



**NOIDA
INTERNATIONAL
UNIVERSITY**



Volume 9, 2022

ISSN: 2394-0298

NIU International Journal of Human Rights

A UGC CARE Listed Journal



NOIDA INTERNATIONAL UNIVERSITY
www.niu.edu.in

CONTENTS

ISSN – 2394 - 0298

Volume 9 (I), 2022

1	WOMEN ENTREPRENEURSHIP IN INDIA Dr Kriti Patel, Dr Divya Prajapati, Ms Shipra Shukla	01
2	SMALL SAVING SCHEMES: A GO TO INVESTMENT AVENUE FOR AN INDIVIDUAL Manish Kumar, Dr. Narinder Tanwar	05
3	ANALOGIZING OF SUSTAINED ATTENTION, TASK INITIATION AND PLANNING PRIORITIZATION (EXECUTIVE FUNCTIONS SKILLS) BETWEEN TEAM GAMES AND INDIVIDUAL GAMES PLAYERS Dr Shailesh Kumar Singh	15
4	A CONTRAST STUDY OF MENTAL HEALTH AMONG THE DIFFERENT PERFORMANCE LEVEL WRESTLERS Dr Shailesh Kumar Singh	22
5	KINEMATIC ANALYSIS OF PENALTY SHOOT DRAG FLICK BETWEEN STATE AND NATIONAL HOCKEY PLAYERS: A COMPARATIVE STUDY Dr Shailesh Kumar Singh	27
6	BRIEF VIEW OF PUBLIC ADMINISTRATION IN INDIA: ISSUES & OPPORTUNITIES Dr Divya Agrawal	33
7	A REVIEW OF INDIAN POLITICAL SYSTEM AND ELECTION Dr. Geeta Agrawal	37
8	A STUDY ON IMPACT OF COVID-19 ON MENTAL HEALTH OF PEOPLE Dr. Anju Sigroha, Pooja	42
9	WAR AND PEACE FUTURE PERSPECTIVES Dr. K. Udhayakumar	51
10	IMPACT OF COVID-19 PANDEMIC ON THE LIVES OF POLICE PERSONNEL Ankita Joshi, Dr. Alka Srivastava	55
11	DIFFERING ASPIRATIONS IN LADAKH: A HISTORICAL CONTEXT Dr. Gopinath Pillai, Dr. Jayashree Pillai, Sonali Chitalkar	59



CONTENTS

ISSN – 2394 - 0298

Volume 9 (I), 2022

- | | | |
|----|--|----|
| 12 | AGEING: INTERGENERATIONAL EQUITY AND ELDER PEOPLE'S RIGHT
Ms. Kusum lata Bawlia | 65 |
| 13 | CHANGING BEHAVIOUR OF WOMEN TOWARDS BUYING: A STUDY ON FASHION APPAREL
Ms. Leena Khade, Dr. Seema Sharma | 74 |
| 14 | THE SCARLET LETTER AS A PSYCHOLOGICAL NOVEL
Vijay Bhushan | 83 |
| 15 | A SHIFT OVER FROM WATCHING TV SERIES TO WEB SERIES - POPULARITY AND PREFERENCE REGARDING VIEWING HABITS
Rajeesh Kumar M, Jagadeesh C, Divya Haridas, Jasna K U | 86 |



A SHIFT OVER FROM WATCHING TV SERIES TO WEB SERIES - POPULARITY AND PREFERENCE REGARDING VIEWING HABITS

Rajeesh Kumar M Assistant Professor, Department of Commerce, AMC Group of Educational Institutions.

Jagadeesh C Assistant Professor, Department of Management, AMC Group of Educational Institutions.

Divya Haridas Assistant Professor, Department of English, AMC Group of Educational Institutions.

Jasna K U Assistant professor, Department of Economics, AMC Group of Educational Institutions.

