'STUDY OF IMPACT OF ONLINE STREAMING SERVICES (OSS) ON YOUTH OF 18 TO 24 YEARS GROUP WITH REFERENCE TO NAVI MUMBAI'

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ABSTRACT

Online streaming services are the new entertainment platforms in market. The prime objective is to study the popularity along with impacts of online streaming services in India as Indians continue to opt for smartphones in the hundreds of millions. In this research, researchers have done studying popularity of online streaming services in the age group of 16 to 24 years and what are the reasons for it. The topic was selected as there is sudden shift of people mainly youth switching from traditional television viewing with advancement of online platforms. Online platform are new medium of content media where there is less restriction on adultery contents. With common agreement on the fact of Jio revolution has made a drastic impact on whole entertainment industry backed by cheap data pack services, this caused opening of new doors for digital content: Online Steaming. Data collection of the objective was taken among peer group in and around Navi Mumbai- along with its sub-urbans; especially colleges where maximum data can be collected. Sample size of 150 was considered to study this objective. It was concluded at the end of research what the online streaming services could have impacted on the peer group.
Keywords: Youth, Impact, OSS, OTT, Psychology, Entertainment, etc.

I. INTRODUCTION

1.1 What is Online Streaming Services?

When film and television content is provided directly to users via high-speed internet, instead of a cable or satellite provider, the media streaming service is referred to as Over-The-Top or OTT. An online streaming service (OSS) is an on demand online entertainment source for TV shows, movies and other media. These services provide an alternative to cable and satellite on demand service, often at lower cost and use of which requires fees, either per view or subscription.
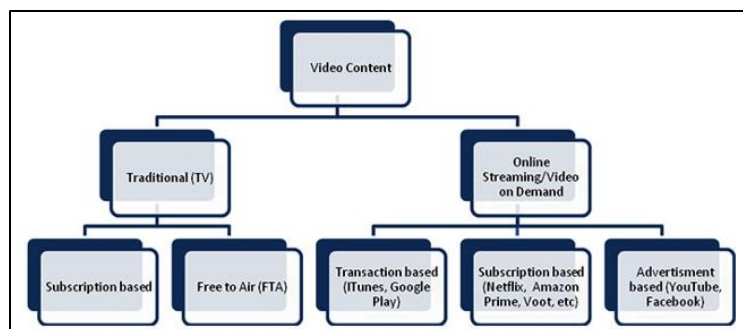

Figure 1: Video Content Channels

As given in *Figure 1*, some services feature wide hardware support for numerous devices such as smart TVs, streaming media receivers, computers, tablets and smartphones. Others may be more limited in the type of devices. Other services are ad-supported, like Google video, or run on a freemium model and also offer some full feature movies at a cost. Examples of pay video streaming services include Netflix, YouTube, Amazon Prime, etc.

1. 2 Rise in India for OSS:

With the accelerating shift in the digital paradigm, in the OTT market in India, the contenders have naturally upped their game by incorporating new technologies, increasing marketing spend, tempting on monthly/yearly plans. The online consumption of content, in a diversified country like India who's never satisfied of consuming good content, is on a steep rise and the OTT gambit that has gained momentum reaching an inflection point. OTT platforms let modern day consumer control their media consumption – from curating their personal selection of content to picking the smart device they want to watch it on. OTT (Over the Top) media services which offer direct streaming services to viewers, have been gaining popularity worldwide. Some of the frontrunners of such services are Netflix and Amazon Prime, which remain popular worldwide. According to a report released by Counterpoint Research in April 2018 [3], the Indian streaming platform Hotstar is the most popular OTT platform in India. Hotstar is closely followed by Amazon's Prime Video and SonyLIV, while Netflix ranks 4th.

The popularity of OTT platforms is slowly rising with the increase of local OTT platforms like ALTBalaji, Voot and SonyLIV, which are giving direct competition to foreign platforms like Prime Video and Netflix. Recently, the popular food delivery app Zomato also joined the OTT industry with the introduction of its Zomato Originals. The main reason behind so many new OTT platforms coming to the market is the increasing profits generated by such platforms in India. The main 4 factors for rise in OSS popularity in India are as given in *Figure 2* follows:
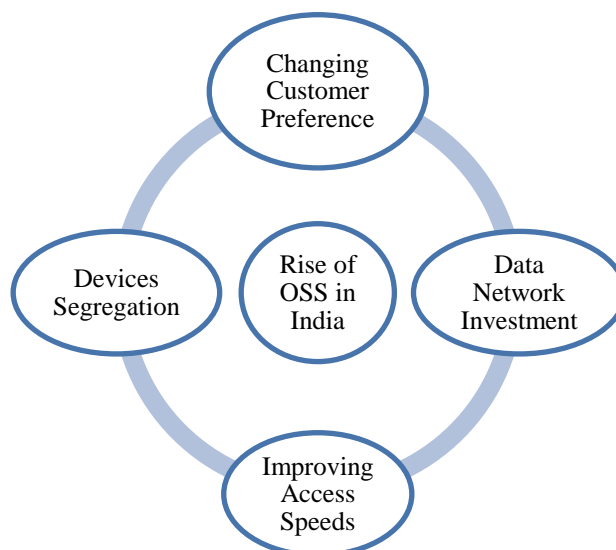
Figure 2: Factors for Rise in OSS popularity in India

Another factor contributing to the popularity of certain platforms is the pricing of these OTT platforms. The prices play a really important role as many local OTT platforms provide the majority of their content free of cost, while international platforms like Netflix and Prime Video have a process of monthly or annual subscription in order to let the users access their content. This is a major reason behind the popularity of local OTT platforms.

With the explosion of OTT platforms in recent years and with the availability of affordable data, the consumption of digital media has also increased. It will be interesting to see what kind of strategies these OTT platforms will follow in order to attract more audiences to their channels.

