

# Innovations

## Opinion of University Students about Disney Hotstar OTT Platform (A Study of Ch. Devi Lal University, Sirsa)

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**Abstract:** *The present research work expresses the opinion of the students of Chaudhary Devi Lal University towards the content broadcast on Disney Hotstar. Disney Hotstar is a leading Indian subscription video on demand over-the-top streaming service which streams programs keeping in mind every category of audience. The objective of this research paper is to analyze the opinion of university students towards the content available on Disney Hotstar OTT. Sincere efforts have been made to analyze its impact on their lifestyle and to study their habits of watching movies and web series. Disney Hotstar content has a huge impact on the lives of university students. They spend most of their time using OTT platforms. They prefer to watch Web Series on their mobile phones. In the above research, data has been collected from 40 respondents from 5 departments of the university through survey method. It is commonly perceived that most students use OTT platforms only for one or two hours. The stories of web series attract them more than anything else. This quantitative study will lay bare the facts regarding the OTT viewing habits of University students.*

**Key Words:** *Disney Hotstar, Opinion, Streaming, OTT Platform, Web Series, Quantitative.*

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**Introduction:**

The World has been watching rapid development in the field of entertainment. The advent of internet and mobile phones has changed every aspect of our lives. Entertainment is also a part of our life. Earlier, to watch a movie or serial, one had to sit in front of the TV for hours or rather wait for the entire week for the said program. Now times are not like what they used to be. One can watch serials, movies or any other program anytime, anywhere as per one's convenience and time. Technology has developed itself so much that people are walking around with a TV in their pockets. This has been enabled by media convergence. Watching a movie or serial in one go in a day or finish a movie in a week, it only depends on the sweet will of the audience. People get this facility only through streaming video services. This is currently being widely run through OTT platforms at national and international level. There is no doubt that entertainment has become completely digitalized. There are hundreds of OTT platforms available to the people on which they can watch their favorite content for hours. OTT is the first choice for viewers who want high quality content. Disney Hotstar is a video streaming OTT platform which was started by Star India Company for live video streaming of television programs, movies, sports etc. through the internet. Its rights are with Novi Digital Entertainment Private Limited. Star India is its subsidiary company which works for its broadcasting. Hotstar was conceptualized primarily to provide live streaming of the 2015 World Cup and Premier League. Hot Star garnered 345 million views during the World Cup in 2015 and 200 million views during the Premier League. It was from there that the idea of launching Disney Hotstar in India on a large scale took birth. It was felt that apart from YouTube, there is no other platform in India that provides such facility for video streaming. Therefore, why not have such a platform in India on which all types of content can be distributed to the customers. In 2016 Reliance Company distributed free SIM cards to the people in entire India and provided free internet service for three years. It promoted mobile broadband service in India. Due to this the number of viewers watching video streaming content increased quite rapidly. Thus Reliance has made a leading contribution in the development of video streaming platforms.

Before Hotstar, American OTT platforms like Amazon Prime Video and Netflix were also present in the Indian market, but despite their existence, Hotstar emerged as a major video streaming service at the global level. By July 2017, Hotstar's apps had reached 300 million downloads and by 2019, its monthly active users had reached 150 million. Following Disney's acquisition of Star India's parent company 21st Century Fox in 2019, Hotstar was renamed as a new global streaming brand 'Disney Hotstar' in April 2020. Disney Hotstar in India was previously known as

Hotstar from 2015 to 2020. It is popular not only in India but also in Indonesia, Malaysia and Thailand with this name. Barring all these countries, it is known as Hotstar OTT all over the world. On this platform, viewers also get to see content from entertainment companies like Disney, Pixel, Marvel Star Wars and National Geographic. Disney Hotstar currently streams in 16 languages and with a library of over 35000 hours of content. It covers almost every major sports event live. Disney Hotstar is an important platform for over the top (OTT) video consumers due to its highly developed video streaming technology and focus on devices and quality of experience. Disney Hotstar is a leading Indian subscription video-on-demand over-the-top (OTT) streaming service on which programs are telecast keeping in mind every category of audience. Disney Hot Star is the first such OTT on which all types of content like Indian drama shows, sports, serials, web series, Hollywood films, Bollywood films, regional programs, live shows and news are available for the subscribers.

### **Review of Literature:**

**Sadana, Mayank and Sharma, Deepasha (2021) in How over the Top (OTT) Platform Engage Young Consumers over Traditional Pay Television Service** analyzed the Changing Consumer preference and gratification. The research examines how OTT platforms are becoming a preferred source of entertainment among young consumers in comparison to traditional pay TV services (cable/DTH) in India. What important factors play a role in their adoption? This has been studied. The study followed the theoretical framework of uses and gratifications theory. This study establishes a conceptual framework for understanding consumer preferences. It has studied as to how consumers are abandoning old media and adopting new means of entertainment. The researchers have confirmed the rationale why this is happening. The research has been conducted by way of a structured online survey among different age groups. Research results show that there are 5 factors that influence consumers' choice. They are their content viewing behavior, expenditure on services, facilities, incentives and changes in the means of telecommunication.

