

Don Bosco Institute of Technology Delhi Journal of Research

Year 2024, Volume-1, Issue-2 (July - Dec)



Psychographic Behavioural Background of Watching Hindi Web-Series on Over-The-Top Platforms

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ARTICLE INFO

Keywords: Psychographics, Behavioral Patterns, Hindi Web Series, OTT Platforms, Digital Consumption, Viewer Motivation, Demographic Analysis, Content Preferences, Psychosocial Impact

doi: 10.48165/dbitdjr.2024.1.02.03

ABSTRACT

This study inspects the psychographic and personal conduct standards of watchers of Hindi web series contents on beyond ridiculous (Over-The-Top) platforms. The investigation centers around grasping the motivations, segment profiles, seeing propensities and the more extensive psychosocial effect of this pattern. This study utilized Biblioshiny, an online bibliometric analysis tool, to examine a number of papers sourced from different databases including the Scopus database. The keywords “psychographics”, “digital consumption” and “web series” will let to identify over-the-top content preferences. This review gives a thorough outline of the developing scene of online content consumption in India, focusing on the language of Hindi. Key discoveries show a transcendent youthful, metropolitan and educated crowd, with unmistakable inclinations and standards of conduct that have huge implications for content makers and advertisers.

Introduction

The proliferation of Over-The-Top (OTT) platforms has basically changed media consumption plans, particularly in India (Aadeetya, 2018). With the methodology of reasonable quick web and the inevitable availability of splendid contraptions, more watchers are going to electronic platforms for their diversion needs (Joglekar, 2018). Traditional television and film, once the backbones of diversion, are right now being tried by these mechanized platforms that offer a more personalized and convenient review understanding. The climb of OTT platforms, for instance, Netflix, Amazon Prime Video and Hotstar (now Disney+Hotstar) has revolutionized how content is consumed, outfitting clients with the flexibility to watch what they need, when

they need and on their inclined toward devices. This shift towards mechanized consumption requires a more profound comprehension of the psychographic and conduct portions of these groups to tailor content and displaying techniques effectively.

This study expects to dive into the motivations, seeing affinities and fragment profiles of watchers who favour Hindi web series on OTT platforms. Hindi web series have obtained monstrous pervasiveness due to their engaging content and high production values (Deshpande et al., 2020). The fundamental group for these series is young, metropolitan and instructed individuals who are often cutting-edge local people (Chattopadhyay, 2020). These watchers search for content that reflects their social genuine elements and social nuances, going with Hindi web series an inclined toward

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decision. The survey researches various factors that drive this group to pick OTT platforms over traditional media, similar to the desire for vision, the necessity for entertainment and the effect of social interactions. By understanding these motivations, content creators can encourage series that resonate with the principal vested party, ensuring higher responsibility and retention rates.

The pieces of information from this examination are supposed to assist with contenting producers, sponsors and stage providers in accommodating their procedures to all the more promptly attract with their group. For content producers, the revelations include the meaning of conveying top type, drawing in content that meets the specific inclinations and expectations of watchers (Dhiman, 2021). Sponsors can use these encounters to design really convincing publicizing endeavours that charm for the interests and approaches to acting of the group, in this way working on the impact of their exhibiting tries (Rashmi and Jain, 2023). Stage providers can utilize the information to smooth out client experience, work on content recommendations and further develop stage components to augment client satisfaction and faithfulness. Ultimately, this study gives an exhaustive comprehension of the psychographic and principles of conduct of Hindi web series watchers on OTT platforms, offering actionable encounters that can help accomplices in the OTT natural framework with bettering deal with the creating prerequisites and inclinations of their group (Bandura, 1994).

Literature Review

Traditional Theories of Media Consumption

Media consumption speculations have long explored the baffling relationship among watchers and the content they consume (Bandura, 1994). These theories give a foundational comprehension of what media implies for conduct and cognition (Bandura, 1994). Bandura's Social Mental Speculation emphasizes the essential occupation of observational learning in media consumption (Bandura, 1994). According to this theory, individuals learn and

impersonate approaches to acting saw in media, which can shape their actions and mindsets (Bandura, 1994). For instance, seeing strong conduct in a television show could provoke the imitation of such conduct, in light of everything (Bandura, Ross and Ross, 1961). This speculation features the power of media as a gadget for social learning and conduct showing (Bandura, 1994). Basically, Berkowitz's Psychological Neo-Association Model dives into the psychological cycles set off by media transparency (Berkowitz, 1984). This model prescribes that receptiveness

to explicit media content can activate related considerations and recollections, influencing resulting approach to acting (Berkowitz, 1984). For example, watching a scene of severity could motivate recollections of past aggression and trigger strong considerations and approaches to acting (Berkowitz, 1984). These traditional speculations include the profound impact of media on human cerebrum science, giving significant pieces of information into how content can shape watcher conduct and social norms (Berkowitz, 1984).

