

# A STUDY ON IMPACT OF OTT PLATFORMS ON WELL-BEING OF YOUNGER GENERATION

## Abstract

This research examines the influence of an over-the-top platform on the well-being of the younger generation as a result of Covid-19. The study investigates if the use of OTT platforms has a beneficial or detrimental influence on the young generation. The study also intends to determine the long-term consequences of OTT platforms on teenage well-being. This study employs quantitative research methods, namely the questionnaire research method. OTT platforms have both advantages and cons. The internet entertainment sector in India has grown significantly in recent years. The emergence of the numerous OTT platforms on which the material is delivered to Indian viewers, their changing lifestyle, and the major shift in the types of content they consume have all made this feasible. This study aids in analysing the effects of OTT Platforms on the mental health, productivity, and physical health of the younger generation.

**Keywords:** OTT platforms, Well-Being, Young generation.

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## I. INTRODUCTION

Any streaming service that provides material over the internet is referred to as "OTT," which stands for "Over the Top." The name comes from the fact that the service is provided "over the top" of another platform. In the past, when a customer purchased a cable subscription, their cable TV provider oversaw providing and making programmes accessible. Nowadays, customers may subscribe to services like Netflix or Spotify and consume their online content. The cable company no longer controls what you consume; they merely supply the internet connection. This division has significant effects on advertising. Since the 4G drive, many Western-style internet streaming services have drawn interest from Indians. India had a few OTT platforms before then, but they weren't all that well-known some of these examples include nexGTV and Sony Liv. However, various Indian internet streaming video services are now fiercely challenging well-known overseas services like Netflix. Movie theatres were closed due to lockdown beginning in March 2020, which led to most entertainment programmes and films using these channels to entice viewers. Additionally, when confined to their houses, individuals did not have much entertainment options.

- 1. Netflix in india:** According to the top 10 OTT platforms in India for 2021, Netflix is on the list. To compete with other OTT platforms, Netflix was first introduced in America in 2016 before making its way to India in late 2018.
- 2. The OTT platform Disney+ Hotstar:** In India, Disney+ Hotstar has the highest subscriber count. Among all OTT services, Disney+ Hotstar has the most diverse selection of categories. The app contains older episodes of TV shows, live TV stations, and every movie genre.
- 3. Amazon prime video:** Only Prime customers of Amazon's online shopping programme have access to Prime Video. This business is successfully competing with all well-known OTT platforms in India. In addition, it boasts a vast library of films from many different genres, reality programmes, stand-up comedy specials, and web series. In addition, it offers podcast services.
- 4. Sony liv:** In India, the Sony Liv app is an extremely well-liked OTT platform. They have all of the 18 years' worth of Sony network channel programming in this application.
- 5. Zee5:** After the debut of the original web series "Scam 1992," this Zee5 OTT platform experienced significant growth. The Zee5 OTT platform is currently being used by many Indian movies to debut, and the Zee5 app has also been integrated with AltBalaji, whose original material, programmes, and music videos are also available in this app.

## II. REVIEW OF LITERATURE

**Laghate (2017)**, OTT platforms made use of a sizable audience that has become used to watching entertainment material on smartphones. These platforms have since swooped in to capture a portion of the market. It is difficult to determine how traditional media theories and methodology may contribute to study on the shifting audience and their viewing habits since the characteristics, contents, and contexts of this online video streaming significantly diverge from traditional TV. **Joglekar (2018)**, Hotstar, which was introduced in 2015 and is

