

Effects of OTT Shows On Audience: A Study On Gen-Z Population

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Introduction

The rapid proliferation of Over-the-Top (OTT) platforms has disrupted the traditional entertainment landscape, etching its footprint onto the cultural canvas of Generation Z (Gen-Z). Born between 1997 and 2012, Gen-Z stands as a unique cohort – shaped by the digital revolution, embracing technology with fluidity, and seeking personalized experiences in every sphere of life. This, coupled with their burgeoning disposable income and increasing leisure time, makes them a highly coveted consumer segment for the burgeoning OTT industry.

Within this context, our study delves into the intricate web of influences woven by OTT shows on Gen-Z audiences. We go beyond simple content consumption and delve deeper to learn how these platforms are influencing this tech-savvy generation's watch time habits, content preferences, and behavioural shifts.

Shifting Sands of Entertainment: Gone are the days of rigid television schedules and passive content consumption. Today, Gen-Z thrives on the vast, on-demand libraries offered by OTT platforms. They curate their own entertainment experiences, binging on shows at their own pace, and indulging in a smorgasbord of genres spanning the globe. This study seeks to map these watch time patterns, uncovering the captivating genres that hold Gen-Z's attention and the factors influencing their viewing choices.

Content Cravings: Beyond the Familiar: The traditional allure of soap operas and sitcoms seems to be fading amongst Gen-Z. Our research aims to reveal the content preferences that ignite this generation. Are they drawn to the adrenaline rush of crime and mystery? Do they find solace in the relatable narratives of coming-of-age dramas? Or are they captivated by the exotic escapism offered by international shows? Understanding these preferences becomes crucial in deciphering Gen-Z's cultural aspirations and the evolving trends in entertainment consumption.

Beyond the Screen: A Ripple Effect: This study delves into the social and psychological effects of over-the-top television programmes, going beyond the simple act of watching. We investigate the ways in which Gen Z's behaviour, attitudes, and social relationships are impacted by these platforms. Are they forging new communities around shared viewing experiences? Are traditional societal norms being challenged or reshaped? Does excessive engagement come at the cost of social isolation or academic neglect? Addressing these questions becomes paramount in fostering healthy media consumption habits and ensuring well-rounded development for this influential generation.

In conclusion, our study aims to paint a multifaceted portrait of the relationship between OTT shows and Gen-Z audiences. By examining watch time patterns, content preferences, and behavioral changes, we strive to illuminate the benefits and drawbacks of this digital entertainment revolution. Ultimately, this research aspires to contribute to a nuanced understanding of Gen-Z's evolving media landscape and its implications for their cultural engagement and well-being.

Keywords: OTT SHOWS, Online, GEN-Z.

Literature Review

During the Covid-19 lockdown, many people got engaged with shows on the internet or via the OTT platform. Not only did individuals use their screens for record amounts of time, but this also caused a variety of issues and made it easier for many others to make money. One of the main causes of the shift to over-the-top (OTT) platforms was the low cost of broadband, the ineffectiveness and staleness of Indian television, as well as the dearth of high-quality content on Indian electronic media.

The new platforms of engaging with television media, largely through smartphones and now through Internet TV/ Video-On-Demand (VOD) and OTT platforms gave rise to changing viewing patterns and platform choices. (Punathambekar & Kumar, 2012; Tryon, 2015).

In few studies, it was found that Gen-Z spends on an average 9 hours on mobile and digital screens. In such cases, OTT platforms always had a chance of penetrating and get people hooked on their handle. These shows also significantly altered viewers' perspectives and way of life. Through this platform, many international television programmes were launched, opening people's minds to Western beliefs and giving them a taste of the cultural, social, and economic landscapes of other countries. OTT's major participants include Voot, Alt Balaji, Hotstar, Netflix, and Amazon Prime. This article aims to examine the diverse impacts of over-the-top (OTT) programming on Generation Z viewers, namely those born between 1997 and 2012.

Furthermore, among 316 respondents between the ages of 18 and 20, Sung et al. (2015) discovered a correlation between binge-watching and feelings of loneliness and despair. Studies demonstrate how binge-watching web series and online videos on OTT platforms has altered people's attitudes, behaviours. The researcher will be examining the growing effects of these handles on gen-z and their choosing power.

This study would examine the overall effects of shows concerning time platforms and behavioral changes in this group of audience. The information will be obtained by using first-hand data through surveys and questionnaire methods. The people(population) filling this form would be in the age group of 8-24 from the city of Thane and adjacent areas.

