Impact of Over-the-Top (OTT) platform on the changing lifestyle of youth residing in Uttarakhand during Covid-19 pandemic lockdown

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Abstract

Covid times have been the toughest times for humans. Humans had never thought that there will be times when they will be confined in four walls and those four walls will be there only place for leisure. Humans had never witnessed any pandemic of this sort and was clueless about the time span of lockdown. The section of society which was mostly affected by this pandemic was youngsters, as they had very limited sources for entertainment. Television, radio, social media and limited sources of entertainment were there for youngsters. So, the urge for entertainment increased in youngsters during this time frame and OTT came as a powerful medium of entertainment. Several platforms of OTT i.e. Netflix, Disney+Hotstar, Amazon Prime, Voot, Zee5, MX Player etc. came up with different genre of programs to entertain. These OTT platforms enormously affected youngsters in terms of lifestyle and this study is trying to understand the same. This study is trying to understand the impact of OTT platforms on the changing lifestyle of youth residing in Uttarakhand region during lockdown. The study will be conducted in Kumaon and Garhwal region of Uttarakhand. 500 respondents will be included in the study, for primary data collection questionnaire was circulated through online platform and for secondary data various research papers, books, e-portals were reviewed.

Keywords: Over-the-Top, lifestyle, impact, Covid-19 pandemic lockdown, youth

1. INTRODUCTION

The future of entertainment in India is commuting at a faster pace across the globe which will ultimately lead to a sudden overflow of online streaming of audio and video platforms such as Netflix, Amazon Prime, Zee5, Spotify, etc. Though India is slower in comparison to the different developed nations in terms of online streaming, with the growing demand for smartphones and internet connectivity with 4G and the upcoming 5G network, these online platform services are easily approachable and economical. According to the Federation of Indian Chambers of Commerce and Industry (FICCI), the Indian entertainment industry is a 1.82 trillion industry. It constitutes of Radio, Television, and Print industry along with different Digital sectors. With the advancement of digitalization, the consumption pattern of consumers has completely changed. The count on Over-the-Top platforms of Indian subscribers is rapidly increasing because of the enhanced network quality, stronger internet connectivity, and capable smartphones. Because of this Over-the-Top industry is expected to increase at a faster phase in the upcoming five years.

According to the Media and Entertainment industry named Indian Brand Equity Foundation (IBEF), the Over-the-Top platforms have spotted a 30% increase in the paid subscribers from 22.2 million to 29 million during the time of pandemic i.e. between March 2020 to July 2020

(IBEF, 2020). It is all because of the pandemic and lockdown that viewers were forced to sit back in their homes during the tough time and in return, they got the maximum time to spend it on the digital platform. The time of the Covid-19 pandemic across the globe has not only slowed down the public and private sectors but also has changed the consumption pattern of viewer's especially digital-based consumption. One such great invention of digital-based consumption is Over-the-Top platforms that have made the consumer consumption chain possible (De', Pandey & Pal, 2020).

After the United States with more than 500 million active users in the year 2020, India has become the second biggest Over-the-Top market (Rachita Ota, Sushree Sangita Roy, Animesh Chandra, 2020). Not only has the pandemic decelerated the business sectors across the globe but also has changed the viewer consumption pattern towards DTH and different online platforms. Pandemic has hit the world across the globe in line for which no new broadcasting was recorded and broadcasted. The viewers were forced to watch the repeated programs in DTH broadcasting. Although in the case of Over-the-Top platforms the viewers have multiple choices to watch multiple web series, movies, etc. according to their taste, choice, and preference. Indian youth nowadays only follow Netflix, Amazon Prime, Hotstar, and YouTube. They ignore their studies, work, family, and friends. Every time every second youth opens the mobile screen, laptop screen, tab screen and watching the web series only" (Koravi, 2019).

"When grooming age youth would more focus the web series it means they are learning a lot of things from web series. The analysis shows that majority of youth psychologically affected through web series. Web series are not only changing their behavior towards aggressive but also changing their language and language is the most important part of any culture.

Smoking, drinking habits are fast increasing in youth. More use of web series as a source of entertainment than the other physical activities. Obesity, depression, eye disorders are commonly seen in youth." (Koravi, 2019).

The Over-the-Top platform has marked its importance in common people's life. Especially youth, who are more user-friendly with the online digital platform, the level of comfortability of using smartphones and laptops. The youth generally prefer watching entertainment programs on Over-the-Top platforms especially web series, as these web series create and generate curiosity among the youth which ultimately leads to doing "Binge-watching." Binge-watching is commonly seen in the young audience which is somewhere slowly taking the shape of addiction among them, affecting their lifestyles, health, and eating habits.

Through this study, the researcher will try to understand the impact of Over-the-Top platforms on youth during the lockdown in the Uttarakhand region. This study will give the exposure to a better understanding of Over-the-Top platforms about young minds during the lockdown.

The researcher studied the usage of Over-the-Top platforms during Covid-19 lockdown: Trends, Rationale, and Implications. The researcher in his study focuses on the consumption pattern of the youth during the lockdown. The researcher further emphasized the Digitalization is the main reason behind the transformation of consumer content and the way consumer access. In the present scenario, if a consumer wants certain information, the consumer is just a click away. Not only with the easy availability of the internet has facility but also with the extent of the Internet led to dwindling of the globe. Presently the trend of entertainment in terms of content has completely changed all because of the rise of the Over-the-Top platforms. These Over-the-Top platforms have been put together to bring the world together and closer and also to promote

each other's culture which eventually leads to a better understanding of the masses. When the pandemic (Covid-19) hit the globe the viewership of different Over-the-Top platforms was flooded with the viewers (Navsangeet Saini, 2020).

As the broadcasting of OTT platform is done across the globe and it is not possible for the researcher to reach everywhere that why researcher approach to study Uttarakhand region which is sub divided into two- Kumaon region and Garhwal region.

2. REVIEW OF LITERATURE

Before arriving at this topic the researcher did a brief survey of review of literature which was as follows

a. The researcher in her study studied web series and web movies and their psycho-sociological impact on netizens in India. This research paper focuses on the overall effect of web series and web movies on the audience especially youth in terms of their psychological and social aspect. The transformation of video consumption in India has changed in the last few years either it depends upon the control level of the viewer on what they are watching or watching the content as per their own convenient time and place. Today even the remote areas have a strong fan base of Over-the-Top platforms in India. All it required is access to the Over-the-Top platform with the help of a smartphone and proper network connection. The subscription rate for these Over-the-Top platforms in India is cheap. With the advancement in digitalization i.e. technology, the viewers have changed the way people consume online content today, permitting them to view the digital content in terms of location, choice of content, language, location, and devices used. The popularity of the internet today is disseminated because of the starter of the Over-the-Top platform, altogether with the creation of new content, unique stories, and

viewers viewing habits. With the help of technology and the larger number of viewer's the content of the Over-the-Top platforms has changed the culture. The content delivered in the Over-the-Top platforms is interactive and unique hence making the content popular among the netizens also different from television and film content. (Anindita Chattopadhyay, 2020).