**Bhattacharya, Somashekhar, et al (2021) in Examining the Factor Influencing Adoption over the Top (OTT) Service** said that their research aims to identify the factors influencing consumers' intention to use over the top services. In this, the Unified Theory of Acceptance and Use of Technology (UTAUT) principle have been implemented. The research assessed the proposed factors leading to adoption of OTT services by consumers through an online survey. The model consists of nine factors (value expectancy) VE, ease of effort (EE), favorable infrastructure conditions (FIC), hedonic motivation to use (HMV), favorable economic conditions (FIP), content quality (CQ), habitual behavior (HB), and security status etc. SC, VE, SI, HB

and EE were the antecedent variables. FEP, CQ and FIC were the mediating variables. HMU was the dependent variable. The research results revealed that SI and CQ of OTT services were positively associated with HMU of OTT services. FEP had no effect on HMU. The results supported the explanatory power and predictive power of UTAUT 2 as a model.

**Raut, Debashish et al (2021) in Impact of Web Series in OTT Platform on the youth in Bhuneshwar City** conducted a research on the impact of web series' and their psychosocial impact on the youth of Bhuneshwar City. The study has examined various features of the web series and provided details of the web series. It was found that there is a flood of web series on the internet consisting of different genres which were especially attracting the adolescents and youth. The research has collected data from primary and secondary sources. After analyzing the data, it was found that the web series on various OTT platforms have a very deep impact on minds and psychology of the youth of Bhuneshwar city.

**Dr. Subhash (2021) in Impact of OTT Platform on Youth** presented his research article on the content and language of over the top OTT. It was found that OTT content and language are posing a very serious threat to our culture and moral values in India. In the article, the author has mentioned some crimes that criminals have committed after watching Web series on OTT platforms. One case is an incident in Ballabgarh, Haryana in which a third year B.Com student was returning home after taking the examination. Suddenly the accused shot him. The accused was in one-sided love with the girl. In police custody, he confessed that he was inspired to carry out this incident after seeing Mirzapur's character Munnabhaion OTT platform. In Mirzapur, Munna shoots and kills the girl whom he loved unrequitedly. In this, the author has studied some of the cases of criminals who committed crimes under the influence of web series watched on different OTT platforms available to the audience in India.

**Hemlata, Dr. TM, Kumar, Kishore et al (2022) in A study of customer satisfaction on OTT platforms during Covid-19** presented, the growth in OTT platforms during Covid-19 in India and studied how it has affected the industrial media of Mass Communication. It also focuses on the uses and gratification of consumers. The results of the research revealed that people have acknowledged that the advent of OTT has caused great harm to traditional media resources. OTT users are attracted towards OTT because of its features like connectivity, cost, user convenience and variety of content. The results found that consumers are more inclined towards OTT due to the unavailability of theaters during the Covid-19 pandemic. The researchers have also included suggestions in their research. They suggested that OTT platforms should reduce their subscription fees so that people of

every section can subscribe to them. The Indian government should pay attention to what type of programs need to be streamed in our country. For this they should set some limit. There is a need to have some regulatory body to control them.

**Singh, Randeep et al (2022) in Study of Perceptions of college going young Adult towards Online Streaming Service.** The presented research focuses on finding out the perception of college going adults towards online video streaming services. The researchers gathered responses from college-going adults in Pune, Maharashtra to gather their reactions to OTT platforms. The age of the respondents was between 15 to 25 years. The nature of the research was exploratory. Researchers used structured questionnaires to collect data. They used Likert scale to analyze users' behavior. Research results clearly show that the majority of college-going adults use online video streaming. Three platforms YouTube, Netflix and Disney Hotstar are most liked by adults. Students acknowledged that OTT is developing as a major means of entertainment and it has become a part of students' daily life. There are many reasons behind using it daily. On OTT, they have complete freedom to choose the content of their choice. They can set their own time and place to watch the program which is completely unlike television. The college going adults like most the thrillers, comedy and fiction etc. Adults admitted that watching OTT content has changed their way of thinking. Majority of respondents said that when they are not watching OTT they spend their time on social media platforms.

**Satyanarayana, Dr. C. and Kale, Dr. Sonali (2023) in OTT Platform: Pros, Cons** presented their research to find out the perception of college going students of Mumbai city about OTT platforms and their opinion about the advantages and disadvantages of OTT along with what challenges do the OTT platforms face. All these points have been discussed in detail in the research. The research findings show that most of the college going youth of Mumbai like to watch movies and TV serials on OTT platforms. OTT is the best media service for them which provides service to the audience through internet which bypasses the cable services. College going youth believe that OTT entertainment is the easiest and most accessible means which can be used anywhere and anytime. Most of the youth use OTT to watch movies, web series, TV shows and sports programs. They believe that all types of content of their choice is available on OTT and that is why they like to use OTT platforms.

**Joseph, Haritha et al (2023) in A Study on the Forthcoming Revolution of Entertainment Service: Over the Top (OTT)** conducted their research to find out customers satisfaction and find out which OTT platform they like the most. Research has shown that what attracts customers to OTT platform services is the price, content, quality and easy access. Research shows that viewers think that the future is bright

for OTT platforms. The reason for this is that they have many important features of OTT, for them OTT is convenient, they can use it anywhere and at any time, the variety in content, accessibility on smart phones and availability at affordable rates are the most important factors. They also felt that the screen size and sound quality, dramatic expertise and theater-like atmosphere cannot be experienced on OTT. The OTT platforms have their own advantages and disadvantages. OTT platforms are in full swing post Covid-19 and are likely to grow in the times to come. However, customers also believe that OTT platforms can never replace theaters as they play an important role in the field of entertainment.

