

DECODING DIGITAL CULTURE CONGRUENCE IN CANADA AND INDIA

by

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**DECODING DIGITAL CULTURE CONGRUENCE IN CANADA AND INDIA**

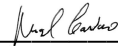
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## **Dedication**

This thesis is dedicated to the unwavering support and inspiration of all those whose encouragement fueled its creation. To my family, whose enduring love and understanding have been my pillars of strength throughout this academic endeavour. Your sacrifices and belief in my potential have been the driving force behind every page written and every milestone achieved.

I'll always be indebted to my father- **Mohammed Rameez**, and my husband- **Bhanu Arora**, whose steadfast support has been the cornerstone of my dreams and achievements. Your patience, love, and belief in my capabilities have been the bedrock upon which this thesis stands.

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Lastly, to the countless individuals, teachers esp. Mrs. Malathi and Ms. Ramalakshmi, and peers who have crossed my path, leaving imprints of knowledge and inspiration, your collective influence has enriched my understanding and broadened the scope of this work. This thesis is a testament to the collective effort of my family, who believes in the power of knowledge, resilience, and collaboration.

With Heartfelt Gratitude,  
Navee

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Lastly, I extend my thanks to the **Swiss School of Business and Management** and **Dr.Mia** for providing the necessary resources and fostering a conducive environment for me to conduct this research.

## **ABSTRACT**

### **Digital Cultural Congruence In Canada & India**

In this study, we delve into the multifaceted realm of marketing strategies employed by Over-the-top (OTT) platforms, focusing on Netflix, Amazon Prime, and Disney+ Hotstar in Canada and India. Our primary objective is to elucidate how these strategies contribute to expanding user bases and enhancing market penetration within these diverse geographical regions.

We set out several research objectives, including investigating the impact of influencer endorsements on digital marketing campaigns, contrasting personal preferences regarding digital marketing usage on OTT platforms, examining the frequency of adaptation of digital marketing plans by businesses in Canada and India, assessing the influence of modified digital marketing tactics on consumer streaming hours, and evaluating the digital consumption habits of audiences in India and Canada on behalf of broadcast companies.

My research questions aim to unravel the nuanced dynamics of user behaviour and preferences in the context of online video services, particularly among the millennial demographic in India and Canada. We explore the divergence in behavioural influences across borders and the impact of evolving marketing strategies, such as influencer marketing, cross-platform marketing, and personalised marketing, on millennial content consumption and behaviour patterns.

Adopting a descriptive methodology, I utilize a pre-designed questionnaire to investigate consumer preferences and time allocation for OTT content consumption among millennials. Ethical considerations remain paramount, with measures in place to ensure informed consent, confidentiality, and the protection of participant rights. Additionally, I employ

thematic analysis as a qualitative method to interpret the gathered data, allowing for a deeper understanding of participants' perspectives and experiences.

In conclusion, this study contributes to the ongoing discourse surrounding the impact of OTT services on millennials while shedding light on the intricate interplay between marketing strategies and user behaviour. The findings offer valuable insights that can inform both academic understanding and practical application in the ever-evolving landscape of digital entertainment and marketing.

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## LIST OF ABBREVIATIONS

- Over-the-top (OTT)
- Canadian radio-television and telecommunications commission (CRTC)
- Compound Annual Growth Rate (CAGR)
- Theory Of Reasoned Action (TRA)
- Gratification Theory (UGT)
- Video On Demand (VOD)
- IPL - Indian Premier League
- SVOD - Subscription Video on Demand
- AVOD - Advertised Video on Demand
- UI/UX - User Interface/User Experience
- SAG-AFTRA - Screen Actors Guild-American Federation of Television and Radio Artists
- AI - Artificial Intelligence

## **CHAPTER 1: INTRODUCTION**

### **1.1 Overview**

The digital revolution has affected all aspects of our lives. Global business has been significantly impacted by digitalisation, particularly in the media and entertainment sectors (Sadana & Sharma, 2021). Customers are increasingly turning to Over-the-top (OTT) platforms like Netflix, Amazon Prime, and Disney+ Hotstar for their entertainment needs, with their preferences being influenced by smartphone usage and the pricing of different internet (Sadana & Sharma, 2021). OTT content has become a prevalent term in today's technologically advanced environment (Ganuza & Viecens, 2014). The OTT sector has witnessed substantial growth driven by the emergence of the internet and mobile phone devices, fundamentally altering how media consumers perceive and engage with content (Koul, Ambekar, & Hudnurkar, 2021).

Consumer preferences for OTT platforms like YouTube, Amazon Prime, Netflix, and Disney+ Hotstar are on the rise, marking a shift from traditional viewing methods (Jain M.K, 2021). The COVID-19 pandemic further accelerated the adoption of OTT platforms as entertainment sources. This happened when people faced challenges in communication and sought alternative avenues for amusement (Brindha, Jayaseelan, & Kadeswaran, 2020). The

television broadcasting system in Canada has facilitated domestic content development and distribution without compromising cultural expression (Chapdelaine & McLeod Rogers, 2021).

This research explores the impact of OTT platforms on millennial consumption, digital culture, marketing tactics, and the future of the OTT industry in India and Canada. It focuses on three major OTT platforms—Amazon Prime, Netflix, and Disney+ Hotstar—and investigates their influence on millennial behaviour, factoring in influencer marketing, cross-platform marketing, and personalised content marketing.

The proliferation of smartphones and internet-enabled television sets has globally driven growth in OTT video content (Kumar & Meena, 2023). Subscription-based video on demand (VOD) is expected to become the main revenue driver, showing substantial growth from US \$708 million in 2019 to an anticipated US \$2.7 billion in 2024 (Jain M.K, 2021).

This study examines the digital transformation brought about by OTT platforms, particularly their influence on international media and entertainment. It explores this digital shift in the context of Canada and India, considering their cultural diversity and technological advancements.

In India, the telecommunication sector's support through affordable internet bundles has contributed to the growth of OTT platforms. This move met the increasing demand by Indians for video streaming during the pandemic (Fitzgerald, 2019). This study additionally

aims to understand the nuances of user satisfaction and their overall OTT experience, offering valuable insights for various platforms seeking improvement in their strategies.

OTT media, delivered directly over the Internet, is seen as a transformative force in media consumption (Hutchins, li, & Rowe, 2019). This research focuses on the differences in OTT media consumption in Canada and India, considering factors like market strength and cultural diversity. This study aims to investigate successful digital marketing methods, particularly targeting millennials aged 27 to 42 living in major urban areas. The research participants were chosen from various locations, including Chennai, Jalandhar and Delhi in India, as well as Toronto, Edmonton, and the Niagara Region in Canada. By including respondents from these diverse urban centres, the study covers both Indian and Canadian demographics, providing a comprehensive understanding of effective marketing strategies across different cultural contexts.

This research also addresses the influence of cultural nuances on digital marketing strategies, including influencer marketing, cross-platform marketing, and personalised content marketing. It also examines changes in marketing strategies and their impact on consumer purchasing decisions and content consumption habits in response to changing tastes.

In conclusion, this study aims to contribute a comprehensive understanding of the complex dynamics at play within the realm of OTT platforms and marketing strategies within the

context of India and Canada. This study further acknowledges inherent cultural diversity, thus enriching the comparative analyses and providing insights for both academic understanding and practical application in the dynamic realms of digital entertainment and marketing.

## **1.2 The Digital Culture of Canada & India**

The advent of new and innovative digital media, particularly Over-the-top (OTT) platforms, has significantly influenced people's political, social, cultural, and economic perspectives. Our reliance on digital technology for communication, entertainment, and daily activities, including emailing, file sharing, mobile phone use, online gaming, e-commerce shopping, and GPS access, has become increasingly prominent. The internet, connecting billions of individuals worldwide, transcends geographical and cultural boundaries, enabling global interactions regardless of time or distance and fostering a diverse cultural and ideological exchange atmosphere.

Digital culture encompasses how individuals incorporate digital media (and associated technologies) into their lives. The convergence of new and innovative media technologies and globalisation has been most keenly experienced by young people, particularly those living in western and metropolitan areas. The COVID-19 lockdown, as highlighted by (Joo and Nam 2023), notably accelerated the adoption of OTT platforms in India and abroad,

leading to significant changes in consumer behaviour. This study delves into social factors that include (but aren't necessarily limited to) content type, timing, age, gender, occupation, location, and living situation. A typical consumer now spends 6 hours online, with approximately 50% of that time dedicated to watching videos (Gitnux Marketdata Report 2024 ) The shift in consumer taste and preference from traditional television broadcasts to online content is evident and continues to evolve.

Digital culture has proliferated rapidly in recent years, with individuals engaging with and creating different digital goods, including computer games, movies, songs, and images. The pervasive adoption of mobile phones has played a significant role in fostering the emergence of a chat-within-games culture, showcasing the multifaceted nature of mobile gaming in the digital culture (Patnaik, Shah, and More, 2021). Weblogs are another common digital application that allows people to communicate and express their opinions (Patnaik, Shah, and More, 2021). In India, UNESCO-supported digitisation efforts have played a pivotal role in preserving the country's cultural legacy across various forms of content.

In Canada, cultural policies -- including the Canadian cultural toolkit established in the 1970s -- provide subsidies and tax incentives for cultural product production and export promotion, emphasising film and television. The Broadcasting Act, overseen by the Canadian Radio-television and Telecommunications Commission (CRTC), ensures competition management and prohibits anti-competitive practices. The CRTC conducts



comprehensive studies on various broadcasting and telecommunications system aspects. They have adapted to include internet video and television services since 2017. Policy amendments, like modifying the digital media exemption order in 2012, showcase their efforts to address policy asymmetry and level the playing field for OTTs. The Let's Talk TV policy survey in 2013 aimed to enhance viewer choices and eliminate certain content quotas. The 2013 Let's Talk TV policy survey was a significant initiative to reshape television regulations and enhance viewer choices, particularly in Canada. It sought to understand evolving viewer preferences and behaviours to adapt regulations accordingly in light of technological advancements and shifting media consumption habits. Additionally, the survey aimed to address and potentially remove certain content quotas to promote diversity and innovation in programming. By reconsidering these quotas and exploring alternatives, such as incentivising high-quality content regardless of origin, the survey aimed to foster a more dynamic and competitive television landscape. Overall, it represented a proactive effort to address industry challenges and opportunities by engaging stakeholders and shaping a more responsive regulatory framework.

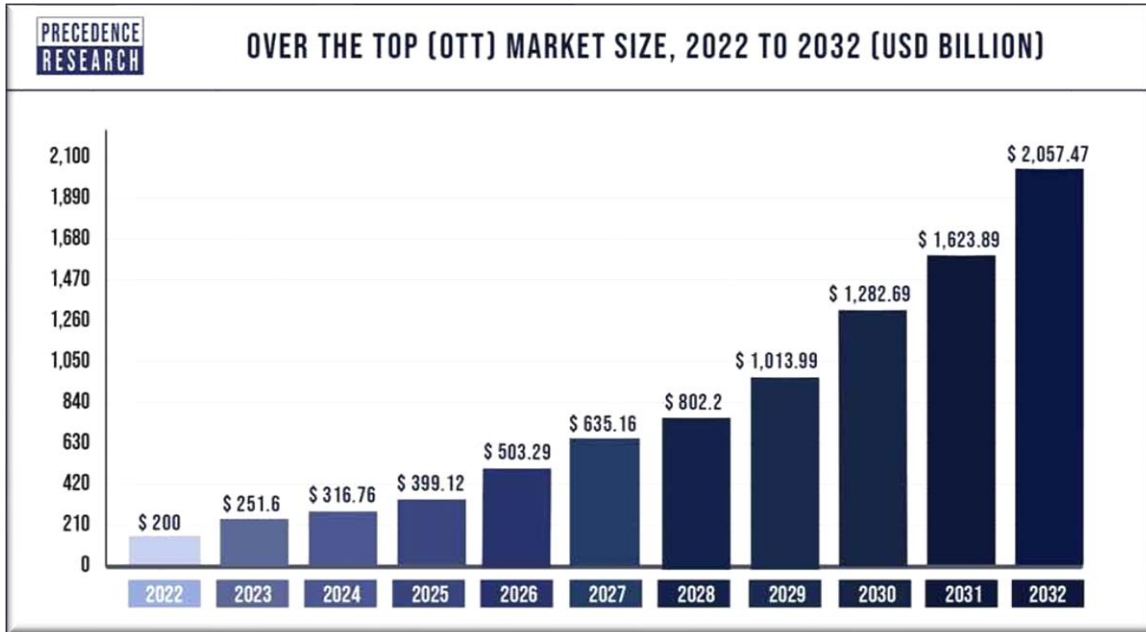
India and Canada are grappling with the profound implications of digital culture on the creation, sharing, and consumption of digital material. The divergent paths undertaken by these nations exemplify the complex dynamics within the ongoing global discourse on digital culture. As both countries navigate this intricate landscape, the outcomes of their

respective strategies will undeniably shape the future of digital media and cultural expression on a broad scale.

### **1.3 Digital Marketing Strategies**

Smartphones have overtaken personal computers as the primary digital device for going online with the daily time U.S. adults spend with mobile media on the increase from 46 minutes in 2011 to 258 minutes in 2017. (Digital Marketing Institute, n.d. The evolution of digital Marketing: 30 years in the past and Future. [online]. Successful marketing in a contemporary landscape requires meticulous planning, a deep understanding of one's target audience, knowledge of competitors, and intelligent strategies to overcome various industry hurdles.

The Over-the-top (OTT) market, a significant player in the digital realm, is experiencing substantial growth. In 2022 alone, the OTT market size was estimated to be US \$300 billion, with projections indicating that it is poised to touch US \$ 1.039 trillion by 2027. This reflects a remarkable Compound Annual Growth Rate (CAGR) of 29.4% (Vaidya, Fernndes, And Panda, 2023). Such rapid expansion underscores the importance of OTT platforms in the digital landscape and the significant opportunities they present for marketers.



**Figure 1. 1 : Global OTT Market Trend Line**

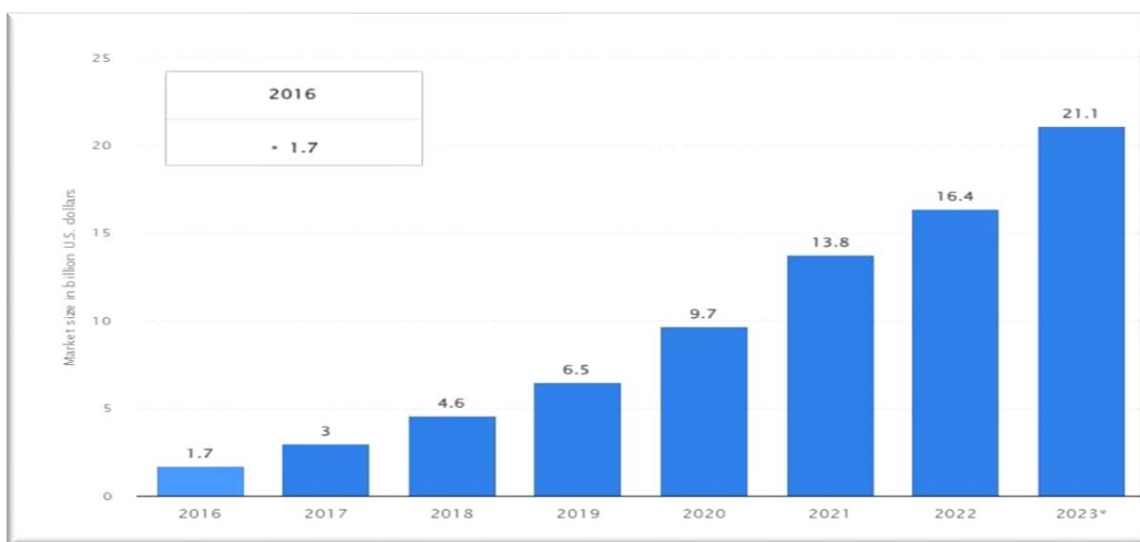
(Source: Precedence Research, 2022)

This study sheds light on three prominent digital marketing strategies that have gained widespread recognition: influencer, cross-platform, and personalised marketing. These content marketing techniques represent India and Canada's primary digital marketing methods. Renowned for their effectiveness in engaging audiences and delivering results in digital marketing, these tactics play a vital role in shaping the marketing landscape.

