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To Analyze the Factors Responsible for the Shift in Viewing Patterns of Gen Y & Z from Traditional Modes of Entertainment to Online Streaming Platforms

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Abstract: ***The Viewing Patterns of General population has witnessed numerous changes over the years though television has been one of the most popular means for delivering entertainment to the public but now with the introduction of various Online Streaming Platforms and changing viewing patterns of Generations Y & Z there are huge growth prospects for all the competing Over-The-Top (OTT) Platforms as well.***
This Research is a novel attempt to understand the factors responsible for the shift in the viewing patterns of Gen Y & Z from traditional modes of entertainment to online streaming platforms.
This study also highlighted that the brand awareness & visibility plays a vital role in influencing the decision of the consumers to choose amongst various available online streaming platforms. Although, the usage of traditional modes of entertainment has been declining, it would still be difficult to conclude that online streaming platforms will completely replace the traditional modes of entertainment in the Indian society in the near future.

I. INTRODUCTION

With the advent of advanced technology, there have been numerous changes in our day-to-day lives. Some people have replacedtheir home-based landlines in favor of smart phones leading to a transformation. Similarly, Traditional television viewing is being transformed with the help of the internet and various streaming services.

Television as a Traditional mode of entertainment is still popular amongst Gen X especially Baby Boomers who still majorly depend upon television as a major source of entertainment.

The whole population of a nation can be divided into different segments on the basis ofthe age bracket they belong to, such as: BabyBoomers(1946-54), Generation X(1965-79), Generation Y/ Millennials (1980-95) and Generation Z(1996-2010).

According to a report published by Nielsen in 2017, Millennials have cut the cord and abandoned TV at record rates.Young millennials (18-24) reported the largest 5-year decrease in TV viewership — over 40% decline. Even those in the older millennial age bracket reported nearly a 28% decrease in TV viewership. This was majorly due to the advancements in Internet technologies.

The number of internet users have increased manifold in India since past few years. While there were approx 483 million users of internet across the country in 2018, the figure is projected to grow to over 660 million users by 2023, indicating a big market potential in internet services for the south Asian country. In fact, India was ranked as the second largest online market worldwide in 2019, after China.

The Viewing Patterns of General population has witnessed sea changesover the years. FromDoordarshan to Star Plus, Sony TV, Zee TV, Star One, Colors, a lot of innovations and new introductions have taken place in context of channels and content available on television and now in 2020 we have conversations all about various Online streaming platforms like Amazon prime, Netflix, Hotstar, Zee, Voot, Alt balaji, Youtube, TVF etc.

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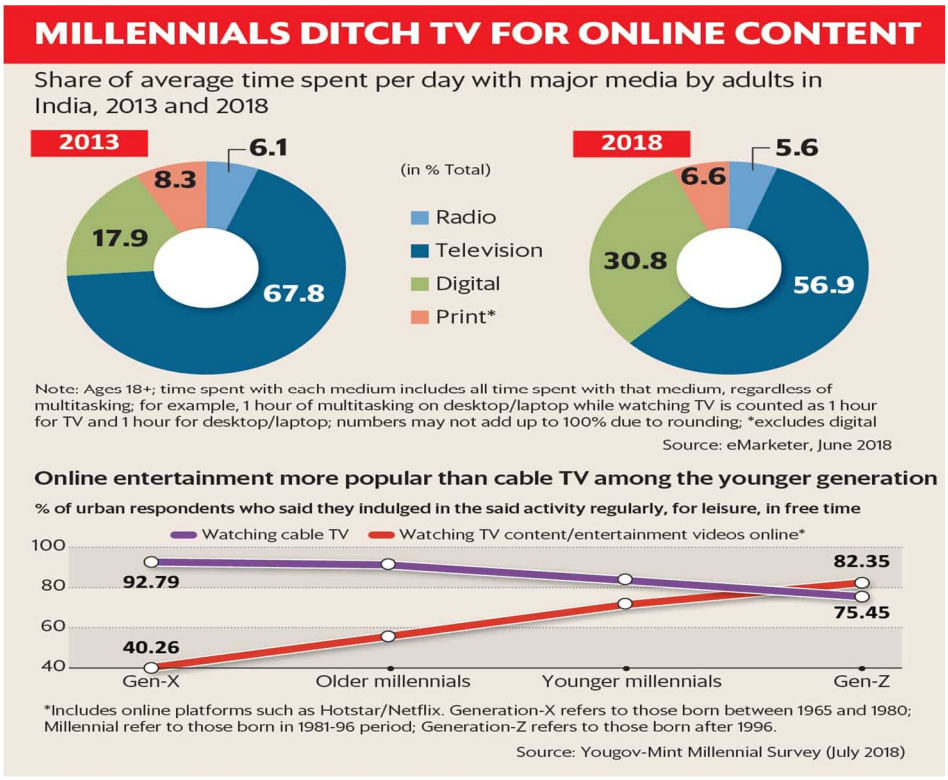