Rising of Automated Platforms

The rising of electronic platforms has basically changed media consumption plans, presenting a period of personalized and on-demand content (Aadeetya, 2018). This shift has been driven by a couple of key components, including the certain openness of high-speed web and the proliferation of smartphones (Joglekar, 2018). Concentrates by Aadeetya (2018) and Joglekar (2018) highlight the serious scene of Over-The-Top (OTT) platforms in India, where players like Netflix, Amazon Prime Video and Hotstar have gathered some forward speed. These platforms offer an immense area of content that can be gotten to while, wherever, dealing with the creating inclinations of current watchers (Aadeetya, 2018). The convenience and flexibility given by OTT platforms have sought after them a popular decision over traditional media, which is often limited by booked programming and geographic constraints (Joglekar, 2018). Additionally, the ability to personalize content recommendations considering watcher inclinations has further developed client responsibility and satisfaction (Joglekar, 2018). The modernized transformation in media consumption isn't just a mechanical shift yet additionally a social one, reflecting changes in how groups search for and consume diversion (Aadeetya, 2018). As OTT platforms continue to create, they are renaming the restrictions of media consumption, offering a more distinctive and custom fitted survey understanding (Joglekar, 2018).

Marathon Watching Phenomenon

The phenomenon of marathon watching, where watchers consume various episodes of a series in a lone sitting, has transformed into a focal nature of OTT stage utilization (Panda and Pandey, 2017). This conduct is controlled by the availability of entire seasons of series at once, allowing watchers to watch at their own speed without keeping it together for step by step conveys (Subramanian, Seetharaman and Maddulety, 2020). Research by Panda and Pandey (2017) and Subramanian et al. (2020) gives encounters into the motivations behind marathon watching. One of the fundamental drivers is the desire for **optimism, where watchers lower themselves in a fictional world to avoid the weights of everyday presence** (Panda and Pandey, 2017).

Marathon watching in like manner fills in with the end goal of social connectivity, as watchers often observe notable series to partake in conversations and offer experiences with friends and family (Panda and Pandey, 2017). Moreover, the incredible of content open on OTT platforms, portrayed by convincing stories and refined production values, makes marathon watching an enticing development (Subramanian et al., 2020). This conduct has immense implications for content producers and sponsors, as it includes the prerequisite for connecting with and propensity framing content that keeps watchers trapped (Panda and Pandey, 2017). Understanding the marathon watching phenomenon is fundamental for accomplices in the mechanized news source, as it shapes strategies for content conveyance and watcher responsibility in the merciless OTT scene (Subramanian et al., 2020).

Methodology

This examination utilizes a blended strategies way to deal with gain a thorough comprehension of the psychographic and personal conduct standards of watchers of Hindi web series on OTT platforms. The strategy incorporates both quantitative and subjective components to give a hearty examination

Quantitative Component

The quantitative component includes a bibliometric investigation of existing exploration records connected with OTT platforms and media consumption. This investigation plans to classify these records by different boundaries, including:

- **University/Institution:** Identifying the leading academic institutions contributing to research in this domain.
- **Authors:** Highlighting the most prolific researchers in the field.
- **Country:** Mapping the geographical distribution of research outputs.
- **Document Type:** Categorizing the documents into articles, conference papers, book chapters and other types.
- **sponsors:** Identifying the organizations and institutions that have funded research in this area.

Data Collection

The study was circulated to a different example of watchers to guarantee a wide representation of the ideal interest group. Questions were intended to catch segment information, seeing propensities, content inclinations and motivational elements. Top to bottom meetings were conducted with a subset of study respondents to acquire further bits of

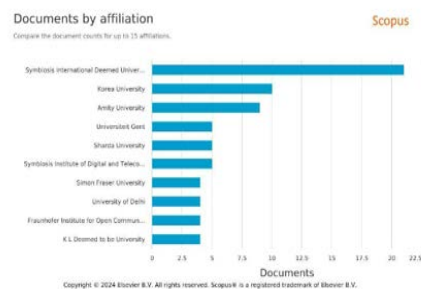
knowledge into their survey ways of behaving and the psychosocial effect of consuming Hindi web series.

Data Analysis

Quantitative information from the bibliometric examination and review responses were investigated utilizing factual techniques to distinguish patterns and examples. Subjective information from the meetings were examined utilizing topical examination to reveal common topics and bits of knowledge. The combination of these techniques gives a far-reaching comprehension of the psychographic and social background of watchers of Hindi web s

Table 1: Institutional Contributions to OTT Research

Rank	University/Institution	Documents
1	Symbiosis International Deemed University	~22.5
2	Korea University	~21.0
3	Amity University	~15.0
4	Universiteit Gent	~10.0
5	Sharda University	~8.0
6	Symbiosis Institute of Digital and Telecom...	~7.5
7	Simon Fraser University	~5.0
8	University of Delhi	~5.0
9	Fraunhofer Institute for Open Communication..	~3.0
10	K L Deemed to be University	~1.5



Above information exhibits the main colleges and institutions contributing to explore in the space of OTT platforms and media consumption. Beneficial interaction International Considered College drives the rundown with around 22.5 reports, showing its critical inclusion and spotlight on this area of study. Following intently is Korean Colleges with around 21.0 archives, demonstrating significant examination yield. Friendship College, Universiteit Gent

and Sharda College likewise make eminent contributions, with record counts of 15.0, 10.0 and 8.0, separately. Institutions like Advantageous interaction Foundation of Advanced & Telecom and Simon Fraser College are additionally dynamic in this exploration region, contributing between 5.0 to 7.5 records each. The table features the worldwide idea of

examination on OTT platforms, with contributions from colleges across various continents, highlighting the general interest in understanding media consumption designs in the computerized age.

