

# Evolution of OTT Platforms as a Modern Iteration of Indian Television: Analyzing Viewer Behavior, socio-cultural impact and future trends

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## ABSTRACT

OTT platforms have had a significant and diverse influence on society as a whole, influencing many facets of everyday life, such as violence and criminal activity as well as mental and physical health. OTT platforms are part of the problem of increasing screen usage, which may increase the number of cases of screen addiction. Overuse of screens has been connected to a number of health problems, such as mental health illnesses, sleep disruptions, and obesity. The research find out watching varied content on OTT platforms has a diverse effect on the social as well as the cultural values. Socially the content available on the OTT has contributed towards increased awareness to various social issues and has resulted an improved interaction but the content available on OTT is somewhat promoting negative societal values such as misinterpretation, unrealistic expectations and unhealthy lifestyle. On the other hand the impact of OTT platforms on the cultural values include promotion of western culture, individualism over collectivism and adoption of more westernized viewpoints over the traditional cultural values of India. It is the time frame that would determine whether OTT platforms would be detrimental/ beneficial for the Indian society.

**Keywords:** Society, OTT, screen usage, Factor analysis, detrimental impact.

## 1. INTRODUCTION

OTT (Over-the-Top) platforms are internet-based video and audio streaming services offering content like movies, TV shows, and music. Unlike traditional TV services, these platforms require subscriptions for access to exclusive content. In India, OTT platforms gained momentum with Netflix, followed by TVF, which started creating original content for younger audiences. Sony Liv, Bigflix, Hotstar, Amazon Prime Video, and other platforms joined the race, offering varied content to attract viewers. Disney+ Hotstar became a major player due to its IPL streaming, while Netflix and Amazon, Prime Video gained popularity with high-quality movies and shows. Platforms like Zee5, Jio Cinema, and Sony Liv also became key players, contributing to the OTT boom in India.

The usage of OTT platforms surged during the COVID-19 pandemic as people sought entertainment while staying at home. OTT platforms are cost-effective, offering a variety of content without restrictions on time and place. They provide good picture and sound quality, and users can watch from any device, anywhere. However, OTT platforms have disadvantages like poor network dependency, lack of censorship, and security risks. The need for multiple subscriptions to access different content across various platforms also adds to the cost. Despite these drawbacks, the convenience and variety of content make OTT services increasingly popular.

## 2. LITERATURE REVIEW

The rise and adoption of OTT platforms has advanced and transformed the entire entertainment industry. Royce (2024) investigates the impact of OTT platforms on traditional entertainment, specifically television and cinema, within India's rapidly evolving digital landscape. Aarti Singh (2023) examined how OTT platforms gained popularity by transitioning from smartphones to smart TVs, providing consumers with larger screens and enhanced viewing experiences. Hussain (2022) analyzed the consumption patterns of

Bangladeshi users, revealing that OTT is a primary source of entertainment for most respondents. Similarly, Nagendra Mani Tripathi (2020) highlighted the surge in OTT subscribers during the COVID-19 pandemic, attributing it to restricted public gatherings and cinema closures. Parikh (2020) emphasized how the pandemic accelerated the growth of OTT thereby reshaping consumer habits and content consumption patterns. Several studies have evaluated the impact of OTT platforms on traditional cinema. Sharma and Harsora (2023) investigated consumer preferences, noting that while Netflix and Hotstar dominated the market, many still preferred theaters for high-budget films and live events. Robert, Raj, and Joseph (2022) observed that OTT cannot entirely replace cinema halls due to the immersive experience provided by big screens. Jyotirmay (2022) explored consumer behavior in Kolkata, noting that high ticket prices and accessibility influenced the shift toward OTT. Sabu et al. (2022) highlighted factors like affordability and advertising dissatisfaction, which shaped viewers' preferences.

The role of technology in the expansion of OTT platforms has been widely studied. Yaqoub, Jingwu, and Ambedkar (2023) linked OTT growth to smartphones and 5G technologies, particularly during the pandemic in China. Basuki et al. (2022) used smart PLS tools to identify behavioral drivers, including availability and convenience. Elangavan (2020) noted the emergence of Indian streaming services like Hotstar and Jio Cinema, attributing their success to rapid technological advancements and internet penetration. Gaonkar et al. (2022) studied changes in consumption patterns, indicating that OTT platforms increasingly replaced cinemas due to easy accessibility. Sami (2022) found that economic difficulties and restrictions during the pandemic shifted audiences to OTT, emphasizing comfort and convenience. Dey and Chanda (2022) highlighted the factors influencing behavior, such as cost, content, and accessibility. Haritha and Joseph (2021) conducted a survey showing cost-effectiveness and quality content as primary reasons for OTT adoption. OTT platforms have influenced socioeconomic and cultural norms. Panda, Sania, and Salim (2022) examined the effects on mental and physical health, noting both positive and negative impacts. Rao and Honey (2021) analyzed young adults' preferences, identifying web series like "Sacred Games" as major drivers of OTT adoption. Patnaik, Shah, and Upendra (2021) explored age-specific consumption patterns, revealing that the 14–45 age group was most responsive to OTT offerings. Ramasoota (2021) studied Netflix's impact on local industries in Thailand, demonstrating its ability to reshape regulatory frameworks and promote independent filmmakers. Several studies projected the future of OTT platforms. Raj and Joseph (2022) debated whether OTT could replace traditional cinema, concluding that it serves as a complement rather than a substitute. Karim (2020) assessed the implications of VOD on advertising and concluded that OTT cannot replicate the cinema experience. Prakash et al. (2020) and Ghosh (2021) predicted continued growth, fueled by technological advancements and evolving consumer preferences. Singh (2019) described OTT as a modern iteration of Indian television, driven by language preferences and genre diversity.

