

# Inclination of Indian Youth Towards Video Streaming Platforms

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## Abstract

Technology has resulted in an upsurge of video streaming platforms. People prefer these platforms over television. Considering the transition of Indian population towards these video streaming platforms has resulted in conducting the present study. In this study, the factors responsible for the impact of video streaming platforms on the Indian youth were identified. A questionnaire based survey method with 15 questions was conducted. The statistical population included 158 respondents of different age groups in India. The questionnaires were used to collect data from the respondents and the reliability and validity of the questionnaire was confirmed. The present study was a descriptive confirmatory factor analysis. The factor analysis revealed three factors which motivated the users to choose video streaming platforms over the traditional television shows. The study showed that the quality of the content streamed through these platforms had long term effects on the viewers. However, the Indian youth preferred video streaming platforms due to their ease of use, ease of sharing, ease of accessibility, flexibility of use, cost implications, customer friendliness and the flexibility in watching the content.

Keywords: Video Streaming, Platforms, India, Youth, Factor Model.

JEL Classification: H75, A14, L8, M31, Y1.

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## **1. Introduction**

Technology is ruling the entire world today. There are technology driven changes taking place in different sectors in our society. India is no exception and has seen drastic changes in the Media and Entertainment (M&E) sector. Indians have been entertainment lovers for long. The M&E industry is one of the many sectors in India having a huge domestic market which has made the Government of India identify it as a potential sector contributing to the country's growth and development. The M&E sector stood at Rs. 1.38 trillion in 2020, estimated at Rs. 1.79 trillion in 2021 and projected to grow to Rs. 2.23 trillion by 2023 according to the EY report. This shows a consequential stride in the sector owing to the high consumer demand (India Brand Equity Foundation, 2020). Digitization has made a drastic transforming change in the Indian M&E industry (Paramveer Singh, 2019). The revenue added to the M&E sector through the digital and online modes stood at Rs. 26 billion in the fiscal year 2020 which increased from 16% in 2019 to 23% in 2020 (Priyanka Periwal, 2020). The mobile phone technology available today, the presence of smart TVs and devices in every household, dip in prices of smart phones, high internet speed and connectivity and consumer's preference to choose the content to be watched have increased the emergence and penetration of various video streaming platforms among users across geographies. It is estimated that the smart phone users in India would reach 820 million by 2022 which will further increase the scope for digital and online platforms (The Economic Times, 2020).

Devices such as television and radio have by far been used by individuals in every household for entertainment. Smart phones, smart televisions, laptops, tabs, and other smart devices have preoccupied the lives of people today due to the advent of technology and digitalization. With the extensive use of smart devices, there has been a transition from the traditional media consumption to digital media consumption. Digital media users spend around 6 hours a day on online platforms. The outburst of COVID-19 infection in India in 2020 led to a nationwide unprecedented lockdown tying down individuals to their homes. The lockdown highly affected the entertainment sector. The lockdown of movie theatres for a long duration of seven months in the country pushed the movie producers and entertainment lovers to look for alternatives. This very situation allowed video streaming platforms to overhaul the movie entertainment (Mohan Tyagi, 2020).

Video streaming platforms also called as the Over-the-Top (OTT) platforms have dragged the attention of Indian consumers who are looking for varied content both International and National content of their choice. Video streaming platforms are a source of transfer of media from a service provider to the end-user. OTT platforms in India are gaining significance owing to several factors. These services allow consumers to access a host of content as per their own convenience. It allows for flexibility and a host of other comforts such as varied content, mobile or instant viewing, non-existent download time, affordability,

