

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

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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.

1.0 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 was in charge of 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. 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 as a result of lockdown beginning in March 2020, which led to the majority of entertainment programmes and films using these channels to entice viewers.

Additionally, when confined to their houses, individuals did not have much entertainment options.

A. Netflix in India: According to the top 10 OTT platforms in India for 2021, Netflix is on the list. In order to compete with other OTT platforms, Netflix was first introduced in America in 2016 before making its way to India in late 2018.

B. 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.

C. 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.

D. 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.

E. 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.

2.0 Review of Literature:

Laghate (2018), 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. According to **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. According to **Singh D. P. (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 Hotstar 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. According to **Singh (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 number of the series on platforms like Zee5 and Amazon Prime Video are now free to view in an effort 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 Patnaik, Reema Shah, 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 as a way to pass the time or find enjoyment.

3.0 Statement of The Problem, Importance and Scope of The Study:

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. The majority 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.

4.0 Objectives of The Study:

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

5.0 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.

6.0 Research Methodology:

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.

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.

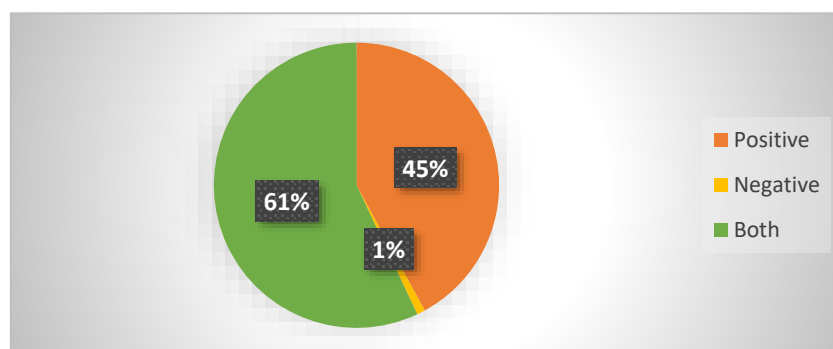
Sampling technique: A well-structured questionnaire was distributed among the respondents who were mainly students and young professionals in Bangalore by the circulation of google form.

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.

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.

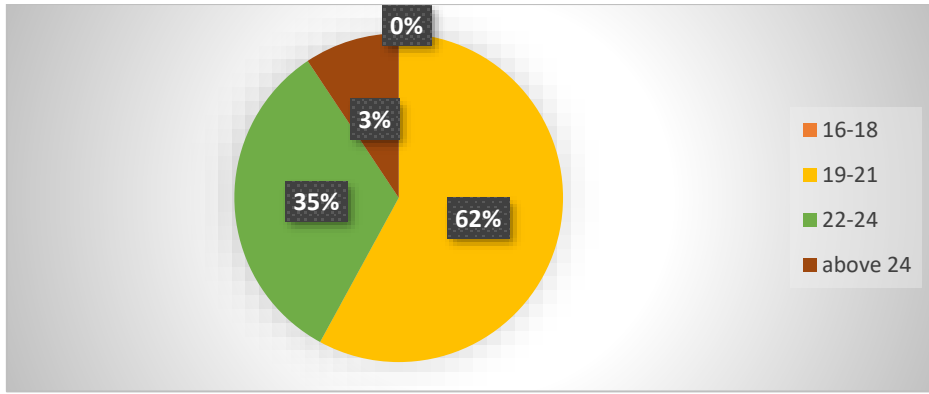
7.0 Analysis and Interpretation:

Graph.6.1 Impact on OTT platforms



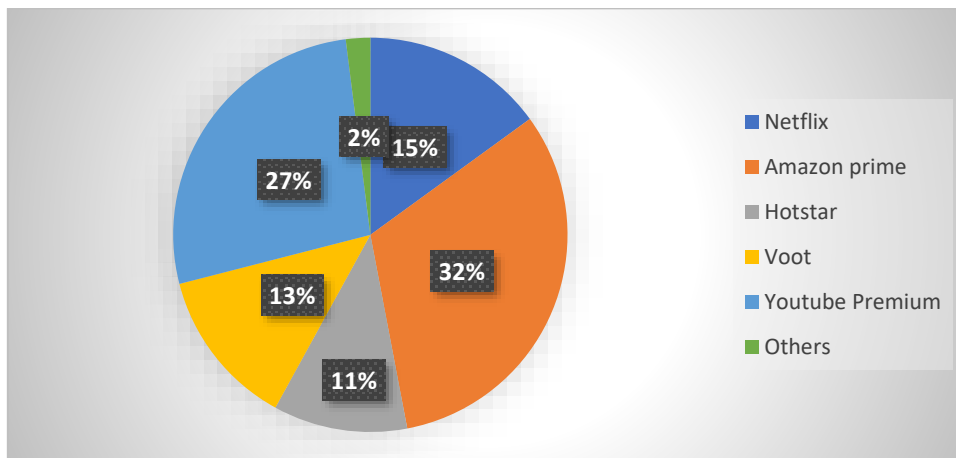
According to the Graph 6.1 above, out of 107 replies, 45% of respondents said that OTT had a good influence on them, 1% believed it had a negative impact, and 61% believed it had both positive and negative impact. Thus, it suggests that OTT platforms have both positive and harmful effects on people.

6.2 Age of respondents



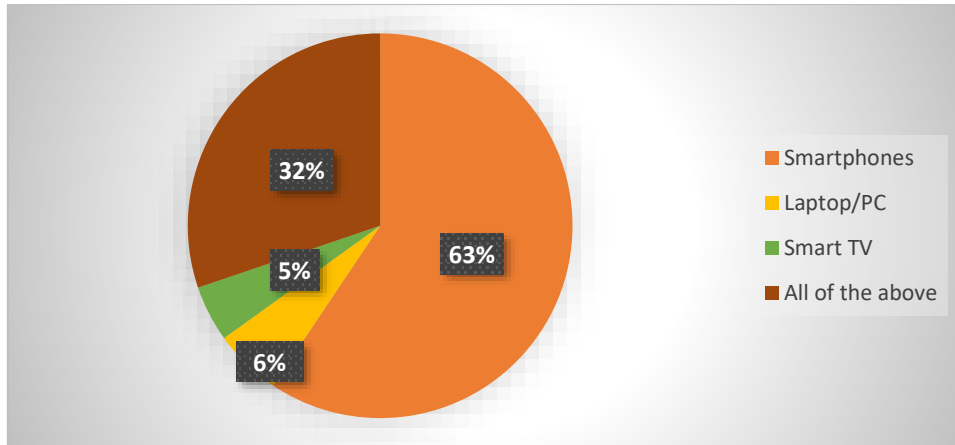
From the above Graph 6.2, There were no responders between the ages of 16 and 18 available. 62 percent of respondents were under the age of 19, 35 percent were between the ages of 22 and 24, and just 3 percent were beyond 24. This suggests that the majority of responders were younger than the age range of 19 to 21.

Graph 6.3 Frequently used OTT platforms



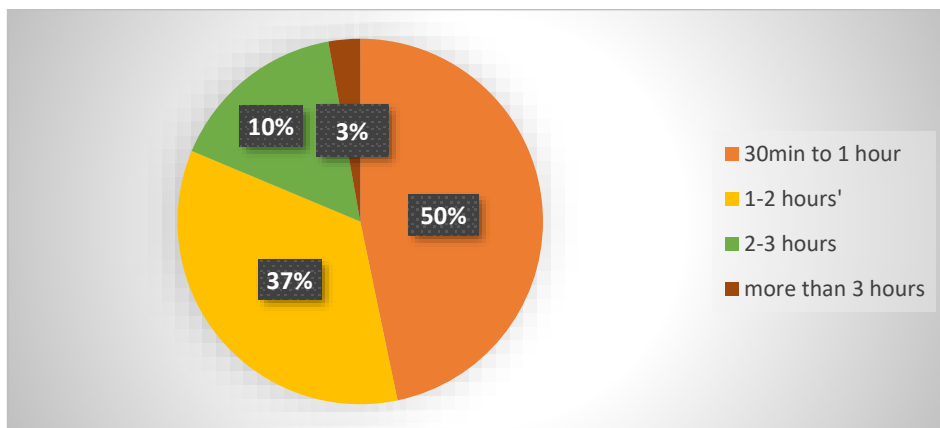
From the above Graph 6.3, Amazon Prime is used by 32 percent of respondents, YouTube Premium by 25.23 percent, Netflix by 14.02 percent, Voot by 12.15 percent, and Hotstar by 10.28 percent of respondents. We may deduce from the graph above that Amazon Prime is the most popular OTT platform.

