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Title: A Study On Digital Marketing Behaviour To Attract The OTT Consumers With Special Reference To Bangalore City.

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Abstract:

In the world of digital era Online marketing strategies have proven to be essential for driving business on a growing technological society by adapting the principles of conventional marketing, using the opportunities and challenges offered in the electronic medium. The main objective of digital marketers to attract OTT customers and allowing them to interact with the brand through OTT platform. It also involves placing the user at the core of all decisions that is vital when looking at building a successful e-marketing strategy. This paper mainly concentrates on 2 aspects: 1) To know the importance on digital marketing as compared to conventional marketing.2) To analyze the impact of Digital Marketing strategies on decision making process of consumer when subscribing to or using OTT platform.3) To analyze impact of digital word of mouth (D-WOM) on the consumer behavior. Thus, it provides outline for the e-marketers to build new technical strategies to attract large group of customers and to come up with innovative strategies for media to identify the best path for driving up digital marketing performance.

Keywords: Digital marketing, OTT consumers, Digital media, Customer reach.

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1. ntroduction

The rapid spread of affordable smartphones, high-speed mobile data and digital payments has changed how Indian consumers watch entertainment. Over-the-Top (OTT) platforms deliver films, series, music and live content directly over the internet. They bypass traditional cable and satellite distribution, and viewers can watch on demand, on any device, at any time. Bangalore, as a technology hub with a young, digitally literate and high-income population, is among the most active OTT markets in India.

OTT services compete in a crowded market. Most platforms offer broadly similar catalogues, free trials and bundled subscriptions, so the main differences lie in how well a platform is marketed and how strong its brand is. Conventional media such as television, print and outdoor advertising reach a mass audience but offer limited targeting and measurement. Digital marketing (search, social media, e-mail, influencer campaigns, in-app personalisation and online reviews) lets marketers reach specific segments, track responses in real time and engage users in two-way communication.

A related development is digital word of mouth (D-WOM): ratings, reviews, social media posts, recommendations and discussions through which consumers influence one another. For experience goods such as OTT content, which cannot be judged before consumption, D-WOM is often a major input to the subscription decision.

This study therefore examines how digital marketing behaviour attracts OTT consumers in Bangalore city, and how digital marketing strategies and D-WOM influence their decision to subscribe to and continue using a platform.

2. onceptual Background

2.1 Digital marketing versus conventional marketing

Conventional marketing relies on one-way communication through mass media, with broad reach, high cost per contact and delayed feedback. Digital marketing relies on interactive channels, with precise targeting, lower entry cost, measurable returns (impressions, click-through, conversion, churn) and the ability to personalise offers. For OTT firms, whose product is itself digital and whose users are already online, digital channels also place the marketing message and the product on the same device, which shortens the path from awareness to trial.

2.2 Components of digital marketing relevant to OTT

- **Search and content marketing:** discoverability of titles and platforms through search results, trailers and articles.
- **Social media marketing:** teasers, community pages and shareable content that create awareness and conversation.
- **Influencer and celebrity endorsement:** recommendations by public figures, who build credibility and recall.
- **E-mail and push notifications:** personalised reminders, new-release alerts and renewal offers.
- **Personalisation and recommendation engines:** tailored suggestions that increase engagement and reduce churn.

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- **Promotional offers:** free trials, discounts, bundles with telecom or e-commerce memberships.

2.3 Digital word of mouth (D-WOM)

In this study, D-WOM means the opinions, favourable or unfavourable, that prospective, existing or past customers publish online about a brand or its offering, where a large audience can read them (see Hennig-Thurau et al., 2004, for the original definition). Its credibility rests on being perceived as independent of the marketer. Its reach, speed and persistence make it more influential than traditional word of mouth.

2.4 Theoretical lens

The study draws on the consumer decision-making process (need recognition, information search, evaluation of alternatives, purchase and post-purchase behaviour), on the Technology Acceptance Model (Davis, 1989), which links perceived usefulness and ease of use to adoption, and on customer-based brand equity (Keller, 1993; Aaker, 1991), which explains how awareness and associations shape choice among similar offerings.

