

Entertainment and Ethical Detachment: A Factorial Analysis of Urban Citizens' Movement from Collective Life to OTT Spaces

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Abstract

The ubiquitous accessibility of the internet and advances in technology have had a profound effect on numerous facets of daily existence, rendering it a crucial part of the urban population. People living in urban areas have mostly shifted to OTT platforms. They are spending more than 12-18 hours per day on this platform. It may affect directly or indirectly on the urban environment of any urban area. They are turning away from their duties as good citizens to uncontrolled social media. OTT platforms are experiencing rapid growth in India, owing to their popularity with the Indian population, which spends considerable time on social media. The country has witnessed an upsurge in OTT surfing, high-quality programming, ad-free shows, and binge-watching in many languages. Beneficial demographics, pertinent information, free content, and Paid Content Membership Plans provide possibilities for growth in the future. OTT platforms provide freedom, customisation, and ease of use but they also fuel a phenomenon known as ethical detachment, which is the progressive disengagement from governance and social life. The wider sociocultural effects of entertainment consumption are called attention by this change. Is a feeling of brotherhood and shared duty diminished by switching to personalized OTT spaces? This research explores certain variables that impact consumer shift and acceptance of OTT streaming platforms. The author employed exploratory factor analysis (EFA) to identify some of the factors that impact OTT platform adoption by consumers. A self-designed questionnaire (Google survey) was implemented to gather data from 150 targeted persons, of which 130 responded. Cronbach's Alpha test is employed to verify that the data is both accurate and trustworthy.

Keywords: OTT platforms, consumer decisions, Urban Lifestyle, Social Isolation, Civic Responsibility

1. Introduction

In the broad tapestry of the history of mankind, the expansion of entertainment reveals our creative thinking and desire to create narratives that go into everyday life. From informal gatherings across campfires to the brimming theaters of the Middle Ages, storytelling has been an indispensable component of our society's artistic evolution. However, in the digital era, an entirely novel phase begins, headed by the escalation of Over-the-Top (OTT) streaming platforms, signifying an upward trend in how we access and perceive entertainment. Traditional broadcast providers no longer impose linked watching times and constrained programming selections. The widespread accessibility of leisure via OTT streaming platforms has emerged in a flood of creative thinking and diversity, altering the media landscape [3]. Consumers are not anticipated passive recipients; they become

independent organizers of their own watching experiences, with the capacity to select from an extensive collection of options suitable to their interests. [5, 6]

The appealing nature of OTT streaming platforms originates not just due to their ease, but additionally from their capability to bridge borders, linking cultures such as encouraging global interactions. In a world separated by political and cultural distinctions, such platforms act as a virtual avenue, bringing persons from all over the earth sphere together to discuss a universal language of narrative. Using the lens of a screen, we explore countries, indulge in international narratives, and gain novel insights into the human experience.

According to PricewaterhouseCoopers (PwC)'s "Global Entertainment & Media Outlook 2019-2023, the Indian OTT sector is projected to be worth Rs 11,977 crores by 2023." Rapid growth has offered content creators greater exposure to the digital experience for customers, advertising, and commerce [1, 2]. This helps companies make substantial profits and prevent expenses. Understanding the market's participants and the audience they are targeting is crucial to attaining profitability. The paper examines the progress in Indian Media such as the entertainment sector regarding several OTT streaming platforms and highlights the utilization of content as well as other key aspects. It provides a comprehensive framework of parameters, including content, cost, entertainment, and much more which have impacts on consumers.

2. Review of Literature

Global usage of digital media has risen significantly. These days, consumers can watch their favorite media. Digital gadgets with improved connectivity and media capabilities were made accessible wherever feasible.

Muhammad Farooq and Valliappan Raju (2019) explained the impacts of OTT services on telecommunications providers during the period of transformative marketing. This paper investigates the shrink in revenue for conventional telecom voice as well as data sectors as a result of the arrival of OTT services such as Facebook Messenger, WhatsApp, etc. These platforms offer novel capabilities such as image and video sharing, transferring files, video conferencing, and conversations in groups.

Following Manoj Kumar Patel's research, OTT platforms are rapidly establishing a competitive edge over conventional media channels. Based on an electronic poll of 95% of interested parties aged 20-40, OTT will continue to grow in India mainly because of its affordability and developing content offerings. The author discovers that the enormous growth of media streaming in India is related to customers' capacity to access content anytime, anyplace.

