

Impact of Subscription based Entertainment on Students Productivity

Author 1

Anjali Sivakumar

IIIrd Bcom (CS)

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

anjali08sivakumar@gmail.com

Author 2

Harish S

IIIrd Bcom (CS)

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

harishh1405@gmail.com

Author 3

Monish R

IIIrd Bcom (CS)

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

monishr376@gmail.com

Author 4

Naveen Arya R G

IIIrd Bcom (CS)

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

naveenaryarg2004@gmail.com

Author 5

Reshma S

IIIrd Bcom (CS)

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

reshmashanmugasundaram15@gmail.com

Author 6**Rohith R**IIIrd Bcom (CS)

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

rohithramesh442@gmail.com**Author 7****Sruthika S**IIIrd Bcom (CS)

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

sruthika249@gmail.com**Author 8****Dr. S Tamilmani**

Assistant Professor

Department of Corporate Secretaryship

PSG College of Arts and Science

Coimbatore- 14

tamilmani@psgcas.ac.in**ABSTRACT**

Subscription-based entertainment platforms have revolutionized leisure time, offering a vast library of content at the click of a button. However, this accessibility raises concerns about its impact on students' productivity. This abstract explores the potential effects of subscription-based entertainment on student productivity, examining both positive and negative aspects. While access to entertainment can offer stress relief and provide educational content, excessive consumption can lead to procrastination, distraction, and sleep deprivation. The abstract will delve into the nuances of this relationship, considering factors such as individual usage patterns, content choice, and time management skills. Ultimately, it aims to shed light on the complex interplay between subscription-based entertainment and student productivity, highlighting the need for mindful consumption and effective time management strategies.

KEYWORDS

Subscription, Entertainment, Over the Top (OTT), Productivity, Social media, Streaming.

INTRODUCTION

In recent years, subscription-based entertainment platforms have transformed the way individuals consume media. With the rise of Over-The-Top (OTT) services such as Netflix, Amazon Prime Video, Disney+ Hotstar, and other entertainment platforms like Spotify, Apple music, Youtube, etc to which students now have unprecedented access to a wide array of on-demand content. While these platforms offer convenience and diverse entertainment options, they also raise concerns regarding their influence on students' daily routines, academic performance, and overall productivity. This study aims to explore the impact of subscription-based entertainment consumption on students, analyzing both its potential benefits—such as stress relief and

exposure to global content and its drawbacks, including time mismanagement and academic distractions. The findings seek to provide insights into how these platforms shape student behavior and productivity in an increasingly digital era.

STATEMENT OF PROBLEM

1. The increasing consumption of subscription-based OTT platforms among students has raised concerns regarding its impact on academic performance and productivity.
2. Prolonged screen time, binge-watching, and the convenience of on-demand streaming often lead to distractions, poor time management, and sleep deprivation.
3. This study aims to identify the extent to which these platforms affect students' focus, study habits, and overall efficiency. Understanding these challenges will help in formulating strategies to promote a balanced approach to entertainment and academics.

OBJECTIVES

1. To analyze the relationship between subscription-based entertainment consumption and student productivity
2. To assess the effects of entertainment subscriptions on students' focus and time allocation
3. To evaluate students' self-regulation strategies in managing entertainment subscriptions alongside academic responsibilities

METHODOLOGY

1. Area of the study: The study mainly concentrates on
2. Sampling Size: The sample size of this study is 111
3. Statistical Tools Applied: The following statistical tool has been used to analyse the primary data collected-
 - Simple percentage
 - ANOVA
 - Chi Square

FINDINGS AND SUGGESTIONS

Table 1.1

AGE

AGE	Frequency	Percent
BELOW 18	9	8.1
18-22	82	73.9
23-25	12	10.8
ABOVE 25	8	7.2
Total	111	100.0

Interpretation:

The majority of individuals (73.9%) are between the ages of **18 and 22**, indicating that this age group dominates the sample.

Table 1.2**Gender**

GENDER	Frequency	Percent
MALE	56	50.5
FEMALE	55	49.5
Total	111	100.0

Interpretation:

The total sample size is **111 individuals (100%)**, indicating a balanced gender distribution, with only a **1% difference** between males and females.