Figure 3 shows how internet users are segregated in India by age group. The growth in internet users was seen both in rural and urban parts of India. Internet users in rural India is expected to reach 250 million by 2020, while 516 million internet users are expected to be in urban India by then. With improved networks, better access to internet, multimedia service-capable mobile devices and application development ecosystem, more and more media consumption would happen on digital platforms. While the internet user base in India is growing at a rapid rate, most of these users (75%) belong to the age group of less than 35 years. More than half of the app users in India are aged between 18 and 24 years and a further 29% between 25 and 35. 45% of these users reside in the top 4 metros.
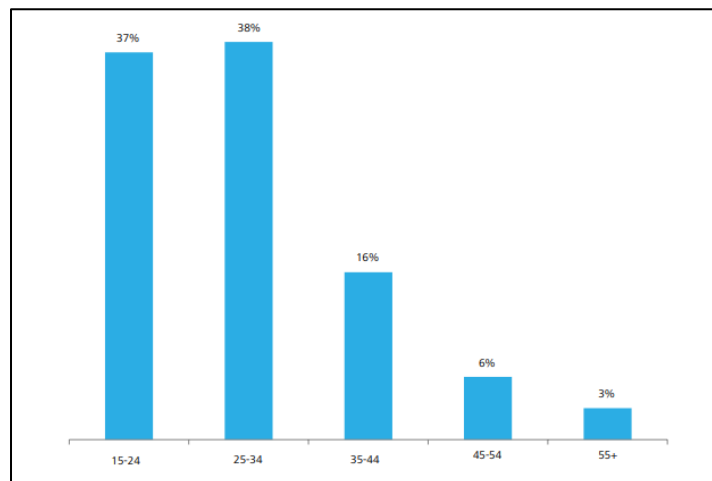

Figure 3: *Indian internet users - Age wise distribution [1]*

Figure 4 shows smartphone penetration in India as projected medium, research done by Deloitte India in 2015. While the proliferation on mobile devices would enable the digital media consumption, data prices, and anywhere connectivity would play equally important role in shaping the digital media consumption habits among Indian users. Average data price per MB on mobile networks has fallen significantly over the past few years; however, mobile data tariffs are likely to mirror the trends in 2G market where voice tariffs in India are stabilizing after long period of sharp falls. With increasing in penetration along with use of data via mobiles, this factor lead to rise of OSS as explained before.
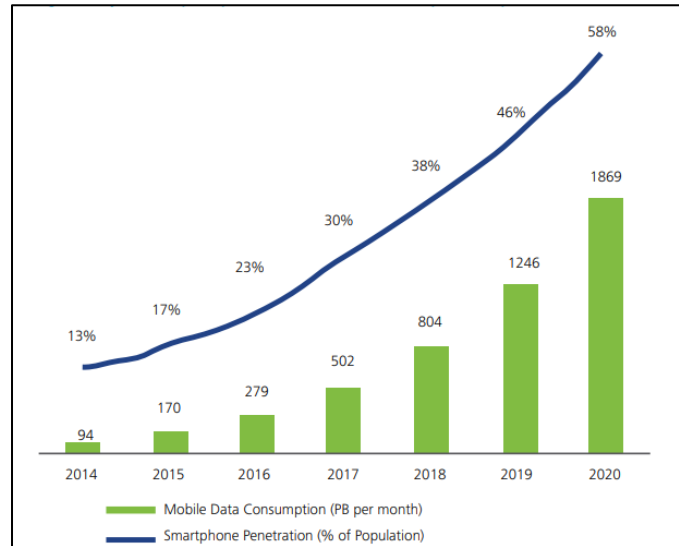
Figure 4*: Projected smartphone penetration and mobile data consumption (in Petabyte per month) for India [1]*

II. LITERATURE REVIEW

As per the report by Indian Council for Research on International Economic Relations published in March 2019, *'An Analysis of Competition and Regulatory Intervention in India's Television Distribution and Broadcasting Services'* [2], it emphasizes the government's effort to publish the Reference Interconnect Offer (RIO) declaring MRP and bouquet rates which are required to declare the maximum retail price (MRP) within 60 days and distribution platform operators to declare network capacity fee and distribution retail price (DRP) within 180 days for the content they are promoting. It also gives brief about the history of Evolution of India's Television Broadcasting and Distribution Services, and talks about The Rise of Over –the-Top (OTT) Platforms. This report also shows the consumer preferences which has been changed over the introduction of online streaming services along with TV broadcasting. The report highlights that Hotstar is on top with respect to major OTT platforms. The report ends up on note of creating the regulations for such newly emerged platform of broadcasting.

As per report by E & Y [4], after the launch of the Netflix peoples are habitual to watch all the seasons at a one time and the subscription of the Netflix increased as per age groups of 18 to 24 in the Gen Y generation. Netflix changes the viewers expectations concerning what, how and when they watch. This cause disruptive effect on traditional TV scheduling, ratings, advertising and cable subscriptions. VOD increases the tendency of binge watching. Online streaming services increases the trend of personalisation per the users as per their interests. In a family where the kids aged between 10 to 16 years they use the streaming services from their parents subscription. If their parents do not allow them then they are ready to pay for their subscription.

The study done by Romil Sharma [5] shows that, long hours in front of a screen would have a greater negative effect on young people than adults and as per study average time spend by adult on OTT is four hours forty three minutes each day watching live TV. Gen Y is most likely to engage to engage in binge watching. For younger generation binge watching is not about social exile but about enhancing participation in social conversations and it is connected with FOMO "Fear of missing out". Teens said that bingeing on TV comedies or drama provides a "Sanctuary for comfort and relaxation". Due to effect of binge watching the networks ordering a single season up to 10-13 episodes instead of standard 20-22. Now TV marathons are called as "Just in time fandom" to catch up and keep up with friends. This regime of watching is borrowed from concept of Hartley.

As per the study conducted by Deloitte [1], it was found that there are many reasons for the rise of on-demand content consumption through digital platforms in India. It states that this increase is due to the increase in number of devices that are capable of supporting digital media along with increase in network coverage and advancement of technology that is (3G, 4G/LTE). The study also states that there is a shift in consumer preference towards digital media consumption as compared to traditional forms of media like TV, print press and radio this in turn has resulted in shift in global advertising spends to digital mediums. The number of internet users in India has also increased and almost 75% of this population belong to the age group of less than 35 years out of this the total time spent on digital media by youth is about 21 % which is spent on audio and video entertainment. It is also seen that service providers are also trying to capture the attention of consumers by providing contents that are exclusive and for which customers can pay subscription on daily, weekly, monthly or long-term basis. Payment mechanism is also another critical component of digital market in India. There are multiple payment options like credit card, 3rd party wallet including mobile wallet, telecom wallet and net banking. There has been an increase in digital consumption and audio and video have emerged as leading online traffic generators. Marketers are focusing on digital media due to shift in viewer preferences from traditional media. Younger demographics are moving towards digital video content and online music streaming. The research concludes that in future digital audio and video on-demand services will see a lot of activity and getting business model right will be critical for success.

