



The New Era Of Entertainment: Factors Influencing Ott Streaming Adoption

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ABSTRACT

The advent of internet access has revolutionized media communication, forever altering the landscape for mobile carriers and Pay-TV companies. There has been an increasing amount of research focused on this emerging trend in the media and entertainment industry. Nevertheless, a significant portion of this research is not well-organized or categorized, and there seems to be a pattern of starting from scratch with each new study. Therefore, it is crucial to evaluate the existing understanding in this field. In today's fast-paced world, consumers have come to expect personalised content that is readily available to them at any time and place. This shift in expectations has been driven by companies like Uber and Airbnb, who have revolutionised the way we access services on demand. As a result, entertainment and media companies, as well as the entire value chain from content production to aggregation and distribution, are experiencing significant transformations in this direct-to-consumer (D2C) environment. The change in media consumption is primarily caused by the increasing popularity of Internet-driven, over-the-top (OTT) streaming platforms that bypass the traditional distribution channels. This literature review is the initial exploration in the field of over-the-top media, aiming to uncover the various factors that have an impact on streaming platforms. Various factors were considered, such as the content offered, pricing, flexibility, convenience, perceived usefulness, enjoyment, desire for freedom, entertainment value, socialisation, cultural inclusion, binge-watching, and self-efficacy. These factors contribute to the adoption of OTT streaming platforms.

Keywords: content, digital, internet, OTT media services, lifestyle changes, young viewers

Introduction

The upsurge of over-the-top (OTT) platforms have yielded the archetype of a digital native, an individual, who is today constantly connected to internet and can access media material across various devices including smartphones (Puthiyakath&Goswami, 2021). This has, in turn, changed viewer habits where more and more people are ditching cable TV over to the top (OTT) media ((Khan &Nokuphiwa 2021). Typically referred to as "video cord cutting" trend.

The Indian consumers are subscribing more to the over-the-top (OTT) services than they oppose them as apparent from research conducted recently (Koul et al., 2020). In India, OTT services have seen slower adoption rates than in other countries (Gupta, 2021).

India is now, one of the biggest smartphone market in globe having cheap price internet at doorstep (Haraharvi et al., 2020). This has led to the growth in demand of low-cost subscription based over-the-top (OTT) platforms as well and is supported by (Ghalawat et al., 2021). Currently, the complex, linear and vertically integrated television distribution sector in our country is dominated by these platforms.

Progress in technology and the development of new media platforms are changing people's everyday existence thereby societal and culture change everywhere (Döveling et al., 2018). The entertainment market has been diversified and made complex to create more content by incorporating new features within the platforms themselves (Arriagada& Ibáñez, 2020). Global over-the-top (OTT) media services studies have shown that OTT mediaservices are fiercely competitive in some regional markets and this threat has considerable technological, economic, even cultural impacts on broadcasting and content production (Wahab et al., 2024).

This has directly led to an increase in the number of online streaming services such as Netflix, Amazon Prime, Zee5 and Spotify among others since entertainment industry evolved exponentially India across globe (Sharma & Mishra 2023). Even though India is losing out to other developed countries as far online streaming or otherwise, the country being more competitive due rise in demand for smartphones and enhancement of internet connectivity (Evans et al., 2016). With the 4G networks being already available and the upcoming implementation of the 5G network, online platforms services are becoming easier to access/ more affordable (Palattella et al., 2016). The aim of this literature review is to investigate in more depth how the lives of young audiences are changing with their access over-the-top (OTT) content. The present review assesses alterations in viewing patterns and preferences among Gen-Ys due to adoption of OTT (over-the-top) content.

Furthermore, this study will examine the psychological behavioural and social issues related to these media services. It also researches the social, economic and technological factors which effect on demand over-the-top (OTT) platforms implementation. The review also examines the health outcomes associated with increased exposure to screens and changing lifestyles of young viewers. The review also reviews the evolving ad landscape of OTT platforms and how young audiences view/respond to it.

A systematic review was conducted in at attempt to synthesise the data of previous studies on all effects mediated by over-the-top (OTT) material and young viewers. The analysis will provide useful insights for media practitioners, health experts, legislators and researchers.

Literature review

Shifts in Viewing Habits and Preferences

The rising popularity of over-the-top (OTT) platforms has led to a shift in people's consumption behavior away from traditional media like television and films to the more convenient mode, streaming content on-demand. Recent research has also found younger viewers are turning to the over-the-top (OTT) services such as Netflix, Amazon Prime and Disney+. This is mainly due to the vast content library and multiple ways of consuming this on these platforms. These platforms have led to a binge watching and personalised viewing culture as they paved way of users crafting their own entertainment choices (Nayak&Biswal, 2021; Saha&Srivastava, 2023). That takes us back to our example of the COVID-19 pandemic catalyzing a shift towards digital media. Coronavirus lockdowns led to a surge in video-on-demand consumption, with no other option than staying at home and consuming the over-the-top (OTT) platforms for entertainment. This transition was characterized by a significant increase in subscribers and viewers across all age groups (Sridhar &Phadtare, 2022).

