

OTT Media Consumption Habits of the Students and its Impact on their Behavioural Change: A Study in Jamshedpur City

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Abstract

when the world was going through COVID-19, It was then the internet managed that the mode of entertainment drastically shifted to the small screens known as Over the top streaming platforms. where the user can customize their preferences. OTT is popular for its latest content and good storyline. It focuses on the quality of work rather than depending on commercial success. The objective of this research is to find out whether over-the-top channels have created an impact on the youth of Jamshedpur City. OTT has expanded its market, resulting in increased competition in the market, which can be considered a threat to large platforms such as YouTube. A sample of 600 internet users from institutes in Jamshedpur, the survey research design was used to collect primary data to check the response of the youth and a bar graph was used for anises of data. These technological advancements have paved the way for the recent trend of OTT video streaming services. Therefore, this research is an attempt to understand the impact of OTT media on youngsters and understand the watching preferences of OTT platforms, etc.

Keywords: OTT platforms, subscription of OTT, youth, Impact, technology

Introduction

The vital function of mass media is to communicate messages to the mass audience with the help of various media technologies. The impact of mass media may be positive or negative based on social, economic, and ethical grounds. The effect of new media depends on the nature of the content and also on the mindset of the audience. Mass media create a significant impact on the audience. When discussing the internet as a mass media, all the websites, social media, OTT platforms and other mass media play pivotal roles in society. The internet is a transformative tool that has a significant role and importance in the modern world for a plethora of reasons. It is important that we understand the need and use it wisely and discover new potentials of the internet for the upliftment of the world. New media is digital communication via desktops, laptops, smartphones, tablets, and other devices. The products and services to entertain, educate, and communicate with the help of technology and the internet are called New Media. New media is not simply consuming media; it introduces user interaction. New media is like using websites, online video-audio streams, email, online social platforms, online communities, and

online forums like blogs, OTT (Over-The-Top) Platforms, Internet telephony, online news portals, blogs, Web advertisements, online education, and much more. Digital media is composed of digital technologies to enhance new media reach.

OTT has become popular entertainment media in recent times. This platform results from the digital revolution in the global media market and communication technology. OTT stands for Over-the-Top. *“OTT video services may be defined as the infrastructure of a last-mile broadband access provider unaffiliated with the online content provider”* (Park E. A. 2018. Pg58). This platform provides content and services to the end-users and is accessible through open internet (Nomura, 2014). The OTT platforms have an app and website where users can log in and access content by subscription. After subscription, the audience can watch from any mobile, tablet, laptop, or television device. OTT has revolutionized how content is delivered and consumed, providing a modern avenue for content providers to engage with their target audience directly. These platforms offer services and content accessible through multiple internet-enabled devices such as computers, smartphones, smart TVs, and laptops. The essential advantage of OTT is receiving instant feedback from viewers, enabling content creators to tailor their offerings based on audience preferences. The acronym "OTT" stands for "Over-The-Top," a term that has gained prominence in the media and entertainment industry. In this context, it refers to the distribution of videos and audio content via the internet, overtaking the traditional means of transmission like cable, satellite, or broadcast TV. The emergence of OTT services has introduced three primary categories: Subscription Video-On-Demand (SVOD), Ad-Supported Video-On-Demand (AVOD), and Transactional Video-On-Demand (TVOD). Essentially, OTT provides a modern alternative to cable TV, allowing users to access a plethora of media content online without a cable connection. This trend has gained significant traction even in the face of cable TV's widespread usage. Unlike cable TV, where a service provider dictates the available content, OTT platform like Netflix and Spotify, empowers subscribers by granting access to diverse shows and programs directly over the Internet. Cable TV providers, in contrast, have transitioned towards primarily offering internet access, relinquishing control over the content choices of their users. In simple terms, OTT refers to subscription-based streaming services that have redefined media consumption. These services are facilitated by OTT platform which allows users to stream content on various internet-connected devices that support OTT applications. These devices encompass smartphones, smart TVs, tablets, computers, and streaming media players. The term "over-the-top" encapsulates the idea that content delivery transcends the traditional distribution mechanisms like cable or satellite TV. This innovative distribution model enables users to consume and engage with the content through dedicated apps and websites on various devices, like computers, phones, tablets, and streaming media players. Consequently, OTT has emerged as an attractive avenue for individuals and enterprises to share video content directly with their target viewers. By bypassing conventional channels, the OTT platform holds the potential to reach audiences on a global scale, reshaping the landscape of content consumption.

