

A Research Project on “Entertainment Preferences of College Students in India”

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ABSTRACT

This research paper aims to investigate the entertainment preferences of university/college students in India. The study was conducted using a survey questionnaire that gathered information from a sample of 54 universities students from different regions of India. The research examined the various forms of entertainment that are popular among university/college students, including movies, television shows, music, video games, and social media.

The study found that Indian university/college students have a diverse range of entertainment preferences, with movies and music being the most popular forms of entertainment. Additionally, the research highlights the influence of culture and language on entertainment preferences, with regional variations in preference for specific forms of entertainment. The results of this study can provide insights for marketers and content creators in developing strategies that cater to the entertainment needs of university/college students in India.

CHAPTER-1: INTRODUCTION

Entertainment is an essential part of our lives, especially for university/college students who are constantly seeking ways to relax and unwind. The entertainment industry in India has undergone a rapid transformation over the past few years, with the rise of digital platforms and the changing preferences of consumers. In this context, understanding the entertainment preferences of college students in India is crucial for businesses and policymakers alike. This research paper aims to explore the entertainment preferences of college students in India, using primary data collected through surveys and focus group discussions. The study will cover a wide range of entertainment options, including movies, television shows, music, sports, and video games.

Entertainment and recreational activities are just as important in a student's life as their studies. College students in particular, who are young adults, have a vibrant and varied social life. While some people might enjoy spending their weekends at the movies, others might enjoy spending their time on their computers playing video games. Students are now receiving the best of both worlds in the modern digital era. They can now enjoy a variety of digital entertainment options with just a tap on their phones, in addition to the traditional entertainment and recreational pursuits.

More and more students are investing a lot of their time and money in these due to the development of online streaming services, social media, online gaming, and other internet-based entertainment and media services. Students were moved from their college campuses to virtual classrooms as the Covid-19 epidemic broke out and the entire planet was put on lockdown. To curb the spread of the virus, the educational system switched from traditional classroom instruction to online learning, and students began to rely on the digital medium for pleasure and recreation.

The results of the study will be presented using descriptive statistics and graphical

representations. The paper will also include a discussion of the key findings, including the most popular entertainment options among college students, the factors that influence their preferences, and their attitudes towards various forms of entertainment.

CHAPTER-2: REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

The literature review is a written overview of major writings and other sources on a selected topic. The literature review provides a description, summary and evaluation of each source. It is usually presented as a distinct section of a graduate thesis or dissertation. This literature review includes articles published in peer-reviewed journals, conference proceedings, and other relevant sources. The search was conducted using various online databases such as Google Scholar, and the keywords used for the search were "entertainment preferences," "college students," "university students," and "India."

History of Entertainment in India-

Indian entertainment has a long history, starting with folk/traditional media and progressing to digital media. Every Indian village had a traditional method of interacting with its citizens to promote social awareness, education, amusement, and progress. Due to the use of regional idioms and the absence of a language barrier, folk media, particularly in rural India, had a significant impact. They are simple to comprehend and interpret, therefore in earlier times they were frequently utilised as a tool for growth. In Gujarat, for instance, Bhavai (a type of theatre) was used to convey societal themes to the audience.

Since the beginning of recorded Indian history, dances and animal performances have been recognized as folk media in India. An illustration of this is a sculpture of a dancing woman from the Harappan Civilization, often known as "the dancing girl." From the Indus Valley culture, different-sized drums and mouth organs have also been discovered. 2019 (Patra & Tiwari) Another example is the discovery of human remains from the Indus Valley civilization dancing with a bull; scholars speculate that similar dances may have occurred during festivals and festivities. In the middle Ages, music and dance were the most common forms of entertainment, and every King and Royal Family had musicians and dancers in the kingdom. Singing was a reasonably well-known art form in mediaeval India, and both Hindu and Muslim emperors had singers in their courts. Akbar, the greatest king of India, had 36 vocalists

at his disposal. Throughout his career, a well-known vocalist by the name of Tansen produced a number of ragas that are still used in music today. Dance was a key method of amusement and enjoyment. It was customary for women to perform on stage for the monarch and his guests in order to amuse and entertain them.

Today, more and more people are shifting from TV to internet for video entertainment and so TV is losing its importance as a medium of entertainment/communication. In the early 90s broadcast and cable TV was the only medium for video entertainment as it was cheap and was easily available for the audiences. There were channels based on different genres and each channel had a pre-decided group of target audiences.