Influencer marketing leverages the influence and followers of specific individuals to promote select products and services. Recent trends indicate a growing popularity for influencer marketing, driven by the effectiveness of word-of-mouth initiatives. With

customers' increasing reliance on social media platforms, businesses are quickly acknowledging the considerable impact wielded by influencers in shaping consumer purchasing decisions.

For instance, influencers with substantial online followers are frequently enlisted in marketing campaigns to endorse products and services for select brands or businesses. These individuals, apparently recognised within their respective industries, can sway consumer opinions and enhance the visibility and credibility of the brands they endorse. The rising prominence of influencer marketing underscores its impact on consumer behaviour and its role as a powerful tool for brand promotion in the digital age.



**Figure 1. 2 : Global Market Size for Influencer Marketing From 2016 To 2023 (In Billion U.S. Dollars)**

Source: Statista 2023, influencer marketing market size worldwide from 2016 to 2023

As defined by Zeiser (2015), cross-platform marketing involves coordinated campaigns across various digital channels to create a unified brand message. In the era of digital technology, companies are increasingly adopting digital marketing strategies that can leverage Over-the-top (OTT) platforms. Notably, the us television market has experienced significant structural changes, with OTT services like Netflix and Amazon Prime Video rapidly gaining prominence (Sadana and Sharma, 2021). This shift has reshaped client loyalty towards multi-channel providers, as evidenced by Netflix surpassing the combined subscriber bases of Comcast and DIRECTV in 2017 (Kalangi, Lapian, And Arie, 2023).

Cross-platform marketing aims to develop and implement marketing plans across diverse digital channels, ensuring a consistent brand experience for consumers engaging with content through various platforms. This approach involves collecting and analyzing consumer behaviour data across channels, maintaining brand-messaging consistency, and optimising content for multiple platforms to reach customers wherever they spend their ‘digital time’ (Gimpel, 2015).

Personalised content marketing is another important digital marketing tactic. It tailors content to individual preferences, thereby enhancing user engagement and content relevance (Periaiya and Nandukrishna, 2023). These strategies are vital for capturing the interest of

diverse audiences in India and Canada. However, cultural nuances, legislative variations, and regional consumer behaviour can influence their effectiveness.

Personalised marketing involves tailoring recommendations based on demographic, interest, and behavioural data by utilizing automation and data-driven insights. Examples include personalised email recommendations and dynamic website content that adapts to users' past/previous preferences. This approach significantly improves the consumer experience by providing relevant entertainment content and commercial offers to different individuals, thus leading to increased conversion and engagement rates.

In the context of India, where various OTT platforms are flourishing, this study anticipates further pricing experiments and the bundling of OTT services with mobile data plans as more international streaming companies enter the market. Key players in the Indian OTT market include Amazon Prime Video, Disney+ Hotstar, Netflix India, Voot, Zee5, Sony Liv, and ALT Balaji. This study also examines subscription plans offered by different streaming services, noting the existence of free or paid subscriptions and the availability of free trials on popular platforms like Netflix, Amazon Prime, Disney+ Hotstar, and Zee5.

In the dynamic digital media landscape, Over-the-top (OTT) platforms have emerged as powerful tools for content distribution and end-user engagement. This study aims to unravel

the intricate interactions between digital marketing tactics, region-specific culture, ethical considerations, and their collective impact on customer behaviour within the context of OTT platforms in India and Canada.

### **1.4 Purpose Of the Research**

This study's primary aim is to comprehensively analyse the marketing strategies employed by different Over-the-top (OTT) platforms that focus on expanding their user base and enhancing market penetration. To pursue this overarching objective, this study delineates specific goals that contribute to a nuanced understanding of the intricate dynamics of OTT platforms in India and Canada.

#### **1. Investigate The Impact of Influencers**

- Explore and understand the impact of influencers on consumer behaviour in the context of digital marketing strategies.
- Examine influencers shape Consumers' Reactions in India and Canada, thereby contributing to the effectiveness of digital marketing methods.

#### **2. Explore Personal Preferences Related to OTT Platforms & Digital Marketing:**

- Investigate the personal preferences of consumers regarding the utilisation of digital marketing by OTT platforms.

- Analyse the nuanced factors influencing consumer choices and satisfaction with OTT platforms' digital marketing strategies in India and Canada.

### **3. Assess The Flexibility of Digital Marketing Plans:**

- Evaluate the adaptability of businesses in Canada and India when modifying their digital marketing plans to align with evolving customer preferences.
- Examine the frequency with which businesses in both countries adjust their digital marketing strategies, highlighting the responsiveness of businesses to the dynamic nature of consumer preferences.

### **4. Evaluate The Impact of Modified Digital Marketing Tactics on Streaming Hours:**

- Assess how properly tailored digital marketing tactics influence the daily streaming habits of consumers.
- Investigate the correlation between the effectiveness of modified digital marketing strategies and resulting changes in the duration of content consumption on OTT platforms.

### **5. Examine Digital Consumption Habits for Broadcast Companies:**

- Explore and analyse the digital consumption habits of audiences in India and Canada, particularly concerning content provided by broadcast companies.



- Provide insights into the preferences and behaviour patterns of consumers, shedding light on the factors influencing their choices in the digital media landscape.

By delineating these specific objectives, the study aims to offer a comprehensive analysis of the multifaceted interactions between marketing strategies, consumer behaviour, and digital content consumption within the vibrant and evolving landscape of OTT platforms in India and Canada.

### **1.5 Significance of the study**

The study delves into the dynamics of OTT media services, shedding light on their profound impact on the youth in India and Canada. Recognising the substantial user base and unique consumption patterns of the younger generation, particularly generation behavioural, is crucial for comprehending their engagement with these platforms. This study is centered on exploring effective digital marketing strategies tailored for millennials aged 27 to 42 in significant urban hubs. Participants for this research were chosen from a range of geographical areas, spanning Chennai, Jalandhar and Delhi in India and Toronto, Edmonton, and the Niagara region in Canada. By including respondents from these diverse locations, the study offers insights into effective marketing approaches across both Indian and Canadian urban landscapes. An in-depth examination of digital culture is undertaken,

unravelling its influence on individuals' lives, activities, and consumption habits. Understanding the interplay between digital technology and cultural and social aspects is imperative for grasping how contemporary society consumes content. This study also comprehensively analyses audience engagement strategies employed by major OTT platforms like Amazon Prime, Netflix, and Disney+ Hotstar. Such information is indispensable for these platforms and potential competitors seeking to enhance their strategies.

This research assesses the impact of digital marketing methods on customer behaviour, furnishing actionable insights for companies and OTT platforms to refine their marketing strategies. Predictions of the entertainment sector are also made, highlighting potential pricing experiments, service bundling, and the entry of new market players. This foresight can benefit media firms and investors. To enhance user satisfaction and the overall OTT experience, this study offers valuable insights into consumer preferences and their experiences across different platforms.

In summary, this report intricately explores digital and media landscapes, focusing on the OTT industry. It aims to unravel its influence on millennial consumption, digital culture, marketing strategies, and the future trajectory of the entertainment industry in India and Canada. This study also rigorously investigates three prominent OTT platforms, analyzing

millennials' engagement and experiences while scrutinizing factors that encourage their usage and satisfaction levels.

The disruptive impact of OTT platforms on the entertainment industry's longstanding monopoly is attributed to their increasingly diverse and specialised content. This report scrutinises the marketing strategies employed by various platforms to expand their user base and enhance market penetration. Additionally, this research aims to bridge the knowledge gap around the intricate dynamics of today's three most effective digital marketing strategies: influencer marketing, cross-platform marketing, and personalised content marketing.

Particular attention is given to how these strategies function within the top three OTT platforms in India and Canada, namely Amazon Prime, Netflix, and Disney+ Hotstar, and thus serve as the primary focus of this research. Beyond the current landscape, this research anticipates and provides insightful analyses of the state of media and digital ecosystems within the entertainment sectors of Canada and India, thereby projecting developments that could impact (positively or otherwise) investors and media companies.

Moreover, this study sheds light on the subtleties of user satisfaction and the overall OTT experience, offering essential knowledge for platforms seeking improvement. Ultimately, this research explores the intricate nature of digital marketing within the framework of Over-

the-top (OTT) platforms while also investigating its effects on millennial consumption, cross-cultural barriers, and the prospects of the entertainment sectors in Canada and India.

### **1.6 Research purpose and questions.**

The primary objective of this research is to gain a comprehensive understanding of the impact of online video services, specifically, Netflix, Amazon Prime, and Disney+ Hotstar on the millennial demographic in India and Canada. By delving into the intricate dynamics of user behaviour and preferences, this study seeks to unravel the nuances that characterise the interactions of millennials with Over-the-top (OTT) platforms.

Furthermore, a pivotal aspect of this research involves a meticulous investigation into the influence of marketing strategies employed by OTT platforms. It aims to discern how these strategies shape user behaviour and contribute to the platforms' market penetration in India and Canada's entertainment landscapes. The research acknowledges the significance of marketing tactics in the digital age, where competition for consumer attention is fierce and platforms vie for dominance in an ever-evolving industry.

To achieve these overarching goals, the study poses two key research questions that serve as focal inquiry points:

1. Divergence in behavioural influences across borders: How do the behaviours of influencers, aged 28-44, differ between India and Canada, and what are the reactions of

millennial individuals towards OTT platforms? This question seeks to uncover the cultural and contextual disparities that contribute to varying patterns in millennial engagement with online video services, thereby shedding light on the factors that drive distinct behavioural changes in these diverse world regions.

2. Impact of evolving marketing strategies: How have alterations in digital marketing strategies, like influencer marketing, cross-platform marketing, and personalised marketing, impacted the content consumption and behaviour patterns of millennials in India and Canada? By addressing this question, this research aims to dissect the evolving landscape of digital marketing within the OTT domain, thereby exploring how these strategies influence millennial choices, preferences, and consumption patterns across select platforms.

In essence, this study not only seeks to unravel the immediate impact of OTT services on millennials but also endeavours to unveil the intricate interplay between marketing strategies and user behaviour, thereby providing valuable insights for both academic understanding and practical application within the dynamic realms of digital entertainment and marketing.

## **CHAPTER II: REVIEW OF LITERATURE**

### **2.1 Theoretical framework**

Digital marketing strategies include plans and techniques that firms implement to promote their products or services online and effectively reach their target audiences (Morris, 2009). In parallel, Over-the-top (OTT) platforms emerged as streaming services that deliver video content directly over the Internet, circumventing traditional broadcast or cable television channels (Habib, Hamadneh, & Hassan, 2022). The proliferation of on-demand content has significantly boosted the popularity of those platforms over time. Chapter 1 contains the study's introduction, encapsulating its potential and effectiveness.

This chapter will critically delve into pertinent literature concerning OTT platforms and consumer behaviour in Canada and India to construct a robust foundation for addressing the core research questions. This exploration will draw upon insights gleaned from prior research articles, publications, and various alternative resources, facilitating a comprehensive coverage of the research landscape.

### **2.2 The concept of OTT platforms**

The term "OTT" (Over the Top) refers to video streaming content services accessible on electronic devices through the Internet (Kumari, 2020). These services encompass free ad-

supported offerings and paid streaming services like iTunes and Apple TV (Waghmare, Kopare, & Rane, 2022). In recent years, the surge in technological advancements and shifts in consumer behaviour have propelled the popularity of OTT platforms (Sadana & Sharma, 2021). Pluto TV and Tubi provide free ad-supported content, while Netflix and Amazon Prime Video offer subscription-based services (Kim, & Nam, 2016). OTT services grant consumers diverse entertainment options accessible through any device that with liable internet connection (Sharma & Lulandala, 2022). These platforms also offer a wide range of regional content, including exclusive or original material, allowing users to watch their favourite TV shows and movies conveniently.

The advent of OTT platforms has reshaped the landscape of TV advertising, altering the traditional reliance on advertisement income to fund operations. Many OTT platforms now generate revenue through advertising and subscription fees (Menon, 2022). This shift has compelled businesses to modify their customer outreach strategies, incorporating methods like product placement and personalised advertising to enhance engagement.

However, the use of OTT platforms is not without challenges. As highlighted by Patnaik et al. (2022), content fragmentation is a significant issue. The multitude of platforms offering unique content makes it challenging and costly for consumers to access all the content they want. While OTT platforms have revolutionised video content consumption by providing flexibility and choice (Kumari, 2020), aggregator services like Roku and Apple TV have

streamlined access to multiple platforms through a single device. That said, piracy remains another pervasive challenge, impacting revenue streams for content providers and platforms. Additionally, intense competition among OTT providers poses another obstacle to sustainable revenue for these platforms. In light of these challenges, the dynamics of OTT platforms continue to evolve as they navigate the delicate balance between user convenience and content accessibility.

### **2.3 Indian OTT platform status**

In the ever-evolving landscape of the Indian OTT sector, a notable strategic shift is underway as media houses capitalise on the opportunity to launch their platforms. In 2010, Digivive, headquartered in Gurugram, marked the launch of India's first OTT mobile app, Nexgtv, offering both live TV and on-demand content. A notable achievement for Nexgtv was how it became the first app to stream live Indian Premier League (IPL) matches on mobile devices in 2013 and 2014. Subsequently, Disney+ Hotstar witnessed substantial growth in India, particularly after securing IPL live-streaming rights in 2015.

Around 2013, the Indian OTT landscape gained significant momentum with the introduction of Dittotv by Zee and Sony Liv. Dittotv served as an aggregator platform, consolidating content from popular media channels like Star, Sony, Viacom, Zee, and others.