**Dhiman, Dr. Bharat Dhiman (2023) in Diversity of Indian Regional Content on OTT Platforms: A Critical Review** found that Indian consumers prefer content in regional languages on OTT platforms. The researcher has critically analyzed this point. To check the point the researcher has studied the reports related to OTT platforms which have stated that according to a recent study titled 'Indian OTT Platforms 2023' as per FICCI-PWC report, the share of regional language consumption on OTT platforms is 50%. It is going to grow even more rapidly by 2025. According to ABI Research, the worldwide over-the-top (OTT) video market will grow at a rapid pace. The current regional OTT market is emerging at a great pace which gives prominence to programs in local languages in India. Regional OTT platforms are strongly focused on catering to the content needs of core audiences. Over the past year, we have seen regional OTT platforms grow rapidly in markets like Karnataka, Andhra Pradesh-Telangana, Maharashtra, Gujarat, Kerala and Tamil Nadu. Some of the famous platforms in this region are Aha (Telugu), Hoichoi (Bengali), Planet Marathi, Koode (Malayalam) and City Short TV (Gujarati). Regional content has the potential to establish a strong and everlasting connection with the audience.

### **Need and Purpose of the Study:**

This study is done in order to gauge the opinion of the students of Chaudhary Devi Lal University, Sirsa (India) towards the content broadcast on Disney Hotstar. Diligent efforts have been made to study the impact of this OTT platform on the life style of University students by way of survey. The study has been necessitated on two counts. Firstly, no such study on the impact of OTT platforms on the life style of University students has been done. Secondly, it was interesting to gauge the opinion of University students about OTT platforms and the impact of such platforms on their life style since Sirsa is located in an economically and educationally backward area in the state of Haryana in India. In this research work efforts have been made to study as to what extent the students of Chaudhary Devi Lal University feel satisfied after watching Web Series and other content available on Disney Hotstar.

### **Specific Objectives:**

The study is based on following specific objectives:

1. To analyze the opinion of the students of Chaudhary Devi Lal University towards the content available on Disney Hotstar OTT platform.
2. To understand the entertainment needs and preferences of the students of Chaudhary Devi Lal University, Sirsa.
3. To evaluate the impact of the content of Disney Hotstar on the lifestyle of the students of Chaudhary Devi Lal University, Sirsa.
4. To study the OTT viewing habits of Chaudhary Devi Lal University with regard to Disney +Hotstar.

### **Research Hypotheses:**

A study without hypotheses is just like a ship without a rudder. This study has following hypotheses:

1. The content of Disney Hot Star OTT platform has huge impact on the lifestyle of the students of Ch. Devi Lal University.
2. Most of the students of Ch Devi Lal University spend considerable time using Disney Hot Star OTT platform.
3. Students of Ch. Devi Lal University mainly like to watch the content of OTT platforms through their mobile phones.

### **Theoretical Framework:**

The theoretical framework of this research work has been prepared keeping in mind the uses and gratifications and cultivation theory. Similarly, the principle of cultivation is based on the consumption of television.

### **Uses and Gratification Theory:**

Theory is a view of why and how people seek out a specific media to satisfy their needs. It is an audience centric approach which explains what the media does for people and what do people do with the media. Based on questions like this the concept of uses and gratification was first introduced by Elihu Katz in his article in 1959. This concept is a completely audience centric concept. The theory of uses and gratifications is a completely audience-centric theory which says that consumers use media to fulfill their needs and when their needs are fulfilled, they feel satisfied with the media.

**Cultivation Theory:**

Cultivation theory was created by Professor George Gerbner in 1960. It was expanded in 1976 by Gerbner and Larry Grace. The major proposition of this theory is that the more time people spend in the world of television the more likely they are to see social reality by combining it with the reality depicted on television. Cultivation theory suggests that exposure to media influences audiences' perception of reality. It is based on three points: the institution's message and the public. Gerbner's research has focused on heavy television consumption rather than the meaning behind the message. The theory states that the more time consumers spend on television, the more they try to enact similar events in real life.

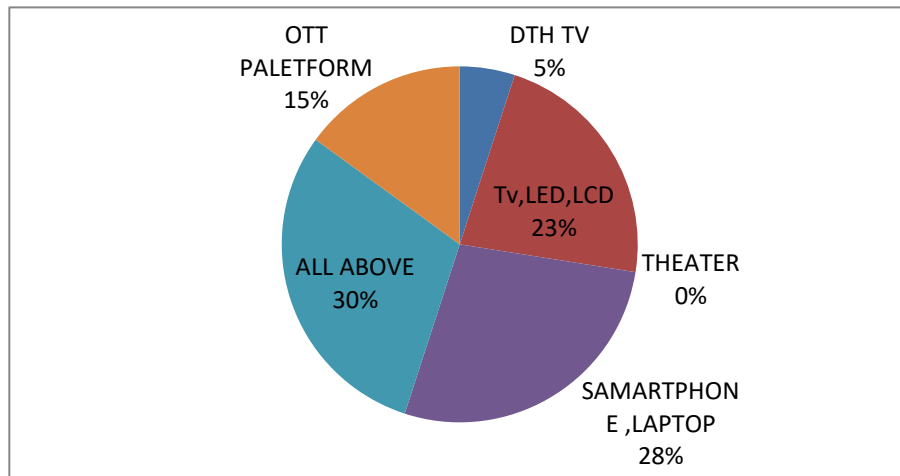
**Research Methodology:**

The study has been conducted on 40 student's representatives of FIVE University Teaching Departments. For this study a 14-point questionnaire consisting of Close-ended and Open-ended questions was prepared on Google Forms which was sent to the students of FIVE UTDs by way of Purposive sampling. Their responses have been represented by way of diagrams in Data Analysis.

