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# A STUDY ON EMERGING YOUTH AUDIENCES FOR OTT SERIES

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## Abstract

The Indian entertainment industry is one of the largest in the world and caters to consumers of all social strata. Among the entertainment offered by the channels, Soap Opera (mega serial) attracts loyal consumers. It is a popular program among the television audience. The first telecast of a Serial program on Indian TV was in 1982. Ever since it has become a popular entertainment segment across different demographic audiences. With the advancement of technology and the internet, entertainment content has moved onto OTT (Over the Top) streaming platforms like Netflix, Amazon Prime Video, and Disney+Hotstar. These streaming services can easily be accessed through mobile phones, laptops, smart TV, and other audio-visual devices with an internet connection. This enables us to reach the current youth audience. Although the way of consumption of entertainment has changed the content had not changed much. In these modern entertainment platforms, programs that are of the nature of Soap Operas are still popular. Mega Serials that were viewed on television channels are christened as web series on the internet platform. A web series (web show) is a collection of scripted online videos in episodic form. The content on these programs is predominantly watched by new general consumers. The content created on OTT mostly targets the younger audience, in contrast to TV soap operas which target a wider audience. This study will understand this emerging younger audience for web series content, using the descriptive method of study. Young graduates and professional people are the respondents of the study.

**Keywords:** soap opera, entertainment, web series, youth audiences, OTT streaming platforms

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## INTRODUCTION

Indian TV serials tend to be regular soap operas shown on Indian television. They are broadcast across the country in different languages, depending on the region. Indian TV series deal with different messages and topics for society and sometimes they are just for entertainment. Nowadays, people see that web series are replacing television. Web dramas are becoming a favorite of the younger generation. Netflix, Amazon Prime, and Hotstar are popular OTT apps for web series. OTT stands for Over The Top, a platform that provides streaming of video and audio content over the Internet. It eliminates any interference from cable operators, satellite links, or broadcast media. These multimedia services are easily accessible from mobile phones, laptops, smart TVs, and other audio-visual devices with an Internet connection.

Anyone with a paid subscription can self-register and have unlimited access to media and entertainment resources available on various platforms. The service is equivalent to a video-on-demand (SVoD) service and the digital content is accessible worldwide. One of the biggest drivers for the realization of OTT platforms is that during the COVID-19 pandemic, the industry has repeatedly flourished. It has Indian and international content and has played a significant role in the information revolution and development. Internet connections are very reasonably priced, so subscription fees seem like a minor factor. technology paves the way for multiple contents in multiple languages with subtitles, allowing users to organize settings by time, device, and location. The adoption of OTT platform services to produce innovative and creative web series has facilitated the growth of the combination of technology and OTT platforms are well integrated into the company. This goes a long way in enjoying the stunning views. Additionally, this combination gives independent filmmakers with limited resources a great platform to

make their debut. Every OTT platform depends on these factors - Like, Share, Comment, Subscribe, View, because online platforms have synergy with their audience.

Now people, especially the younger generation, are completely tired of the daily melodrama of soap operas and melodramas. As a result, TV serials were immediately replaced by internet web serials which are gaining popularity in India. The online series form has become a new favorite, especially for young people. The entry of Technology gave a new world to the emergence of social and digital media and single-handedly changed the scene of video consumption in India. Major OTT players like Netflix India and Amazon Prime have even started producing original web series for Indian audiences. "Almost 70% of India's population is young and most of them are online. The Internet has become a trend for the young generation. The youth stage is considered a social media junkie so it is easy for the web series to take off and become popular in India. TV series come and go year after year, but web series are small and have new ideas and concepts. It has an unpredictable plot and shows the current situation most of the time. There is no time limit for online dramas, and you can watch them anytime, anywhere. Web series create any type of interest to watch the next episode. Web series are growing in India as people can watch series they are interested in and tap them. Web series offers all kinds of entertainment, and most of them leave moral support for the audience at the end. As a result, the series was immediately overtaken by the Internet web series, which is gaining popularity in India. The online form of theater has become a new favorite, especially for young people. The entry of Reliance Jio greatly promoted the emergence of social media and digital media and single-handedly changed the scene of video consumption in India. Web series in India are on the rise as people can watch series of their interest and genre. Web series offers all kinds of

entertainment, and literature with some moral at the end.

## LITERATURE REVIEW

There is growing evidence that among 4,444 young Indians, the appeal of watching traditional television is diminishing. Well-known OTT platforms like Amazon Prime, Netflix, Sony LIV, and other video streaming sites provide direct access to a wide range of video content categories, reaching young Indians.