Graph 6.4 Type of gadget used for OTT platforms



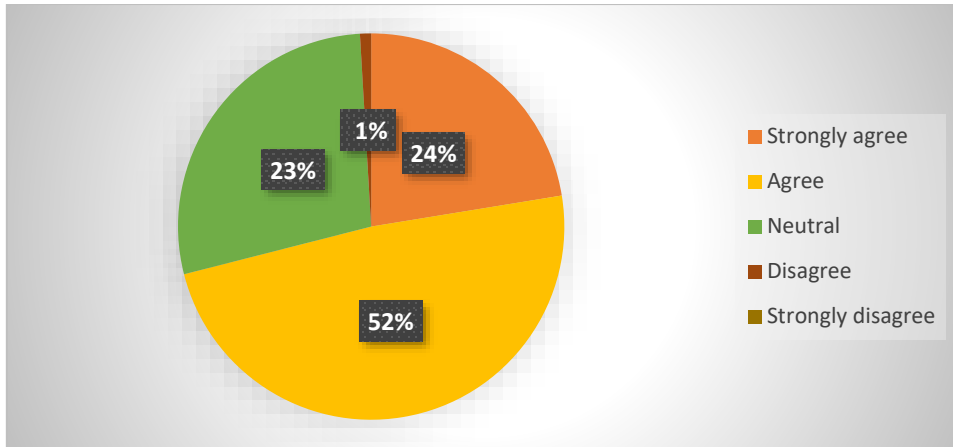
From the above Graph 6.4, to view OTT, around 63% respondents use their smartphones, 6% respondents use laptop, 5% respondents use smart tv and around 32% use all of the above-mentioned mediums. This implies that smartphone is the most preferred gadget among OTT users.

Graph 6.5 Time spent on OTT platforms in a day (approx.)



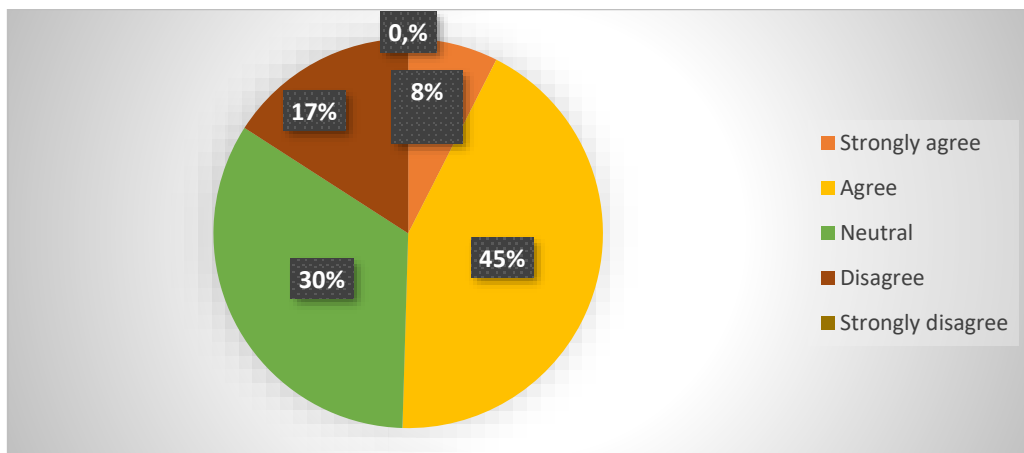
From the above Graph 6.5, out of the 107 respondents, 50% spend 30 min to 1 hour on OTT. 37% of the respondents spend 1 to 2 hours on OTT. 10% of the respondents felt that their OTT usage were approx. 2 to 3 hours. 3% of the respondents spend more than 3 hours on OTT. This implies that OTT users are not too much addicted to OTT platforms.