A survey conducted by Mint and the Indian arm of market researcher YouGov, concluded that millennials are using social media networks much more than older cohorts. It also highlighted that most millennials (those aged between 22 and 37 years in 2018) consume news online, with only minority of the youth watching TV news or reading newspapers. The survey also shows that the share of millennials watching online entertainment (48%) exceeds the share of those watching cable TV (43%).

In this digital era, online streaming has gained all the way more importance for the young consumers because it provides complete autonomy in terms of choosing their own content and pricing, keeping in mind the exact type and amount of content they want to view. Various studies conducted on the topic have concluded that the younger generation is gradually shifting from traditional modes of entertainment to online streaming platforms.

In our research, we have taken into account the viewing patterns of the consumers belonging to Gen Y & Z, which have been majorly affected by the advancements and slowly & steadily shifting themselves from traditional modes of entertainment to online streaming platforms.

A. Rise of Video Streaming

In the last three-four years, nearly 30 video streaming platforms have been launched in India. This includes both the American services like Netflix and Amazon Prime Video and local brands like Balaji Telefilms' ALTBalaji and those owned by broadcast networks like Star India's Hotstar and Sony Entertainment Television's SonyLIV.

ALTBalaji claimed that the platform has close to 16 million viewers across mobile phones and other devices with majority of them coming via mobile phones. Ajit Mohan, outgoing CEO of Star India's digital platform Hotstar, meanwhile, said that Hotstar now serves nearly 150 million users a month in India. "We have the largest millennial audience for any streaming platform in the country. Of our followers, 80% are below the age of 35 years," he says.

There have been many research conducted in the past aimed at studying the increasing inclination towards online streaming as well as the decline in dependency on Television or other Traditional modes for entertainment. But very few of them clearly highlighted the factors responsible for the shift.Thus, through our study, we aim at understanding the reasons or factors responsible for this shift from Traditional to online streaming as a source of entertainment amongst Generation Y & Z. It will also help us to understand the consumer's psychology to opt a particular platform and content to be viewed. The research will open opportunities for the existing competitors and upcoming marketers to explore the field of entertainment in a better manner and design the business strategies accordingly.

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II. LITERATURE REVIEW

Dr. Sabyasachi Dasgupta and Dr. Priya Groverconducted a study on "understanding adoption factors of over-the-top video services among millennial consumers" in the year 2019. This paper aimed at understanding the consumption patterns and adoptability factors of OTT among consumers. Qualitative methodology was adopted for this research, and the study brought out four themes enabling the success of this platform: Convenience, mobility, content and subscription strategies. These strategic parameters were the primary factors which ensured higher engagement levels of the consumers for the OTT content.

Dr. Paramveer Singh conducted a study on "new media as a change agent of Indian television and cinema: a study of over-the-top platforms" in the year 2019. The objectives of his study were to know how Indian Television and Cinema are changing due to the introduction of new online platforms and how youth is using these digital platforms for video content watching. This study was based on survey method to know the video content watching habits of youths through online platforms. Study revealed that Hotstar, Netflix and Jio are the major players in Indian OTT service market. Indian audience use these applications without paying any money. Most of the viewers watch content through these applications up to 2 hours daily. Study revealed that the reasons behind the change are convenience of service, personal medium and availability of international content. Study also revealed that the future of Over-the-top applications is bright in India and some other reasons for the same are smartphone penetration, International collaborations between media moguls, Cost effectiveness and digital quality of the medium.

