



UNPACKING YOUTH'S OTT HABITS: TIME & EXPENDITURE

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1. ABSTRACT

This study has been undertaken to investigate the youth's OTT habits. OTT refers to Over The Top platforms like Netflix, Disney+hotstar, Amazon Prime. This topic has particularly been undertaken keeping in mind its recent popularity among youth. The research attempts to examine the influence it has on the youth in terms of time and consumption expenditure. The findings revealed that the use of OTT services is pervasive among young people, with streaming services being the most popular. Participants spent an average of 1 -3 hours per day on OTT services and allocated a significant portion of their income towards these services. The study also revealed a significant correlation between time spent on OTT services and the youth's productivity i.e. academic as well as workplace performance. There's a need for young people to be mindful of their OTT habits and for policymakers and stakeholders to implement measures to ensure responsible usage. This research paper provides valuable insights into the impact of OTT habits on young people and serves as a foundation for future research on the topic.

2. KEYWORDS:

OTT platforms, expenditure, time consumption, productivity, youth

3. INTRODUCTION

The unforeseen situation of COVID 19 has catastrophically changed the world and revolutionized human life. The pandemic situation has led to closing of movie theaters due to which movie producers are now shifting towards OTT platforms like Netflix, Amazon Prime and Disney+hotstar among others to release their movies.

The full form of OTT is 'Over the Top', which refers to TV and film content that can be viewed using an internet connection instead of satellite service or cable connection. The main target audience of the web series and other online streaming content is the younger generation. This project pertains to the expenditure and time consumption patterns of young individuals on Over-The-Top (OTT) platforms and examines how these patterns are impacting the productivity and habits of the youth.

The motivation to research youth's expense on OTT services and its impact on their productivity and time patterns stems from the increasing popularity and accessibility of these streaming platforms among young adults. With the escalation of affordable internet connectivity and a vast selection of content, OTT services have become a dominant form of entertainment for young people. However, this trend also raises concerns about the potential impact on their financial well-being and time management skills. Thus, exploring the factors that drive youth to spend time and money on OTT services can help policymakers and parents develop strategies to promote responsible and healthy consumption habits among young adults.

It is with great pleasure that I present this research paper on "Unpacking Youth's OTT Habits: Time and Expenditure," and I hope it will be a valuable addition to the existing literature on the topic.

4. ABOUT THE STUDY

4.1 SCOPE

This study focuses on the current consumption rate of the various OTT platforms as well as the estimated future consumption. Hence, it will help in the statistical analysis of the preferences of different customers in the 16-25 age bracket. The study will also help infer the experiences of different users of OTT platforms and their views.

4.2 OBJECTIVE

Our objective is:

1. To investigate the impact of OTT platforms on youth's productivity and time use patterns, such as changes in the amount of time spent on media consumption, leisure activities, social interactions, and academic pursuits.
2. To explore the relationship between OTT platform use and changes in youth's expenditure patterns, including changes in spending on entertainment and other discretionary items.

Overall, the objective of research on the “impact of OTT on youth's productivity, time and expenditure” is to provide insights into the ways in which these platforms are shaping the lives of young people and the broader implications of these changes for society as a whole.

4.3 DATA SOURCES

A sample of 150 youth between the age group of 16-25, including students, working professionals, and non-working people will be used in this research to conduct a primary survey.

The sample will be asked to fill the questionnaire containing questions regarding their user patterns of OTT platforms. In addition, questions will be asked about the impact the Over the top platforms like Netflix, Amazon Prime, Disney+Hotstar etc. have on their performance in the workplace or in the academic sphere. The questionnaire will also contain questions regarding the expenditure youth is incurring on OTT platforms.

4.4 THEORETICAL FRAMEWORK

Over the top (OTT) refers to film and television content provided via a high-speed Internet connection rather than a cable or satellite provider. The providers of these contents are referred to as OTT platforms. Common examples of OTT platforms popular in India are Netflix, Amazon prime, Disney+hotstar, HBO now, Sonyliv, Zee5, Voot, Hulu, ErosNow etc.

This research paper sheds light on how individuals allocate their time across various activities based on their preferences, constraints, and opportunities. It focuses on the way individuals make decisions about how to spend their money and resources based on their attitudes, beliefs, and perceptions. It suggests that young people may make decisions about how much money and time to spend on OTT platforms based on their perceived value and benefits of these platforms.

In the context of OTT platforms and productivity of youth, this study suggests that young individuals use OTT platforms for entertainment and leisure purposes. However, it is important to note that OTT platforms can also be used to enhance productivity, as they offer educational content, documentaries, and other informative programs.