**Data Analysis:-**

The data obtained from the student respondents of Chaudhary Devi Lal University, Sirsa (India) through survey method has been presented and analyzed as under:

**1. Which gadget do you use to watch movies and serials?**

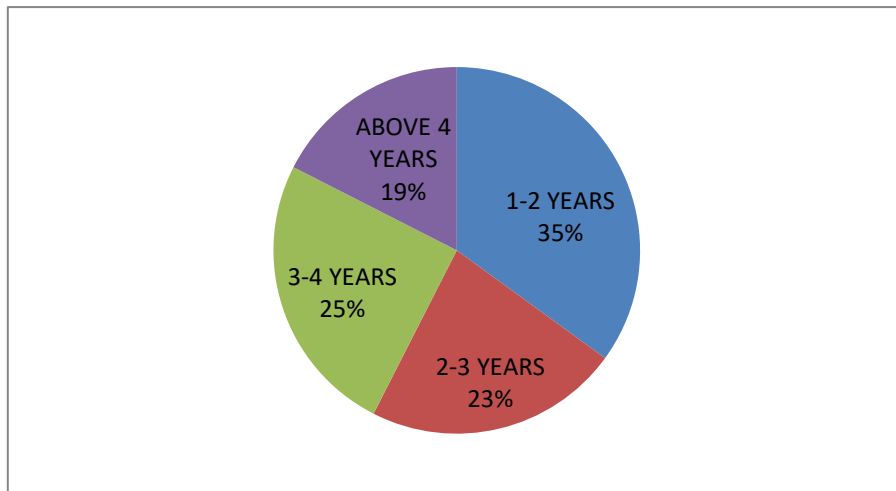




**Figure-1**

The respondents were asked which gadget they use to watch films and TV serials. According to the presented facts, 30% students said that they use all the means like DTH, LED, LCD, theatre, smart phone etc. to watch movies and serials. 28% respondents said that they use smart phone, laptop, iPad and 23% respondents said that they use TV, LCD, and LED etc. while 15% respondents use OTT platforms and another 5% respondent's use DTH service.

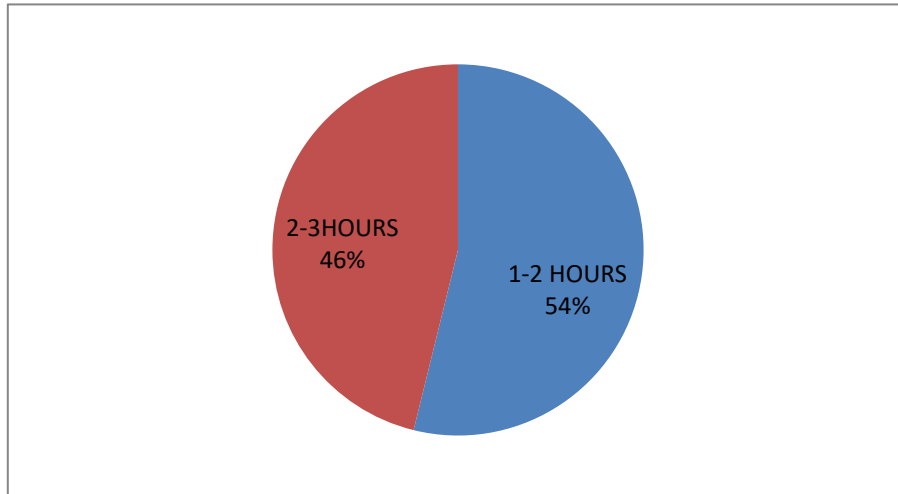
**1. For how long have you been watching the OTT platform?**



**Figure-2**

According to the data 35% respondents have been using OTT platforms for 1 – 2 years, 25% respondents have been watching OTT for 3-4 years, 23% respondents have been watching it for 2-3 years and 19% respondents have been watching OTT for more than 4 years. Many respondents are active subscribers of Disney Hotstar for more than four years.

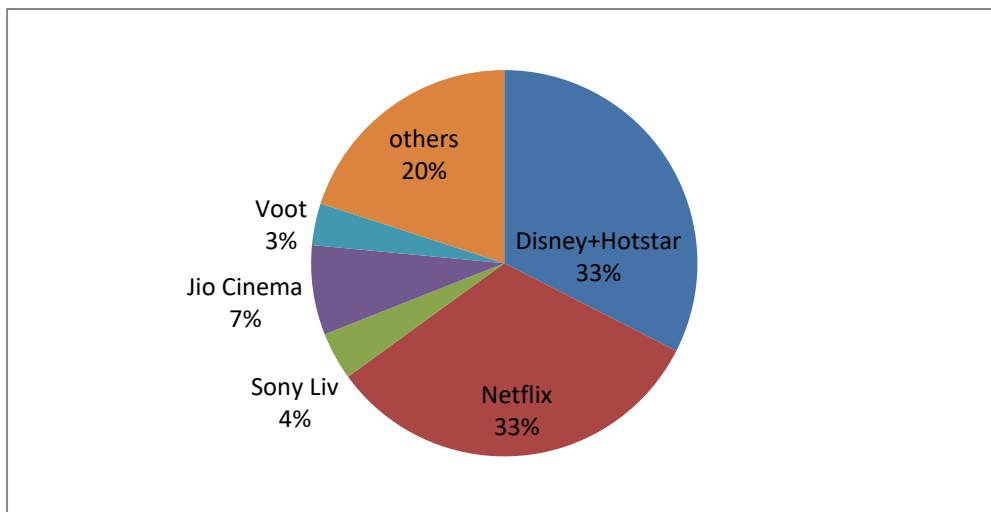
**3. How much time do you usually spend on watching OTT platforms?**