Indian OTT platforms report (2019) as per the Report, OTT is expected to be a $5 billion industry by 2023, OTT is the future of entertainment in India. While the scale and diversity of Indian entertainment allows the coexistence of Films, TV, Digital OTT and other avenues like Print Media, Gaming etc it has become clear that as more and more of the Indian population is joining the Digital wave, OTT is increasingly becoming stronger and the preferred mode of content consumption across all demographics. With strong budgets backing good stories, appetite for versatile and bold content, cinema quality for small screen, OTT is a unique model that has truly unleashed the power of storytelling by bringing forth a blend of web series formats. Existing and new content creators are experimenting with themes, genres and duration formats to create a plethora of content for web that is finding takers across languages, regions, age groups, genders, interests and distribution channels.

RituBhavsarconducted a study on "the burgeoning digital media consumption: a challenge for traditional television and advertising industries – an analysis" in the year 2018. The important issues, for which the study was conducted were that the smartphones have replaced traditional radio sets in home, digital media is also overtaking traditional medium of television viewing and advertising. For this research study, secondary data was used and content analysis approach was followed, it was concluded through the research that the driving forces behind increasing digital media consumption are mobility, personalization, easy accessibility, increased number of smart phone users and high internet speed and cost-effective data plans. Finally, the research also threw some light on challenges for traditional television and advertising industry, and also summarized few suggestions made by analyzing the content to enrich the advertising industries.

C. Christopher Lee, Pankaj Nagpal, Sinead G. Ruane and Hyoun Sook Lim conducted a research on the topic 'factors affecting online streaming subscriptions' in the year 2018. The study explored the number of factors which consumers consider when choosing cable television and online streaming options. The sample data for the study was collected through a survey questionnaire at a large public university. Then, Multivariate regression models were developed to identify factors affecting each option where both the models showed statistical significance. The study also concluded that with respect to demographics, gender played no clear role while age showed marginal impact in choosing online streaming over cable television.

E Guerrero Pérez conducted a study on the topic 'millennials abandonment of linear television' in the year 2018. The study analyzed the evolution of linear television consumption by the millennial generation, in comparison to the general audience, and how it is affected by online viewing. This research also addressed millennials' audience profile and affinity in relation to the main commercial television channels in Spain. For the study, both quantitative and qualitative instruments were used: Kantar Media viewership data and an original online survey about audiovisual consumption habits applied to a representative sample of Spanish Internet users and, on the other hand, semi-structured interviews with the digital strategists of the major private television companies and a multichannel network. The study concluded that the leak of young audiences are moving towards more personalized and interactive audiovisual entertainment services.

C. Christopher Lee, Pankaj Nagpal, Sinéad G. Ruane, Hyoun Sook Lim conducted a study on the topic in "Factors Affecting Online Streaming Subscriptions" the year 2018. The objective of the study was to explore different factors which consumers consider while choosing cable television and online streaming options. The Sample data was collected through survey method from a large public university. The Multivariate regression models were developed to identify the factors which affected each option. Both the models used in the study depicted statistical significance.

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The regression model used for cable TV showed additional purchase, social trend (negative), cost and customer service factors were statistically significant whereas only social trends and available options were significant in the regression model adopted for the online streaming. As per the study media options were also marginally significant. With respect to the demographics, gender played no clear role whereas age depicted marginal impact in choosing online streaming over cable television.

