

Understanding The Ott-Streaming Behavior Among Generation Z Consumers During The Lockdown Period

Mr. Ganesh Anand

Assistant Professor, St. Joseph's Degree & PG College

Dr. Nagunuri Srinivas

Professor & Director – CDC, St. Joseph's Degree & PG College

Received: 14 April 2020 Revised and Accepted: 8 August 2020

ABSTRACT

It was the difficult and the different situation during the lockdown all over the world, but from the many studies it was found that there has been an authoritative flood in Indians taking new members of different substance gushing administrations and as indicated by another overview that came out, more than 75 percent of Indians have bought new memberships for over-the-top (OTT) stages during the lockdown time frame. According to Jasal Shah, Managing Director & CEO the study from statistical surveying and investigation firm Velocity MR with a little sample size of 3,000 respondents found that 73 % individuals expressed viewing Hotstar and YouTube, while Amazon Prime and Netflix saw an expansion in membership with 67% and 65%, separately. "OTT is the path ahead with portable turning into the be everything, anyway brands and advertisers can't limit the DTH. With over 40% despite everything favoring DTH, it's still far to interface with the Other India and that is the thing that presents a chance and market for organizations to tap on. Proceeding, we expect OTT to get extra offer however DTH will keep on staying pertinent. There will be division going ahead; age familiar with DTH will proceed with that whereas the generation Z will be adjusted to OTT," Arun Gupta, CEO and author MoMAGIC Technologies, said. So this paper tries to explore the generation Z preferences, usage patterns, and factors influencing OTT (Over the Top) subscription. The finding of the study will help the company to expand/explore/retain / Customize the services after the post lockdown.

Keywords: OTT, Generation Z and Lockdown Period.

INTRODUCTION

In India, Buyers have reacted to the COVID-19 pandemic by modifying their ordinary conduct from various perspectives from where they work to how they possess their relaxation hours to what they purchase. Driving the route in rolling out these improvements are the ages of purchasers who are generally daring and least settled in their manners: Gen Z and twenty to thirty-year-olds. Their naïveté welcomes a basic inquiry: How would marketers be able to exploit this snapshot of interruption when shopper practices and loyalties are in transition and when new longer-term practices, loyalties, and spending inclinations may develop? Interruptions regardless of whether mechanical, monetary or something else trigger sensational and perpetual changes in shopper practices, making one of a kind difficulties and open doors for brands. Our ongoing history offers numerous instances of this wonder and encourages us how brilliant sponsors can win out over the competition by inclining in on computerized channels and focusing on youthful customers.

Age Z is a key buyer fragment — they represented a consolidated 46% of the worldwide populace in 2019, as per review information referred to in an ongoing digital recording by Euro monitor International named "Twenty to thirty-year-olds and Generation Z in the Age of Coronavirus. The worldwide COVID-19 pandemic will affect these youthful purchasers at a critical time when they are arriving at key achievements in their lives, as Lan Ha, Population Manager at Euro monitor International, clarified in the webcast meeting. Recent college grads, age 26-40 years of age, incorporate both youthful and built up vocation experts who may likewise be unseasoned parents or mortgage holders. Gen Z, age 11 to 25 years of age, is currently starting to grow up, total their training, and move into the workforce.

IMPORTANCE OF THE STUDY

India's video spilling scene is overflowing with content that was in any case lost in the expanse of strategic film and communicators. Skilled specialists, journalists, and producers are currently stages for giving the world the best they have. With an ever-increasing number of players entering the space, Flipkart is the most recent, the extent of advanced space continues growing. Twenty to thirty-year-olds are not apprehensive about paying for devouring the exceptional substance. Indeed, incline toward the ridiculous (OTT) video benefits superior to the Direct-to-home (DTH) administrations. In an ongoing dish India overview led by MoMAGIC with around 7,500

respondents, it was found that 55 percent of Indians want to watch and devour content on OTT stages while 41 percent despite everything lean toward DTH. OTT players feed off either the firsts they produce, which makes a mess of time, commitment, structure and venture, and the procured substance to improve their library. 31 percent of Indian buyers, wanted to watch unique and stage select substances (Web Series/short movies). sports was the decision for 30 percent, motion pictures at 19 percent, and TV shows at 18 percent.