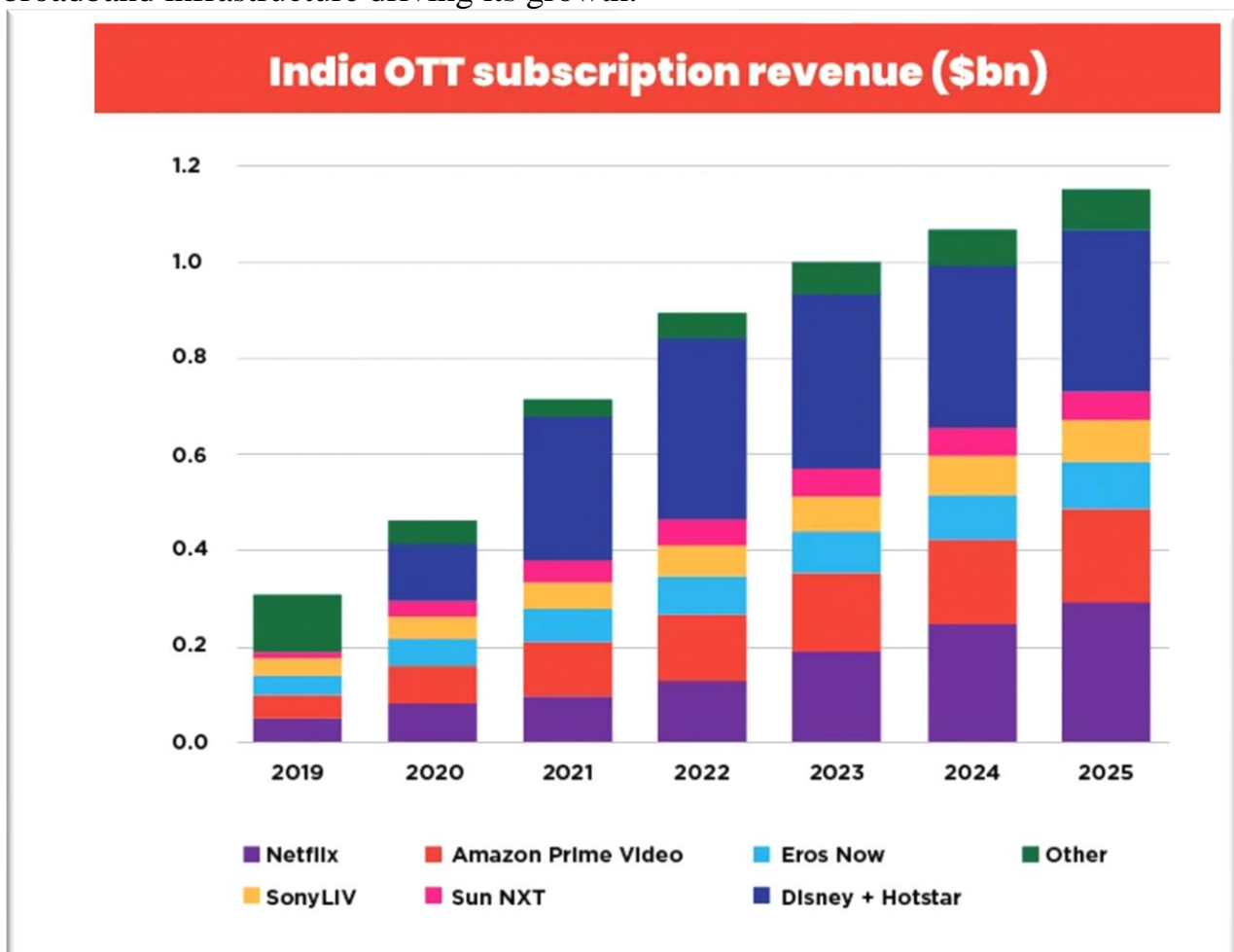
Despite the initial surge in OTT user growth, recent trends suggest a plateauing effect. According to the max OTT audience report: 2023, the Indian OTT audience base saw a 20% growth from 2021 to 2022, but this growth slowed to 13.5% in the last year. This indicates that the category moved beyond its peak growth phase witnessed in the preceding two years, sparking discussions about the future trajectory of the industry. As stakeholders navigate such uncertainties, questions arise regarding the fate of existing platforms and the potential emergence and impact of new contenders.

As of 2023, India's Over-the-top (OTT) market has reached a substantial valuation of \$1.8 billion, with key players like Amazon Prime Video, Netflix, and Disney+ Hotstar dominating the landscape (PWC, 2023). This growth surpasses the global average, creating a lucrative environment for both domestic and international players. The introduction of 'pay-lite' options and launches by global entities have contributed to this expansion, resulting in a 25.1% increase from \$1.4 billion in 2021, with a projected Compound Annual Growth Rate (CAGR) of 14.32% until 2027 (Global Entertainment & Media Outlook 2023–2027: India Perspective).

The Indian OTT market in 2023 represents not only economic figures but also cultural shifts and digital revolutions reshaping how Indians consume content in the digital age. The landscape is dynamic, reflecting exponential growth and a changing consumer paradigm,

underscoring the insatiable appetite for digital content among Indian consumers (PWC, 2023).

OTT platforms are reshaping content consumption habits, posing a significant challenge to multiplexes. A wide variety of content, convenience, and cost-effectiveness contribute to the popularity of OTT subscriptions compared to traditional cinema tickets. While multiplexes are implementing subscription-based services and improved amenities, the battle between OTT platforms and multiplexes remains dynamic. As per a report published by MPA-media Partners Asia-moving forward, the Indian OTT market is a beacon of opportunity for content creators, distributors, and investors, with factors like regional content prominence, increased internet penetration, and the promise of enhanced 5g and broadband infrastructure driving its growth.



## **Figure 2. 1 Indian OTT subscription revenue in USD Billion**

Source: Ampere Analysis Report, 2023

According to the report, OTT subscription revenue in India, the world's largest consumer market, demonstrated robust annual growth rates ranging from 30% to 80% between 2019 and 2022. However, this momentum dwindled significantly to a mere 10% in 2023, coinciding with the shift of IPL digital rights from Disney+ Hotstar to Jio cinema. Despite promising growth, the Indian OTT sector faces challenges, including pricing concerns, piracy, and the delicate balance between revenue generation and user experience. Pricing paradigms need to align with Indian consumers' price sensitivity. Meanwhile, piracy remains a threat that drains annual revenue for OTT platforms. Addressing these challenges will be pivotal for sustained growth and market expansion.

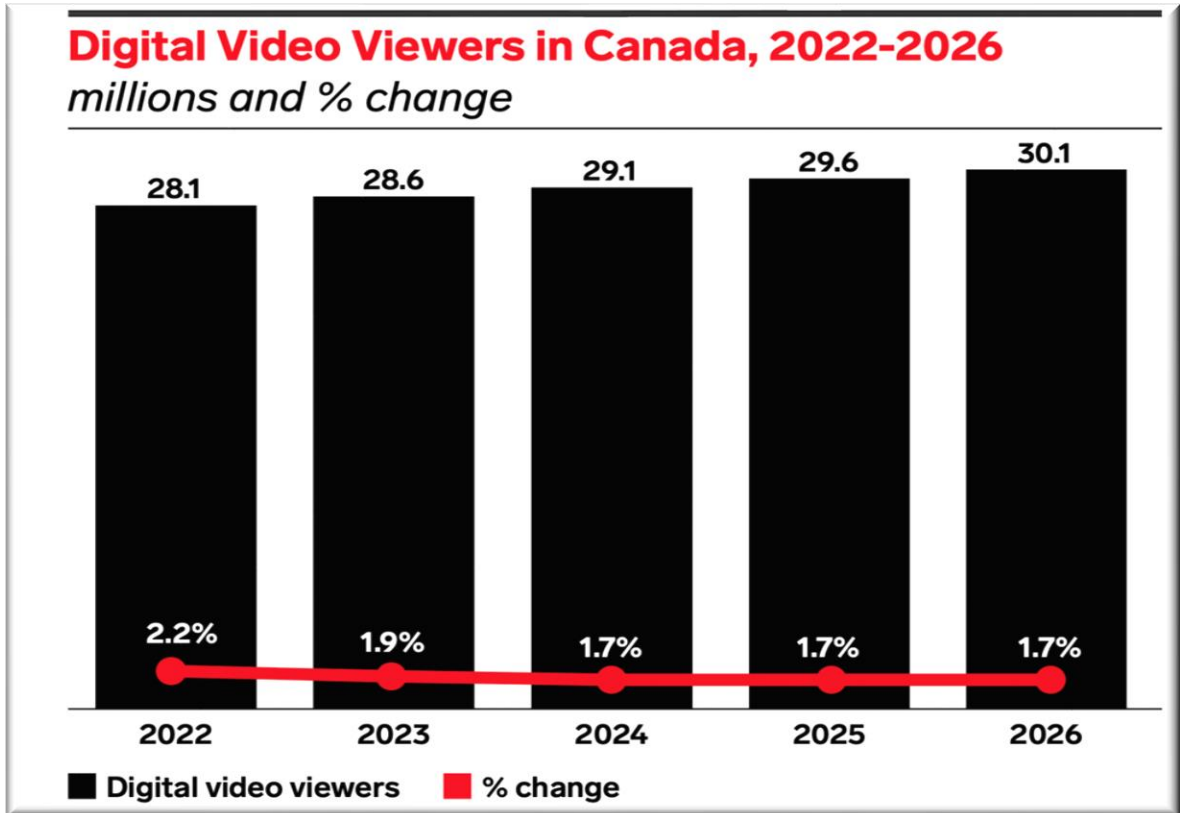
In conclusion, India's OTT market is poised for transformative growth by the end of 2024 and beyond. Effectively navigating challenges, focusing on regional content, infrastructure improvements, and addressing pricing concerns will be crucial for sustained success. The evolving landscape, marked by collaborations and ad-supported streaming models, promises a dynamic and transformative future for India's economy through the OTT sector.

### **2.4 Canadian OTT platform status**

According to Rogers Sports and Media's "full stream ahead" report in 2023, Canadian streamers can be divided into two primary groups: the complex modern viewer and the

exclusive streamer. The complex modern viewer engages with a combination of streaming services, including subscription (SVOD) and ad-supported (AVOD) models, along with traditional linear television. On the other hand, the exclusive streamer solely consumes streaming content and does not rely on traditional TV in any capacity.

Additionally, a third emergent group identified as Generation Z (individuals born between the mid-to-late 1990s and the early 2010s), or the next-gen streamer, exhibits characteristics of both categories, indicating a more diverse and evolving media landscape. Marketers are paying close attention to the latter demographic, as their behaviours will significantly impact future media plans and advertising strategies. Understanding these distinct viewer segments is vital for marketers to tailor their approaches effectively, considering the preferences and behaviours of different audience groups. This knowledge can inform media planning strategies and make advertising campaigns more accurate, enabling marketers to successfully reach and engage with diverse segments of the Canadian streaming audience.



**Figure 2. 2 Digital Video Viewers In Canada,2022-2026.**

Source: EMarketer Report, Oct 2022.

According to (Davis And Zboralska, 2017), from a Canadian perspective, the television broadcasting system plays a significant role in developing and disseminating domestic material, with expectations based on national culture, cultural autonomy, and democracy. Smartphones are the most popular video streaming technology in Canada. This group comprises 60% out of 1,808 consumers in 2023. The second largest device was a smart TV, which comprised 54% of consumers in the same sample (Bashir, 2023). The Canadian story

in connection to Netflix exemplifies how "Big Bang" innovations in the screen media space can disrupt the traditional Canadian television industry (Tinic, 2005).

According to an article published by the Georgia Straight Team on February 17, 2024, titled "Top 17 Best streaming services available in Canada 2024," Netflix secured the top position. The primary reason for its ranking appears to be its diverse content in multiple languages, specifically English and French, catering to the country's bilingual nature (Georgia Straight, 2024).

Here are some distinctive features of Netflix in Canada, concerning languages and content:

**Bilingual Content:** Canada is a bilingual country with English and French as the official languages. Netflix In Canada offers a significant portion of its content in both languages. This Includes International Titles accompanied by English and French audio options and subtitles.

**French-Language Content:** Netflix in Canada recognizes the importance of catering to the French-speaking audience. The platform includes a selection of movies, TV shows, and Netflix originals in French. This content may include French-language productions from Canada, France, and other French-speaking regions.

**Subtitles and dubbing:** Netflix typically provides subtitles and dubbing options for various languages, allowing users to enjoy content in their preferred language. This feature enhances accessibility and ensures that a broader audience can engage with any available content.

**Canadian originals:** Netflix has invested in creating original content for the Canadian audience. This includes movies, TV series, and documentaries produced in collaboration with Canadian filmmakers, directors, and actors, showcasing stories that resonate with Canadian viewers.

**Indigenous content:** Netflix in Canada features some content that reflects the diverse culture and stories of indigenous peoples. This commitment to cultural diversity aligns with Netflix's global initiative to include various perspectives in its content library.

**Global catalogue with regional variations:** while Netflix offers a global catalogue, the availability of specific titles can vary based on regional licensing agreements. Certain movies and TV shows may be exclusive to Netflix in Canada, thus adding a distinct flavour to its content library.

Currently dominated by a few domestic vertically and horizontally integrated media and telecommunications conglomerates, TV streaming is the most popular TV source, with 75% of adult internet users choosing to watch content this way, according to Roku in its fourth annual video on demand (VOD) evolution study. Roku's exploration of Canadian TV streaming behaviours and trends also found that ad-supported TV streaming (AVOD) is rising rapidly. In the last year, 59% of those surveyed watched AVOD, compared to 42% in the previous year. Another 63% plan to watch AVOD in the coming year (2025). On average, Canadian TV streamers have used or subscribed to 3.5 paid or free streaming

services in their households in 2023, which is expected to increase to 3.8 by the end of 2024.

	CDN POP %	CDN STREAMERS %	INDEX
<b>Male</b>	49.0	49.1	100
<b>Female</b>	50.0	49.8	100
<b>Non-Binary or Prefer not to state</b>	1.0	1.1	108
<b>Age 18 to 24</b>	10.4	11.0	106
<b>Age 25 to 34</b>	16.7	18.0	108
<b>Age 35 to 44</b>	16.4	17.4	106
<b>Age 45 to 54</b>	15.5	15.8	102
<b>Age 55+</b>	41.0	37.3	91
<b>Average Household Size</b>	2.55	2.59	102
<b>Living alone</b>	20.4	19.2	94
<b>Living with 1 other person (2-person household)</b>	38.8	38.1	98
<b>Living with 3+ people</b>	40.7	42.7	105
<b>Have Kids</b>	28.5	29.8	105
<b>Non-Parent</b>	71.4	70.1	98
<b>Marital Status - Single</b>	25.7	26.3	102
<b>Marital Status - Married or Common Law</b>	60.0	60.5	101
<b>Household income - Under \$50k</b>	27.9	26.8	96
<b>Household Income - \$50k - \$75k</b>	18.5	18.5	100
<b>Household Income - \$75k - \$100k</b>	15.2	15.4	102
<b>Household Income - \$100k - \$125k</b>	15.5	13.0	104
<b>Household Income - \$125k</b>	16.3	16.8	103
<b>Have University Degree</b>	50.5	51.7	102
<b>Born in Canada</b>	79.1	78.9	100
<b>Born outside of Canada</b>	20.9	21.1	101
<b>Employed</b>	57.9	60.6	105

Source: RSM Full Stream Ahead 2023 Survey - English Speaking Canadians A18+ - April 2023

**Figure 2. 3 Canadian Streamers Overview**

Source: RSM Full Stream Report 2023, S.41



Canadian streamers are an appealing demographic for marketers. Certain distinctive characteristics emerge when comparing streamers with the broader Canadian population, making Canadians a compelling target audience. Notably, the streaming demographic tends to skew towards a younger age group, reflecting a more youthful and dynamic consumer base. Moreover, Canadian streamers exhibit higher income levels and educational attainment than the general population (see Figure 2. 4 Canadian Streamers Overview). This combination of youthfulness, elevated income, and enhanced educational backgrounds makes this segment particularly desirable for marketers who wish to reach a more affluent and informed audience.

Understanding these demographic nuances is crucial for marketers who want to tailor and optimise their advertising strategies. By recognising the Canadian streaming audience's age, income, and education patterns, marketers can develop targeted campaigns that resonate with this valuable demographic's specific characteristics and preferences.

## **2.5 Marketing strategies related to OTT platforms in India & Canada**

### **2.5.1 Influencer marketing for Netflix, Disney+ Hotstar & Amazon Prime**

Berger and the Keller Fay Group (2016) found that consumers perceive influencers as credible and knowledgeable, leading them to trust influencer recommendations. Despite the challenges in identifying the right influencer for a target audience, influencer marketing is

gaining popularity due to its higher return on investment, trustworthy content, improved engagement, and real-time feedback from consumers (Wong, 2014).

Influencer marketing has become a valuable strategy for effectively engaging audiences and promoting diverse content in the dynamic landscape of streaming services. This report delves into the influencer marketing approaches adopted by Netflix, Disney+ Hotstar, and Amazon Prime in India and Canada, emphasising the significant contribution of influencer marketing's unique characteristics, including authenticity and relatability, to audience outreach.

The rise of influencer marketing is evident in its reliability, authenticity, and prompt customer feedback. From a meager 1,000 influencers across India at one point in time, Instagram now has over 6 million influencers on its platform; while around 44 million influencers exist worldwide (Economic Times, 24 May 2018).