Abstract

Purpose– Digitalisation leads to the viewers changing attitude of entertainment. Social media has taken an active role for the viewers in shift over from TV series to Web series. All the viewers have different tastes for watching the series. The web series provides different kind of taste according to the demographic. Most of the viewers have mobile phone with internet facility. With these gadgets it's very easy to watch the series anywhere at any time. This research examines the relationships between the popularity and preferences with the shift from TV series to Web Series. This study mainly focused in the different districts in Kerala and selected the viewers like students, employees, retired persons and households. **Design/methodology/approach** - A survey was conducted to test how the popularity and preference will affect the shift over from TV series to web series in different categories of viewers. Data collected from 546 respondents were (25% each) from the viewers like students, employees, retired persons and households from different parts of Kerala. **Findings:** In this research, a substantial positive correlation was established between variables such as popularity ($r = 0.714$), preferences ($r = 0.623$), and shift over to Web series ($r = 0.698$) with reference to the different kinds of viewers in different districts from Kerala. The research demonstrates that there is a high impact of popularity which affects the viewers from shift over to the web series. The study has also given insights into the preference and its significant relationship with the shift over to the web series. On testing the hypothesis, ANOVA analysis table exhibits that significant value to be lower than 0.01, that shows the dependent study variable, namely Shift over to Web series, is substantially predicted by the independent study variables, Popularity and Preferences, has a confidence level of at 99%. **Originality/value** – This study explores the relationship of Popularity, Preference, and shift over to web series with reference to different kinds of viewers in different parts of Kerala, which has not been explored theoretically and tested empirically in context with COVID-19 pandemic

Keywords: Web series, Popularity, Preferences, Social media, OTT plat form, viewing habits, TV series, Digitalization.

Introduction

Television is a medium which has entertained for decades. The evolution of internet and social Media's existence has seen the up rise of web series, creating its place and taking over the digital space by storm, in a short span of time. Lack of good content on television has pushed the film makers to explore the episodic form called web series and create content which is fresh and happening. A web-series is a series of scripted or nonscripted online videos. It is extremely popular or go viral because youngsters more choose especially during this Covid 19 lockdown. Audience who choose their web-series their own preference. Audiences are not wish to see watching a single episode and not waiting another day. A series of 10 to 15 Episodes finish a day. Online web series has changed how people spend time today. They are drawn from their everyday household, college campus and even from work to finish watching the episodes as if the characters are running away. Web series are not the one to be blamed the entire application can be held responsible. Most of them select web series for their convenience. We can watch our favorite web series

and upload any time. It can be reach the large audience. We can create and large new materials that helps our audience coming back and watching more. Fans will keep coming back to support and it lead to forward a bigger projects. If a person decided to make a web series he is the boss and no network limitation. And here is no any agreement overall control is safe by their own hand (<https://buddy.manthra.com>) There is no any control of red tape. Suit Sayers have no any chance to say future. It can be making better faster, taking few days and feed it out audience one episode at a time over any time period we could like. Most of the selected video websites like YouTube, Amazon prime video, Hotstar etc. Web series are really gaining popularity. Youth attracted more emotional web series. Younger generation have no time to sit in front of television. It also offers platform to new and talented people along with a new contents. House wife often depend web series to escape his troublesome life. Web series contain some time more values rather than no content. (<https://brainly.in>)

