



PIVOTAL ELEMENTS SHAPING USER'S ACCEPTANCE OF OTT PLATFORMS

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ABSTRACT

The hottest entertainment platforms hitting the market are streaming services that are accessible online. Since millions of Indians continues employing Smartphone, the primary objective is to investigate the widespread use and impacts of streaming sites on viewers in India. The topic of this research had been selected due to the passionate movement in consumers, away from conventional television viewing towards OTT streaming services because of the development of digital platforms. As the viewers feel (exhausted, guilty, cheerful, worried, disappointed, etc.) after watching web shows. Digital platforms are an innovative form of online medium where adultery-related stuff is less restricted. The data was collected from the Haryana region considering the age group between 18 – 55 years.

Keywords: Online streaming, entertainment, content, viewers, television.

INTRODUCTION

Our everyday activities revolve around the Internet in the modern era. It continues to be a core component of our everyday lives and helps us to accomplish nearly anything we have committed to. The opportunities for exploration are immeasurable when using mobile devices and the World Wide Web. Considering these advancements in technology provide us rapid accessibility to knowledge, communication, along recreational activities, individuals have become more and more reliant upon technology. Our everyday activities now include internet surfing and Smartphone newspapers, which exert a continuous influence on our decisions and habits. Individuals are continually dragged to the appealing qualities of cutting-edge technologies, demonstrating their clear addictive habits. It is prudent to conclude that these innovations have entirely altered the way we live, providing us with better access to knowledge and networks than ever previously.

In the modern, technologically advanced society we exist in, streaming media is getting a lot of fascination. Over-the-top (OTT) elements have blossomed into an appreciated self-governing entertainment platform for millennials in this present online age. Consumers can access an assortment of media without also relying on ordinary cable and satellite media providers. Users may freely consume matter on their own, free from extraneous distribution or control. Users will



now be enabled to select their favorite price as well as the content while taking into consideration their distinctive hobbies and preferred amount of content. The increasing number of OTT platforms designed by independent media business organizations is another major development in how television content is consumed. The growth in these technologies is mainly fueled by the growth in the number of devices that enable these operating systems as well as the sharp rise in online users.

Films as well as television shows that can be delivered to a contemporary user without the necessity of wire or satellite service are referred to as over-the-top services. According to the US Federal Communications Commission (FCC, 2013), an online supplier of video material over the Internet is referred to as an OTT provider. The entertainment and media sector, the educational and training industry, the wellness and health sector, the IT and telecommunication sector, the field of e-commerce, and others all compose a huge market for over-the-top services. Due to the expansion of online video audience members, the media and entertainment sector is now the primary player in the Over the Top market.

PROBLEM STATEMENT

The emergence of optical fiber and other technological advances have rendered Indian viewers to experience a lot of changes in their everyday lives. Due to the easy accessibility of 5G connectivity, smart phones, etc converts the whole scenario. Every concern has always two valences i.e. good and bad angles. If the positive side is considered, the OTT Platforms offer many benefits such as easy knowledge accessibility, discard from monotonous routines, relaxation, and escape from reality but if the negative side is considered, viewers face regrets, loneliness, wastage of time, and depression. Sometimes, these recreational activities may get converted into compulsive activities. Furthermore, the invention of streaming Platforms like Hotstar, Netflix, Amazon Prime Video, SonyLiv, etc., which in turn gives high access to varied content to kids as well as teens. Due to this kids and teens can access uncensored content easily as there are no rules, regulations, laws, or governing body to regulate the content. In this way, OTT Platforms have to take the responsibility to create digital awareness among the viewers so that viewers are aware of the consequences of their streaming and parents must ensure that children in their houses do not have access to these types of content.

LITERATURE REVIEW

Wayne, M. L. (2018) The findings of the research reflect what academics have proposed about the integration of conventional and emerging media in the US domestic economy according to the connection between SVODs and traditional network brand identities. Existing TV brand may decrease their importance in Amazon's advertising and programming campaigns as it concentrates more on original content and less on licensed content.