Focusing on millennials, this research employs social learning theories and the theory of planned behaviour to explore influencer marketing landscapes and methodologies.

Netflix strategically targets the millennial and urban demographics in India through influencer marketing. Collaborations with influencers from entertainment and lifestyle niches typically lead to personalised recommendations, reviews, and exclusive content insights. This generates excitement around specific titles, boosting Netflix's visibility and attracting potential viewers.

In the Canadian market, Netflix tailors its influencer marketing strategy to the region's multicultural landscape. Collaborations with influencers from diverse cultural backgrounds result in content recommendations spanning various languages and genres. This localized approach enhances Netflix's relevance and resonates with the Canadian population.

In 2020 Hotstar integrated with Disney + and extensively utilizes influencer marketing in India. Influencers from the entertainment industry, including actors and comedians, share snippets, reviews, and exclusive content. Such collaboration significantly increases user engagement, especially during major events like the Indian Premier League (IPL).

In Canada, Disney+ Hotstar targets the South Asian diaspora through influencer marketing. Collaborations with influencers residing in Indian, Pakistani, and Bangladeshi communities help promote Disney+ Hotstar's extensive regional content library, establishing the platform as a multicultural entertainment hub.

Amazon Prime Video adopts a comprehensive influencer marketing approach in India, collaborating with influencers from diverse genres. Tech, lifestyle, and entertainment influencers contribute to creating engaging and shareable content, thus promoting specific shows, movies, and unique platform features.

In Canada, Amazon Prime Video leverages influencer marketing to cater to a broader audience. Partnerships with influencers from various regions, linguistic backgrounds, and

content preferences position Amazon Prime Video as a versatile streaming service that caters to the diverse tastes of Canadian viewers.

Common strategies:

1. **Content recommendations:**

○Influencers share personalised recommendations, fostering trust among their followers.

2. **Event tie-ups:**

○Platforms collaborate with influencers during major events to capitalize on heightened audience engagement.

3. **Behind-the-scenes access:**

○Influencers receive exclusive behind-the-scenes access to content, creating anticipation and excitement.

4. **Cultural sensitivity:**

○Tailoring influencer partnerships to align with cultural and linguistic diversity enhances platform relatability.

Influencer marketing remains a pivotal element of success for Netflix, Disney+ Hotstar, and Amazon Prime in India and Canada. As streaming platforms evolve, influencer marketing is expected to play a pivotal role in sustaining audience engagement and loyalty. This study aims to assess the impact and effectiveness of matching influencer types with different media categories. Understanding the expectations, challenges, and preferred influencer

types among millennials can guide marketers who want to target the right consumers. Influencer marketing (defined as using digital media to influence consumer purchasing decisions) relies on influencers with large followings to connect with diverse audiences and promote specific brands (Vrontis et al., 2021). Influencers are trusted more by consumers than other internet sources, making them captivating and less intrusive than traditional ads (Xiao, Wang, And Chan-Olmsted, 2018). While this study acknowledges the efficiency of influencer marketing, it also emphasises the need for careful strategy, suggesting a preference for micro-influencers over highly popular ones for budget-conscious marketers. Overall, this study provides key insights into the evolving landscape of media consumption, emphasising the role of digital OTT platforms in reshaping consumer preferences and challenging traditional broadcasting models. It also underscores the need for marketers to adapt their strategies to engage with consumers in the digital age effectively.

### **2.5.2 Cross-platform Marketing on Netflix, Disney+ Hotstar & Amazon Prime**

Cross-platform advertising, including paid search, social media, TV, and more, has evolved as a pivotal strategy for business expansion (Zeiser, 2015). This paper explores the amalgamation of platforms into conglomerates, emphasising the consequences and sustainability of platform silos with a focus on regulation, innovation, and competition. Platforms strategically leverage cross-sided network effects, enhancing subscriber and

viewer numbers, influencing market sides, and fostering growth (Hoelck, Cremer, And Ballon, 2016).

Contrary to closed environments, and as exemplified by Apple's mobile platform system, the rise in iPhone users has influenced the proliferation of streaming platforms like Netflix, Disney+ Hotstar, And Amazon Prime (Zeiss, Recker, And Müller, 2019).

Crafting an effective cross-platform strategy necessitates careful consideration and the creation of buyer personas to understand target audiences, thus optimising conversion rates and avoiding over-investment or under-investment (Nelson, 1970). Visibility on relevant platforms at opportune times allows businesses to effectively influence customer content preferences (Cusumano, 2008). Netflix, a global streaming giant, strategically tailors its cross-platform marketing to resonate with diverse audiences. In India, the platform capitalizes on influencer collaborations that target urban millennials. Influencers from the entertainment and lifestyle domains create personalised recommendations and exclusive content insights, amplifying Netflix's visibility and attracting potential viewers. In Canada, the approach shifts to a multicultural landscape, leveraging influencers from diverse cultural backgrounds. This localised strategy enhances Netflix's relevance and appeals to a varied Canadian population.

Amazon Prime Video adopts a comprehensive cross-platform marketing approach, collaborating with influencers across diverse genres in India. Tech, lifestyle, and

entertainment influencers contribute to creating engaging and shareable content, promoting specific shows, movies, and unique features found on the platform. In Canada, Amazon Prime Video extends its reach by partnering with influencers from various regions, linguistic backgrounds, and content preferences. This versatile strategy positions the platform as a go-to streaming service for the variegated tastes of Canadian viewers.

Hotstar, now integrated with Disney +, extensively employs influencer marketing strategies in India and Canada. In India, influencers from the entertainment industry, including actors and comedians, play a vital role in sharing snippets, reviews, and exclusive content. This collaboration significantly contributes to user engagement, especially during major events like the Indian Premier League (IPL). In Canada, Disney+ Hotstar strategically targets the South Asian diaspora through influencer marketing. Collaborations with influencers coming from Indian, Pakistani, and Bangladeshi communities help promote Disney+ Hotstar's vast library of regional content, establishing the platform as a multicultural entertainment hub.

### **2.5.3 Personalised content Marketing on Netflix, Disney+ Hotstar & Amazon Prime**

Customer expectations have evolved from accessibility to customization in recent decades (Sundaravel And Elangovan, 2020). Today, consumers seek personalised experiences that reflect their unique tastes. This is achieved through the utilization of consumer data without compromising privacy (Periaiya And Nandukrishna, 2023). Personalization, a growing

trend in marketing, can boost revenue by 5% to 15% and enhance efficiency by 10% to 30% (Park And Kwon, 2019). However, inconsistent research results for the impact of personalisation on customer attitudes and behaviour highlight the need for further investigation (Ajith T And P, 2023). Previous studies often focused on specific aspects of personalization, such as privacy concerns, rather than comprehensively addressing the topic (Pitta, Wood, And Franzak, 2008). A bibliometric evaluation has bridged knowledge gaps, offering impartial insights into the existing literature about the importance of customisation in customer-relationship management.

Personalised content marketing has become a cornerstone for leading streaming platforms like Netflix, Disney+ Hotstar, And Amazon Prime, transforming the way they engage audiences. This strategy involves tailoring content recommendations, user interfaces, and promotional efforts to cater to individual viewer preferences, ultimately enhancing the overall streaming experience.

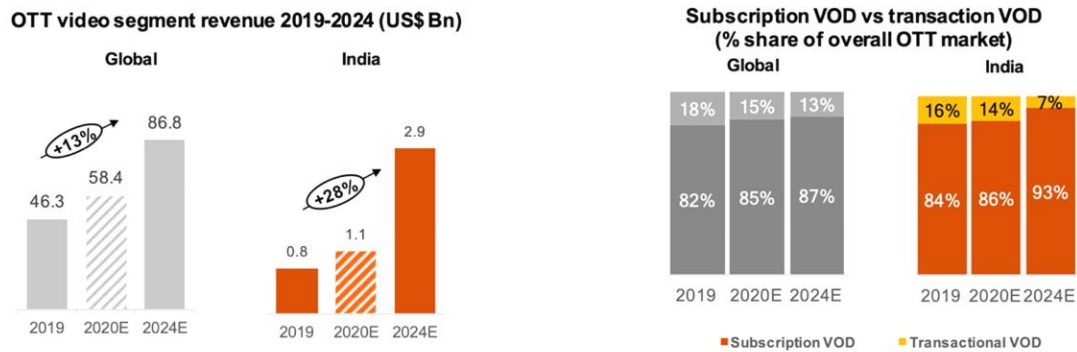
Netflix employs a sophisticated recommendation algorithm that analyzes user viewing history, genre preferences, and viewing habits. The platform uses machine learning to provide personalised content suggestions on the homepage itself, making it easier for users to discover new shows and movies aligned with their interests. The "Recommended for You" section is a good example. It presents a curated list based on individual preferences.



Hotstar, now integrated with Disney +, utilizes personalised content marketing to cater to diverse audiences. The platform offers personalised recommendations based on a user's viewing history, and its user interface is designed to showcase content in multiple languages and genres. Disney+ Hotstar leverages data to understand user behaviour, providing a personalised homepage that aligns with individual tastes.

Amazon Prime Video employs a robust recommendation system considering factors like watch history, user ratings, and genres. The "Your Watchlist" Feature allows users to curate their personalised list of shows and movies directly. Amazon also utilizes personalised marketing emails to notify users about new releases or exclusive content based on their preferences. As the OTT and TV industries expand, advertisers may discover new opportunities to engage with consumers, thus making room for additional monetization avenues for media, broadcast, and telecom firms to take advantage of.

## India is the fastest growing OTT market at 28.6 % CAGR ; to become the sixth-largest market in 2024



- India's OTT market to overtake South Korea, Germany and Australia and become the sixth-largest market in 2024.
- OTT video growth is coming from both inside and outside the home as Internet-connected devices proliferate, notably new smartphones and connected TVs.

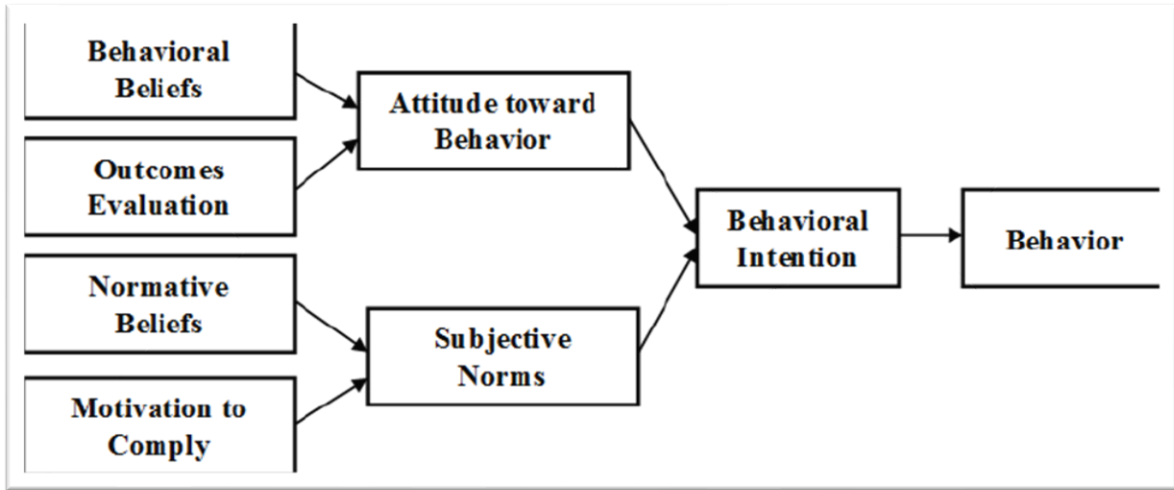
- Subscription VOD will be the prime driver of revenue, increasing at a 30.7% CAGR from US\$708mn in 2019 to US\$2.7bn in 2024
- The new at-home environment has led to the rise of new direct-to-consumer apps, local 'bite-sized' entertainment platforms and user-generated content (UGC) formats.

### Figure 2. 5 The Growing Trend in Over-The Top (OTT) Platform

Source: Brand Equity, 2020

Growing trends in Over-the-top (OTT) media have made it possible for more types of entertainment to be accessed online (Revati Devaki And Babu, 2021). The emergence of Over-the-top (OTT) platforms is a significant outcome of digital media's experimentations and growth models.

## 2.6 Theory of Reasoned Action



**Figure 2. 6 Theory of Reasoned Action**

Source: Adapted from Ajzen I. From intentions to actions: A theory of planned behaviour.

In: Kuhl J, Beckmann J, Ed. Action Control. Berlin, Heidelberg: Springer Berlin

Heidelberg; 1985. P. 11–39.

The Theory Of Reasoned Action (TRA) is a psychological model that aims to explain and predict individuals' Behaviour Based On Their Attitudes, Subjective Norms, And Action-Driven Intentions. Martin Fishbein and Icek Ajzen developed it In the late 1960s, and it has been widely used in various fields, including psychology, marketing, and communication studies.

Here are the key components of the theory of reasoned action:

1. **Attitudes:** This refers to an individual's positive or negative evaluation toward performing a specific behaviour. Attitudes are influenced by beliefs about the outcomes of certain behaviours and the subjective value attached to those outcomes.
2. **Subjective Norms:** This component involves the perceived social pressure or approval/disapproval from significant others, such as friends, family, or colleagues, about performing a particular behaviour.
3. **Behavioural Intentions:** Behavioral Intentions are the individual's motivation and willingness to perform a specific behaviour. They are influenced by attitudes and subjective norms and are considered to be an immediate antecedent to actual behaviour.
4. **Behaviour:** The final component is the actual behaviour itself that an individual engages in, based on their intentions.

In this study, The Theory Of Reasoned Action will be applied as follows:

1. **Understanding User Behaviour:** TRA can be used to investigate the attitudes users have toward OTT platforms. We can explore perceived benefits, drawbacks, and overall evaluations of their engagement with OTT content.
2. **Social Influence:** Subjective Norms in TRA help in understanding the impact of social factors on user behaviour. This includes studying the influence of friends, family, or

social media on users' decisions to subscribe, watch, or recommend content on OTT platforms.

3. **Predicting Intentions:** Behavioral Intentions are crucial in predicting future actions. By assessing users' intentions to continue using OTT platforms, researchers can gain insights into the likelihood of sustained engagement from those users.

4. **Content Preferences:** Attitudes within the TRA framework can be applied to investigate users' preferences for specific types of content. Understanding what users like or dislike helps OTT platforms tailor their offerings to meet audience expectations.

5. **Marketing and Communication Strategies:** TRA provides a framework for designing effective marketing and communication strategies. By influencing attitudes and subjective norms, OTT platforms can enhance user engagement and retention.

