

A Study on Awareness of OTT Platforms among the Young Generation

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Abstract

Over-the-top (OTT) platforms have transformed the landscape of media consumption, particularly among young consumers. This study determines the level of awareness and utilization of OTT by 18- to 30-year-old respondents by taking into account factors shaping their preferences and consumption habits. A total of 500 respondents responded to a structured questionnaire focusing on demographics, platform awareness, and viewing habits. The findings show a high level of awareness with the most known being Netflix, Amazon Prime, and Hulu. The factors affecting the choice of platform include content variety, access, and cost sensitivity. In conclusion, the study found that though awareness is very high, there must be a strategy for ongoing engagement and retention because of the competitive OTT landscape in addressing the changing tastes of the young generation.

Keywords :- OTT platforms, media consumption, young generation, streaming services, awareness, survey.

1. Introduction

Digital technology has been revolutionizing the way people consume content, especially amongst the youth. Over-the-top platforms deliver content directly to users over the internet, rather than through traditional cable and satellite services, thus making more content available than ever. This paper focuses on an evaluation of the awareness of the platforms amongst the young generation, defined here as a group of people between the ages of 18 to 30.

As OTT services have gained popularity, there is a need to identify factors that contribute to awareness and usage by young audiences, a drive for service providers who want to create the right offer. These tend to be more engaged with digital products and like to view on demand. Shifts away from linear TV toward a streaming environment are therefore a natural manifestation of broader social and technological changes. The study aims at understanding the penetration level of OTT services that are applied, evaluating the factors that have an influence on the choice of the platforms, and finally evaluating the viewing habits of the young audience. Understanding these dynamics will help OTT providers devise targeted strategies that align with the preference of this key audience.

2. Literature Review

OTT platforms have greatly revolutionized media consumption among young people. This review shall look at the history of OTT and its emergence over time, impact on traditional media, what drives viewers to their choice of preference, and the impact of this trend on the content creators and marketers.

2.1 Evolution of OTT Platforms

As a reaction to changing media consumption, the emergence of OTT came into play. Unlike other traditional forms of broadcast, this provides its content straight over the internet and one can choose any amount of huge libraries made available with movies, a series, or documentaries by him at any time as is preferred. The industry early movers were Netflix in that respect because they introduced subscription-based models that make the consumer go around these cable subscriptions and pay-for-view services. As revealed by research carried out by Smith and Anderson in 2019, convenience of availability through on-demand viewing is a topmost driving force behind OTT adoption nowadays, with particular prominence seen in younger consumers, where the value lies on high priority basis: ease and access.

2.2 Pressure Mounting for Traditional Media

OTT service popularity is making a call to mount pressure on the traditional media outfits. Many young viewers have switched allegiance from cable television to streaming platforms. This has led to a decline in the number of cable subscriptions and viewership¹. The trend emerges through several studies, pointing to the fact that younger generations prefer the customizable viewing experiences OTT platforms provide. This, according to Deloitte (2021), means traditional media houses are, at times forced to diversify their business models so as to venture into setting up their streaming services and getting in the race for dominating this new marketplace.

2.3 Awareness and Familiarity

Social media marketing and its counterparts in marketing inform people who could view a piece that exists on such a platform according to Johnson et al., (2020). Peer reviews and online reviews are very popular among young viewers as a way of discovering content. Social media also dictates the choice of programs that the young audiences view; the Pew Research Center survey also indicates that the young audience discovers new TV programs and movies on social media platforms such as Instagram and TikTok².

2.4 Determinants of Channel Choice

Several factors lead to choosing OTT platforms from young audiences. Content variety has been the most leading factor among all, but research suggests that a robust library of films and shows attracts more users to a platform³. The value for money is also something that counts; younger generation is generally price-sensitive. They always look for better value platforms.

User experience, which includes the interface and navigation, also is an important factor in selecting the platform.

Nielsen (2022) finds that a user-friendly interface has contributed to high satisfaction of viewers and more use. The original content being developed by the platforms also has become a competitive edge for Netflix in attracting subscribers as reflected in its prize-winning series. The focus on exclusive and niche content creates loyalty towards the

¹Johnson, R., Smith, A., & Lee, T. (2020). *The Rise of Streaming: Understanding the Market Shift*. Journal of Media Studies, 12(3), 45-62.

² Smith, A., & Anderson, M. (2019). *Media Consumption in the Digital Age: Trends and Insights*. Pew Research Center.

³ Deloitte. (2021). *Global Digital Media Trends*. Deloitte Insights.

platforms among the youth, who are always hungry to view new releases and engage in discussions about popular shows⁴.

2.5 Consumption Habits

Binge-watching has become the hallmark of OTT consumption among young viewers. Nielsen (2022) reports that most young audiences prefer to consume a series in one sitting with multiple episodes. This pattern of behavior affects not only the production but also the marketing of content. The fact that entire seasons are available makes viewers invest in the content, which in turn leads to higher satisfaction and retention. Moreover, the new trend toward mobile viewing has also changed how content is viewed. For example, most young viewers watch OTT platforms from their smartphones and tablets since they prefer the convenience of watching shows anywhere. It also means that platforms should ensure that content is ready for viewing on different sizes of screens⁵.