Methodology

To gain a deeper understanding of the effects of OTT shows on Gen-Z, this study will employ a robust methodology encompassing various stages and techniques. Here's a more detailed look at the expanded methodology:

Target Population:

- Focus: Gen-Z population residing within the city limits of Thane and its adjacent areas.
- Rationale: This geographically defined population ensures homogeneity in terms of access to OTT platforms and potential cultural influences.
- Age Range: Focusing on individuals born between 1997 and 2012 ensures consistent generational characteristics within the sample.

Sample Size and Selection:

- Sample Size: 300 respondents were chosen to provide statistically significant results while maintaining feasibility for data collection and analysis.
- Sampling Method: Random sampling will be employed to avoid bias and ensure representativeness of the Gen-Z population within the selected region.

Data Collection Instrument:

- To prevent bias and guarantee the representativeness of the Gen Z population in the chosen area, random sampling will be utilised.
- Structured Questionnaire: Instrument for Gathering Data The main instrument used to collect data will be a well-crafted questionnaire. This will guarantee response format uniformity and facilitate effective data analysis.
- Content: The questionnaire will address a number of topics pertaining to the consumption of OTT shows, such as: Monitor usage patterns and timings Favourite genres and particular

television selections, Impact of perception on behaviour, way of life, and social interactions exposure to many values and cultures worries about one's social isolation, mental health, or academic performance

- Grade Scale: For the majority of the questions, a Likert scale with a range of 1 (strongly disagree) to 5 (strongly agree) will be utilised in order to facilitate quantitative analysis and response comparison.

Data Analysis Techniques:

- Comparative Analysis: This technique will be used to identify and compare differences in OTT consumption patterns, preferences, and perceived impacts across various demographic subgroups within the sample (e.g., based on gender, age, academic background).
- ANOVA (Analysis of Variance): This statistical test will help determine whether significant differences exist between groups regarding their responses to specific questions in the questionnaire.
- Correlation Analysis: This technique will explore potential relationships between variables like watch time, preferred genres, and perceived impacts, revealing potential associations between different aspects of OTT show consumption.
- Chi-Square Test: This test will be used to assess the independence of two categorical variables, aiding in the analysis of relationships between factors like OTT platform usage and academic performance or social isolation.

Results

Gender

260 responses

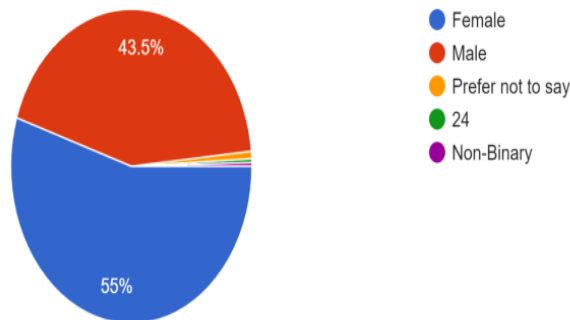
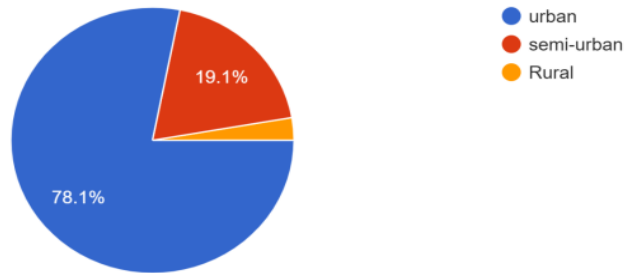


figure demonstrates that the majority of respondents who are involved in our study fall into the category of women. Customers in this group are typically seen to be more aware of the most recent developments on OTT platforms, and as a result, they have contributed significantly to the creation of this research study.

Type of residence

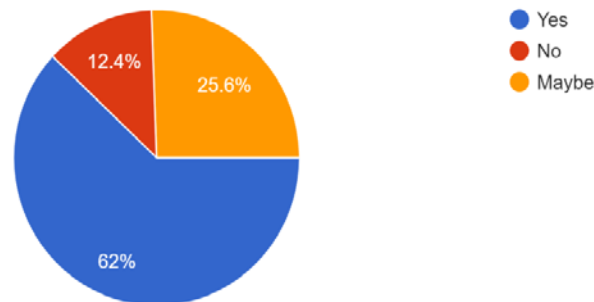
256 responses



The aforementioned graphic indicates that the majority of participants in our research study fall into the Urban Category. Customers in this group are typically seen to be more aware of the most recent developments on OTT platforms, and as a result, they have contributed significantly to the creation of this research study.

