



Impact Of Digital Media Marketing On Consumer Buying Intention Of Ott Platforms In India

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ABSTRACT

In the perspective of India, the goal of this study is to analyse the link between digital media marketing (DMM) and the buying pattern of customers of OTT media. A study of 417 Indian consumers found that DMM did not have an immediate impact on their desire to acquire an OTT platform. In addition, engagement from customers has a significant indirect effect, lending credence to the expectation that DMM would have an effect on the brand image of OTT platforms in India. According to the information provided in the article, DMM has led to a significant change in the way that customers make use of OTT platforms. This study endeavour gives a start point for context-based research project modification in view of the new conditions. This is accomplished by evaluating the behaviour of consumers with regard to their intake of media in reference of the shift that was caused by DMM technology.

Keywords: Digital Media Marketing (DMM), Consumer buying intention, OTT, brand image, India.

INTRODUCTION

As a consequence of the shift to digital media, many people's viewing patterns have shifted. As internet connectivity, networks, technology, and smart devices improve, new OTT media outlets have emerged to serve viewers directly online. India is expected to be the largest OTT market in the world by 2023, with a market valuation of INR 139 billion (after US). Marketing using digital media is known as Digital Media Marketing (DMM) (Chaffey and Ellis-Chadwick, 2019). Advances in technology and communication have moved real-world links to the virtual periphery. marketers benefit from a growth in Internet interactions with people throughout the globe and across borders (Ruparel et al, 2020). Owning content is a thing of the past for today's consumers. One of its primary functions is to allow for two-way communication, customised service, and online sales. There is a surge in OTT spending due to an increase in internet usage, an increase in smartphone subscribers, a significant number of young people, various content, enticing OTT platform options, and greater disposable money. Accordingly, OTT platform buying intent and customer involvement were examined in India in this research. Marketers and DMM experts will benefit from the study's results as they devise new strategies for marketing and social media in today's growing economy.

Research by Kang and Park (2018) found that the structure of digital marketing influences consumer behaviours, including attitudes towards brands, corporate trust and buying intentions.. Based on his findings, he believes that the future of e-media will have an important impact on brand loyalty, longevity, and financial success in the long run. To paraphrase Zhao and Chen, it has an effect on how consumers see a product's perceived value and usefulness (2021). Confidence in the buying channel has been linked to perceived benefits, according to some academics. Digital marketing methods, according to the majority of academics, affect client buy intent. According to these experts, the difference between "digital marketing" and "marketing" will soon go away.

In the words of Syrdal and Briggs (2018), "customer engagement" is a psychological state of mind rather than an interactive behaviour like content sharing. Despite the fact that most studies focus on for-profit businesses, some also look at charitable organisations. Many research have shown a link between DMM and consumer participation. There have been a number of studies that have looked at how non-governmental organisations (NGOs) utilise online platforms like Twitter and Instagram, as well as the results that have been obtained and the influence that this has had on the level of user involvement. They found that people's reactions to social media activity differed depending on the platform. Involvement in the DMM by an approved person, compassion, and brand collaborations are all part of the DMM experience. Interactive material has a positive effect on internet use.

Gupta and Singharia (2021) discovered that OTT platform providers might profit from this perceived shift by engaging with customers. According to Rohm et al. (2013), customers use social media to interact with companies for five reasons: fun, interaction, aid to consumer information and programmes, material expertise, and brand promotions. Customers use social media to connect with businesses. According to Camilleri and Falzon (2020), there is a connection between customer acceptance of new technology, their own personal experiences, and their intention to make an OTT buying.

On the lines of the above literature review, the following objectives can be deduced

1. To study the influence of DMM on the consumer buying intentions of OTT platforms in India
2. To understand the impact of DMM on creating brand image of OTT platforms in India
3. To recommend solutions to further enhance the consumer buying intentions of OTT platforms in India

The hypothesis for this study are as follows

H1 : Product awareness has a substantial influence on OTT platform customer purchasing intentions in India.

H2 : Convenience has a substantial influence on OTT platform customer purchasing intentions in India.

H3 : Information security and personal privacy has a substantial influence on OTT platform customer purchasing intentions in India.

H4 : Feedback and customer compliance has a substantial influence on OTT platform customer purchasing intentions in India.

H5 : Customer brand relationship has a substantial influence on OTT platform customer purchasing intentions in India.

METHOD

In this study, a descriptive research methodology was used. Data from original sources as well as secondary sources were gathered in order to achieve the goals that had been established in advance. The secondary data comes from a wide range of published sources, such as books, journals, periodicals, and the Internet, amongst others. In order to collect primary data, it was requested of the client that they complete out a survey. A comprehensive questionnaire that was well organised was used to investigate all aspects of the investigation. To guarantee that the material was genuine, a panel comprised of 2 professionals from the industry and 2 academics from marketing reviewed the clarity of item meaning, as well as its ties to the aims of the paper. In order to validate the reliability of the questionnaire, a pilot test consisting of fifty participants (representing about ten percent of the total sample size) was carried out. The trust factor of the survey questionnaire was determined by using Cronbach's alpha, which came in at 0.893. Following the completion of the steps necessary to validate and verify the survey, a comprehensive poll was carried out.

Non-probability sampling was used to acquire the information (convenient and snowball sampling). These findings were derived mostly via the use of online survey questions produced in Google Forms and submitted by Indian customers over the period of three months (January–March 2022). 500 people who were active on social networking sites like Facebook, LinkedIn, and ResearchGate were sent a questionnaire. Friends or family members who had previously taken part in the poll were asked to forward the questionnaire. The criteria for e-media branding, market ratio, customer interaction, and customer buying intent were established via a review of past literature. The survey questionnaire consisted of two parts. There was a demographics portion near the beginning of the show. Consumer involvement, brand image, and buying intent were all addressed in the survey's second section, which focused on digital media marketing (wherein 1 resonates strongly disagree and 5 resonates strongly agree). More than 400 answers were included in the study, with just 33 being determined to be untrustworthy or lacking in sincerity. A total of 450 responses were gathered by the researchers. After obtaining the data, SPSS 30 was used to tabulate, organise, and analyse it.