The scenario changed in late 1990s when internet was introduced, and it started competing with traditional media platforms (cable and broadcast television). Web became very common in western countries due to the fast accessibility, but it could not make its way in countries like India due to the lack of reach and traditional/ cultural mindset of the citizens, the entertainment providers and government policies that did not allow citizens to use internet (Wolcott; Goodman, 2003 & Manzoor, 2012). Until mid-90s the internet was not available for use for the general population in India. In 1995 the government introduced internet that could be bought from VSNL (government organization) and the government had about 52 percent stake in the internet service provider. It was not until 2002 that the Indian government liberalized internet in order to agree with the terms of World Trade Organization. (Wolcott; Goodman, 2003 & Manzoor, 2012).

Initially internet was used for sending emails and for long distance calling. Later different social media platforms (Orkut and Facebook) launched in India and attracted young adults. They also came to know about YouTube and sometimes used it for video surfing. In 2012 a group of young adults launched first Indian web content YouTube channel called The Viral Fever (TVF). Later, it was followed by several such YouTube channels like AIB, Dice media and SIT. (Cunningham & Craig, 2016). These channels produced short length content that was relevant to day-to-day life of Indian young adults. These channels quickly gained popularity amongst the audience and as a result more such channels released each day. Later in 2015, Star TV, a major broadcast group in India, launched its first web platform called Hotstar. It initially featured a library of all the TV shows and sports and later acquired rights to stream Indian

Premier League (cricket series) gradually, it also started streaming its original content.

In 2016 Netflix, a famous OTT platform, launched its services in Indian markets and started competing against traditional cable TV. Local media vendors and internet providers saw this as an opportunity and started investing in OTT platforms. Major media company ZEE introduced its OTT platform Zindagi (now Zee5), and Sony introduced Sony Liv for streaming their TV shows and other web exclusive content. The concept of video web entertainment became so popular that big Bollywood directors and producers like Ekta Kapoor, Mukesh Bhatt and Aditya Chopra started producing shows for web platforms and even started their own web entertainment platforms for streaming their show. Hotstar “a star television platform” became very famous in the past few years and Walt Disney Corporation bought its subsidiary recently. (Palepu & Dey, 2020). Today there are several web platforms that cater to audiences of both urban and rural India. According to Pandey et al., 2019 OTT has substantially replaced cable television, broadcast television and IPTV.

OBJECTIVES OF RESEARCH REPORT

The objectives of a research report on entertainment preferences of college students in India using primary data may include the following:

- To identify the most popular forms of entertainment among college students in India.
- To determine the frequency and duration of engagement in different forms of entertainment among college students in India.
- To analyze the factors that influence entertainment preferences among college students in India,

- To provide recommendations for entertainment industry to better cater to the preferences of college students in India.

RESEARCH METHODOLOGY

The existing study has followed both qualitative and quantitative method. Qualitative method involves collecting and analyzing non-numerical data to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research.

And the quantitative method emphasizes on objective measurements and the statistical, mathematical, or numerical analysis of data collected through surveys and questionnaires. It focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.

METHODS OF DATA COLLECTION

Primary data

It is collected through a structured questionnaire by formal interview. The survey questionnaire used in the study was developed based on the research question and objectives which was distributed online. The questionnaire consisted of 14 questions and took approximately 25 minutes to complete. The questions covered various forms of entertainment, including TV shows, movies, music, video games, and other forms of entertainment.

Sampling

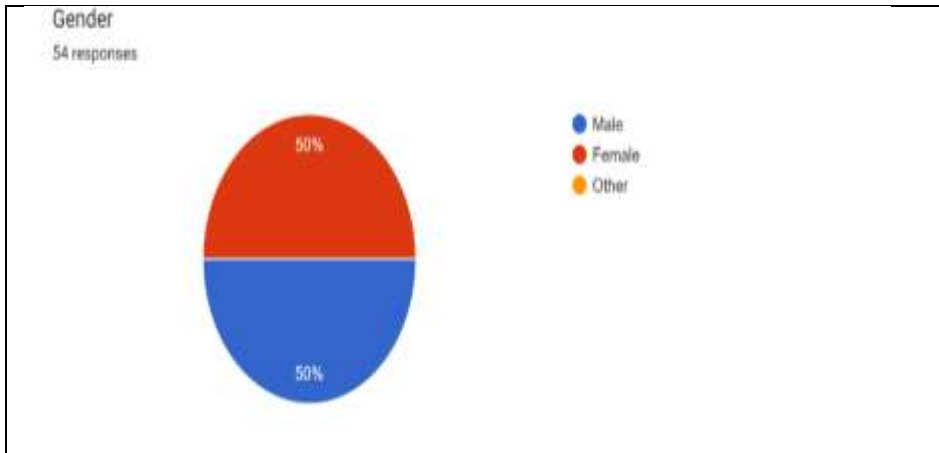
Sampling Technique- Convenience sampling (chosen purely on the basis of convenience) as time constraints is there.