Table 2: Contributions by Leading Authors

Author	Documents
Arabnowski,s.	Approx. 4.1
Pham, S.	Approx. 4.0
Abreu, J.	Approx. 3.8
Baek, H.	Appoxx. 3.5
Behare,N.	Appeox. 3.2
Chakraborty, S.	Approx. 2.5
Evans, T.	Approx. 2.3
Izquierdo-Castillo, J.	Approx. 2.1
Jang, M.	Approx. 1.5
Jin, D.Y.	Approx. 1.2

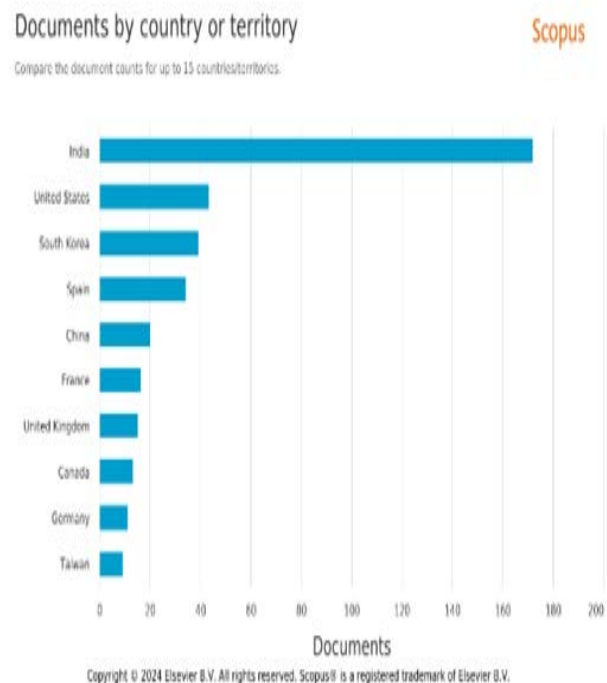
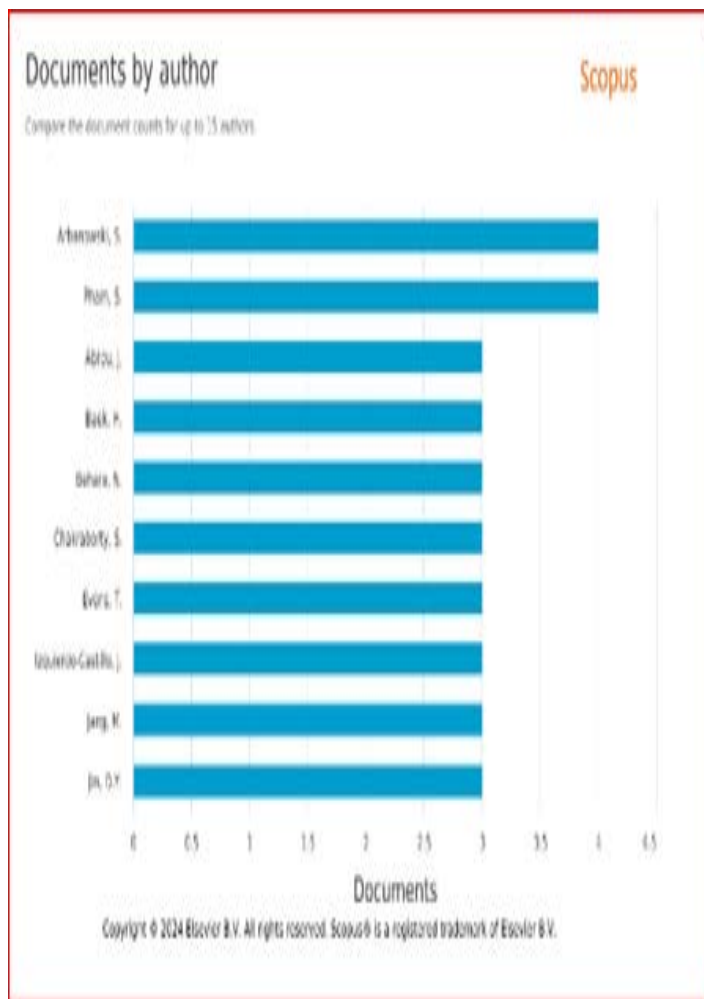
arises as a noticeable figure in this field, firmly followed by Pham, S. with 4.0 reports. Other striking contributors incorporate Abreu, J., Baek, H. and Behare, N., who have distributed around 3.8,

3.5 and 3.2 archives, individually. The presence of scientists like Chakraborty, S., Evans, T. and Izquierdo-Castillo, J., each contributing north of two records, demonstrates a dynamic

scholarly local area participated in investigating different features of OTT media consumption. This table highlights the cooperative idea of scholastic exploration, featuring individual contributions that aggregately advance figuring out in this unique field.