ad-free access, and shared usage. With a youth directed population in India, the viewership of OTT platforms has risen drastically. The target audience of the OTT platforms are majorly the millennials of the age group of 18-35 years. The decrease in the data costs has also made rural India the target population. Indian OTT platform is growing exponentially that is estimated to grow at a CAGR of 21.82% until 2023 which records the highest growth rate in overall M&E in the country. (India's Video Streaming Industry to Grow at 22%: PwC Report, n.d.). These platforms are a blessing of the internet and have become very popular due to their increased penetration. Also, the heavy usage of social media platforms has propelled their growth. As a market, these services have had immeasurable growth in the last few years which has led to an increase in options for the consumers and on the other hand it has increased competition among such service providers. OTT platforms offered only catch up shows when they entered Indian market. However, with OTT platforms like Netflix and Amazon Prime video which are global OTT players taking a prime position in the Indian OTT market, more original content with variety was streamed. There are more than 30 OTT players in India targeting audience with content in regional languages (Alankritha Ogirala, 2020). In India most of the viewers prefer native medium for watching the web series. Hindi is most preferred among the Indian viewers (Paramveer Singh, 2019). OTT platforms have indirectly benefitted the telecom companies for providing internet services. The telecom sector has also tied up with some OTT platforms like Airtel, Wynk, Airtel Xtream, Jio TV and more offering these platforms only to their customers building a business model to hold on their customers and gain profits. OTT platforms in India have shown a great impact on the Indian economy. Rs. 2019 crores were generated by OTT platforms in 2017 which is estimated to increase to Rs. 5595 crores by 2022. Digital streaming platforms have also ranked the third largest among the Indian M&E sector in 2019 as per the latest EY-FICCI Indian M&E Report. India is gearing to emerge as World's sixth largest OTT market by 2024. Some well-known service providers for streaming video content are Netflix, Amazon Prime Video, Hotstar, Zee5, YouTube and so on. For streaming music, Spotify, Deezer, Gaana, Apple Music, Wynk and YouTube are among the hot favorites of the Indian youth.

The concept of video streaming media has led to a revolution in the watching patterns of people. Indirectly, these platforms/applications have become competitors to television and personal computer. One may argue that these innovations won't hamper those existing, but we shouldn't forget the fact that every new discovery has led to something old reduced to stagnation. Emergence of OTT would have negative effects on the penetration ratio of cable TV (Shin et al., 2016). According to a study conducted by a market research firm as reported by Economic times in 2019, 80% of people were expected to switch to online streaming platforms. The switching of viewers to the OTT platforms may pose loss to the DTH operators, theatre owners, film distributors and television networks in the long run. The National study conducted on 2010 respondents of prime Indian cities revealed that more than

70% claimed to watch Amazon Prime regularly owing to the offers and Indian content followed by Netflix and Hot Star (Economic Times, 2019). OTT platforms provide freemium services to increase their viewership. Once habituated, the viewers subscribe by paying the premium. Few OTT providers like Amazon prime provide special offers to attract youth called as Amazon Prime Youth offer in which 50% of the premium will be gifted as cashback. The tier 2 and tier 3 cities youth in India have mostly been attracted to these platforms due to fascinating, interesting, bold and uncensored content in English and regional languages. The content streamed may also influence the lifestyle changes of young individuals who watch the content (Parmar, n.d.). Due to the propensity to adopt, teenagers and youth are using more of these OTT apps (Doorsanchar et al., 2015).

Video streaming platforms also have their own limitations. The major drawback is one cannot enjoy a live streaming or new release without internet connection. Few OTTs may pose a threat of online security to the subscribers by spying confidential information of their subscription details. There is no age limit to operate this video streaming platforms which may be harmful to underage users when they access the uncensored content. OTT users can experience loss of control over their online behavior on mounting usage which was due to the motivation created by the gratification of online behavior (Song et al., 2004). In India, men consumed highest OTT content in the year 2020 according to MICA report, India ranked second in the 8.43 hours consumption per week. (In India, Men Consume the Highest OTT Content in 2020: MICA Report - The Hindu Business Line, n.d.). Kim et al. has reported that the adolescents tend to proactively accept the new technology and substitute the previous ones and can develop more habitual usage problems than adults (Kwon et al., 2013). As these OTT platforms can only be accessed with Internet, a relationship can be established with the Internet usage and usage pattern of OTT platforms assessing internet addiction. However, outweighing the limitations are the advantages. As these Video streaming platforms provide plenty of content in the form of web series, movies and shows and new arrivals from time to time, these create obsessiveness to the viewers and may lead to OTT addiction.

We may soon be entering an era wherein the television or any other such appliances are reduced to showpieces and the only sources of entertainment remaining are these platforms which can be used at the touch of a finger. Soon, most movies may also be streamed which could lead people to completely stop going to cinema theatres while watching all they want in the comfort of their living spaces. How long we shall be going on this path and when we shall be reaching that stage remains to be seen. The increased effect of OTT on Indian economy has increased the need to understand the consumer behaviour and requirements from OTT to improve the content streamed and fulfill the needs of the viewer. Though each streaming platform is known for a particular reason with regards to content, Indian producers are yet to match the quality of foreign productions in this matter. Thus, the main objective of the study

conducted is to understand the demographic attributes, usage patterns, content viewed of various streaming platforms by the Indian youth. This study aims to analyze the various streaming platforms through a set of parameters which help in drawing inferences with regards to usage of a certain platform, type of content watched, personal or shared usage and so on.