While comparing the web series and television they have number of episodes for telling a story or any kind of information. The main difference of web series compared to TV series were less production costs, no need for celebrities, and no need for large media companies but just needed camera and an idea for show (Elise Moreau, September 10, 2020). Youth is one such target audience on which the television has failed miserably to impress. Web series is a breakthrough in many ways. It strikes the right chord to open up a conversation which the youth would like to take part in and relate them with the character they might associate with. Web series has an excellent writing content and cinematic touch which make its stand out from the rest. With the passage of time the mode and method of accessing virtual data has gone through a sea change. With the shift from traditional television media which is restricted by technology and lack of content. (Aditya Dhanuka, Abhilasha Bohra 2019). OTT platform is the main streaming for web series. Over The Top is the term which need with high internet connection and smart phones instead of cable . DTH services etc. (Deloitte, 2017)The cutting edge advanced technology has-been a boon for people across the globe to have access to the information available on platforms like internet. For example a person in US can have fun and enjoyment watching Japanese programs and a person in Italy can learn Hindi through web series programs. This phenomenal change is buying product of globalization and is a big feat in the contemporary history of entertainment industry. (Mansi Prabhakaran 2021). User-Generated Content (UGC) from - based as a virtual village - a video site with professionally produced content (PGC), especially aftermarket bought by Google. YouTube has influenced the traditional media environment. but it's new at the same time. The medium follows the rules of the old media, which included the legally regulated distribution of broadcast material and blurred link between content and commercial. YouTube is an evolution of the current media environment, instead of a revolution. On the other hand, the dominance of the mainstream media is still somewhat compromised. (Jin Kim 2012). The format of the web series has become a new favorite, especially among young people. Reliance Jio's record a big boost for social and digital media and changed the landscape of video consumption in one hand India. Big OTT players like Netflix India and Amazon Prime have also started building real web series referring to the Indian audience. (RavalDipankumarMaheshkumar 2020). Now in India there is large number of OTT platforms like Netflix, Amazone prime, hot star etc.. Good internet bandwidth, digitalization, multi screen penetration etc., are the main factors for the growth of viewership in web series in India. (Pranit Gupta 2021). Young people are seen as interested in social media, so the web series runs smoothly and gains popularity among them. Web series are on the rise because people can choose and watch a series based on their interests - and when they have enough comfortable free time, especially during these epidemics of COVID-19. (Moumita De Das & Swati Chandak On June 27, 2020). Trend of people watching multiple content channels at the same time with many media companies and demand for new and more exclusive content partners will launch their own OTT platform. Although goods and business models the platform remains the same as a traditional TV channel, i.e. paid advertising, viability. This has been questioned on many forums. However, many platforms claim that traction generated by free content often helps it get paid better membership base (Dr. Sabyasachi Dasgupta and Dr. Priya Grover). Digital content will go a long way elimination of various problematic points in the content existing in today's highly dispersed

systems. It brings the entire content ecosystem application providers and provider's distribution channels on a single platform and uses multiple channels of content Internet distribution, application, text and IVR for perfect distribution - rethinking new digital content for the country. (Atul Madan 2017). The video industry in India is also seeing a shift towards digital interiors. Head Director of Youth Citizens demand for HD and UHD video products is expected to increase with better network speeds in India fixed with the usual online standard definition video rotation. Like digital music players, there are digital video players take both subscription and marketing monetization evenings and offer the best offers of high quality hosting (Deloitte 2015).

Popularity of web series

Television has been a medium that has been entertaining us for decades. But with the development of the internet and the growing presence of social media, we've seen the web chain appear for a while, supplanting it and taking the digital space like a storm, in no time. (Siddh Parekh-2019). Now a day's web series are becoming a substitute for television because it's reach on youth. Evaluation of internet and growth of social media we have seen a thing called web series emerging. In our community medias were important for to get the information. The media has performed well for giving such valuable information. (Patel 2017) . Consequently the rapid changing in the world media structure in the last 5 years, the technology has the main source behind the peoples living diversity. (Patel 2015). Web series are most popular because of many things. The lack of good and relatable content on television has pushed the envelope for few budding filmmaker's to explore the episodic form called Web-Series and create content which is fresh, relatable and remarkable. About 70 percent of India's population is young, and most of them are connected to the Internet. The Internet has been a new generation trend. Teens are seen as users of social media and web rankings

Drive easily and gain popularity among India. (RavalDipankumarMaheshkumar 2020). Netflix, Amazon Prime, ALT Balaj, MKS Player, TVF and other website and application owner's online video streaming platforms, along with faster internet services, are becoming very popular in Indian entertainment industry. Although many recent views on YouTube are popular moviesThe streaming platform is owned by the search engine giant Google. With increasing popularity, online content has become an open space for content makers, and its a great end in sight. (Rahul Ahuja 2020). The growth will be significant in the transition from traditional to digital media. Consumption of Indian consumers choosing to watch more TV has dropped from 47% to 10% last year. (Accenture 2015). The average mobile web user in India uses 6.2 hours of daily news, which includes 102 minutes of moving average and 79 minutes of online usage. Go out and enjoy the music and video. 21% of young people spend all their time on audio and video entertainment (Deloitte 2017). The social media platforms have 47% and 42% of overall videos watched online through Facebook and Twitter, and the 11% through OTT platforms like Hotstar, Amazon prime, Voot and Jio TV. The advertisements through digital media will reach at 24% in the year 2020. (Dentsu Aegis Network, the Indian digital advertising industry). The usage of web series is grown from the nationwide lock down situation. Due to this lockdown period the content watching through smart phone was increased by 46%. The popularity of OTT and other platforms also increased during this pandemic situation (Financial Express April 06, 2020)

H1: there is a substantial positive effect between popularity and preferences to web series.

