

Ott Platform: A Comparative Study Of Perception Between Gen Y And Gen Z Of Anand City

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Abstract

The report provides a comprehensive analysis of the preferences, dislikes, interests, and other specific information of users of OTT platforms in relation to Anand city, considering several parameters. The research requirement for the analysis was determined by reviewing multiple research articles. To analyze the questions related to the OTT platform, 200 responses were compiled which were comprised choices on the Likert scale. The main objective of the response collection procedure is to determine the most effective method to conduct the study and gather the relevant results. The data was collected and meticulously analyzed to assess individuals' sentiments towards the OTT platform. The study focuses on two specific generations: Generation Z and Generation Y, in the context of OTT platforms. Hence, data was acquired from both generations for both of the groups. The Kruskal-Wallis test was conducted using the trial version of SPSS.

Keywords: OTT Platform, Viewer's Preference & Perception, Gen Y, Gen Z

Introduction Theoretical Framework OTT Platforms

(Kumar & Prasad Meena, 2023) OTT, or Over- The- Top, refers to the emerging participants in the content delivery business. Diffusion, in this context, refers to the availability of web- based services or apps that may be accessed without the need for hardware support. It refers to the content, programs, or services that are accessible to end users on the Internet and are built on top of the internet network. OTT platforms enable users to circumvent the existing network and interact directly with the consumer. These services are communicated across a network that allows consumers to access and utilize them without the need for a service provider's involvement in the sale, provision, and evaluation of the landscape.

(Kalra & Hooda, 2023) Viewers have the option to access OTT material through the Internet on Smart devices such as Smart LED TVs and mobile devices. They may also use a fire-stick to watch on regular TVs, or access the content on a computer, laptop, or tablet. OTT platforms offer access to a wide range of content beyond just videos. You are granted access to a diverse range of content, including videos, messaging, voice calls, and audio music. The recent analysis on the India OTT Market, issued by Quadintel, states that the OTT market may be divided into two segments: video OTT and audio OTT. In the fiscal year 2020, the Indian video

OTT market had a valuation of INR 86.98 billion. The projected growth rate for the period between FY 2022 and FY 2026 is estimated to be approximately 30.73% on a compound annual basis. India has about 40 OTT services that provide original media content across the internet.

History and Development

Reliance Entertainment established BIGFlix in 2008, which was India's inaugural OTT subsidiary platform. Digivive introduced nexGTV in 2010, which was India's inaugural OTT mobile application, enabling users to watch live TV and on-demand content. nexGTV was the pioneering application to stream live Indian Premier League matches on cellphones between the years 2013 and 2014. The acquisition of streaming rights for IPL in 2015 has significantly contributed to the expansion of Hotstar (now Disney+ Hotstar), an OTT platform in India. The introduction of DittoTV (Zee) and Sony Liv in India in 2013 led to substantial development for OTT services in the country. Ditto TV functioned as a comprehensive platform that consolidated programs from several media channels such as Star, Sony, Viacom, Zee, and others.

SWOT Analysis of OTT Platform



(Source: Compiled by the researchers)

Some widely used OTTs in India are Amazon Prime, Netflix, Hotstar, Crunchyroll and JIO Cinema.

The Shift from IPTV to OTT

To start, let's examine the series of steps that brought us to our present circumstances. Since the mid-1990s, Internet Protocol Television (IPTV) has emerged as the prevailing approach for TV service providers to deliver digital television content to consumers. Reception often requires a television subscription, a contract, a set-top box, and the aid of a technician to connect the different hardware components and high-speed internet services at the customer's location.

Thus, content is distributed using private "multicast" MPEG transport stream networks, involving the transmission of several streams to multiple customer locations, such as digital cable and satellite TV. This imposes a constraint on clients, confining them to a solitary service provider, so limiting their choices to the available options within their specific geographic area. In addition, the available content is restricted to the channels that may be accessed within their particular area and region.

Literature Review

Gen Y

GenY, commonly known as Millennials or Echo-Boomers, encompasses individuals born between 1981 and 1994 (Taylor, 2014). They are commonly referred to as the entitled generation and digital generation since they grew up and developed alongside computers, the internet, and other electronic devices.