b. The researcher in her study studied growth in Over-the-Top (OTT) video services in India. This research paper focuses on the rapid growth of the video services such as Over-the-Top platforms in India. The chaos in the entertainment industry in India is caused by the entrance of Over-the-Top services such as Netflix, Amazon Prime, Hotstar, Zee5, etc. Presently Over-the-Top is crafting a boom in the mainstream media industry and hence influencing the consumption pattern of the viewers across the globe. The recent change in the mode of content dispersal is the concern between the internet and entertainment, which has wedged the nature of content formation. Presently in India, the factors subsidizing the success of the Over-the-Top platform are the changes in the consumption design and viewer's consumption behaviour. The researchers finding in his research study is that 88% of users are developing the Over-the-Top platforms habits in comparison to television and movie. The major majority of users preferred watching Over-the-Top channels during the night-time. The smartphone is the most preferred device for watching these Over-the-Top channels. The major reason for the growth of the Over-the-Top platform is the easily affordable price of the internet service. Factors that contribute to the growth of Over-the-Top platforms are the easy cost of the network, user-friendly devices, and

c. The researcher in his study studied the future of online Over-the-Top entertainment services in India. The research study aims to discover the future aspects of the entertainment industry in the Indian market by researching the different parameters. The havoc of online streaming video service because of the rapid change in the viewing pattern of the consumers in India. Though India is been slower in terms of streaming services due to the growing demand for easy internet connectivity with 4G and LTE and the upcoming 5G, the demand for the entertainment industry has increased at a faster pace. The researcher also emphasized slowly replacing traditional media platforms (Television, cinema) with Over-the-Top platforms (Netflix, AmazonPrime, Zee5). Through the researcher's study, he tries to project India as a Digital Indian and a successful path in terms of Over-the-Top platforms (Quresh Moochhala, 2018).

d. The researcher in his study studied the factors influencing the shift from traditional Television to Over-the-Top platforms in India. The researcher in his study aims to comprehend the better understanding of Over-the-Top platforms and identify different factors that impact the viewers to shift from traditional platforms to Over-the-Top platforms. In India, the people's consumption pattern of media has completely changed due to the growing level of internet dissemination and speedy increase in technology. The definition of media services has completely changed because of the incorporation of Over-the-Top platforms. Because of the incorporation of the Over-the-Top platforms in viewer's lives, the viewers have now

the freedom to watch web series and movies at their convenience. In comparison to Over-the-Top and Television, the most attractive option is its premium cost, where maximum offers are served in the case is Over-the-Top platform to all its viewers (Rohit Jacob Josel, 2020).

e. The researcher in his study studied the Impact of Covid-19 on Media and Entertainment Industry in India. The media and Entertainment industry is one of the largest media industries in India is as it gives the largest employment opportunity to millions of people. Entertainment media includes TV, Print Media (Magazine), Photography publishing (Books and Research Papers), and cinema (Yusra Khan, 2021).

f. The researcher in his study studied Over-the-Top video services in India: Media Imperialism after Globalization. The researchers aim to study the tremendous increase in Over-the-Top video services in India. The researchers evaluate the exact dynamics of Over-the-Top platform growth in the country in relation to the digital infrastructures such as smartphones, international relations, corporate strategies (Scott Fitzgerald, 2019).

The researcher has observed that different researchers had discussed the impact of Over-the-Top platforms in perspective of psycho-sociological impact on netizens, services disseminated by service telecom, growth of over-the-top platforms in India, customer preference of over-the-top platform during the lockdown, future of Over-the-Top video services, Over-the-Top as a new television, acceptance of Over-the-Top platform in India, and the dominance of Over-the-Top platform on DTH service in India but had not discovered Impact of Over-the-Top (OTT) platform on the changing lifestyle of youth

residing in Uttarakhand during Covid-19 pandemic lockdown, so, this topic would be an unexplored one to research upon. This study will add a new dimensions to the study of journalism in the field of Over-the-Top (OTT) platform, hence the researcher would like to explore it more through this paper.

Methodologies and Techniques

The researcher will be collecting Primary and Secondary data for the research. Secondary data will be collected from various search engine sites (Yahoo, Google, Bing, Baidu, Aol.com, Ask.Com, Excite, DuckDuck Go) whereas the primary data will be collected by conducting interviews and survey, wherein the researcher would like to study the impact of Over-the-Top platforms on youth during the lockdown. After data collection, the researcher will be analysing the Qualitative and Quantitative factors of the study.

The data collection will include a questionnaire, observation, Right to Information answers, and review of the literature to collect primary and secondary data.

The technique of gathering and processing data will be in three phases:
1) Survey of the data collection using questionnaire as a tool for quantitative analysis and other data collection methods like Books, search engine site, research papers, and journals to collect the data for qualitative analysis,
2) Recording of data and
3) Their interpretations.

3. OVER-THE-TOP (OTT) PLATFORM DURING LOCKDOWN

3.1 Data Collection

Table 1 presents the frequency distribution of the age of sample respondents. The highest percentage (47.6%) of respondents are in the category of 19-21 years followed by 22-24 years (21.4%). The biggest aspect is the age category of 16-18 years where 14.8% of the respondents are watching the content using OTT platforms. It shows that the younger generation is more in to watching content using OTT platform or other online modes.

Table 1 Age - Frequency Distribution

		Frequency	Percent
	16-18	74	14.8
	19-21	238	47.6
	22-24	107	21.4
Valid	25-27	36	7.2
	27-29	45	9.0
	Total	500	100.0

Table 2 Gender - Frequency Distribution

		Frequency	Percent
	Male	253	50.6
Valid	Female	247	49.4
	Total	500	100.0

Table 2 shows the distribution of the sample respondents' distribution as per

gender, which is quite satisfactory as the percentage of male and female are almost identical percentage
.

Table 3 Education - Frequency Distribution

		Frequency	Percent
Valid	Intermediate	93	18.6
	Graduation	295	59.0
	PG	112	22.4
	Total	500	100.0

Table 3 indicates the educational qualification of the respondents and as per the age classification it looks obvious that most of the respondents are graduate (59%) followed by post-graduation (22.4%).

Table 4 Profession- Frequency Distribution

		Frequency	Percent
Valid	Student	371	74.2
	Self-employed/Businessman	32	6.4
	Job	83	16.6
	Agriculture	14	2.8
	Total	500	100.0

Table 4 represents the distribution of the profession of the respondents. As it is indicated through the educational qualification, most of the respondents are the students. They are either pursing graduation or post-graduation. However, there are 16.6 percent of the respondents who are doing job after their education.

The table also brings attention towards two different aspects of this young sample size which indicates that there are some respondents who are indulge in agriculture activities (2.8%) and others have started their own ventures (6.4%), which is good indicator.