Preference to Webseries

Web series are pushing our boundaries of imagination and leaving the burden of virtue behind. This year Mini Indian web series came and they were like by huge number of people. Some web series released regional content. We choose the web series mainly by getting benefits as different service providers are providing than quality content. We can share this blog to our family and friends. Web series are the best things to refresh our mind from depression. Web series directly influence our thinking and our work. By being viewed online and across the end their word, a web series has the potential to become extremely

popular or go viral and cancel it to pick up contracted for distribution by major TV companies (<https://blogs.province.blogspot.com>) The youngsters depends web-series mainly on they have a definite number of episodes and story line and can be watched at their own convenience. It also created a dynamic change between traditional audience and mobile screen. Web series is influenced by the regional language also. It helps to mass audience. Audience who choose their web series their own preference especially action crime, drama, comedy, romance etc. (www.academia.edu). Others choose sacred stories such as stories of Tagore ghost stories etc. Most of you select love web series because of their age impression. Watches from all over the world who took their interest rooted in webseries. New movies especially the original that are least mostly the websites the web series include full series only. People are no longer watching a single episode, waiting for advertisement to end, and then getting back for the second episode the next today. A series of 10 to 15 episodes finish in a day of two some cases they were engaged in a deep discussion on that shows. (www.quora.com) Another main reason for choosing the web series is the availability of cheap internet. .OTT Platforms are streaming media platforms which reach the viewers through data usage via the Internet. OTT boycotts all conventional platforms like cable, broadcast and satellite platforms (www.investopedia.com) presently; there are around 40 OTT platforms in India. OTT market in India worth Rs 21.5 billion in the financial year 2018 and its value is growing day by day. OTT platforms offer personalised viewing at one's convenience through mobile phones and other digital devices. Since the Internet service providers are offering data at high speed and low cost, it has attracted nearly 40 crore smart phone users which led to speedy growth in the Entertainment sector especially of OTT platforms (Singh, P. 2019). OTT platforms has high reach and popularity among the people of India, as mentioned on a report by KPMG EROS which state that everyday Indians spend 70 minutes on video streaming (<https://indianfolk.com>). Television shows are time bounding if you missed it. Missed it but in web series we can watch it at any timetime and we can download and take it offline. Webseries have limited episodes (sometimes in seasons), many of the tv serials drag endlessly for years with no hiatus in between to allow the creative team to improve the story. Quality of the serials turns crap after a while (IJCRT 2009148 volume 8 issue 9 September 2020 ISSN 23202882) In a study of different universities In Pakistan (Oluwo&Seri 2012), Indicated that students in Pakistan are spending too much time on web series networking sites at the determining of other necessary things such as their studies.

H2: There is an extensive positive relationship between Preferences and shift over to web series

Preference and popularity to shift over to web series

The purpose of this research is to understand and analyze the reasons why youth are moving from traditional television series to web series. It will also explore India's real position on accepting web series as an alternative to television series. The era is going on Smartphone oriented. So the going rate of OTT plat forms is increasing day by day. (Laghate 2018) . On line forms of OTT, Social media etc. of these structures have entered to take over the market. As a service, its content and history publishing videos online is quite different from traditional television, it's a challenge to explore how far historical media can purchase research on changing audiences and their perceptions structure. (Livingston, 2003,2004,2005).The popularity of web series through social Medias is affected to the viewing habits of youth. Most of the web series advertisements like Amazone prime, Hot star etc.reach the youth through this kind of social media. All the reviews related to this platform were discussed and shows the reach of this platform to the youth also affected to the viewing habits of web series. The other way to choose the web series was the preference of the youth. Now everyone has good branded mobiles with good connectivity, so all are engaged with this digital world. Due their free time they are spending their busy time with web series. In traditional television series major problem is to the fixed programme time. While in web series there is no kind of any fixed time for programmes. Moreover we have to reach the programmes anywhere in the world. We required a good connectivity and a good gadget. Suppose if a person misses any episodes in traditional tv series he/she shall be lost the continuity in that series, while in web series there is no kind of lost in continuity. The recent rise in the popularity of web series around