Rahul Sharma and Amit Kakkar focused on video-on-demand (VoD) service approval is greatly impacted by product variables such as content type, subscription mechanism, content nature, and dialect. The study uses combined analysis to assess the corresponding importance of product/service characteristics and corresponding levels among 140 North Indian metropolitan inhabitants. The survey discovered that customers prioritize cost-effective VoDs, followed by content kind, category, and language.

Singh, K. K., Makhania et al. (2024) discovered that at all times Over-The-Top (OTT) platforms initially appeared and continually delivered fresh content, they needed favorable input from the public to maintain their customer base.

Shao, C. C. (2022) revealed that preferences have been looked into customers' streaming behavior. The investigation also found that, in the present day of video streaming, behavior patterns continued to play a significant part in impacting viewers' initial decisions, recall time, and overall viewing length.

Sabyasachi Dasgupta (2019) performed a survey to identify the variables that participated in the acceptance of OTT platforms and their long-lasting impact. The poll comprised 35 individuals aged between 18-30 from Maharashtra. The article highlights the need to develop engaging material with a localization plan that will boost subscription turnout and pageviews quickly.

Gimpel, G (2015) focused on expanding the telecommunications sector and promoting the consumption of content. Based on platform theory as well as information from 22 senior executives, the writer discovers that OTT

platforms generate original content and function under license agreements. He recommends that manufacturing businesses vary their media holdings to increase revenue.

Mode of Payment in addition is the most significant factor as the broad spectrum of payment methods available for viewers, such as OTT. Numerous studies establish that price is a major consideration when choosing an OTT platform. [11]

OTT video platforms have particular obstacles, especially in emerging markets like India. The idea of paid memberships remains insufficiently developed in the market, resulting in restricted access to free content or exclusive deals. The bulk of respondents thought they were going to be free rather than enjoying these forums for pay. However, when economic matters are spent to visit these locations, respondents are unwilling to pay for certain ones. [8, 12]

3. Objectives

1. To explore the factors that help in the shift of urban consumers from D2H to OTT platforms.
2. To examine the association between urban OTT users' media literacy & ethical judgment

4. Methodology

The design of the research employed here is exploratory in nature. The research is operated in the NCR region, which is mini India. The magnitude of the sample is 130 respondents. The major data is collected via a questionnaire tool using Google Forms by following purposive sampling techniques. Both primary as well as secondary data are used in the research. A points Likert scale is used (1 = strongly disagree and 5 = strongly agree). The target population employed was the age bracket from 18 to 55 years. The statistical technique used is EFA via the SPSS 21 version.

5. Data Analysis & Interpretation

Following an extensive examination, the data collected is assessed and summarized under multiple categories.

able no. 01: Reliability Statistics

Cronbach's Alpha	of Items
.826	8

(Source: Created by Authors)

The above table inferred that the value of Cronbach's alpha is .826 which showed that the questionnaire seems good as the value is more than 0.7.

Table no. 02: Reliability Statistics of individual's variable

Factor	No. of statements in variable	Cronbach Alpha Value
Content Accessibility	4	.767
Cost Relevant	3	.838
Escape	3	.835
Entertainment	3	.940

(Source: Created by Authors)

Table no. 02 shows that the reliability of the individual factor is greater than 0.7, it is concluded that each variable is reliable.

Table no. 03: KMO and Bartlett's Test

Kaiser-Meyer-Olkin	Measure of Sampling Adequacy.	.751
	Approx. Chi-Square	43.715
Bartlett's Test of Sphericity	df	8
	Sig.	.000

(Source: Created by Authors)

Table no. 03 shows the result of the KMO as well as the Bartlett test. The value obtained from the KMO test is .751 (which must be more than 0.6), which shows sample adequacy up to 75%. Whereas in the Bartlett test (standard value must be less than 0.05) here above p-value is 0.000 which means an appropriate result.

Table no. 04: Communalities

	Initial	Extraction
A1.	.000	.89
A2.	.000	.04
A3.	.000	.48
A4.	.000	.22
R1.	.000	.68
R2.	.000	.54
R3.	.000	.13
1.	.000	.24
2.	.000	.52
3.	.000	.02
t 1.	.000	.56
t 2.	.000	.33
t 3.	.000	.84

Extraction Method: Principal component Analysis.