owned by Star TV (India's largest private broadcaster), is the most well-liked OTT platform in India, with a total of 75 million loyal users across urban and rural areas, followed by Amazon Prime Video with 11 million subscribers (Aadeetya,2018). Netflix only ranks third with about 5 million members, but due to its various variations from other players and the more specialised groups it caters to—niche, English-speaking, wealthy, urban youth-it still presents a more fascinating area of investigation. **Singh (2019)**, the emergence of the Internet is drastically altering Indian cinematic trends. Reduced internet service costs have paved the way for a growth in over-the-top (OTT) services like Netflix, Hotstar, Zee5, and Amazon Prime. Numerous businesses are creating video content specifically for these OTT platforms. The direction of Indian television and cinema is being changed by these new endeavours. The OTT providers analyse the video material that consumers view and continue to offer them content from genres that are comparable. People like to use the services for nothing. As a result, OTT services like Hotter offer virtually little content for free. Additionally, these services have relatively cheap subscription costs. The mix of international and domestic material is appealing to users. The most popular movie genres are action and comedy. Users watch OTT services for an average of two hours every day, according to the poll. **Devika (2020)**, the COVID-19 has had a negative influence on subscriber ability and consumption on OTT services. According to a recent InMobi poll, 46% of users are consuming more material online. Experts predict that OTT services will expand in the next years as traditional networks run out of programming. These networks are airing dated programming since they were unable to shoot owing to the lockout. People would turn to OTT in this situation to view new material, predicts Paritosh Joshi, principal, and media consultant at Provocateur Advisor. A few series on platforms like Zee5 and Amazon Prime Video are now free to view to capitalise on the spike in demand. As a result, Zee5 recently saw an increase in subscription of 80% and time spent of over 50%. The three genres that perform best on the site are thrillers, urban drama, and youthful love stories. Across all mediums, there has been a noticeable rise in movie watching. Viewership on the platform of movie streaming provider MIBI increased by 28% in March over February. It is clear from **Ria, Reema, and Upendra (2021)**, that since their introduction, OTT platforms have only seen an increase in popularity and usage. However, due to the pandemic, there has been an exponential rise in its popularity as a result of the shift in people's entertainment consumption habits across various media platforms. This study examines consumer attitudes toward OTT platforms, how they are used, and how they compare to movies to determine if OTT platforms are gradually replacing the most widely used traditional form of entertainment. It was discovered that consumers preferred using OTT to TV and YouTube to pass the time or find enjoyment.

### III.STATEMENT OF THE PROBLEM

Today's OTT services just emphasise "binge viewing." As a result, we can observe that these platforms host hundreds of web series, episodes, and films, with new ones being added on a regular basis. The youth may simply access them via cell phones or computers because they are available online. Most of the information offered here is unregulated, and there are many other elements that increase the proportion of young, in school or attending college audience members. It deals with uniqueness and innovation, but it also has a great chance of grabbing the interest of young people. In the end, it introduces a variety of concepts, ideas, and topics that the Indian youngster may not be familiar with or may be inspired by. A typical student's day should be packed with several activities including playing outside with friends, interacting with them, learning for themselves, and engaging in physical

activity. Today, OTT platforms and web series have taken the place of all of these. They spend less time engaging in social interaction due to their addiction to web series and OTT platforms. As a result, the wellness of students nowadays experiences several behavioural and psychological changes. This leads to the early development of various bad behaviours, which is not a good sign for a student's welfare. Here are some considerations that we should give careful thought to:

1. Indian teenagers watch internet videos on average for eight hours and 29 minutes, which is significantly longer than the worldwide average of six hours and 45 minutes.
2. A rise in incidence of eye disorders, obesity, and health conditions like sleeplessness and depression among young people.

#### IV. OBJECTIVES OF THE STUDY

1. To find out the impact of OTT platforms on the well-being of younger generation.
2. To find out the usage of OTT platforms by younger generation
3. To understand the future scope of OTT platforms for present younger generation

#### V. HYPOTHESIS

H0- There is no significant relationship between the age group and impact of OTT platforms

H1- There is a significant relationship between the age group and impact of OTT platforms

H0- There is no significant relationship between the age group and usage (time spent) of OTT Platforms.

H2- There is a significant relationship between the age group and usage (time spent) of the OTT Platforms.

#### VI. RESEARCH METHODOLOGY

1. **Primary Data:** In order to gather the primary data, a well-structured questionnaire titled "The Impact of OTT Platforms on the Well-Being of Younger Generation Due to Covid-19" was sent using the quantitative technique.
2. **Secondary data:** The secondary data was also referred for the purpose of research article. The secondary sources of data comprised of journals, articles, and thesis.
3. **Sampling technique:** A well-structured questionnaire was distributed among the respondents who were mainly students and young professionals in Bangalore by the circulation of google form.
4. **Sampling design:** For the purpose of research, the students pursuing various courses in different colleges and the young professionals were taken into consideration. Simple random sampling technique was adopted to collect data from UG, PG students and the professionals.