4.5 RESEARCH METHODOLOGY

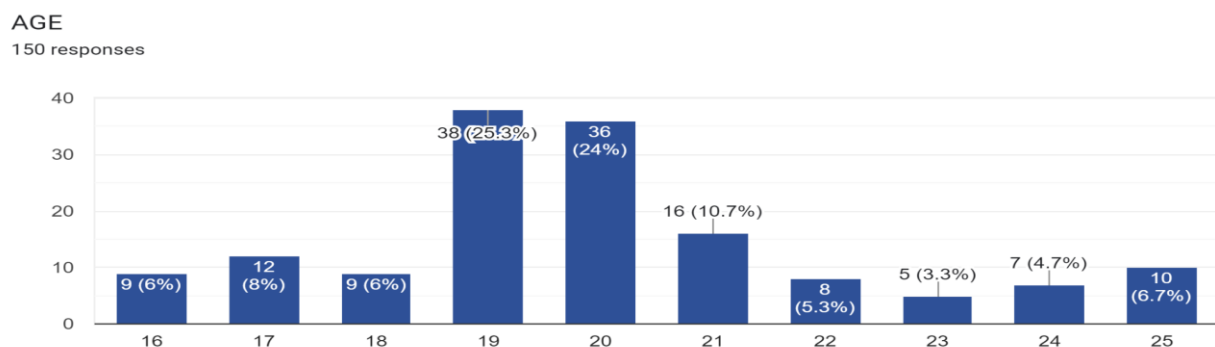
- ❖ **Research Design** : Exploratory Research and quantitative research
 - Exploratory research: it is when a study is undertaken with the objective either of exploring an area where little is known or of investigating the possibilities of undertaking a particular research study.
 - Quantitative research: in the quantitative or structured approach of enquiry everything that forms the research process - objectives, design, sample, the questions that you plan to ask of your respondents is predetermined.
- ❖ **Sampling technique** : Convenient sampling technique
Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access.
- ❖ **Type of data** : Primary data
The primary data has been collected through random sampling, from the sample respondents through the schedule with the help of a questionnaire which was distributed online.
- ❖ **Research tool**: Questionnaire
A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically a mixture of close-ended questions and open-ended questions that collect both quantitative and qualitative nature of data.
- ❖ **Tools for analysis** : The tools for data analysis are tables, graphs and pie charts.

5. RESULT AND DISCUSSION

5.1 RESULT

A Survey was conducted with a small sample of 150 individuals of age group 16 – 25, here are the findings and result of the survey

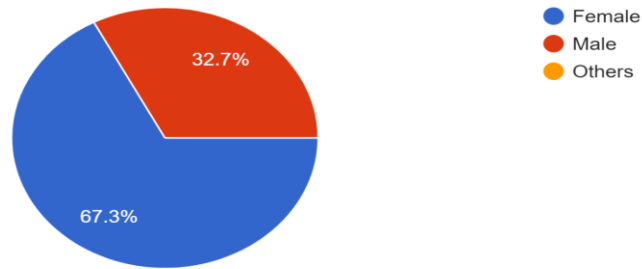
1. Age



The sample comprises the age group of people 16 to 25. The maximum number of responses were from the age group of 19 comprising 25.3% followed by the age group 20 with 24 %.

2. Gender

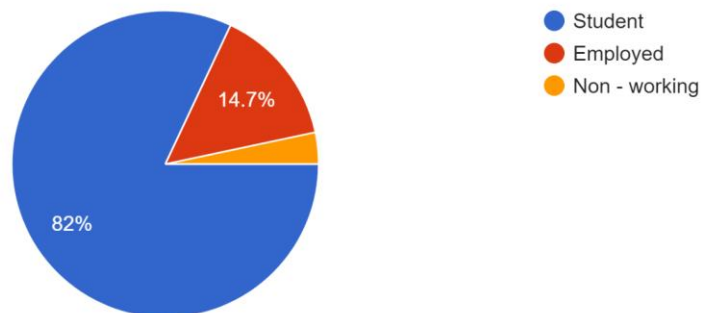
Gender
150 responses



67.3% of the respondents were females and the rest 32.7% were males.

3. Occupation

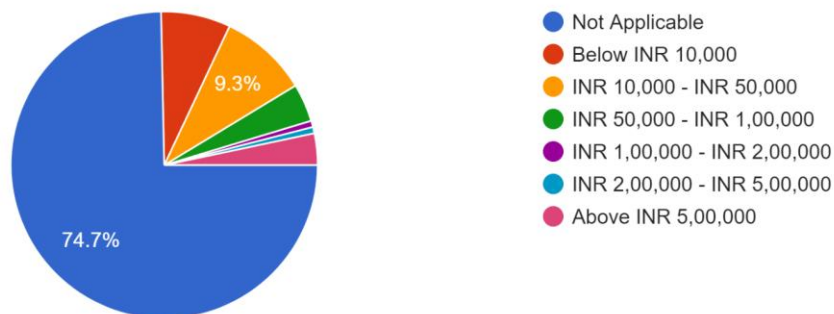
OCCUPATION
150 responses



The maximum respondents are students which comprise 82%. 14.7% are working people and 3.3% are non-working.

4. What is your monthly income?

What is your monthly income?
150 responses

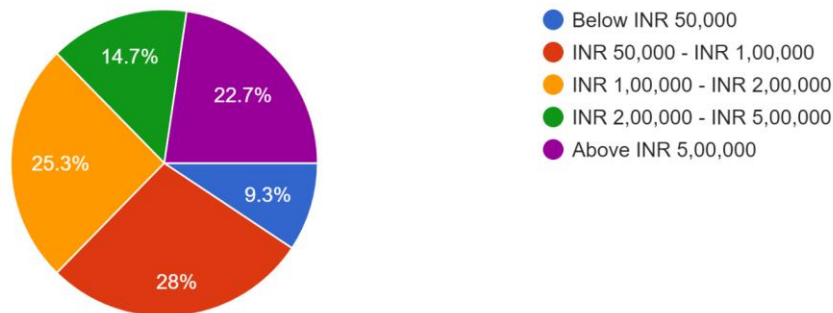


Out of the sample collected 74.7% (which is the maximum) people are not self-earning while the maximum percentage of people who are self-earning is 9.3% and they fall in the bracket of monthly income of INR 10,000-50,000, followed by 7.3% people earning below INR 10,000, 4% of the sample population is earning in the bracket of INR 50,000-1,00,000. While 3.3% of the sample population is earning above INR 5,00,000 on monthly basis. Then we have 0.7% of respondents who fall in each of the two income brackets of INR 1,00,000-2,00,000 and INR 2,00,000-5,00,000.