Graph 6.6 Usage of OTT platforms made people more updated and informative



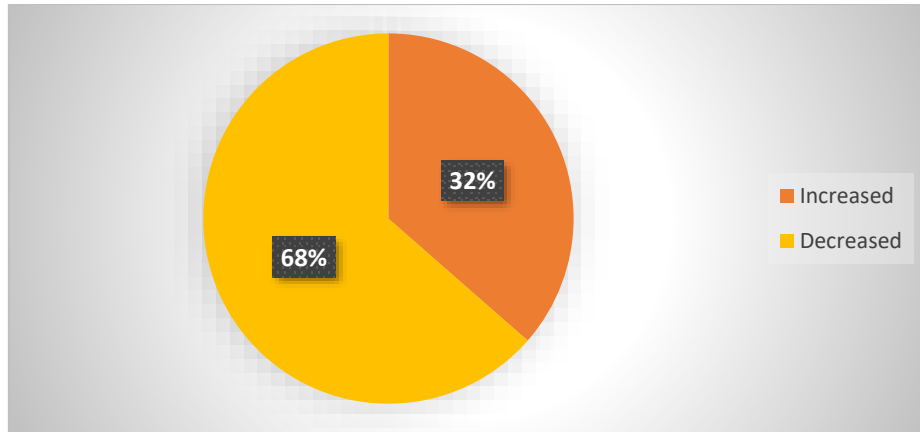
From the above Graph 6.6, 24% respondents strongly agreed that OTT has made them more updated and informative. 52% of the respondents agreed to the statement. 1% of the respondents disagreed and 0% strongly disagreed to the above-mentioned statement. While 23% respondents remained neutral. We can conclude that OTT users are more updated due to its usage.

Graph 6.7 Have you experienced health issues (ex: headache, stress, eyestrain etc.) more frequently due to increased screen time



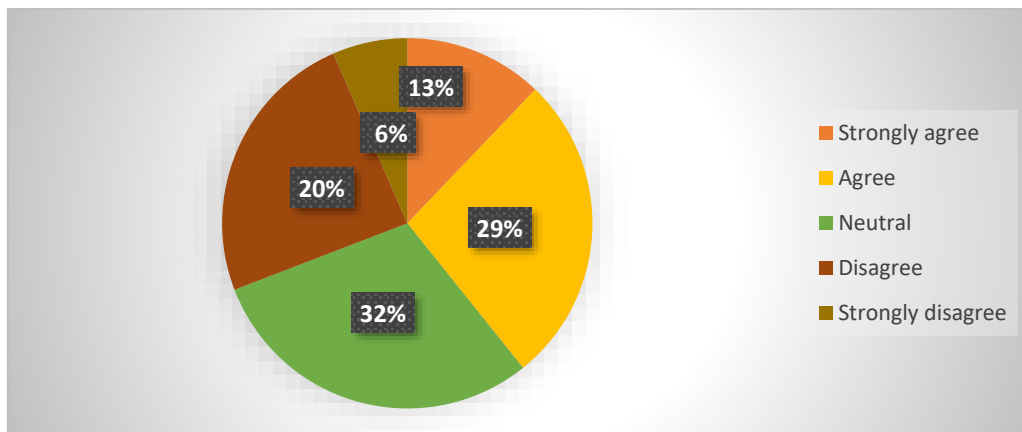
From the above Graph 6.7, 45% of the respondents agreed that they have experienced health issues due to increased screen time and 8% strongly agreed to the statement. 17% respondents felt that they haven't experience health issues due to increased screen time and 0% strongly disagreed to the above-mentioned statement. 30% of the respondents remained neutral. The graph suggests that people experience health issues if they increase screen time.

Graph 6.8. Anger or stress level increased or decreased due to OTT



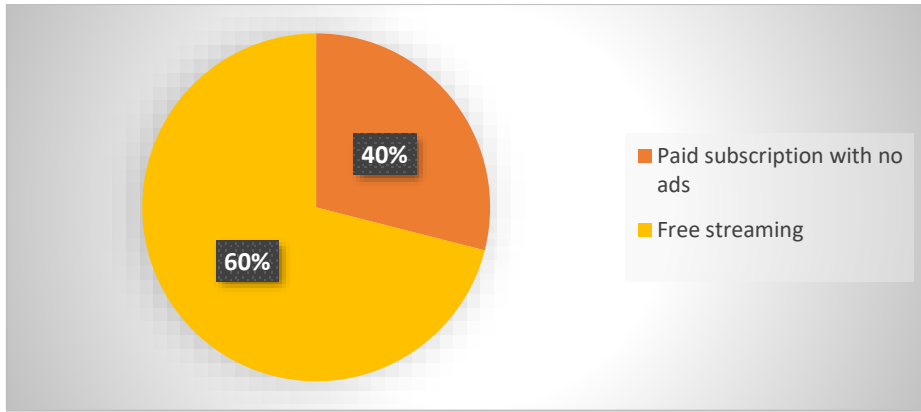
From the above Graph 6.8, 68% respondents felt that their anger/stress level has decreased due to usage of OTT and 32% respondents felt that their anger/stress level has increased due to usage of OTT. Majority of the respondents felt that their anger/stress level has increased due to usage of OTT.