Sample size-A total of 54 samples has been obtained.

CHAPTER-3: DATA ANALYSIS AND INTERPRETATION

ANALYSIS: GENDER

	Frequency	Percentage
Male	27	50%
Female	27	50%
Total	54	100%

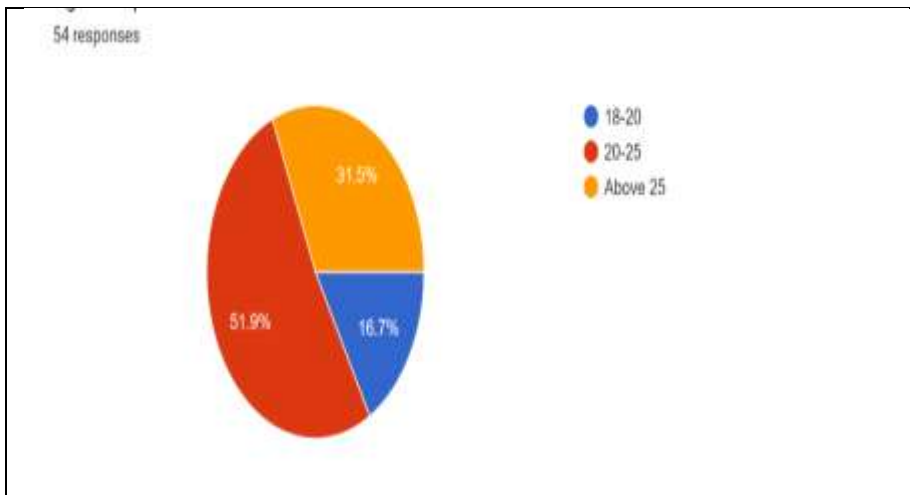


INTERPRETATION

The data shows that out of 54 respondents, 50% are male and 50% are female.

ANALYSIS: LEVEL OF AGE GROUP

	Frequency	Percentage
18-20	9	16.7%
20-25	28	51.9%
Above 25	17	31.5%
Total	54	100%

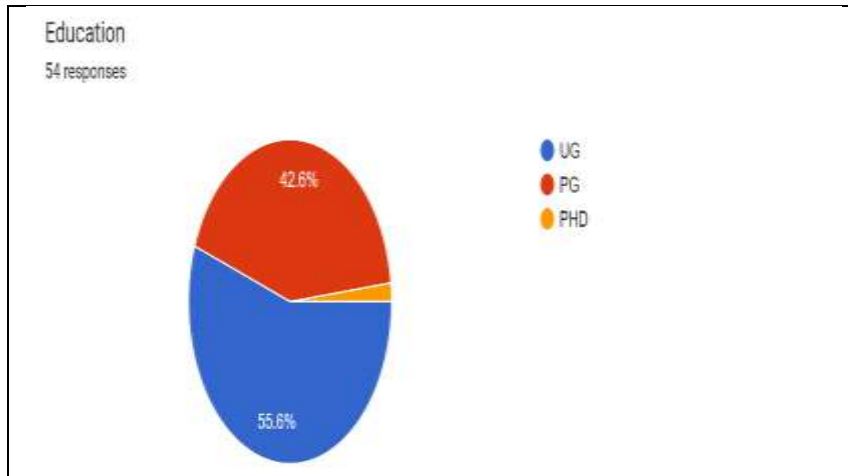


INTERPRETATION

The data shows that out of 54 respondents, 18-20 age group are 16.7%, 20-25 age group are 51.9% and above 25 are 31.5%.