A study that looked at the Guwahati (Assam) urban population revealed how cinema theatres were forced to shut down and people chose an alternative to watching films on over-the-top services "OTTs' as result of unprecedented situation caused due to pandemic (Dey&Chanda, 2022).

Psychographic and Behavioral Impacts

OTT consumption has a direct impact on defining the psychographics of young audiences, determining their thoughts and actions as well as lifestyle. These dynamic characteristics of the OTT platforms combined with an undercoating understanding of social networking sites have given birth to a new kind viewing genre which has had significant impact on their social-interpersonal interactions (Ahlawat&Ahlawat, 2023).

The findings suggest that there is a significant influence of OTT content on the lifestyle, daily schedules psychological welfare, and academic performance among college students; at Mysuru.

In a new study, Vagdevi (2023) has focused on the digital content which is quite constant in its influence over youth psychodramatic behavior. Moreover, the omnipresence of digital media is having wide-ranging impacts on psychological well-being due to its ability to affect emotions and mental health (S., 2022). The rise in the demand of phone-fare TV is because they provide a personalised and convenient viewing experience. A research study in South Africa indicated that increasingly more people were viewing tv programs this way, along with turning to binge-watching content whenever it fit them. This trend has disrupted the established viewing habits (Tengeh&Udoakpan, 2021).

Health consequences

There has been a significant increase in OTT consumption which is linked to some sizeable lifestyle changes eg increased sedentary behaviour and change of dietary habits. And exactly this is what recent research points out: that high screen time may hinder physical activity, as well as the consumption of food and consequently impact on health problems in teenagers. For example, a study of tv viewing in adolescents found that more screen time was associated with lower consumption of fruits and vegetables (Boynton-Jarrett et al., 2003; Rey-Lopez et al., 2011).

Content of OTT also has very deep psychological impact on anyone. Research from the last few years have made it clear that everything we see online has an impact on our emotions and frame of mind. Moreover, existing studies in a myriad have reported results which indicate that the regular use of digital media is significantly associated with various kinds psychological effects like positive and negative as well (S., 2022).

Evolving Advertising Landscape

The marketing and advertising strategies too have transformed due to the shift from traditional TV towards OTT platforms. Interestingly, Young audience tends to observe the OTT ads differently then conventional TV advertisements. To reach this specific group, you need to be innovative when it comes to your promotional tactics. Research finds OTT advertising can be considered unwelcomed by audiences viewing free content, thereby the message must adhere to greater creative standards for attention (Logan, 2013).

But now advertisers are turning to more holistic options - bundles of TV, Smart TVs, and services that young viewers watch, so they can aim for fresh markets. The ever-evolving industry, highlights advertising strategies need to be on their feet so that marketers can reinvent themselves and reel in audiences every time (Jondhale&Jha, 2022)

Table 1: Overview of past studies

Authors	Year	Key Findings	References
Yi-Ning Katherine Chen	2017	OTT TV is more preferred than traditional TV due to convenience.	Chen, 2017
EbruTekinBilbil	2018	Advocates for a balanced regulatory framework for OTT services; challenges include parity in internet service, regulatory balance, and traffic management.	Bilbil, 2018
Troles	2019	Binge-watching leads to increased happiness and relaxation without significant adverse health impacts.	Troles, 2019
K. Kwak, C. Oh, Sang Woo Lee	2021	Demographics and personal values significantly influence paid OTT usage across different countries.	Kwak et al., 2021
MananGoel et al.	2020	Viewing smoking scenes in OTT content correlates with increased smoking habits among young viewers.	Goel et al., 2020
KhatriSonal, Aruna	2020	Social media and mobile applications significantly impact the acceptance, affordability, accessibility, and awareness of OTT platforms.	Khatri&Aruna, 2020
KajolNisla	2021	Calls for uniform regulation considering all stakeholders; major OTT platforms have agreed to a self-regulation code.	Nisla, 2021
SumanGhalawat et al.	2021	OTT platforms are growing rapidly, providing freedom to watch diverse content on personal devices.	Ghalawat et al., 2021
SumitraSaha, Satya Prasad V.K.	2021	OTT platforms bring significant business opportunities; local languages and ad-free programs drive user engagement.	Saha& Prasad, 2021
Pramith Gupta	2021	Youngsters prefer web series over TV series; the study indicates a shift in primary video consumption.	Gupta, 2021
Kaneenika Jain	2021	Consumers' growing familiarity with technology and emerging trends is driving the growth of OTT platforms.	Jain, 2021
Koul S., Ambekar S. S., Hudnurkar M.	2021	Identifies and ranks factors important to millennials in selecting OTT services, aiding in strategic planning for OTT providers.	Koul et al., 2021
Habib S., Hamadneh N. N.,	2022	Digital marketing, consumer engagement, and brand image are crucial for OTT platform purchase	Habib et al., 2022