5. **Sampling size:** A total of 142 questionnaires were sent for research purposes, 107 of which obtained replies; the remaining 35 responses were insufficient and erroneous. Consequently, 107 samples were used, which is the sample size.

## VII. ANALYSIS AND INTERPRETATION

**Table 1: Frequently used OTT platforms**

Particulars	Number of respondents	Percentage
Netflix	15	14.02%
Amazon prime	32	29.91%
Hotstar	11	10.28%
Voot	13	12.15%
YouTube premium	27	25.23%
Others	9	8.41%

**Interpretation:** From the above table 6.3, it is evident that Amazon Prime is used by 29.91 percent of respondents, YouTube Premium by 25.23 percent, Netflix by 14.02 percent, Voot by 12.15 percent, and Hotstar by 10.28 percent of respondents. We may deduce from the above table that Amazon Prime is the most popular OTT platform.

**Table 2: Time spent on OTT platforms in a day (approx.)**

Particulars	Number of respondents	Percentage
30min to 1 hour	50	46.73%
1-2 hours	37	34.58%
2-3 hours	17	15.89%
More than 3 hours	3	2.80%

**Interpretation:** From the above table it is clearly evident that out of the 107 respondents, 46.73% spend 30 min to 1 hour on OTT. 34.58% of the respondents spend 1 to 2 hours on OTT. 15.89% of the respondents felt that their OTT usage were approx. 2 to 3 hours. 2.80% of the respondents spend more than 3 hours on OTT. This implies that OTT users are not too much addicted to OTT platforms.

**Table 3: Showing Rate of Agreement/ Disagreement towards the Following Statements**

Particulars		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>Usage of OTT platforms made people more updated and informative</b>	Number of respondents	24	52	30	1	Nil
	Percentage	22.43 %	48.60%	28.04%	0.93%	Nil
<b>Have you experienced health issues (ex: headache, stress, eyestrain etc.) more frequently due to increased screen time</b>	Number of respondents	8	46	36	17	Nil
	Percentage	7.48%	42.99%	33.64%	15.89%	Nil
<b>Have you Experienced sleepless nights due to the usage of OTT</b>	Number of respondents	13	29	32	26	7
	Percentage	12.15 %	27.10%	29.91%	24.30%	6.54%
<b>Do you feel that OTT platforms have gained more popularity due to Covid-19</b>	Number of respondents	57	39	10	1	Nil
	Percentage	53.27 %	36.45%	9.35%	0.93%	Nil

**Interpretation:** From the above table it is evident that 24% of the respondents strongly agree that OTT has made them more updated and informative. 52% of the respondents agree to the statement. 1% of the respondents disagreed and 0% strongly disagree to the above-mentioned statement. While 23% respondents remained neutral. We can conclude that OTT users are more updated due to its usage. Further the table shows that 45% of the respondents agree that they have experienced health issues due to increased screen time and 8% strongly agree to the statement. 17% respondents felt that they haven't experience health issues due to

increased screen time and 0% strongly disagree to the above-mentioned statement. 30% of the respondents remained neutral. The graph suggests that people experience health issues if they increase screen time. Out of 107 respondents, 13% strongly agree and 29% agree that they had sleepless nights due to OTT usage. 20% disagreed and 6% strongly disagreed to the above-mentioned statement. 32% of the respondents remained neutral. Here too majority have experienced sleepless nights due to OTT usage. 57% respondents strongly agreed and 39% agreed that OTT platforms have gained more popularity due to Covid-19. 4% respondents remained neutral and 0.93% respondents disagreed with the statement. Majority agreed that pandemic situation has boosted OTT popularity.