III. OBJECTIVES OF STUDY

3.1 Purpose of Study:

Main purpose of this project study is to do analysis of impact of OSS over the youth. This analysis is divided into 5 major segments of analysis. This is given in *Figure 5*.
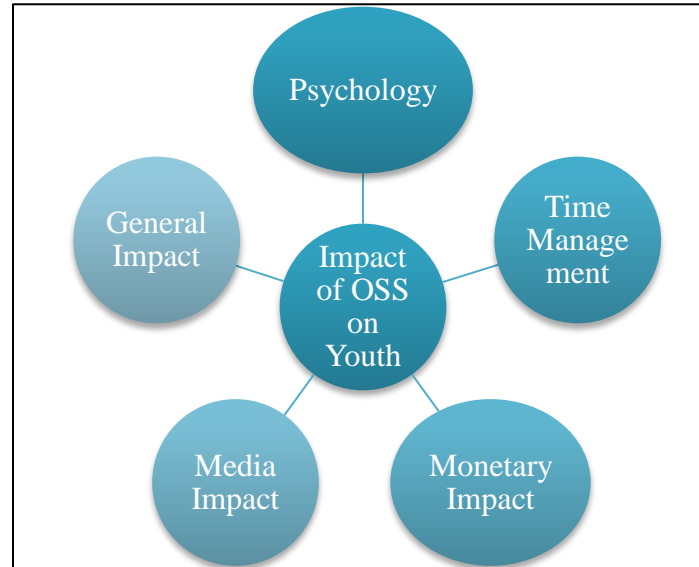
Figure 5: Bifurcation of objectives of research

The study was taken considering the boom of various web series like Sacred Games, Little Things, Pitchers, Ghoul, etc. Also the impact of worldwide series like Narcos, Stranger Things, Quantico, etc. was seen in Indian youth. So, researchers decided to do study based on streaming services on youth of metropolitan region- Navi Mumbai and suburbs. Following were taken as main objectives of research study:

1. To find out the Psychological Effects of OSS in Youth
2. To find out the Effects of OSS on Perception of Youth regarding social world
3. To find out positive and negative effects of OSS
4. To explore the Perception of Youth regarding Nature of OSS
5. To understand effect on time management caused by OSS

3.2 Significance of Study:

As Schiffer puts it [3]: "Netflix's strategy provides linear TV execs with terrifying high-anxiety and large psychotherapy bills from the horror show of being buried alive digitally by a crushing avalanche of quality content." This is what today's streaming content is so attractive to youth.

With many studies showing the increasing figures of consumption of data over streaming by various age groups: specifically youth of age less than 30 years, there was research gap on impact made by such platforms on youth. The study solely related to numbers indicating revenues, per capita demand, competition with developing countries, also with developed market; the consequences on consumer were never sought after. This led us to do primary survey regarding how the new age media and entertainment is affecting our target group- youth.

IV. FORMULATION OF HYPOTHESIS

Here, main hypothesis was divided into sub hypothesis. These are presented below in *Figure 6*.
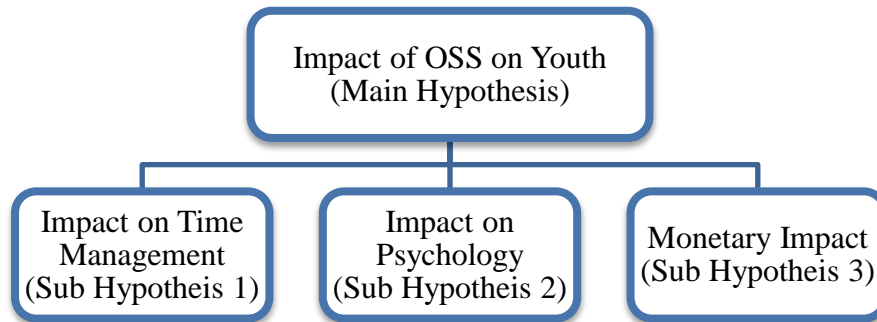
Figure 6: Hypothesis of Research

Main Hypothesis:
H_0: There is no impact of Online Streaming services on youth of age group: 18 to 24 years in Navi Mumbai region
H_1: There is impact of Online Streaming services on youth of age group: 18 to 24 years in Navi Mumbai region
Sub Hypothesis:
1. H_0: There is no impact on time management due to watching OSS on youth of age group: 18 to 24 years in Navi Mumbai region
    H_1: There is impact on time management due to watching OSS on youth of age group: 18 to 24 years in Navi Mumbai region
2. H_0: There is no psychological impact due to watching OSS on youth of age group: 18 to 24 years in Navi Mumbai region
    H_1: There is psychological impact due to watching OSS on youth of age group: 18 to 24 years in Navi Mumbai region
3. H_0: There is no monetary impact due to watching OSS on youth of age group: 18 to 24 years in Navi Mumbai region
    H_1: There is monetary impact due to watching OSS on youth of age group: 18 to 24 years in Navi Mumbai region

V. METHODOLOGY

The overall research framework was designed in to have a detailed analysis of impacts of Online Streaming Services. The target audience was selected as the youth of the age group of 18 to 24 years who watch web series on the internet of Navi Mumbai and sub-urban area for the survey and to fill the questionnaire.

5.1 Research Design:

The research design used in this project is <u>Descriptive Research</u> design as this form of research does not fit neatly into the either side of quantitative or qualitative research methodologies, but instead it can utilize elements of both.

5.2 Sampling Technique:

Here, the <u>convenience sampling</u> technique was used considering time and geographic constraints of the study. Researchers made use of <u>Non-Probability sampling</u> technique, in which subjects are usually selected on the basis of their accessibility or by the purposive personal judgment of the researcher.

For this research study, total sample of 150 respondents were taken based on quick thumb rule by calculating effect size based on alpha and beta values of type I and II errors respectively. Effect size is known as the difference between the samples statistics divided by the standard error. 1-beta equal to the power and as the power will increase with different levels of alpha, sample size will also increase. So, with maximum acceptable error values of alpha, small effect size of 0.52, sample size of 150 was considered well enough for study of research project. Main parameters are listed below:

1. *Population:* Young Adults (male & female) of Navi Mumbai and sub-urban area for the survey
2. *Sample:* The target population of this study is young adults who are exposed to online content watching on the internet of Navi Mumbai and sub-urban area instead of entire Indian youth.
3. *Sample size:* With the help of convenient random sampling technique researchers took 150 young adults, both male and female as the sample size.
4. *Data Collection Tool:* For the purpose of data collection <u>questionnaire</u> as a tool.

5.3 Research Questionnaire:

An extensive questionnaire was prepared while conducting the research and was divided into five sections focussing on different aspects to achieve the aim of the study to test the hypothesis. The questions were directed to prove or disprove the hypothesis. The detailed questionnaire is given in Appendix.