Review of literature

Haridakis, P.M. (2006) described in his article ‘Men, women, and Televised Violence: Predicting Viewer Aggression in Male and Female Television Viewers’ that television as a mass communication tool psychologically affected the audience. The finding says that men who find television violence to be entertaining or relaxing may have a more calloused attitude or high tolerance for aggression, which is

harmful to women. Ukwuaba, L.C. et al. (2016) examined ‘the influence of the violent program on social behavior Of ENUGU State University of Science and Technology (ESUT)’. The researcher finds in his article that television is a powerful force in determining students' socioemotional and academic adjustments. This kind of television violence content also increases antisocial behavior, like encouraging violence and criminal acts. Bahadur, A. et al. (2016) analyzed various effects of television crime shows on Pakistani Youth. In his research article, researchers discovered that TV crime shows promote new techniques and ideas in youth. TV crime shows mainly promote negativity like aggression, vulgarity, and manipulation of actuality for the interest of an audience, which is also unsuitable for a healthy society.

Methodology

The researcher adopted a quantitative method for data analysis and inference. Purposive and convenient sampling techniques were followed for this study. The researcher selected males and females as variables for a total of 600 respondents.

Objective

1. To find out and understand the reasons for shifting audience from television media to OTT platforms.
2. To find out and understand the impact of OTT platforms on youth.

Data Representation and Analysis

The researcher represented data with the help of a bar chart and employed a quantitative analysis method to find out the results.

Figure: 1

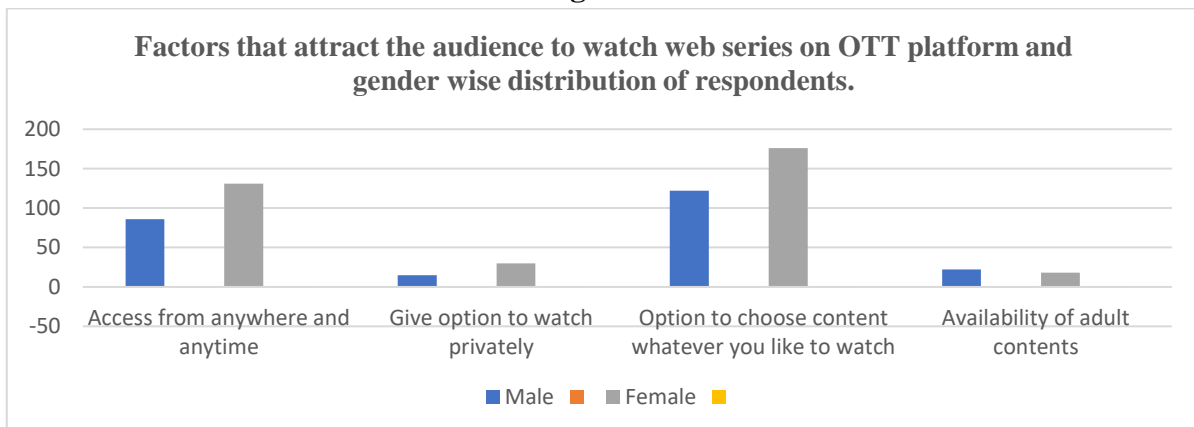


Figure 1 reveals that 86 (14.3%) males and 131 (21.83%) females, with a total of 217 (36.16%) respondents attracts towards the OTT platform because respondents can access this platform from anywhere and anytime, 15 (2.5%) males and 30 (5%) female totalling of 45 (7.5%) respondents attracts towards the OTT because it gives the option to watch privately, 122 (20.3%) male and 176 (29.33%) female with a total of 298 (49.66) respondents attracts towards the OTT because it gives the option to choose content whatever respondent like to watch and 22 (3.66%) male and 18 (3%) female with a total of 40 (6.66%) respondents attracts towards the OTT because of availability of adult contents.

Inference: The majority of all respondents are attracted to the OTT platform because it gives the option to choose content that they like to watch, and the second majority of respondents are attracted to the OTT because it is easy to access from anywhere and anytime. We can say that the audience is attracted to OTT because it gives option to the respondents for choosing content they like to watch from anywhere and anytime.