**Figure-3**

In response to this question 46% respondents said that generally spend only 2 to 3 hours a day on OTT to watch its content. 54 % respondents admitted that they spend 1 or 2 hours watching content streamed on Disney Hotstar.

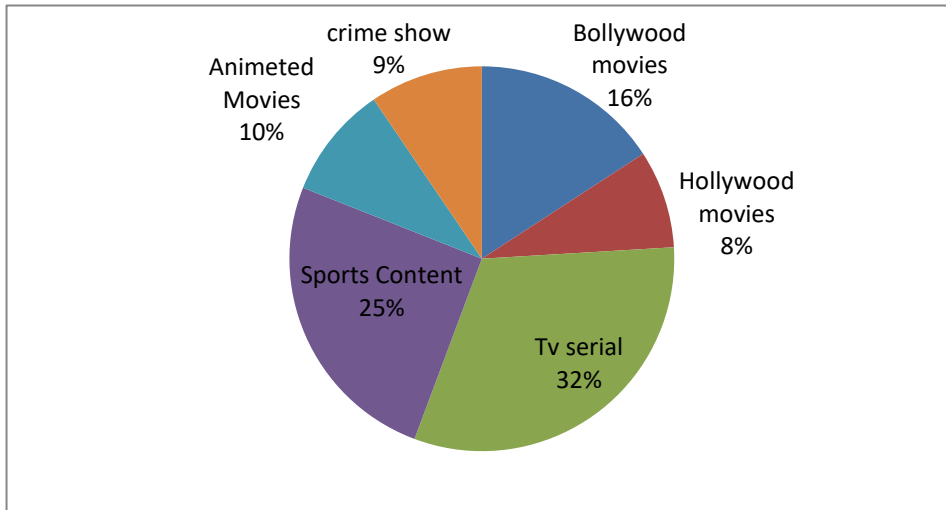
**4. Which is your favorite OTT platform?**



**Figure 4**

In response to this question 33% of university respondents replied that they like the Netflix OTT platform while another 33% respondents like Disney Hotstar, 20% respondents like other OTT platforms. 7% respondents like Jio Cinema and another 7% like Sony Liv and Voot OTT platform is their favorite OTT platform.

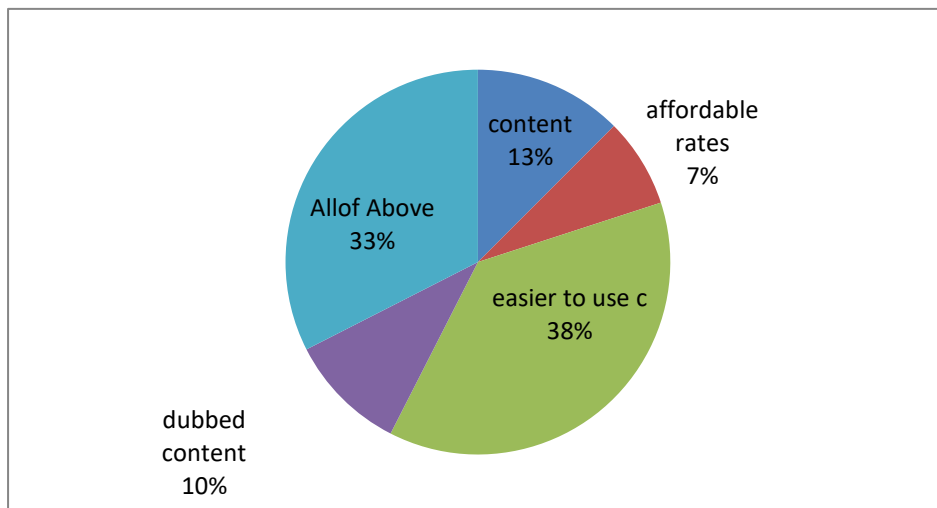
**5. What Kind of content do you like to watch on the Disney Hotstar?**