the world is providing impressive content to viewers to explore online and digital platforms. There are web series for every taste and different population. The target audience can be global or local. If the web series produces quality and interesting content develop a level of intrigue, encourage the audience to act, and invite open dialogue. When viral Content reaches a wide audience and attracts, entertainment tries to go deep. According to Kureshi (2010) Research into placing products in traditional media such as television and film is declining as new media such as computers, videos, digital, online games and simulations appear to be placing products. Previous examples of product placement have previously been more focused on film and television media and now on global web platforms. The rise of Smartphone use in India has ushered in a new era of video use on personal media devices. The penetration of smart phones in India is expected to increase 520 million by 2020 and the increase of broad band penetration 14% currently and will expect in 40% in the year 2020(Ernst & Young, 2016). Netflix is a top-notch platform for web series, like most people who chose Netflix. The content and the topic they choose captivate their audience every time, they know what young people want or expect them. Amazon Prime Video is, by the way, the second most liked and preferred web series platform. It has captured the market, it's very interesting, and it has a very different line of products or web series provided by him to his audience. (A Study on Impact & Popularity of Web Series on Youth, RavalDipamkumarMaheshkumar, 9th Sep 2020). According to the cultivation theory composed by G.Gerbner and later altered by Gerber and Gross in 1976 the effect of people trying to destroy a variety of information as a non-bowing champion and created great images and images in their minds that were presented to them. Another theory of social tells that the social media acts as a tutor they are giving various traits to the consumers (Albert Bandura 1925)

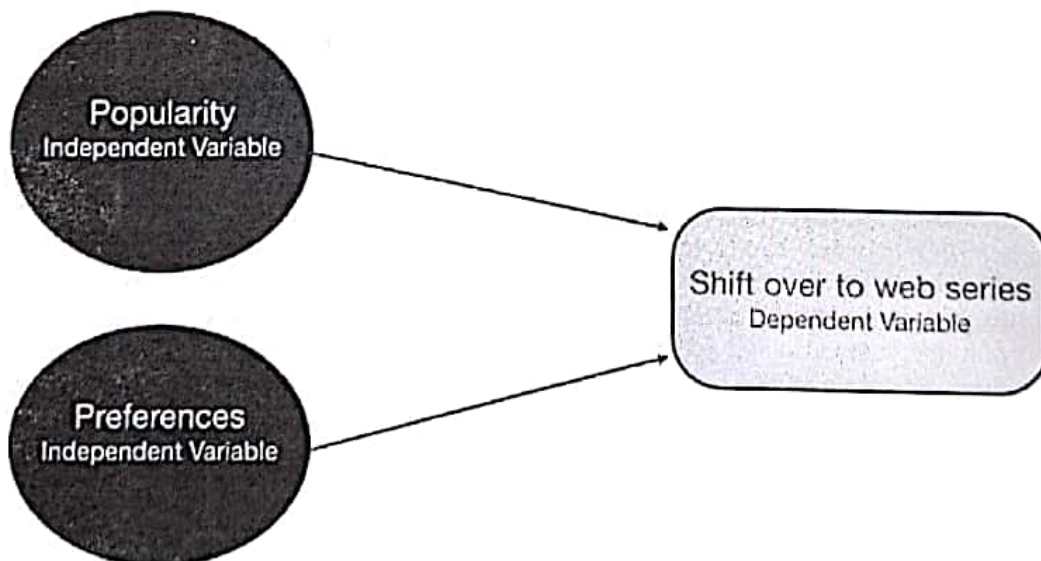
H3: there is a significant positive effect between shift over and Popularity to web series

Objective of the study

This research aims to assess the impact of Popularity and Preferences will affect the shift over from watching TV series to web series and to know the relationship between the popularity and preference will affect the viewing habits of different kinds of viewers of districts in Kerala during this pandemic COVID 19

Conceptual model

Figure 1: Conceptual model



Pilot study

A pilot study of the questionnaire was carried out with the different kinds of viewers small in Kerala before doing the core study. One hundred samples were chosen for the study, with 25nos from each districts in Kerala. The validity along with reliability of the measured scales were verified to ensure correction of any obscurities in the measurements. Based on the feedback suggested by the respondents, minor corrections were made to the questionnaire.

