

Research Article

A Conceptual Model of Young Viewers' Multidimensional Preferences on OTT Platforms

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Abstract: This paper aims to analyse how the top over-the-top (OTT) platform is becoming a preferred source of entertainment amongst young consumers over traditional Pay TV service (Cable TV/DTH) in India and what factors play a vital role in such preferences along with gamification of content. The study follows the theoretical framework of use and gratifications theory and Niche analysis. **Design/methodology/approach** The study establishes a conceptual framework of understanding the preference of consumers, which triggers the shift from old media to new. This research develops an approach to understanding the relevant implications in responses of consumers through a structured online survey conducted amongst different age groups by applying exploratory and confirmatory factor analysis. To further comprehend the relations between measured variables and constructs, the statistical technique is incorporated, i.e. logistic regression. **Findings** Empirical results and discussion insinuated the five factors which affect consumers' choices concerning entertainment i.e. content and viewing behaviour, expenses incurred on services, shifts influenced by offerings/incentives, convenience and telecom. Logistic regression validated the strength of these factors which made content and viewing behaviour, expenses incurred on services and convenience the three most important factors. **Research limitations/implications** This study analyses the driving factors that are revolutionising the entertainment industry and can be applied in designing a comfortable and engaging experience for a consumer in the future. **Originality/value** This research is original in nature and the findings of this study are valuable for online streaming services, video-on-demand services, Cable TV operators and entertainment content producers.

Keywords: Consumer socialization, Quantitative methods, Online media, children.

INTRODUCTION

OTT has emerged as a fantastic source of entertainment in 2019 amid the epidemic, delivering high quality Content online. Over the past few years, OTT has emerged as one of the best distribution channels for major movies. Youths' behaviour changed significantly as a result of OTT. OTT has altered the way that traditional movie theatres operate. Nowadays, many people prefer to view movies at home because they are instantly released on OTT. How OTT viewing affects young people's behaviour, mental health and also concentrate on how OTT affects young people (specify age) is investigated. Researcher adopted quantitative research method and implemented Survey method to collect the data. The researcher wants to determine what young people watch based on the survey's findings. The statistical analysis is done by the researcher. The researcher identified the effects of OTT on young people thanks to the way the questionnaire was put together.

The first independent OTT platform in India was BIGFlix, which was introduced by Reliance Entertainment in 2008. Users of Digivive's 2010-released nexGTV mobile app, India's first OTT service, get access to both live TV and on-demand video. The first app to live stream Indian Premier League matches on mobile devices was nexGTV in 2013 and 2014. Since the IPL's livestream rights were acquired in 2015, Hotstar (now Disney+

Hotstar) in India has grown significantly as a result. When DittoTV (Zee) and Sony Liv both debuted in the Indian market in 2013, OTT in that country experienced a substantial uptick in popularity. DittoTV was an online hub that gathered content from all media companies, such as Star, Sony, Viacom, Zee, etc.

When it comes to paying for entertainment, India is a complicated business. Due to the availability of smart devices and reasonably priced mobile data plans, the consumption of digital content is rising quickly. The way Indians consume material has unquestionably changed since the switch from Doordarshan to Direct-to -Home (D2H) to OTT services. Over-the-top (OTT) viewers in India spend about 70 minutes per day on video streaming platforms, with a consumption frequency of 12.5 times per week, according to an Eros Now-KPMG survey. Streaming media is now distributed by over-the-top (OTT) service providers in India, which number around 46. The Indian OTT market had a fiscal 2018 value of 2,150 crore. By 2030, it is expected that India's streaming business will be worth \$15 billion, with \$12.5 billion coming from the video market and \$2.5 billion from the audio market. According to estimates, the OTT market will be valued \$1.7 billion in 2020. India Now Has a Variety of OTT Platforms to Choose From: Indians now have several choices when it comes to OTT services. The well-known OTT providers include Netflix, Amazon Prime Video, Disney+

Hotstar, ALTBalaji, Zee 5, Aha, Voot, SonyLIV, Viu, Hoichoi, etc. All of these platforms have different subscription options and device compatibility.