Table 3: Country-wise Distribution of Research Documents

Country	Documents
India	174
United States	42
South Korea	39
Spain	34
China	20
France	17
United Kingdom	16
Canada	15
Germany	15
Taiwan	12
	10



Above information gives experiences into the key specialists driving the investigation of OTT platforms and media consumption. Arabnowski, S., with roughly 4.1 reports,

Above information frames the geographical distribution of examination yields on OTT platforms. India drives the rundown with 174 reports, mirroring the nation's burgeoning interest and dynamic exploration in advanced media consumption. The US follows with 42 reports, exhibiting its hearty scholar and industry centre around OTT platforms. South Korea, Spain and China likewise include unmistakably, contributing 39, 34 and 20 archives, individually. European nations like France and the Unified Realm, along with Canada, have delivered around 15 archives each, demonstrating critical examination movement. Germany and Taiwan, with around 12 archives each, further represent the worldwide spread of examination endeavours around here. This table features the assorted international commitment to concentrating on OTT platforms, with critical contributions from both created and arising economies.

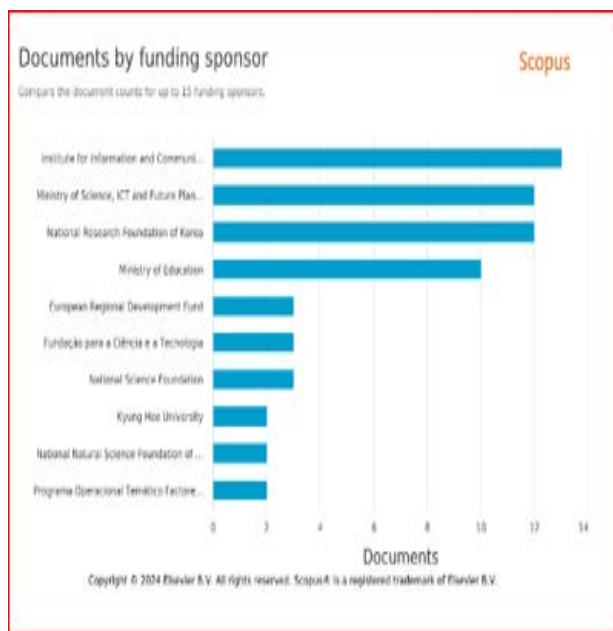
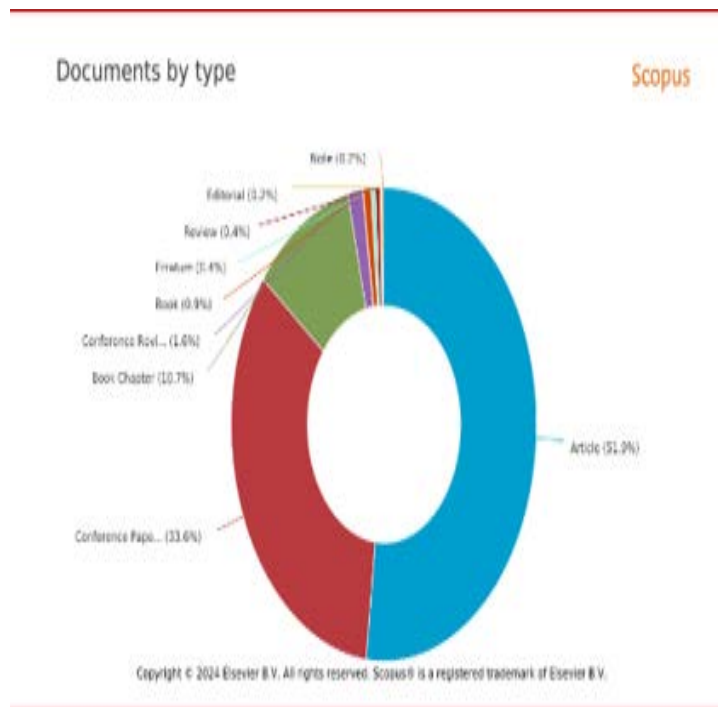
Above information arranges the exploration yields by their configurations. Articles make up the greater part at 51.9%, demonstrating that peer-explored diary articles are the essential vehicle for spreading research on OTT platforms. Conference papers represent 33.6%, mirroring the significance of scholastic conferences as scenes for introducing new discoveries and cultivating academic discussion. Book sections address 10.7% of the reports, proposing that altered volumes and compilations likewise assume a part in this examination field. Other report types, for example, conference surveys (1.6%), books (0.9%), errata (0.4%), audits (0.4%), publications (0.2%) and notes (0.2%), make up more modest proportions of the all-outresearch yield. This distribution highlights the assorted manners by which information about OTT platforms is spread inside the scholastic local area.

Table 4: Distribution of Document Types

Document Type	Percentage
Article	51.9%
Conference Paper	33.6%
Book Chapter	10.7%
Conference Review	1.6%
Book	0.9%
Erratum	0.4%
Review	0.4%
Editorial	0.2%
Note	0.2%

Table 5: Research Funding Sponsors

Sponsor	Document
Institute for Information and Communication Technology	13
Ministry of Science, ICT and Future Planning	12
National Research Foundation of Korea	11
Ministry of Education	5
European Regional Development Fund	4
Fundação para a Ciência e a Tecnologia	4
National Science Foundation	3
Kyung Hee University	2
National Natural Science Foundation of China	2
Programa Operacional Temático Factores de Competitividade	2