5. What is your Monthly family income?

What is your monthly family income?

150 responses

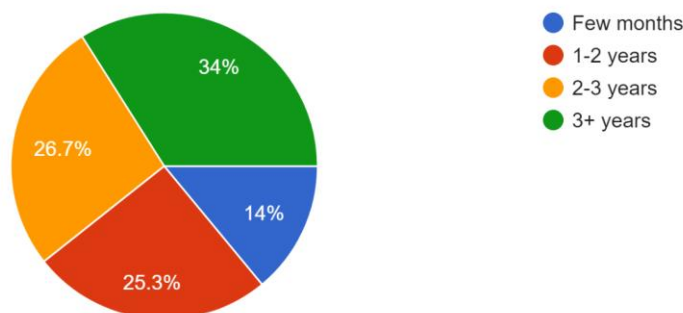


In terms of monthly family income, the majority of the families i.e. 28% have an earning of INR 50,000 - 1,00,000. While 25.3% have a monthly income of INR 1,00,000 - 2,00,000, 22.7% have above INR 5,00,000, 14.7% of the families have an earning of INR 2,00,000 - 5,00,000 and the rest 9.3% have below INR 50,000. Therefore

6. For how long have you been using OTT platforms?

For how long have you been using OTT platforms?

150 responses



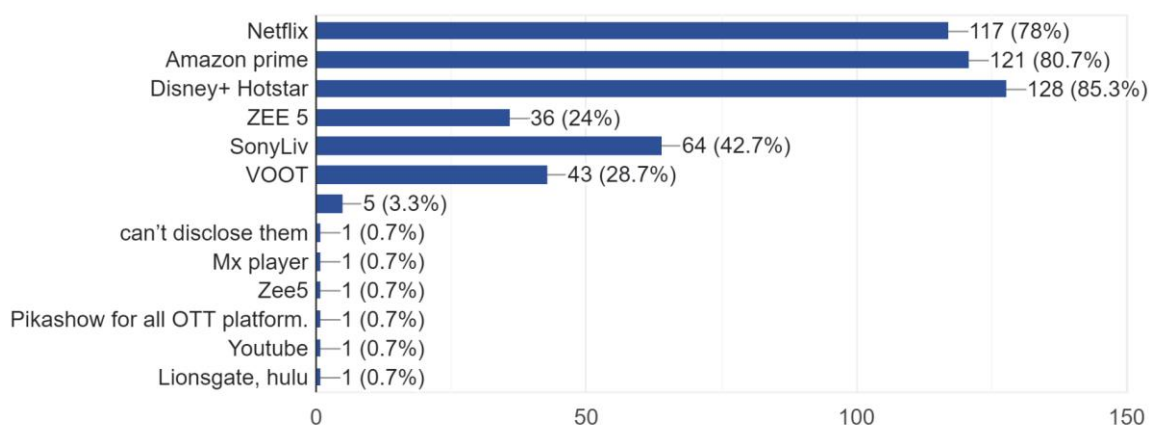
The maximum respondents comprising 34% have been watching OTT platforms for more than 3 years. 26.7% of the respondents have been watching from the last 2-3 years and 25.7% from the last 1-2 years. 14% of sample respondents have been watching for a few months only.

This shows that the Covid has played a vital role in shifting the younger generation to OTT in the last 3-4 years.

7. Which OTT platforms do you use ?

Which OTT platforms do you use ?

150 responses



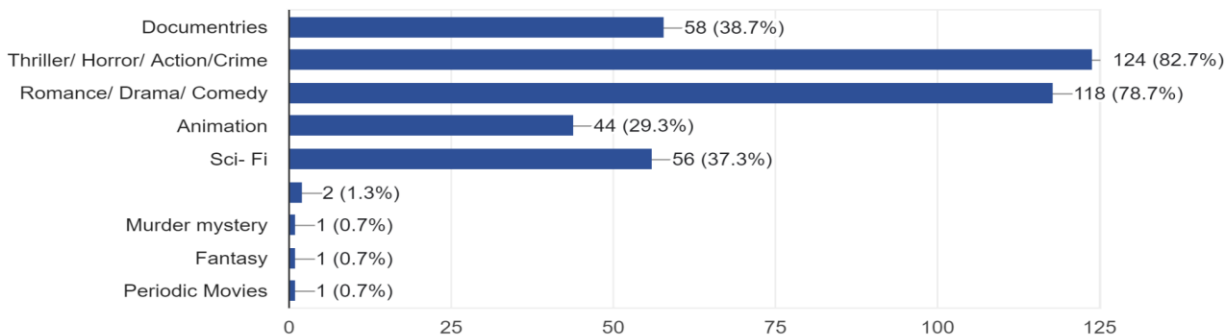
Disney+hotstar is the most used OTT platform among youth with 85.3% users. Next in line is Amazon prime with 80.7% users and Netflix with 78% users. 42.7% of respondents use SonyLiv , 28.7% uses Voot , 24% uses Zee5 and there are some other platforms like Mx player, Youtube, lionsgate etc. which have 7.5% users.