Table 5 Region - Frequency Distribution

		Frequency	Percent
Valid	Garhwal	340	68.0
	Kumaon	160	32.0
	Total	500	100.0

Table 5 shows that the entire sample was from tow different regions of the Uttarakhand which are Garhwal and Kumaon regions. The representation of the Garhwal region is higher (68%) than the Kumaon region (32%) in the sample.

Table 6 Family Status- Frequency Distribution

	Frequency	Percent

Valid	Nuclear	358	71.6
	Joint	142	28.4
	Total	500	100.0

Table 6 presents the distribution of the family status of the respondents. It indicates that most of the respondents (71.6%) are living in the nuclear families which means mother, father and their children. Further only 28.4% of the respondents are in the joint families. It shows the trend of nuclear families is increasing in Uttarakhand.

Table 7 Income - Frequency Distribution

		Frequency	Percent
Valid	Low	60	12.0
	Middle	422	84.4
	High	18	3.6
	Total	500	100.0

Table 7 states that most of the respondents belong to the middle-income group (84.4%). It means more prevalence of watching content online in this income category respondents. Further, there are few percent of the low-income group who watches content online.

Table 8 Resident Status - Frequency Distribution

		Frequency	Percent
Valid	Rural	118	23.6
	Urban	382	76.4
	Total	500	100.0

Table 8 indicates that most of the respondents living in the urban areas are more likely to watch content on OTT platform compared to the rural counterpart. Therefore, it is some how related to the access of internet and awareness about the shows and platforms in the urban areas.

Consumption of OTT during Lockdown: An analysis
**1.1 Internet surfing time during lockdown –**The researcher raised a question, "how much time do you spend on internet surfing during lockdown?" The received answers are tabulated in the following table :

Table 26: Internet Surfing Time

Time Period (in hours)	16-18 year's	19-21 year's	22-24 year's	25-27 year's	28-30 year's	Grand Total
Less than 1 Hour	5	9	3	2	1	**20**
1-2 hours	14	31	13	2	12	**72**
2-4 hours	22	69	28	9	9	**137**

4-6 hours	14	60	24	11	10	**119**
More than 6 hours	19	69	39	12	13	**152**
Grand Total	**74**	**238**	**107**	**36**	**45**	**500**

Figure 25: Internet Surfing Time
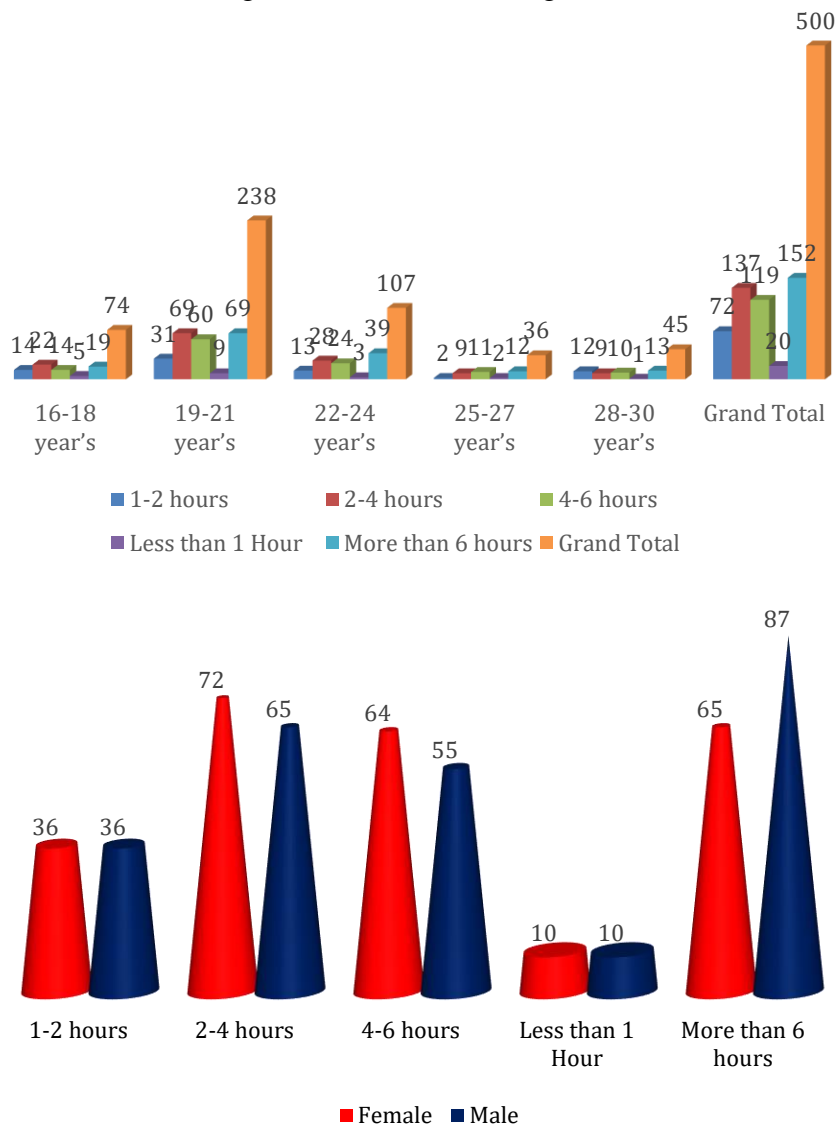
The table clearly shows Internet Surfing time period where 500 respondents (14 respondents from an age of 16-18 years, 238 respondents from an age of 19-21 years, 107 respondents from an age of 22-24 years, 36 respondents from an age of 25-27 years and 45 respondents from and age of 28-30 years) who responded for the same. A total of 20 respondents (5 respondents between an age group of 16-18 years of age, 9 respondents between an age group of 19-21 years of age, 3 respondents between an age group of 22-24 years of age, 2 respondents between an age group of 25-27 years of age and 1 respondents between an age group of 28-30 years of age) are likely to surf internet for less than 1 hour. A total of 72 respondents (14 respondents between an age group of 16-18 years of age, 31 respondents between an age group of 19-21 years of age, 13 respondents between an age group of 22-24 years of age, 2 respondents between an age group of 25-

27 years of age and 12 respondents between an age group of 28-30 years of age) are likely to surf between 1 to 2 hours. A total of 137 respondents (22 respondents between an age group of 16-18 years of age, 69 respondents between an age group of 19-21 years of age, 28 respondents between an age group of 22-24 years of age, 9 respondents between an age group of 25-27 years of age and 9 respondents between an age group of 28-30 years of age) are likely to surf between 2 to 4 hours. A total of 119 respondents (14 respondents between an age group of 16-18 years of age, 60 respondents between an age group of 19-21 years of age, 24 respondents between an age group of 22-24 years of age, 11 respondents between an age group of 25-27 years of age and 10 respondents between an age group of 28-30 years of age) are likely to surf between 4 to 6 hours. A total of 152 respondents (19 respondents between an age group of 16-18 years of age, 69 respondents between an age group of 19-21 years of age, 39 respondents between an age group of 22-24 years of age, 12 respondents between an age group of 25-27 years of age and 13 respondents between an age group of 28-30 years of age) are likely to surf for more than 6 hours.