Graph 6.9 Experienced sleepless nights due to the usage of OTT



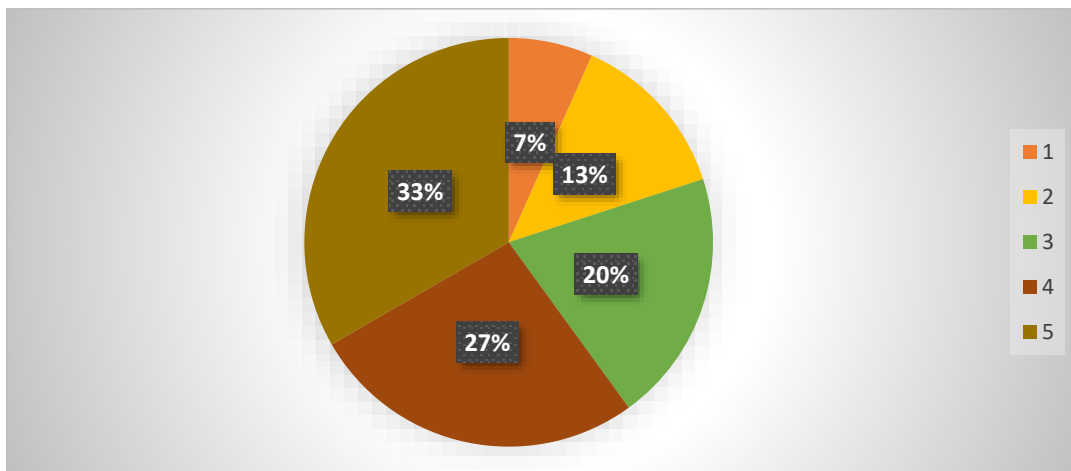
From the above Graph 6.9, out of 104 respondents, 13% strongly agreed and 29% agreed that they had sleepless nights due to OTT usage. 20% disagreed and 6% strongly disagreed to the above-mentioned statement. 32% of the respondents remained neutral. Here too majority have experienced sleepless nights due to OTT usage

Graph 6.10 Preference as a consumer in OTT



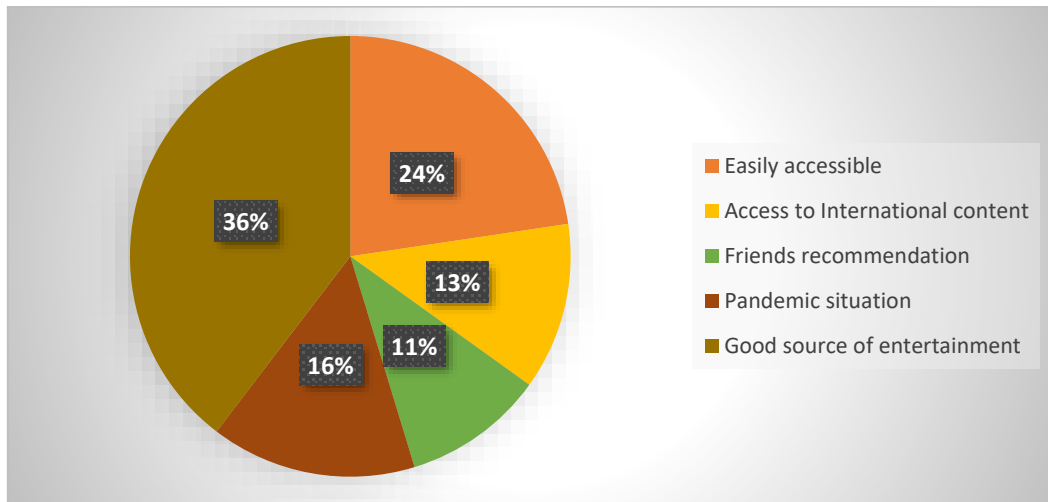
From the above Graph 6.10, 60% respondents preferred OTT paid subscription with no ads and 40% of the respondents preferred free streaming. This suggests that paid OTT users prefer no disturbance in the OTT platforms.