ANALYSIS: LEVEL OF EDUCATION

	Frequency	Percentage
UG	30	55.6%
PG	23	42.6%
PHD	1	1.9%
Total	54	100%

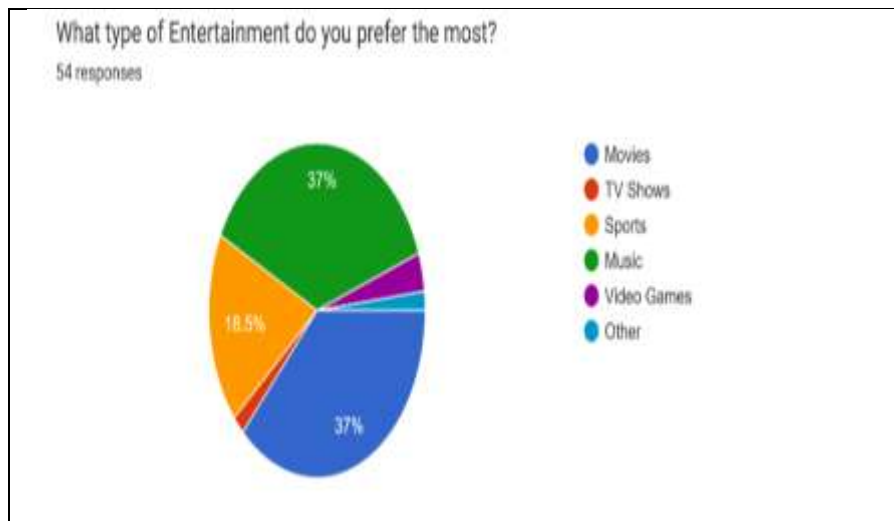


INTERPRETATION

The data shows that out of 54 respondents, 55.6% students are under graduate, 42.6% are post graduate and 1.9% is PHD holder.

ANALYSIS: ENTERTAINMENT PREFERRED BY THE RESPONDENTS

	Frequency	Percentage
Movies	20	37%
Music	20	37%
Sports	10	18.5%
Video games	2	3.7%
TV Shows	1	1.9%
Others	1	1.9%
Total	54	100%

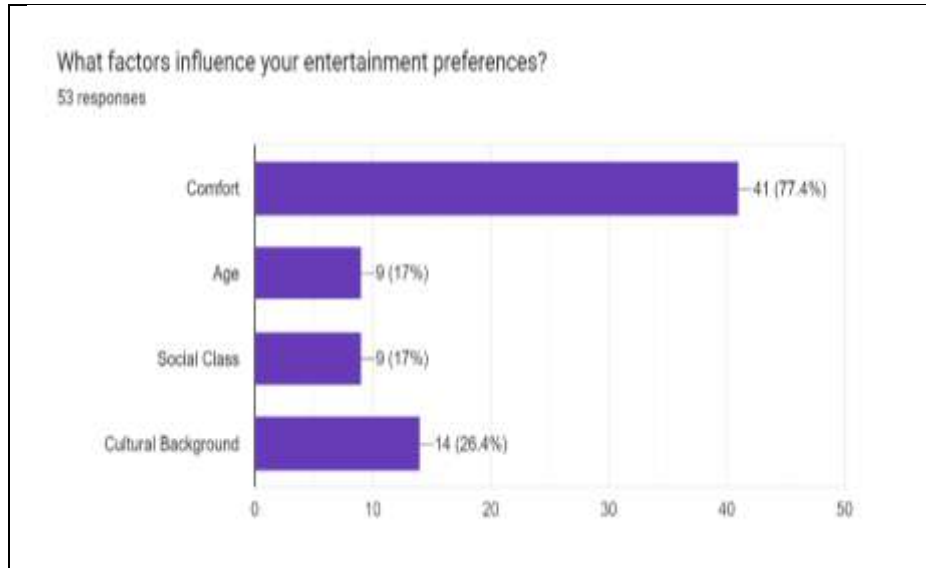


INTERPRETATION

The data shows out of 54 respondents, most of the students prefer watching movies and listening to music, 18.5% of the students prefer

sports over movies and music, 3.7% prefer video games as their entertainment and rest prefer TV shows.