Millennials have a crucial role as they serve as the bridge between the previous and upcoming generations (Tulgan, 2013). The GenY cohort came of age with the rapid expansion of the internet and were the initial generation to have extensive exposure to it. (Dimock, 2019) Identifies them as the pioneering cohort of data natives who initiated the global online commerce phenomenon. Millennials engage in online activities,

actively voice their ideas, and have a tendency to document and share their actions on social media sites. According to (Dabija & Băbuț, 2019), Millennials heavily depend on online sources like Microblogs, Facebook, YouTube, and Social networking sites rather than traditional marketing channels.

Gen Z

Generation Z is commonly referred to as the "instant online" generation due to their complete immersion in internet technology (Levickaite, 2010). This generation comprises persons who were born between 1995 and 2012, a period characterized by the broad growth of the World Wide Web. Having come of age after 2000, they have been exposed to digital devices throughout their entire lives. These individuals are alternatively known as iGen, Centennials, Generation Next, and Post-Millennials (Sadaf, 2019). According to (Singh A., 2014), they are seen as knowledgeable about technology, capable of handling multiple tasks simultaneously, motivated by technology, receptive to new ideas, inclined towards taking risks, skilled in various areas, and proactive in making decisions. GenZ, like millennials, have had their lives shaped by technology, leading to them being referred to as "Millennials 2.0" at times. However, (Swanson & Charlene, 2020) hold contrasting viewpoints when it comes to online platforms. Generation Z perceives smartphones as an integral and essential aspect of their existence, serving as their personal gateway that connects their online and offline experiences (Fromm & Read, 2018).

Gen Y and Perception of OTT Platforms

(Akash, 2023) 2023) this study report attempts to offer comprehensive insights into the possibilities of Indian viewers regarding Over-The-Top (OTT) platforms. There were 231 responses from the general population. This poll focuses on the top 5 over-the-top (OTT) providers in India, namely Jio Cinema, Netflix, Amazon Prime, Hotstar, and Zee5. And efforts to ascertain the factors influencing the Indian audience's preference for these providers over their competitors. The research aims to explore the factors that impact individuals' choice for using an over-the-top (OTT) platform, the sorts of material they consume on these platforms, and their frequency of usage. Furthermore, taking into account the respondent's age group and educational capabilities. This study elucidates the intricate interplay among these elements, offering invaluable insights into the nature of the Indian OTT Platform. Additionally, it tackles the issues surrounding the evolving viewing habits of individuals in India, ultimately enhancing our comprehension of the expansion of the Indian entertainment industry.

(Patni & Ansari, 2024) The demand for OTT platforms has surged since the onset of the epidemic. Amidst and following the epidemic, there has been a significant surge in the demand for OTT platforms. Prior to the pandemic, OTT platforms existed but were limited to certain nations and audiences. Amidst the pandemic lockdown, individuals have utilized their free time to delve into various facets of OTT platforms. A significant number of movie enthusiasts have started using OTT platforms as their primary source of entertainment. The material offered by OTT platforms differs from that of conventional forms of entertainment. The present study discusses the discoveries of several research endeavours (literature) conducted in the realm of OTT Platforms thus far, and the progressive evolution of OTT Platforms over time. Some study articles have focused mainly on certain aspects of various countries, whereas the regional element of OTT platforms has received less attention. This report aims to identify the aspects of OTT platforms that have not been well researched or have little literature available. Nevertheless, the exploration of OTT Platforms study is still in its early stages, and it is expected to undergo more developments and changes in the next few years due to the significant impact these platforms have on the film industry.