### 3. NEED OF STUDY

Analyzing the Viewer Behavior, socio-cultural impact and future trends of the various OTT platforms on the Indian cinema is of prime importance due to a paradigm shift in the Changing Viewing Habits as OTT platforms have revolutionized the way audiences consume content by offering on-demand streaming, personalized recommendations, and accessibility across devices. These platforms have also emerged as a launching pad for Emerging Talent as OTT platforms provide a space for budding filmmakers, actors, and technicians to showcase their work. Moreover these OTT channels often focus on stories that resonate with specific cultural, linguistic, and regional identities thereby impacting the social and cultural norms by studying these aspects, stakeholders in the entertainment industry—including filmmakers, producers, policymakers, and streaming platforms—can make informed decisions to balance the traditional and modern aspects of Indian cinema.

### 4. OBJECTIVES OF STUDY:

1. To study the usage pattern of respondents towards OTT platforms.
2. To study the impact of OTT on Indian cinema.
3. To study the impact of OTT platforms on the social and cultural norms.

**Area of research:** the research was carried out in ludhiana city, punjab. The study was carried out based on exploratory research as the prime focus was to explore the underlying conditions related to the topic by asking suitable questions. Universe of study for this project included individuals from the age group of 22 to 30 years. Total sample of 200 respondents was taken. Sample had almost equal number of male and female

respondents. The rationale for selecting both male and female respondents was to analyze gender-based differences in responses using appropriate research tools. **Sampling technique:** Convenience sampling was employed for collecting the data. Since the study was exploratory in nature, a well-defined questionnaire served as the primary data collection tool. The questionnaire included dichotomous, multiple-choice, and Likert scale questions. For the 5-point Likert scale, responses were rated as Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, and Strongly Disagree based on the respondents' level of agreement or disagreement. The numeric scores were also allocated with these options.

**Tools of data analysis:** The data analysis was conducted using SPSS software version 29. The tools employed are detailed as: **Chi-Square Test:** The Chi-square test for independence was used when two categorical variables existed within a single population. Its main purpose was to determine whether a significant association exists between the two variables. **Independent Samples t-test:** The independent samples t-test was used to compare the means of two independent groups. Its primary purpose was to determine whether there was any statistical evidence indicating significant differences between the population means of the groups.

**Factor Analysis:** To identify the factors that Hypothesis formulation: To facilitate data analysis, the following hypotheses were formulated: Null Hypothesis (H<sub>0</sub>): There is no significant difference among the responses of male and female respondents. Alternate Hypothesis (H<sub>a</sub>): There is a significant difference among the responses of male and female respondents.

## 5. RESULTS AND DISCUSSIONS:

The demographic profile of the respondents is being presented in Table 1

Table1: Demographic profile of respondents.

Category	Subcategory	Frequency	Percent	Valid Percent	Cumulative Percent
Age	15-20	37	18.5%	18.5%	18.5%
	20-25	93	46.5%	46.5%	65.0%
	<b>25-30</b>	<b>29</b>	<b>14.5%</b>	<b>14.5%</b>	<b>79.5%</b>
	Above 30	41	20.5%	20.5%	100.0%
	Total	200	100.0%	100.0%	100.0%
Educational Qualification	Class 10	21	10.5%	10.5%	10.5%
	10+2	53	26.5%	26.5%	37.0%
	<b>Graduation</b>	<b>76</b>	<b>38.0%</b>	<b>38.0%</b>	<b>75.0%</b>
	Post Graduation	50	25.0%	25.0%	100.0%
	Total	200	100.0%	100.0%	100.0%

From the above table it can be seen that 80% of the respondents are in the age bracket of 25-30 years and 75% of the respondents have the qualification up to graduation.

