



## Understanding the Dynamics of Market Demand and Consumer Preferences in Entertainment Platform -Comprehensive Study

Dr. Muthulekshmi S<sup>1</sup>, Nilay Singh I<sup>2</sup>, Santhosh MM<sup>3</sup>, Sanjay G<sup>4</sup>, Sanjay Y<sup>5</sup>, Mithun S<sup>6</sup>, Samuel C<sup>7</sup>

<sup>1</sup>Assistant Professor Department of Commerce, Kumaraguru College of liberal Arts and Science Coimbatore

<sup>2,3,4,5,6,7</sup> II B. Com Professional Accounting Kumaraguru College of Liberal Arts and science

**Corresponding Author: Dr. Muthulekshmi S**

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### Abstract:

This study aims to uncover why people choose their entertainment, such as movies, shows, music, games, and more. In today's rapidly changing world driven by technology and societal shifts, understanding these choices is crucial for businesses and policymakers. We conducted extensive research, examining factors like age, interests, and emerging technologies. Our approach combined insights from various fields, including economics, psychology, and societal trends, to gain a comprehensive understanding. We didn't focus on just one type of entertainment; we explored a wide range, including movies, TV, music, and online streaming, each with its unique considerations. Ultimately, our study helps unravel the reasons behind people's entertainment preferences. Its relevance extends beyond academia, offering valuable insights for businesses and policymakers. In today's culture-centric world, understanding these choices holds significant importance.

**Keywords:** #IndianEntertainment #MoviePreferences #KoreanDrama #BTS #Bollywood #Kollywood #Anime #CollegeStudents #CulturalHeritage #ContentConsumption #GenrePreferences #InternationalMedia #OTTPlatforms #ChangingTrends #COVID19Impact #IndianCinema #EntertainmentShift #QualityContent #ForeignContent

### Introduction:

In recent months, a remarkable trend has emerged in the world of cinema, as major blockbuster movies like Pathaan (Hindi), RRR (Telugu), PS 2 (Tamil), and many others have shattered records not only in India but also across the globe. This phenomenon raises intriguing questions about the evolving preferences of the Indian audience. Is it possible that the Indian market, which once seemed inclined towards Westernized cinema in the early 2000s, is now progressively gravitating towards Easternization?

The landscape of Indian cinema is undoubtedly witnessing a transformative shift. While globalization had its influence on Bollywood and other regional film industries in the past, the recent resurgence of indigenous narratives, cultural motifs, and storytelling styles suggests a resurgence of Eastern influence. This research endeavors to delve deep into this intriguing transition, seeking to analyze the factors and dynamics fueling the renewed appreciation for homegrown entertainment.

As Indian cinema finds itself at this crossroads between Westernization and Easternization, it becomes crucial to comprehend the driving forces behind this shift, as it holds the potential to reshape the global cinematic landscape.

### Objectives:

- To find the composition of the market preference towards Indian entertainment.
- To know the reason behind the composition
- To understand the position of Indian entertainment in the Indian market and its reasons

### Review Of Literature:

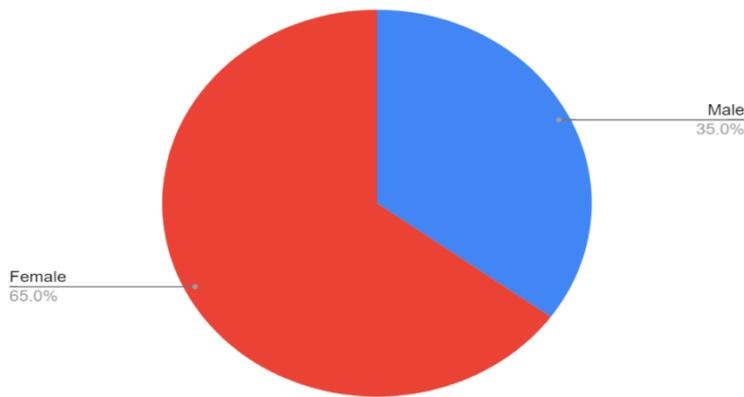
**Shephali Bhatt and et.al (2020)**, says that the evolving entertainment landscape in India, shaped by the impact of COVID-19, emerges as a multifaceted narrative when drawing from various articles. A significant trend to note is the surge in interest, primarily among Gen-Z and millennials, in Korean culture, particularly K-pop and K-drama. This newfound fascination has been fueled by the increased time spent on mobile devices during the pandemic. Notably, the article highlights a remarkable 350-400% spike in searches related to Korean entertainment post-COVID, often attributed to the "BTS Effect." This surge underscores the profound influence of Korean pop culture on Indian audiences. However, it is equally noteworthy that there remains untapped potential in the Indian market for Korean content, suggesting exciting prospects for future growth and collaboration.