Population and Sample

The population of the present research comprises different kinds of viewers of our rural districts in Kerala. Stratified Random Sampling technique (Kothari C.R.(2004) was employed for this research. A total of 1000 questionnaires were circulated through google forms to the four districts in Kerala (250 in each), along with letter emphasizing the privacy and anonymity of the responses. A total of 644 questionnaires were collected back, representing a response percentage of 64.4%, which is treated as a reasonable response rate because of the nature of the research. Out of the 644 questionnaires received, 98 questionnaires were rejected because of missing data. 546 questionnaires were considered for the core study (54.6%).

The sample included 393 (72%) male and 153 (28%), female. Majority of the respondents are Under Graduates 202 (37%). 137 (25%) are Graduates, 82 (15%) Post graduates and 125 (23%) below higher secondary. The majority of the respondents were below 45 years 317(58%), and balance 229 (42%) belongs to above 45 years.

Measuring instruments

Popularity

Popularity was measured adopting self-reported data, the reliability measured by using Alfa score of 0.82. and normality tested by using skewness and kurtosis it is in between - 1.96 and + 1.96. Here 5-point Likert scale was used; 1- not true and 5- definitely true.

Preferences

Preferences were measured adopting self-reported data, the reliability measured by using Alfa score of 0.76. and normality tested by using skewness and kurtosis it is in between - 1.96 and + 1.96. Here 5-point Likert scale was used; 1- not true and 5- definitely true.

Shift over to Web series

Shift over to Web Series was measured adopting self-reported data, the reliability measured by using Alfa score of 0.78. and normality tested by using skewness and kurtosis it is in between - 1.96 and + 1.96. Here 5-point Likert scale was used; 1- not true and 5- definitely true.

Normality

De Carlo (1997) stated that kurtosis and sketches are "the most important indicators to the extent the regularity in the analysis of instability is affected." Frequent data testing is a requirement for statistical tests since general statistics are a basic assumption in parametric tests. Skewness is explained as a measure of symmetry or the lack of symmetry of the normal distribution. Kurtosis is a measure of peak distribution. If the distribution center, or set of data, is synchronized, it seems to be similar to the left and right of the middle point. If the mean, median, and mode coincide, it is called a symmetric distribution: skewness = 0, kurtosis (excess) = 0. A distribution is called approximate normal if skewness or kurtosis (excess) of the data is between - 1.96 and + 1.96.

Descriptive Statistics

	Skewness	Kurtosis
	Statistic	Statistic
Popularity	.234	.789
Preferences	.552	.667
Shift over to Web series	.642	.668

Reliability

Cronbach Alpha was done to analyse the reliability of data, and that is seem to be similar to the literature. The scales used for measuring the three constructs, Popularity, Preferences, Shift over to Web series, were taken from the research. Cronbach's alpha coefficient of the studied variables was more significant than 0.7, hence it can be concluded that the data is reliable.

Study variable	Cronbach's Alpha
Popularity	.721
Preferences	.845
Shift over to Web Series	.722

Tools and software

The data were analyzed employing the statistical techniques with SPSS21; Correlation as well as Regression analysis were done to check the association within the variables.

Data Analysis

Samples for the present research were 546 numbers which covered 4 district in Kerala, around 25% each namely Palakkad (n1= 132, 24.17%), Thrissur (n2 = 139, 25.47%), Kozhikode (n3= 142, 26.01%) andKannur (n4= 133, 24.36%). To detect the relationship of the variables measured and to validate the significance of these variables were sufficient enough to describe the Watching Habits of different kinds of viewers in each district the statistical techniques Correlation with Regression were adopted.

Correlation

The statistical device correlation was adopted for finding the relationship between the variables and hypothesis.

H1: there is a positive relationship between Popularity and Preferences.

H2: there is a positive relationship between Popularity and Shift over to Web series.

H3: there is a positive relationship between Preferences and Shift over to Web Series.