A major proportion of sample respondents own Netflix, Amazon Prime and Disney+Hotstar and all of them are international streaming platforms.

8. Which among the following genres do you prefer ?

Which among the following Genre do you prefer?

150 responses

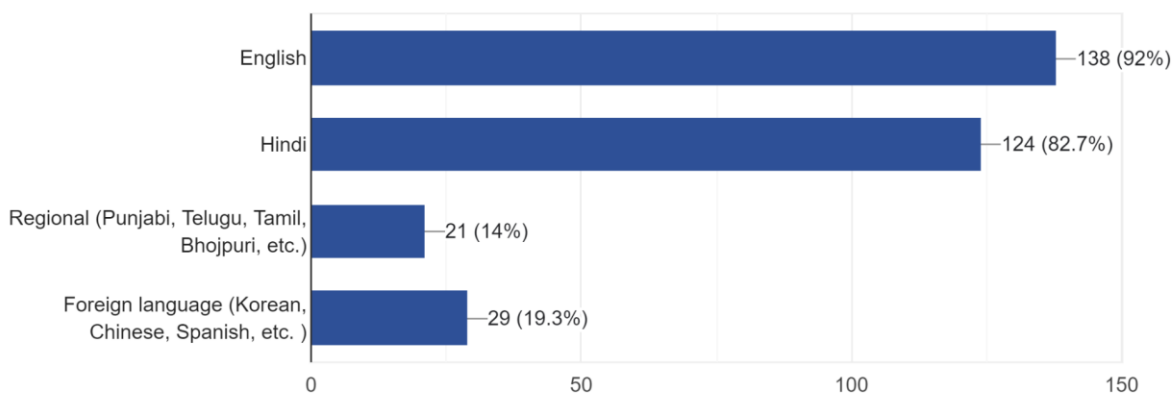


82.7% of the respondents prefer Thriller/Horror/Action/Crime which is chosen maximum times. Then comes Romance/Drama/Comedy with 78.7% , Documentaries with 38.7%, Sci-fi with 37.3% , Animation with 29.3% and there are other genres like murder mystery, periodic movies, etc which were chosen by 3.4% respondents.

9. In which language do you prefer watching OTT?

In which language do you prefer watching OTT?

150 responses

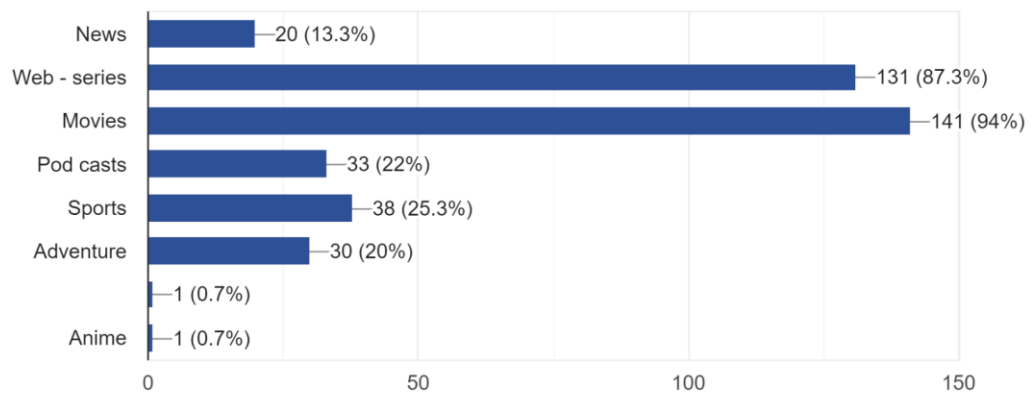


Maximum respondents i.e. 92% have chosen English. Hindi was chosen by 82.7% of the respondents. Foreign language was chosen by 19.3% and Regional Language was chosen by 14% of the respondents.

10. What kind of content do you prefer?

What kind of content do you prefer ?

150 responses

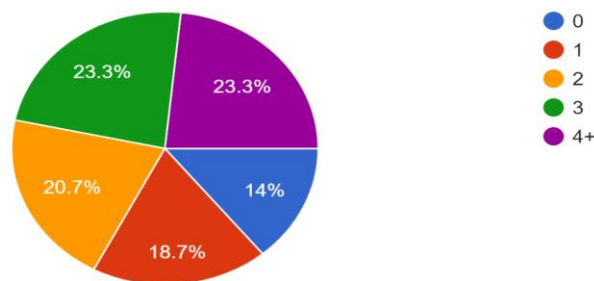


When asked about the preferences of content 94% times movies was chosen, web series was chosen 87.3% times, sports 25.3% times, podcasts 22% times, adventure 20% times, news 13.3% times, and then 1.4% chose other preferences.

11. How many subscriptions of OTT platforms do you have?

How many subscriptions of OTT platform do you have ?