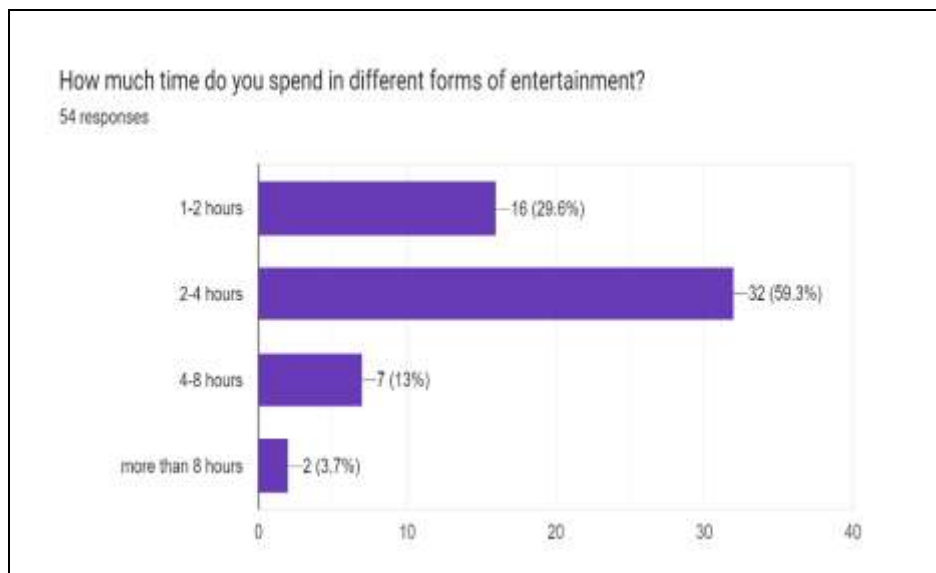
ANALYSIS: FACTORS THAT INFLUENCE THE RESPONDENTS



INTERPRETATION

The data shows that out of 54 respondents, more than 70% students are influenced by comfort level, 26.4% are influenced by cultural background, 17% by age and 17% by social class.

ANALYSIS: TIME SPENT BY RESPONDENTS IN DIFFERENT FORMS OF ENTERTAINMENT

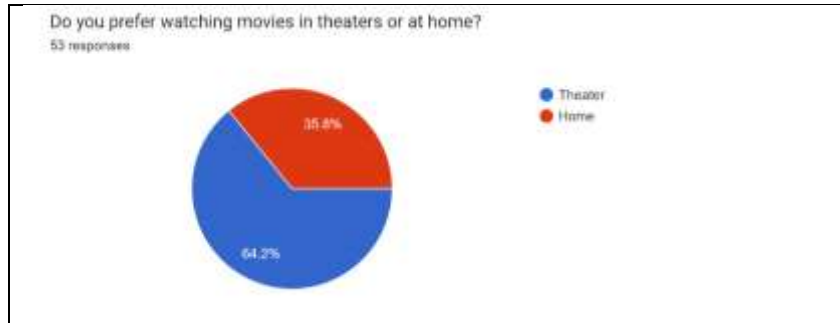


INTERPRETATION

The data shows out of 54 respondents, most of the students spends their time between 2-4 hours, 29.6% spends their time between 1-2 hours, 13%

spends their time between 4-8 hours and rest spends their time more than 8 hours.

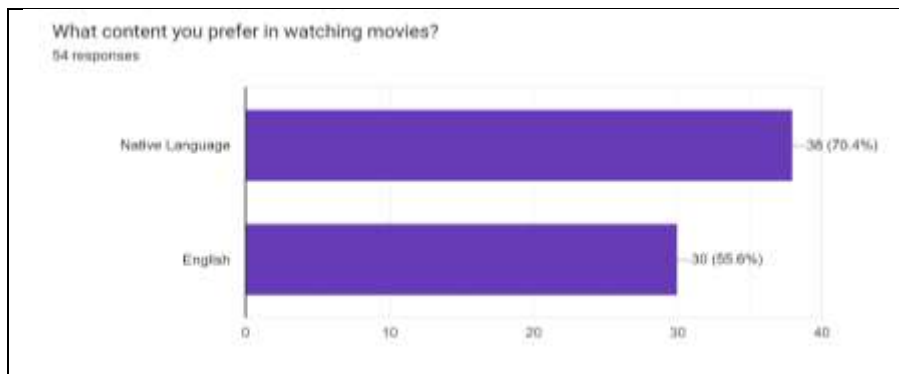
ANALYSIS: PREFERENCE OF WATCHING MOVIES IN THEATRES OR AT HOMES



INTERPRETATION

The data shows that out of 53 respondents, 64.2% college students prefer watching movies at theatre and 35.8% prefer watching movies at home.