**Figure 5**

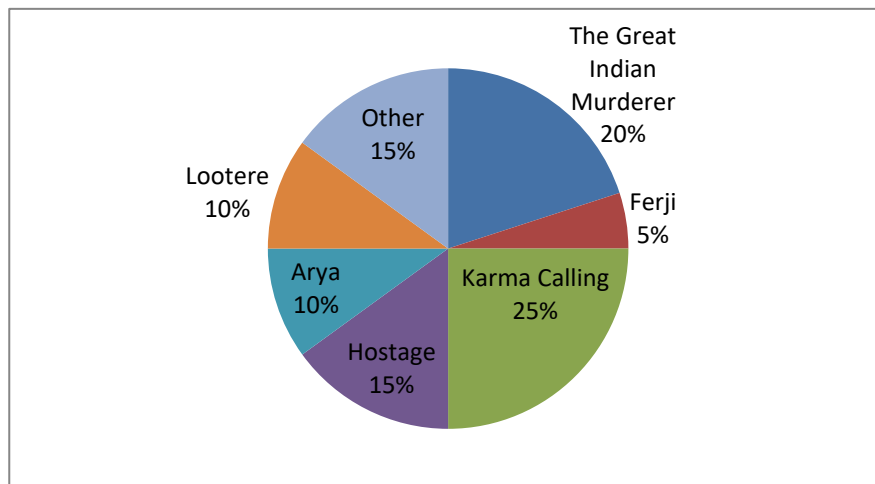
According to the survey 32% of the respondents like TV Serials on OTT Platforms, 16% like Bollywood and 8% like Hollywood movies. 25% respondents prefer watching sports on OTT platforms, 10% like Animated Movies and 9% like Crime shows aired on Disney Hotstar platform.

**6. What Factors motivate you to subscribe to Disney Hotstar platform?**



Respondents were asked to answer what factors influence them to subscribe to the Disney Hotstar OTT platform. In reply to this question 38% respondents said that they find Disney Hotstar easier to use as compared to other OTT platforms while 07% the respondents feel that the content of Disney Hotstar is available at its affordable rates. 13% respondents consider the content being broadcasted to be the most important factor while 10% respondents find the content dubbed in other languages aired on it to be a special factor for subscribing to Disney Hotstar. A huge chunk of 33% respondents said that all the factors contribute for their subscribing to Disney Hotstar platform.

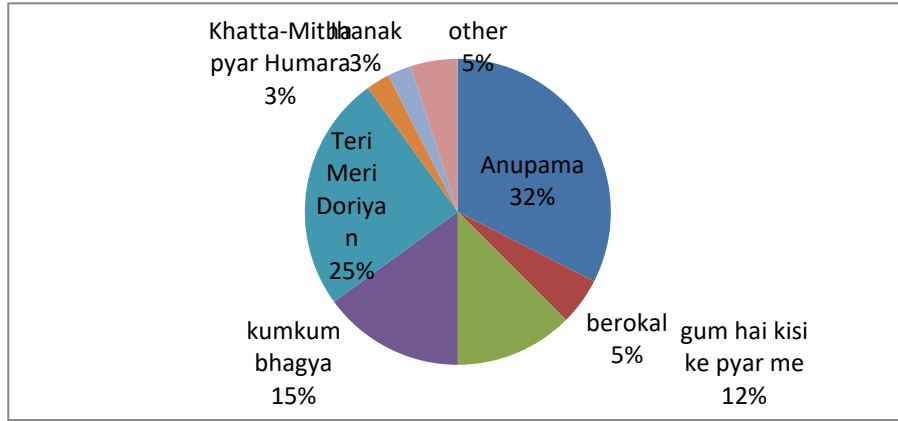
**7. Which is your most liked web series on Disney Hotstar OTT?**



**Figure-7**

As presented in the diagram the most liked web series by the respondents of Chaudhary Devi Lal University is Karma Calling. It is liked by 25% respondents while 20 % respondents like The Great Indian Murderer, 15% respondents like Hostage, 10% respondents like Arya and Lootere each. 15% respondents like movies other than these on Disney Hotstar. 15% respondents like any other web series the most.

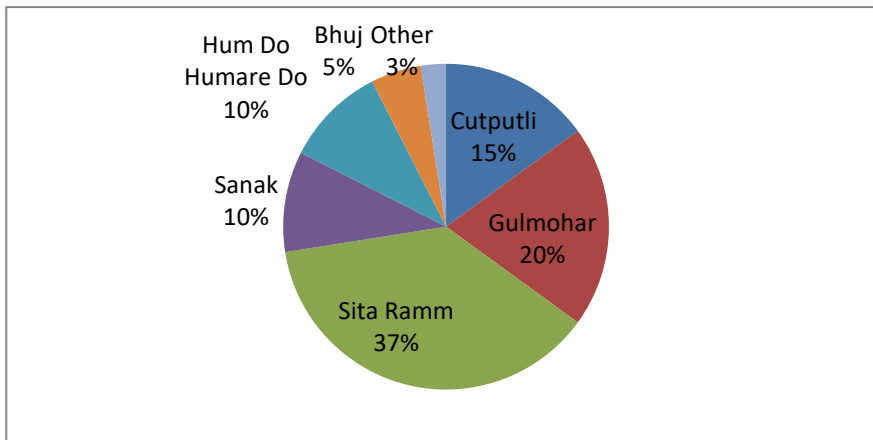
**8. Which TV Serial on Disney Hotstar do you like most?**



**Figure-8**

As shown in the above diagram 32% percent respondents like Anupama, 25% respondents like Teri Meri Doriyan, 15% respondents like Kum-Kum Bhagya and 12% respondents like Gum Hai Kisi Ke Pyaar Mein TV Serials aired on Disney Hotstar. Rest of the respondents like other TV serials available on Disney Hotstar.