150 responses



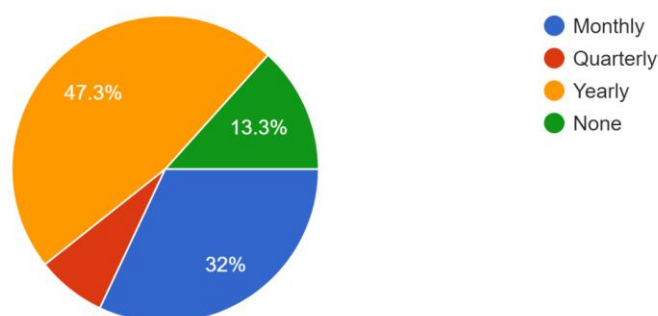
23.3% of the sample population have 4+ subscriptions, 20.7% have 2 subscriptions, 23.3% have 3 subscriptions, 18.7% have 1 subscription while 14% have no subscriptions.

This shows that youth's spending for entertainment is high and even if some of them are not able to afford it they still use these platforms through free loading or third party apps.

12. Which plan/subscription do you purchase?

Which plan/subscription do you purchase?

150 responses



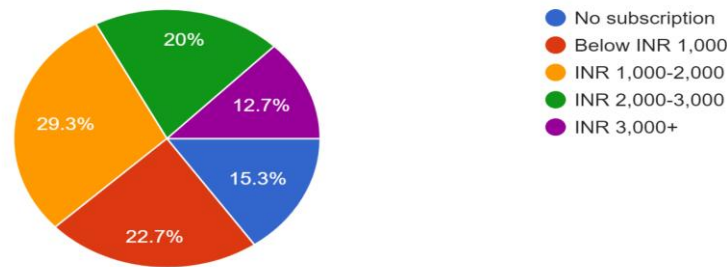
Our sample population is indulged in various types of plans/subscriptions like 47.3% purchases the subscription on yearly basis, 32% on monthly basis, 7.3% on quarterly basis, while 13.3% have no plan/subscription.

Our findings suggest that majority of the respondents opt for yearly subscriptions when it comes to their OTT spending habits, reflecting a significant preference for longer-term commitments

13. How much are you paying for your yearly OTT subscription?

How much are you paying for your yearly OTT subscription?

150 responses



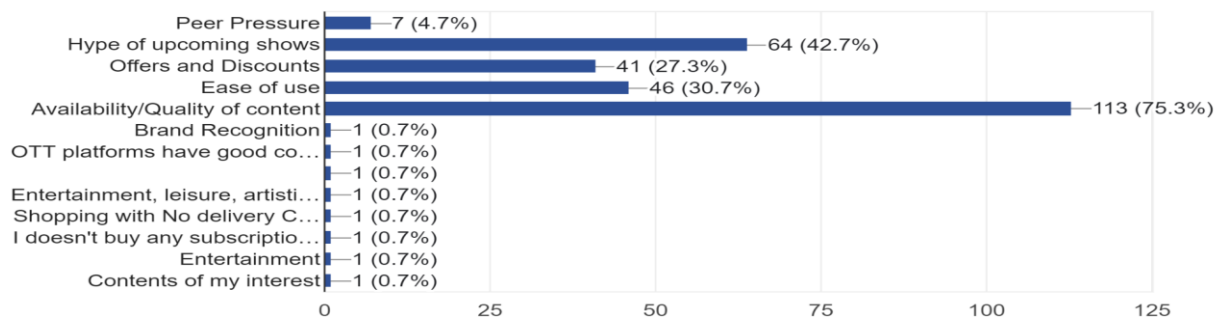
29.3% sample population is ready to pay INR 1000-2000 for their annual subscription, 22.7% is paying below INR 1000, 20% is spending INR 2000-3000, 15.3% of the population is using the OTT platform without subscription while 12.7% pays INR 3000+ for their subscriptions

Our analysis reveals that the majority of the sample population is willing to invest between INR 1000-2000 for their annual OTT subscriptions, highlighting a considerable market potential for mid-range pricing strategies.

14. Which factors affect your buying decision?

Which factors affect your buying decision ?

150 responses



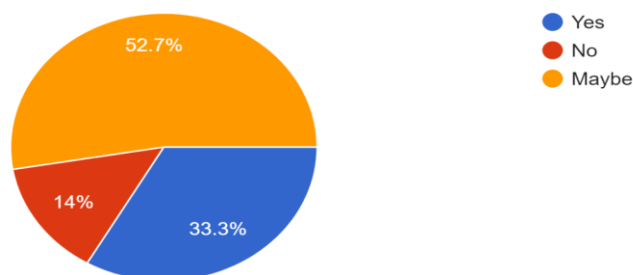
The sample population says that the quality of content or the availability of content they prefer affect their buying decision the most, 75.3% people have this to say. The above diagram shows that 42.7% of the people in the survey conducted get influenced by the hype of upcoming shows in their buying decisions, 30.7% of the people consider ease of use as major factor in their buying decision, 27.3% of the sample population are diverted in their buying decision because of the offers and discounts and 4.7% because of the peer pressure while 0.7% have other preferences like entertainment, brand recognition etc.

Our study suggests that the purchasing decisions of the sample population are primarily influenced by content quality and availability, with majority of respondents expressing this as their top priority

15. Will a price rise in the subscription lead you to deviate from your preferred platform?

Will a price rise in the subscription lead you to deviate from your preferred platform?