## 2. Methodology

### 2.1. Questionnaire Design

The study was conducted using survey based method. A structured questionnaire consisting of four demographic questions as shown in Table 1 and fifteen questions related to the core essence of the study was designed. The questions were framed according to the Five point Likert scale with the anchors being “Strongly Agree” and “Strongly Disagree”. The Cronbach’s Coefficient Alpha value calculated to be 0.923 for overall study showed the reliability of the questionnaire whereas the suggested threshold Cronbach’s coefficient alpha value for the Cronbach’s alpha reliability and acceptability is 0.60 (Pallant, 2013).

**Table 1. Demographical Characteristic of the Respondents**

Description		Number of Respondents	Percentage
Gender	Male	91	57.5
	Female	67	42.5
Age	20-25	76	48.1
	26-30	40	25.3
	31-35	23	14.5
	36-39	19	12.4
Profession	Government	52	32.9
	Private	22	13.9
	Businessmen	84	53.2
Qualification	Graduation	102	64.6
	Post-Graduation	56	35.4

(Source: Primary Data)

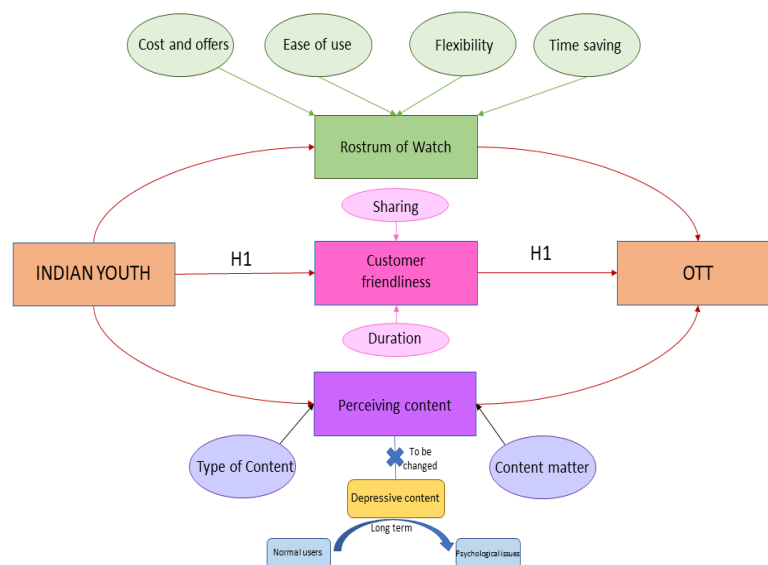
### 2.2. Respondents and Research Approach

The respondents participated in the present study were Indian youth in the age group of 20 years to 39 years as this is the major population who are the end users of the video streaming platforms. According to Erik Erikson’s 8 stages of psychological development, the young adulthood is the age group between 19 years to 40 years. A report submitted by Central Statistics Office, Ministry of Statistics and Programme Implementation, Government of India, (Social Statistics Division) titled Youth in India 2017, the individuals in the age group 15-34 years were grouped as youth. Hence, respondents of the age group of 20 to 39 years have been taken into consideration for the present study. The respondents were first enquired if

they were active OTT subscribers and viewers. After a positive response from the respondents, they were requested to fill the questionnaire through Google forms. The questions were framed in a way to reveal the impact of video streaming platforms on Indian youth. Male and female respondents were included in the study. The random sampling technique was implied for collecting the data. The questionnaires were distributed and collected from March 2020 to May 2020. In total, more than 250 questionnaires were distributed through google docs. Only 158 of the total responses (Krejcie and Morgan, 1970) received were usable returns. Considering the population of OTT users in India the sample size was calculated. The response rate for the study is sufficient to conduct the further analysis.

### 2.3. Conceptual Model and Hypothesis

The study assumes factors like rostrum for watch, customer friendliness and perceived content influence the viewers to the switches off to the OTT platforms and included them in conceptual model (See Fig.1). There are only few studies suggest a positive influence on video streaming platforms (Singh, Paramveer, 2019; Periwal, Priyanka, 2020). Thus, this study assumes that there is a positive relationship between video streaming platforms and Indian youth and hypothesis as follows.