Graph 6.11 Rating for the OTT platforms



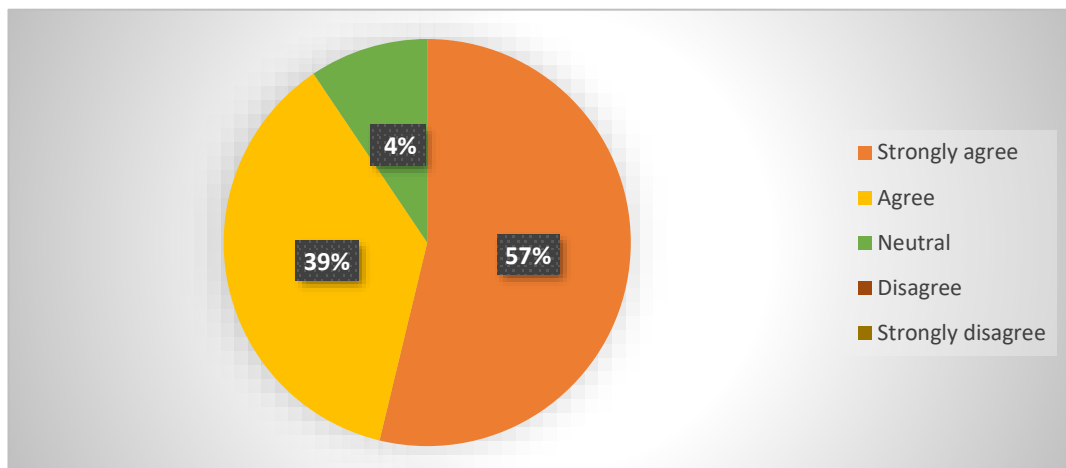
From the above Graph 6.11, 33% of the respondents rated OTT platforms 5 on 5, 27% respondents rated 4 on 5, 20% respondents rated 3 on 5, 13% respondents rated 2 on 5 and only 7% respondents rated 1 on 5. This implied that the OTT users are most satisfied with its performance.

Graph 6.12 Reason for choosing OTT platforms



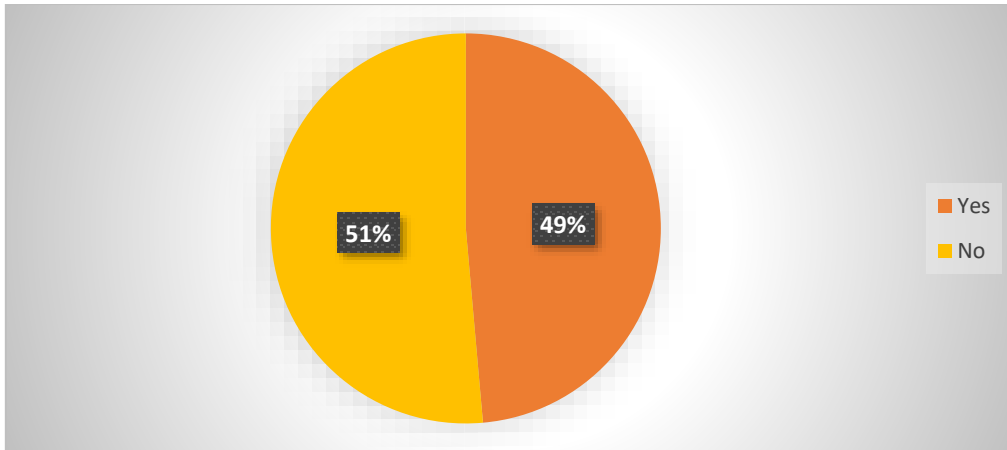
From the above Graph 6.12, The responses for the reason for choosing OTT were as follows: good source of entertainment- 36%, easily accessible- 24%, pandemic situation- 16%, access to international content- 13%, friends' recommendation- 11%. Good source of entertainment is the main reason for OTT usage.