150 responses

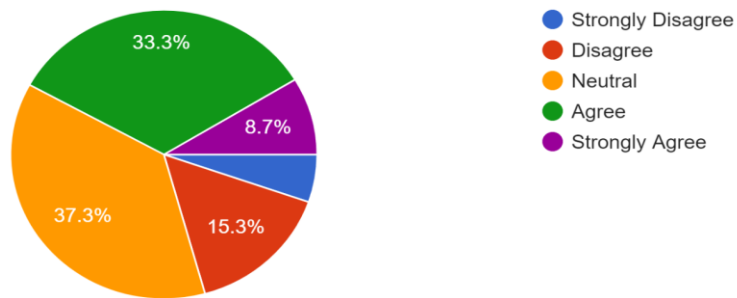


A rise in price of subscriptions may lead to deviation to other platforms for 52.7% of the sample population. 14% of people surely responded that there will be no deviation and 33.3% will definitely deviate from the preferred platform.

16. Does your time or money expenditure get affected due to the arrival of a new show or upcoming season of the show you were already watching?

Does your time or money expenditure get affected due to the arrival of a new show or upcoming season of the show you were already watching?

150 responses



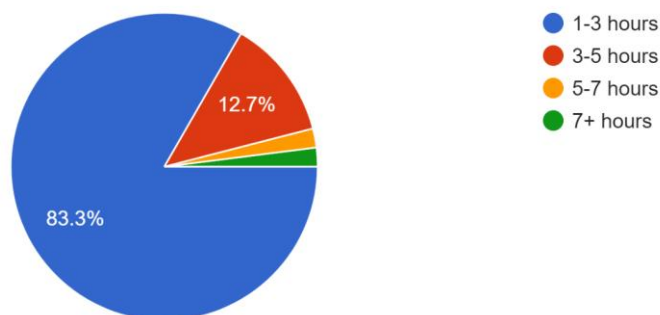
8.7% of the sample population strongly agree with the fact that time and money expenditure gets affected due to the arrival of new upcoming seasons. 33.3% of the respondents agree to the fact. The maximum i.e. 37.3% are neutral. 15.3% of people disagree and 5.3% of people strongly disagree.

Our study highlights that a considerable percentage of the sample population agrees that new seasons affect their time and money expenditure, the majority remains neutral or only moderately affected, implying that OTT platforms should focus on providing quality content over quantity to cater to the preferences of their viewers.

17. How many hours on an average do you spend on OTT platforms daily?

How many hours on an average do you spend on OTT platforms daily?

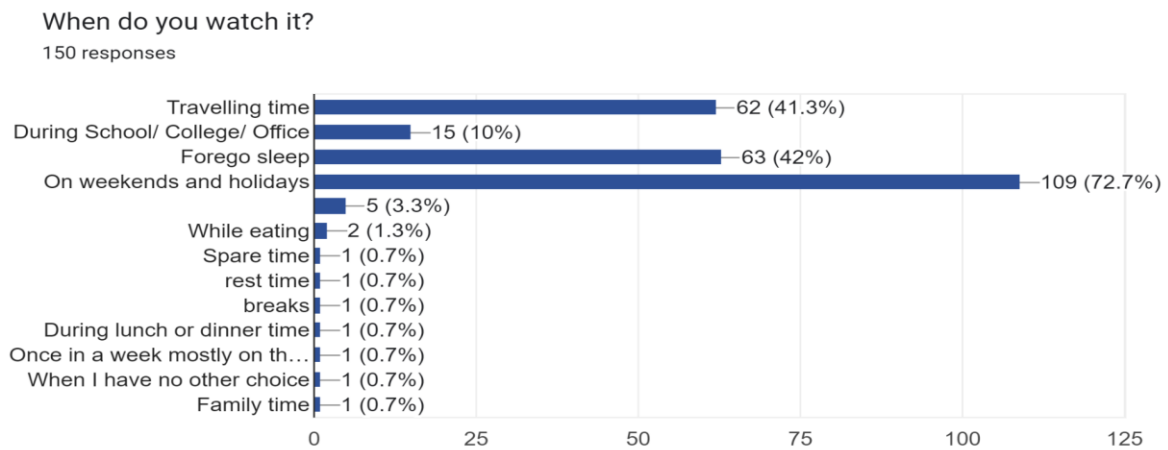
150 responses



83.3% of the sample population has an average OTT watching time of 1-3 hours whereas 12.7% of the people watch 3-5 Hours on an average. Respondents who spend more than 5 hours using OTT comprise 4%.

Our study shows that the majority of the sample population spends on an average of 1-3 hours on OTT platforms, implying a trend towards moderate usage.

18. When do you watch it?

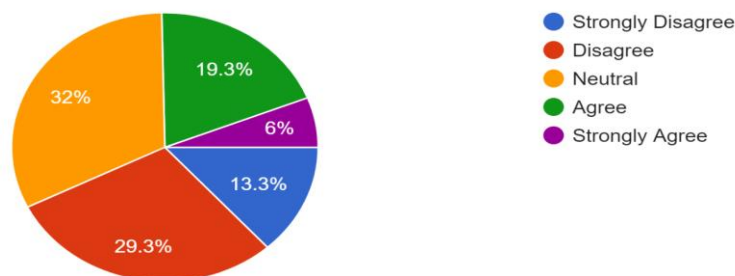


72.7% of the sample respondents watch OTT on weekends and holidays. 41.3% of the sample population watch OTT during traveling Time (may be cars, bus, metro, etc.). 42% of people forego their sleep to watch OTT whereas 10% watch during college or school or office time. 9.8% of respondents watch during eating or spare time.

Our study shows a clear trend of OTT viewing during leisure time as the majority of people watch OTT on weekends and holidays followed by traveling time and forego sleeping time.