REVIEW OF LITERATURE

Kumari, T. (2020). A study on growth of over the top (OTT) video services in India. The researcher identified that once OTT considered as Luxury but it become commodity. The researcher analyzed Amount of paid subscribers has increased in most of the platforms like Netflix, Amazon prime and hotstar. The researcher stated that the OTT services have impacted their television and movie watching habit. The researcher found out that Maximum users use daily and mainly during night and Customer are satisfied by the various uses of OTT services like cost customization and the satisfaction of customers. The researcher finds that There was no change in the content of television from past two decades. The fresh contents in OTT platform make maximum people to subscribe OTT. The researcher founds to Viewers feel content is more violent and too much of nudity is shown which is not suitable for young generations. The researcher study reveals that the future of OTT services is bright in India and viewers are willing to use such services in future. Ghalawat, S., Yadav, E., Kumar, M., Kumari, N., Goyal, M., Girdhar, A., & Agarwal, S. (2021).

Factors Influencing Consumer's Choice of Streaming

Over the top (OTT) Platforms. The researcher told that OTT is flourishing day by day it will grow more in future and researcher said that OTT providers should develop relevant strategies to attract and influence more customers. The researchers findings said that the majority of people spent their day by watching contents in OTT after lockdown there were so many customers who used OTT platform. The results of the researcher clearly indicates that the factors showing on the progress of OTT media services are growth factor, Benefits of OTT, dimensions of service quality and integrated marketing communication with Cronbach alpha value of 0.844, 0.812, 0.798 and 0.629 . The researcher concludes that the benefits of OTT contribute the most for growth factor and the OTT developers has to focus more on interrogated marketing communication to increase their subscribers and customer satisfaction I.e for influencing customer choice of streaming OTT platform.

Sundaravel, E., & Elangovan, N. (2020). Emergence and future of Over-the-top (OTT) video services in India. The researcher founds out that OTT platform has become the one of the most successful avenues in content consumption space in India. The small OTT platforms getting more capital from the international investors and making a significant impact on market. The researcher finds that hotstar leads the market and they have the highest penetration on non-paying OTT users. Researcher founds that the most common device for watching OTT video content is a smartphone, and Xiaomi is the most well-known smartphone brand among OTT viewers. Jio, Airtel, and Vodafone-Idea are the three most used networking services among OTT subscribers. Hindi and English are the two languages most frequently used.

The emergence OTT platform would affect the cable tv of India the traditional stations should be ready to paradigm shift by OTT platforms most importantly they should work on making high quality content to compete with OTT services. Marketers are changing their budget in tune preferences to digital media. They currently have a great chance to leverage digital platforms to connect with consumers in both urban and rural India.

By 2020, it is anticipated that the online gaming market in India would surpass the streaming market in value. On their smartphones, Indian millennials prefer playing games over viewing videos. The consumption of video is on the rise in the country television is always largest sub segment with entertainment and media industry . Television and appointment viewing will continue for ten years. The reason for that is television is more affordable and people can get a basic connection for Rs 120/ month. Tamil Nadu, Karnataka, Kerala, Andhra Pradesh have over 90% of television penetration.

Saha, S. (2021). Consumption pattern of OTT platforms in India. The researcher said the entertainment is a key to draw attention and generate interest among the wide spread urban and rural areas. The App Annie State Of Mobile, 2020, Kantar iCube 2019, MMA GroupM Mobile Marketing Ecosystem Report 2020 says there are 74% of active internet users in India and the researcher found that 72.5% of users using smartphones to access content. The researcher founds out that online platforms are bringing more opportunities to business expansion and growth of the bottom line. In online branding can assist to successful consumer engagement to with right content Jain, M. K. (2021). The Rise of OTT Platform: Changing Consumer Preferences the researcher said the usage of internet and specifications of smartphones is an advantage for OTT. Covid 19 is the one of the main reasons for the rise of the OTT because it gave people a free time and need for edutainment so many people subscribed OTT services during lockdown.

As government stopped the shooting of TV serials and movies during lockdown many customers shifted towards OTT and the demand of content and entertainment become very high. The researcher found that customers are more comfortable with OTT services nowadays and there are plenty of variety contents are available without advertisements. As the researcher observed the OTT will grow rapidly in coming years too. The companies changing their preferences for OTT platforms instead of entertainment offline. Saini, N. (2020).

USAGE OF OTT PLATFORMS DURING COVID-19 LOCKDOWN:

Trends, rationale and implications:

The researcher study finds that there is a incredible rise in prevalence of OTT than other medium. Watching OTT had become a habit to many people after OTT. The researcher observed that the main reason of OTT popularity are the availability of cross culture content, unlimited content for one subscription also subscribers can access informative

content like documentary, docu series. Also, the smartphone productions are increasing, the availability of internet become cheap in India so its more comfortable to audience to watch OTT. Web series are another people favourite program format. Lockdown signals not only a potential global economic disaster but also a social or political need. The world as we knew it will have altered, perhaps for the better, but how the media scenario plays out will primarily depend on the economy after the lockdown, in addition to consumer views. Malewar, S., & Bajaj, S. (2020). Acceptance of OTT video streaming platforms in India during covid-19 the researchers study accomplishes that the key factors of adopting and using of OTT platforms are performance expectancy, price value, habit and content availability. The researcher founds out that relevance of UTAUT2 model is in present context and the study explains the moderating role of gender, experience and age in UTAUT2 model and the study explained to increase the subscribers of OTT video streaming platforms.