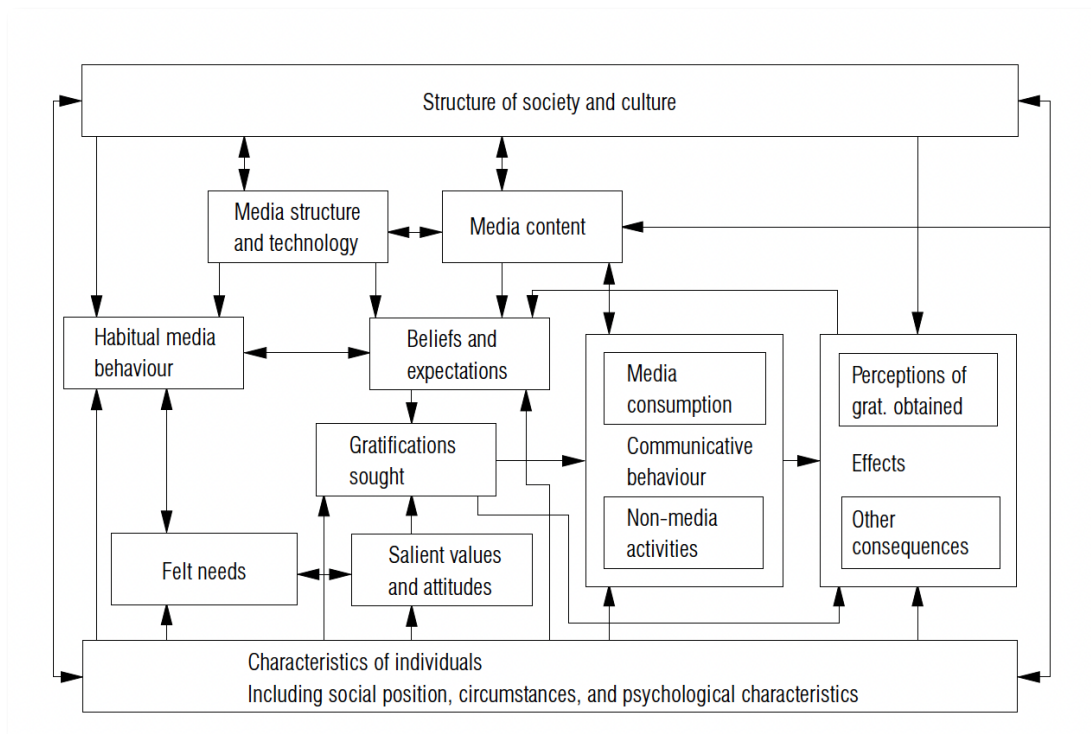
6. **User Experience Enhancement:** Insights from TRA can guide OTT platforms in improving the overall user experience. Addressing factors that contribute to positive attitudes and subjective norms can lead to increased user satisfaction.

In summary, the Theory of Reasoned Action provides a thorough framework for understanding the behaviour of OTT platform users. By investigating attitudes, subjective norms, behavioural intentions, and actual behaviour, we gain valuable insights. Once I collect this data through surveys, I will analyse it using quantitative methods(explained in

the next chapters) to conclude. This understanding guides the development of strategies to improve user engagement, content delivery, and the platform's overall success.

## 2.7 Gratification Theory (UGT) / Audience-Centric Theory

The Gratification Theory, often referred to as The Uses And Gratifications Theory, is a communication theory that explores why individuals use media and what gratifications or needs are fulfilled through their media consumption. This theory shifts the focus from asking what media does to individuals to what individuals do with media.



**Figure 2. 7 General Media Gratifications Model**

Source: Wijngaert, Lidwien. (1999). Matching Media: Information need and new media choice. p 79

This image represents the overarching framework applicable to media gratification research. It visually illustrates the key concepts and relationships within the uses and gratifications approach. At its core, the figure highlights the socio-psychological factors such as needs, values, and beliefs, which drive individuals' motives (behaviour). These motives, in turn, are influenced by beliefs, values, and social contexts, prompting individuals to seek various gratifications through media consumption and other non-media behaviour. These gratification processes occur within the interplay between societal structures and individual traits, leading to a specific understanding of the potential and limitations inherent in these structures and traits (Rosengren et al., 1985).

Key principles of The Uses and Gratifications theory include:

1. **Active Audience:** The theory assumes that media consumers are active and goal-oriented in their media choices. Individuals actively seek out media content that serves their specific purpose, i.e., gratification.
2. **Needs and Gratifications:** People use media to satisfy various psychological, social, and cultural needs. These needs can include entertainment, information, personal identity reinforcement, social integration, and self-expression.

3. **Media Competence:** Individuals make intentional choices regarding media consumption based on their understanding of available media and their belief that specific types of media will fulfil their needs.

4. **Social and Psychological Factors:** Media use is influenced by social and psychological factors like demographics, personality traits, and social context.

According to this theory, data is collected from observations over the past sixty years and examines messaging and social structure while also concentrating on audience motivations.

Audience-centric theory examines the type, nature, and application of media to ascertain the advantages and disadvantages of using it in the first place.

This theory is relevant for studying OTT because it studies viewers' motivations for using different media. Since OTT platforms like Netflix and Amazon Prime are relatively new, we can't rely on old surveys. Instead, I'll ask people now why they use these platforms and what they enjoy about them. I'll also analyse the shows and movies available to see what people usually watch. This will help us understand why people choose these platforms and what they gain from using them, which will guide us in making them even better.

Most studies on OTT streaming or television are based on past research and information from the internet and other new media sources. This assumption is rooted in the idea that OTT combines elements of the internet and traditional TV (Martín, 2021)



To further explain here are important factors from the theory that can be used towards the study.

1. **Content Customization:** OTT platforms can improve user satisfaction by customizing content to match their preferences. For instance, if users often seek out comedy shows, content creators can prioritize producing more comedic content. This approach ensures that users receive the type of content they enjoy, leading to higher engagement and satisfaction.
2. **User Engagement:** OTT platforms can enhance user engagement by catering to diverse gratifications sought by users. For example, offering a mix of genres like action, romance, and thriller ensures that there's something for everyone. Additionally, implementing interactive features like polls or quizzes can further engage users and keep them coming back for more.
3. **Targeted Marketing:** My research indicates that advertisers and marketers can leverage the uses and gratifications theory to create targeted campaigns on OTT platforms. For instance, if a user frequently watches cooking shows, advertisers can promote kitchen appliances or food delivery services during those shows, increasing the relevance and effectiveness of the advertisements.
4. **Platform Design:** By understanding the gratifications users seek, OTT platforms can optimize their design and functionality. For example, incorporating social

features such as comment sections or user-generated content areas can foster a sense of community among users. Moreover, providing easy navigation and personalized recommendation features ensures that users can quickly find content that matches their interests, enhancing their overall experience on the platform.

In essence, the gratification theory offers valuable insights into the behaviours behind media consumption, thus helping OTT platforms cater to the diverse needs and preferences of their audience.

## **2.8 Human Society Theory**

### **2.8.1 Social Learning Theory**

Social learning theory (Bandura 1977) has been widely used in academic research, particularly in communication studies (Bush et al., 1999). This theory offers a framework for understanding how peers, experts, and other influential figures shape consumer behaviour (King & Multon, 1996). Individuals are motivated to adopt favourable attitudes through socialization agents, whether through immediate influences or past interactions (Moschis & Churchill, 1978). In the field of management, various studies have applied this theory to explore the influence of family, peers, celebrities, and opinion leaders on consumer behaviour (Bush, 1999).

The Theory of Planned Behaviour (TPB) developed by Icek Ajzen (1991) provides insight into behaviour modification. It posits that individuals are guided by three types of beliefs: behavioural beliefs (expectations about the consequences of actions), normative beliefs (perceptions of others' expectations), and control beliefs (beliefs about factors that can facilitate or hinder behaviour performance).

### **2.8.2 Social Default Theory**

The Social Default Theory proposes that people tend to adopt behaviours or beliefs that are perceived as the norm within their social environment. In the context of my study on marketing strategies on OTT platforms, I have implemented the Social Default Theory by examining how users' behaviours and preferences are influenced by what they perceive as the typical or expected behaviour among their peers or social groups.

These Theories, Social Learning Theory and Social Default Theory can be applied effectively to study user behaviour and interactions On Over-the-top (OTT) Platforms.

In this study, I've examined how users' decisions to use OTT platforms are shaped by factors like what they think their friends expect them to watch, what benefits they believe they'll get from using the platform, and how confident they feel about navigating it. For instance, if users believe their friends expect them to watch a popular show on an OTT platform, they might be more likely to do so. Therefore, I have likely used the Social learning theory.

Additionally, as per the Social learning theory, In my study, I have analysed how users' behaviour on OTT platforms is influenced by what they see their friends, family, or favourite celebrities doing. For example, if a user sees their friend recommending a TV series on an OTT platform, they might be more likely to watch it too. Since my study is qualitative, all these theories have been examined through the survey data collected.

Here are some examples of how the Social Default Theory has been implemented in my study by analysing the survey data:

**Survey Questions:** This study has Included survey questions that assess participants' perceptions of what their friends, family, or social media connections typically watch or recommend on OTT platforms. For example, one of my survey questions is as follows-“ I spend more time on over-the-top (OTT) platforms looking through stuff that influencers have suggested.”

**Comparative Analysis:** I've analysed the survey responses to uncover trends or patterns in how participants perceive social norms regarding OTT platform usage. By comparing responses across different demographic groups such as age, gender, and location, I've sought to identify any variations in perceived social norms.

**Influence on Behaviour:** Exploring the relationship between perceived social norms and actual behaviour on OTT platforms. For instance, the response to my survey questions” How many hours per day of streaming platform?” and “I spend more time on over-the-top (OTT)

platforms looking through stuff that influencers have suggested. “helps me examine whether participants who perceive binge-watching as a common behaviour among their friends are more likely to engage in binge-watching themselves.

By applying these theories, researchers can gain valuable insights into the dynamics of user behaviour on OTT platforms, ultimately contributing to a more nuanced understanding of audience engagement and content consumption patterns.

## **2.9 Important Factors for the adoption of New Technology**

Several pivotal factors play a role in the successful adoption of new technologies on over-the-top platforms. These elements include:

**User Interface and Experience (UI/UX):** The design of the OTT Platform's UI/UX significantly influences its aesthetics, thus encouraging users to adopt new technologies (Pereira And Tam, 2021).

**Device Compatibility:** For wider acceptance, OTT systems need to seamlessly function across various devices, thus ensuring accessibility and consequently increasing adoption rates among users.

**Streaming Quality and Performance:** A satisfying user experience relies on consistent streaming quality, minimal buffering, and rapid loading times, all of which contribute to an optimal adoption of technology.

**Content Variety and Quality:** The availability of diverse, high-quality content, spanning films, TV shows, documentaries, live events, and original material across different genres, enhances the diversity appeal and consequent adoption of OTT platforms.

**Personalised Recommendations:** OTT services that offer personalised suggestions based on individual preferences and viewing patterns are more likely to be embraced, elevating the overall user experience and fostering engagement.

**Data Security and Privacy:** Addressing user concerns about data security and privacy is imperative. Implementing robust security measures, transparent data processing protocols, and user-friendly privacy settings promote swift new-technology adoption.

**Content-Related Challenges and Controversies:** Challenges related to content, exemplified by controversies like those surrounding the "Tandav" web series, underscore the importance for OTT platforms to mindfully navigate diverse cultural and religious landscapes. The Tandav web series received accusations of offending religious sentiments and portraying specific communities in a negative light. This led to protests, calls for a ban, legal action, and government involvement. The incident highlighted the complexities of navigating India's sensitive cultural landscape, emphasizing the need for streaming platforms to manage content proactively and engage with stakeholders to align with societal norms and regulations. This may involve reassessing content policies, engaging regulatory

bodies, and collaborating with local stakeholders to align content with societal norms and legal requirements.

**Localization and Market Expansion:** Expanding into new markets necessitates careful navigation of agreements, potential conflicts, and cultural differences. Successful negotiation, collaboration, and communication with stakeholders, including regulatory bodies, content creators, and end users are essential to overcoming such challenges (Shim And Shin, 2019).

**AI-Related Provisions:** The inclusion of provisions related to artificial intelligence in contracts, as observed in instances like the SAG-AFTRA strike held in New York In 2023, reflects an awareness of our evolving tech landscape. As artificial intelligence plays a potent role in content creation and distribution on OTT platforms, ongoing conversations and preventive actions are necessary for maintaining a robust and resilient ecosystem that does not harm or inhibit anyone.

**Industry Trends in 2024:** Anticipated growth in the Indian media and entertainment sector, increased advertising and subscription revenues, and understanding and adapting to important trends are vital for OTT platforms to remain competitive and successful in such a dynamic landscape (Lad, Butala, And Bide, 2019).

By comprehensively addressing these factors, OTT platforms can enhance new-technology adoption, navigate challenges effectively, and contribute to building a strong and successful digital streaming ecosystem.

## **2.10 Summary**

This review of available literature provides a thorough exploration of the intricate dynamics surrounding the adoption of new technology, specifically focusing on the multifaceted significance of over-the-top (OTT) platforms within the realm of online streaming services. These platforms, renowned for their ability to deliver a diverse array of on-demand content, have experienced a significant surge in popularity driven by transformative shifts in consumer behaviour and the continued evolution of technology. The term "OTT Platforms" encapsulates a spectrum of services, ranging from subscription-based ones provided by industry giants like Netflix and Amazon Prime Video to free ad-supported ones like Pluto TV and Tubi.

An investigation into the emergence of OTT platforms in Canadian and Indian contexts has shed light on their profound impact on customer behaviour. This study also delves into critical issues like content fragmentation, and the pivotal role of marketing strategies in shaping the behaviour of millennials, thus offering a nuanced understanding of the challenges and opportunities within this dynamic landscape. Particular emphasis is placed



on adaptability facilitated by aggregator services like Apple TV and Roku, which provide users with versatile alternatives and influence the evolving preferences of digital consumers. Moreover, this research scrutinizes factors influencing content consumption patterns, including internet accessibility, smartphone compatibility, regional content preferences, and the consequential impact of all this on the Indian entertainment sector. This study further highlights the symbiotic relationship between technological advancements, consumer preferences, and the strategic manoeuvres employed by OTT platforms to successfully navigate such a dynamic landscape.

This comprehensive review extends its focus towards the challenges, triumphs, and strategic manoeuvres adopted by OTT platforms in diverse global regions, thus shedding light on the varied market dynamics that influence the direction in which these platforms can go. This discussion also spans marketing techniques that explore theoretical frameworks underpinning audience motivations and long-lasting client relationships. The theories focused upon include gratification theory and combined insights from the theory of planned behaviour and social learning theory. This detailed exploration provides a comprehensive understanding of the intricate web of factors that influence consumer behaviour and shape the marketing strategies employed by platforms.

The specific focus on three major OTT platforms—Netflix, Amazon, and Disney+ Hotstar—provides nuanced insights into their respective approaches and successes in the

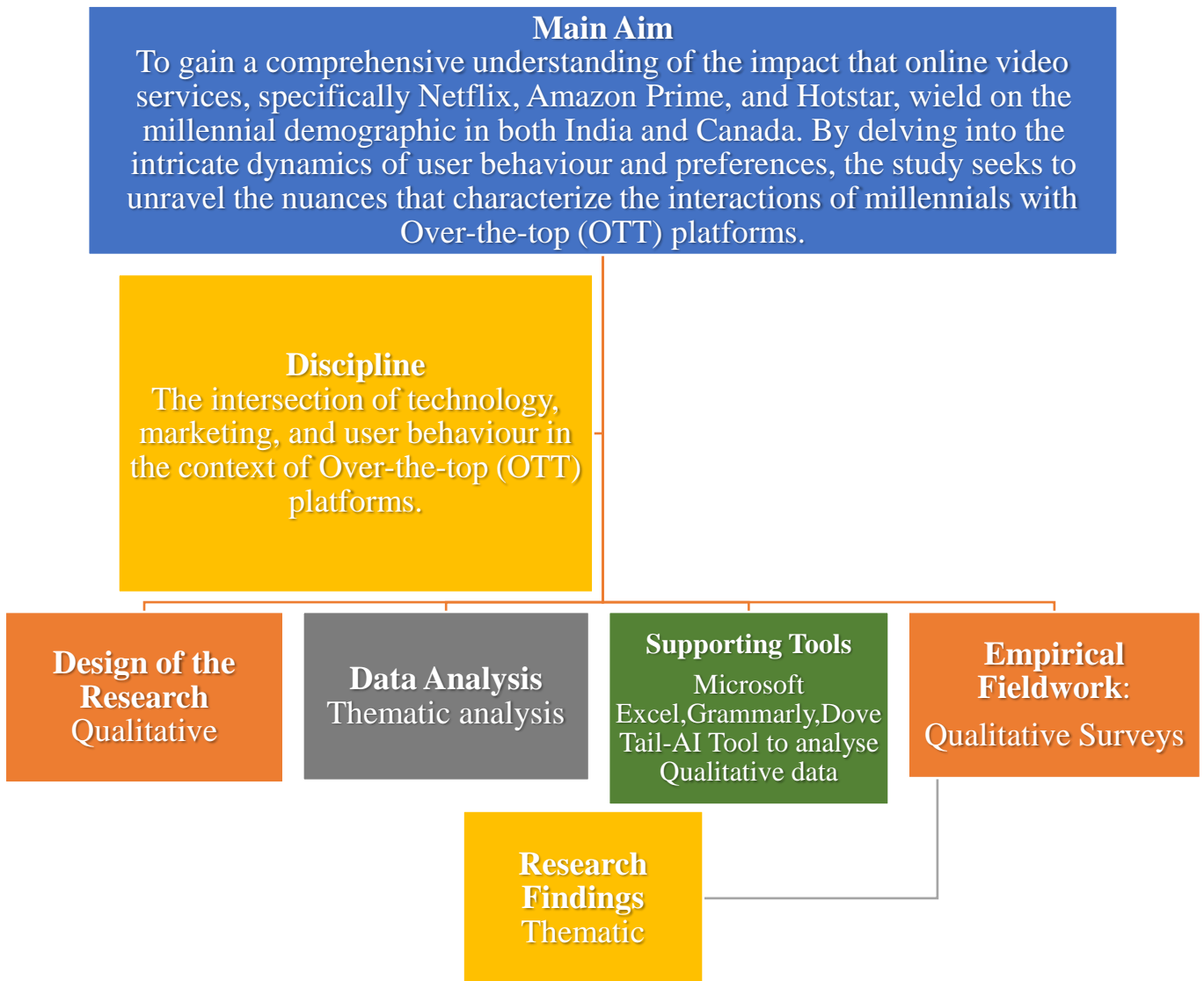
dynamic markets of India and Beyond. This study goes on to recognize the unique challenges and opportunities presented by each platform, thereby offering valuable insights for practitioners, researchers, and stakeholders in the digital streaming industry.