19. Do you feel you are getting addicted?

Do you feel you are getting addicted?
150 responses

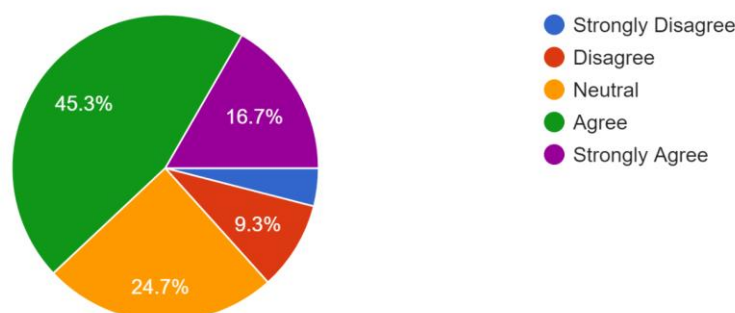


On being asked if the respondents think they are getting addicted to the OTT platforms 6%strongly agreed, 19.3% agreed ,32% were neutral ,29.3% disagreed and 13.3% strongly disagreed.

However, the majority of the respondents are neutral with the statement but the fact that many of them are sacrificing their resting and sleeping time is enough to conclude that yes they somewhat getting addicted

20. Do you think people are normalizing otherwise social negatives?

Do you think people are normalizing otherwise social negatives(abusive language, drugs, etc.)?
150 responses



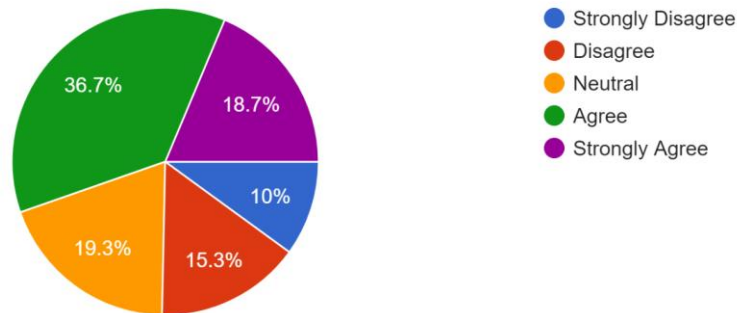
To the question whether the respondents think the people are normalizing using abusive language or taking drugs or other unethical practices because of such content being portrayed on OTT 45.3% agreed, 16.7% strongly agreed, 24.7% were neutral, 9.3%

disagreed, and the rest strongly disagreed to the statement. The GenZ's have found themselves being influenced by the kind of content they see and they believe that somewhere they are normalizing the social negatives along the way.

21. Do you feel your normal sleeping pattern getting altered because of binge watching?

Do you feel your normal sleeping pattern getting altered because of binge watching?

150 responses

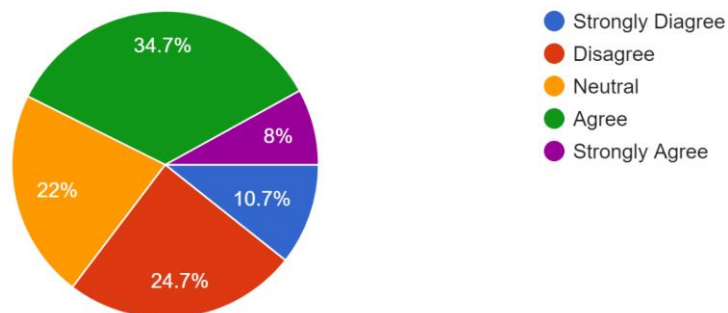


When asked if they feel their normal sleeping pattern getting altered because of binge watching, people replied as follows: 18.7% strongly agreed, 36.7% agreed, 19.3% were neutral, 15.3% disagreed, 10% strongly disagreed. Therefore maximum people were of the view that sleeping patterns were affected by watching OTT.

22. Does excess usage of OTT platforms hamper your workplace/academic performance?

Does excess usage of OTT platforms hamper your workplace/academic performance?

150 responses

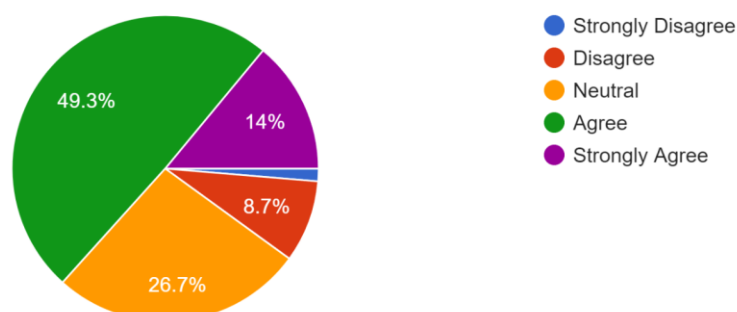


When the respondents were asked if excess usage of OTT platforms hamper their workplace/academic performance people replied as follows 34.7% people agreed, 22% were neutral, 24.7% disagreed, 10.7% strongly disagreed and 8% strongly agreed. Hence maximum respondents were of the view that it hampers their performance.