5.4 Questionnaire Formulation:
Based on various studies via online and offline media, researchers have formulated various questions for following:

1. To understand consumer perceptions regarding companies like Netflix, Amazon Prime, other Indian contenders
2. To know how a digital companies effectively project image as Top of the Mind (TOMB) compared to TV ad offline medium among consumers keeping youth as focus

Here researchers have used both closed ended and open ended questions. Multiple choices questions were preferred here to give the respondent the options. Also the respondents should answer the questions with no ambiguity and with simple terminology.

5.5 Selection of Age Group of 18-24 Years for Study:

As researchers are deciding the impact of online streaming, literature suggest that, the youth of age 18 years to 24 years is best suited for watching such platforms. Also, keeping the education in mind, it was thought to have data of 3 different categories:

1. Primary College Level
2. Graduation Level
3. Post-Graduation Level

This gave us complete overview of dependent youth adult for their needs on family, may it be money or moral support. So, catering this population would be beneficial for research study. Apart from this, communication with peers, want to know more about new things like movies, shows, trying to catch up with colleagues on the various levels (Peer Pressure), passion to learn something new as good as technology were some factors for considering only this age group.

VI. DATA COLLECTION

Researchers have used both primary as well as secondary data collection methods for analysing the impact on youth by such online streaming services. Secondary data collection involved company's website, books and journals pertaining to the topic related to branding and advertising tools and promotions strategies. Both primary and secondary research have been used to draw inferences.

The online way of Google Form was selected as medium to record responses. This led us to quickly gain insights for the data preparation and filtering process.

Avoiding Error in Data Collection: With having 150 responses as requirement, researchers were able to gather total 158 of responses; out of which, 08 were taken as dully filled/ incomplete responses. So, they were neglected from analysis.

VII. DATA ANALYSIS

Here, data was analysed with the help of SPSS version 23 as statistical tool. Here, the main hypothesis was tested against the relevant questions of which the responses were collected through primary research.

Demographics of Data:
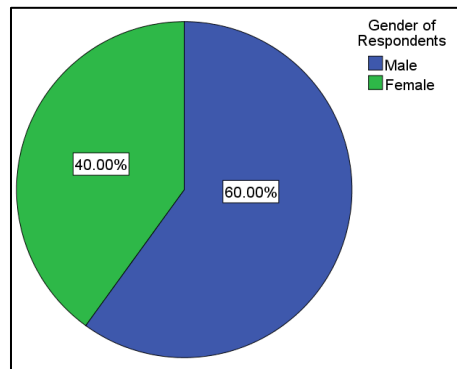
Figure 7: Gender wise distribution of respondents

Figure 7 shows the gender of respondents. Majority of the respondents (60 percent) were male and remaining (40 percent) were females.

Distribution of Respondents as per Age Group:

Figure 8 shows the age category of respondents. Majority of the respondents (43.33 percent) were from in age group of 19-21 years; 40.87 percent were 22-24 years and remaining 16 percent were from age group of 16-18 years.
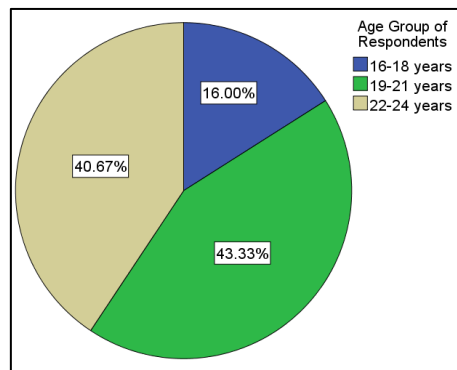
Figure 8: Age Wise Grouping of Respondents

With only 5% respondents voting for not using OSS, there is 95% people who use OSS. This give reliability of the analysis. This is shown in *Figure 9*. With, 2/3rd respondents saying that they prefer OSS over traditional TV medium, the ratio is clear indication of changed taste of youth for means of watching content. This is given in *Figure 10*.
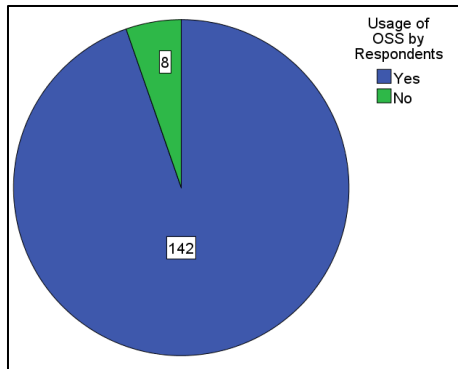
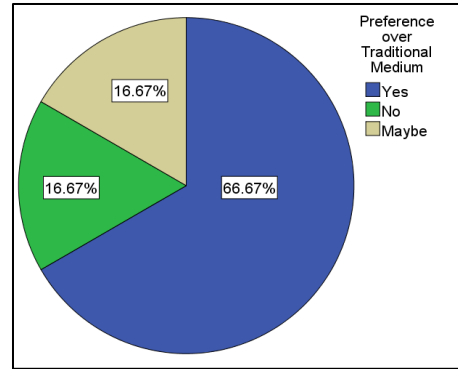*Figure 9: Usage of OSS by Respondents*

Figure 10: Preferred watching Medium
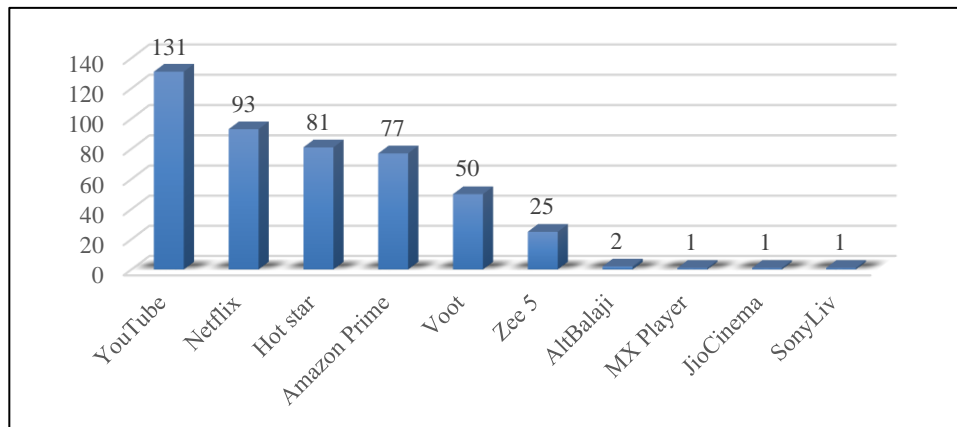
Medium Selection by Youth:

*Figure 11: Preference of Watching Online Platform by Respondents*

With given multiple choice question for knowing the favourite platform for watching online, it was found YouTube is most favourite getting 131 respondents' votes, as given in *Figure 11*. One possible reason might be vast presence and free Ad based content instead of subscription based unlike others.