Figure 2

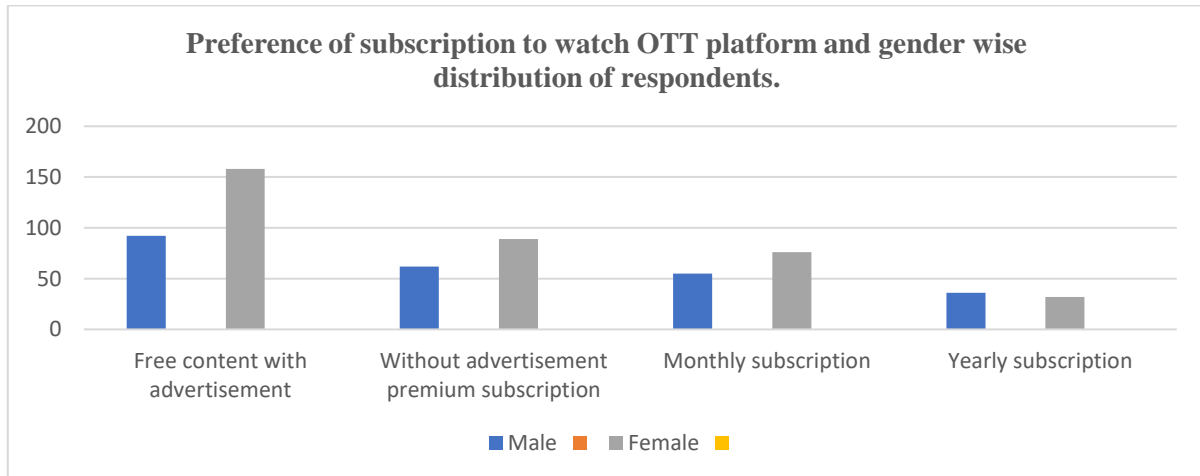


Figure 2 describe that 92 (15.33%) male and 158 (26.33%) female with a total of 250 (41.66%) respondents didn't subscribe they like to watch free content with advertisement in OTT platform, 62 (10.33%) male and 89 (14.83%) female totaling of 151 (25.16%) respondents like to watch OTT without advertisement with premium subscription, 55 (9.16%) male and 76 (12.66%) female with a total of 131 (21.83%) respondents like to watch OTT with monthly subscription and 36 (6%) male and 32 (5.3%) female with a total of 68 (11.33%) respondents like to watch OTT with yearly subscription.

Inference: From the analysis of the collected data, based on gender, it can be concluded by saying that the majority of both categories prefer to watch free content with advertisements and a second majority of both categories of respondents prefer to watch OTT platform without an advertisement with a premium subscription on OTT platform. We can say that most of the respondents like to watch free content with advertisements on OTT platforms.

Figure: 3

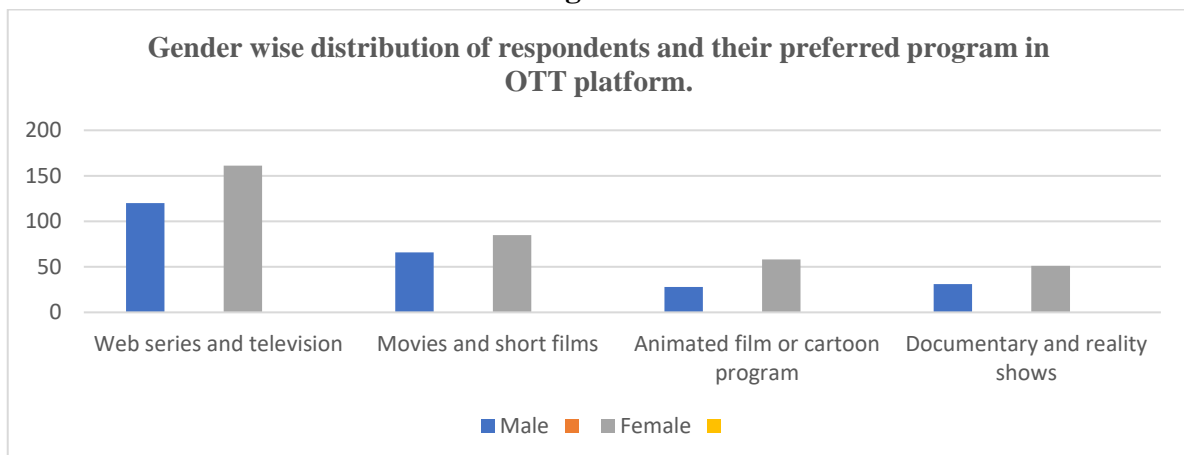


Figure 3 describes that 120 (20%) males and 161 (26.83%) females with a total of 281 (46.83%) respondents prefer to watch web series and television shows kind of programs on OTT platforms, 66 (11%) male and 85 (14.16%) female totalling of 151 (25.16%) respondents prefer to watch movie a short films types of programs in OTT platform, 28 (4.66%) male and 58 (9.66) female with a total of 86 (14.33%) respondents prefer to watch animated films or cartoon programs on OTT platform and 31 (5.16%) male and 51 (8.5%) female with a total of 82 (13.66%) respondents like to watch documentary and reality shows on the OTT platform.