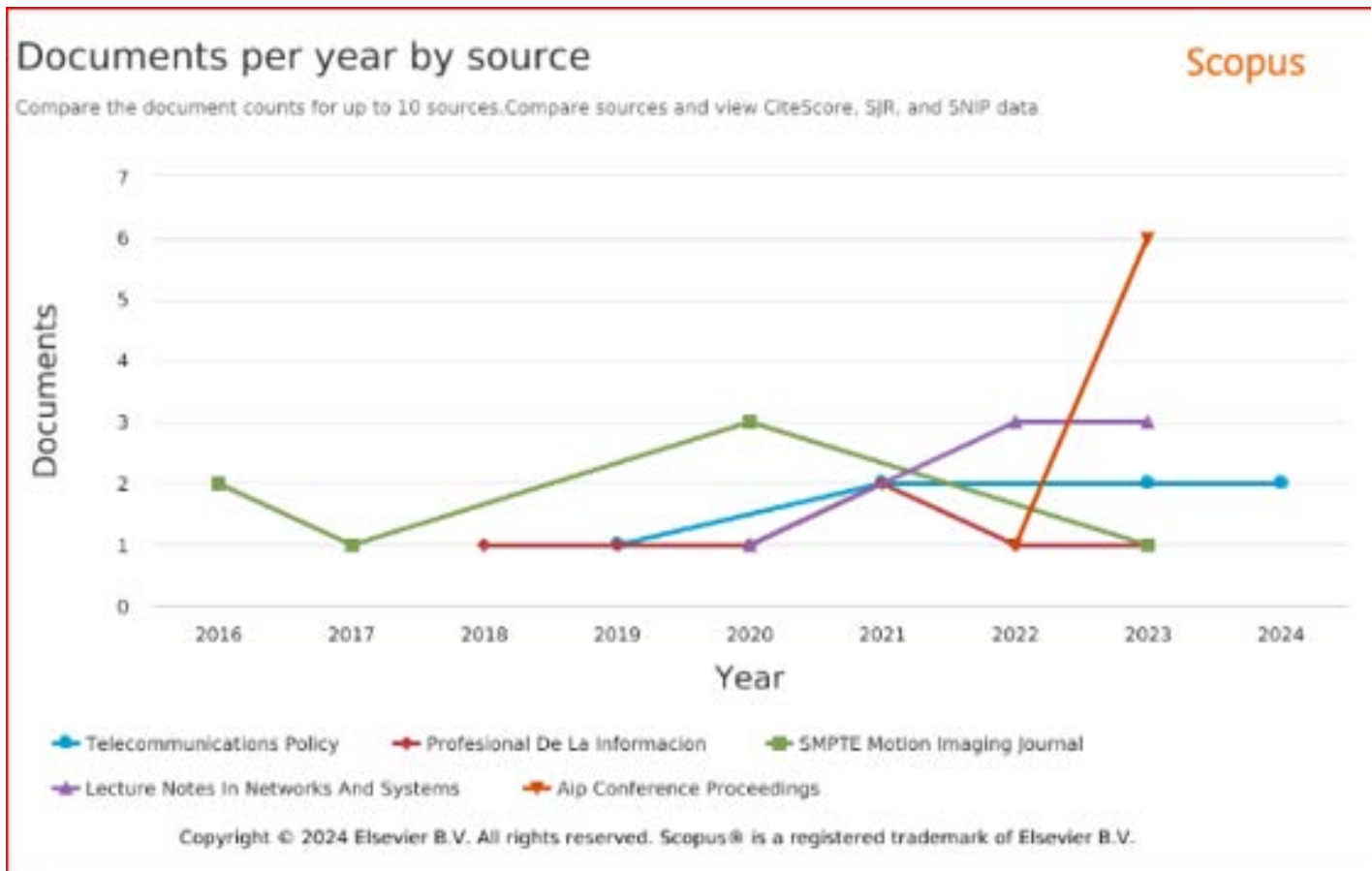


Above information records the organizations that have supported research in this space. The Foundation for Information and Communication Innovation is the top sponsor with 13 archives, trailed by the Service of Science, ICT and Future Preparation with 12 reports. The National Exploration Foundation of Korea has upheld 11 reports, featuring its huge interest in this field. Different sponsors incorporate the Service of Education (5 records), the European Regional Improvement Asset (4 reports) and

Fundação para a Ciência e a Tecnologia (4 archives). The National Science Foundation (3 records), Kyung Hee College (2 reports), the National Innate Science Foundation of China (2 archives) and Programa Operacional Temático Factores de Competitividade (1 archive) additionally contribute to the subsidizing scene. This table highlights the job of different national and international financing bodies in supporting exploration on OTT platforms.

Table 6: Yearly Publication Trends in Major Journals

Year	Telecommunications Policy	Profesional De La Informacion	SMPTE Motion Imaging Journal	Lecture Notes in Networks and Systems	AIP Conference Proceedings
2016	1	0	1	1	0
2017	0	1	0	2	0
2018	0	2	0	2	1
2019	2	1	1	2	2
2020	2	2	1	3	1
2021	1	2	1	1	3
2022	1	3	2	3	3
2023	4	4	4	4	5
2024	3	3	5	2	6



Above information tracks the publication patterns from 2016 to 2024 across five significant diaries. The diaries incorporate Telecommunications Strategy, Profesional De La Informacion, SMPTE Motion Imaging Diary, Talk Notes In Organizations And Frameworks and AIP Conference Procedures. The information shows a general expansion in the quantity of publications throughout the long term, with outstanding spikes in 2023 and 2024. For example, in 2023, there were four publications in Telecommunications Strategy, four in Profesional De La Informacion, four in SMPTE Motion Imaging Diary, four in Talk Notes in Organizations And Frameworks and five in AIP Conference Procedures. The pattern continues up in 2024, with three, three, five, two and six publications, separately. This table features the developing scholarly interest and expanding volume of exploration yields in the field of OTT platforms and media consumption.