**Simran Srivastav and et.at (2023)**, says that the world of anime has witnessed an extraordinary surge

in popularity, effectively debunking the longstanding misconception that it is exclusively for children. A confluence of factors has contributed to this phenomenon, including the availability of anime on streaming platforms, enthusiastic word-of-mouth recommendations, and the burgeoning cultural events celebrating this unique form of entertainment. The flourishing anime merchandise industry serves as a tangible indicator of the surging fanbase. Furthermore, the influence of Japanese pop culture in shaping this trend cannot be overstated, with its distinctive storytelling and visual style captivating Indian audiences and propelling anime into the realm of cultural phenomenon.

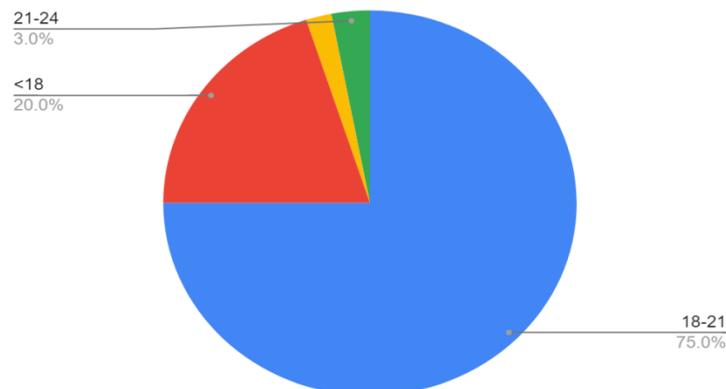
**Shivam Saraswat and et.al (2023)**, say that, In the broader context of India's entertainment industry, the unmistakable influence of Hollywood is evident. It has left an indelible mark on Indian cinema through the adoption of filmmaking styles, cutting-edge technology, and the exploration of a diverse array of film genres. This cross-cultural connection underscores the unifying power of cinema, transcending geographical boundaries. Platforms like Root have entered the scene to further bridge this cultural gap, offering movie collectibles and unique fan experiences. Additionally, the rapid growth of OTT platforms in India has disrupted the traditional theater-based entertainment industry, ushering in a new era in how entertainment is

**Gender proportion of the respondents.**



Source: Primary Data

**Range of age of respondents.**



Source: Primary Data

perceived and consumed. These insights, gathered from a spectrum of articles, collectively paint a vivid and dynamic picture of India's evolving entertainment landscape, characterized by diversity, innovation, and cross-cultural resonance.

**Methodology:**

The focus in this research is collecting primary data from the people of age group varying around 18-24 years. And since the research has taken place in Coimbatore, Tamil Nadu, despite collecting answers from people from different background, the answers so collected can be skewed/biased towards Indian choices, but however the difference in such won't be as huge as 25 percent, it will be varying by 5-10 percent.

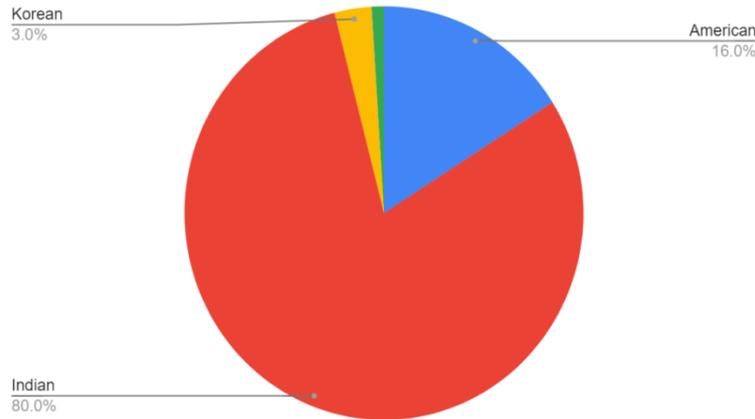
Secondary data includes various research articles dealing with the shifts and reason for shift of the people and why is it increasing a lot lately. Also explaining when did this all started and why are people preferring such form of entertainment over Indian entertainment.