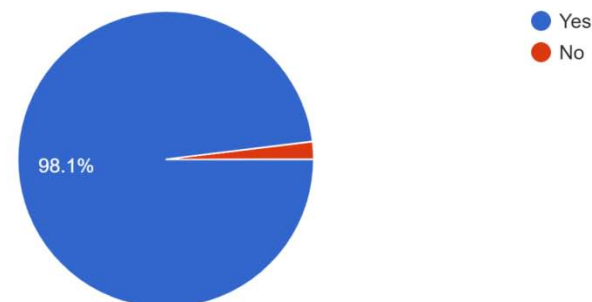
Do you prefer OTT Platforms over Traditional Cable ?

258 responses



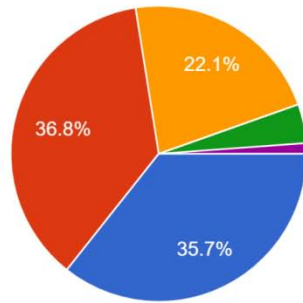
DO YOU WATCH CONTENT ONLINE?

259 responses



HOW OFTEN DO YOU WATCH CONTENT ONLINE?

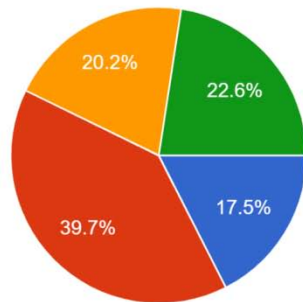
258 responses



- ALWAYS
- VERY OFTEN
- SOMETIMES
- RARELY
- NEVER

HOW MANY HOURS DO YOU SPEND ONLINE?

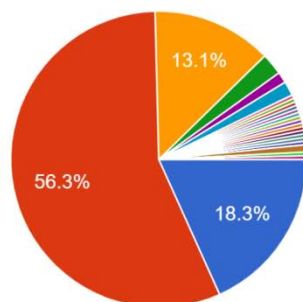
257 responses



- 1 HOUR
- 3 HOURS
- 5 HOURS
- MORE THAN 5 HOURS

Which OTT platform you prefer the most ?

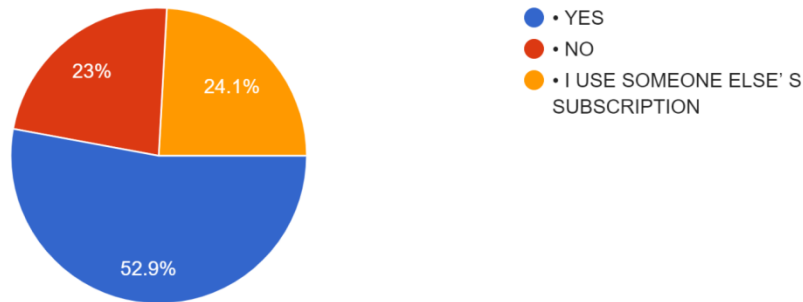
252 responses



- Amazon Prime
 - Netflix
 - Disney Hotstar
 - Voot
 - Youtube
 - YouTube
 - Google or YouTube
 - No
- ▲ 1/3 ▼

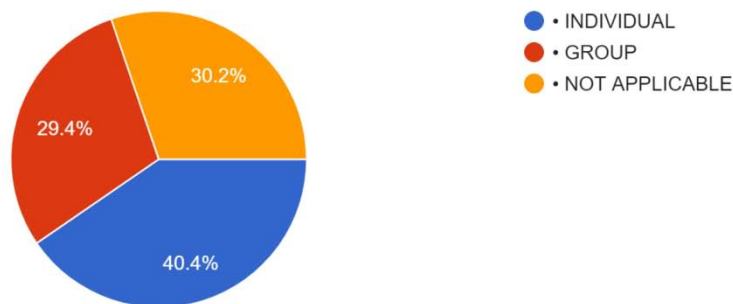
DO YOU HAVE A SUBSCRIPTION TO THE OTT PLATFORMS THAT YOU WATCH ?

257 responses



IF YES, IF IT AN INDIVIDUAL OR GROUP SUBSCRIPTION?