Table 1.3**Class**

CLASS	Frequency	Percent
1st UG	15	13.5
2nd UG	6	5.4
3rd UG	62	55.9
1st PG	10	9.0
2nd PG	18	16.2
Total	111	100.0

Interpretation:

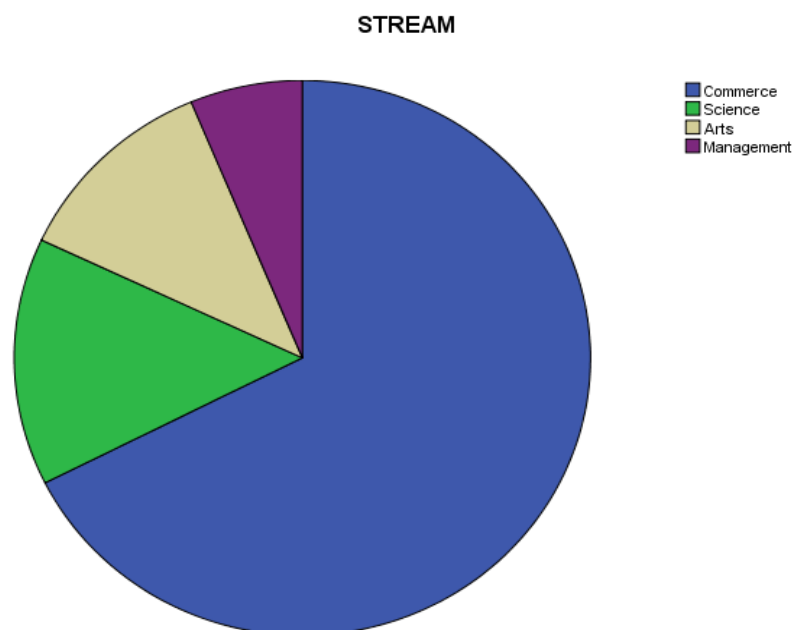
The majority of the sample consists of **undergraduate students (74.8%)**, with a strong concentration in the **3rd year**.

Table 1.4

Stream

STREAM	Frequency	Percent
Commerce	75	67.6
Science	16	14.4
Arts	13	11.7
Management	7	6.3
Total	111	100.0

Pie Chart:



Interpretation:

Commerce students make up the majority (67.6%), indicating that most individuals belong to this field.

Table 1.4

MONTHLY INCOME

MONTHLY INCOME	Frequency	Percent
BELOW 25000	29	26.1
RS 25000 TO 45000	23	20.7
RS 45000 TO 65000	16	14.4
RS 65000 TO 80000	14	12.6
ABOVE 80000	29	26.1
Total	111	100.0

Interpretation:

The largest income groups (26.1% each) are those earning below ₹25,000 and above ₹80,000, showing a contrast between lower and higher income levels.

Table 1.5

TYPE OF FAMILY

TYPE OF FAMILY	Frequency	Percent
JOINT	37	33.3
NUCLEAR	74	66.7
Total	111	100.0

Interpretation:

66.7% of individuals belong to nuclear families, indicating that a majority of the group comes from smaller, independent family units.

Table 1.6

Cross tabulation

TYPE OF FAMILY and effective							
Count							
		QUESTION 4					Total
		Highly effective	Slightly effective	Effectiv e	Slightly ineffective	Highly ineffective	
TYPE OF FAMILY	JOINT	7	11	13	4	2	37
	NUCLEA R	9	29	24	9	3	74
Total		16	40	37	13	5	111

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.586 ^a	4	.811
Likelihood Ratio	1.572	4	.814
Linear-by-Linear Association	.017	1	.896
N of Valid Cases	111		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.67.

Interpretation:

A majority (83.7%) believe that it slightly effective, meaning the factor is generally working but could be improved.

SUGGESTIONS

- Use digital tools like planners or screen-time trackers to monitor entertainment usage.
- Set specific time limits for watching content, preferably after academic tasks are completed.
- Participate in awareness programs that emphasize balancing academics and entertainment.
- Maintain open communication with peers and family to encourage responsible media habits.
- Choose quality content that offers educational or motivational value.
- Follow a consistent daily routine that includes time for study, entertainment, rest, and physical activity.

CONCLUSION

The growing popularity of subscription-based entertainment platforms has significantly influenced the lifestyle and habits of students. While these platforms offer various benefits such as relaxation, exposure to diverse content, and temporary stress relief, excessive and unregulated usage can negatively affect academic performance, time management, and overall productivity. This study highlights the need for a balanced approach to content consumption, encouraging students to make conscious choices and develop responsible viewing habits. By understanding the impact of these platforms, students, educators, and parents can work together to promote healthier usage patterns that support both educational goals and personal well-being.

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