With *Figure 12* showing social media acting as major awareness medium for OSS, may be acting as ad, promo videos, social media pages, etc. Along with digital presence by companies, TV Ads of digital content is making youth to shift to digital platform. Word of mouth, peers also playing significant role here.
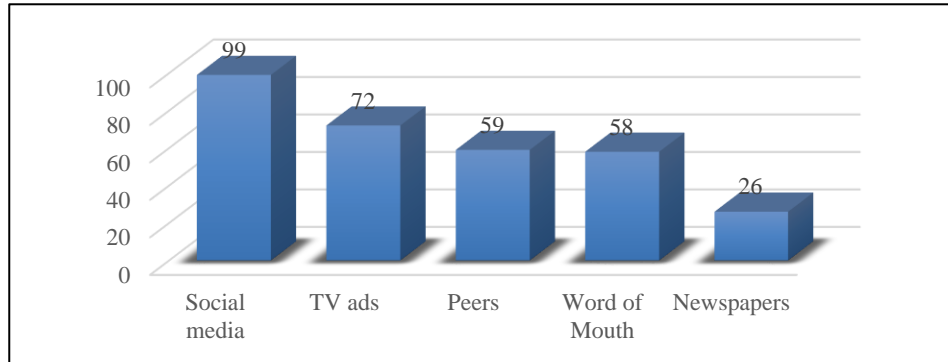
*Figure 12: Awareness Medium for Platform*

There was no interesting observation, that mobile is used by almost 90% youth for streaming videos and web-series. Handiness, compatibility with SIM and low cost are main factors for popularity as compared to Smart TV, Laptop, etc. There is no brainer that, Netflix has launched Rs. 199/ Month plan for mobile only medium. This is given in *Figure 13*.
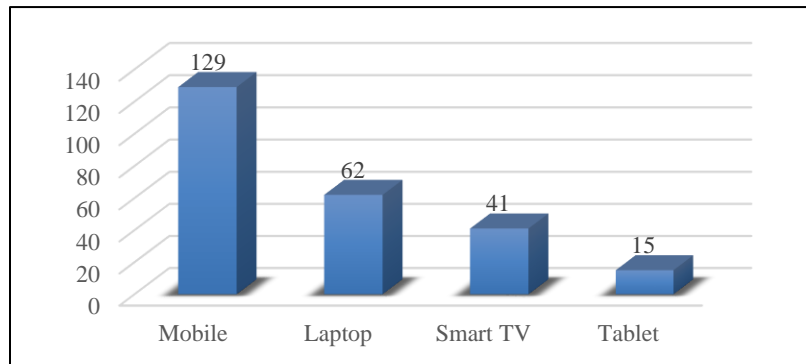
*Figure 13: Usage of Devices for Watching OSS*

Psychological Reason of Choosing OSS by Youth:

With asking about why youth choose OSS, youth respondent voted mostly for entertainment, then followed by interest. Stress buster was also acted as one of the considering criteria for choosing OSS over TV. This gives clear indication of lapsing of connectivity of TV with youth. Also, with most people want entertainment as major force for watching online platforms, companies are targeting this market extensively. This is given in *Figure 14*.
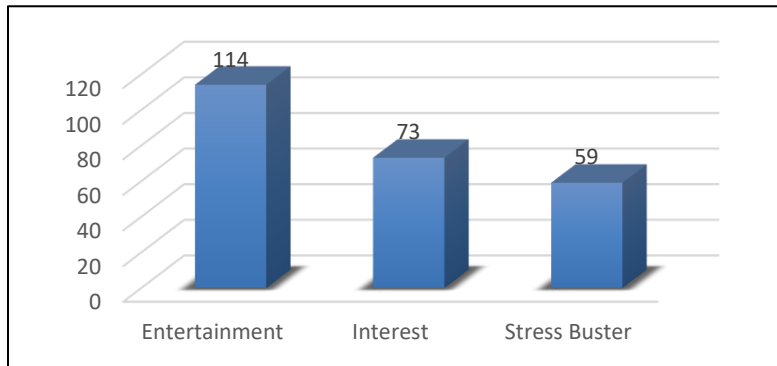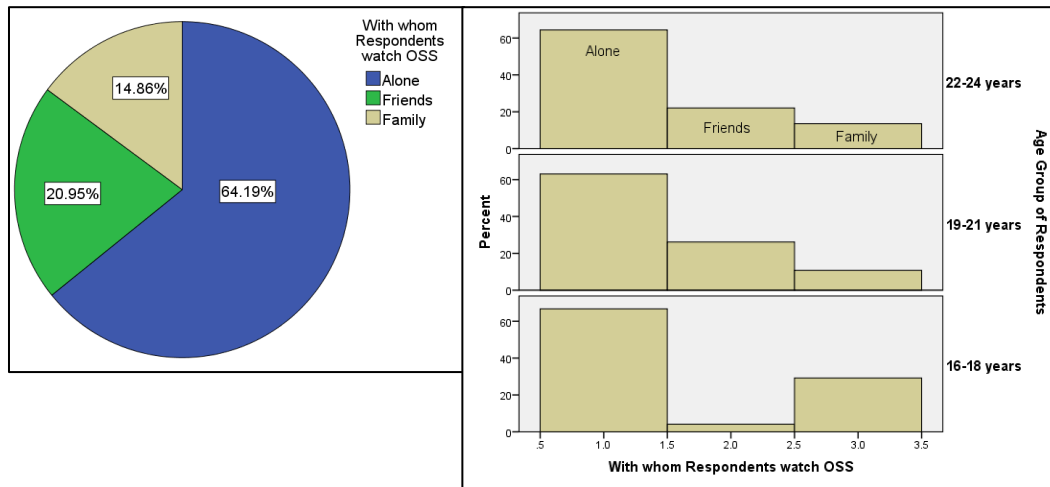
Figure 14: Reason for Watching OSS