Parihar, S., & Kant, D. K. (2021). Impact of Marketing Mix on Consumers Satisfaction-A Study of Consumers of OTT Platforms in India. The researcher observed that in pandemic situation OTT has become the best source of entertainment for the viewers. And the researcher said OTT provided many services like OTT channels, smartphones, cable connections, WIFI. These are the essential OTT provider sources. The researcher surveyed that how OTT satisfies consumer and what are the factors that influence the consumers. Mostly below 30 years are preferring OTT platforms. Based on data it have been proved that OTT is the best entertainment channel in pandemic situation. Because OTT channels offer high-quality video and audio, are convenient, and offer content that is suitable for viewers of all ages—whether children or adults—viewers spent more than five hours.

S. Gokulraj, J. Yuvaraj, and Adam Dr. N. NaziniShodhKosh: Journal of Visual and Performing Arts372these channels. For old age subscribers the spiritual content and crucial content are available in both hindi and English so the traditional tv channel should work on their video and audio quality and high quality content. Due to pandemic the service providers has a significant market area for their content. According to data from 2017, there were 13.341 million businesses in the television industry. In 2022, this number is expected to expand to 22,003 million USD. So. We may conclude that OTT Platforms' content quality has a substantial impact on customers' satisfaction. Moochhala, Q. (2018). The future of online OTT entertainment services in India. According the researchers study India is a price and culture sensitive country. There is difference between OTT and a cable tv is significant which viewership on television keep growing parallel. The digital market in India focus on regional content since viewers of English programmes are lower. The growth of OTT in India gave an alternative option for traditional cable television and cinema. It shows that entertainment rebrands to digital entertainment at India Priya, R., Mondal, D. P., & Paldon, T. (2021).

Understanding the intentions of students to use OTT platforms. According to the researchers study it can be inferred that the OTT platform has a considerable impact on subscribers' intentions to utilize it and is therefore very reliable. The goal behind all of this is to gradually improve the internet user experience while only slightly affecting consumer involvement. In summary, the current paper reveals the increased significance of operating Intention having an effect on subscribing Intention while highlighting the moderating effect of consumer involvement and Intention to use in the study. The study's classification of the variables that have a big impact on consumers' intent to buy could have a big impact on how the market develops. It has been found that the OTT platform has an impact on customer loyalty and usage intention.

THEORETICAL FRAME WORK

Hypodermic needle theory:

The centre for resolving are the theories. One of the Earl's theories was the Hypodermic Needle Theory. After studying the impact of propaganda during World War I and incidents like Orson Welles' War of the Worlds broadcast, it was created in the 1920s and 1930s. A linear communication hypothesis known as the "hypodermic needle" contends that media messages are directly pumped into the minds of unresponsive audiences. It implies that we are all the same and that we all react to media messages in the same manners when considering how audiences are influenced by mass media. Cognitive theory Cognitive theories concentrate on the premise that how and what individuals think causes the arousal of emotions, and that some ideas and beliefs lead to healthy emotions and adaptive behaviour while others lead to disturbed emotions and behaviours. The main concern of researchers study is films in OTT affect the psychological state of youth. Mannerisms and characters are influenced by the films in OT

METHODOLOGY

In order to study how the OTT platform is being influenced among the youth are selected as respondents. Youth among India are selected as a population using simple random sampling. Youths are mostly influenced through OTT platforms. The survey method is used to collect the quantitative data from the sampling and analysed in SPSS software. The factors influencing the youth by OTT platforms are used as variables in this study. Descriptive and statistical tools are used to verify the significance of variable. To identify the significance of relationship between variables, correlation test is applied. The statistical analysis is done by the researcher.

OBJECTIVES

- To investigate the Youth is influenced by the mannerism portrayed in the movies watched in OTT
- To investigate the Youth is influenced by the characters represented in the movies watched in OTT
- To Investigate the Watching films in OTT will create psychological change on Youth,
- To examine the Watching films in OTT affected

youth's academic performance •To investigate the OTT movies impact young people's spoken language.