Gen Z and Perception of OTT Platforms

(Kanimozhi & Madhesh, 2023) The emergence of over-the-top (OTT) media platforms has had a substantial influence on the media consumption habits of Generation Z. Contemporary individuals are more inclined to consume movies, TV series, and other forms of media on online platforms rather than traditional television. The change in media intake has the capacity to impact the psychological well-being of Generation Z in both beneficial and detrimental ways. OTT platforms provide a diverse range of material that may be customized to suit individual preferences. This can assist Generation Z in discovering content that is both intellectually engaging and pleasurable. Furthermore, over-the-top (OTT) platforms frequently offer consumers the opportunity to consume material at their preferred speed, thereby aiding in the alleviation of tension and anxiety. However, it should be noted that OTT platforms might potentially have addictive qualities. Gen Z is especially susceptible to this addiction due to their higher propensity for using technology for amusement compared to earlier generations. Furthermore, the content accessible on OTT platforms may contain explicit violence, sexual content, or other distressing elements. Gen Z's mental health can be adversely affected by this. Gen Z's psychological wellness is influenced by OTT media consumption in a multifaceted manner.

This new method of consuming media presents both potential advantages and hazards. Additional research is required to comprehensively comprehend the enduring impacts of over-the-top (OTT) media consumption on the mental well-being of generation Z.

Research Gap

The research pertains to the OTT platform, which is exclusively available in specific regions and does not include Gujarat in its scope. The areas of focus include generation, satisfaction, perception, and factors that influence customers' adoption of OTT platforms.

Objectives of the Study:

1. To analyze consumer perception towards the OTT platforms.
2. To compare the usage pattern of OTT streaming between Generation Y & Generation Z.
3. To measure the Consumer's level of satisfaction towards OTT platforms.

Research Methodology

Descriptive research is employed to conduct this study, as its name suggests. Descriptive research involves documenting the behaviour that takes place in a certain context.

Sampling Method

For research purposes, it is essential to employ the non-probability method, namely the convenient sampling method, to get data from consumers.

Sampling Framework

- **Sample unit:** - The sample was collected from the population of Anand City.
- **OTT Platform List:** - Amazon Prime Video, Netflix, Hotstar, Crunchyroll, Jio Cinema.
- **Sample size:** - There were 200 responses for the sample size taken for doing research.
- **Sample area:** - For collecting the data the area was Anand city.
- **Sampling method:** - The handy sampling strategy included a questionnaire to obtain data from consumers of the OTT platform in Anand City.

Data Analysis & Interpretation

Table 1: Demographic Information

Demography	Category	No.	Percentage
Gender	Male	105	52.5
	Female	95	47.5
Age Group (In Years)	15-23	53	26.5
	24-30	49	24.5
	31-38	53	26.5
	39-45	45	22.5
Occupation	Student	62	31
	Business	36	18
	Government Job	33	16.5
	Private Job	38	19
	Housewife	31	15.5

(Source: Primary Data)

Table 2: Consumer Awareness & Perception towards OTT Platforms

Criteria	Options	No.	Percentage
Awareness about OTT Platforms	Yes	200	100
Subscribers of OTT Platforms	Yes	165	82.5

	No	35	17.5
Frequency of usage of OTT Platforms	Daily	51	25.5
	Weekly	74	37
	Once in a month	48	24
	Once in a quarter	27	13.5
OTT platform preferred the most	Amazon Prime Video	125	62.5
	Netflix	121	60.5
	Disney+ Hotstar	101	50.5
	Crunchyroll	42	21
	Jio Cinema	40	20
Reason for choose the OTT platform	Vast Variety	99	49.5
	Ease of use	119	59.5
	Cost of Subscription	130	65
	Based on preferences	129	64.5

(Source: Primary Data)

Table 3: Reason for using OTT platform

	Comfort	Subscription cost is affordable and pocket friendly	I have to be on the trend, otherwise society that I mingle with will not approve	Only source of entertainment	I feel the happiest when I am binge watching	I can watch them at my convince time	When I get bored	It is a great stress buster	Unique and vast content	Other members in the family watch TV, so I watch my favorite shows on OTT platforms
Strongly Agree	54	41	17	18	16	34	19	14	29	23
Agree	64	61	44	36	71	63	43	41	67	42
Neutral	16	26	49	46	37	27	31	49	22	37
Disagree	4	9	11	24	11	14	31	20	17	19
Strongly Disagree	1	2	18	15	4	1	15	15	4	18

(Source: Primary Data)

