



Students Attitude towards Watching Movies During Lockdown Period

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ABSTRACT

The purpose of this study is to know the Students Attitude Towards Watching Movies During Lock Down Period. During the lockdown period caused by the COVID-19 pandemic, many students turned to watching movies as a form of entertainment and escapism. This was especially true for those who were studying from home or had limited social interaction due to restrictions on gatherings. Overall, students had a positive attitude towards watching movies during this time, with many finding it to be a source of relaxation and a way to pass the time.

INTRODUCTION:

A viral outbreak is believed to have begun in Wuhan city of central Hubei Province of china in December 2019. It was established by WHO and the Chinese authorities that the etiological agent for the virus outbreak was the new virus named corona virus. The infection spread worldwide over a few weeks at a rapid phase. In order to contain the infection, a state of lockdown was imposed on many parts of the world. It is an anticipated fact that this new pandemic COVID-19 which has caused such destructive effects globally will result in confusion, anxiety and fear among the general public. This new normal in the present create anguish among the individuals. The anxiety and confusion in society are affecting individual to varying extent globally.

STATEMENT OF THE PROBLEM:

The scope of research is to find out the attitude of students towards watching movies during lock down. This study is highly significant and useful to know the attitude of students during lockdown.

OBJECTIVES OF THE STUDY:

- To study the attitude of students towards watching movies during lockdown in special reference to Sri Krishna Aditiya College of Arts And Science, Coimbatore.
- To know the importance of OTT platforms during lockdown.

REVIEW OF LITERATURE:

1. **Tina Kubrak (2020)**, The task was to identify changes in the attitudes of young people, as the most active viewers, towards topical social issues after watching a specifically selected film. Using a psychosomatic technique that included 25 scales designed to identify attitudes towards elderly people, respondents evaluated their various characteristics before and after watching the film. Using a number of characteristics related to the motivational, emotional and cognitive spheres, significant changes were revealed. At the same time, significant differences were found in assessments of the elderly between undergraduate students and postgraduate students.
2. **Shubham Agarwal (2017)**, a 25-year-old freelance musician, much like pooja he doesn't care about watching TV shows either. He is not a regular subscriber to Netflix and Amazon prime, but he is fond of stand-up comedy so he watches popular comedy shows like stranger things, Mindhunter. He buys subscription of Netflix and Amazon prime whenever a new season of the series mentioned above is available.

RESEARCH METHODOLOGY:

NATURE OF STUDY:

The study is descriptive in nature.

NATURE OF THE DATA:

The study is based on primary data.

SOURCES OF DATA:

Primary data are collected from the respondents with the help of a well - structured questionnaire. This research was aimed at analyzing the customer preference and satisfaction towards "THE HINDU NEWSPAPER".

DATA COLLECTION:**PRIMARY DATA:**

Primary data is information that you collect specifically for the purpose of your research project by way of preparing a questionnaire. Data observed or collected from first-hand experience.

SECONDARY DATA:

Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science for other research purpose.

TOOLS USED FOR ANALYSIS:

The collected data will be analyzed and interpreted properly to find the result of the research work. Further to know the association between two variables in deciding the particular issues statistical tools is used.

1. Simple Percentage Analysis Method.
2. Ranking Method.

INTERPRETATION:

This study reveals that majority (57.7%) of the respondents are Female, majority (73%) of the respondents are in age group between 18-24 years, majority (27.9%) of the respondents are below Rs.10000, majority (84.7%) of the respondents are prefer the Hindu newspaper, majority (45%) of the respondents spends less than 10mins, majority (48.6%) of the respondents spends money on free online services, majority (55%) of the respondents prefer English language, majority (46.8%) of the respondents read the newspaper once in a week, majority (45%) of the respondent refer Newspaper for gathering the information, majority (51.4%) of the respondents are belongs to showing their sufficient time, majority (51%) of the respondents are belongs to preference for Youthful World of Supplementary copy of The Hindu Newspaper.

FINDINGS:

- 36.2% of the respondents are the age group of above 20.
- 73.8% of the respondents are students.
- 57.7% of the respondents are female.
- 44.6% of the respondents prefer Tamil language to watch movies.
- 27.7% of the respondents likes to watch Romance movie.
- 62.3% of the respondents watch Horror movies.
- 40% of the respondents watch movie in Netflix from the OTT platform.
- 37.7% of the respondents choose OTT platform for better quality.
- 39.2% of the respondents will suggest to watch movies in Netflix to others.
- 47.7% of the respondents are agreed that decrease in theatre audience due to OTT platform.
- 56.2% of the respondents prefers OTT platforms even after lockdown.
- 45.4% of the respondents are using Subtitles to watch movies
- 60.8% of the respondents were watching more movies during Pandemic situation.
- 36.9% of the respondents prefers to watch movies in Night time.
- 28.5% of the respondents are agreed that they were relaxed by watching movie during lockdown.

- 47.7% of the respondents prefers to watch movies Weekly.
- 40.8% of the respondents are Neutrally agrees that pandemic situation affected film industry.
- 70% of the respondents are suggest the movies to others after watching it.
- 63.1% of the respondents were discuss about the movie with others. 66
- 41.5% of the respondents prefers to watch movies.
- 56.9% of the respondents did not find any language barriers in watching movies.
- 84.6% of the respondents feels that the subtitles are helpful to watch movies.
- 38.5% of the respondents rated 5 on OTT platforms.

SUGGESTIONS:

- As most of the movies released during this pandemic was in OTT platform, it has affected the livelihood of a large number of theatre owners and workers. Therefore, they should come together and work in a way which helps them both to survive the pandemic.
- Most people use Telegram as an OTT platform, this is a pirated platform which does not develop any revenue for the films released. Therefore, they should take some measures to avoid such platforms.
- As this pandemic has caused a large lockdown, it has left a lot of free time for students. This can be utilized by the film industry to attract more students to movies.
- It is seen in the study that mostly male students are the once that are more into film industry, necessary steps should be taken to attract more females into the industry.
- This pandemic has affected the lives of many people working in the film industry, in order to help them some measures should be taken to ensure their survival.

CONCLUSION:

It is seen that there is an increase in the use of OTT platform during the pandemic lockdown. Most of the respondents are mostly attracted to Malayalam movies more than international movies. It is seen that the number of people interested in movies have increased during this lockdown period, due to the amount off free time. The objective set in the beginning of the project has been achieved in this study. People are more attracted to the least expensive platforms even though the number of movies released under it is less. The respondents feel that the importance of cinema theatres have gone down and will reduce to a large extent due to the presence of OTT platform.

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