This observation was somewhat adhered by finding that mostly youth don't feel stressed if they miss watching any episode. If they say stress buster is one of the reason, then 63% respondents disagree on stress coming to them. This is given in *Figure 15*.
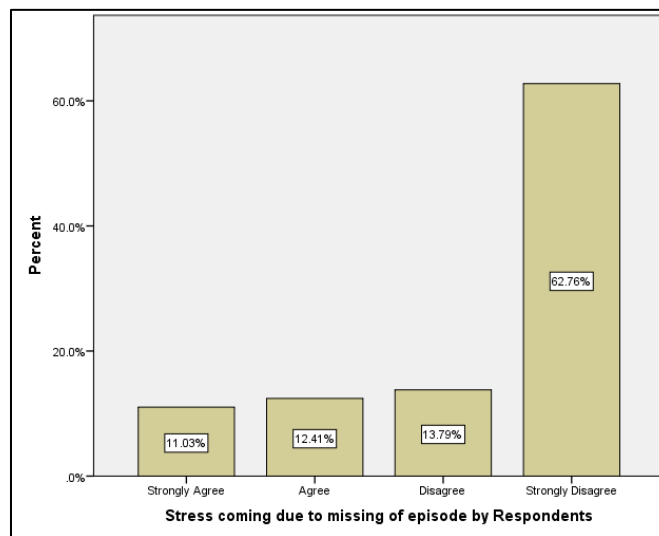
*Figure 15: Stress coming with missing episode by respondents*

Coming to topic of companion for watching these videos, it was found that staggering 2/3rd of total respondents watch them alone. This means, the respondents feel that privacy is important to watch these shows as the content it provide is vulgar, dark and contrasting which can't be shared with parents. This shows that, in house everybody have different bedrooms with Wi-Fi connectivity so the youth is locked in rooms alone. Also, ease of data packages by telecom companies make the individualistic approach more favourable than group watching. This is shown in *Figure 16*. Watching alone is significant in all 3 sections of age group. This habit is what leading towards indivilaistic society against Indian meaning of collective society.

Figure 16: *Companion for Watching OSS*

Effect on Time Management:

Asking about daily time spent on watching the OSS, 55% respondents were watching them for 2 to 3 hours. But the main concern is for combined 28%, who watch more than 3 hours a day. This is 12.5% of total day hours. This much amount of time for such activity is serious concern for us. It was also found that, after starting of Graduation level, average time spent on watching OSS daily was increased. This is shown in *Figure 17*.
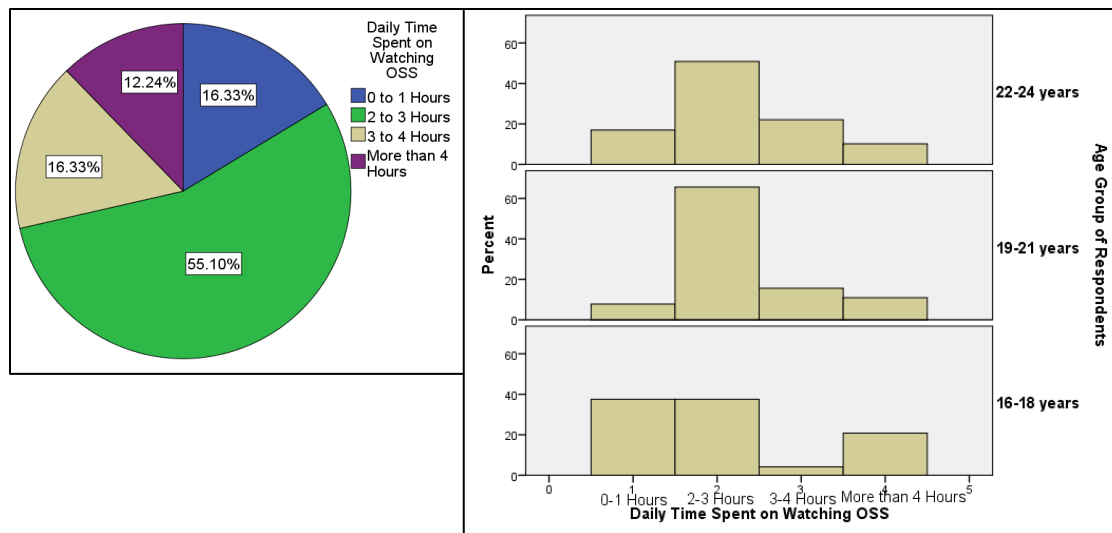
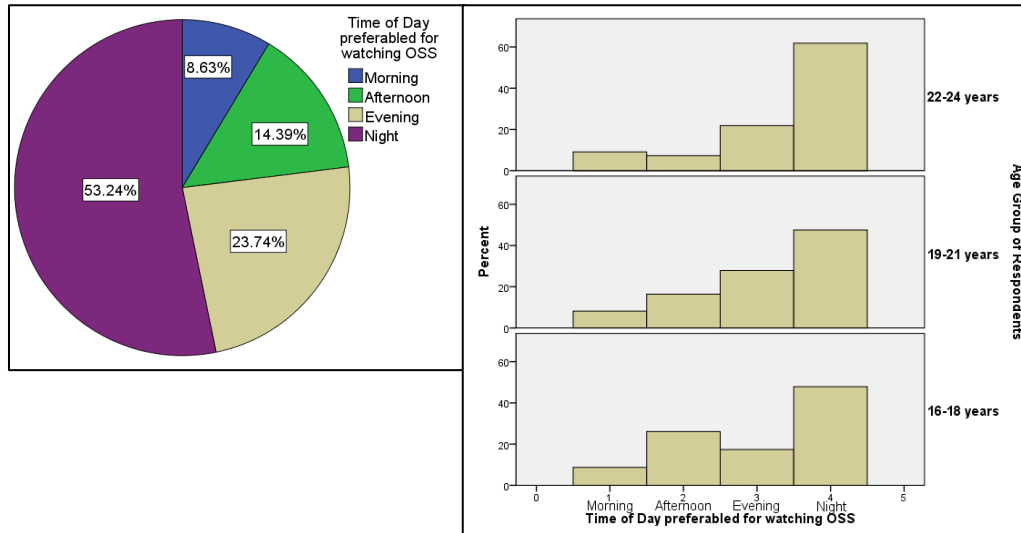*Figure 17*: *Daily Time Spent while for Watching OSS*

Figure 18: Time of the Day preferred for Watching OSS

After knowing daily consumption, the answer to question of preferable period to watch OSS was somewhat expected and serious to consider. With almost 54% respondents watching them at night, and same trend going with all 3 age groups. This might cause alarming bell to understand effect of late watching on sleep and overall time management. This is shown in *Figure 18*.