Minhyung Lee, HanByeol Choi, Daegon Cho, Heeseok Lee conducted a study on the topic "Cannibalizing or Complementing? The Impact of Online Streaming Services on Music Record Sales" in the year 2018. The objective of the study is to analyze the impact of adopting online music streaming services on the sales of music records to determine the effect of digital products on physical products. This study was conducted by using a two-stage least squares (2SLS) regression approach. By using the data from monthly music record sales and streaming data from the official Korean Gaon Music Chart, it was concluded that online streaming services positively impact the music record sales. According to the study it was also concluded that online streaming positively impacts music record sales.

Deloitte (2017) As per the report, the manner in which news and entertainment was consumed changed dramatically over the past decade, creating both challenges and opportunities for traditional broadcasters. It was also observed that millennials spend more time streaming content than watching it on television, and more than 20 percent of them were viewing shows on their mobile devices. Streaming services were growing rapidly, with around 60 percent of consumers using them monthly. Video on-demand viewers in the US were expected to reach 209 million by 2021, up from 181 million in 2015.

Andrew C. Billings conducted a study on topic "Time-shifting vs. appointment viewing: the role of fear of missing out within TV consumption behaviors" in the year 2016. This study adopted survey method to collect national data in order to investigate the phenomenon of fear-of-missing-out (FoMO), the apprehension associated with the fear that other people are having a pleasurable experience than that one where they are not a part. This study investigated the role that FoMO plays in TV viewing habits, particularly binge-watching and the consumption of one-time mega events. Results of this study indicated that FoMO predicts the pace at which people choose to watch TV, social media use as it relates to TV, and whether they are likely to watch some one-time TV programs.

Jorge Abreu, João Nogueira, Valdecir Becker, Bernardo Cardosoconducted a study on the topic **"**Survey of Catch-up TV and other time-shift services: a comprehensive analysis and taxonomy of linear and nonlinear television" in the year 2016.This study analyzed recent changes in the television (TV) market, and the transformation of TV consumption habits which were motivated by introduction of new transmission and recording technologies. Survey method was adopted for conducting this study and data was collected from 62 countries and 4 continents, through this study a growing presence of nonlinear TV services and over-the-top (OTT) content offerings was observed. Through this study the impact of nonlinear TV on the complete supply chain was also discussed, indicating structural changes which have not been addressed yet in the existing literature.

Joshi Sujata, Sarkar Sohag, Dewan Tanu, Dharmani Chintan, Purohit Shubham and Gandhi Sumitconducted a study on the topic "impact of over the top (OTT) services on telecom service providers" in the year 2015. The objective of this study was to analyze the consumer trends which have led to the adoption of OTT services. It identified that factors such as cost, convenience, features, social propensity, content availability, smartphone and mobile internet penetration, user experience and net neutrality were effectively leveraged by OTT players to offer better substitutes to what telcos offerings. Furthermore, it also studied the impact of these factors on operators' voice, messaging and data services. This study aimed to help telcos in designing strategies to overcome the OTT threat and also in identifying changing consumer needs, thereby helping them design offerings to suit their needs.

Harsh Taneja, James G. Webster and Edward C. Malthouse, Thomas B. Ksiazek conducted a study on the topic "Media consumption across platforms: Identifying user defined repertoires" in the year 2012. The objective of the study was to identify different repertoires on which users choices are based. This study used the factor analysis method to identify user-defined repertoires and the data was collected by survey method. According to the study there was the presence of four repertoires that are powerfully tied to the rhythms of people's daily lives. These were in turn explained by a combination of factors such as audience availability and individual demographics.

Jiyoung Cha, Sylvia Chan-Olmsted conducted a study on the topic "Substitutability between Online Video Platforms and Television" in the year 2012. The study aimed at studying the plausible cannibalization effect of online video platforms on television. The study was conducted by examining the perceived substitutability between online video platforms and television. Survey method was adopted for this study conducted nationwide and it revealed differences between online video platforms and television in terms of consumer motivations for video content consumption. As per the study the non-users of online video platforms are also more likely to perceive online video platforms as a substitute for television than users of online video platforms.