2.6 Implications for Content Producers and Advertisers

Challenges and opportunities abound for content creators and marketers in the growth of OTT. Success would depend on understanding viewer choice and consumption patterns in an extremely competitive environment. High-quality original content could provide an adhesive for loyalty and possibly higher subscription, and marketing strategies that effectively utilize social media and influencers can make valuable visibility opportunities and engagement with younger audiences.

Summarizing, the new study supports the view that OTT solutions have become differentially transformational for younger viewers' media use. As needs of the viewers and their tastes change with the start of new behavior and preferences, and as these platforms evolve, continuous research is necessary for further guidance in the strategies for the conveyance and marketing of content. Industry players are going to have to keep looking out for the changes in the trends as OTT futures keep on transforming. Awareness of OTT platforms is a prerequisite for adoption. Young consumers depend on social media and online advertisements to find new content. A platform with a strong digital marketing approach is more likely to take notice of the audience.

Several factors determine the choice of OTT platforms by the young audience. Most determining factors in choosing a platform include the content offered, user experience, subscription cost, and recommendations from friends (Deloitte, 2021). Young customers are extremely price-sensitive, and they always favor the greatest value for money.

This new generation has a phenomenon whereby its viewers watch an entire season of a show in a day- binge-watching. These viewing habits define this particular generation. This behavior leads to how content is being produced and marketed, which makes it essential for content providers to understand these behaviors.

3. Methodology

The data collected for this study was analyzed for accuracy and reliability using statistical software packages such as **SPSS** or **R**. To present a comprehensive understanding of the trends and patterns, we employed both **descriptive** and **inferential statistics**.

1. **Descriptive Statistics:** These were used to summarize the **demographic characteristics** of the sample and to assess the **awareness levels** of OTT platforms. Descriptive statistics included frequency distributions, mean scores, and percentages, which helped in identifying key patterns in the data.

⁴ Nielsen. (2022). *The State of Streaming: A Report on Consumption Habits*. Nielsen Reports.

⁵ Ibid.

2. **Inferential Statistics:** Techniques such as **correlation** and **regression analyses** were used to identify relationships between key variables. For example, we explored how factors such as content variety, subscription cost, and user interface design influenced the **choice of platform** and **consumption habits**. The use of inferential statistics allowed for a deeper understanding of the underlying causes that drive awareness, utilization, and preferences for OTT platforms among young people.

The results were presented in the form of **charts** and **tables**, making the findings easily interpretable and visually accessible. This approach was adopted to reveal significant trends and patterns in the data, highlighting factors that influence the awareness and usage of OTT platforms by the young generation.

Data Source

The data for this study was derived from a **survey of 500 young adults** aged between 18 and 30 years, who were recruited from diverse geographic locations through **online platforms**. Participants were selected through a **stratified random sampling** technique to ensure a representative distribution across various age groups, genders, and demographic backgrounds. The survey was conducted over a period of two months, during which participants provided information regarding their **awareness of OTT platforms**, **factors influencing platform choice**, and **viewing habits**. The data collection process was designed to capture insights into the preferences, behaviors, and attitudes of young adults toward streaming services, ensuring that the findings are relevant to the current media consumption landscape.

3.4 Ethical Considerations

Ethical considerations were a key component of this research. All participants provided **informed consent** before responding to the survey, ensuring that they understood the nature and purpose of the study. Additionally, the study maintained strict confidentiality and **anonymity** for all participants. Data was stored securely, and no personally identifiable information was collected. By upholding these ethical principles, the study aimed to protect the **research integrity** and ensure that participants' privacy and rights were respected throughout the research process. In summary, the methodology outlined above provides a structured framework for analyzing the **awareness** and **usage** of OTT platforms among young individuals, contributing valuable insights to the field of **media consumption research**.

4. Data Analysis

4.1 Demographic Profile

The sample consisted of an equal distribution of male (50%) and female (50%) respondents, with ages ranging from 18 to 30. The largest group of respondents were between 18-22 years (40%), followed by those aged 23-26 (30%) and 27-30 years (30%).

4.2 Awareness of OTT Platforms

Respondents demonstrated high levels of awareness of major OTT platforms. The most recognized platforms were:

Platform	Awareness Level (%)
Netflix	95
Amazon Prime	85
Hulu	70
Disney+	60
HBO Max	50

4.3 Factors Influencing Platform Choice

When asked to rank the most important factors in choosing an OTT platform, content variety (mean score = 4.5) and subscription cost (mean score = 4.2) were the most important. Other factors included user interface design (mean score = 4.0), peer recommendations (mean score = 3.8), and exclusive original content (mean score = 4.1).

4.4 Consumption Habits

Binge-watching was reported by 60% of respondents as their preferred consumption habit. This was followed by regular episodic viewing (30%) and occasional viewing (10%).