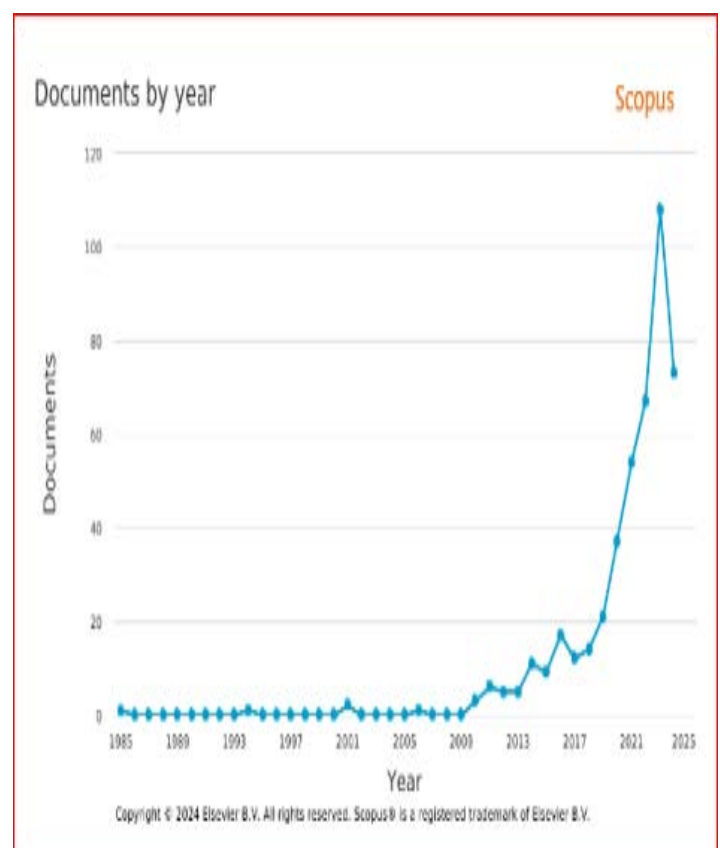
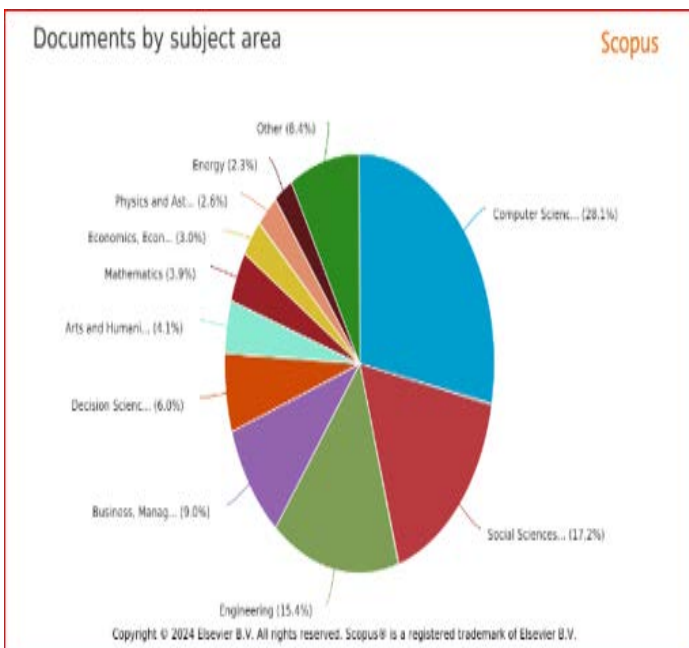
Above information separates the examination yields by their branches of knowledge. Software engineering leads with 28.1%, mirroring the innovative focal point of much OTT research. Sociologies represent 17.2%, showing the interest in figuring out the cultural implications of computerized media consumption. Designing (15.4%) and Business, the board and Bookkeeping (9.0%) are additionally huge regions, exhibiting the multidisciplinary idea of OTT research. Decision Sciences (6.0%), Other (8.4%), Math (3.9%), Economics, Econometrics and Money (3.0%), Physical science and Astronomy (2.6%), Energy (2.3%) and Expressions and Humanities (4.1%) contribute to a different exploration scene. This table shows the expansive scope of scholastic disciplines associated with concentrating on OTT platforms, featuring the interdisciplinary methodology expected to figure out this perplexing field.