(Livingstone, 2003)<sup>[1]</sup> Online streaming platforms have stepped in to capture market share. The content, functionality, and context of this online video stream are very different from traditional television. Examining the extent to which traditional media theories and methods can inform research on changing audiences and their listening habits remains a challenge. (Haridas & Deepak, 2020)<sup>[2]</sup> surveyed all online streaming services in their study distinguishing between different platforms based on customer preferences. (Kakkar & Nayak, 2019)<sup>[3]</sup> It was concluded that the positioning and placement of products in the series of networks played an important role in the development of the OTT platform. People are starting to like OTT because of the product and its smart content positioning. (Cha & Chan-Olmsted, 2012)<sup>[4]</sup> Explores the perfect cannibalization of TV and movies by online platforms due to consumer motivations and user interest in OTT. (Taneja et al., 2012)<sup>[5]</sup> found in their research that there are diverse platforms with engaging content that people can watch and enjoy in their daily busy schedules. (Dhiman, 2021)<sup>[6]</sup> Since participation in OTT forums has increased provide a fair perspective that online streaming has become a part integral to a growing economy that impacts our social culture and the contribution of web series cannot be ignored. The availability of web series is the main reason for the increase in OTT consumption. (Singh, 2019)<sup>[7]</sup> Indians love to watch web series on OTT platforms.

Action and comedy are the most popular series genres. viewers in India enjoy watching latest series on those apps. Almost all respondents agree that top apps are changing TV and web series viewing habits in India. (Wagh et al., 2022)<sup>[8]</sup> When several factors are considered, it is clear that web series and internet streaming entertainment have had a significant impact on Indians. (Doh & Hwang, 2009)<sup>[9]</sup> Said that the popularity of online digital platforms is spreading more through word of mouth. People are obsessed with accessing these platforms via fingers when they need it. (Ahuja, 2020)<sup>[10]</sup> Respondents agreed that the content of web series and online videos had a direct or indirect psychological impact on young people, and they also felt insecure about their lives. (Maheshkumar, 2020)<sup>[11]</sup> In the research survey, researchers learned that the Internet is used to a large extent by young people, especially people in the age group, and web series producers and platforms are busy producing content, which young people use for center. Young people watch web series online for at least hours or two hour. (Sundaravel & Elangovan, 2020)<sup>[12]</sup> The focus of VoD platforms has shifted from urban youth to the mass market. Thus, the inclusion of regional content paves the way for mass market adoption, rather than an initial niche offering. (Peter & Irene, n.d.)<sup>[13]</sup> have concluded in their findings that consumers look for value addition and additional features with low cost any in platform. They want to be involved exclusively, so that they can become loyal.

## OBJECTIVE OF STUDY

- To Understand the viewing habits of young people on online OTT platforms.
- To Understand the impact of web series on young viewers
- To Analyze OTT costs and study the relations

hip between audience satisfaction and OTT costs.

- The Comparative analysis of OTT platforms available in the market.

## RESEARCH METHODOLOGY

In this study we have adapted research design using a qualitative research

approach. For our study purpose we have initiated the primary method of data collected using a structured questionnaire and for selecting the sample we have adapted judgemental sampling and sampling units on young graduate students and professionals. Age as a main criterion we have adapted for choosing the sample and the sample size of 139 respondents by circulating an online questionnaire.

## DATA ANALYSIS & INTERPRETATION

### DESCRIPTIVE STATISTICS:

A total of 139 young audiences responded to the survey of which female and were male. Details regarding Age, Qualifications and professions are presented in the **Table1**.

Variables	Categories	N=139	Percentage
Age	18-21	77	28.1%
	21-24	39	55.4%
	24-27	15	10.8%
	27-30	8	5.8%
Gender	Male	83	59.7%
	Female	56	40.3%
Qualification	12 <sup>TH</sup>	6	4.4%
	UG	69	49.6%
	PG	64	46%
Professions	Student	96	69.1%
	Employee	30	21.6%
	Business	13	9.4%

**Table 1**-Demographic characteristics of the youth audiences.

### The Kruskal-Wallis H test: -

The Kruskal-Wallis H test (sometimes also called the "one-way ANOVA on ranks") is a rank-based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable, and an extension of the Mann-Whitney U test to allow the comparison of more than two independent groups. U test is used to compare differences between two independent groups when the dependent variable is either ordinal or continuous, but not normally distributed. The U-value represents the number of times observations in one sample precede observations in the other sample in the ranking.

	OTT PLATFORMS MAKE WEB SERIES WATCHING MORE COMFORTABLE	I FEEL WATCHING WEB SERIES ON OTT IS CONVIENT THAN ON OTHEER SOURCE	OTT GIVES A QUALITY PLATFORM TO WATCH WEB SERIES	IN OTT I CAN CHOOSE THE WEB SERIES FROM VARIOUS REGIONAL, NATIONAL AND INTERNTIONAL SERIES.	WEB SERIES ENABLES ME TO WATCH AT ANYTIME, ANYPLACE AND ON ANY DEVICE
Krusal-wallis H	1.307	5.519	2.459	6.32	0.632
Df	2	2	2	2	2
Asymp.Sig	0.520	0.05	0.292	0.729	0.729

**Interpretation-**Factors have taken out of which the main factor is the young age group that has an impact on convenience young students.