The conclusion of this review underscores critical technological considerations, encouraging OTT platforms to adopt high-quality user interfaces, ensure compatibility, prioritize streaming quality, offer more diverse content, and fortify data security measures. Additionally, the necessity for robust customer service mechanisms is emphasized, recognizing the pivotal role they play in ensuring user satisfaction and loyalty.

This review, therefore, serves as a comprehensive resource that provides nuanced insights into the multifaceted landscape of OTT platforms, their impact on consumer behaviour, and strategic considerations essential for their sustained success in an ever-evolving digital landscape.

# Chapter III: METHODOLOGY

## 3.1 Overview



**Figure 3. 1 : The Framework of the Method and Research Design for the Study.**

Source: Author.

This framework outlines the methodological approach and design adopted for the study, clearly stating all the research objectives. This study employs a qualitative design that aligns with the interpretive nature of qualitative research. In addition, this study's disciplinary focus is on the intersection of technology, marketing, and user behaviour within the realm of Over-the-top (OTT) platforms.

Furthermore, this framework specifies that empirical fieldwork will be conducted through qualitative surveys. Thematic analysis is identified as the chosen method for data analysis, with Microsoft Excel, dovetail, and Grammarly serving as supportive tools. These tools have collectively contributed to generating thematic descriptions that encapsulate the key findings of this research.

### **3.1.1 Overview of the research problem**

This research delves into the evolving behavioural patterns of millennials in India and Canada, specifically scrutinizing their responses to major Over-the-top (OTT) platforms like Netflix, Amazon, and Disney+ Hotstar. Rooted in the intricate implications of new-technology adoption, particularly the surge in OTT platform popularity, this study investigates its profound impacts on individual, organizational, and social aspects. It examines elements like internet accessibility, smartphone compatibility, and regional content as contributing to acceptance rates among new customers.

This research also extends its focus to assess the impact of OTT services on traditional cable and satellite TV, thereby emphasizing the significance of creative business strategies, streamlined content production, and simplified regulations for the prosperity of OTT platforms. Marketing techniques employed by top-tier players like Netflix, Disney+ Hotstar, and Amazon Prime in both Canada and India are also duly scrutinized, with a focus on cross-platform advertising, tailored content marketing, and influencer marketing.

In the Canadian context, this research highlights the pivotal role of the television broadcasting system in fostering cultural and democratic identity. Netflix's success in Canada, for instance, exemplifies the transformative effects of digital and cloud-based technology on the media and content sectors.

This research concludes by emphasizing the significance of adopting new technologies that prioritize user interfaces, device compatibility, streaming quality, content diversity, and data security. The focus on Netflix, Amazon, and Disney+ Hotstar enriches this examination, offering insights into the distinct dynamics of these platforms in shaping the behaviour of millennials in India and Canada.

India, recognized as the fastest-growing entertainment and media market globally, boasts a substantial internet user base with over 759 million active users accessing the internet every month. This number is projected to reach 900 million by 2025 (IAMAI And Kantar, 2022). The changing media landscape, intensified by the impact of COVID-19, has accelerated the

acceptance of OTT content globally. Millennials, aged 25 to 36, are significant contributors to this shift, consuming an average of 8.3 hours of internet video daily (Govind, 2022). A substantial 89% of OTT video-content consumers in India are under the age of 35, with the 16–24 and 25–35 age groups constituting a substantial market base (Sridevi, 2021). This research focuses on millennials born between 1982 and 2000, (considering them to be the primary demographic for the OTT market (Talaverna, 2015)

The methodology involves classifying factors influencing OTT service selection by establishing links between various elements that are important to millennials. Participants aged 28-43 from major cities in India and Canada, including Delhi, Chennai, Jalandhar, Toronto, Edmonton, and The Niagara Region were selected based on their frequent use of OTT platforms. The research's objectives include understanding OTT viewer behaviour, their motivations, and the impact of OTT on traditional TV, thus providing valuable insights for OTT platforms that serve millennials and thus guide their marketing strategies.

The transition from traditional television to OTT Services Has Significantly Influenced the media landscape, especially after Disney, HBO Now, YouTube TV, and Facebook entered the market (Okumuş, 2022). This evolution disrupted the work of traditional cable providers and conventional TV networks, prompting those media companies to launch their own OTT Services. This paper examines the impact of OTT platforms on the entertainment industry, focusing on the top platforms in India and Canada, such as Amazon Prime, Netflix, and

Disney+ Hotstar. It goes on to scrutinize the convergence of culture, technology, and marketing strategies, with emphasis on influencer, cross-platform, and personalised content marketing. This study further employs the Human society theory model to understand Indian and Canadian customers' perceptions of OTT streaming platforms.

In Conclusion, this research aims to contribute nuanced insights to the ever-evolving OTT landscape, thus helping industry participants meet customer expectations, uncover emerging trends, and navigate the dynamic entertainment market without being left behind. The methodology involves a meticulous selection of participants, focusing on a vital demographic, namely millennials, and Utilizing Human Society theory as a theoretical framework. This study's findings are designed to offer valuable guidance for OTT Platforms, thereby enabling them to enhance their marketing strategies, improve user experiences, and effectively penetrate competitive OTT markets. Adhering to a strict research protocol, the study seeks to reduce errors and identify optimal outcomes.

In this sense, the research methodology proceeds as follows:



**Figure 3. 2 Research Methodology Process. Source:** Author

### 3.2 Operationalization of theoretical constructs

Operationalisation of theoretical constructs involves defining and translating abstract concepts into measurable and observable variables or indicators. In the context of this study exploring the impact of online streaming platforms on millennial behaviour, the theoretical constructs are "Influencer Marketing," "Cross-Platform Marketing," "Personalised Content Marketing," and "User Behaviour."

Below is a detailed operationalization for each construct:

#### 1. **Influencer marketing:**

○ **Definition:** Influencer Marketing involves leveraging influential individuals on social media to endorse and promote content.

#### ○ **Operationalization:**

▪ **Identification of influencers:** quantify the number of influencers engaged by each streaming platform. This may include counting the total number of influencers and categorizing them based on their respective follower counts.

▪ **Reach and engagement:** Measuring the quantitative aspects of influencers' impact, including follower count, likes, comments, shares, and overall engagement rates.

#### 2. **Cross-platform marketing:**



○ **Definition:** Cross-platform marketing encompasses strategies that extend across various digital channels.

○ **Operationalization:**

▪ **Number of platforms:** Count the different digital platforms used by each streaming platform for marketing purposes. This may include social media platforms, official websites, and other online channels.

▪ **Consistency of messaging:** Qualitatively assess how consistently marketing messages are conveyed across different platforms. This may involve analyzing the thematic consistency of promotional content.

3. **Personalised Content Marketing:**

○ **Definition:** Personalised Content marketing involves tailoring content to individual preferences or characteristics.

○ **Operationalization:**

▪ **Personalization algorithms:** Evaluate the sophistication and effectiveness of content recommendation algorithms used by each platform. This may involve analyzing the algorithms' ability to suggest relevant content based on user preferences.

▪ **User feedback:** Collect qualitative data through surveys or interviews to understand users' perceptions of content relevance and personalization. This may include users' satisfaction with recommended content.

#### 4. **User behaviour:**

○ **Definition:** User behaviour encompasses how individuals interact with and consume content on streaming platforms.

○ **Operationalization:**

- **Streaming hours:** Quantify the average time spent by users on each platform daily. This data can be obtained through user analytics provided by those platforms.
- **Content preferences:** Use a combination of qualitative and quantitative methods to gather data on the types of content preferred by users. This may involve surveys, focus group discussions, and analysis of viewing patterns.

These operationalizations provide a detailed and tangible framework for assessing the theoretical constructs in this study. Any specific metrics and methods will depend on available data sources and the research instruments used in this study.

### **3.3 Research Purpose and Questions**

The primary aim of this study is to scrutinize the marketing strategies implemented by different Over-the-top (OTT) platforms, with the overarching goal of expanding their respective user bases and enhancing market penetration. Specific research objectives include:

1. Investigating the impact of influencer endorsements on digital marketing campaigns based on consumer responses from select groups in India and Canada.
2. Contrasting personal preferences regarding the use of digital marketing on OTT platforms in India and Canada.
3. Examining the frequency with which businesses in Canada and India adapt their digital marketing plans to align with customer preferences.
4. Assessing how well-modified digital marketing tactics influence the daily streaming hours of consumers.
5. Evaluating the digital consumption habits of audiences in India and Canada on behalf of broadcast companies.

### **Research Questions:**

The Research questions central to this study are structured to unravel the nuanced dynamics of user behaviour and preferences in the context of online video services, particularly Netflix, Amazon Prime, and Disney+ Hotstar, among the millennial demographic in India and Canada. Furthermore, a critical aspect of the inquiry involves a meticulous exploration of the influence of marketing strategies employed by OTT platforms.

The two key research questions are:

1. **Divergence in behavioural influences across borders:**

○Question: How do influences on behavioural changes differ between India and Canada, shaping the reactions of millennials towards OTT platforms?

○Objective: uncover cultural and contextual disparities that contribute to varying patterns in millennial engagement with online video services, thus elucidating factors that drive distinct behavioural changes in these two diverse regions.

## 2. **Impact of evolving marketing strategies:**

○Question: How have alterations in digital marketing strategies, such as Influencer Marketing, Cross-Platform Marketing, and Personalised Marketing impacted the content consumption and behaviour patterns of millennials in India and Canada?

○Objective: Dissect the evolving landscape of digital marketing within the OTT domain, and explore specific ways in which these strategies influence millennial choices, preferences, and consumption patterns across select platforms.

In essence, this study endeavours to not only uncover the immediate impact of OTT services on millennials but also unveil the intricate interplay between marketing strategies and user behaviour, thus providing valuable insights for academic understanding and practical application in the dynamic realms of digital entertainment and marketing.

### **3.4 Research Design**

The research design functions as a foundational framework, guiding the study's development by addressing diverse research questions through a comprehensive plan, strategy, and structure. As emphasized by Asenahabi (2019), the clarity of a research design is crucial for ensuring the quality of an empirical study and outlining methodologies tailored to address specific research problems.

In adopting a pre-designed questionnaire to investigate consumer preferences and time allocation for over-the-top (OTT) content, this study embraces a descriptive research approach to examining media consumption patterns, particularly among the millennial demographic. The research design facilitates a comprehensive analysis of OTT consumption by employing techniques that elucidate and characterize the variables under scrutiny. This qualitative research approach involves gathering primary data through survey methods, with a special focus on unravelling the complexities surrounding the most effective digital marketing strategies—*influencer marketing, cross-platform marketing, and personalised content marketing*—utilized by the top three OTT platforms in India and Canada.

To ensure ethical conduct throughout this study, informed consent must be obtained from key players. This means participants are kept informed about the study's purpose and procedures, allowing them to willingly take part in it or refuse to do so. Individual autonomy is imperative to the credibility of this study. Such an ethical approach also encourages

protecting participants' rights, ensuring no harm comes to them, maintaining confidentiality, and treating participants with dignity. Transparent debriefing sessions further facilitate open communication, enabling participants to understand the study's findings and address any questions they may have about it.

Confidentiality, treating participant data with the utmost care and security, is a top priority. A commitment to privacy is maintained at every step, thus establishing trust and upholding the credibility of this study. Such an ethical stance is vital for building a trustworthy bond with participants and ensuring the study's overall validity.

Furthermore, this study incorporates thematic analysis as a qualitative method to interpret and make sense of the gathered data. Thematic analysis involves identifying, analyzing, and reporting patterns (themes) within the collated data, allowing for a nuanced understanding of participants' perspectives and experiences (Clarke, 2001). This approach enriches the qualitative research design by providing a systematic and rigorous way to uncover themes and insights relevant to the research questions.

In essence, the research design not only establishes a structured framework for data collection but also integrates thematic analysis as a qualitative approach to help derive meaningful findings regarding the impact of digital marketing strategies on OTT platforms in India and Canada.

## **3.5 Population & Sample**

### **3.5.1 Population**

This study is designed to explore effective digital marketing strategies with a specific focus on the millennial demographic (aged 27–42) who are residing in key urban centres. Respondents for this study were selected from diverse geographical locations, including Chennai and Delhi in India, and Jalandhar, Toronto, Edmonton, and The Niagara Region In Canada. This study thus encompasses both Indian and Canadian Urban Centers. The strategic selection aims to capture a broad spectrum of perspectives, including any cultural, lifestyle, and regional variations within these key locations. Involving respondents from these regions enhances the study's ability to uncover nuanced insights into the impact of digital marketing strategies on the millennial demographic across diverse geographical and cultural contexts. Considering the significant surge in the popularity of OTT video streaming services, particularly during The COVID-19 pandemic, platforms like Amazon Prime in India gained prominence by providing users access to content without the need for traditional cable or satellite subscriptions. This survey is meticulously tailored to target millennial users, aiming to comprehend digital cultural dynamics specific to the aforementioned regions.

Various demographic characteristics are considered to help shed light on the diverse composition of the millennial population in the designated areas. The following are the considered characteristics:

1. **Gender:** The study ensures inclusivity by including both male and female millennials to ensure comprehensive representation within the specified age group.
2. **Occupation:** The respondents' occupational diversity is broad, spanning professions and pursuits across various industries and segments like media and entertainment, customer service, real estate, law, entrepreneurship, and postgraduation. Such diversity is designed to capture a wide range of professional backgrounds and perspectives.
3. **Education:** Given the age range of 28–43, the population is likely to feature individuals coming from different educational backgrounds, including those with undergraduate and postgraduate degrees.
4. **Interests:** Recognizing millennials' diverse interests in entertainment, technology, lifestyle, and more, the study aims to capture a wide spectrum of preferences. Such variation is crucial to understanding how different segments of the population respond to digital marketing strategies by OTT platforms.