Table 3.1: Statistical Information

	Comfort	Subscription cost	have to be on the trend	Only source of entertainment	feel the happiest	watch at convince time	When I get bored	great stress buster	Unique & Vast Content	watch my favorite shows on OTT platforms
Mean	27.8	27.8	27.8	27.8	27.8	27.8	27.8	27.8	27.8	27.8
Median	16	26	18	24	16	27	31	20	22	23
Mode	N/A	N/A	N/A	N/A	N/A	N/A	31	N/A	N/A	N/A
Standard Deviation	29.2438	23.9729	17.3695	12.9691	27.1053	23.3816	11.0995	16.1125	23.7423	10.9686
Sample	85.52	57.47	30.17	16.82	73.47	54.67	712.32	25.97	56.37	12.07
	Comfort	Subscription cost	have to be on the trend	Only source of entertainment	feel the happiest	watch at convince time	When I get bored	great stress buster	Unique & Vast Content	watch my favorite shows on OTT platforms
Variance										
Skewness	0.5173	0.4557	0.5436	0.6659	1.2874	0.7163	0.2433	0.6599	1.4103	0.5997

(Source: Primary Data)

Interpretation

The primary motive behind the respondent's utilization of the OTT platform is convenience. The OTT platform is primarily favoured and endorsed for the convenience it provides to users as they indulge in its content. The respondents concur that the membership fee of the OTT platform they are subscribed to is affordable. The primary rationale behind their utilization of the OTT platform is this. The respondents indicate that if the subscription fee of OTT platforms is modest or within a reasonable range, then the platforms can be considered pocket-friendly. According to the responders in the contemporary day, if we lack updates or understanding about the OTT platform, we are not keeping up with the current trend. OTT platforms dominate the entertainment sector in the present era. While a few respondents concur with this viewpoint, the majority assert that there is no correlation between the present trends and the Over-The-Top (OTT) platforms. The housewives also concur that they engage in entertainment through the use of over-the-top (OTT) platforms due to its time efficiency. According to some responses, the OTT platform is not the exclusive source of amusement. They also find other means to engage themselves. These movies are primarily successful and highly popular films of the current era, catering to Generation Y. These films consistently appeal to Generation X, Generation Y, and Generation Z. The movies Baghban and Hum Aapke Hain Kaun are highly successful and have a significant fan base, making them blockbuster films. They enjoy

more popularity and a larger fan following compared to other movies. Subsequently, there are several subsequent movies that have garnered attention not just from Generation Y but also from Generation Z, who have shown an inclination for watching some of these films. In the film, the parents consistently remind their youngster to see the movie Baghban. A similar phenomenon is occurring in the films of the current generation.

Hypothesis Test

H₀: There is no significant difference between perceptions of Generation Y & Generation Z towards the OTT platform.

H₁: There is a significant difference between perceptions of Generation Y & Generation Z towards the OTT platform.

Table 4: Frequency of Gen Z & Gen Y

Generation Z	No.	Generation Y	No.
15 Yrs. to 23 Yrs.	53	31 Yrs. to 38 Yrs.	53
23 yrs. To 30 Yrs.	49	39 yrs. To 45 Yrs.	45

(Source: Primary Data)

Hypothesis Test

Table 4.1: Paired T - Test Summary

Group	Count	Sum	Average	Variance
Gen Z	2	102	51	8
Gen Y	2	98	49	32

(Source: Primary Data)

Table 4.2: Paired T - Test

Source of variation	Df (Degree of Freedom)	MS	F	P Value
Between Groups	2	4	0.2	0.3492

(Source: Primary Data)

According to the table shown above, 1.

- Source of Variation:** The table commences by enumerating the source of variance, which, in this instance, is categorized as "Between Groups." This term commonly refers to the variation among distinct groups or categories being compared in the analysis.
- Degrees of Freedom (Df):** The "Between Groups" source of variation has 2 degrees of freedom, represented as Df. Degrees of freedom denote the count of values in the ultimate computation of a statistic that possess the liberty to fluctuate.
- The Mean Square (MS)** is a measure of the variability within each group. The Mean Square (MS) for the "Between Groups" source of variation is 4.
- The F value** is a statistical measure employed in ANOVA to ascertain the significance of differences between the means of distinct groups. The F value in this instance is 0.2.
- P Value:** The p-value corresponding to the F statistic represents the likelihood of receiving the observed results, or values that are even more severe, if the null hypothesis is assumed to be true. The p-value is 0.3492.