OBJECTIVES OF THE STUDY

- To Study the Generation Z Usage Patterns of OTT streaming
- To Study the Factors influencing on OTT streaming

METHODOLOGY

This study is descriptive, it endeavors to explain the Gen Z buyer OTT Streaming behavior during the lockdown period and it is done in urban Hyderabad city, the tool used to collect data is sorted out structured questionnaire method. The questionnaire was used to collect the data on customer awareness, use patterns and factors affecting on OTT Subscription, it was difficult to meet the customers during the lockdown time so a convenience sampling technique was adopted to collect the data using the social media networks but finally 126 customers were responded, The data was collected during the lockdown period in India April 2020 – May 2020.

LITERATURE REVIEW

Dr. Sabyasachi Dasgupta and Dr. Priya Grover, This examination is a novel endeavor to not just talk about how customers will receive to a specific new meta-medium known as the OTT stage however to likewise comprehend its repercussions as far as what is coming up for the future as far as media utilization. there is a tremendous need to smooth out the whole procedure of OTT advertise in India. Content producers and innovation suppliers need to explicitly concentrate on making a stage which can slice through the messiness and make the entirety of the accessible video in an incorporated manner. Then again, clients and endorsers additionally need to comprehend that it may not generally be feasible for the OTT stages to wind up giving a coordinated video content stage for nothing and that it is for giving a superior survey experience that the OTT stages work the manner in which they do in its present design. **Kevin Westcott, Jeff Loucks, Kevin Downs, Chris Arkenberg, David Jarvis**, Customer obtaining has quickened, particularly in paid transferring video, music, and gaming memberships. Individuals have additional free time to watch, tune in, and mess around, and they are adding new administrations to get new substance. More are attempting new media and diversion choices that have been empowered or quickened by the emergency. Social survey, live streaming, and first-run films that discharge straightforwardly to advanced administrations have all demonstrated solid commitment during cover set up rules. In troublesome occasions, many go to the comfort of media and diversion. **Priyadharshini Varadharajan**, “Is OTT Platform Over-Used During Lockdown? “ Over-the-top (OTT) stages convey media benefits unequivocally to watchers by means of the Internet. OTT gives simple access to movies and TV substance utilizing links or satellite suppliers. OTT substance can be gotten to legitimately by means of utilizing a PC, TV, or potentially cell phones. OTT stages are progressively well known nowadays. With OTT video-realistic innovation, individuals can make the most of their preferred shows, films, and sports accessible readily available. It is a quickly developing, beneficial, and famous strategy for content conveyance among more youthful crowds, and has a wide scope of rivalry. Netflix, Amazon Prime Video, Hotstar are well known OTT stages. **Devika Singh**, “How is corona virus impacting the streaming platforms with an increasing appetite of viewers”, In the midst of the across the nation lockdown, OTT stages are endeavoring to meet the developing diversion craving of watchers. As per an ongoing review by portable showcasing stage In Mobi, 46% watchers are observing more substance on the web. Another customer study led by Hammerkopf has discovered that OTT utilization primetime has moved to 7 pm onwards, rather than 10 pm-12 am previously. This means any semblance of Netflix, Hotstar, Amazon Prime Video, Zee5, ALTBalaji and Voot Select should up their game. Specialists accept that viewership on these stages could become further in the coming days, as TV slots come up short on content. **Indrani Sen**, “Will OTT consumption trends last beyond the Lockdown?“ The move of OTT seeing from little screen to huge screen would be a pattern to look out for. As we would be living under the haze of COVID 19 till a viable antibody is found and is accessible internationally at a reasonable value, we will be tolerating 'new ordinary' in different wakes of life including investing more energy at home with family. The inclination to see content together just as the restrictions of the broadband web may prompt a move of OTT seeing from the little screen of the portable to the enormous screen of TV, a reality which was featured in the ongoing KPMG study. The OTT stages have rebuilt the substance creation and conveyance in media outlets and apparently the Lockdown would be going about as impetus to quicken the development of this division and the current utilization patterns would last past the Lockdown time frame. **Adgully Bureau**, “Lockdown has changed shopping & media consumption habits of Indians: InMobi ”Contrasted with different ages, Gen Z is investing the vast majority of their energy between playing versatile games (35%), tuning in to music (33%), and gorging on OTT content (22%). Twenty to thirty year olds are the biggest shoppers of news at 46%. 27% gorge on OTT