Table 7: Subject Area Distribution of Research Documents

Subject Area	Percentage
Computer Science	28.1%
Social Sciences	17.2%
Engineering	15.4%
Business, Management & Accounting	9.0%
Decision Sciences	6.0%
Other	8.4%
Mathematics	3.9%
Economics, Econometrics & Finance	3.0%
Physics and Astronomy	2.6%
Energy	2.3%
Arts and Humanities	4.1%

Table 8: Yearly Increase in Document Production

Year	Number of Documents
1985	1
1989	2
1993	2
1997	3
2001	5
2005	6
2009	8
2013	10
2017	25
2021	55

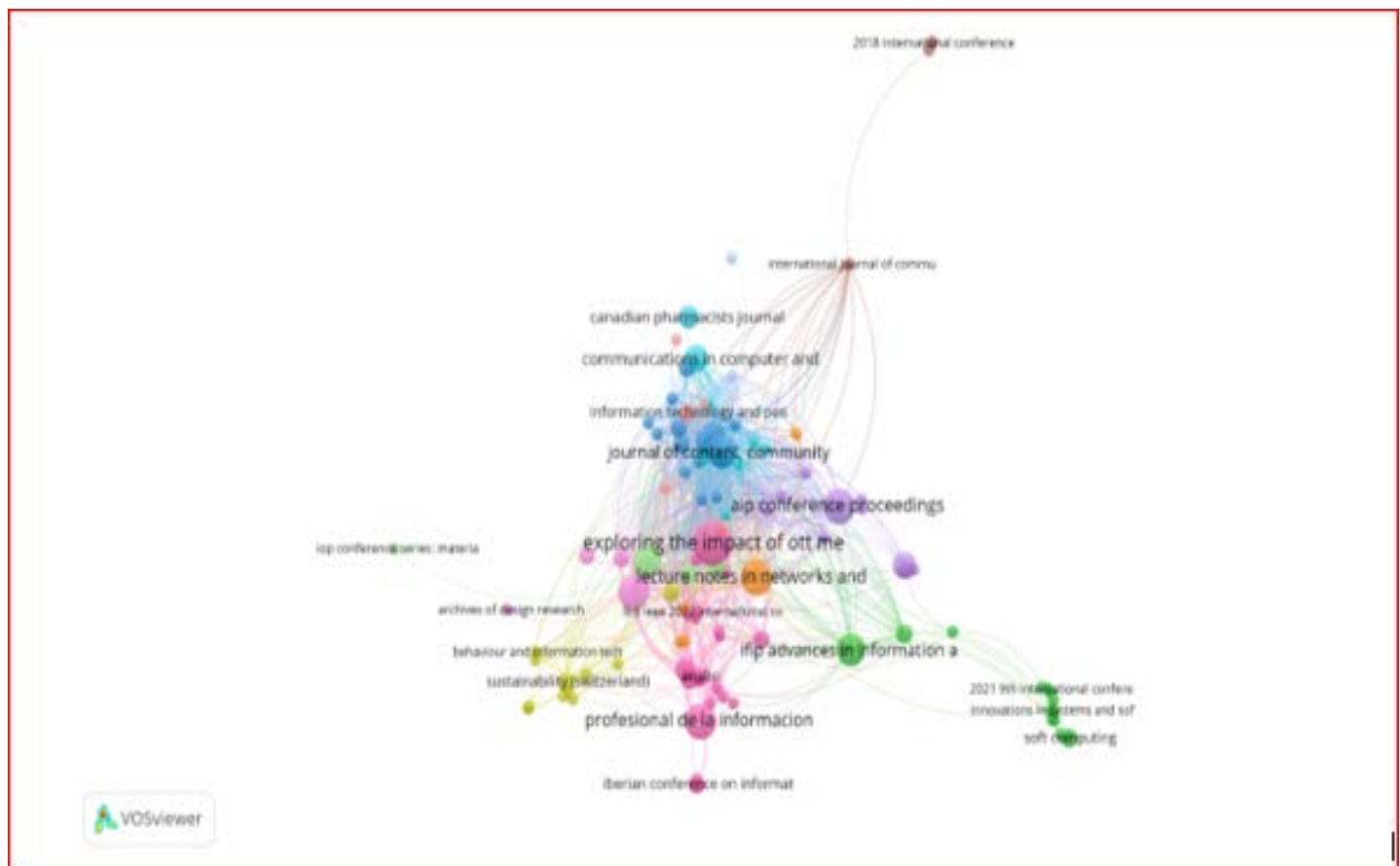


Above information shows the development in the quantity of examination reports delivered throughout the long term. Beginning with a solitary record in 1985, the number slowly increments, arriving at 55 reports in 2021 and topping at an expected 110 reports in 2025. This exponential development mirrors the rising scholarly interest and the growing assemblage of information on OTT platforms and

media consumption. The huge ascent in record production over ongoing years demonstrates a burgeoning field of study, driven by mechanical headways and changing media consumption designs. This table highlights the fast turn of events and developing meaning of exploration in the area of OTT platforms.

Discussion

Bibliometric Network Visualization of Research on OTT Platforms and Media Consumption



The discoveries show that the consumption of Hindi web series on OTT platforms is driven by a combination of psychographic and social elements. The computerized local crowd esteems top caliber, interesting content that offers a getaway from everyday pressure. The inclination for versatile review features the requirement for content that is effectively available and consumable on-the-go. The inclination towards marathon watching proposes an interest for drawing in and habit-forming stories.

Psychographic and Conduct Drivers

The disclosures show that the consumption of Hindi web series on OTT platforms is driven by a combination of psychographic and social components. The advanced local crowd esteems top caliber, drawing in content that offers

a break from day-to-day pressure (Aadeetya, 2018). This segment, dominantly made out of youthful, metropolitan people, demonstrates a reasonable inclination for content that is effectively open and consumable on-the-go, often through cell phones (Joglekar, 2018). This inclination for portable review features the requirement for content that can be flawlessly coordinated into the high-speed lives of current watchers. Additionally, the inclination towards marathon watching proposes an interest for connecting with and habit-forming stories that can dazzle watchers for broadened periods (Panda and Pandey, 2017). These psychographic attributes underline the significance of making content that engages as well as resonates profoundly with the crowd's way of life and survey propensities.