1.2 Source of entertainment during Lockdown –The researcher wants to understand the respondent's source of entertainment during Covid-19 pandemic lockdown. The findings are tabulated in the following table:

Table 27: Source of Entertainment

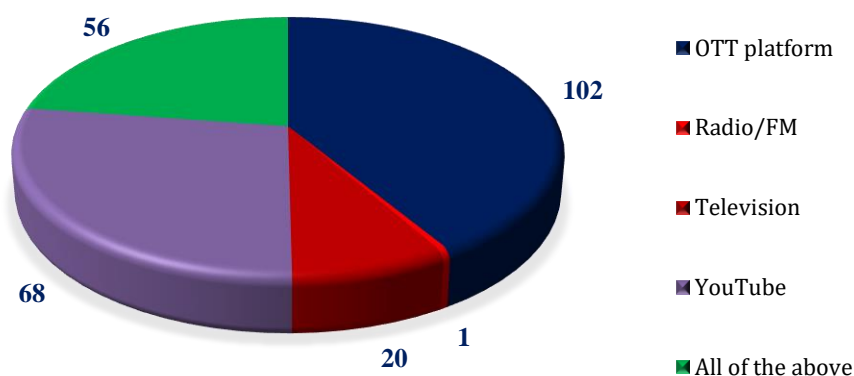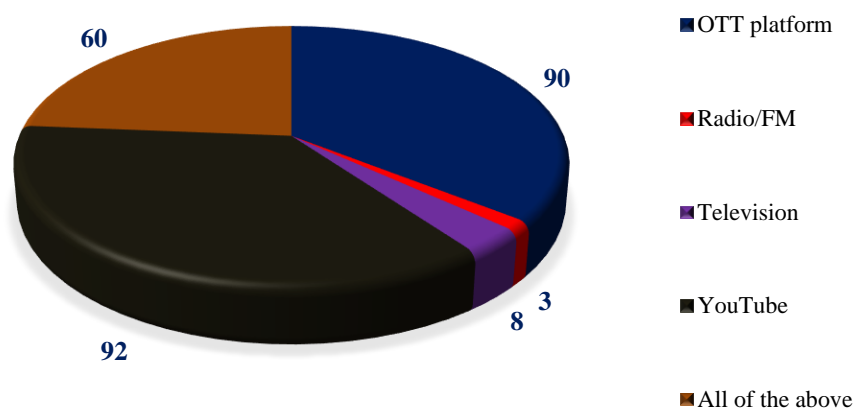| Source	Female	Male	Grand Total
OTT platform	102	90	**192**
Radio/FM	1	3	**4**
Television	20	8	**28**
YouTube	68	92	**160**
All of the above	56	60	**116**
Grand Total	**247**	**253**	**500**

Figure 26 Source of Entertainment (Female)

Figure 27: Source of entertainment (Male)

The table clearly shows the source of entertainment where 500 respondents (247 Female and 253 Male) responded for the same. A total of 192 respondents (102 Female and 90 Male) prefer watching OTT platform as their source of entertainment. A total of 4 respondents (1 Female and 3 Male) prefer Radio/FM as their source of entertainment. A total of 28 respondents (20 Female and 8 Male) prefer watching Television as their source of entertainment. A total of 160 respondents (68 Female and 92 Male) prefer watching YouTube as their source of entertainment.

A total of 116 respondents (56 Female and 60 Male) prefer watching OTT platform, Radio/FM, Television and YouTube) as their source of entertainment.
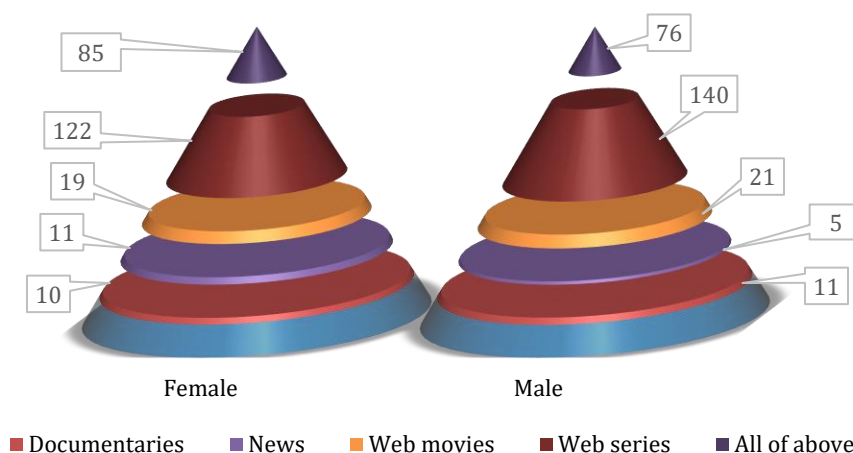
1.3 Program/Show usually watch in OTT platform during lockdown – The researcher was inquisitive to know the respondents taste and preference by raising a question that which Program/show they usually watch in OTT platform. The received answers are tabulated in the following table:

Table 28: Program/Show usually watch in OTT platform

List of Program/Show	Female	Male	Grand Total
Documentaries	10	11	**21**
News	11	5	**16**
Web movies	19	21	**40**
Web series	122	140	**262**
All of above	85	76	**161**
Grand Total	**247**	**253**	**500**

Figure 28: Program/Show usually watch in OTT platform

The table clearly shows Programs/Shows usually watch in OTT platform where 500 respondents (247 Female and 253 Male) responded for the same. A total of 21 respondents (10 Female and 11 Male) prefer watching Documentaries in OTT platform. A total of 16 respondents (11 Female and 5 Male) prefer watching News in OTT platform. A total of 40 respondents (19 Female and 21 Male) prefer watching Web movies in OTT platform. A total of 262 respondents (122 Female and 140 Male) prefer watching Web series in OTT platform. A total of 161 respondents (85 Female and 76 Male) prefer watching Documentaries, News, Web movies, and Web series in OTT platform.

1.4 Hours spent on OTT consumption per day- The researcher was inquisitive to get to know that how many hours does the respondents spent on OTT consumption per day. The received answers are tabulated in the following table:

Table 29: Hours spent on OTT consumption per *day*

Time period(in hours)	16-18 year's	19-21 year's	22-24 year's	25-27 year's	28-30 year's	Grand Total
Less than 2 hours	21	61	29	6	12	129
2-4 hours	31	96	32	8	16	183
4-6 hours	11	42	28	17	11	109
6-8 hours	7	20	11	5	4	47
More than 8 hours	4	19	7		2	32
Grand Total	**74**	**238**	**107**	**36**	**45**	**500**