content; 22% mess around on their telephones, 17% are doing on the web courses and up skilling themselves. Among Gen X crowds, 39% of Gen X populace is sitting in front of the TV while 16% is gorging on OTT content. This age is to the least extent liable to draw in with versatile games. **Ritu Bhavsar**, The Study “The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries – An Analysis “ uncovered that the blossoming advanced media utilization powerfully affects evolving inclination, disposition and conduct of buyers. An ever increasing number of media utilization is occurring on computerized stages when contrasted with customary stages. Further, it very well may be said that improvement in cell phones innovation and web network has furnished the watchers with the choice of getting to advanced media in a hurry. Exploration likewise advocates that substance gave by OTT and VOD administrations has risen as the main online traffic generators and are required to build a lot of pie by expanding web infiltration and administration appropriation. Advertisers are moving financial plans goes through on top of the move of watchers inclination towards computerized media from customary media. **Priyadarshini Patwa**, “How Covid-19 Increased Viewer's Appetite” for OTT Content “ OTT is giving watchers new and new substance which is causing them to invest increasingly more energy in internet real time applications. Clarifying about the equivalent Dixit stated, "The world is certainly in a lamentable circumstance right now with the pandemic flare-up. With this lockdown stage, the crowd has additional time available to them and winds up investing greater quality energy with family, finishing family unit tasks, and expending content through OTT stages. This has brought about an expansion in content utilization across geologies." **Natalee Geldert** , “COVID-19 Pivot Strategies for Marketers as Media Consumption Climbs ” In the midst of all the bedlam, Nielsen is evaluating that shielding at home could prompt a 60% expansion in time went through with media. No matter how you look at it, stages are seeing normal over-the-top (OTT) seeing meetings increment (on account of Vizio, from 19 to 34 minutes) since the main seven day stretch of March. Moreover, Roku delivered that they are seeing utilization spikes between the long periods of 12 PM and 5 PM. As more individuals keep on remaining at home, these numbers are required to rise. **Nitin Verma** “Over-The-Top (OTT) Content: The Next-Gen Medium of Entertainment “ As indicated by Business Wire, the complete number of OTT clients will arrive at 915 million by 2023, a large portion of whom will buy in any event one SVoD (membership put together video-with respect to request) administration. The continuous flood in the utilization of over-the-top substance can to a great extent be credited to the accompanying variables: Boundless sound and video real time content, Reasonable cost, adaptable valuing models either dependent on pay-more only as costs arise, Freemium (restricted access to free substance) or membership, Conveyed in a hurry over an immense range of gadgets, for example, cell phones, tablets, work areas, brilliant TVs, wearable gadgets, and set-top boxes , OTT administrations can be handily bought in and withdrawn, Access to unique video substance, for example, web arrangement and most recent films, Content-on-request accessible as opposed to trusting that a show or film will air on TV. **C. Christopher Lee, Pankaj Nagpal, Sinead G. Ruane & Hyoun Sook Lim**, results show that the accessible alternatives factor have a critical relationship between web based streaming; cost and satellite TV additionally have a measurably huge relationship. There is no factual connection among cost and internet real time. Client assistance is the primary driver to consumer loyalty while social patterns convince the selection of web based streaming.

DATA ANALYSIS

To precisely break down the information, we utilized a descriptive statistics & SPSS 20.0 to test the impact of the Ease of Use, Cost, Customer Service, Availability, Social Trends/ Technological Advances & Satisfaction on The OTT-Streaming Behavior among Generation Z Consumers during the Lockdown Period.

Table No 1: How often you utilize your OTT Video membership in a given month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	42	33.3	33.3	33.3
	2-5 Times a week	24	19.0	19.0	52.4
	Once a week	12	9.5	9.5	61.9
	Once a month	6	4.8	4.8	66.7
	Less than once a month	9	7.1	7.1	73.8
	Never	33	26.2	26.2	100.0
	Total	126	100.0	100.0	

Source: Primary Data

According to table no. 1 the illustrative insights it is exceptionally evident that the most elevated rate 33.3% of Gen Z buyers were using the OTT Video streaming every day, trailed by 19%, 9.5%, 7.1% and 4.8% are communicated that they use the OTT membership services 2-5 times each week, when seven days, Less than once every month and once per month, however out of 100% respondents 26.2% said that they never utilized the facility during the COVID-19 lockdown period.