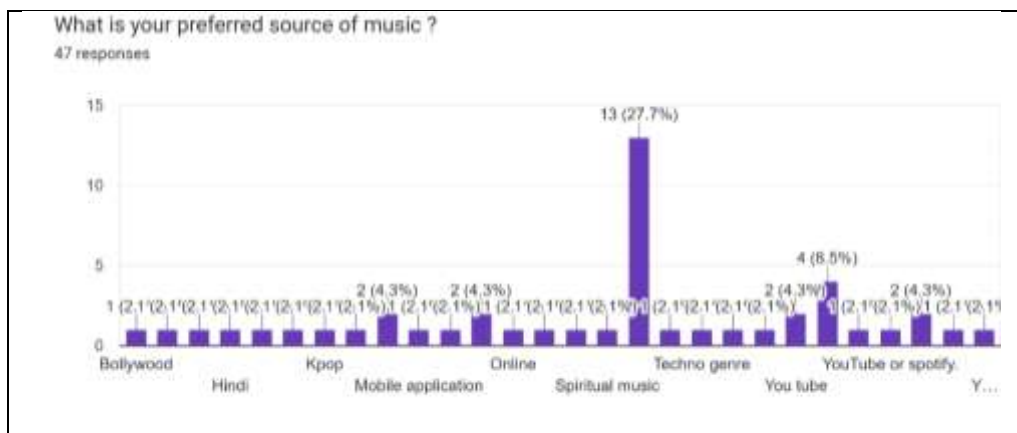
ANALYSIS: PREFERENCE OF CONTENT IN WATCHING MOVIES



INTERPRETATION

The data shows that out of 54 respondents, 70.4% students prefer watching movies in native language and 55.6% students prefer watching in english content.

ANALYSIS: PREFERRED SOURCE OF MUSIC

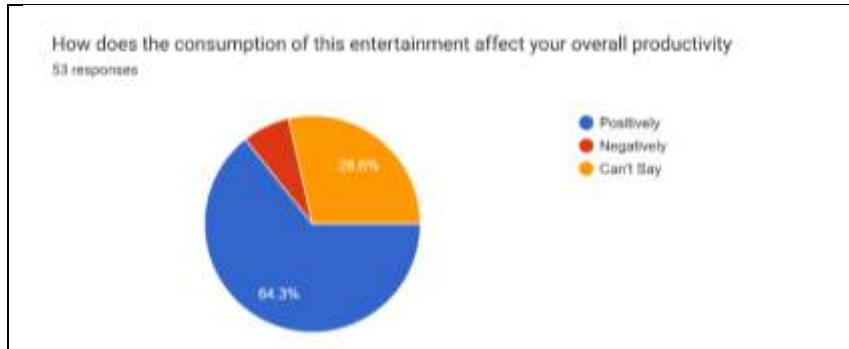


INTERPRETATION

From the above bar chart, the data shows that 27.7% students prefer spotify as a source of music,

25.5% Students prefer youtube as a source of music and rest prefer other sources.

ANALYSIS: DOES ENTERTAINMENT AFFECT THE OVERALL PRODUCTIVITY



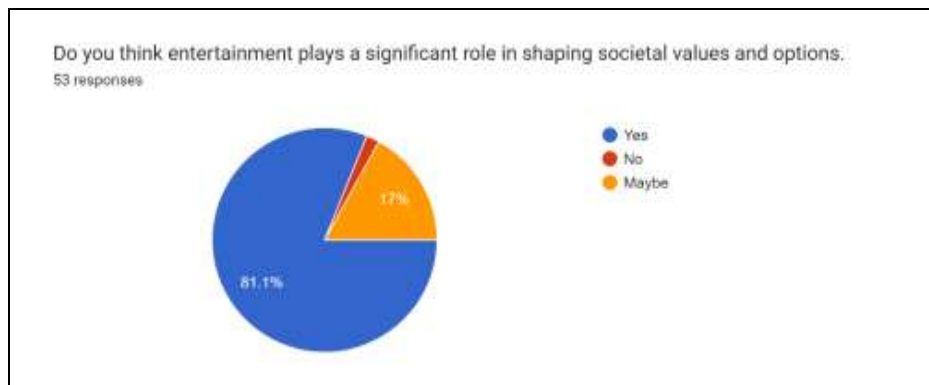
INTERPRETATION

The data shows that out of 54 respondents, 64.3% students state that consumption of their preferred entertainment affect positively their overall

productivity, 28.6% are in a state of can't say and 7.1% state that this entertainment affect negatively their overall productivity.