235 responses



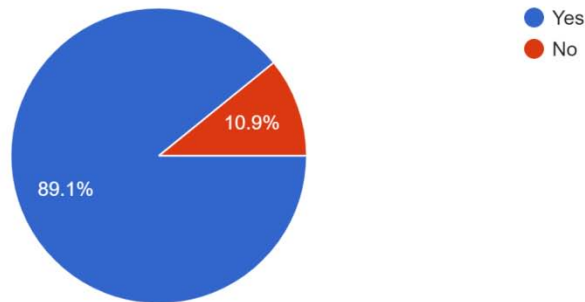
It can be observed that the young generation of today is more inclined towards consuming realistic content that they can relate to. With the rise of OTT platforms, the availability of realistic content has increased, and the young audience finds it appealing.

Movies that have a theatrical release are usually larger-than-life productions that often feature unrealistic storylines and characters. On the other hand, OTT shows are known for their relatable content and realistic portrayal of characters and situations. This makes them more appealing to the younger audience, who seek authenticity and relatability in the content they consume.

Moreover, the accessibility and convenience offered by OTT platforms further attract the young audience towards this medium. With the ability to stream content on their smartphones, laptops, or smart TVs, young viewers can watch their favorite shows anytime and anywhere. This feature makes it easier for them to follow their favorite shows and keep up with the latest episodes, increasing engagement and loyalty towards the platform.

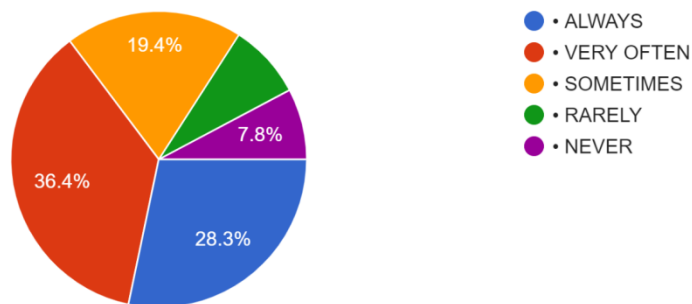
DO YOU WATCH INTERNATIONAL CONTENT?

258 responses



20. HOW OFTEN DO YOU WATCH INTERNATIONAL CONTENT?

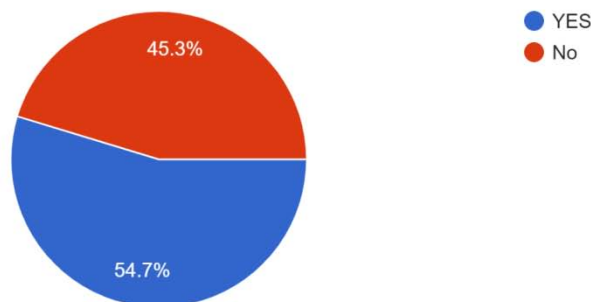
258 responses



Additionally, OTT platforms can be a very effective tool for improving English language skills. A lot of these networks have English-language content that allows users to practise and listen to the language in natural settings. This exposure may especially be beneficial for non-native speakers, as it might enhance their comprehension and listening abilities.

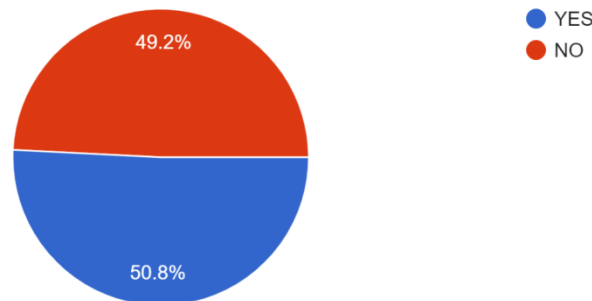
DO YOU WATCH REGIONAL CONTENT?

256 responses



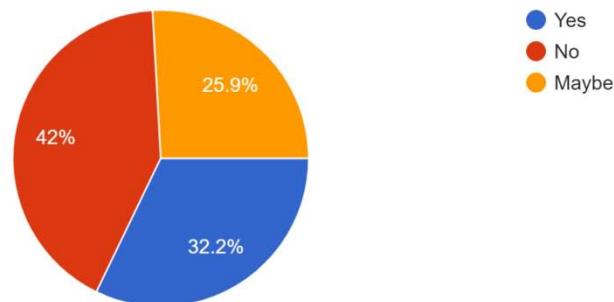
HAVE YOU SEEN ANY CHANGES IN YOUR BEHAVIOR SINCE YOU STARTED WATCHING OTT PLATFORMS ?