Graph 6.13 OTT platforms have gained more popularity due to Covid-19



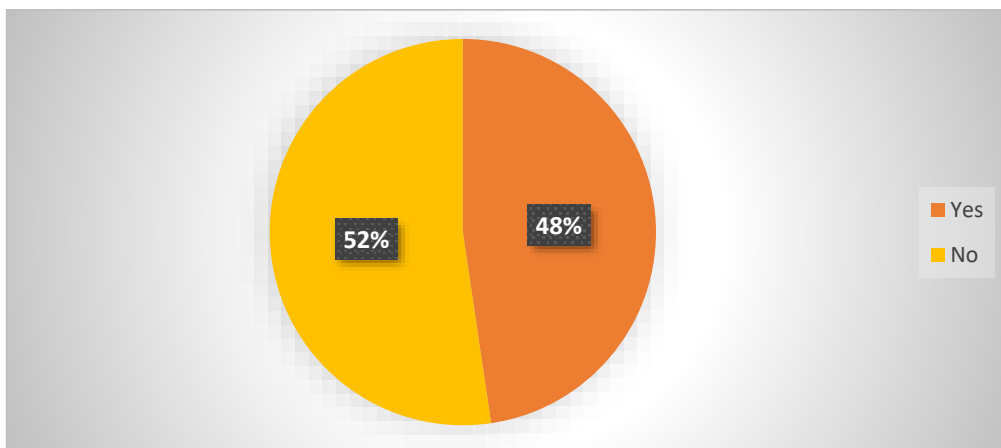
From the above Graph 6.13, 57% respondents strongly agreed and 39% agreed that OTT platforms have gained more popularity due to Covid-19. 4% respondents remained neutral and 0% respondents disagreed with the statement. Majority agreed that pandemic situation has boosted OTT popularity.

Graph 6.14 Are you using any paid OTT platform



From the above Graph 6.14, out of 107 respondents, 49% respondents use paid OTT platforms and 51% told that they don't use paid OTT platforms. This implies that there are paid and equally unpaid OTT users.

Graph 6.15 Do you prefer OTT over traditional theatre releases



From the above Graph 6.15, 48% of the respondents preferred traditional theatre release over OTT platforms while 52% felt the other way round. The respondents stand divided between OTT and theatre release.

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.

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 6.1

OBSERVED FREQUENCY					
Age group	IMPACT OF OTT PLATFORMS				
	Positive	Negative	Both	Grand Total	
19-21	24	1	37	62	
22-24	18		17	35	
Above 24	3		7	10	
Grand Total	45	1	61	107	
EXPECTED FREQUENCY					
	IMPACT OF OTT PLATFORMS				
Age group	Positive	Negative	Both	Grand Total	
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	
Grand Total	45	1	61	107	

SIGNIFICANCE	DEGREE OF FREEDOM	CRITICAL VALUE	CHI-SQUARE VALUE
0.05	4	9.49	2.78

Interpretation

From the above table 6.1, 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 6.2

OBSERVED FREQUENCY					
	30 min to 1 hr	1-2 hrs	2-3 hrs	More than 3 hrs	Total
19-21	28	23	11		62
22-24	16	11	6	2	35
Above 24	7	3			10
Total	51	37	17	2	107
EXPECTED FREQUENCY					
	30 min to 1 hr	1-2 hrs	2-3 hrs	More than 3 hrs	Total
19-21	29.55	21.44	9.85	1.16	62.00
22-24	16.68	12.10	5.56	0.65	35.00
Above 24	4.77	3.46	1.59	0.19	10.00
Total	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 6.2, 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.

8.0 Findings, Suggestions, & Conclusion:

- 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.
- The majority of 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.

- The majority of respondents used OTT platforms daily for 30 to 60 minutes, on average.
- The vast majority of respondents concurred that using OTT platforms had improved their knowledge and up-to-date ness.
- The majority of respondents concurred that they had more frequent health problems, such as headaches and eyestrain, as a result of their increased screen usage.
- The majority of 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.
- The vast majority of survey participants preferred OTT platforms because they are a reliable source of entertainment.
- The majority of 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.

Conclusion:

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. 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 as a whole 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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