RESULT AND DISCUSSION

Table 1. Demographic profile of sample population (N = 417)

Demographics	Variables	F	Percentage
Age	< 20 year	76	18.46
	21–25 year	164	39.08
	26–30 year	131	31.66

	31–35 year	28	6.46
Gender	> 35 year	18	4.33
	Male	245	58.98
	Female	172	41.02
Educational qualification	Metrics	124	29.73
	Graduate	178	42.69
	Post graduate	88	21.10
	Others	27	6.47

Table 2. Descriptive statistics analysis

Variables	Mean	SD
Product awareness ($\alpha=0.695$, $CR=0.832$, $AVE=0.623$)	4.02	0.755
Quality and up-to-date content on OTT platforms is provided via digital marketing.	4.05	0.985
Consumers may rapidly get product information and buy things.	3.98	0.904
Digital marketing media offers several options to learn about the most recent product developments.	4.03	0.858
Convenience ($\alpha=0.830$, $CR=0.879$, $AVE=0.597$)	3.94	0.673
I have consistent 24-hour access to available on the Web, regardless of the week or time of day.	3.64	0.959
Digital marketing is an efficient method of product marketing and an excellent source of customer education.	3.84	0.844
Digital marketing networks provide rapid and easy service.	4.10	0.872
Platforms for digital marketing aid in the co-creation of product demand.	3.91	0.889
Consumers may now explore multiple OTT platforms thanks to digital marketing methods.	4.19	0.801
Information security and personal privacy ($\alpha=0.756$, $CR=0.847$, $AVE=0.587$)	3.80	0.669
Compliance with data security and privacy sharing is simple with digital marketing.	3.78	0.898
Privacy is ensured by the digital marketing platform.	3.72	0.875

Digital marketing enables customization and safe information delivery to clients.	3.75	0.860
Consumers may compare items thanks to digital marketing.	3.95	0.894
Feedback and customer compliance ($\alpha=0.789$, $CR=0.856$, $AVE=0.547$)	4.09	0.646
Digital marketing platforms can communicate with your consumers in their native language.	3.84	0.907
Digital marketing channels are quite useful for gathering product feedback and opinions.	4.23	0.796
Digital marketing makes it easier to generate quality leads.	4.21	0.814
Digital marketing activities enable message innovation and the provision of fresh perspectives to customers.	4.23	0.813
Product questions may be quickly resolved thanks to digital marketing.	3.92	1.084
Customer brand relationship ($\alpha =0.732$, $CR=0.849$, $AVE=0.652$)	3.88	0.643
While researching the OTT platform, digital marketing assists me in finding the perfect product.	3.88	0.799
Digital marketing channels have greatly aided in the development and management of improved customer-brand interactions.	3.92	0.770
While researching the OTT platform, digital marketing assists me in finding the perfect product.	3.84	0.821

Table 2 summarises the descriptive data (mean and SD) of major DMM elements impacting user subscription to OTT platforms. According to the data supplied, the "Feedback and customer compliance" component earned a highest mean of 4.09 and SD = 0.64. The alpha was 0.78, the composite reliability (CR) was 0.85, and the average variance explained (AVE) was 0.54. Customers ranked Product Awareness as the second most significant DMM element, with a mean score of 4.02 and a standard deviation of 0.76. The alpha was determined to be 0.69, the CR to be 0.83, and the AVE to be 0.62. Other parameter include convenience, which has a mean of 3.94 and a standard deviation of 0.67, information security and personal privacy, which has a mean of 3.80 and a standard deviation of 0.669, and customer brand relationship, which has a mean of 3.88 and a standard deviation of 0.643.

Customers enjoy DMM's capacity to offer feedback and customer compliance more than its potential to boost goods recognition, according to survey data. Personal privacy and targeted communication are also crucial parts of DMM success. Brand image advertising may be used to interact with prospective consumers in a fast and adequate way. An average person focuses his mind on a visual in a split of time; the picture should create a profound effect on the thinking. As a result, viewing material gives customers with product understanding in a couple of seconds. To establish a robust

brand reputation for their OTT platform, enterprises must emphasise digital media marketing. This study's conclusions are equally compatible with the prior work of Dholakia and Bagozzi (2001).

CONCLUSION

The outcomes of this research indicate that the five separate DMM components each have a positive influence on the buying choices made by customers. When it comes to making purchasing choices about OTT services, the most important DMM considerations for consumers are personal privacy and connection to the client's brand. In addition, customer engagement acts as a connection between DMM and the consumer buying intent of the target audience. Therefore, in order to raise the proportion of consumers who intend to make a good buying, there has to be a higher emphasis put on locating complete means of boosting customer involvement.

With the use of DMM, marketers can now identify the thinking patterns, emotions, behaviours, and lifestyles of their target customers. The research showed that there has been a significant change in the way customers are seen and evaluated. It is anticipated that the OTT platform and all of its many applications would be used as a marketing tool for the purpose of serving the advertiser and the client in equal measure. An information security defect brings up societal concerns, despite the fact that this seems to be a marketing information potential. Future study on DMM should, in the interest of the public, conduct in-depth analyses of the risks and levels of trust associated with DMM, as well as the steps that can be taken to bolster consumer confidence and encourage buying intent.

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