Moochhala, Q. (2018) concluded that the 18-35 age group shapes the content shown on OTT Platforms consistency and content value are the primary engines of Indian OTT services in traditional TV and film. Netflix, an established brand designated Amazon Prime Video as the industry's most preferred streaming service, contrary to research and with varying findings periodically.

Chattopadhyay, A. (2020) researched that with the accessibility and inexpensive usage of technological devices like computers or Smartphone, dependency on streaming websites for pleasure is quickly escalating. Increasing numbers of people are choosing to be isolated from society and relax by viewing web series and films on video streaming services rather than getting out meeting others as well as engaging in social interactions. Pressure from peers to get addicted to enjoying entertainment on websites that stream content is an additional factor.

Thakur, P. (2021) explored the main explanation for an increase in users of the web in India's both urban and rural regions is the transition from 2G to 3G networks to 4G. Audiences remain intrigued when fresh narratives are published as internet serials. When a person first starts viewing an online series, he consumes all the programs in one sitting. It takes a while for individuals to view their favorite online shows as well as online series. Young adults are also persuaded to consume media on OTT platforms instead of traditional television programming.

Parihar, Shilpa & Kant, Kamal. (2021) The research concluded that viewers under 30 age were more engaged in OTT platforms. OTT streaming networks emerged to be the most excellent infotainment network during the crisis based on data analysis. Due to the outstanding video as well as audio that these websites offer for every age group, consumers have started consuming over five hours per day on OTT content.

Dhiman, B., & Malik, P. S. (2021) the findings indicate that web series as well as streaming on the internet have an important effect on the Indian younger generation. The young individual's attention wanders to stuff through a web series that is accessible through internet-based platforms. The violence, related to sexuality, and criminal material accessible through OTT platforms has had a psychological influence on Indian youth. Furthermore, they stated to have lower episodes of anger, hostility, worry, and depression. If it is unregulated, it negatively impacts young people's psychological and emotional well-being.

Arun Kumar, Dr. A. & Ur Rahman (2021) present research observed patterns of consumption among consumers of various ages on streaming video platforms. Another article's achievement was that an overwhelming number of people chose to migrate from their Televisions to these platforms, illustrating that the collapse of TV as a means for broadcasting or connection was already underway. Numerous techniques for statistical analysis, such as the random sample approach, KMO, and Bartlett's Test, are used.



Rao, K. V. M. S., & Nagaraj, K. V. (2022) researched the daily routines of this present generation must involve digital media to some degree extent. It has grown as the most common tool for learning, engaging with other people, and engaging in different distraction strategies and marketing. It would be amazing to watch the new marketing techniques used by digital media businesses to draw in greater consumers. These networks provide a range of content since viewers in Tier 2 + cities markets enjoy reality programs and local movies.

Philomina, Ms& Sultana, Tahmeena. (2022) explored how OTT platforms impact adolescents. It provides insights into multiple studies done on online streaming services and their impact on users, adolescents, young people, and society globally. Researchers looked into several industrial sectors in this context, including recreational activities, marketing, and communication.

Dr. Vishal W. Wagh, etal. (2022) Indian adolescents have experienced being psychologically influenced by stuff on online streaming services, including sexual in nature, aggressive and criminal material in addition to material relating to drugs and alcohol. In addition, young people are getting behind in their studies and are more likely to experience health issues. However, their vision harms their relationships with others and familial ties.

OBJECTIVES OF THE STUDY

1. To examine the factors attracting viewers to shift towards OTT Platforms.
2. To analyze viewer's perceptions regarding OTT Platforms.

RESEARCH METHODOLOGY

Research Design

The framework of a study's strategy that guides the gathering and evaluation of data is called a research design. It has a descriptive approach.

Area of the study

The study is undertaken in the Haryana.

Sample size

The sample size for the study is 100 respondents

Sampling techniques

A convenience sampling technique is used for this study.

Methods of data collection

The questionnaire method is used to collect the data from the respondents.

Source of data

The study is based on primary and secondary data. The primary data was collected from the respondents through a questionnaire and secondary data was collected from articles, books, magazines, and newspapers.