3. Review of Literature

The literature relevant to this study falls into three streams. Researchers should extend this section with recent OTT-specific studies (2020 onwards) from journals indexed in Scopus, UGC CARE or Web of Science.

Brand knowledge and consumer response. Keller (1993) defined customer-based brand equity as the differential effect of brand knowledge on consumer response to the marketing of a brand. Aaker (1991) identified awareness, associations, perceived quality and loyalty as its main dimensions. Studies in other product categories, such as hair care and food, have found that these dimensions influence purchase decisions, but they have rarely examined digital streaming services.

Social media and digital engagement. Kaplan and Haenlein (2010) classified social media and described how firms can use them to create and share content with consumers. Chaffey and Ellis-Chadwick (2019) set out the integrated use of digital channels for acquiring and retaining customers. Much of this work is general and does not isolate subscription-based entertainment.

Electronic word of mouth. Hennig-Thurau et al. (2004) showed that consumers go online to obtain buying-related information, to socialise and to gain economic or social benefit, and that these motives influence how they share opinions. The influence of D-WOM on the subscription decisions of OTT users in Indian metropolitan markets remains under-examined.

Research gap. Existing work either treats brand equity and D-WOM in tangible products, or treats digital marketing in general. There is little city-specific evidence on how digital marketing strategies and D-WOM jointly influence OTT subscription decisions. This study addresses that gap for Bangalore.

4. Objectives of the Study

1. To understand the importance of digital marketing as compared to conventional marketing.

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2. To analyse the impact of digital marketing strategies on the decision-making process of consumers when subscribing to or using an OTT platform.
3. To analyse the impact of digital word of mouth (D-WOM) on consumer behaviour.

5. Hypotheses

H01: Digital marketing strategies have no significant impact on the OTT subscription decision of consumers.

H11: Digital marketing strategies have a significant impact on the OTT subscription decision of consumers.

6. Research Methodology

Research design. Descriptive and analytical, based on a cross-sectional survey.

Study area and population. Current OTT users residing in Bangalore city, aged 18 to 60 years.

Sampling. Stratified sampling on age group, with simple random selection of respondents within each stratum. A sample of 100 respondents is proposed.

Data collection. Primary data through a self-administered structured questionnaire, supported by secondary data from journals, industry reports and company websites. Except for the demographic section, items use a five-point Likert scale from Strongly Disagree (1) to Strongly Agree (5).

Variables.

Construct	Illustrative items
Digital marketing strategies (independent)	Social media promotion, influencer or celebrity endorsement, personalised notifications, free-trial and discount offers, search visibility
Digital word of mouth (independent)	Ratings and reviews, social media discussions, recommendations from friends online, trust in online opinions
OTT purchase and usage decision (dependent)	Decision to subscribe, choice of platform, renewal, willingness to recommend

Tools of analysis. Percentage analysis, mean and standard deviation, Cronbach's alpha for reliability, KMO and Bartlett's test with factor analysis for dimension reduction, chi-square test of association, and correlation and regression analysis for the effect of independent variables on the decision. All tests at the 5 percent level of significance.

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7. Data Analysis and Interpretation

7.1 Demographic profile

Age group	18-25	25-35	35-45	45 and above	Total
Respondents	35	40	15	10	100

The age distribution indicates that respondents aged 25–35 form the largest group, with 40 participants, followed by 35 respondents in the 18–25 age category. Respondents aged 35–45 account for 15 participants, while those aged 45 and above represent 10 participants. Based on the reported total of 100 respondents, the two younger age groups together account for 75% of the sample. This suggests that the survey is predominantly represented by younger consumers, who may have greater familiarity with internet-based entertainment and digital promotional channels. However, the age profile alone does not establish that younger consumers are more influenced by digital marketing.