(Source: Created by Authors)

The fundamental rule of communalities is the value must be greater than 0.5, and table no. 04 satisfies the basic requirement that all the values are greater than 0.5.

Table no. 05: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	Variance	Cumulative %	Total	Variance	Cumulative %	Total	Variance	Cumulative %
1	383	8.712	8.712	383	8.712	8.712	691	0.697	0.697
2	248	7.289	1.001	248	7.289	1.001	438	8.755	9.453
3	798	8.834	4.835	798	8.834	4.835	404	8.493	7.946
4	421	0.927	5.762	421	0.927	5.762	316	7.816	5.762
5	97	364	1.127						
6	05	888	5.015						
7	53	486	8.501						
8	85	960	1.461						
9	76	892	4.352						
10	60	004	6.356						
11	29	764	8.120						
12	51	161	9.280						
13	94	20	00.000						

Extraction Method: Principal Component Analysis.

(Source: Created by Authors)

Table no. 05 showed that there were thirteen liner components in data before extraction but after using varimax rotation, found the four variables that have Eigenvalues more than 1. The total variable explained in the above table is 75.762 which seems good. This result shows that the four variables given above represent 75.762% of the variation.

Table no. 06: Rotated Component Matrix^a

	Component			
A1.		48		
A2.		18		
A3.		76		
A4.		01		
R1.			56	

R2.			42	
R3.			31	
1.				81
2.				33
3.				11
t 1.	87			
t 2.	28			
t 3.	07			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 5 iterations.

(Source: Created by Authors)

It is concluded from the table no. 06 that the value of KMO falls close to 0.6 or greater than it which is appropriate. It inferred that all 13 items have retained and converged into four factors named content accessibility, cost relevant, escape, and entertainment.

6. Findings

According to the research, a progressive disengagement with group social and ethical connections is closely linked to the rapid shift of urban consumers into OTT platforms. The factor analysis research revealed that the primary reasons of this evolution were factors like escapism, content, and cost relevant. This, in turn, has led to a lowering of community-focused entertainment practices, such as watching family television along with going to the movies. The results also imply that the increasing number of ethically suspicious material on over-the-top (OTT) platforms has elevated ethical relativism, especially within younger audiences who likely to see entertainment as morally unconnected. Additionally, time-use trends show that leisure has been restructured, with isolated digital involvement taking place inside of communal or cultural events. Age as well as gender also had a bearing on ethical disengagement degrees; younger, digitally native viewers were more tolerant of knowledge which went against established societal standards.

7. Suggestions

- Enhance your media literacy to choose ethically and meaningfully appropriate OTT material.
- Establish specific viewing limits to curb screen addiction as well as social isolation.
- To regain social equilibrium, use "digital fasting" or take sporadic breaks from OTT platforms.
- Develop and distribute material that preserves moral consciousness and cultural cohesiveness.
- Encourage research and educational initiatives regarding media ethics as well as digital health.
- Create rating systems which consider into account the psychological, social, as well as ethical effects of OTT programming.
- Promote conferences and other events that enlighten young people about the value of consuming entertainment wisely.

8. Conclusion

One of the fundamental cultural shifts in contemporary urban life is the move from communal dwellings and shared recreational activities to individual OTT consumption. Unquestionably, OTT platforms have made amusement more accessible, but they have additionally contributed to some level of ethical indifference by lowering chances for collaborative experiences, lowering levels of involvement in society, and creating a culture of disengagement. Beyond entertainment, this shift has deeper consequences that impact involvement in politics, social cohesiveness, and metropolitan areas' shared identity. According to the findings, OTT platforms inadvertently erode the social framework that supports interactions among people even as they fulfill individual entertainment necessities. Deliberate solutions that strike an appropriate equilibrium between programs which encourage civic engagement and involvement in the community and technology ease are required to deal with this.

In the end, elected officials, urban planners, media creators, and civic instructors should understand the moral and societal consequences of this change. By offering insights that might encourage a more connected and environmentally conscious metropolitan population in the OTT era, this study adds to the conversation on technological advancement and urban citizenship.

9. Limitations

The sample size of the study includes 130 respondents from the NCR region. As audiences have different perspectives, further research can be supervised in different geographic areas.

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