, Amazon Prime Video, and Disney+hotstar are the most popular over-the-top (OTT) services. A growing number of regional OTT providers are also making inroads into the industry. Most people who have used an over-the-top (OTT) platform are satisfied with it so far and plan to keep using it. This is a trend that many OTT platforms can successfully follow. The over-the-top (OTT) service will have a lot of changes and updates in the future before it finds the optimal model.

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You can search academic repositories like ProQuest, JSTOR, or Google Scholar for relevant theses and dissertations on OTT consumption behavior among youth.