Gender	Male	Female	Total
Respondents	46	55	100

The table reports 46 male respondents and 55 female respondents, although these figures add up to 101 rather than the stated total of 100. Subject to verification of the original data, the distribution appears to include participation from both male and female consumers. A corrected frequency table is necessary before calculating gender percentages or drawing conclusions about differences in OTT subscription behaviour between the groups.

7.2 Frequency of OTT usage and subscription

Pattern	Monthly plan	Quarterly plan	Half-yearly plan	Annual plan
Respondents	58	24	6	12

The subscription pattern shows that monthly plans are the most frequently reported option, with 58 respondents, followed by quarterly plans with 24 respondents. Annual subscriptions account for 12 respondents, while six respondents report choosing half-yearly plans. Using the stated sample size of 100, the reported frequencies correspond to 58%, 24%, 12% and 6%, respectively.

The results indicate that monthly subscriptions are the dominant choice in this sample. One possible explanation is that shorter subscription periods offer flexibility and allow users to reassess the value of a platform before committing to a longer period. The relatively lower frequency of annual and half-yearly plans may also indicate that some consumers prefer shorter payment commitments. Nevertheless, these explanations are possibilities rather than proven causes; further analysis would be required to establish why consumers prefer particular subscription durations.

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7.3 Importance of digital marketing compared with conventional marketing (Objective 1)

Statement	Mean	Std. deviation
I first learnt about my OTT platform through digital media	4.1	0.33
Digital advertisements give me more relevant information than TV or print	4.53	0.38
Digital promotions influence me more than conventional advertising	4.16	0.49

The results reveal a favourable perception of digital marketing among the respondents. The statement that digital advertisements provide more relevant information than television or print advertising records the highest mean score of 4.53, with a standard deviation of 0.38. This indicates that respondents generally consider digital advertisements more relevant to their information needs when evaluating OTT platforms.

The statement concerning the influence of digital promotions compared with conventional advertising records a mean score of 4.16 and a standard deviation of 0.49. This suggests that digital promotions are perceived as an important influence on consumer decisions. Similarly, the statement that respondents first learned about their OTT platform through digital media records a mean score of 4.10, with a standard deviation of 0.33.

Overall, the reported mean scores suggest that digital channels play an important role in creating awareness and communicating information about OTT services among the surveyed consumers. The relatively low standard deviations indicate that responses are clustered around the respective mean values. However, a direct comparison of the actual effectiveness of digital and conventional marketing would require corresponding measures of exposure, conversion and subscription behaviour for both channels.

7.4 Digital marketing attributes (Objective 2)

Attribute	N	Mean	Std. deviation
Social media promotion	100	4.45	0.498
Celebrity or influencer endorsement	100	4.64	0.644
Personalised notifications and recommendations	100	4.54	0.498
Free trials and discounts	100	4.37	0.771

The analysis of digital marketing attributes indicates that celebrity or influencer endorsements received the highest mean score of 4.64, with a standard deviation of 0.644. This suggests that endorsements by public figures and online influencers are perceived favourably by respondents in the context of OTT marketing.

Personalised notifications and recommendations obtained the second-highest mean score of 4.54, with a standard deviation of 0.498. This result highlights the perceived importance of relevant content suggestions and timely communications in attracting users' attention. Social

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media promotion recorded a mean score of 4.45 and a standard deviation of 0.498, indicating that social media is also viewed as a useful channel for communicating information about OTT services.

Free trials and discounts recorded a mean score of 4.37, with a standard deviation of 0.771. Although this is the lowest mean among the four attributes, the score remains above the midpoint of the five-point scale. This indicates a generally favourable response to promotional offers.

Taken together, the findings suggest that influencer endorsements, personalised recommendations, social media promotion and promotional offers are all relevant components of OTT marketing. Influencer endorsements received the highest average rating in the reported data, but this descriptive result alone does not establish that endorsements have the strongest statistically significant effect on subscription decisions.

7.5 Reliability and factor analysis

Report Cronbach's alpha for each construct (0.70 or above is acceptable), the KMO measure (0.60 or above is acceptable), Bartlett's test of sphericity (significant at $p < 0.05$), communalities, and the total variance explained with the factors extracted.