Table No 2: What devices are compatible with OTT Video Services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Smart TV	77	61.1	61.1	61.1
	Streaming Media Players	7	5.6	5.6	66.7
	PCs & Laptops	30	23.8	23.8	90.5
	Others	12	9.5	9.5	100.0
	Total	126	100.0	100.0	

Source: Primary Data

From the table no.2 it tends to be comprehended that the most noteworthy no of Gen Z clients 61.1% communicated that they exploit the smart television, 23.8% said they have resort to the PCs and Laptops and 9.5% were utilized different gadgets like a cell phone, Tab, and so forth., additionally they were exceptionally less rate 5.6% were avail oneself of the Streaming Media Players.

Table No 3: Do you feel it is anything hard to find something you "need" to watch on these OTT Platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	6	4.8	4.8	4.8
	NO	66	52.4	52.4	57.1
	Maybe	54	42.9	42.9	100.0
	Total	126	100.0	100.0	

Source: Primary Data

The above table no.3; Depicts that out of 100% respondents exceptionally least rate 4.8% reacted to hard to watch or find on OTT platforms, others 52.4 % said they never had any issues and remaining 42.9% felt that it was elusive on OTT Streaming.

Table No 4: What do you use your OTT Video subscriptions for the most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Others	3	2.4	2.4	2.4
	Movies	42	33.3	33.3	35.7
	Web Series	73	57.9	57.9	93.7
	Short Films	6	4.8	4.8	98.4
	Music	2	1.6	1.6	100.0
	Total	126	100.0	100.0	

Source: Primary Data

From the table no. 4, it is extremely evident that the respondents were going for OTT video memberships for the accompanying reasons out of 100% respondents lion's share 57.9% was watching the web series, trailed by 33.3% movies, 4.8% short films and staying 2.4% (Sports, Cooking, Education or Training, and so on.), 1.6% were wanting to tune in to Music during the lockdown period.

Table No 5: What Portal do you use to stream OTT Video content?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	You tube	84	66.7	66.7	66.7
	Netflix	15	11.9	11.9	78.6
	Hotstar	6	4.8	4.8	83.3
	Voot	3	2.4	2.4	85.7
	Viu	6	4.8	4.8	90.5
	Prime Video	3	2.4	2.4	92.9
	Yupptv	9	7.1	7.1	100.0
	Total	126	100.0	100.0	

Source: Primary data

From the Table No 5, it can comprehend that out of 100% respondents the level of reactions towards Portal use to transfer OTT Video content as follows 66.7% like to watch on Youtube, 11.9% deciding for Netflix, 4.8% Hotstar, Viu 4.8%, yuppstv 7.1% and staying 2.4% Voot, 2.4%Prime video.

Table No 6: How are you made aware of, or hear about upcoming OTT Services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends/Word of mouth	51	40.5	40.5	40.5
	Social Media	63	50.0	50.0	90.5
	Ads in the channel guide	9	7.1	7.1	97.6
	News papers/ APPS	3	2.4	2.4	100.0
	Total	126	100.0	100.0	

From table no. 6, depicts that Major share 50.0% of respondents are reacted that they got mindfulness towards the OTT Streaming proposals through internet-based life followed by 40.5% Friends/Word of mouth, 7.1% Ads in the channel guide and least 2.4% News papers/APPS.

Table No 7: Factors Affecting on OTT Video Subscription

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ease of Use	52	41.3	41.3	41.3
	Cost	35	27.8	27.8	69.0
	Customer Service	3	2.4	2.4	71.4
	Availability	18	14.3	14.3	85.7
	Social Trends/ Technological Advances	6	4.8	4.8	90.5
	Satisfaction	12	9.5	9.5	100.0
	Total	126	100.0	100.0	

Source: Primary Data

The above table no.7, it is recognized that the factors influencing on OTT Video membership by Generation Z Consumers are as per the following Ease of Use (41.3%), Cost (27.8%), Customer Service (2.4%), Availability (14.3%), Social Trends/Technological Advances (4.8%) and Satisfaction (9.5%).