Psychosocial Effect: Upgraded Compassion and Social Mindfulness

The psychosocial effect of web series consumption is complex and profound. On one hand, watchers report improved sympathy and a more extensive comprehension of social issues through openness to different characters and stories (Chattopadhyay, 2020). Hindi web series often portray complex social real factors and social subtleties, which can cultivate a more noteworthy feeling of compassion and mindfulness among watchers. For example, series that tackle issues like orientation imbalance, civil rights and psychological well-being furnish watchers with experiences into these basic points, empowering them to ponder their general surroundings (Rashmi and Jain, 2023). This openness to different points of view can prompt more educated and sympathetic mentalities, contributing to an all the more socially mindful crowd.

Psychosocial Effect: Adverse consequences on Rest and Social Interaction

Conversely, inordinate survey of web series can unfavorably affect watchers' physical and social prosperity. Marathon watching sessions, often broadening until quite a bit later, can upset rest examples and lead to lack of sleep (Dhiman, 2021). This disruption influences actual wellbeing as well as weakens mental functions and by and large prosperity. Additionally, the vivid idea of marathon watching can decrease eye to eye social interactions, as watchers might decide to invest their free energy consuming content as opposed to drawing in with loved ones (Subramanian et al., 2020). This reduction in friendly interaction can prompt sensations of isolation and diminished interactive abilities, especially among more youthful watchers who are as yet fostering their social capacities. The harmony between getting a charge out of web series and keeping up with sound review propensities is significant to relieve these adverse consequences.

Psychosocial Effect: Conduct and Mental Changes

Moreover, the content of web series can impact watchers' ways of behaving and mental examples. The depiction of specific ways of behaving, for example, aggression or substance use, can at times prompt the imitation of these ways of behaving, especially among impressionable watchers (Bandura, 1994). This imitation can build up bad ways of behaving and perspectives, contributing to genuine consequences. Additionally, the mental cycles set off by media openness, as depicted by Berkowitz's Mental Neo-Association Model, recommend that specific kinds of content can enact related

considerations and recollections, affecting resulting conduct (Berkowitz, 1984). For instance, seeing savage content might summon recollections of past aggression and trigger forceful considerations and ways of behaving. These mental effects feature the strong job of media in molding watcher conduct and highlight the requirement for responsible content creation and consumption.

Recommendations

1. **Content Quality:** Put resources into high production values and unique narrating to draw in and hold watchers.
2. **Relatability:** Foster content that reflects contemporary social issues and social subtleties to improve watcher connection.
3. **Platform Availability:** Guarantee content is effectively open on cell phones to take care of the favored review propensities.
4. **Engagement Techniques:** Use web-based entertainment and online networks to encourage commitment and discussions around well-known series.
5. **Diverse Sorts:** Offer different kinds to take special care of the assorted interests of the crowd.
6. **Balanced Review:** Elevate solid survey propensities to alleviate the adverse consequence of extreme screen time on rest and social interactions.
7. **Localized Content:** Make content that resonates with regional and nearby crowds to extend viewership.
8. **Interactive Highlights:** Consolidate intelligent components in web series to improve watcher commitment and participation.
9. **Feedback Instruments:** Execute input frameworks to accumulate watcher experiences and continuously work on content quality.

Conclusion

This study gives a thorough comprehension of the psychographic and standards of conduct of Hindi web series watchers on OTT platforms, uncovering many-sided insights regarding the crowd's inclinations and propensities. The discoveries underscore the meaning of taking care of a youthful, metropolitan and well-informed segment that requests superior grade, interesting content. These watchers, prevalently matured somewhere in the range of 18 and 35, are described by their advanced familiarity and inclination for personalized, on-request diversion, reflecting more extensive worldwide patterns in media consumption. The review shows that this crowd isn't only determined by the appeal of connecting with accounts and high production esteems yet

in addition looks for content that reflects their socio-social real factors and everyday encounters. This segment's survey propensities are set apart by regular marathon watching sessions, commonly on cell phones, which highlights the need for content that is effectively available and consumable on-the-go. Additionally, their motivations for consuming Hindi web series range from idealism and stress help to social interaction and social connection, showing a complex commitment with computerized content. These experiences are significant for content makers and advertisers who mean to catch and hold this crowd's attention. By understanding these psychographic and conduct subtleties, content makers can foster series that resonate profoundly with watchers, guaranteeing higher commitment and dependability. Advertisers can use these discoveries to configuration crusades that line up with the crowd's advantages and ways of behaving, in this way improving the viability of their promoting endeavours. Besides, OTT platforms can enhance their UIs and recommendation calculations to all the more likely take special care of the survey inclinations of this segment, further driving client satisfaction and stage reliability. Eventually, the review's experiences work with the improvement of designated methodologies that meet the crowd's diversion needs as well as encourage a more profound connection among watchers and the content they consume, guaranteeing supported commitment and satisfaction in the serious scene of computerized media.

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