Interpretation

Based on the provided data, it seems that there is insufficient evidence to refute the null hypothesis. The p-value (0.3492) exceeds the generally used significance level of 0.05. Consequently, the null hypothesis cannot be rejected. It is indicating that there is no substantial disparity in the means of the groups being studied. The

difference between the groups is not statistically significant at the specified level of significance. There is no significant difference between perceptions of Generation Y & Generation Z towards the OTT platform.

The occupation has minimal impact on the users of the OTT platform in the Study. The crucial factor is that the age range is 15 years. Twenty-three years old. What age group of students utilizes the OTT platform more frequently in comparison to other age groups? The proportion of students utilizing the OTT platform is twice that of other individuals such as businessmen, housewives, and salaried individuals. The student age cohort is relatively unproductive, allowing them ample time to increasingly engage with the OTT platform.

Findings

- OTT (Over-The-Top) platforms were first established in India in the year 2013-14.
- OTT platforms had a boom in the year 2019-20, corresponding with the outbreak of Covid-19.
- OTT platforms currently dominate the entertainment sector in comparison to conventional entertainment platforms like as theatres and multiplexes.
- OTT platforms cater to the entertainment needs of Generation Y, Generation Z, and Generation X.
- Respondents of OTT platforms express their enjoyment when watching content on these platforms.
- There are about 70 OTT services accessible in India, such as Amazon Prime Video, Netflix, Hotstar, Jio Cinema, Crunchyroll, ALT Balaji, Sony Liv, and more.
- OTT services that are now popular in India include Amazon Prime Video, Netflix, Hotstar, and Crunchyroll. These platforms dominate the entertainment industry.
- Respondents consistently express a preference for action-adventure, romantic drama, comedy, thriller, and horror genres. These are the primary types of material that respondents consistently enjoy.
- There are generational differences among the respondents' ages, but they all derive pleasure from viewing their favourite shows on OTT platforms.
- Some respondents also express their preference for movies of Generation Z, similar to what happened with Generation Y.
- Some responders argue that the animation is only a cartoon. However, when the same question is posed to an Anime enthusiast, they experience a sense of joy when they provide their response about the over-the-top (OTT) platforms, particularly in relation to Animation.
- In India, there is a common scenario where those who are unfamiliar with the true definition of Animation sometimes equate it with cartoons.
- The movies released between 1980 and 1994 belong to the period and generation of films that are also appreciated by Generation Z. The films released between 1995 and 2009 are also popular among Generation Y.
- There are several over-the-top (OTT) platforms that offer unique content, and a significant number of the respondents express their preference for such platforms.
- OTT platforms experience gradual growth in subscriptions on a yearly basis. However, it is noteworthy that Crunchyroll, one of the top OTT platforms, has not had significant growth since its inception. Nevertheless, in the year 2022, it is undergoing a remarkable surge in popularity.

Conclusion

Currently, the entertainment sector is predominantly controlled by OTT (Over-The-Top) platforms. OTT platforms were first established in India in the year 2013. During that period, the OTT platforms were relatively new or just established in the Indian market, resulting in a limited awareness among individuals regarding these platforms. Over time, people gradually became aware of the emergence of OTT platforms.

When the OTT platforms were first released, their membership costs were excessive, which resulted in a lack of interest from users. During that period, OTT platforms were exclusively subscribed to by affluent households, serving as a symbol of their wealth and social position. Currently, there has been a complete shift in the tendency, with even middle-class families subscribing to OTT platforms. Many individuals believe that they can avoid monthly payments for cable television by subscribing to over-the-top (OTT) services, which allow them to occupy themselves with TV shows as they like.

Age and generation are irrelevant factors for OTT platform subscribers, who subscribe to these platforms only for amusement purposes. As time passes, people age, but they always seek new types of pleasure. Currently, OTT platforms have become popular in fulfilling this need.

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