By meticulously examining these demographic characteristics, this research aims to provide a nuanced understanding of how different segments within the millennial population



respond to influencer marketing, cross-platform marketing, and personalised content marketing by OTT platforms. The inclusion of such demographic aspects enriches insights, thereby facilitating the identification of patterns and trends in consumer behaviour across assorted regions and backgrounds.

### **3.5.2 Sample Selection**

The sample selection for this study followed a systematic approach, employing both random and stratified sampling methods to ensure precision and representation in capturing diverse perspectives. As outlined by Kumar and Meena (2023), a sample is a subset of respondents chosen from a larger population to reflect its diverse characteristics. In total, 450 respondents were selected from Canada and India, in line with recommendations from previous studies.

The age group of 28 to 43 was specifically chosen based on the research findings of Yousaf Et Al. (2021), which indicated that individuals within this age range demonstrate significant preferences for over-the-top (OTT) platforms. This range has been observed to exert a notable impact on digital marketing trends in both Canada and India.

The utilization of stratified sampling methods was aimed at creating homogeneous subpopulations within the larger population, thus taking into account specific traits during the selection process. This method therefore enhances precision and representation by

categorizing individuals into distinct strata based on relevant (and nuanced) characteristics. In doing so, biases such as under-coverage are mitigated and diversity within the sample is maintained, thereby contributing to the generalization and validity of this study's findings (Kumar And Meena, 2023).

To ensure unbiased representation from each city, a random sampling method was applied to select a subpopulation of respondents from each location. Random sampling methods ensure that each individual within the specified age range residing in the chosen cities has an equal chance of being included in the study. This method is particularly effective when dealing with large populations, thus providing an unbiased and fair representation of diverse perspectives within the targeted age range and geographical locations (Kumar And Meena, 2023).

### **3.6 Participant Selection**

During July, August, September, October, and November 2023, an online survey (comprising twenty-four questions) was conducted to investigate various aspects related to over-the-top (OTT) platforms. The survey was strategically distributed using prominent social media platforms, including Facebook, LinkedIn, and WhatsApp, to ensure widespread outreach.

The selection of participants was meticulously carried out through a combination of random sampling and stratified selection methods based on their location or demographic. This approach aimed to capture a diverse range of perspectives from the entire population. Eligible participants were identified as individuals within the age group of 28 to 43 from India and Canada. They had previously subscribed to at least one OTT platform.

To refine the participant criteria, insights from Arora, Agarwal, and Kumar (2018) were considered. Their research highlighted how 25% of the media consumed by Indian millennials is digital media. This emphasizes the significant role of this demographic in the consumption of digital information. Consequently, Indian millennials were specifically targeted as a key demographic group for the survey.

Expanding the focus to include Canada, the survey acknowledged the unique media consumption patterns of individuals in this age range, from the Canadian context. The goal was to capture the nuanced perspectives and behaviour of millennials in India and Canada regarding OTT platforms, thereby enriching the overall findings of this study.

### **3.7 Instrumentation**

When it comes to research investigations, the term "instrumentation" encompasses the myriad techniques employed to gather data, which directly influence the accuracy and reliability of the information collected (Chenail, 2011). The selection of instruments is

intricately tied to the type of data being sought, the specific research questions at hand, and the overall design of the study. Additionally, ethical considerations and the protection of participant rights play pivotal roles in determining the appropriateness of the chosen instruments.

Given the context of this study, the collection of information about over-the-top (OTT) platforms using a diverse array of communication techniques and technologies was implemented. WhatsApp served as a versatile tool for file sharing and quick messaging, further facilitating efficient and rapid data exchange. Industry-expert communications were also conducted using platforms like Facebook Messenger and LinkedIn to ensure seamless interaction and collaboration across various geographies and demographics. This comprehensive approach not only fostered effective communication but also facilitated teamwork and the gaining of a nuanced comprehension of the OTT landscape.

The strategic utilization of these communication resources played a pivotal role in cultivating a thorough understanding of the OTT environment. By employing such varied instruments, comprehensively navigating the complexities of the OTT platform and drawing insights from different perspectives and sources became simpler to achieve. This multifaceted approach contributed to the richness and depth of the data collected, thereby enhancing the overall quality and reliability of this study's findings

### **3.7.1 Surveys and Questionnaires**

Each of the 409 eligible survey respondents unequivocally affirmed their engagement with over-the-top (OTT) content, accessed through dedicated applications using broadband connections and/or mobile devices. The survey's initial questions were therefore strategically designed to sift through responses and filter out irrelevant or undesired information, thus ensuring a more focused dataset. Key inquiries in the survey revolved around the respondents' age range, current city of residence, OTT subscription status, and personal habits about streaming OTT content on their mobile devices.

The survey was meticulously structured into five distinct sections that systematically addressed factors influencing the selection of OTT platforms in India and Canada, with a special focus on Netflix, Disney+ Hotstar, and Amazon Prime. These sections included personal user information, shifts in OTT platform usage and behaviour, the impact of influencer marketing strategies on consumer behaviour, the influence of cross-platform marketing strategies on consumer behaviour, and the effects of personalised content marketing strategies on consumer behaviour. The primary objective of this study was, after all, to conduct a thorough analysis of user habits, preferences, and responses to diverse strategies employed by over-the-top (OTT) marketers.

This study, therefore, intended to unravel the intricate dynamics of how those strategies contributed to behavioural changes within the chosen sample. To ensure alignment with the

study's overarching objectives, screening questions were strategically included at the beginning of the survey. Those questions served as a filter, channelling responses toward specific areas of inquiry aligned with the research objectives, thereby fostering a more targeted and insightful exploration of user behaviour and personal preferences in the context of OTT platforms.

### **3.8 Data Collection Procedures**

The data collection process in this study was complex, text-based, and responsive, shaped by insights from the field. Unlike quantitative data collection methods that heavily rely on numerical values, the data for this study was less structured, avoiding excessive numerical data in favour of adaptability and inductive reasoning. This approach aligns with the definition of qualitative research, which encompasses studies that utilize data that do not involve ordinary values.

The chosen methodology also resonates with Merriam's S.B (2009) perspective on qualitative research, emphasising flexibility and the researcher's awareness of the evolving nature of the study. Such versatility encouraged navigation away from rigid positions during the research process, thereby enabling timely responses to emerging events in the data generation phase. It also necessitated adaptability to seamlessly integrate insights into the contextual nuances of the study (Minichello and Kottler, 2010).

Data collection is a crucial phase of this study. It involves the gathering of information from various sources to address specific research challenges and gain insights into complex outcomes within the over-the-top (OTT) entertainment landscape. The primary data, which is qualitative, is directly sourced from the firsthand experiences of users through a mindfully designed questionnaire aligned with the study's objectives, and administered in an online survey format.

The questionnaire covers a range of demographic details, including users' age, gender, location, living situation, and primary occupation, thus providing a comprehensive understanding of the participants themselves. Additionally, it delves into viewers' language preferences, their regular use of OTT platforms, and their content preferences when doing so.

Structured into five distinct sections, the questionnaire addresses factors that influence users' choice of OTT platforms, alterations in OTT platform usage and behaviour, the impact of influencer marketing strategies, the results of cross-platform marketing strategies, and the effects of personalised content marketing strategies on consumer behaviour. The second section specifically focuses on various factors contributing to changes in consumer behaviour.

To capture accurate insights into content consumption patterns, the final three sections inquire about each respondent's viewing habits, their time on OTT platforms, their

subscription details, and other significant OTT-related aspects. The Likert scale, ranging from 1 to 5, was predominantly used in the questionnaire, allowing participants to express their agreement or disagreement with various characteristics related to the defined variables. This rating scale facilitates a nuanced analysis of how marketing strategies and user preferences influence the behaviour of millennials on OTT platforms; within the context of this study.

### **3.9 Qualitative Data Analysis**

Selecting an appropriate data analysis approach initially presented a challenge, given the known complexity of qualitative methods (Holloway And Todres, 2003). The intricate nature of qualitative data, rooted in words and observations, made precise interpretation difficult to achieve. While thematic data analysis, grounded theory, and conversational analysis were early considerations, the thematic approach by Braun and Clarke (2006) was eventually chosen for this study.

The rejection of alternatives like conversation analysis stemmed from its focus on social psychology, which didn't align with this study's objectives. Instead, thematic analysis, drawing on Marshall and Rossman's (1999) idea of bringing order and structure to qualitative data, proved to be the superior choice. The latter's process, driven by emerging categories, grew clearer as the investigation progressed.



Despite debates surrounding thematic data analysis, its feasibility for my research outweighed the challenges. Critics such as Holloway and Todres (2003) doubted the common skills needed for interpreting meanings, while Boyatzis (1998) viewed thematic data analysis as a tool rather than a specific method. Braun and Clarke's (2006) flexible nature of thematic analysis, which was aligned with interpretative phenomenological analysis and this study's social constructionist paradigms, was therefore finalized.

Motivating factors included the method's compatibility with this study's philosophical stance and the way it ensured a connection between theoretical and methodological applications (Braun And Clarke, 2006). The flexibility of thematic data analysis and its alignment with this study's chosen philosophical stance offered a suitable method for this research, thereby fulfilling the process behind generating and interpreting data. The chosen approach took the explicit assumptions of this study's philosophical stance into consideration, aiming for precision in data analysis and clarity in reporting (Attride-Stirling, 2001).

In summary, thematic data analysis was employed to generate results, keeping in mind the method's appropriateness about research questions and the need to stay focused on the research topic and contents. This section will now delve into how thematic data analysis was applied to this study, starting with a brief explanation of the method itself. Qualitative analysis (in the context of this research) involves a meticulous examination of non-

numerical data to unveil patterns, themes, and insights regarding millennials' behaviour on OTT platforms in India and Canada.

Employing an in-depth approach, qualitative analysis aims to capture the complexity of subjective experiences and perceptions in connection to OTT usage. The primary method for this study is thematic analysis, as outlined by Braun And Clarke (2006). The focus is to identify, analyze, and report emergent themes within the qualitative data, thereby facilitating a comprehensive exploration of the diverse perspectives and behaviour of the millennial demographic in India and Canada.

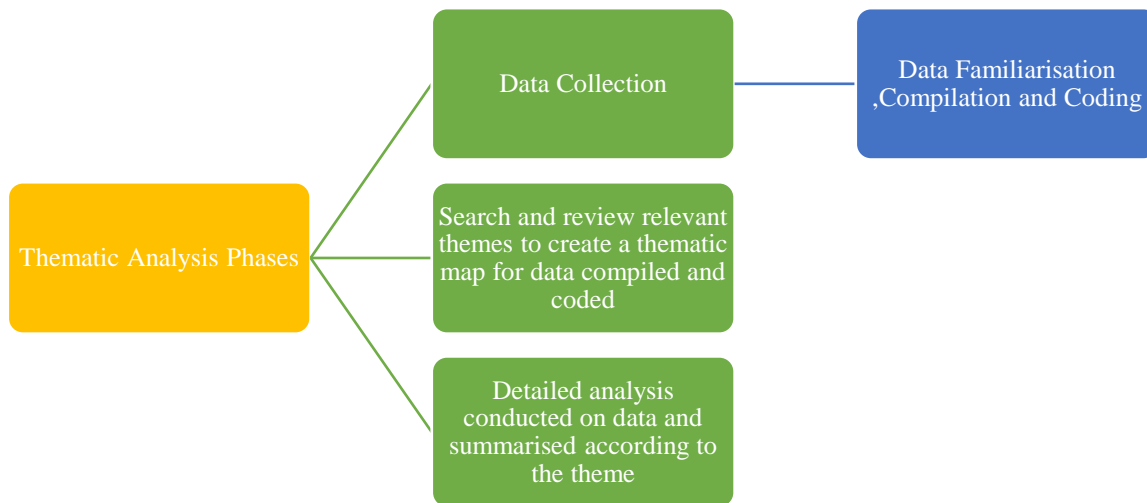
Throughout the analysis, critical decisions were made to ensure relevance to the research questions. An inductive approach was also adopted, allowing themes to naturally arise from the data rather than be imposed. This approach aligns with the dynamic nature of the research, thus ensuring the insights remain grounded in the participants' perspectives and experiences.

Reflexive discussions and iterative processes further characterized the analysis, emphasizing continuous validation and refinement of emerging themes. The deductive flexibility in applying the thematic analysis method allowed for a more nuanced understanding of the data, thus promoting a comprehensive exploration of the factors influencing millennials' engagement with OTT platforms. Overall, the chosen qualitative

analysis contributes depth and context to this study, offering valuable insights into the intricate dynamics of digital content consumption in the selected demographic.

### 3.10 Thematic Data Analysis

The model below encapsulates the thematic data analysis process and elucidates the systematic phases and considerations integral to this research.



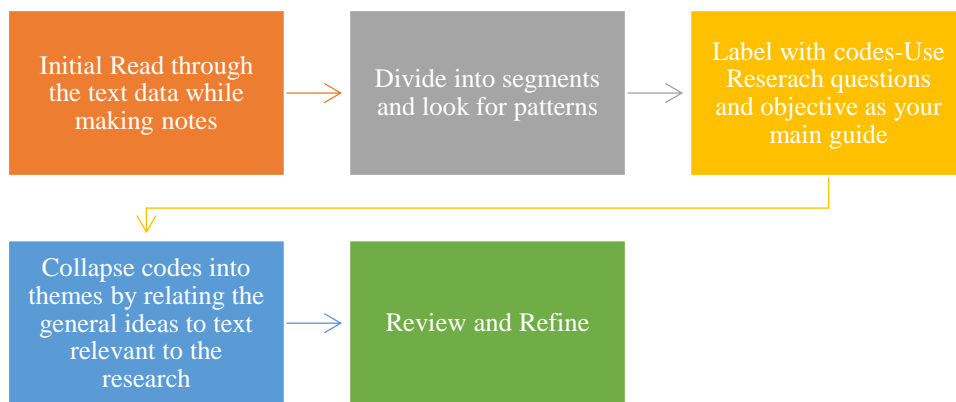
**Figure 3. 3 Thematic Data Analysis Model**

This segment explores the intricacies of the thematic data analysis approach tailored to the specifics of this study and unravels the systematic process of transforming raw data into nuanced and insightful findings. Thematic analysis, a cornerstone technique defined by Braun And Clarke (2006), is the bedrock for identifying, analyzing, and articulating

emergent patterns or themes within qualitative data; a fitting choice given the qualitative nature of this research. The emphasis is on recognizing and coding themes, which aligns seamlessly with the principles articulated by Arolker and Seale (2012).

The decision-making process present throughout the data generation and analysis phases resonates with Braun and Clarke's (2006) recommendations, thus establishing methodological coherence. An inductive approach, championed by Frith and Gleeson (2004), takes precedence over deductive alternatives, thereby fostering nuanced data-driven exploration.