Figure 29: Hours spent on OTT consumption per day
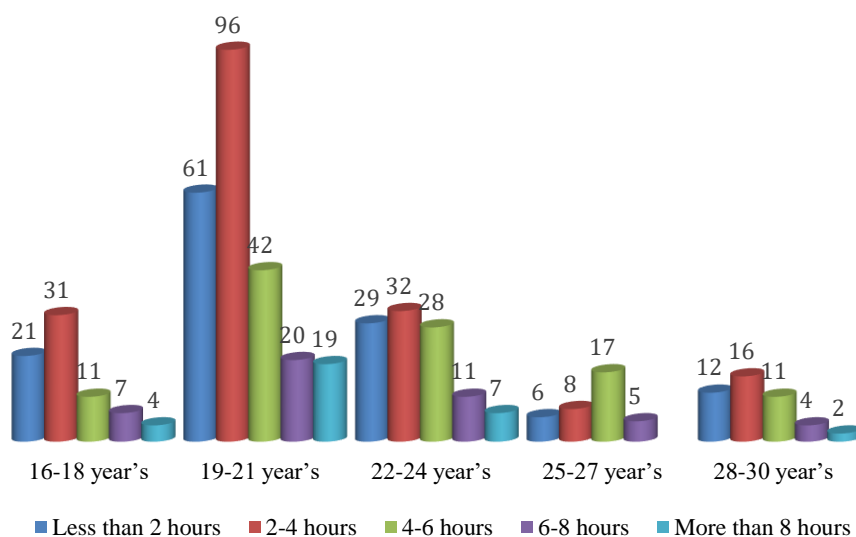
The table clearly shows time period for OTT consumption where 500 respondents (74 respondents from an age of 16-18 years, 238 respondents from an age of 19-21 years, 107 respondents from an age of 22-24 years, 36 respondents from an age of 25-27 years and 2 respondents from and age of 28-30 years) who responded for the same. A total of 129 respondents (21 respondents between an age group of 16-18 years of age, 61 respondents between an age group of 19-21 years of age, 29 respondents between an age group of 22-24 years of age, 6 respondents between an age group of 25-27 years of age and 12 respondents between an age group of 28-30 years of age) consume OTT platform for less than 2 hours. A total of 183 respondents (31 respondents between an age group of 16-18 years of age, 96 respondents between an age group of 19-21 years of age, 32 respondents between an age group of 22-24 years of age, 8 respondents between an age group of 25-27 years of age and 16 respondents between an

age group of 28-30 years of age) consume OTT platform between 2 to 4 hours. A total of 109 respondents (11 respondents between an age group of 16-18 years of age, 42 respondents between an age group of 19-21 years of age, 28 respondents between an age group of 22-24 years of age, 17 respondents between an age group of 25-27 years of age and 11 respondents between an age group of 28-30 years of age) consume OTT platform between 4 to 6 hours. A total of 47 respondents (7 respondents between an age group of 16-18 years of age, 20 respondents between an age group of 19-21 years of age, 11 respondents between an age group of 22-24 years of age, 5 respondents between an age group of 25-27 years of age and 4 respondents between an age group of 28-30 years of age) consume OTT platform between 6 to 8 hours. A total of 32 respondents (4 respondents between an age group of 16-18 years of age, 19 respondents between an age group of 19-21 years of age, 7 respondents between an age group of

22-24 years of age and 2 respondents between an age group of 28-30 years of age) consume OTT platform for more than 8 hours.
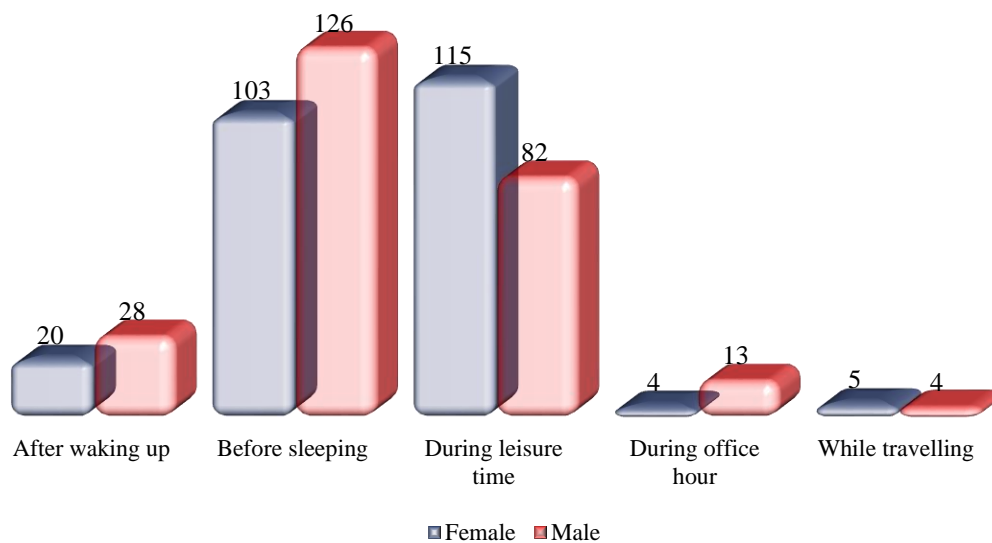
1.5 Best suitable time for OTT consumption during lockdown- The

researcher wants to understand the respondent's best suitable time for OTT consumption. The received answers are tabulated in the following table:

Table 30: Best suitable time for OTT consumption

Suitable time period	Female	Male	Grand Total
After waking up	20	28	48
Before sleeping	103	126	229
During leisure time	115	82	197
During office hour	4	13	17
While travelling	5	4	9
Grand Total	**247**	**253**	**500**

Figure 30: Best suitable time for OTT consumption

The table clearly shows best suitable time for OTT consumption where 500 respondents (247 Female and 253 Male) responded for the same. A total of 48 respondents (20 Female and 28 Male) consume OTT immediately after waking up. A total of 229 respondents (103 Female and 126 Male) consume OTT before sleeping. A total of 197 respondents (115 Female and 82 Male) consume OTT during their leisure time. A total of 17 respondents (4 Female and 13 Male) consume OTT during their office hours. A total of 9 respondents (5 Female and 4 Male) consume OTT while travelling.

1.6 OTT preference during lockdown – The researcher raised a question, "During lockdown at what time do you use OTT platform the most?" The received answers are tabulated in the following table:

Table 31: OTT preference

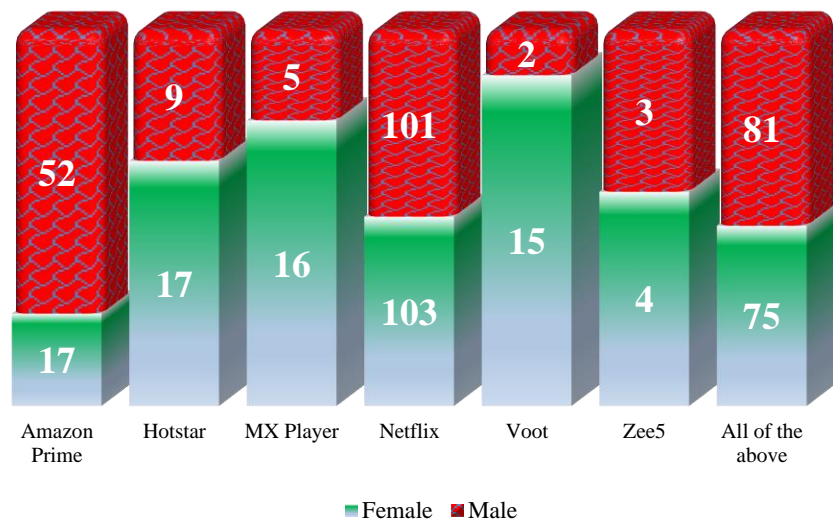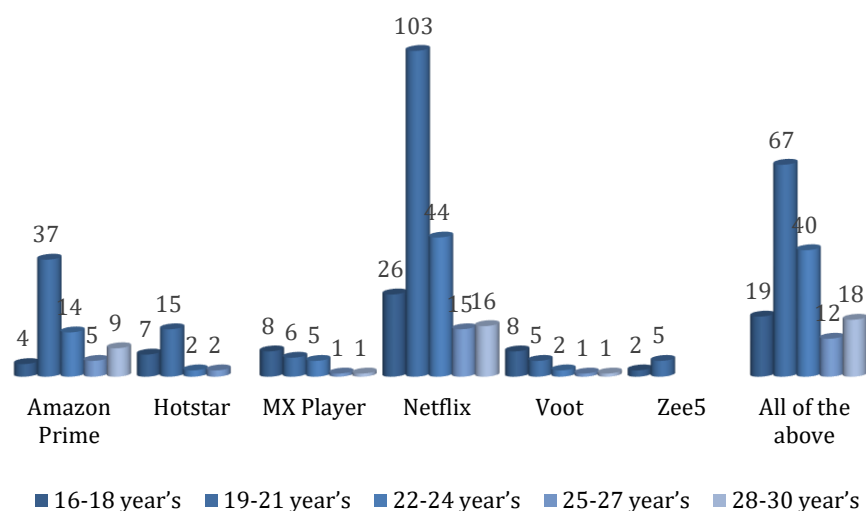| List of OTT platforms	Female	Male	Grand Total
Amazon Prime	17	52	69
Hotstar	17	9	26
MX Player	16	5	21
Netflix	103	101	204
Voot	15	2	17
Zee5	4	3	7
All of the above	75	81	156
Grand Total	**247**	**253**	**500**

Figure 31: OTT preference

Figure 32: OTT preference

The table clearly shows OTT platform preference where a total of 500 respondents (247 Female and 253 Male) responded for the same. A total of 69 respondents (17 Female and 52 Male) prefer watching Amazon Prime. A total of 26 respondents (17 Female and 9 Male) prefer watching Hotstar. A total of 21 respondents (16 Female and 5 Male) prefer watching MXPlayer. A total of 204 respondents (103 Female and 101 Male) prefer watching Netflix. A 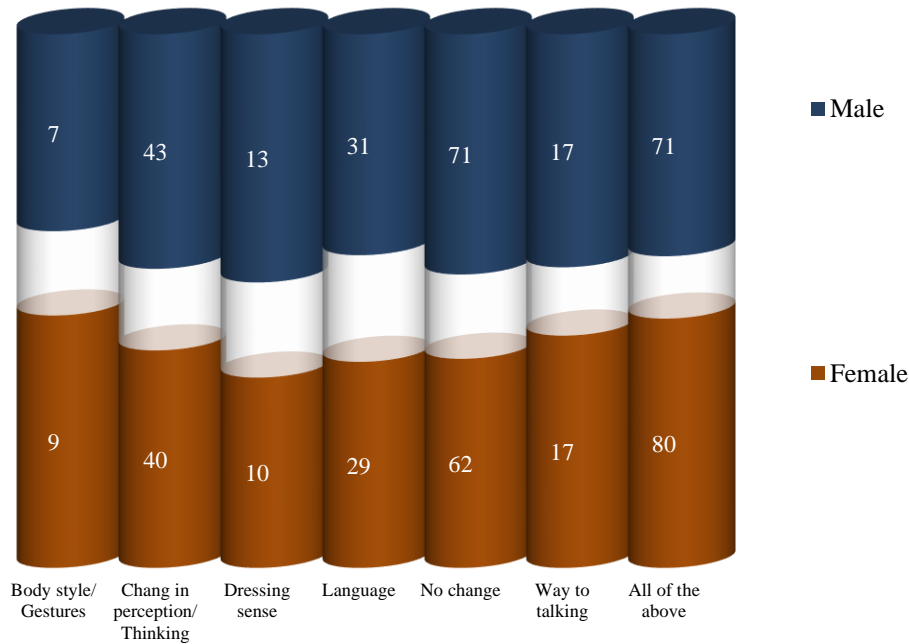total of 17 respondents (15 Female and 7 Male) prefer watching Voot. A total of 7 respondents (4 Female and 3 Male) prefer watching Zee5. A total of 156 respondents (75 Female and 81 Male) prefer watching Amazon Prime, Netflix, Hotstar, MXPlayer, Zee5 and Voot.

Changes observed after watching OTT during lockdown-The researcher raised a question that, "During lockdown which OTT platform do you prefer watching"? The collected results are tabulated as follows:

Table 32: Changes observed after watching OTT

List of changes observed	Female	Male	Grand Total
Body style/ Gestures	9	7	16
Chang in perception/ Thinking	40	43	83
Dressing sense	10	13	23
Language	29	31	60
No change	62	71	133
Way of talking	17	17	34
All of the above	80	71	151
Grand Total	**247**	**253**	**500**

Figure 33: Changes observed after watching OTT

The table clearly shows changes observed after watching OTT where a total of 500 respondents (247 Female and 253 Male) responded for the same. A total of 16 respondents (9 Female and 7 Male) found a change in their Body language/Gesture after watching OTT. A total of 83 respondents (40 Female and 43 Male) found a change in their Perception/Thinking after watching OTT. A total of 23 respondents (10 Female and 13 Male) found a change in their Dressing sense after watching OTT. A total of 60 respondents (29 Female and 31 Male) found a change in their Language after watching OTT. A total of 133 respondents (62 Female and 71 Male) found no change after watching OTT. A total of 34 respondents (17 Female and 17 Male) found a change in their way of talking after watching OTT. A total of 151 respondents (80 Female and 71 Male) found a change in their Body language/Gestures, Change in perception/thinking, Dressing sense, Language, Way of talking and No change observed after watching OTT.