HYPOTHESIS

- H1: The mannerisms represented in OTT movies influenced the youth in India
- H2: Characters in OTT movies watched by youth have an impact on them
- H3: The youth's psychological state will change as a result of watching OTT movies.
- H4: The spoken language of young people is impacted by watching OTT films.
- H5: OTT movie viewing has impact on youth's academic performance.

SAMPLING

Researcher have collected 100 youth as samples and finds out 14 samples as error .54 male samples and 32 female samples have been used. The researcher has used simple random sampling method in this research.

STATEMENT OF PROBLEM

The study's main concern is how OTT viewing by youth has changed their psychological mannerisms and sense of style. After covid, OTT became a significant player in the entertainment market. My main concern is whether watching OTT movies has an impact on young people's psychological development and spoken language of youth.

ANALYSIS AND FINDINGS

This study has yielded the following results and they are at first presented in a Descriptive manner. This study was carried out among the youths in India. Majority of the people has OTT subscriptions Further statistical analyses will be done to find out which factors are significant in the OTT platform 1)Descriptive data In this section the finding are presented in the form of frequency and percentage.

1.1. HOTSTAR

As of July 2020, Hotstar (now Disney+ Hotstar), which is owned by Star India, had over 350 million downloads and almost 300 million active users, making it the most subscribed-to OTT service in India. A third of Hotstar users watch television shows, yet 96% of watch time on Hotstar in India for 2018 comes from videos longer than 20 minutes. Hotstar started spending 120 crores in 2019 to produce original programming like "Hotstar Specials." 80% of Hotstar's viewers watch dramas, movies, and sports events. One of the largest athletic events in India, the IPL, has exclusive streaming rights in India on Hotstar.

1.2. NETFLIX

In January 2016, the American streaming service Netflix launched in India. It began commissioning content in April 2017 after becoming a limited liability partnership (LLP). For the 2017 fiscal year, it generated a net profit of 2020,000 (2.02 million) yen. Netflix generated 580 million in revenue during the 2018 fiscal year. Morgan Stanley Research reports that in July 2018, Netflix had the highest average watch time of more

than 120 minutes and viewership around 20 million . There are six million Netflix subscribers as of 2018, with 5-6% of those being paying customers. The July 2018 hike in Netflix's subscription prices for the US and Latin America had no effect on India. The development of Indian original programming would receive a 600 crore investment from Netflix, according to the company. Netflix purchased 150,000 square feet (14,000 m²) of office space in Mumbai's Bandra-Kurla Complex (BKC) in late 2018 to serve as its headquarters. In India, Netflix had more than 40 employees as of December 2018. Other OTT providers in India, like Amazon Prime Video and Disney+ Hotstar, which each charge cheaper membership prices than Netflix, pose a serious threat to Netflix.

1.3. AMAZON

In 2016, Amazon Prime Video was introduced. The site offers 2,300 titles, including 400 series and around 2,000 movies. It has declared that it will spend \$20 billion on unique content production in India. As of December 2018, Prime Video is accessible in six Indian languages in addition to English. In February 2018, Amazon India introduced Amazon Prime Music.

1.4. SUN NXT

Sun TV Network operates Sun NXT, an on-demand video service in India. It started streaming in Tamil and six other languages in June 2017. The site includes more than 4,000 Tamil films and 200 Tamil television programmes in addition to international content. Also, Sun NXT streams a sizable selection of Sun TV programmes and films. Sun NXT released its television programmes and motion pictures in Telugu, Malayalam, Kannada, Bengali, and Marathi in India.

1.5. EROS NOW

Among the OTT providers in India, Eros Now, an OTT platform created by Eros International, offers the largest content, offering more than 12,000 films, 100,000 music songs and albums, and 100 TV episodes. The British Asian Media Awards recognised Eros Now the Best OTT Platform of the Year 2019. As of September 2020, it had 36.2 million paid customers and 211.5 million registered users. When it comes to paying for entertainment, India is a complicated business. Due to the availability of smart devices and reasonably priced mobile data plans, the consumption of digital content is rising quickly. The way Indians consume material has unquestionably changed since the switch from Doordarshan to Direct-to -Home (D2H) to OTT services. Over-the-top (OTT) viewers in India spend about 70 minutes per day on video streaming platforms, with a consumption frequency of 12.5 times per week, according to an Eros Now-KPMG survey.