252 responses



Do you feel your social life is being affected by these OTT Platforms ?

255 responses



Gen-Z, spends more time online and on social media platforms, it is not necessarily accurate to say that they are entirely isolated from social interaction.

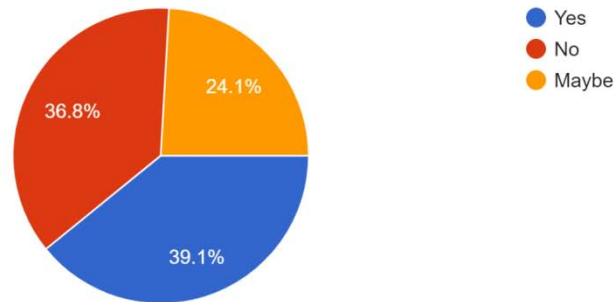
Research suggests that Gen-Z is adept at using technology to maintain social connections and engage with others. Social media platforms, messaging apps, and online gaming communities are just a few examples of how technology has facilitated social interaction and communication for this generation. Moreover, online platforms can help foster relationships between individuals who may not have been able to connect in person, such as those living in different parts of the world.

However, the excessive use of technology and social media can also lead to feelings of isolation and disconnection from real-world social interaction. This is particularly true for those who rely heavily on technology for socializing and entertainment, as it can lead to a lack of face-to-face communication and physical interaction.

The Mystery genre was the one that Gen Z loved the most, followed by this Crime genre. Then comes the romance and love genre. The biographical, political, horror, comedy, drama, documentary, and historical genres are also viewed, albeit in less quantities. Although Gen Z spends more time on social media and the internet, it wouldn't be correct to suggest that they don't engage in any social interactions at all. According to research, Gen Z is proficient with technology.

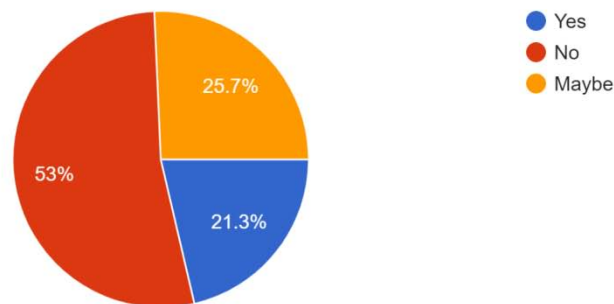
do you think that OTT Platforms have Affected your sleep cycle ?

253 responses



Do you feel your Family time has been affected due to OTT platforms

253 responses



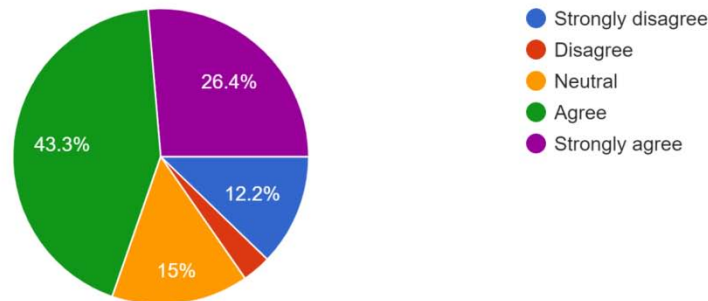
This is especially true for people who spend a lot of time on technology for amusement and socialising, as it might result in less in-person engagement and face-to-face conversation. Concerns have been expressed over the possible effects of the younger generation's rising use of OTT platforms on their lifestyle, academic performance, and general health.

An excessive amount of time spent on these platforms might be detrimental to one's physical and emotional well-being. The use of OTT platforms excessively has a major influence on lifestyle. Spending too much time on these platforms can lead to a sedentary lifestyle and decreased physical exercise, both of which increase the risk of obesity and heart disease. Moreover, spending too much time on OTT platforms can lead to poor sleep habits, as users may stay up late binge-watching their favorite shows, which can result in sleep deprivation and exhaustion.

Excessive use of OTT platforms can also impact academic performance. Spending too much time on these platforms can distract students from their studies, leading to decreased productivity and lower grades. Furthermore, the overstimulation and constant stimulation provided by these platforms can negatively impact cognitive development and attention span, affecting the ability to concentrate and learn effectively.