1.7 Number of episodes watched in a Single sitting during lockdown - The researcher wants to understand the number of episodes watched by the respondents in a single sitting. The received answers are tabulated in the following table:

Table 33: Number of episodes watched in a Single sitting

Number of Episodes	Female	Male	Grand Total
1-3 episode	119	98	217
3-5 episodes	74	75	149
6-10 episodes	18	32	50
More than 10 episodes	16	18	34
Entire season	20	30	50
Grand Total	**247**	**253**	**500**

Figure 34: Number of episodes watched in a Single sitting
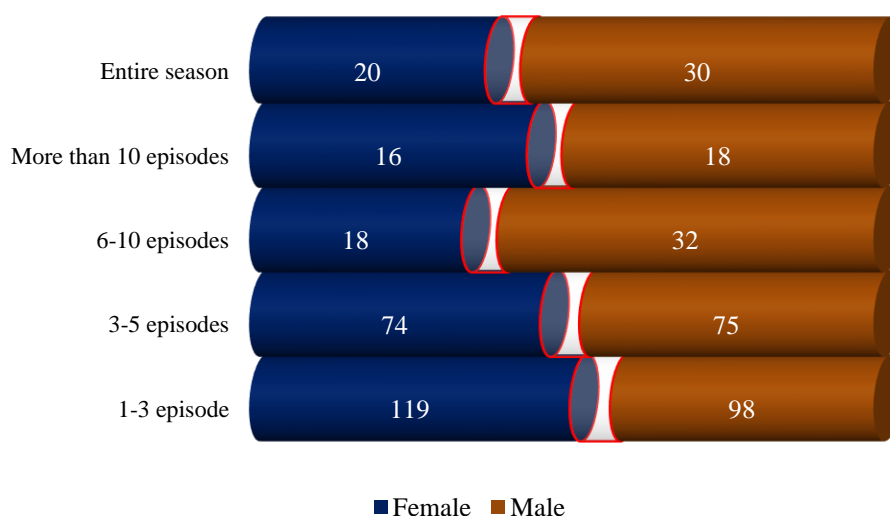
■Female ■Male

The table clearly shows number of episodes watched by respondents in a single sitting where a total of 500 respondents (247 Female and 253 Male) responded for the same. A total of 217 respondents (119 Female and 98 Male) prefer watching 1 to 3 episodes in a single sitting. A total of 149 respondents (74 Female and 75 Male) prefer watching 3 to 5 episodes in a single sitting. A total of 50 respondents (18 Female and 32 Male) prefer watching 6 to 10 episodes in a single sitting. A total of 34 respondents (16 Female and 18 Male) prefer watching more than 10 episodes in a single sitting. A total of 50 respondents (20 Female and 30 Male) prefer watching entire season in a single sitting.
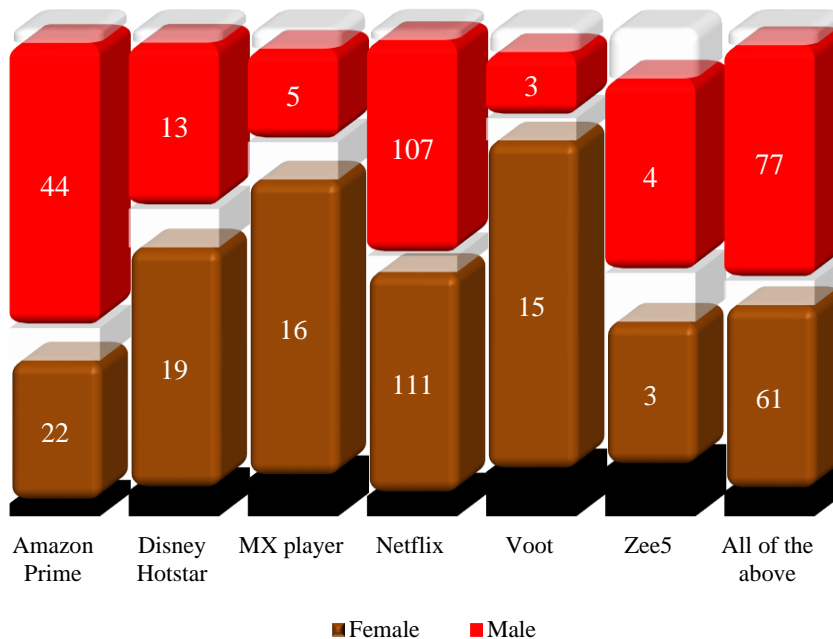
1.8 Preferred platform for Binge watching during lockdown- After understanding the number of episodes watched by the respondents in a single sitting in the above tabulation, the researcher was inquisitive to know the respondents preferred platform for Binge-watching. Therefore the researcher raised a question that, "Which platforms do you preferred for Binge-watch during lockdown"? The collected results are tabulated as follows:

Table 34 : Preferred platform for Binge watching

List of OTT platforms	Female	Male	Grand Total
Amazon Prime	22	44	66
Disney Hotstar	19	13	32
MX player	16	5	21
Netflix	111	107	218
Voot	15	3	18
Zee5	3	4	7
All of the above	61	77	138
Grand Total	**247**	**253**	**500**

Figure 35: Preferred platform for Binge watching

The table clearly shows preferred platform for Binge watching where a total of 500 respondents (247 Female and 253 Male) responded for the same. A total of 66 respondents (22 Female and 44 Male) prefer watching Amazon Prime. A total of 33 respondents (19 Female and 13 Male) prefer watching Disney Hotstar. A total of 21 respondents (16 Female and 5 Male) prefer watching MXPlayer. A total of 218 respondents (111 Female and 107 Male) prefer watching Netflix. A total of 18 respondents (15 Female and 3 Male) prefer watching Voot. A total of 7 respondents (3 Female and 4 Male) prefer watching Zee5. A total of 138 respondents (61 Female and 77 Male) prefer watching Amazon Prime, Netflix, Hotstar, MXPlayer, Zee5 and Voot.
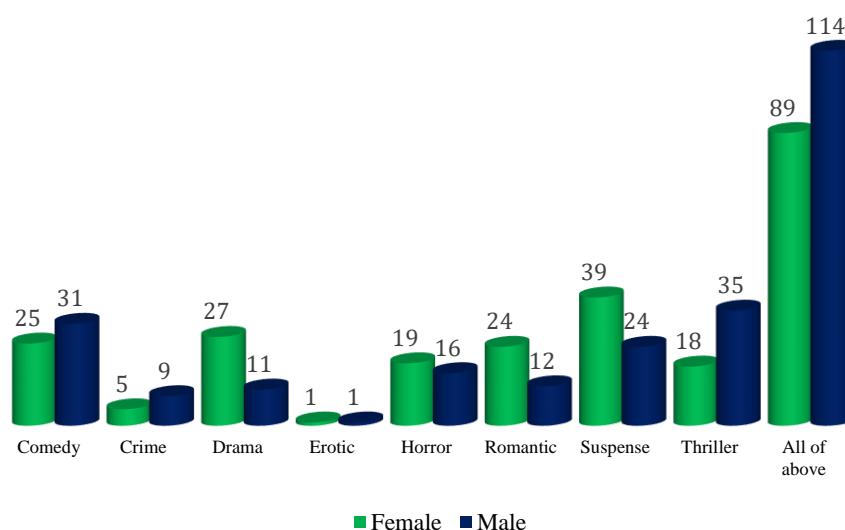
1.9 Favorite Genre for Binge-watching during lockdown – After understanding the preferred platform of the respondents for Binge-watching in the above tabulation, it becomes important to understand the respondent's favorite genre for Binge-watching during Covid-19 pandemic lockdown. Therefore the researcher raised a question that, "During lockdown what is your favorite show genre for binge-watching"? The collected results are tabulated as follows:

Table 35: Favorite Genre for Binge watching

List of Genres	Female	Male	Grand Total
Comedy	25	31	56
Crime	5	9	14
Drama	27	11	38
Erotic	1	1	2
Horror	19	16	35
Romantic	24	12	36
Suspense	39	24	63
Thriller	18	35	53
All of above	89	114	203

| Grand Total | 247 | 253 | 500 |

Figure 36: Favorite Genre for Binge watching

The table clearly shows Favorite Genre in OTT platform for Binge watching where 500 respondents (247 Female and 253 Male) responded for the same. A total of 56 respondents (25 Female and 31 Male) prefer watching Comedy as their favorite genre for Binge watching. A total of 14 respondents (5 Female and 9 Male) prefer watching Crime as their favorite genre for Binge watching. A total of 38 respondents (27 Female and 11 Male) prefer watching Drama as their favorite genre for Binge watching. A total of 2 respondents (1 Female and 1 Male) prefer watching Erotic as their favorite genre for Binge watching. A total of 35 respondents (19 Female and 16 Male) prefer watching Horror as their favorite genre for Binge watching. A total of 36 respondents (24 Female and 12 Male) prefer watching Romantic as their favorite genre for Binge watching. A total of 63 respondents (39 Female and 24 Male) prefer watching Suspense as their favorite genre for Binge watching. A total of 53 respondents (18 Female and 35 Male) prefer watching Thriller as their favorite genre for Binge watching. A total of 203 respondents (89 Female and 114 Male) prefer watching Comedy, Crime, Drama, Erotic, Horror, Romantic, Suspense and Thriller as their favorite genre for Binge watching.

1.10

After effect of OTT consumption during lockdown

Table 41: After effects of OTT consumption

Opinion	Female	Male	Grand Total
Yes	108	103	211
No	22	43	65
Maybe	91	72	163
Can't say	26	35	61
Grand Total	**247**	**253**	**500**

The table clearly shows the impact of OTT platform after its consumption where 500 respondents (247 Female and 253 Male) responded for the same. A total of 211 respondents responded that after consuming OTT platform, it has created an impact in their minds. A total of 65 respondents responded that after consuming OTT platform, no impact has been created in their minds. A total of 163 respondents responded that may be an impact has been created in their mindsets after the consumption of OTT platform. And a total of 61 respondents responded that they can't say that after the consumption of OTT it has created an impact in their mind.

Descriptive Results

Table 9 Changes Felt After Watching - Frequency Distribution

		Frequency	Percent
Valid	Language	42	8.4
	Dressing Sense	21	4.2
	Body Style/Gesture	15	3.0
	Way to talk	31	6.2
	Change in perception/thinking	76	15.2
	All of above	155	31.0
	No change	160	32.0
	Total	500	100.0

Table 9 represents those changes felt by the respondents in their behaviour and activities after watching content on the OTT platforms. It indicates that most of the respondents (32%) said they did not feel any changes in behaviour or activities. However, a similar percent of respondents (31%) state that they observed changes in their language, dressing sense, way to talk, body style, perception etc.

Table 10 Changes Felt During Lockdown - Frequency Distribution

		Frequency	Percent
Valid	Language	60	12.0
	Dressing sense	23	4.6
	Body style/gesture	16	3.2
	Way to talk	34	6.8
	Change in Perception/Thinking	83	16.6
	All of above	151	30.2
	No change	133	26.6
	Total	500	100.0

Table 10 shows the changes felt by the respondents while they watched the content during the COVID lockdown. It reveals the similar kind of the pattern. However, majority of the respondents again stated that they felt changes in their perception and thinking after watching content online. Further, language is another aspect of the respondents which is most affected after watching the content.

Table 11 Genre - Frequency Distribution

		Frequency	Percent
Valid	Drama	38	7.6
	Comedy	56	11.2
	Crime	14	2.8
	Horror	35	7.0
	Romantic	36	7.2
	Erotic	2	.4
	Suspense	63	12.6
	Thriller	53	10.6
	All of above	203	40.6
	Total	500	100.0

Table 11 presents that what content is most watched by the respondents. Therefore, suspense genre shows (12.6%) are most watched followed by comedy (11.2%) and thriller (10.6%). It indicates that the young generation of Uttarakhand is looking for more content in these three genres.

Table 12 Impact on Mind - Frequency Distribution

		Frequency	Percent
Valid	Yes	374	74.8
	No	126	25.2
	Total	500	100.0

Table 12 shows impact on the mind of the respondent after watching the content online. So, 74.8% of respondents accepted that they have felt impact on their mind after watching the content. However, rest of them said that they did not observe any impact on their mind.

Table 13 Satisfaction Level - Frequency Distribution

		Frequency	Percent
Valid	Strongly Agree	75	15.0
	Agree	205	41.0
	Neutral	180	36.0
	Disagree	34	6.8
	Strongly Disagree	6	1.2
	Total	500	100.0

Table 13 presents the satisfaction level of the respondents after binge watching the content on OTT. It states that most of the respondents (41%) were satisfied after binge watching the content on the OTT platforms. However, almost similar

number of respondents (36%) did not get the satisfaction. It may be due to the

quality of content or the genre watched by the respondents.

Table 14 Feeling - Frequency Distribution

		Frequency	Percent
Valid	Happy	135	27.0
	Disappointed	76	15.2
	Fulfilled	89	17.8
	Relaxed as suspense over	153	30.6
	Guilty for wasting time	47	9.4
	Total	500	100.0

Table 14 shows the reaction of the respondents after binge watching the content of OTT platforms. Maximum number of respondents (30.6%) felt relaxed after binge watching the content and almost similar number (27%) felt happy. It indicates towards the agreement of the respondents towards being satisfied. In total, 74% of the respondents were happy, fulfilled and relaxed after binge watching. Therefore, it means binge watching should be more prominent amongst the population of this study.

4. CONCLUSION

The above study is a detailed analysis on the effect of OTT platforms in the Covid-19 lockdown on the youth in Uttarakhand. The analysis is based on the Kumaon and Garhwal region of Uttarakhand. The study has applied logistics regression to the impact on the brain of the respondents after watching the content on the OTT platform. It reveals that the content watched on the OTT platforms 50% less likely to affect the mind of the male respondents compared to the female respondents. It further shows that highest number of respondents could sense effect on their brains after watching all different genre content on the OTT platform. Additionally, it was found that a total of 18 respondents (15 Female and 3 Male) prefer watching Voot. A total of 7 respondents (3 Female and 4 Male) preferred watching Zee5. A total of 138 respondents (61

Female and 77 Male) preferred watching Amazon Prime, Netflix, Hotstar, MXPlayer, Zee5 and Voot during lockdown. The consumption of OTT went on a rise in lockdown and this had an effect on the viewer's Body language/Gestures, Change in perception/thinking, Dressing sense, Language and Way of talking.

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