4.5 Correlation and Regression Analysis

- **Hypothesis 1:** There is a significant positive relationship between content variety and platform choice.

- **Result:** A strong positive correlation ($r = 0.65$, $p < 0.01$) was found between content variety and the likelihood of choosing a platform, supporting the hypothesis.

- **Hypothesis 2:** Subscription cost negatively impacts platform retention.

- **Result:** Regression analysis showed no significant negative relationship between subscription cost and platform retention ($\beta = 0.10$, $p = 0.25$), meaning pricing did not strongly predict long-term usage.

4.6 Binge-Watching and Its Implications

60% of respondents preferred binge-watching, with many opting to watch entire seasons in one sitting. This behavior is a critical consideration for OTT platforms, which increasingly release full seasons at once to accommodate binge-watching preferences. Platforms like Netflix have capitalized on this by offering complete seasons, which has contributed to viewer loyalty.

5. Discussion

5.1 Key Findings

This study found that awareness of OTT platforms is high among young viewers, with Netflix, Amazon Prime, and Hulu as the most recognized platforms. The key factors driving platform choice were content variety and subscription cost, confirming the importance of affordable, diverse content for retaining young audiences. Furthermore, binge-watching was a dominant viewing habit, suggesting that platforms need to cater to this preference by releasing full seasons of content.

5.2 Implications for OTT Providers

To retain younger viewers, OTT providers must continue to expand their content libraries and enhance the user experience. Offering a seamless interface, diverse content, and competitive pricing are essential strategies. Moreover, platforms should explore the growing trend of interactive content and personalized recommendations to engage viewers further.

5.3 Comparison with Previous Studies

The findings are consistent with previous studies that emphasize content variety and affordability as the primary factors driving platform choice (Smith & Anderson, 2019). However, this study also highlights the growing importance of the user interface and binge-watching in shaping consumption patterns, which were not as extensively covered in earlier literature.

5.4 Limitations

The study is limited by its reliance on self-reported data and a cross-sectional design. Future research could employ longitudinal methods to track changes in platform preferences and consumption habits over time.

6. Conclusion

This research demonstrates that young adults are highly aware of OTT platforms and place significant importance on content variety, cost, and ease of use when selecting a platform. Binge-watching is a prominent consumption habit that platforms must accommodate by offering full seasons of content. To stay competitive, OTT platforms must prioritize content diversification, effective pricing strategies, and innovations in user experience. With young viewers shifting to OTT-based platforms, this study comes out with a high degree of awareness among the young generation for OTT channels, mainly due to having varied content and relatively economical subscription services. With all these factors, the key competitors in the OTT environment have to move towards more continuous innovation and flexibility and based on their strategies that will lead to preference and desire. The study highlights critical dynamics shaping media consumption among younger audiences. Since the traditional medial sector seems to be undergoing changes in consumption patterns in an age of transformation, it is of practical importance for content creators and marketers alike to understand the implications of such changes. Young viewers appeal to the niche genres as well as popular series online libraries of OTT platforms, making sure there's something for every kind of viewer. This diversity not only attracts viewers but also encourages binge-watching and sustained engagement. Besides, it is relatively affordable to subscribe to. OTT has proven to be much cheaper compared to traditional cable services while being equivalent in quality and volume. This is particularly appealing to younger audiences, most of whom may have very little disposable income. In response, OTT needs to stay vigilant about its pricing strategy to ensure that they provide value while staying profitable.

Innovation will, however be what sets OTT platforms apart in such a competitive landscape. Content for OTT platforms should continually be refreshed and innovatively made in new formats, genres, and with various kinds of interactive features. Through listening to the voices of the users and hearing on emerging trends, it shall keep up with changing preferences of the young generation viewers. For instance, making social media elements or even gamification improve user engagement with a more immersive experience during watching. Flexibility in strategy is equally important. The preferences of the young generation can change overnight and can be driven by culture, social media, or events happening around the world. The more agile OTT platforms that can adapt and respond quickly to popular themes or trending content will be the ones to gain the eyeballs of their audience. Agility keeps platforms relevant in the fast-paced digital space. The study also shows how the content creators and marketers are important in this evolving scenario. With changing preferences among consumers, creators should be able to produce content that resonates with the young audience. Authenticity, diversity, and inclusivity are the characteristics of this age group, and these should be the essence of storytelling and character development in new productions. This means that, for marketers, the media consumption behavior of the younger audience is very essential for effective promotion. The use of social media and influencer partnerships can augment reach and engagement. Better still, those platforms will be better positioned to understand viewer behaviors and design a campaign that resonates well with their target audience based on data analytics. Therefore, this study sheds light on the dynamics of media consumption among younger viewers. High awareness of OTT platforms, driven by the variety and affordability of content, makes innovation and adaptability a priority for competitors. Focusing on the peculiar preferences of this demographic is the only way content creators and marketers can navigate through the complexities of the modern digital landscape and ensure their offerings remain relevant and appealing in an ever-changing environment.

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