**Table 4: Reason for choosing OTT Platforms**

<b>Particulars</b>	<b>Number of respondents</b>	<b>Percentage</b>
Easily accessible	24	22.43%
Access to international content	13	12.15%
Friend's recommendation	11	10.28%
Pandemic situation	16	14.95%
Good source of entertainment	43	40.18%

**Interpretation:** The above table 7.4 clearly shows the reason for choosing OTT which are as follows: good source of entertainment- 40.18%, easily accessible - 22.43%, pandemic situation- 14.95%, access to international content - 12.15%, friends' recommendation- 10.28%. Thus, it can be concluded that good source of entertainment is the main reason for OTT usage.

### **Hypothesis 01**

H0- There is no significant relationship between the age group and impact of OTT Platforms.  
H1-There is a significant relationship between the age group and impact of the OTT Platforms.

- 1. Statistical tool:** We have selected chi-square test. We have selected the age group and impact of OTT Platforms as two variables in order to study the research topic.

**Table 5**

<b>OBSERVED FREQUENCY</b>						
<b>Age group</b>	<b>IMPACT OF OTT PLATFORMS</b>					
	<b>Positive</b>	<b>Negative</b>	<b>Both</b>	<b>Grand Total</b>		
19-21	24	1	37	62		
22-24	18		17	35		
Above 24	3		7	10		
<b>Grand Total</b>	<b>45</b>	<b>1</b>	<b>61</b>	<b>107</b>		
<b>EXPECTED FREQUENCY</b>						
	<b>IMPACT OF OTT PLATFORMS</b>					
<b>Age group</b>	<b>Positive</b>	<b>Negative</b>	<b>Both</b>	<b>Grand Total</b>		
19-21	26.07	0.58	35.35	62		
22-24	14.72	0.33	19.95	35		
Above 24	4.21	0.09	5.70	10		
<b>Grand Total</b>	<b>45</b>	<b>1</b>	<b>61</b>	<b>107</b>		

<b>SIGNIFICANCE</b>	<b>DEGREE OF FREEDOM</b>	<b>CRITICAL VALUE</b>	<b>CHI-SQUARE VALUE</b>
0.05	4	9.49	2.78

**Interpretation:** From the above table 7.5, it is evident that the calculated chi-square value of 2.78 is lesser than the critical chi-square value of 9.49. This indicates that there is strong evidence to accept the null hypothesis. It is inferred that there is no significant relationship between the age group and impact of OTT Platforms. The age group and impact of OTT Platforms are two independent variables according to the Chi-Square test based on the critical value approach. Hence, it can be concluded that the impact of OTT Platforms is not dependent on the age group and OTT platforms does not have a negative impact on the different age groups.

## **Hypothesis 2**

H0-There is no significant relationship between the age group and usage (time spent) of OTT Platforms.

H2-There is a significant relationship between the age group and usage (time spent) of the OTT Platforms.

**Table 6**

	OBSERVED FREQUENCY					
	30 min to 1 hr	1-2 hrs	2-3 hrs	More than 3 hrs		Total
<b>19-21</b>	28	23	11			62
<b>22-24</b>	16	11	6		2	35
<b>Above 24</b>	7	3				10
<b>Total</b>	51	37	17		2	107
	EXPECTED FREQUENCY					
	30 min to 1 hr	1-2 hrs	2-3 hrs	More than 3 hrs		Total
<b>19-21</b>	29.55	21.44	9.85		1.16	62.00
<b>22-24</b>	16.68	12.10	5.56		0.65	35.00
<b>Above 24</b>	4.77	3.46	1.59		0.19	10.00
<b>Total</b>	51.00	37.00	17.00		2.00	107.00

  

Significance	Degree of freedom	Critical value	CHI-SQ
0.05	6	12.59	7.30

**Interpretation:** From the above table 7.6, it is evident that the calculated chi-square value of 7.30 is lesser than the critical chi-square value of 12.59. This indicates that there is strong evidence to accept the null hypothesis. It is inferred that there is no significant relationship between the age group and usage of OTT Platforms. The age group and usage of OTT Platforms are two independent variables according to the Chi-Square test based on the critical value approach. Hence, it can be concluded that the usage of OTT Platforms is not dependent on the age group.