OTT Platforms have made me more open to accepting ideas and being more open to different culture

254 responses



Discussion

- Gen-Z preferred mostly the Mystery Genre followed by this Crime Genre. Love and romance genre comes after that. Though small in number, biographical, political, horror, comedy, drama, documentary and historical genres are also viewed.
- Gen-Z are more connected through virtual space and get isolated from social interaction.
 - Gen- Z developed a new perception towards traditional institutions like family, marriage and community norms.
 - OTT platform helps in developing a global perception, enhances English speaking and they are exposed them to a lot of information.
 - The greatest entertainment can now be had for less money using OTT platforms. Increased use of OTT platforms negatively impacts young people's mental and physical health through lifestyle, academic, and other activities.
 - In conclusion, the younger generation's changing views and beliefs on social institutions that have long been seen as essential to society are reflected in Gen Z's newfound perception of traditional institutions such as marriage, family, and community norms.

Conclusion

Gen-Z developed a new perception towards traditional institutions like family, marriage, and community norms reflects a shift in values and attitudes among the younger generation towards social institutions that have long been considered fundamental to society. This shift is largely attributed to the changing social, economic, and cultural landscape in which Gen-Z is growing up.

Traditional institutions such as family, marriage, and community norms have been the cornerstone of social structure for generations. However, the younger generation's perception of these institutions is evolving. Gen-Z is more diverse and inclusive than previous generations and is challenging traditional social norms that they perceive as limiting or exclusionary.

One area where this shift is evident is in the perception of the family. Gen-Z is more accepting of diverse family structures, including single-parent households, same-sex parents, and blended families. They also place a greater emphasis on individuality and personal autonomy, challenging the traditional family model, which prioritizes family values over individual desires.

Our exploration of the effects of OTT shows on Gen-Z culminates in a tapestry woven with threads of both opportunity and challenge. This concluding section seeks to unravel these threads, offering a holistic perspective on the complex relationship between this digital entertainment phenomenon and the generation it shapes.

Echoes of Benefits: The rise of OTT platforms undoubtedly presents a bounty of advantages for Gen-

Z. These platforms offer unparalleled freedom of choice, allowing them to curate their own entertainment journeys, breaking free from the shackles of fixed schedules and limited content. This agency fosters a sense of control and empowerment, aligning with Gen-Z's values of personalization and autonomy. Moreover, OTT opens doors to a global village of narratives, exposing them to diverse cultures, perspectives, and storylines. This expands their worldview, cultivating cultural sensitivity and enriching their understanding of the human experience. Furthermore, OTT platforms can act as catalysts for learning and self-discovery. Documentaries, educational series, and even fictional narratives can spark curiosity, ignite passions, and inspire critical thinking, potentially shaping career aspirations and enriching their knowledge base.

Whispers of Concerns: However, amidst the symphony of benefits, subtle discords emerge. Excessive immersion in OTT worlds can cast a shadow on real-world interactions, potentially leading to social isolation and hindering the development of interpersonal skills crucial for personal and professional growth. Moreover, the captivating nature of binge-watching can disrupt academic pursuits, impacting study habits and potentially jeopardizing educational goals. Additionally, the curated content feeds of OTT platforms can create echo chambers, reinforcing existing biases and limiting exposure to diverse viewpoints, thereby hindering the development of critical thinking skills. Finally, the constant stimulation and rapid-fire narrative flow of OTT content can contribute to attention deficit and mental health concerns, particularly for vulnerable individuals.

Towards a Harmonious Coexistence: In order to navigate this new media landscape, it is imperative to recognise both the advantages and disadvantages. Establishing boundaries between screen time and other facets of life and practicing mindful viewing habits are necessary for striking a balance. Promoting media literacy through educational initiatives and fostering open conversations about responsible consumption can equip Gen-Z with the tools to navigate the digital world critically. Moreover, encouraging offline engagements and promoting healthy social interactions can ensure that the virtual worlds of OTT complement, rather than replace, real-life experiences. In the end, we can enable Gen Z to benefit from this digital entertainment revolution while protecting their wellness and guaranteeing their peaceful coexistence with the constantly changing media landscape by encouraging a thoughtful approach to OTT consumption.

This expanded conclusion aims to provide a comprehensive and balanced perspective on the multifaceted impact of OTT shows on Gen-Z. It highlights the potential benefits and challenges while emphasizing the importance of mindful consumption and fostering critical thinking skills in this tech-savvy generation.

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