	WEB SERIES CONTENT YOUTH ORIENTED	WEB SERIES CONTENT IS INTERESTING AND ENTERTAINING	I CAN WATCH MULTIPLE LANGUAGES	DO YOU RELATE WEB SERIES TO YOUR REAL LIFE TO RESOLVE YOUR PROBLEMS	PSYCHOLOGICAL EFFECT ON ME
Krusal-wallis H	1.307	5.519	2.459	6.32	0.632
Df	2	2	2	2	2
Asymp.Sig	0.520	0.05	0.292	0.729	0.729

**Interpretation-**A maximum number of young audiences are related to web series in real-time, due to this there are more changes in their lifestyle, and more crime happens.

	I FEEL WEB SERIES IS AFFORDABLE	I FEEL SUBSCRIPTION PLANS ARE POCKET FRIENDLY	PRICING HAS NEVER STOPPED ME FROM WATCHING THE WEB SERIES.
Krusal-wallis H	1.367	2.089	0.778

Df	2	2	2
Asymp.Sig	0.505	0.352	0.678

**Interpretation-** Most of the youth audience are satisfied with the subscription plan.

### **RANKING ANALYSIS: -**

Ranking is used to recode the data into their rank ordering from smallest to largest or largest to smallest. We will demonstrate this by entering in some data and ranking it in SPSS Statistics. Analysis of ranks involves two steps. First, observations are assigned rank scores, usually from smallest to largest (the largest values given the largest ranks). Then, test statistics are calculated using rank scores. The most common are

- Kruskal-Wallis (1952)
- Friedmans (1937)
- Align Rank Test (1990)

	<b>Entertainment</b>	<b>Pricing</b>	<b>Conveniences</b>	<b>Content</b>
<b>Netflix</b>	<b>70</b>	19	8	<b>42</b>
<b>Disney+ Hotstar</b>	<b>70</b>	41	16	12
<b>Amazon prime</b>	65	31	21	22
<b>Aha</b>	51	43	32	13
<b>Zee5</b>	52	41	<b>33</b>	13
<b>Sun NXT</b>	51	<b>47</b>	28	13
<b>Sony Live</b>	55	37	27	20

**Interpretation-** Comparative analyze of the OTT platform available in the market are based on the factors of Entertainment, Pricing, convenience, and Content. Each factor differs among every OTT based on the satisfaction of the audience. The OTT platform has come to realize that India is not a single market, but rather a combination of markets, each with its own unique characteristics.



## LIMITATION

1. The paper was carried in Chennai City and was not possible to meet all the youth who watch web series.
2. Some respondents were uncooperative
3. Some respondents lacked understanding.

## DISCUSSION

Through data analysis, it can be seen that web series are having a huge impact on young people. The content of web series broadcast on online platforms has caught the attention of young people. The content of OTT platforms is full of violence, sex, and abuse, which has a impact on Indian youth. If left unchecked, this can cause serious problems among young people. The study also found that there is a significant relationship between "watching web series affects teens' academic performance" and "anxiety, loneliness, depression, insomnia, and other problems." in adolescents". "While there are downsides to watching web series, if used correctly, there are always upsides.

## CONCLUSION

Most people have moved from traditional media to digital media and have developed a certain preference for the media they use. Video streaming has become one of the most successful avenues for content consumption in India. Smartphones are the most common devices for consuming OTT video content. More importantly, they must strive to produce high-quality content that can compete with the material offered in OTT. As audience preferences for digital media evolve, marketers are shifting their budgets. Today, they have a huge opportunity to leverage digital platforms to reach consumers in both urban and rural areas of India.

This OTT medium of web series and content is heavily promoted through word of mouth and social media posts. It is very common to be influenced to see this type of

content. Web series have recently gained popularity around the world, providing viewers with influential content to explore online and on digital platforms. There are web series for all tastes and demographic audiences. If high-quality and entertaining content is produced in a web series, it will generate a level of engagement, inspire viewers to action, and invite open dialogue.

Viral content is expanding and capturing a vastly younger audience, while entertainment is looking to go further. Young people, especially this age group, use the internet to a large extent, web series producers and platforms to produce youth-oriented content. The study reveals a bright future for Over-the-top apps in India. The Indian public believe that these applications have a bright future in the country due to the penetration of smartphones and the digital quality of the media. Cost-effectiveness is also one of the reasons why the future of streaming in India is bright.

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