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Deloitte Report on "Digital Media:Rise of On-demand Content" concluded that major population is spending their time on digital media in comparison to the traditional media and this has been made possible due to the improvements as well as innovations being incorporated in the mobile device's technology also due to better internet connectivity. According to the report the above-mentioned factors have provided the viewers with an easy option of accessing the digital media content. Concluding in context of the Indian population it has been observed that India has the largest young population who are currently using digital media. As per the report, the availability of the affordable smartphones as well as 3G and 4G internet coverage has also given rise to the demand for various on-demand digital entertainment services.

A Study conducted on the topic "Transition of Consumer Towards Video Streaming Industry: A comparative analysis of Netflix and Amazon prime". The objective of this study was to understand by examining profiles of users, also by identifying strategies of Netflix and Amazon Prime aligned with the future shifts in this fast-changing market and also analyzing the relationship between demographic profiles (age, gender) of different consumers and understanding their behaviour towards the consumption of online video streaming channels, also the study aimed to identify perceptions of Indian consumers based on different factors such as Price, Quality, Content, Device friendly for online streaming platforms namely Netflix and Amazon Prime Video.

III. CONCEPTUAL FRAMEWORK

Older viewers are underpinning traditional forms of watching television over digital viewing online streaming services. The switch from traditional TV to latest online streaming services from American services like Netflix, Amazon Prime and local brands services like Balaji Telefilms, ALT Balaji etc. is making a transition in the viewing pattern of viewers from passive to active, selective and demanding as they have gone a step ahead in the twenty first century by being empowered and enlightened that is an offshoot of media growth. The millennials are switching towards social media technology and leaving the older cohorts. Online streaming services is becoming a buzzword with the development of Broadband Internet access that is making the process of watching these content more accessible, straightforward and simple.

In terms of conceptual framework, few parameters that is being given special attention with respect to the Research topic or the factors responsible for the switch off from traditional to modern viewing are:

1) *Content:* It occupies a central position in terms of its more interactivity and liveliness that engage the viewers with their contemporariness. The originality of the content,the technical abilities and the value advantage accelerates & changing the media landscape from offline to online viewing patterns. Among the contents, "Entertainment" became a key motivator for adopting this media. There are three main concepts such as Interactivity, Demassification and synchroneity that actually fits with the modern lifestyle of the viewers. Regional Content creates a connection between the user and the service providers. Content available for Trial purposes makes it more popular among the middle-class people of India. Regional content and offering of shows in 10 languages make it more understanding and approachable one.
2) *Convenience:* "The kind of ease" with which these services are being used became much higher as compared to the old television. It solves the purpose of solving much & more work in the frequency of seconds that makes it more acceptable among the viewers. The familiarity with the new technology, its user-friendly interface, multiple options for payment, the safety of the transaction, easy of availability, the quality of the video makes it different and more convenient to use. It provides the ability to watch a show while travelling, doing shopping, having a meal or while seating in the corner of the room. India is a nation of commute streamers and on-the go viewers.
3) *Cost:* Cost Advantage became a key displacement variable in the adoption or substitution of media like Hotstar, Ditto TV and Voot offering almost all TV shows and movies at free of cost. Indian Consumers are more inclined towards watching free content online then paying for the same. Low-cost plans make it viable for middle class of India to reach out to larger masses. Consumers have to pay for the services they want to want only and the lower rates of subscription makes it more approachable than the traditional modes of watching Television.

IV. CONCLUSION

This research is a novel attempt to understand the factors responsible for the shift in the viewing patterns of Gen Y & Z from traditional modes of entertainment to online streaming platforms. The reason for comparing the traditional modes of entertainment and the online platforms is that both are audio-visual in nature, almost similar in usage and both provide a similar fulfilment.

With the advent of internet and mobile penetration technology, the future of online streaming platforms looks bright. The study highlighted that there are many factors that have led to the increase in the usage of Online streaming platforms like ease of usage, cost effectiveness, lesser switching costs, availability of better content and a wider choice.

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Customer testimonials also play an important role in influencing the decision. The study also highlighted that the brand visibility plays an important role in influencing the decision of the consumers to choose amongst the available online streaming platforms. Although, the usage of traditional modes of entertainment has been declining, it would still be difficult to conclude that online streaming platforms will completely replace the traditional modes of entertainment in the Indian society in the near future.