1.6. STRENGTH OF INDIAN OTT MARKET

The explosive proliferation of video cassette recorders and players (VCRs/VCPs) in the 1980s posed a threat to the conventional ways of watching movies. The growth of multiplexes in major cities in the early 2000s, however, effectively ended the single screen and DVD industries. The rise in popularity of OTT

platforms is currently ruining multiplexes. The Indian OTT streaming video business is currently in its second development phase, with total sales expected to reach \$3 billion in 2022, according to a report released by Media Partners Asia (MPA). 7-9% of the revenue and market share of the entertainment business are currently controlled by OTT. The business is growing swiftly and continuously, with over 40 players delivering original content in all languages. In India, there are already more than 45 million OTT subscribers. By the end of 2023, this number is anticipated to reach 50 million. The OTT market is anticipated to develop from 2,590 crore in 2018 to a \$12,000 crore sector by 2023 at a compound annual growth rate of 36%.

1.7. REASONS FOR OTT PLATFORMS' RAPID GROWTH

The great popularity of OTT in India has been largely attributed to the quick adoption and development of internet infrastructure. Bypassing conventional distribution channels and media networks, OTT platforms are able to distribute content straight to viewers thanks to these factors. Due to the Covid-19 pandemic, which kept people inside their homes, OTT platforms became more and more well-liked. People have used it to get over boredom.

OTT networks provide more than just mobile media streaming. One can download videos in various languages to watch them offline on their devices and stream ad-free services for a reasonable price. Many movies and TV shows are accessible on streaming services before they are aired on television. It is the perfect medium for aspiring movie or web series enthusiasts to ignite their passion. In order to attract devoted fans and subscribers, OTT platform operators must offer a seamless watching experience across a variety of devices. The multi-screen OTT experience is a significant additional feature that has helped the streaming industry's client base continue to expand. People are driven to these platforms by their quality and fresh content since they are sick of the traditional Indian TV serials that appear to go on forever. For artists and innovators who had become irrelevant owing to changes in cinema or entertainment, OTT offered opportunities. One of India's industries with the quickest growth is media and entertainment. However, it can be difficult to keep up with shifting consumer wants and changing content trends. The likelihood of consumers watching a variety of information whenever and wherever they choose has increased.

Ascent Group India found that 68.9% of consumers prefer viewing OTT over conventional sources of entertainment. Due of people's preference for staying at home during the epidemic, OTT platform usage subsequently surged. OTT services' remarkable marketing techniques have helped them draw in subscribers. It is not surprising that the epidemic has upended our economy and kept us indoors with few recreational options. The Indian film industry has not been spared by COVID-19, which has halted filming and delayed releases. However,

OTT saved the day. The Indian economy had a significant film industry prior to the pandemic. 2010 to 2019 has been an utterly fantastic ten years. Box office revenue increased by 25.53% in 2019, which was a significant rise. But given the current situation, there are many unanswered issues regarding the present and future of the enormous Indian film industry. The limitations altered movie release dates, distribution options, financial results, etc. While the film industry was having trouble, OTT platforms experienced an unprecedented surge. They acted quickly and acquired the digital rights to films that were about to open in theatres, filling the void left by the lack of theatrical releases. As a result, in 2020, OTT added 29 million paid subscribers. According to EY-FICCI 2021, the increase in digital rights to Rs. 35.4 billion made us aware of the shift. OTT is flourishing as more and more people use the internet.

CONCLUSION

Researcher have discovered that OTT movies affect young people's psychological states, mannerisms, and dressing habits. The majority of respondents watched OTT movies for 3 to 4 hours, with some being neutral and the majority of them agreeing. Films are the OTT entertainment that young people most like to view. The most popular OTT platforms among young people are Disney+ Hotstar, Amazon, Netflix, and YouTube. The most popular device among young people is the smartphone. Researchers have discovered that Tamil, English, Malayalam, and Hindi are the most popular languages among young people in Chennai. OTT technology has made numerous languages available to consumers around the world. The study reveals that youth are influenced by the characters in OTT films and that these films have an impact on young people's spoken language. Some respondents claimed that watching movies had little bearing on their academic achievement, while others had neutral on their selections. When compared to OTT's mannerism representation films, which had a higher significant value of .731, psychological shift has a greater significant value of .894 in an Anova test. The researcher came to the conclusion that OTT movies affect young people's mannerism and psychological well-being as a result. According to a single sample t test, the average amount of time spent watching movies over-the-top (OTT) varies from lower value of 2.39 to higher value of 2.82, with a mean difference of 2.605. OTT movies affects young people's spoken language, eight of whom are in the twenty-three to twenty-five age range, represent the biggest value of the age variable.

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