**Figure 1. Conceptual Framework**

H<sub>1</sub>: There is a positive relationship between video streaming platforms and Indian youth.

### 2.4. Content Validity

Validity of content plays a vital role in research. To ensure the validity of the content in the questionnaire, the questions framed were simple, understandable and in clear language. For respondents who faced issues with the language, the questions were translated into the local language telephonically and then their responses were recorded. The anonymity of the

respondents was ensured and the form had clear instructions on how to fill the questionnaire. The survey was conducted keeping in view the ethical considerations.

### 3. Data Synthesis

#### 3.1. KMO and Bartlett's Test

The KMO and Bartlett's test was conducted for evaluating the sampling adequacy that is suggested to examine the case to variables quantitative relation for the analysis. In most educational studies and business, KMO and Bartlett's test plays a crucial role for accepting the adequacy of sample. The KMO Bartlett's test relates to the importance of the study, thereby shows the reliability and validity. Whereas KMO ranges from 0 to 1, the global accepted index is 0.6. The Bartlett's test of sphericity must be less than 0.05 (Sriram Peri, 2012). Kaiser-Meyer-Olkin measure of sampling adequacy for the present study was found to be 0.903 and the Bartlett's test of sphericity was found to be 0.000 (See Table 2). This makes the sample of this study adequate for factor analysis. Hence, the instrument was recommended for further study.

**Table 2. KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		
		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	1802.161
	Df.	121
	Sig.	.000

(Source: Primary Data)

#### 3.2. Factor Analysis - Principal Axis Factoring

The factor analysis of impact of video streaming platforms on Indian youth using fifteen questions was carried out using principal axis factoring with Varimax rotation. Factors with Eigen values higher than 1 as shown in Table 3 led to the extraction of three factors. The Scree plot as evident in Figure 2 also levels off to the analysis and a linear decreasing pattern eliciting three factors. Each factor contained factor loadings greater than 0.05. The variance percent column as displayed in Table 3 shows each factor's share of variance of the 15 questions. The first factor with Eigen value 7.801 and percentage of variance 52.164 % had the largest share of variance. The second factor with Eigen value 1.420 had percentage of variance 6.912 %. The last factor had the smallest share of variance of 15 questions with Eigen value 1.008 and percentage of variance 4.017 %. The three factors with Eigen values greater than 1 explained in total 63.093 % of variance of the 15 questions. The Eigen values greater than one for the three factors and factor loadings greater than 0.05 and close to one for each factor showed a satisfactory factorial validity of the questions related to impact of video streaming platforms on Indian youth accepting the hypothesis.

The three factors extracted were named as rostrum for watch, customer friendliness and perceiving content, respectively. The components under each factor have been presented in Table 4.

**Table 3. Factor Analysis**

Component	Total Variance Explained			Extraction Sums of Squared Loadings		
	Total	Percentage of Variance	Cumulative Percentage	Total	Percentage of Variance	Cumulative Percentage
1	7.801	55.156	55.156	7.402	52.164	52.164
2	1.420	9.713	64.869	1.211	6.912	59.076
3	1.008	6.173	69.985	0.421	4.017	63.093
4	0.728	4.162	74.342			
5	0.590	4.098	78.440			
6	0.501	3.908	82.348			
7	0.453	3.435	85.783			
8	0.431	2.915	88.698			
9	0.414	2.878	91.576			
10	0.338	2.341	93.917			
11	0.269	1.998	95.915			
12	0.215	1.292	97.207			
13	0.198	0.982	98.189			
14	0.160	0.919	99.108			
15	0.119	0.892	100			

Extraction Method: Principal Axis Factoring



**Table 4. Summary and Labelling the Factors**

Component Matrix <sup>a</sup>			
Factor Name	Factor Loading		
	1	2	3
<b>F1 Rostrum for Watch</b>			
Streaming Platform	<b>.638</b>		
Moto of Platform	<b>.719</b>		
Use TV or PC	<b>.716</b>		
Ease of Using	<b>.622</b>		
Movies/ TV Shows/ Series	<b>.690</b>		
Preferable Language	<b>.651</b>		
<b>F2 Customer Friendly</b>			
Easy Sharing		<b>.801</b>	
Duration of Usage		<b>.612</b>	
Count for Month		<b>.753</b>	
Number of Series		<b>.712</b>	
<b>F3 Perceiving Content</b>			
Content Matter			<b>.612</b>
Depression Content			<b>.680</b>
Content Should Change			<b>.711</b>
Viewing Content Base			<b>.612</b>
Type of Content			<b>.718</b>

(Source: Primary Data)

#### 4. Results & Discussion

The present study demonstrated a high correlation between three factors resulting in a three-factor model using a fifteen-item scale.