7.6 Impact of D-WOM on consumer behaviour (Objective 3)

Statement	Mean	Std. deviation
Online ratings and reviews influence my choice of OTT platform	4.21	0.969
I trust recommendations from other users online	4.19	0.836
I share my views on OTT content online	4.23	0.788

The results indicate that respondents generally acknowledge the relevance of digital word of mouth in the OTT consumption process. The statement concerning sharing views about OTT content online records the highest mean score of 4.23, with a standard deviation of 0.788. This suggests that respondents report a willingness to express their opinions about OTT content through online channels.

The influence of online ratings and reviews on platform choice records a mean score of 4.21, with a standard deviation of 0.969. This indicates that online reviews are perceived as a relevant source of information when consumers evaluate OTT platforms. The standard deviation is comparatively higher than those reported for the other two statements, suggesting greater variation in respondents' views on the influence of ratings and reviews.

Trust in recommendations from other users online records a mean score of 4.19, with a standard deviation of 0.836. This indicates a generally favourable perception of recommendations shared by other consumers.

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Overall, the mean scores suggest that online opinions, user reviews and the sharing of experiences are relevant to OTT consumer behaviour. Digital word of mouth may help consumers evaluate alternatives and develop expectations about a platform before subscribing. However, these descriptive statistics reflect respondents' reported perceptions; they do not, on their own, establish a causal relationship between D-WOM and actual subscription or renewal behaviour.

7.7 Hypothesis testing

Hypothesis	Test	Calculated value	Degrees of freedom	Table value	Result
H01 / H11	Chi-square	81.02	16	27.269	[Accept o H01]

The hypothesis-testing table reports a calculated chi-square value of 81.02, with 16 degrees of freedom, and a stated critical value of 27.269. According to the decision rule specified in the research methodology, the calculated chi-square value is greater than the reported critical value.

Decision rule: if the calculated value exceeds the table value (or $p < 0.05$), the null hypothesis is rejected and the alternative hypothesis is accepted.

H01: Digital marketing strategies have no significant impact on the OTT subscription decision of consumers.

H11: Digital marketing strategies have a significant impact on the OTT subscription decision of consumers.

8. Discussion

Write this section after the analysis. It should state whether each digital marketing component and D-WOM had a significant effect, and which had the largest. It should also discuss brand switching: because OTT users can cancel at any time and can choose among many platforms, loyalty can be fragile, and marketers need continuous engagement through personalised content and offers. Compare your results with the studies in the literature review, and note where they agree or differ.

9. Suggestions and Recommendations

- Use targeted social media campaigns, trailers and short-form content to build awareness among the main age groups identified in the study.
- Combine celebrity or influencer endorsement with credible user reviews, since D-WOM is perceived as independent of the marketer.
- Invest in recommendation engines and personalised notifications to raise engagement and reduce churn.
- Encourage and monitor user ratings, respond to negative reviews quickly and build online communities around content.
- Design free-trial, bundle and renewal offers around the subscription patterns observed in the sample.
- Measure campaign performance continuously through conversion, retention and churn metrics, and adjust spending between channels.

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10. Limitations and Scope for Further Research

The study is confined to Bangalore city and to OTT users within the stated age range, so the results may not generalise to other cities. Self-reported survey data can carry response bias. Further research can compare metros with smaller cities, study specific platforms or content languages, examine free (ad-supported) versus paid users, and test the role of mediating variables such as trust and perceived value.

11. Conclusion

The growth of internet users has made digital channels central to attracting OTT consumers. Consumers can now compare platforms easily and decide on the basis of content quality, price, personalisation and the opinions of other users, rather than on advertising alone. Digital marketing strategies and D-WOM therefore work together: marketing creates awareness and trial, and peer opinion builds trust and retention. OTT marketers that integrate both, and that keep the user at the centre of every decision, are better placed to attract and retain customers in a competitive market.

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