Inference: From the analysis of the data, it can be concluded by saying that the majority of respondents prefer to watch web series and television shows kind of program and second majority of respondents prefer to watch movies and short films on the OTT platform. We can conclude by saying that respondents prefer to watch web series and television programs on OTT platforms.

Figure 4

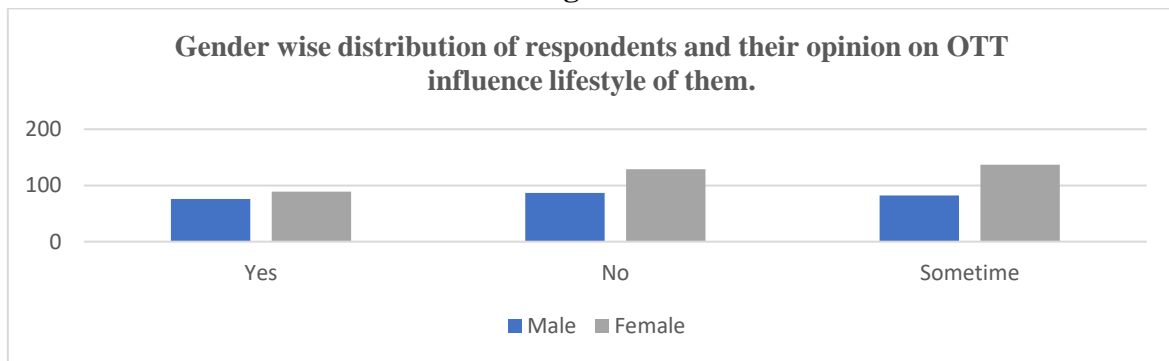


Figure 4 describe those 76 (12.66%) males and 89 (14.83%) females, with a total of 165 (27.5%) respondents said that the OTT influenced them to accept a lavish lifestyle, 87 (14.5%) males and 87 (14.5%) female totalling of 216 (36%) respondents disagreed on that the OTT influence them for accepting lavish lifestyle, 82 (13.66%) male and 137 (22.83%) female with total 219 (36.5%) respondents feels that sometimes OTT platform influence them for accepting lavish lifestyle.

Inference: The majority of male respondents think that the OTT did not influence them to accept the lavish lifestyle, and the second majority of male respondents sometimes agree that the OTT influenced them to accept the lavish lifestyle. The majority of female respondents think that the OTT sometimes influences respondents to accept the lavish lifestyle, and the second majority of female respondents did not agree that the OTT affects them to get the lavish lifestyle. We can say that the male audience thinks that the OTT did not influence respondents to accept the lavish lifestyle but female respondents believe that the OTT sometimes influences them to accept the lavish lifestyle.

Figure 5

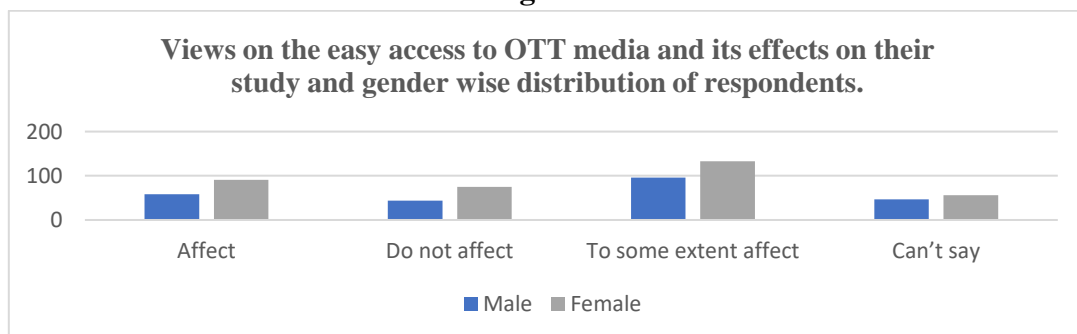


Table 5 reveals that 58 (9.66%) male and 91 (15.16%) female with a total of 149 (24.83%) respondents agree that easy access to OTT media affects their study, 44 (7.33%) males and 75 (12.5%) female totalling of 119 (19.83%) respondents agree on that easy access to OTT media did not affects their study, 96 (16%) male and 133 (22.16%) female with a total of 229 (38.16%) respondents said that to some extent easy access to OTT media affects their study and 47 (7.83%) male and 56 (9.33%) female with a total of 103 (17.16%) respondent did not speak about that easy access to OTT media affects their study.