ANALYSIS: DOES ENTERTAINMENT PLAYS A SIGNIFICANT ROLE IN SHAPING SOCIETAL VALUES AND OPTIONS

	Frequency	Total
Yes	43	81.1%
No	9	17%
Maybe	1	1.9%
Total	53	100%

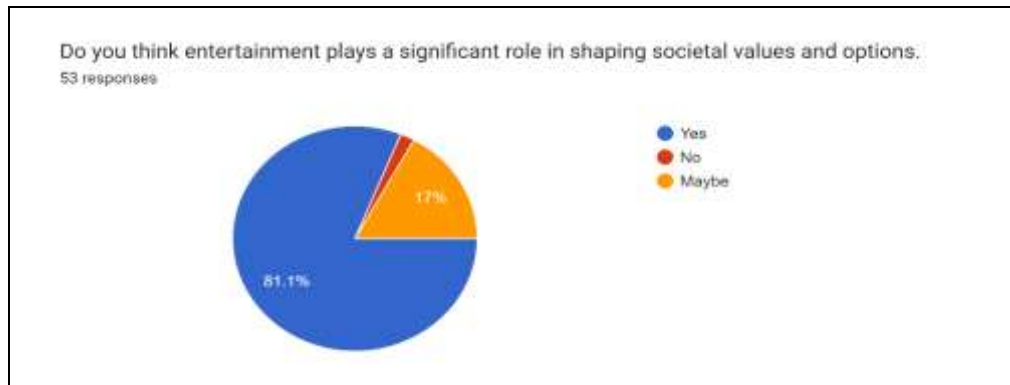


INTERPRETATION

The data shows that out of 54 respondents, 81.1% state that entertainment plays a significant role in shaping their societal values and options.

ANALYSIS: DOES ENTERTAINMENT PLAYS A SIGNIFICANT ROLE IN SHAPING SOCIETAL VALUES AND OPTIONS

	Frequency	Total
Yes	43	81.1%
No	9	17%
Maybe	1	1.9%
Total	53	100%



INTERPRETATION

The data shows that out of 54 respondents, 81.1% state that entertainment plays a significant role in shaping their societal values and options.

CHAPTER-4: FINDINGS AND CONCLUSION

The findings of this study shows that movies and music are the most popular form of entertainment among college students in India, followed by sports, video games and TV shows. Native language is the most preferred content in watching movies. Spotify is the most preferred source of music. More than 40% of the students have tried virtual reality as a form of entertainment.

The results of this study have implications for entertainment companies and advertisers in India. They can use the findings of this study to tailor their marketing strategies and create content that resonates with college students in India. For instance, they could create more movies and focus on music to cater to the preferences of college students in India. Advertisers can also use this information to target their advertisements to the most popular genres of entertainment among college students in India.

In conclusion, the study found that movies and music are the most popular form of entertainment among college students in India, followed by sports, TV shows, and video games. Action movies and Bollywood music are the most popular genres among college students in India. Overall, the study highlights students

preferred form of entertainment, how much time they are spending on the consumption of entertainment in a given day. It's also highlighting what are the key factors to choose a particular type of entertainment and whether the consumption of entertainment is affecting students studies or not.

RECOMMENDATIONS

- The OTT and Music platforms should recommend its users with new and featured content which was received through getting the right to stream protected content, by display of attractive banners.
- Better and effective subscription plans are to be introduced to cope up with the need for a majority of users who are occasionally consuming OTT and Music platforms.
- Advertising should be made by the OTT and Music platforms whose presence should have as minimal an impact on the viewing experience as possible and they should be targeted to the interests of the user seeing them.

LIMITATIONS OF THE STUDY

This study has the following limitations that should be acknowledged :

- Firstly, the study used a self-administered survey questionnaire, which is subject to response bias.

➤ Secondly, the sample size of 54 may not be representative of the entire population of college students in India.

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