The first principal axis extracted was rostrum for watch. This factor comprised of six items regarding video streaming platforms and their influence on watching patterns of respondents. The six items extracted under this factor were the type of video streaming platform watched, moto of platform, use of TV or PC for access of video streaming platforms, ease of using these platforms, type of content watched and preferred language. The correlation values of 0.638, 0.719, 0.716, 0.622, 0.690 and 0.651 respectively were found for the responses given by video streaming platform users and subscribers. The highest correlation value of 0.719 under the first factor was obtained for moto of platforms. The study showed that the Indian users were more concerned about the cost of subscription and were looking for offers to select a video streaming platform. Similar results were found by Jacobs about the cost of subscriptions in United States of America (Jacobs, 1995). The correlation value of 0.716 was related to use of television or personal computer for watching video streaming channels. The results of the present study were found to be following the results obtained

from previous studies. Most of the video streaming users in United States of America used TVs and personal computers to access and watch the content of their choice on video streaming platforms (Keogh, 2001). This revealed that the respondents who were youngsters were more inclined towards watching online streaming videos on television and personal computer. The correlation value of 0.690 and 0.651 showed that the Indian youth preferred video streaming platforms as they could watch movies, TV shows and web series without any interruption caused by advertisements saving their time for other tasks and the flexibility to watch shows in their preferred language was also a key factor which was drawing the youngsters towards these platforms. Similar results were reported in research conducted in USA where it was found that most of the video streaming subscribers were motivated towards music videos, TV programmes and web series at USA (Cha and Chan -Olmstes, 2012). Correlation values of 0.638 and 0.622 were attributed to video streaming platforms like Amazon Prime, Netflix, etc. and for the ease of access. Keogh and colleagues also found that video streaming platforms were easy to use (Keogh, 2001). Overall, Indian youth preferred video streaming platforms over traditional television owing to the cost of subscription, ease of use, flexibility and for time saving.

The second axis extracted was customer friendliness. The factor included four items which explained about the customer friendliness of video streaming platforms such as easy sharing, duration of usage, count for month and number of series that can be watched simultaneously. The correlation values of 0.801, 0.753, 0.712 and 0.612 were found for the responses given by the video streaming platform users of the study. The highest correlation value of 0.801 under the second component was easy sharing. The Indian youth preferred video streaming platforms as their login credentials could be shared with their friends and family members which was an advantage over the regular DTH services. These platforms were also preferable as they could be accessible from anywhere across the globe with valid credentials. The correlation values of 0.753, 0.712 and 0.612 demonstrated the gratification levels of the video streaming platform users with respect to duration of usage, count for month and number of series that could be watched simultaneously. Most of the streaming platforms like netflix, amazon prime, Facebook live and periscope are easily accessible and the credentials could be shared with family members and friends motivating subscribers to use these platforms. Video streaming platforms can be accessed for any number of hours per day, any number of times per month and any number of series can be watched simultaneously making them the current favorite of Indian youth. These video streaming platforms are also replacing movie theatres in the life of people as new films are also being released using these platforms giving the subscribers an option to watch new movies sitting at home. Amazon Prime and Netflix were the most opted video streaming platforms by the respondents.

The third principal axis was perceiving content. Factor three contained five items which

included content matter, depression content, content should change, content base and type of content respectively. The highest correlation value was 0.718 which explained that the user's choice of the video streaming platforms was based on the type of content they show. A study conducted by Nielson reported that user's choice played a major role in subscriptions (Nielson, 2009). The next correlation value of 0.711 explained that depressing content or content not intended to be shown online should be changed. The correlation value of 0.680 explained that the depressing content or objectionable content shown in these video streaming platforms would impact viewer's life in long duration. 0.612 correlation value explained about content matter and content base. Hence, the video streaming users felt that content of the shows, type of content and content base play significant role in watching video streaming platforms. Similar findings were reported by Bondad –Brown and Pearce in 2012 (Bondad-Brown and Pearce, 2012). In the same way, another study revealed that content of shows plays a significant role in enhancement of subscriptions which was found to be similar to the findings of the present study (Taneja, Webster and Malth House, 2012). Most of the video streaming platform subscribers/users opined that shows telecasting psychic content were affecting the users psychologically in long term or short term. Telecasting such type of psychologically depressive content should be avoided for the betterment of the society. Hence, H1 ( $P < 0.05$ ) is accepted.