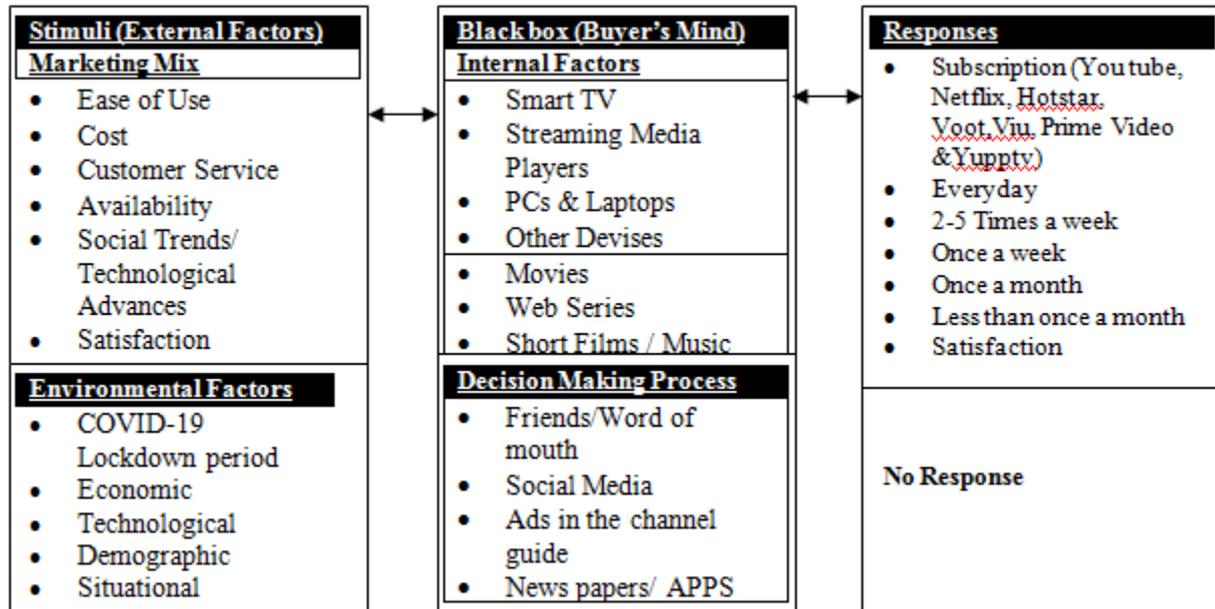
Table No 8: Indicate your overall opinion of your OTT subscription

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	24	19.0	19.0	19.0
	Satisfied	60	47.6	47.6	66.7
	Ok	42	33.3	33.3	100.0
	Total	126	100.0	100.0	

Source: Primary Data

From the table no 8; it is clear that out of 100% of respondents nearly there is a positive reaction from the respondents on generally assessment on OTT Subscription are as per the following the most noteworthy reaction to the least, the dominant part (47.6%) said satisfied with the administrations and other 33.3% said Ok, 19.0% were said Very satisfied.

FIGURE NO 1: FRAME WORK OF GEN Z OTT-STREAMING BEHAVIOR AMONG GENERATION Z CONSUMERS DURING THE LOCKDOWN PERIOD



FINDING & SUGGESTIONS

- From the study it was found that the greater part of 70% Gen Z Customers was used the OTT Streaming services during the lockdown period time sue to contributing additionally spending at home, Moreover, gaming continued creating while arrangements like virtual training and virtual drives in like manner extended use. The data moreover shows that the number of channels saw each week per watcher has also gone up.
- From smartphones to smart TVs to India has been the fastest to warm up to digital media. The country is the torchbearer of this change and is giving rise to the influx of video streaming platforms and it is quite evident from this study that around 60% majority of Gen Z customers communicated that they exploit the smart television.
- From this study, unmistakably the least 6% reacted that they discovered extremely hard to watch programs on OTT streaming, it is a decent indication of organizations prevails with the mindfulness procedures likewise it will assist the organizations with reaching more heterogeneous customers to hold or draw in for the development of OTT Platforms in India after the post lockdown.
- The study found that the majority of 57.9% caught everyone's attention with the web-series during the lockdown period.
- The study shows Gen Z has spent the most YouTube (66.7%). Since this study focuses solely on the Gen Z members, there's no word on whether older folks in quarantine turn to the more the variety of social media options.
- From the study, it was discovered that half of Gen Z purchasers were made high mindfulness on OTT streaming memberships during the Lockdown.
- From the study, it is clear that the most influential elements like ease of use (41.3%) and cost (27.8%) for Gen Z's decision to subscribe to the OTT Streaming.
- It was very clear from the research information most of 66% opined that they were a lot of happy with the OTT Streaming administrations during the lockdown time frame.
- The organizations must find or re-found the thing around 70% of Gen Z respondents who might keep watching content on OTT stages.
- From the auxiliary information sources, companies need to Develop the new methodologies to expand every day, week after week, and month to month dynamic clients.
- Even the Post lockdown period expanding customer base and improving watcher encounters to assemble higher client maintenance is important to stand in the market.