Table2: Awareness about the OTT platforms among respondents

Awareness about OTT platforms			
Aware about OTT	Male	Female	Total
	90	110	200
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.800 <sup>a</sup>	1	.031
Likelihood Ratio	5.747	1	.033
Fisher's Exact Test			
Linear-by-Linear Association	5.781	1	.035
N of Valid Cases	200		

From the table 2 it can be observed that 45% of the males and 55% of the females are aware about the OTT Platforms. The Pearson Chi square value came out to be 5.800 and the corresponding significance value was .03 which is less than .05 (5% level of significance) hence we accept the Alternate hypothesis i.e. there is significant difference among the responses of male and female respondents. Hence awareness levels of females regarding OTT is more as compared to the male respondents. The information source about OTT platforms was analyzed, it was observed that **Internet, friends and Family** were the main source cumulatively accounting to 98 % of all sources.

Table 3: Source of information about OTT Platforms

		Frequency	Percent
	Friends	67	33.5
	Family	52	26.0
	Internet	77	38.5
	Other	4	2.0
	Total	200	100.0

Respondents are comfortable to spend 500-1000 and 1000-1500 on monthly basis on OTT platforms which accounts to almost 80% of total respondents. 40 % of the respondents prefer watching **Netflix** which is followed by **Amazon prime (33%)** and **Disney+Hotstar with (20%)**. Table 4: Usage pattern of various OTT platforms

	Frequency	Percent	Valid Percent	Cumulative Percent
Amazon Prime	66	33.0	33.0	33.0
Netflix	80	40.0	24.5	57.5
Disney+ Hotstar	40	20	36.5	94.0
Zee 5	3	1.5	1.5	95.5
Any Other	11	4.5	4.5	100.0
Total	200	100.0	100.0	
Preference towards <b>Netflix &amp; Amazon</b>				
Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)	
	6.800 <sup>a</sup>	1	.038	

The Pearson Chi square value of 6.8 shows the significance value at 0 .038. This clearly indicates that there is a significant difference in the preference of male and female respondents towards the OTT platforms such as Netflix and Amazon, with female respondents preferring Netflix over the male respondents.

Perception and views regarding the OTT platforms: six statements were selected to find the overall perception of respondents towards OTT platforms. Table 5

Table 5: **Mean values and Levene's test of equality.**

		Gender	N	Mean	F	Sig
P1	Coming of smart phones have resulted in popularity of OTT.	Male	90	<b>1.80</b>	5.832	<b>.0237</b>
		Female	110	1.33		
P2	Coming of smart device like smart TV & Fire sticks have resulted in increase in OTT usage.	Male	90	1.55	.009	.924
		Female	110	1.43		
P3	Technology has changed tremendously Hence, this has encouraged the use of OTT.	Male	90	<b>1.60</b>	3.962	<b>.0328</b>
		Female	110	1.24		
P4	Coming of 4G & 5G has increased usage of OTT as speed has increased.	Male	90	<b>1.85</b>	1.532	.467
		Female	110	1.47		
P5	The present technology offers more picture & sound clarity in OTT.	Male	90	1.58	.125	.724
		Female	110	1.47		
P6	Youth find it easy to use technology hence OTT adoption is high.	Male	90	<b>1.71</b>	3.893	<b>.030</b>
		Female	110	1.37		

Male and female respondents differ in their perception towards OTT channels on four statements that is P1, P3, P4 and P6, the mean values of these statements clearly indicate that the male respondents hold a very strong perception in terms of new technology such as smartphones and 4G and 5G which has made the youth easy to use the technology hence OTT adoption has tremendously increased as compared to the



female respondents. **Levene's Test for Equality of Variances** clearly indicate that male and female respondents differ significantly on the Statement labels P1, P3 and P6. Table 6.