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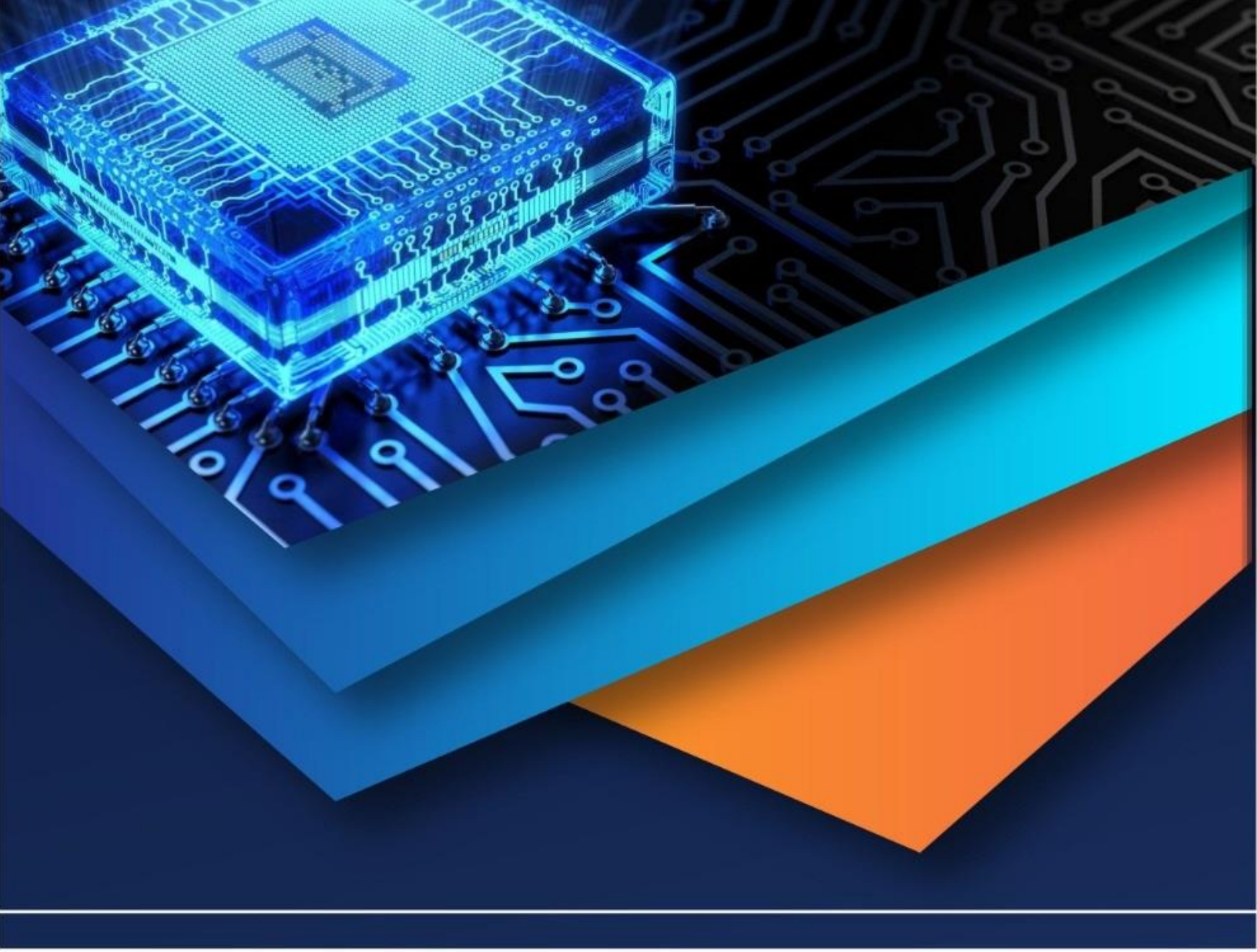

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