Overall, the present study showed that the Indian youth preferred video streaming platforms over the traditional DTH services. The COVID pandemic has suddenly brought a major change in the media & entertainment industry in India. The unprecedented lockdown in the months of April and May 2020 have greatly affected the movie theatres and the television shows. Movies which were planned to be released in movie theatres were released in OTT platforms because of the volatile situation. The viewers especially the Indian youth who are entertainment lovers could not watch movies in theatres nor could they watch shows on television as the shooting of many shows was also temporarily stopped. The close of movie theatres and the repetition of past episodes of television shows on TV left the viewers bored. As an alternative source of entertainment, the viewers started opting the OTT platforms considering the diversified content that was being telecasted on these platforms. The viewers, particularly, the Indian youth who are tech-savvy showed more inclination towards these OTT platforms which resulted in a sudden increase of OTT viewers in the age groups below 40 years. The factors which contributed in their inclination towards video streaming platforms were the advantages of the platforms over others which motivated them to watch these platforms, customer friendliness and the content telecasted on these platforms. The video streaming platforms though were more preferred for their ease of accessibility, ease of use, content without interruption, launch of new movies online, cost involved in subscription, easy sharing, flexibility of watching the content, etc., the users wanted some changes in the content being shown on these platforms. The lockdown of more than two months gave lot of free time

to Indian youth to explore the content being telecasted on the OTT platforms. As the youth are already addicted to technology, their keen observation of the content also increased. With a continuous phase of staying at home and not knowing when the situations would become better, many people suffered psychologically. Under such a psychological mindset, the viewers can get easily influenced by the content they watch. In today's technology driven society, Indian youth become prey to the content shown online. The content shown on video streaming platforms can also have adverse effects on the thinking of the people. The content to be streamed on these platforms should not be depressive in nature which can have long term and short-term psychological effects on the users. The opinion of the respondents showed that there is a need to keep a check on the content that is being streamed on these platforms. As many youngsters are turning their heads towards these platforms, the video streaming platforms should also stream the content which can have a positive impact on the users. Content with negative vibes or psychologically depressive content can induce depression in the subscribers leading to long term issues in youngsters who are the future. The respondents opined that the content should be changed for the good and betterment of the society.

## **5. Implications, Limitations of the Study and Scope for Further Research**

The insights of the present study hold the important managerial implications. Video streaming companies are spending lot of money on advertisements to attract the customers. The study has given the opinion of video streaming users about the points they were satisfied with and the points they had more expectations on. However, as explained with the factor analysis items, the study will help the video streaming companies for improving their marketing strategies. Based on our findings most of the Indian youth were more attracted towards video streaming platforms. The significance of the study shows video streaming industry would focus on youth in India.

There are few limitations of this study. It is a descriptive based study. The study is based on primary data. The casual relationship of the variables of the study is limited. This present study is confined to Netflix, Amazon Prime Video, Hot Star, Da Cast and Zee5 only. It is confined to respondents from different states of India.

The similar kind of study can be conducted with YouTube Premium, MX Video Player, Hulu and so on. A separate study can also be conducted on music streaming platforms such as Apple Music, Spotify, Gaana, Wynk, Deezer and so on. A comparative study can be conducted with similar platforms across different countries to analyze various viewing patterns.

## **6. Conclusion**

The present study has revealed usage patterns by video streaming platform users of different ages. It has also shown which platform they'd prefer over the others due to reasons such as the quality of content, language of a certain show, type of content available, and feasibility. The fact that most of the participants agreed to replace their TVs for these platforms was one of the achievements of this study since it clearly showed that decline of the television as a mode of communication or streaming has begun. They also agreed that such video streaming platforms lead to a change in the way they viewed content, and this shows that platforms like these were bringing about a change in the viewing habits of people in the long-term. Also, we were able to show that the quality and type of content available on a platform was an important factor which drove people to it, implying that the current audience is much more conscious of how and what it gets to view as content. The pandemic has also greatly influenced the viewership of the OTT platforms.

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