## VIII. FINDINGS & SUGGESTIONS

The study found that the Amazon Prime is the most popular OTT Platform used by majority of the respondents followed by YouTube Premium, Netflix, Voot, Hotstar and others. Most respondents believe that OTT platforms affect them in both good and negative ways. According to the research, most respondents utilised smartphones to access OTT Platforms. Many respondents used OTT platforms daily for 30 to 60 minutes, on average. Most respondents concurred that using OTT platforms had improved their knowledge and up-to-date ness. Many respondents concurred that they had more frequent health problems, such as headaches and eyestrain, because of their increased screen usage. Many respondents believe that using OTT platforms has reduced their level of stress and/or rage. Most survey participants don't use any paid OTT platforms. Most respondents choose conventional theatre releases over OTT platforms. Many survey participants preferred OTT platforms because they are a reliable source of entertainment. Many respondents believe that the Covid-19 has increased the popularity of OTT Platforms. The study also discovered that there is no connection between age and how OTT platforms affect users or between age and how often users use OTT platforms.

**Suggestions:** To safeguard cultural values among young people and foster a pleasant and healthy atmosphere, online platforms need appropriate restrictions and should be censored. It is necessary for OTT platforms to set up a reliable, three-tier complaints procedure. The OTT Platform itself will regulate at the first level through a grievance officer. An institutional self-regulatory body established by content publishers and their associations will serve as the second level. This self-regulatory organisation will be made up of industry specialists and be led by a retired Supreme Court or High Court judge or other notable figure in the area. The Ministry of Information and Broadcast established an inter-department committee at level three, which will oversee and hear appeals for decisions made at level two or if the MIB refers a complaint to the committee. The rules for categorising content based on target audience, themes, content, tone, and impact were announced as part of the Code of Ethics. Along with following government rules and regulations, every citizen has a duty to refrain from using any materials that seriously endanger cultural values and corrupt the minds of young people.

## IX. CONCLUSION

### *Technology is a useful servant but a dangerous master – Christian Lous Lange*

The influence of OTT platforms on the wellbeing of the younger generation is discussed in this research. Understanding how different OTT platforms affect the health and wellbeing of the younger generation is essential. Due to a variety of circumstances, OTT platforms in India are fast expanding in terms of subscribership. A significant part of encouraging the usage of OTT platforms to stream a variety of material from around the world is played by Digital India. The population is more likely to be young, which has increased the number of people using OTT services like Netflix, YouTube, etc. A significant portion of the population now has access to internet platforms because to the decline in the cost of cell phones and cellular data. The new entertainment platforms have been promoted in our nation by high-speed Internet, Video-on-Demand, and OTT platforms. It is estimated that the average Indian youth spends about 8 hours and 29 minutes watching online video content, which is significantly longer than the global trend of 6 hours and 45 minutes. The most popular forms of entertainment in India, particularly in urban and semi-urban areas, are films and television shows. These programmes unquestionably have a great deal of potential and power to affect people's attitudes, behaviours, and mental processes. It is well noticed that youth, particularly children and teenagers, are prone to learning phrases and songs from movies or TV shows, and this has a long-lasting impact on their minds, both consciously and subconsciously. As a result, it plays a significant role in moulding the personality and character. However, through these online platforms, primarily anti-national or anti-religious content is offered, causing the masses to respond immediately, and it can therefore be argued that OTT platforms are spreading toxic culture among the youth. Youths are more prone to mimic and acclimatise to one's behaviour because they can quickly relate to what is portrayed on online platforms and other video content. It then causes numerous behavioural alterations in young people. On their behaviour and ideas, it has a significant and lasting effect. Additionally, it causes the following effects:

1. The entire process of young people's socialisation has been impacted.
2. There has been an upsurge in diseases affecting youth, including insomnia, depression, obesity, and eye disorders; • youth academic performance has also been impacted.

Remember that everything has its own advantages and disadvantages. OTT platforms have the potential to be a creative, understated, and successful channel for influencing young people's attitudes. The society would profit if the content broadcast on OTT platforms is successful in making a beneficial impression on the minds of the younger generation. The study suggests that OTT platforms have an influence on the younger generation in both positive and negative ways. Many of them believed that the OTT platforms had improved their knowledge and kept them up to date. Therefore, OTT platforms may benefit the younger generation if they are used properly and increase their knowledge and capacity to learn new things.

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