Inference: The majority of both respondents think that to some extent accessing OTT media affects their study. The second majority of both respondents agree that easy accessing OTT media affects their study. We can conclude by saying that all audiences agree that to some extent easy accessing OTT media affects their study.

Figure 6

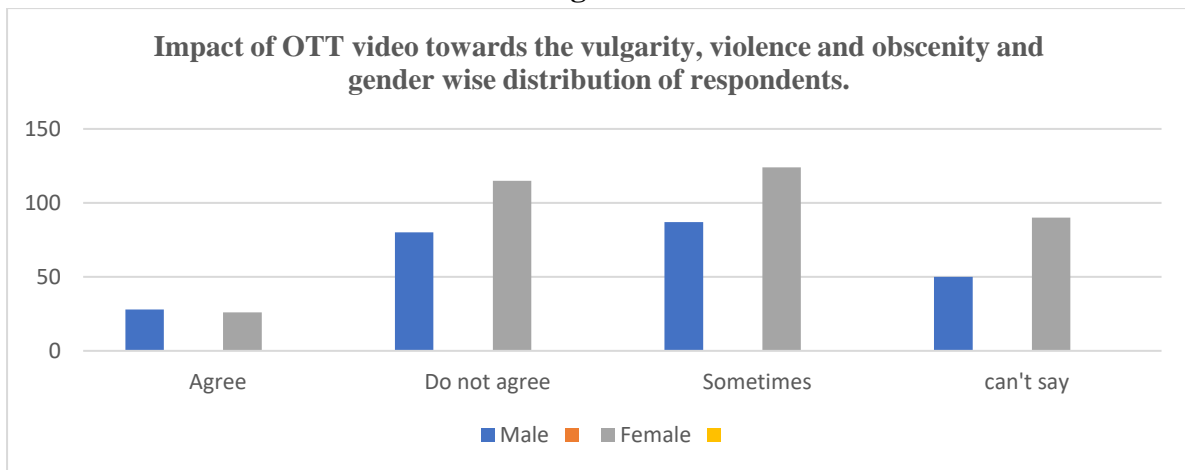


Table 8 reveals that 28 (4.66%) male and 26 (4.33%) female with a total of 54 (9%) respondents agree that they are attracted to the vulgarity, violence and obscenity after watching OTT platforms, 80 (13.33%) male and 115 (19.16%) female with a total of 195 (32.5%) respondent didn't agree on that the respondents attract towards the vulgarity, violence and obscenity after watching OTT platform, 87 (14.5%) male and 124 (20.66%) female totalling of 211 (35.16%) respondents feel sometimes they attract towards the vulgarity, violence and obscenity after watching OTT platform, and 50 (8.33%) male and 90 (15%) female with a total of 140 (23.33%) respondents prefer to remain silent about that the OTT attracts audience towards the vulgarity, violence and obscenity.

Inference: From the analysis of the collected data, based on gender It can be concluded by saying that the majority of both categories of respondents feel sometimes attracted to vulgarity, violence, and obscenity after watching the OTT platform. The second majority of both respondents disagree that the respondent is attracted to vulgarity, violence and obscenity after watching OTT platforms. We can say that the OTT attracts the audience to vulgarity, violence, and obscenity.

Major Findings and Conclusion

The majority of both respondents are attracted to the OTT platform because it gives the option to choose content that they like to watch from anywhere and anytime. Today youths are very close to the internet and this is the one of important reasons that they are attracted to the OTT platform. OTT platform provides them with full of content online for entertainment. This is an audio-visual medium like television and to some extent, its impact is also the same. Viewer categories prefer to watch free content

with advertisements and a second majority of both categories of respondents prefer to watch OTT platforms without an advertisement with a premium subscription on OTT platform. From the analysis of the data, it can be concluded by saying that the majority of respondents prefer to watch web series and television shows kind of program and the second majority of respondents prefer to watch movies and short films on the OTT platform. Whatever is presented on the web series and television shows impacts the youth. The male audience thinks that the OTT did not influence respondents to accept the lavish lifestyle but female respondents believe that the OTT sometimes influences them to accept the lavish lifestyle. The majority of both respondents think that to some extent accessing OTT media affects their study. Youth can watch OTT platforms anywhere anytime with the help of a smartphone or laptop with internet connectivity. This platform shows so much violence and vulgar web series in OTT platforms and respondents feel sometimes attracted to vulgarity, violence, and obscenity after watching the OTT platform. In this research researcher found that OTT platforms have an impact on youth and to some extent also influence their behaviour.

Reference

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