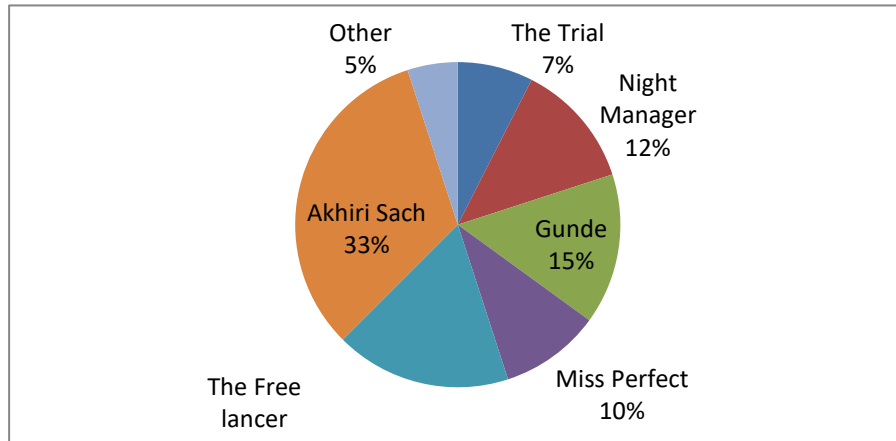
**9. Which Hindi movie of Disney Hotstar do you like most?**



**Figure-9**

As shown in the diagram 37% respondents like the Hindi language film Sita Ramam aired on Disney Hotstar the most. 20% respondents like Gulmohar, 15% respondents like Kathputli, 10% like Hum Do Hamare Do, 10% respondents like Sanak and only 5 percent like Bhuj film on Disney Hotstar.

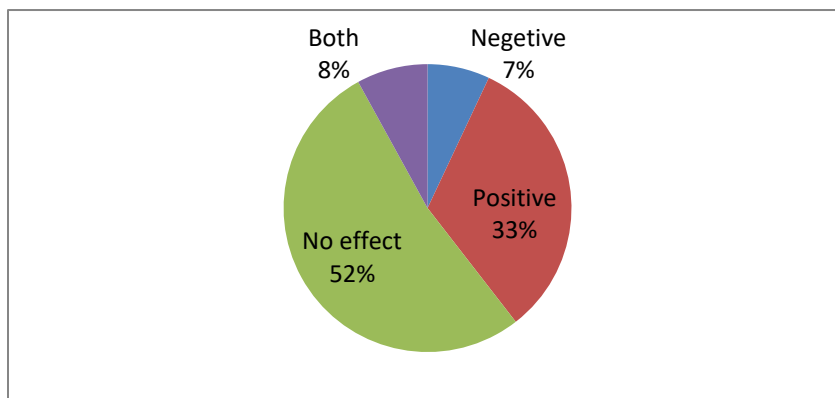
**10. Which web series of Disney Hotstar do you dislike most?**



**Figure-10**

According to the diagram 33% respondents said that they dislike the web series Aakhri Sach, 18% The Free Lancer, 15% respondents dislike Gunday, 12% respondents dislike Night Manager, 10% respondents dislike Miss Perfect and 7% respondents dislike The Trial web series the most.

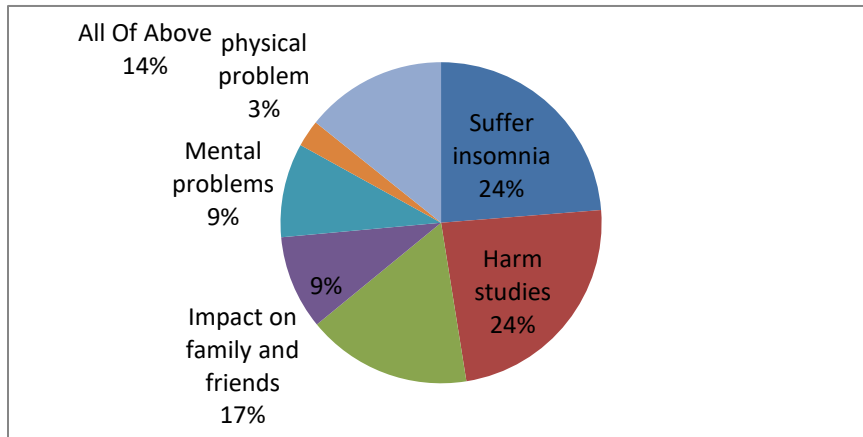
**11. What type of impact Disney Hotstar programs have on your life?**



**Figure 11**

According to the diagram 53% respondents said that the Disney Hotstar has not affected their life at all while 33% respondents have watched positive effects. Just 7% respondents said that they have witnessed negative effects while 8% respondents opined that they feel positive as well as negative effects.