23. Would you say that the type of content you consume has a notable social and psychological impact?

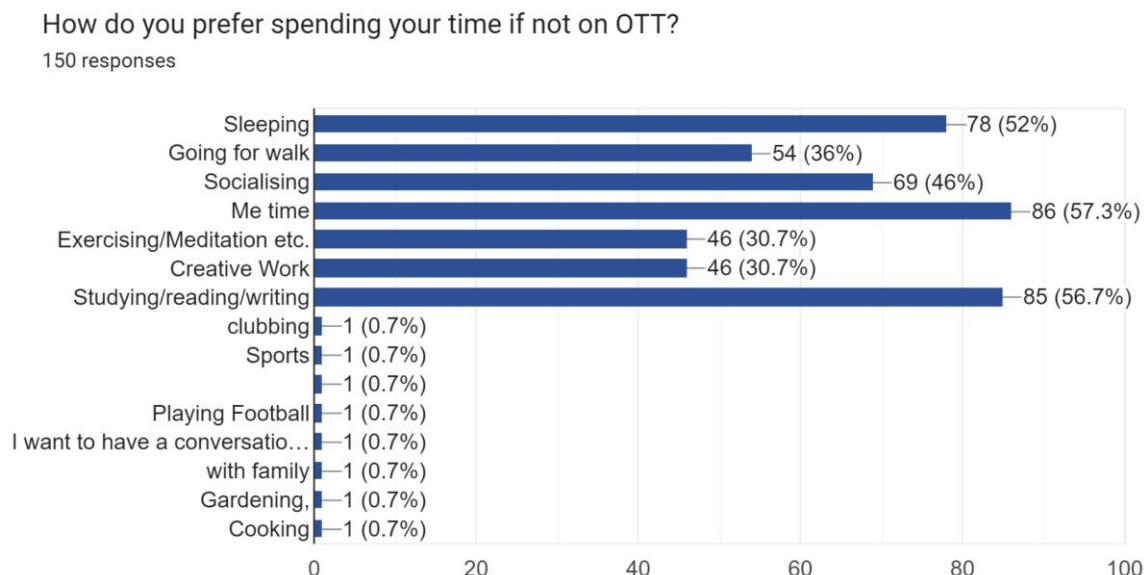
Would you say that the type of content you consume has a notable social and psychological impact?

150 responses



When asked whether the type of content you consume has a notable social and psychological impact 49.3% people agreed, 14% strongly agreed, 26.7% were neutral, 8.7% disagreed while the others strongly disagreed. We hereby conclude that maximum people agree with the fact that the type of content you consume has a notable social and psychological impact.

24. How do you prefer spending your time if not on OTT?



When asked about how they prefer to spend time if not on OTT 52% people replied that they prefer sleeping, 32% prefer going for a walk, 46% prefer socializing, 57.3% prefer me time, 30.7% prefer exercising and doing some creative work each 56.7% read books or novels while not using OTT and the rest spent time in other ways. It was found that maximum people preferred spending some me time while they weren't using the OTT platforms.

5.2 RESULT DISCUSSION

Based on the analysis, the research on the topic "UNPACKING YOUTH'S OTT HABITS: TIME AND EXPENDITURE" has been successfully completed. It is concluded that youth in India are fully aware of the concept of OTT Platforms and even use them for watching entertainment content like web series, movies and reality shows etc.

We have seen that Over-the-top content streaming platforms in India have led to the emergence of distinct patterns of content consumption in the last few years especially in the recent three years as answered by many of the respondents. Most of the respondents were found to have three or more OTT subscription packages and among all the available platforms Netflix, Disney+Hotstar and Amazon Prime are found to be the most used platforms and are also among the highest charging platforms among all. Considering yearly spending on the OTT, it varies from consumer to consumer, the study finds that consumers are spending more than INR 1000 on an average. Given the fact that most of the respondents are students and didn't earn anything valuable as such, the GenZ's still are buying OTT subscriptions and most of them are willing to pay more than 1000 INR yearly.

There are a plethora of reasons why respondents are finding themselves drawn towards OTT, a few among them being the hype of upcoming shows, the offers and discounts offered and the availability of good content. However, being rational, people are of the view that an increase in the subscription charges may induce them to deviate from the existing platform.

The average time spent on OTT platforms by consumers also varies upon their flexibility and availability of time for entertainment but as research reveals it varies between 1-3 hours. Most consumers are preferring Web series and movies over the other content. It was also found that many respondents didn't own any subscription but still manage to watch the content available on the the platforms through free loading and third party apps.

Despite a significant proportion of individuals denying being addicted to Over-the-Top (OTT) platforms, the research conducted suggests otherwise. Evidence gathered through surveys indicates that a substantial number of individuals willingly sacrifice their sleep schedule to indulge in binge-watching, and a majority agree that their academic or professional performance is affected by excessive usage of OTT platforms. These findings highlight the possibility of a growing addiction to such platforms among the youth, potentially leading to disruptive behavioral patterns and decreased productivity.

The research hereby concludes that this recently emerging industry is expanding and is further going to expand manifold. Youth has a lot to learn and this fact cannot be denied that apart from a very popular source of entertainment these platforms can also be used for a lot of value addition to the youth's existing sphere of knowledge.

6. ACKNOWLEDGMENT

We would like to express our sincere gratitude to our teacher and guide Dr. Shilpa Chaudhary, Mr. Vipul Ranjan and Ms. Deepti Sethi, for their constant guidance, support, and valuable feedback throughout the research process.

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We would also like to express our gratitude to our fellow batchmates at Janki Devi Memorial College, who provided valuable feedback and assistance in various stages of this research.

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