For the purpose of the research study random sampling method is opted with a sample size of 100 respondents. Data collection has been carried out using a structured questionnaire.

**Data Analysis And Interpretation:**

Here are following data which was collected from a questionnaire answered by 100 people and the results are as follows:

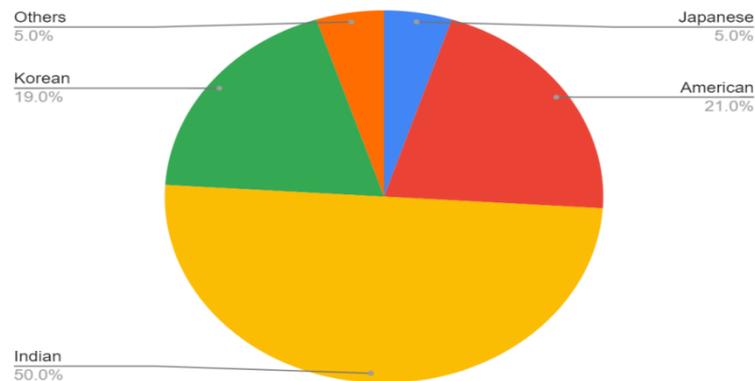
**Most preferred movie choice of the respondents.**



Source: Primary Data

Indian movies, including those from Bollywood, Kollywood, and Tollywood, are the clear favourites among the respondents. This could be attributed to cultural affinity and the availability of a wide range of content in these languages. Hollywood movies, although popular, have a smaller following in this sample. This might suggest **Most preferred series choice of the respondents.**

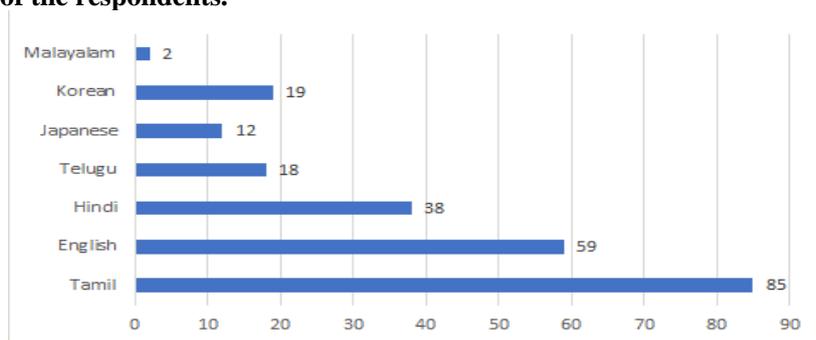
that while they are well-received, they face competition from Indian cinema. Korean movies and dramas, while still a niche choice, have some enthusiasts in this group, which reflects the growing global popularity of Korean entertainment. Japanese movies and dramas, as well as other foreign options, don't appear to be the top choices for this sample.



Source: Primary Data

It's clear that among the provided options, Indian shows/series have the highest preference, followed by American and Korean shows/series. This information could be used to delve deeper into the reasons behind these preferences in your **Music preferences of the respondents.**

economic project, possibly by including open-ended questions or follow-up surveys to understand what factors influence these preferences among different demographic groups.

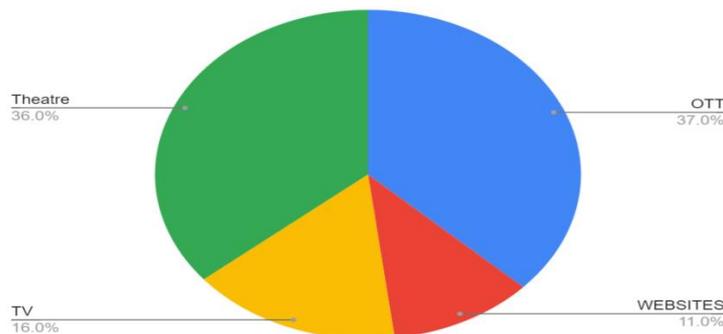


Source: Primary Data

There is a strong preference for both Indian (Tamil and Hindi) and foreign (English, Japanese, Korean) music among the respondents. The popularity of regional music, such as Tamil and Hindi, suggests a deep connection to Indian culture and entertainment. However, English music also

holds a significant place in the preferences of the respondents, highlighting the global influence of English-language entertainment. The relatively lower preferences for Telugu, Japanese, and Korean music may suggest niche interests among certain respondents.