Table 6: **Mean values and Levene's test of equality.**

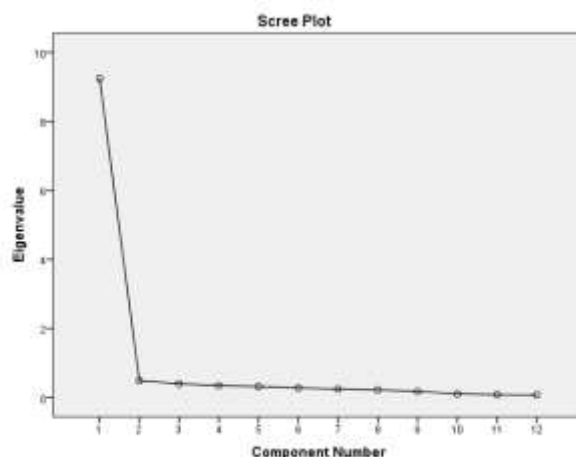
Labels		Gender	N	Mean	F	Sig
A1	OTT is most preferred source of entertainment over cinema by youth.	Male	90	<b>1.25</b>	<b>3.98</b>	<b>.000</b>
		Female	110	<b>1.73</b>		
A2	Lack of censorship makes all kind of stuff available on OTT hence not good for societal norms	Male	90	1.77		
		Female	110	1.77		
A3	OTT is slowly replacing the traditional cinema.	Male	90	1.85		
		Female	110	1.60		
A4	The experience/thrill of cinema cannot be same as that in OTT.	Male	90	1.96		
		Female	110	1.54		
A5	The feeling and overall experience of cinema cannot be replicated in OTT.	Male	90	1.80		
		Female	110	1.61		
A6	OTT has given platform to those actors who otherwise would have been sidelined in cinema industry.	Male	90	<b>1.27</b>	<b>7.5</b>	<b>.009</b>
		Female	110	<b>1.73</b>		
A7	Usage pattern of OTT has increased after pandemic.	Male	90	<b>1.33</b>	<b>11.3</b>	<b>.015</b>
		Female	110	<b>1.81</b>		
A8	OTT is making people more introvert by nature.	Male	90	<b>1.99</b>	<b>15.8</b>	<b>.028</b>
		Female	110	<b>1.63</b>		
A9	OTT has affected the mental thought process of viewers.	Male	90	<b>2.00</b>	<b>9.5</b>	<b>.038</b>
		Female	110	<b>1.57</b>		
A10	OTT programs indirectly make individuals more materialistic.	Male	90	<b>1.77</b>		
		Female	110	1.66		
A11	Some programs on OTT are unrealistic hence have undesirable effects on individual.	Male	90	1.85		
		Female	110	1.40		
A12	Viewers may quickly become addicted to OTT platforms and programs available on them.	Male	90	1.82		
		Female	110	1.41		

Male and female respondents differ in their attitude towards OTT channels on five statements that is A1, A6, A7, A8 and A9, the mean values of these statements clearly indicate that the male respondents Share different attitudes. **Levene's Test for Equality of Variances** clearly indicate that male and female respondents differ significantly on the Statement labels A1, A6, A7, A8 and A9.

In order to identify the factors that influence attitude of the respondents towards OTT platforms, factor analysis was run. The KMO value of .927 and the corresponding value of Bartlett's test of sphericity came out to be .002, hence the data was fit for running the Exploratory Factor analysis. After running the PCA, two factors that explained 40 % and 38% of the total variance of 78 % were identified. Two statements A1 and A6 had significant Factor loadings for factor I and the factor has been named as a “**Rising Popularity of OTT**”. Three statement's A7, A8 and A9 shows significant factor loadings for the factor II, after careful investigation of the statements the factor has been named “**Psychological Effects of OTT**”. The total variance explained has been given in the Table 7.

Total Variance Explained <sup>a</sup>			
Component	Initial Eigen values		
	Total	% of Variance	Cumulative %
1	9.246	77.047	77.047
2	.491	4.092	81.139
3	.402	3.347	84.486
4	.348	2.900	87.386
5	.320	2.669	90.055
6	.281	2.340	92.395
7	.245	2.042	94.437
8	.223	1.855	96.292
9	.179	1.489	97.780
10	.106	.881	98.662
11	.085	.706	99.368
12	.076	.632	100.000
Extraction Method: Principal Component Analysis.			
a. Only cases for which Gender = Male are used in the analysis phase.			

The scree plot for factor analysis is also shown herewith which clearly indicates the identification of two factors (Table 8).



Regarding strict government control over the content to be made available over the OTT, there was a significant difference in the responses of the male and female respondents (significant chi square value of .001 in Mann Whitney U test) with female respondents more strongly agreeing to this statement as compared to males. Both male and female Respondents equally agreed that there would be no significant impact of OTT platforms on cinema industry as both have totally different segments which do not cut or compete with each other but yes in long run there might be upper hand of the OTT platforms over the Indian cinema.

## 6. CONCLUSION:

OTT platforms have had a significant and diverse influence on society as a whole, influencing many facets of everyday life, such as violence and criminal activity as well as mental and physical health. OTT platforms are part of the problem of increasing screen usage, which may increase the number of cases of screen addiction. Overuse of screens has been connected to a number of health problems, such as mental health illnesses, sleep disruptions, and obesity. The research find out watching varied content on OTT platforms has a diverse effect on the social as well as the cultural values. Socially the content available on the OTT has contributed towards increased awareness to various social issues and has resulted an improved interaction but the content available on OTT is somewhat promoting negative societal values such as misinterpretation, unrealistic expectations and unhealthy lifestyle. On the other hand the impact of OTT platforms on the cultural values include promotion of western culture, individualism over collectivism and adoption of more westernized viewpoints over the traditional cultural values of India. It is the time frame that would determine whether OTT platforms would be detrimental/ beneficial for the Indian society.

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