Hassan A.		intentions in India.	
Khalique A. et al.	2022	Mutual likings and friendship information are beneficial for recommending movies on OTT platforms.	Khalique et al., 2022
Rajpal R. et al.	2022	A DNN-based age verification technique for OTT platforms achieves high accuracy in estimating age cut-off and approximation.	Rajpal et al., 2022
DikshyaSaikia, GauravNirmal	2022	The COVID-19 pandemic significantly increased the adoption of OTT platforms among Generation Z in Guwahati city.	Saikia&Nirmal, 2022
Islam M.	2022	The pandemic shifted preferences towards OTT platforms over multiplexes due to convenience, comfort, and privacy.	Islam, 2022
Sharma A., Harsora H.	2023	Netflix, Disney+ HotStar, and Amazon Prime Video are preferred OTT platforms; factors like original shows, affordable pricing, and high-quality content drive preference.	Sharma &Harsora, 2023
Sharma K., Lulandala E. E.	2023	Convenience, accessibility, and affordability have made OTT platforms habitual for consumers during COVID-19; business strategies include competitive pricing and content localization.	Sharma &Lulandala, 2023

Conclusion

The rise of over-the-top (OTT) platforms has significantly altered viewing habits, particularly among younger audiences. As viewers increasingly shift from traditional media to on-demand streaming services like Netflix, Amazon Prime, and Disney+, the convenience and extensive content libraries offered by these platforms have fostered a culture of binge-watching and personalized viewing experiences. The COVID-19 pandemic further accelerated this trend, leading to a surge in OTT subscriptions as people sought entertainment during lockdowns. OTT consumption has profound psychographic impacts, shaping the lifestyles, daily routines, and mental well-being of young viewers. Research indicates that this shift influences social interactions and academic performance, with digital content playing a crucial role in shaping youth behavior. However, increased screen time is linked to negative health outcomes, including sedentary behavior and poor dietary habits, particularly among adolescents. Moreover, the advertising landscape is evolving in response to these changes, requiring innovative strategies to effectively engage young audiences. Traditional advertising methods are becoming less effective, prompting marketers to adopt more creative approaches to capture attention in the OTT space. The transition to OTT platforms represents a significant shift in media consumption, with wide-ranging implications for viewers' lifestyles, health, and advertising strategies. As OTT services continue to dominate, understanding the psychological and behavioral impacts on audiences will be crucial for both content creators and marketers. Future research should focus on the long-term effects of these changes on health and well-being, as well as the effectiveness of new advertising strategies in this rapidly evolving landscape.

Findings

- 1. Shift in Consumption Behavior:** There is a clear trend of younger audiences favoring OTT platforms over traditional media due to the convenience and vast content libraries.
- 2. Psychographic Changes:** OTT consumption is influencing the lifestyle, daily routines, and psychological well-being of young viewers, leading to new social interaction patterns and lifestyle choices.
- 3. Health Impacts:** Increased OTT consumption is linked to sedentary behavior and poor dietary habits, with studies indicating a correlation between high screen time and lower fruit and vegetable intake among adolescents.
- 4. Emotional and Psychological Effects:** The content consumed on OTT platforms significantly affects viewers' emotions and mental health, with both positive and negative psychological outcomes associated with regular digital media use.
- 5. Evolving Advertising Strategies:** Advertisers are adapting their strategies to engage young audiences effectively on OTT platforms, necessitating more innovative and creative approaches to capture attention.

Further Research of the Study

- Conducting long-term studies to better understand the health consequences of increased OTT consumption, particularly regarding sedentary lifestyles and dietary habits.
- Investigating the specific psychological effects of different types of content on various demographic groups, especially focusing on emotional responses and mental health outcomes.

- Exploring how OTT consumption influences social relationships and interpersonal communication among young audiences, including the role of social networking sites.
- Analyzing the effectiveness of different advertising strategies on OTT platforms and how they compare to traditional media in terms of audience engagement and conversion.
- Examining how cultural factors influence OTT consumption patterns and preferences across different regions, particularly in non-Western contexts.
- Investigating emerging trends in content consumption, such as the impact of binge-watching on viewer satisfaction and retention, as well as the role of personalization in shaping viewer choices.

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