- Utilizing in-app messages additionally urge clients to draw in with new substance without upsetting the customer experience
- The organizations need to Provoke the first-time clients to empower pop-up messages allows you to run focused on, logical and customized crusades that feature important video substance, motion pictures, and shows of intrigue while empowering membership buys and social sharing.
- The expansion in time spent at homes, media streaming organizations are encountering an expansion in rush hour gridlock and a spike in new participations.
- The companies needs to customize and contextualize the pop-up messages to make the greatest effect and convey a consistent client experience & highlighted captivating video content so your clients don't need to invest so much energy choosing what to observe
- To facilitate the choice of picking the correct arrangement for your clients, use item identifications to tell clients all the distinctive substance contributions in Plan A and Plan B.
- The User referral is one of the driving forces of new user acquisition.

CONCLUSION

Recent days in India due to the expeditious magnification of internet & digital accommodations, customer adoption and utilization are resulting in an astronomically immense magnification and the OTT platforms. It will be a great opportunity for the firms to expand their accommodations to make profits and sustain in the market for a long period. During the COVID-19 this study was conducted to understand the Gen Z consumer comportment and the market, withal optically canvassed that there is a sizably voluminous adoption of OTT streaming accommodations by the Generation Z consumers during the lockdown period due to stay at home. Now it's time for the companies to rethink and design the strategies to magnetize and retain the Gen Z consumer after the post lockdown.

REFERENCES

1. <https://www.nationalheraldindia.com/national/surge-in-ott-platform-subscriptions-during-india-lockdown-survey>
2. <https://brandequity.economictimes.indiatimes.com/news/media/55-of-indians-prefer-ott-platforms-vs-41-that-still-prefer-dth-momagic-survey/70858815>
3. <https://www.entrepreneur.com/article/338946>
4. <https://www.mediacom.com/uk/article/index?id=the-lockdown-diaries-%E2%80%93-focus-on-gen-z>
5. <https://blog.marketresearch.com/the-impact-of-covid-19-on-millennials-and-gen-z-consumers>
6. Sadaf Karim, A Comparison of the Media Consumption Habits of Gen X, Gen Y and Gen Z, Allana Inst Of Management Sciences, Pune - Volume 9 Issue 2 (July 2019-Dec 2019, July-Dec 2019, ISSN NO.: 2581-3137 (Online).
7. Dr. Sabyasachi Dasgupta and Dr. Priya Grover, International Journal of Computer Engineering & Technology (IJCET), Volume 10, Issue 1, January-February 2019, pp. 61-71, ISSN Print: 0976-6367 and ISSN Online: 0976-6375
8. <https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/summary.html>
9. <https://www.inventiva.co.in/stories/priyadharshini/is-ott-platform-over-used-during-lockdown/>
10. <https://www.financialexpress.com/brandwagon/how-is-coronavirus-impacting-the-streaming-platforms-with-an-increasing-appetite-of-viewers/1919916/>
11. <https://www.mxmindia.com/2020/06/will-ott-consumption-trends-last-beyond-the-lockdown/>
12. <https://www.adgully.com/lockdown-has-changed-shopping-media-consumption-habits-of-indians-inmobi-92247.html>
13. Ritu Bhavsar, “ The Burgeoning Digital Media Consumption: A Challenge for Traditional Television and Advertising Industries – An Analysis”, Amity Journal of Media & Communication Studies (ISSN 2231 – 1033) 17-23, 2018, Vol. 8, No. 1.

14. <https://www.kelltontech.com/kellton-tech-blog/over-the-top-content-next-gen-medium-entertainment>
15. Lee, C. Christopher; Nagpal, Pankaj; Ruane, Sinead G.; and Lim, Hyoun Sook (2018) "Factors Affecting Online Streaming Subscriptions," *Communications of the IIMA*: Vol. 16 : Iss. 1 , Article 2.; <https://scholarworks.lib.csusb.edu/ciima/vol16/iss1/2>
16. Vilma Tamulienea*, Ingrida Gabryteb, "Factors influencing customer retention: case study of Lithuanian mobile operators , 19th International Scientific Conference; Economics and Management 2014, ICEM 2014, 23-25, April 2014, Riga, Latvia, *Procedia - Social and Behavioral Sciences* 156 (2014) 447 – 451