Variable	Pearson Co efficient	Significance
Popularity	0.714	0.00
Preferences	0.623	0.00
Shift over to Web Series	0.698	0.00

Multiple Regression Model

By examining positive and robust association between Popularity, Preferences and Shift over to Web Series, a multiple regression was done to analyze the impact of Popularity with Preferences predicted on Shift over to Web series

H4: there is a substantial association between Popularity and Shift over to Web series

H5: there is a substantial association between Preferences and Shift over to Web series

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.623	.519	.319

a. Predictors: (Constant), Popularity, Preferences

Interpretation

The testing of the hypothesis on the correlation among the variables shows a very significant positive correlation between them. R is the correlation, its value is 0.789, and R square is the degree of determination, its value is 0.623. The degree of determination shows the extent to which Popularity and Preferences influence Shift over to Web series. Here the viewers watching habits is determined to the extent of 62.3% by Popularity and Preferences

ANOVA table:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.212	3	12.546	11.128	.000 ^b
	Residual	234.316	365	.729		
	Total	301.388	378			

a. Dependent Variable: Shift over to Web series
b. Predictors: (Constant), Popularity, Preferences

ANOVA analysis table exhibits that significant value to be lower than 0.01, that shows the dependent study variable, namely Shift over to Web series, is substantially predicted by the independent study variables, Popularity and Preferences, has a confidence level of at 99%.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.507	.455		9.966	.000
	Popularity	0.706	.038	.343	7.417	.000
	Preferences	0.642	.038	.544	6.277	.000

a. Dependent Variable: Shift over to Web Series

$$\text{Work Adjustment} = 1.507 + 0.706 (\text{Popularity}) + 0.642 (\text{Preferences})$$

Among these above given two factors, Popularity has a substantial and maximum impact over shift over to Web series. Preferences significantly contribute to Shift over to Web series. The hypothesis [H4] is accepted and it displays a positive association between the variables Preferences and the shift over to the Web series. Hypothesis [H5] is accepted and it displays a positive association between Popularity and the Shift over to the Web series.

Suggestion for Future Research

While conducting the future research the researcher can collect data from other states in India which will

give more insights on Popularity and Preferences and its impact on Shift over to web series. Since the data was collected from the viewers in different districts in Kerala, the study finds difficulty in generalizing the viewers of other states in India.

Implications of the study

The technological advancements in the recent times will lead to the changes of attitudes to the viewers for watching the series and moreover the popularity and preferences also affected the shift over from TV series to Web series. The findings of our study have its implications on the changing pattern of viewing habits.

Most of the respondents agree that the web series were changing the television watching habits in Kerala. The study reveals that in future there is a great increasing in the viewing habits of web series. The main reason for this is the penetration of smart phones and cheap internet facility. The result of analysis by means of Pearson correlation has an overall coefficient of (0.789) and the popularity have highest beta of (0.706) towards shift over to Web series and Preference have a beta coefficient of (0.642).

The research is carried on COVID 19 period and hence mostly the viewers are isolated from friends and relatives. So it creates boring and stressful life. For avoiding that the viewers has an option to watch the web series. The usage of social media also increased and the advertisements through social media will influence the viewers to watch web series.

Discussions with Conclusion

Now the era for digitalisation. So technology has taken an important role in the field of entertainment. The viewers were entertained through the popularity and the choice of preference while selecting the medium. In olden days viewers were entertained with the help of television. Now everything within our hand like internet, mobile phones etc. So the viewers were switched to the Web series. The Web series have different tastes for different kind of viewers. In this research it shows that more than the viewers were watching web series in below 45 years. Most of the people were happy to watch the web series because they were getting the series according to their tastes. Now this pandemic period of COVID 19 most of the viewers were sitting the home and there is a huge time to spend on watching web series. Most of the viewers' opinion that watching web series will reduce the stress and avoid boring. In addition to this, the survey brings to notice that the social media publicity will affected the influence of viewership of web series.