Effect of Monetary Aspects:
When question of paying subscription was asked, almost 50% respondents were agreed on such payment. With 25% saying as sometimes for subscription, it clearly shows wide popularity of subscription based systems. Also, age group shows that primary college going students tend to
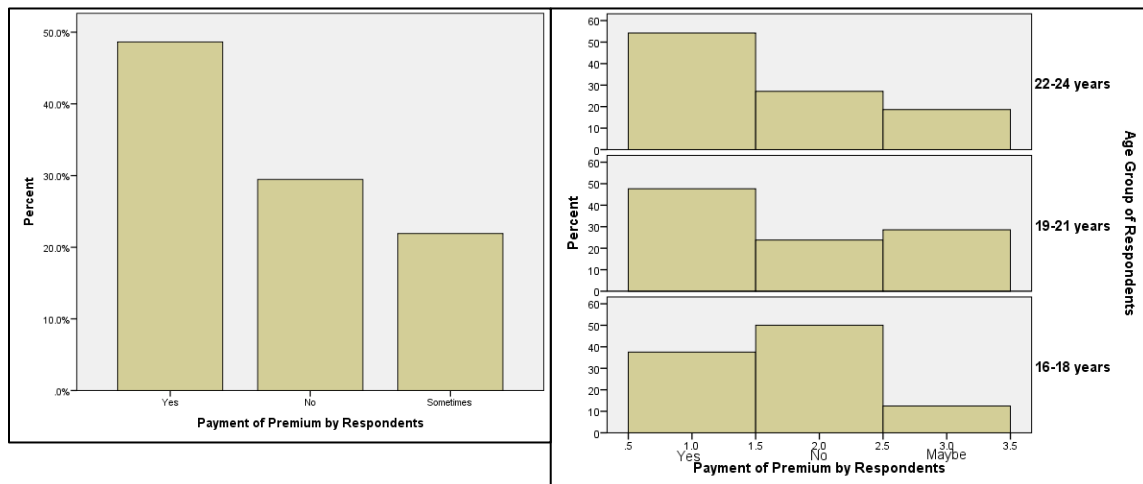

*Figure 19: Payment of Premium for Watching OSS*

non-favouring this subsections and depend on free content. But, as they move towards graduation, their expenditure towards this premium might be important and this is clearly shown

in *Figure 19*. With start of graduation period and at post-graduation level too, the craze or necessity of this premium plan is there in youth.

Now, with reference to type of subscription, it was found that, almost 50% of respondents agree to have monthly plan suitable to them. This is followed by 35% saying annual charges are favourable due to discounts given: Price or Percentage. And this is prevalent in current condition where Netflix offers monthly pack and Hotstar offering plans for yearly period. Tis is shown in *Figure 20*.
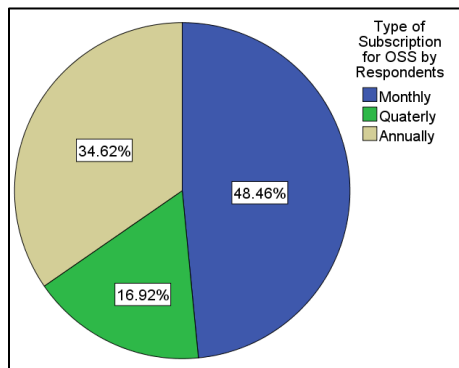
Figure 20: Subscriptions preferred
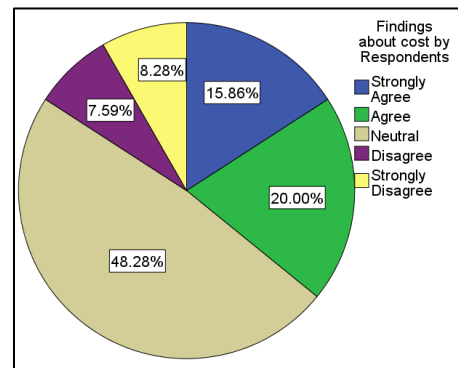
Figure 21: Finding cost of Premium OSS

With half of the respondents staying neutral for expensiveness of OSS premium, combined agree votes goes to 36% and disagree goes to 16%. This shows though many feel OSS asks for somewhat higher premium, but most common youth feel this premium is bearable by them or family for their need. There is agreement on these results in all 3 age groups as well. This is shown in *Figure 21*.
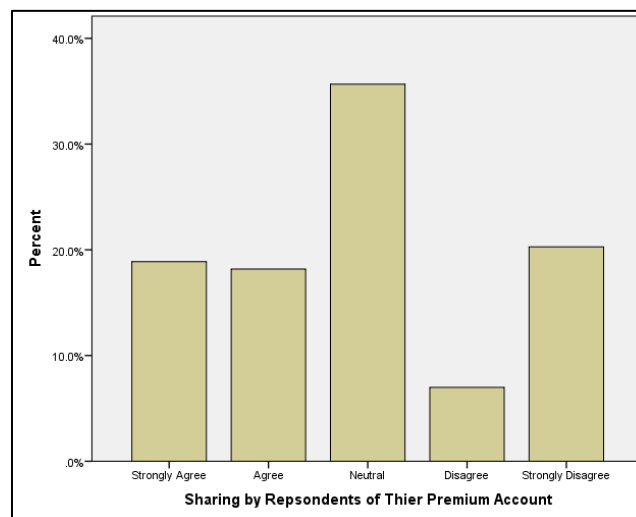
Figure 22: Sharing of Premium Account by Respondents

When it comes to sharing of premium account, it was found that maximum respondents sometime share their subscription sometime not. This is evident from *Figure 22*. This shows that, price sensitive market for youth, and how sharing of subscription helps managing their money intact.

Now switching to OSS from TV, it was asked with giving cheap and more quality content on OSS, do switching possible? Almost 38% youth strongly agreed on this. Combined parentage went up to 52%. This shows that, if the online services become cheaper than current condition, then the maximum respondents stop watching TV. This is evident from *Figure 23*.
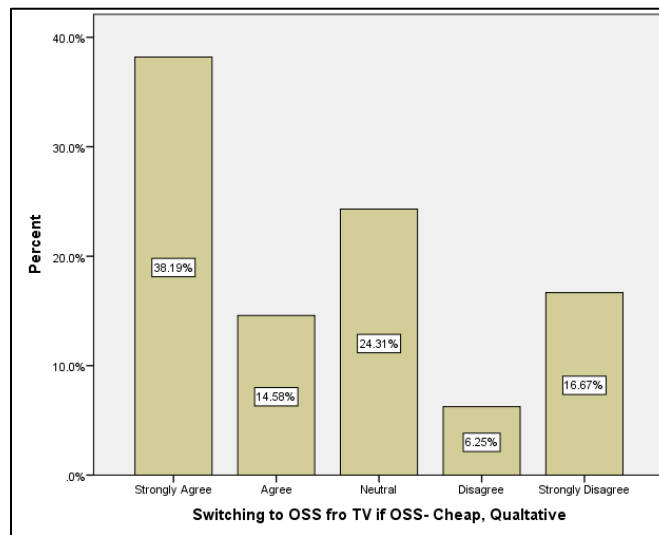
Figure 23: Switching to OSS from TV

Overall Impact on Youth:

When asked to rate impact OSS make on day to day life, it was found that, 34% youth agree on facing very negative impact. While 27% youth staying neutral for the impact. This is shown in *Figure 24*. This type of response shows how deeply and badly OSS has penetrated into youth.
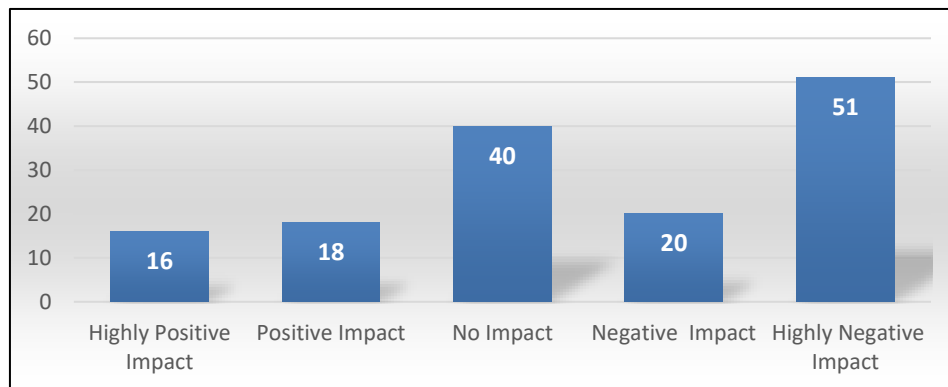
Figure 24: Overall impact on Day to Day Life by OSS

Correlation Analysis:

1. Relation between Duration of watching and preferred time of watching:

With being established individual results of how much time respondents watch OSS daily and their preferred time slot, now correlation analysis was also done for the two variables. Aim was to find impact on time management by OSS. The main motive behind this is that, there is effect in daily time schedule when the sleep is affected for the human being. This shows that, significance value of 0.860 which is greater than 0.05. This makes H_1 to be accepted for sub hypothesis 1 (as given in Formulation of Hypothesis chapter). So, there is impact on time management due to watching OSS on Indian Youth. This is given in *Table 1*.

Table 1: Correlation between Daily Time Spent and Time of Day

		Daily Time Spent on Watching OSS	Time of Day preferable for watching OSS
Daily Time Spent on Watching OSS	Pearson Correlation	1	-.015
	Sig. (2-tailed)		.860
	N	147	138
Time of Day preferable for watching OSS	Pearson Correlation	-.015	1
	Sig. (2-tailed)	.860	
	N	138	139

This proves that, time management is an important factor to understand the effect of OSS and study reveals that OSS has impact on time management of youth considered under study.

2. Relation between amount of time spent and stress coming with not watching episode:

Table 2: Correlation between amount of time spent and stress coming out if missing one episode of OSS

		Daily Time Spent on Watching OSS	Stress coming due to missing of episode by Respondents
Daily Time Spent on Watching OSS	Pearson Correlation	1	-.003
	Sig. (2-tailed)		.972
	N	147	144
Stress coming due to missing of episode by Respondents	Pearson Correlation	-.003	1
	Sig. (2-tailed)	.972	
	N	144	145

Here, it was decided to understand the correlation of amount of time spent and feeling stressed due to missing an episode. This hypothesis is connected to human psychology, as more you watch the content, more you feel watching till the end. This is demonstrated by following *Table 2*. With significance value of 0.972 which is greater than 0.05, clearly shows that more you watch the OSS, more you get attracted to watch more and more and comes stress if you miss

single episode. This is psychological effect of watching OSS to youth. This makes H_1 to be accepted for sub hypothesis 2 (as given in Formulation of Hypothesis).

3. Relation between payment of premium and type of subscription preferred:

Here, researchers did dependent samples T test between Premium Payment and Subscription options preferred by respondents. Here, it was found that, significance value of 0.113, which is greater than 0.05. This shows that, youth tend to feel the monetary impact of premium services offered by OSS. Out of premium paid, youth feel there is somewhat burden for money invested in premium services. This impacts their monthly expenses; either managed by own (via pocket money), or provided by family. This is shown in *Table 3*. This proves H_1 to be accepted for sub hypothesis 3 (as given in Formulation of Hypothesis).

Table 3*: Correlation between payment of premium and type of subscription preferred*

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Payment of Premium by Respondents - Type of Subscription for OSS by Respondents	-.172	1.217	.108	-.385	.041	-1.597	127	.113

Overall Analysis:
With all three sub hypothesis showing H_1 acceptance, it was concluded that, overall H_1 is accepted, which means, there is impact of online streaming services on youth in Navi Mumbai region of age group 18 to 24 years.

VIII. CONCLUSION

Researchers have done the research and it shows that OSS or OTT do affect the youth of age group 18 years to 24 years in mixed way. But researchers cannot neglect the negative ways as per the survey which have circulated in 150 people in the age group 18-24 years in Navi Mumbai shows that 64.3% people like to prefer online streaming services over TV. In the studies it has been seen that, psychology, time management are getting affected of youth by excessive watching OTT services. With 93.8% people like to use mobiles for watching, and staggering 71.7% people watching alone, this shows serious impact on human relations, and bonding. But it was also seen the positive side of OTT impact on psychology as 37% people says that it act as stress buster. But this has no correlation with stress felt by youth if they miss watching single episode.

Overall conclusion to be taken is that, there is negative impact of OSS on Youth of age group under consideration for Navi Mumbai region. This is proven by unbalanced time management, psychological effect and monetary pressure on youth for such content watching.

So, researchers can conclude that, online streaming services have impact on youth and their life is getting seriously affected by these platforms.

IX. LIMITATIONS AND FUTURE SCOPE

9.1 Limitations of Study:

The survey was definitely for very specific time and limited sample size. Also, possibility of information being incorrect, and inability of recording unconscious responses posed some limitations to the research study. Researchers suggest that future research should include more specific demographics of India (both rural and urban).

9.2 Future Scope:

With inclusion of formal data by college through survey would be helpful and more accurate. With more sample size segregated in various cities, Tier I and Tier II, III, etc., researchers hope that the research would be more beneficial. Also, specific area wise questions would lead to more detailed analysis about health related issues caused by OSS overdose, problem of anxiety and depression. It is also suggested that there should be awareness regarding binge watching and its ill effects in every college, school and researchers anticipate companies in the given market to take some other restrictive action for betterment of society.

This unprecedented situation of COVID-19 has made many complicated and important implications for online streaming services, and this needs further study. Considering the situation, researchers recommend that, further extensive study could be done as future research in line with the current topic. For this topic, the current research could act as before COVID-19 situation and the correlation could be find out analysing after COVID-19 impact on youth of online streaming services.

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