**DATA ANALYSIS USING STATISTICAL TOOLS:**

On the subsequent pages, the information obtained through the samples has been thoroughly analyzed and presented in tables under multiple subsections. With the aid of the following methods of statistical analysis, the data has been investigated by using-

- Simple Percentage Analysis
- Chi-square Analysis

DATA ANALYSIS**Table no. 1: Age * Gender (Cross tabulation)**

		Gender		Total
		Male	Female	
Age (yrs)	18 - 25	21	20	41
	26 - 35	20	26	46
	36 - 45	3	4	7
	46 - 55	3	3	6
Total		47	53	100

The above table no. 1 depicts the Age as well as Gender (cross-tabulation) of the respondents. As it can be observed, between 18 and 25 years of age there are a total 41 respondents i.e. 21 are males and 20 are females. Followed by 20 males and 26 females between the age group of 26 – 35, 3 males and 4 females between the age of 36 – 45, and between 46 – 55 age bracket males are 3 and females are also 3.

Table no. 2: Reason for attraction towards OTT Platforms

Factors	Frequency	Percent	Cumulative Percent
Content	31	31.0	31.0
Price	6	6.0	37.0
Fewer ads than on TV	10	10.0	47.0
Convenience (portability)	14	14.0	61.0
HD Video Quality	8	8.0	69.0
Flexible timings	26	26.0	95.0
Watch particular episode	5	5.0	100.0
Total	100	100	



The above table no. 2 shows the reasons for the attraction of respondents towards OTT Platforms as it has been observed from the table no. 2. 31% of the respondents are influenced by the diverse nature of content availability on these Platforms. 6 respondents are influenced by the price factor 10% of respondents are impacted by the factor i.e. lass ads rather than TV. 14% of respondents feel convenience (portability) is a good factor. 8% of respondents are influenced by the feature of HD video quality of shows. 26% of respondents preferred flexible timings over all other factors. 5% of respondents preferred the factor of watching a particular episode.

Table no. 3: Age * Feeling after watching web shows (Cross tabulation)

H0: There is no significant relationship between the Age of respondents and their sentiments after watching web shows.

H1: There is a significant relationship between the Age of respondents and their sentiments after watching web shows.

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	22.441 ^a	18	.213
Likelihood Ratio	25.171	18	.120
Linear-by-Linear Association	1.394	1	.238
N of Valid Cases	100		

Based on the preceding table, the significance level is 0.213, the degree of freedom is 18, and the chi-square value is 22.441. It is established that there exists no significant connection between the variables of age and their sentiments after seeing online programming in this dataset since the standard value has been applied here, which is 0.05 or less while the value of 0.213 exceeds 0.05.

Table no. 4: Age * Preferred time to Watch(Cross tabulation)

H0: There is no significant relationship between the Age of respondents and preferred time to watch.

H1: There is a significant relationship between the Age of respondents and the preferred time to watch.



	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.952 ^a	12	.861
Likelihood Ratio	8.861	12	.715
Linear-by-Linear Association	.107	1	.743
N of Valid Cases	100		

The table discussed above indicates that the significance level is 0.861, the degree of freedom is 12, and the chi-square value is 6.952. It is found that there is not a statistically significant connection between the variables of age and desired watching time in this dataset since the usual value is employed here, which is 0.05 or lower, however, the value of 0.861 is much more than 0.05.

CONCLUSION

Multiple companies in India create motion pictures and television episodes for viewing on the internet. These companies are experiencing growth very quickly, and a greater number of companies are entering the market. Even tiny enterprises are receiving funding from global nations and having an enormous influence. The COVID-19 epidemic has boosted the proportion of people who view TV series and films online, which has become their preferred platform. The most appealing features of these online TV providers are the fact that you can access it any time you want, as many times as you want, and they offer programming from every corner of the globe. Because numerous individuals have greater access to Smartphones as well as internet connection which is more affordable, watching is also cheaper and easier.

Most of the respondents preferred to watch web series and web movies at night to distract from their busy schedules. It gives them immense pleasure, relief relaxation, cheerfulness, satisfaction, etc. The OTT business is expected to experience numerous shifts and innovations.

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