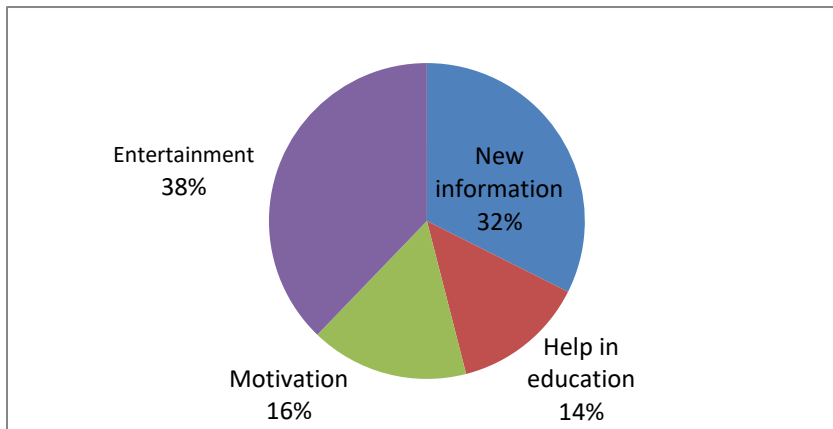
**12. What type of negative impact have you felt on your life after watching Disney Hotstar programs?**



**Figure-12**

24% respondents each said that they suffer from insomnia and witnessed harmful effect on their studies. 17% respondents said that they are not able to spend time with their friends and family. 14% of the respondents said that they are facing all the above mentioned types of negative problems. 9% percent respondents said that they are facing mental problems.

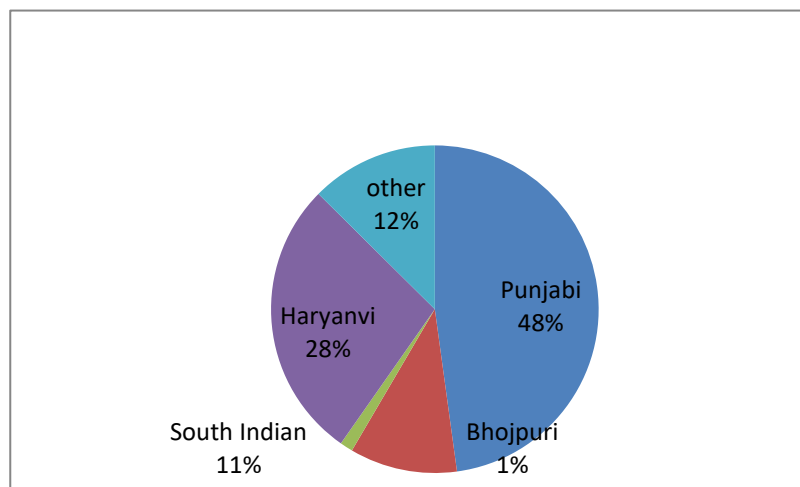
**13. What type of Positive effects do you witness on your life after watching Disney Hotstar programs?**



**Figure 13**

As shown in the diagram 38% respondents said that they are able to entertain themselves easily after watching Disney Hotstar OTT platform. 32% respondents said they get new information, 16% respondents said that they get motivation by watching Disney Hotstar programs. 16% respondents said that Disney Hotstar help them in their education. Overall it can be said that Disney Hotstar has positive impact on the lives of students.

**14. Which regional language content do you like to watch on Disney Hotstar?**



**Figure 14**

Most of the content on Disney Hotstar is available in Hindi language. In this question the respondents were asked which language program content they prefer to watch other than Hindi. Huge 48% percent respondents said that they like Punjabi language content, 28% respondents like Haryanvi content, 11% respondents like South Indian language content and 12% respondents like content in other languages.

**Conclusion: -**

There is no doubt that Disney Hotstar is one of the leading OTT platforms in the country. Disney Hot Star is well aware of the likes and dislikes of its consumers. It has set a trend by providing content as per consumers' choice like web series, Soap Operas and Sports etc. Disney Hotstar has also shaped the entertainment preferences and consumption patterns of viewers in India in a big way. In the present research the opinion of the students have opined about their OTT watching patterns and what kind of impact it has on their lifestyle. The data obtained from the



respondents' shows that the students of Devi Lal University use all the gadgets available to watch OTT content. They just don't use mobile phones. Most of the respondents have been using the Disney Hot Star OTT platform for 1 or 2 years. Only very small chunk of students have been using OTT for more than 4 years. Most of the students spend about 2 or 3 hours on watching OTT platforms. They don't use OTT all day. Disney Hotstar and Netflix are the most preferred OTT platforms of university students. Most of the students like all kinds of content aired on Disney Hot Star. Foreign languages content has been liked the least. The main reason behind subscribing to Disney Hot Star is the content aired on this OTT platform. The subscription plan seems cheaper than other OTT platforms. It is also simple to use. The stories of the web series aired on Disney Hot Star attract the respondents the most. That's why they prefer to use Disney Hotstar. Respondents like web series Karma Calling the most while they like Anupama TV shows the most. The most liked film of Hindi language is Sita Ramam. The most disliked web series is The Trial. Most of the students said that ever since they have started watching Disney Hotstar they have not able to spend quality time with their family and friends and they are also facing mental and other physical problems. They suffer insomnia and said that OTT has put adverse effect on their studies. Most of the students denied that watching OTT platform they have not witnessed any effect at all while 33% respondents have witnessed positive effects on them. Respondents like Disney Hotstar for Information and healthy entertainment. The respondents like OTT program in Punjabi language the most which is distantly followed by Haryanvi language.

Succinctly speaking, it can be said that the study reveals the opinion of University students about Disney Hotstar OTT platform. The students are not OTT addicted and they spend lesser time on watching OTT as compared with youth of metropolitans and other big cities. The students watch OTT content in Hindi and Punjabi language as compared to other languages. There can't be any doubt the Disney Hotstar is the favorite OTT platform of university students in this part of India which may be taken as a representative of sleepy under developed rural pockets of the country. But it is notable that OTT has made great inroads even in rural pockets of India.

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