References

- Fitzgerald, S. (2019). Over-the-Top video services in India: Media imperialism after globalization. *Media Industries Journal*, 6(1), 89-115.
- Lobato, R. (2018). Rethinking international TV flows research in the age of Netflix. *Television & New Media*, 19(3), 241-256.
- <https://www.researchgate.net/deref/https%3A%2F%2Fwww.lifewire.com%2Fwhat-is-a-web-series-3486070>
- Livingstone, S. (2003). The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User. <https://doi.org/10.1002/9780470999066.ch17>
- Patel. (2017). An analysis of Impact of Personal Communication Technology on Public Policy Making Process in India,
- Patel. (2015) 17. Social media in the Indian context- new flavor of the season
- Sujata, J., Sohag, S., Tanu, D., Chintan, D., Shubham, P., & Sumit, G. (2015). Impact of over the top (OTT) services on telecom service providers. *Indian Journal of Science and Technology*, 8(S4), 145-160
- Lobato, R. (2018). Rethinking international TV flows research in the age of Netflix. *Television & New Media*, 19(3), 241-256.

- Dr. Sabyasachi Dasgupta (2019), "Understanding adoption factors of over-the-top video services among millennial consumers", *International Journal of Computer Engineering & Technology (IJCET)*, Volume 10, Issue 1, January-February 2019, pp. 61-71
- Rahul Ahuja (2020), 'A study of effects of Web series and streaming content on Indian youth', *International journal of creative research thoughts (IJCRT)*, Volume 8, Issue 9 September 2020
- Sung, Y. H., Kang, E. Y., & Lee, W. N. (2015, January) - An exploratory study of motivations for binge watching behavior. In *American academy of advertising. Conference. Proceedings* (p. 169). American Academy of Advertising (Online).
- Laghate, G. (2017). TV market in India: "46 million households to use free TV by 2020." Retrieved August 11, 2018, from <https://economictimes.indiatimes.com/industry/media/entertainment/media/46-million-households-to-use-free-tv-by-2020/articleshow/59452071.cms>
- Deloitte. (2017). Digital Media: Rise of on-demand content. Deloitte. Retrieved Oct 15, 2017, from <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/technologymedia-telecommunications/in-tmt-rise-of-on-demand-content.pdf>
- Kavitha Venkatasubramany Iyer (2018), "A study of effectiveness of product placement in Indian web series among young consumers", ISSN : 2230-9667
- Peterson, Theodore. 2016. To binge or not to binge: A qualitative analysis of college students' binge-watching habits. *The Florida Communication Journal* 44: 77-88.
- Aadeetya, S. (2018). The Great Indian Video Battle: Hotstar Ahead of Amazon, Netflix - The Quint. Retrieved August 11, 2018, from <https://www.thequint.com/tech-and-auto/technews/hotstar-has-more-online-users-than-netflix-amazon-prime>
- Joglekar, R. (2018). Why Netflix's "Sacred Games" Is Facing a Court Case in India. Retrieved August 11, 2018, from <http://time.com/5339495/sacred-games-netflix-india-court/>
- Accenture. (2015). Digital Video & the connected consumer. Accenture. Retrieved Oct 15, 2017, from https://www.accenture.com/_acnmedia/Accenture/ConversionAssets/Microsites/Documents17/Accenture-Digital-Video-Connected-Consumer.pdf
- Hou, M. (2019). Social media celebrity and the institutionalization of YouTube. *Convergence*, 25(3), 534-553
- Wayne, M. L. (2018). Netflix, Amazon, and branded television content in subscription video on-demand portals. *Media, Culture & Society*, 40(5), 725-741.
- Video OTT vs DTH players: How Netflix, Amazon Prime, Hotstar cornered Indian market. (2017, November 2017). *Financial Express*. Retrieved Oct 16, 2017, from <http://www.financialexpress.com/industry/video-ott-vs-dth-players-how-netflix-amazonprime-hotstar-cornered-indian-market/948816/>
- Ernst & Young. (2016) Future of Digital Content Consumption in India. Retrieved from [http://www.ey.com/Publication/vwLUAssets/ey-future-of-digital-january2016/\\$FILE/ey-future-of-digital-january-2016.pdf](http://www.ey.com/Publication/vwLUAssets/ey-future-of-digital-january2016/$FILE/ey-future-of-digital-january-2016.pdf).
- Moumita De Das & Swati Chandak (2020) The increasing consumption of Indian breed web series by youth