**Platform preference of the respondents**

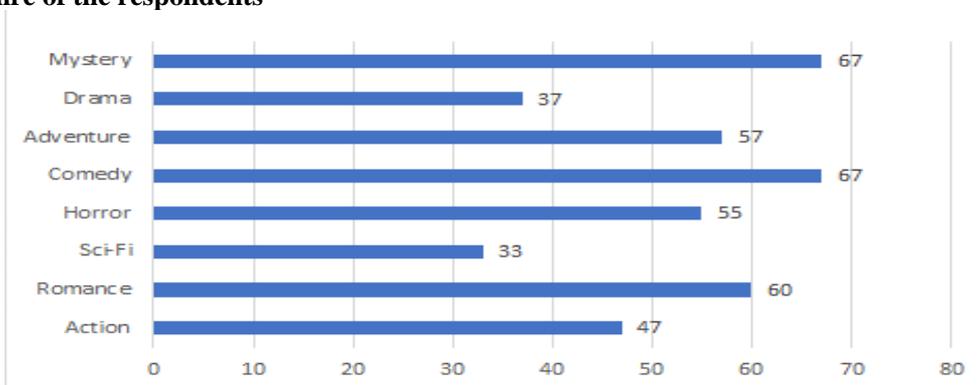


Source: Primary Data

The above data reveal a competitive landscape between TV and OTT platforms as the preferred entertainment sources among the

respondents, while websites and theatre have their own smaller but distinct user bases.

**Preferred genre of the respondents**



Source: Primary Data

The data suggests that in the Indian entertainment industry, genres like Comedy, Romance, Mystery, Horror, and Adventure tend to have broad appeal, while genres like Sci-fi, Action, and Drama have a more selective audience. Understanding these genre preferences can be valuable for content creators and distributors when making decisions about what types of entertainment to produce or promote in the Indian market.

local content is gaining popularity among this demographic and Kdrama is catching their attention.

**Findings:**

- In summary, the data reflects a strong inclination toward Indian entertainment, especially among the younger, predominantly female audience. However, American content has a notable presence, and Korean content is gaining traction, particularly in TV shows. The preference for lighter genres like comedy and romance is evident, along with a varied taste in music.
- In summary, college students clearly favour Indian movies and series, showcasing a strong connection to their cultural heritage. While Hollywood remains popular, it's evident that

- In terms of music, Tamil music is the top choice, followed by English. This diversity in musical preferences reflects the multicultural nature of the college community, with students also enjoying Hindi, Telugu, and Korean music.
- When it comes to content consumption, students are split between online streaming platforms and traditional theatres, showing a preference for both digital and in-person experiences. TV and websites also find their place in their entertainment choices.
- Regarding genres, most students gravitate towards Romance, Comedy, and Mystery, indicating a preference for lighter and emotionally engaging content. However, Action, Horror, Adventure, and Sci-fi genres also have significant followings, demonstrating a well-rounded interest in various types of entertainment.

- We can also say that in the past 2 decades there has been a rapid increase in the consumption of international media such as K-Pop/K-Drama and Anime. The main reason behind such can be heavily due to the COVID break down and the lack of presence of the Indian film industry on the OTT platforms and the sudden break on the theatres.
- This made it so that for entertainment people only preferred which ever was available on OTT, which was mainly comprised of American, Korean, and Japanese entertainment content as this was more widely available and was gaining constant recognition.

#### Suggestions:

Despite all the above data, we can't say that:

- India has lost the market completely but looking at the rise of international content in India at an alarming rate, it is safe to say that if major changes in quality of productions by addressing people's preferences are not made in the right time, it wouldn't be late than most Indians will consume foreign content.
- This similar scenario has been seen in China where the Chinese people due to lack of quality content have reduced the consumption of Chinese media and prefer foreign entertainment.
- If steps are not taken in the right time, it won't be long that even India might meet the same fate.

#### Conclusion:

In essence, today's college students have a diverse range of preferences across movies, series, music, platforms, and genres, contributing to a dynamic cultural and media landscape that embraces both local and international content.

But the diversification in the market has been significantly increased a lot over the past few years and this is concerning considering the fact that in Indian cinema is having a bad reputation in the past few years. This in itself can be a core reasons for a rapid shift. One of the main reasons for this shift is COVID-19. That was a dark time to Indian Cinema and that's when we 'lost' most of the audience'.

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