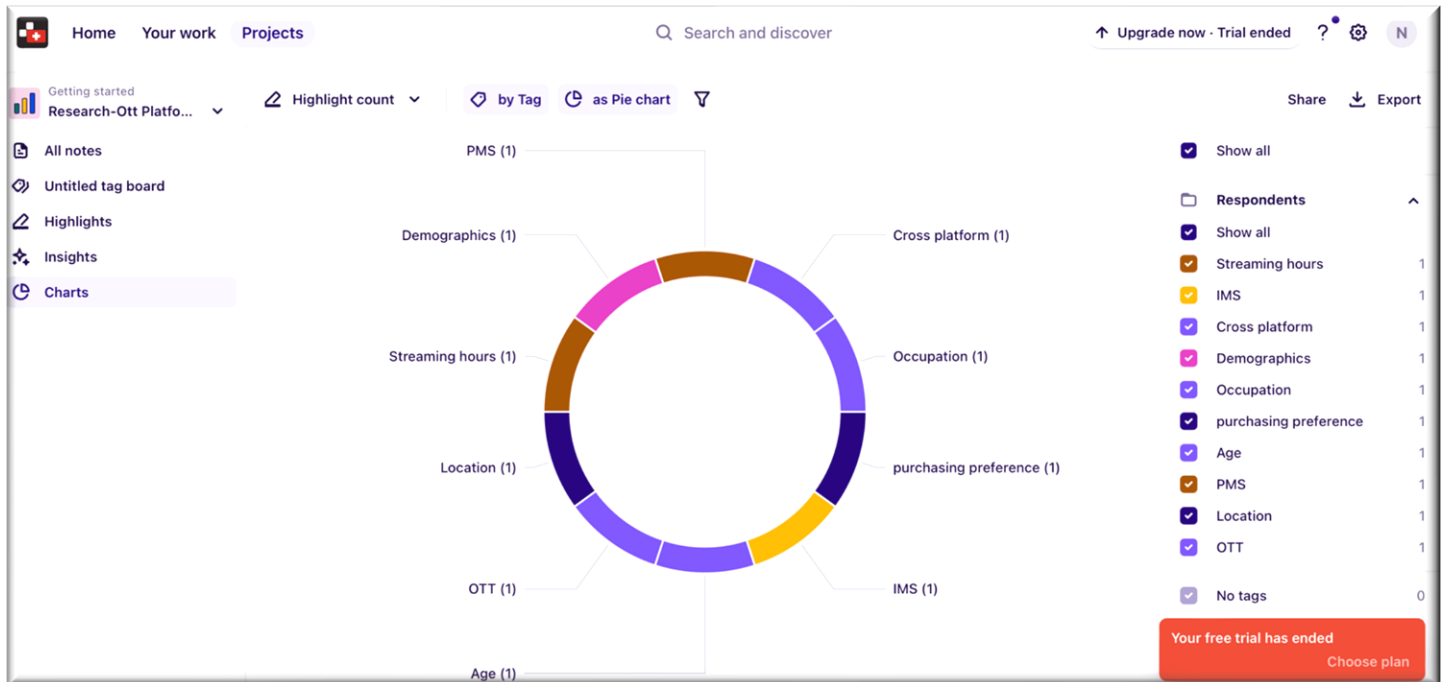
In coding for thematic analysis among millennials (within the context of this research) on OTT platforms in India and Canada, the process involves systematically examining and categorizing qualitative data to spot recurrent patterns and themes.



**Figure 3. 4 - Coding Process. Source:** Author

The initial engagement is with open coding, wherein the data is scrutinized without preconceived categories to generate initial codes that capture significant concepts. Subsequently, axial coding helps establish connections between the generated codes and organizes them into potential themes. Through this iterative process, codes are refined, merged, or further subdivided to delineate comprehensive themes that encapsulate the essence of millennial perspectives regarding Netflix, Amazon, and Disney+ Hotstar. This coding approach ensures a nuanced exploration of content preferences, marketing strategies, and behavioral influences, thus providing a robust foundation for a comprehensive thematic analysis that stands in alignment with the objectives of this research.

Furthermore, Dovetail, an AI-assisted platform for qualitative data analysis, was utilized to enhance the efficiency and accuracy of the coding process. Dovetail provides advanced features for organizing, analyzing, and visualizing qualitative data, thereby facilitating a more streamlined and insightful approach to axial coding. The dovetail platform contributed to the robustness of this study's thematic analysis by offering sophisticated tools for uncovering patterns and connections within the qualitative data.



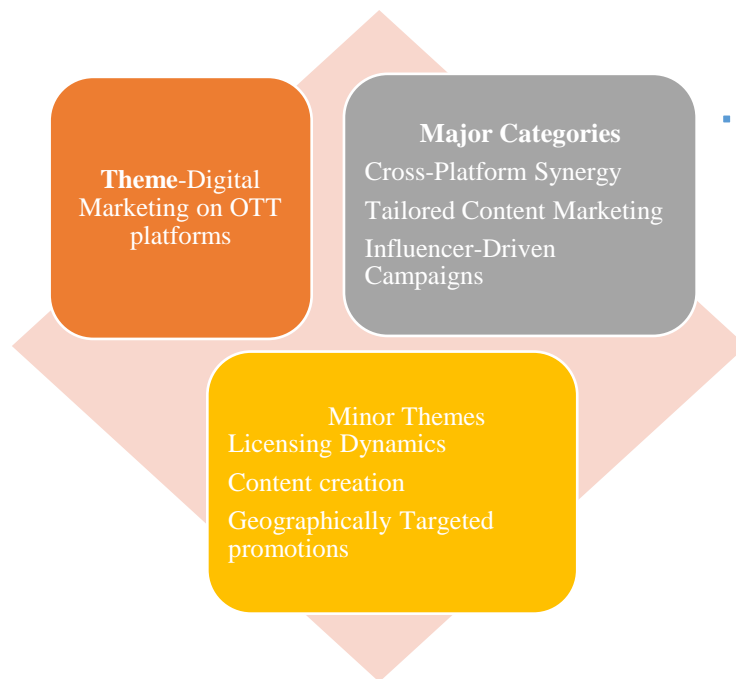
**Figure 3. 5 - Codes Created with Dovetail.**

**Source:** Author

The analysis kicked off with an inductive approach, enabling the data to intertwine with the research questions organically. Thematic patterns indicative of profound meaning and information surfaced, laying the groundwork for an in-depth exploration. The flow is characterized by an iterative process, specifically a dynamic interplay between coding, analysis, and reflection. Reflexive discussions integral to this process facilitated continuous validation and refinement of emergent themes, thus ensuring high reliability.

As the data analysis process unfolded over time, it mirrored the dynamic nature of this research, continually adapting and evolving as and where required. A seamless and continuous movement back and forth ensured the authenticity and robustness of the demonstrated themes for the purposes of this study.

During the thematic analysis of this study, several significant themes emerged, shedding light on the intricate dynamics between marketing strategies and consumer behaviour within the context of over-the-top (OTT) platforms. The model below provides one such theme:



**Figure 3. 6 : Sample Theme for Digital Marketing on OTT Platforms.**

**Source:** Author

In conclusion, the thematic analysis of digital marketing strategies on OTT platforms in India and Canada reveals a rich tapestry of themes that have shaped the digital landscape for enhanced millennial OTT engagement. Major themes include the strategic use of cross-platform synergy to enhance reach, emphasis on tailored content marketing for individualized user experiences, and effectiveness of influencer-driven campaigns, particularly in an Indian context. Meanwhile, minor themes shed light on the complexities of licensing dynamics, impact of algorithmic content curation, and significance of geographically targeted promotions. These findings provided a nuanced understanding of how OTT platforms navigate the digital marketing realm. They present valuable insights to industry stakeholders seeking to optimize their strategies in the ever-evolving digital entertainment landscape.

### **3.11 Research Design Limitations**

Research is an ongoing and dynamic process and, like any study, this one too has inherent limitations. The primary goal of this comprehensive analysis is to gain insights into the content consumption patterns of millennials in India and Canada. However, the focus on specific urban cities limits the generalization of the findings to the broader population. Future research endeavors could enhance generalization by incorporating larger and more diverse sample sizes.



One potential limitation is the introduction of bias through participant selection and responses, which might only represent a partial snapshot of the broader population, given variations in socio-economic status, residential settings, and cultural backgrounds. To mitigate this limitation, researchers can adopt more diverse sampling strategies and implement mixed-methods research, integrating both qualitative and quantitative approaches for a more comprehensive understanding of the subject.

During the study design phase, factors such as time constraints, potential resistance to questionnaires, and a deliberate focus on specific OTT platforms (Netflix, Amazon Prime, Disney+ Hotstar, and YouTube premium) were considered. Recognising these constraints is essential to accurately interpret the findings and ensure a nuanced understanding of the results. Despite such limitations, this study provides valuable insights into the content consumption habits of millennials in select urban areas, thereby paving the way for future research modifications and a deeper exploration of the broader population's online content consumption behaviour.

### **3.12 Conclusion**

To summarize the methodology employed in this study, the primary focus was to analyze amazon prime, Netflix, and Disney+ Hotstar, examining their expansion and impact on over-the-top (OTT) platforms in Canada and India. The investigation delved into the marketing

strategies utilized by these platforms, with a particular emphasis on cross-platform, influencer, and personalised content marketing. The study centered on understanding consumer behaviour on OTT platforms, with special focus on Indian and Canadian millennials, who constitute a significant market for digital content consumption. The study's data collection method utilized a descriptive questionnaire as per the research design, aiming to uncover consumer preferences and behaviour on OTT platforms while also identifying digital cultural congruence in India and Canada.

This research focuses on the top three OTT platforms and their digital marketing techniques in three distinct realms: personalised content marketing, influencer marketing, and cross-platform marketing. It provides an in-depth exploration of the dynamics within over-the-top (OTT) platforms in both Canada and India. Acknowledging its limitations, including reliance on primary data, a relatively small sample size, potential viewer bias, and geographical constraints, this study nonetheless endeavors to shed light on marketing tactics and their impact on consumer behaviour in OTT platforms in two countries (India and Canada). By scrutinizing personalised content marketing, influencer marketing, and cross-platform marketing, this study further underscores the intricate relationships that shape consumer behaviour in the dynamic OTT landscape.

Lastly, this study contributes to a comprehension of the digital entertainment space, lays the groundwork for future research endeavors, and advances discussions on the disruptive

influence of over-the-top (OTT) platforms within traditionally structured media sectors. The insights gleaned provide valuable information for OTT platforms and industry stakeholders, thereby guiding competent marketing endeavors in this ever-evolving digital landscape.

## **Chapter IV**

### **RESULTS**

#### **4.1 Conceptual Findings**

The model below outlines the thematic map used in this study, with five major themes and several minor themes that collectively emerged as a result of the data analysis. Backgrounds for the findings have also been provided.

Major Themes	Minor Themes
<b>Cultural Influences:</b>	Social Norms: exploration of how societal norms and cultural expectations impact millennials' viewing habits.
	Traditional Values: understanding the influence of traditional cultural values on content preferences.
	Regional Identities: examining reactions based on the representation of regional identities in OTT content.
<b>Technological Accessibility:</b>	Internet Speed And Reliability: investigating how variations in internet speed and its reliability affect platform engagement.
	Smartphone Affordability: analyzing the role of smartphone affordability in determining access to OTT platforms.
	Technological Literacy: understanding how differences in technological literacy impact platform usage.

<b>Content Preferences:</b>	Genre Preferences: examining specific genre preferences and their connection to cultural backgrounds.
	Language Choices: exploring reactions based on the availability of content in different languages.
	Cultural Representation: assessing how culturally diverse content influences viewing habits.
<b>Marketing Strategies:</b>	Cross-Culture Appeal: evaluating the success of marketing strategies in appealing to diverse audiences.
	Influencer Effectiveness: assessing the impact of influencers within different cultural contexts.
	Localized Campaigns: understanding the effectiveness of campaigns tailored to specific cultural nuances.
<b>Regulatory And Licensing Dynamics:</b>	Content Censorship: investigating reactions to content censorship and its influence on platform choices.
	Licensing Disputes: understanding how licensing disputes impact the availability of popular content.
	Compliance With Regulations: analyzing how platforms comply with and adapt to varying regulatory frameworks.

**Table 4. 1 : Thematic Map for The Conceptual Findings.**

**Source:** Author

The information below provides detailed findings and discussions on the research question divergence in behavioral influences across borders: **How do the influences on behavioral changes differ between India and Canada, thereby shaping the reactions of millennial individuals towards OTT platforms?**

### 4.1.1 Respondent Rate

This study focused on Canadians and Indians, specifically millennials aged 28 to 43. The sample group comprised individuals drawn from this population, employing both random and convenience sampling methods. The research gathered responses from a total of 450 individuals through a questionnaire. However, 41 questionnaires were deemed unusable due to them being left blank or only partially completed. The final sample size for this study's analytical purposes comprised 409 respondents, and showed a commendable response rate of 91%.

No. of questionnaires distributed	No. of questionnaires received with completed answers	No. of questionnaires rejected	Response rate
450	409	41	91%

**Table 4. 2 : Respondents Rate.**

**Source:** Survey Data. Author

The results presented in Table 4.2 of the survey reveal a predominance of male respondents (269) compared to female respondents (140). Among these, 171 respondents were from India while 238 were from Canada. The primary objective of this study was to delve into

the viewpoints of Indian and Canadian millennials aged 27 to 42 and understand their beliefs, attitudes, and behaviour concerning over-the-top (OTT) content consumption.

This study's target population comprised individuals within the specified age range from India and Canada. To ensure a pro-representation sample, a combination of stratified and random sampling techniques was employed to select 450 participants from those demographics. This methodological approach enhanced the study's ability to capture diverse perspectives and experiences within the pre-defined age group and geographic locations.

By offering in-depth insights into the perspectives and experiences of millennials in the specified age range, this study seeks to uncover potential similarities and differences between the two nations. The careful use of sampling techniques, including stratification and randomization, contributed to the study's robustness, and the high response rate further enhanced the validity of the obtained results.

#### **4.1.2 Frequency Distribution Of Demographic Characteristics**

The demographic characteristics in the questionnaire primarily focused on a diverse group of Canadians and Indians. The population served as the basis for determining the demographic information of the sample. Various factors like age, gender, employment status, location, and type of housing arrangements were considered when collecting the relevant data. The researcher utilized frequency distribution analysis to obtain a

comprehensive sample overview, which was later subjected to further testing. This approach aimed to establish a foundational understanding of the personal profiles of the respondents, thus providing valuable insights into the diverse composition of this study's participants.

<b>Age Range</b>	<b>Frequency</b>	<b>%</b>
<b>18 – 25</b>	60	15%
<b>26 – 30</b>	172	42%
<b>31 – 40</b>	110	27%
<b>Above 40</b>	67	16%
<b>Total</b>	<b>409</b>	<b>100%</b>

**Table 4. 3 : Frequency Distribution by Age.**

Source: Survey Data. Author

The demographic factor under consideration is age, a crucial aspect for understanding the preferences and behaviour of millennials, who are the focus of this study on over-the-top (OTT) platforms. The breakdown of respondents into different age categories provides valuable insights into the distribution of participants across various generational segments.

Here's a detailed explanation of Table 4.3:

• **Age Range:**

○ **18 – 25 Years:** This category includes 60 respondents, representing 15% of the total sample. Millennials in this age range are often considered the younger segment of the generation, and are characterized by their distinct digital consumption patterns and preferences.

○ **26 – 30 Years:** The largest age group in the study, comprising 172 respondents, making up 42% of the total sample. This age range is vital because it covers a significant portion of the millennial demographic, likely representing those in the prime of their careers and digital engagement potential.

○ **31 – 40 Years:** This category includes 110 respondents, accounting for 27% of the total sample. It represents an older segment of the millennial segment, likely experiencing different life stages and possessing distinct digital media habits.

○ **Over 40 Years:** The age group over 40 years consists of 67 respondents, making up 16% of the total sample. This segment likely includes individuals who may share some characteristics with millennials but could also have different preferences shaped by miscellaneous life experiences.

• **Total Respondents:** The sum of the frequencies across all age categories equals the total number of respondents, which is 409. This comprehensive age breakdown allows for a



nuanced exploration of how different age groups within the millennial demographic engage with OTT platforms, thus providing valuable data to fulfill this study's objectives.

This information also supports an understanding of the diverse age compositions of the sample, thereby enabling researchers to analyze and draw insights from different life stages and digital consumption patterns within the millennial generation.

### 4.1.3 Frequency Distribution by Gender

<b>Gender</b>	<b>Frequency</b>	<b>%</b>
<b>Male</b>	269	65.8
<b>Female</b>	140	34.2
<b>Total</b>	<b>409</b>	<b>100%</b>

**Table 4. 4 : Frequency Distribution By Gender Source:** Survey Data. Author

Table 4.4 provides a detailed breakdown of frequency distribution by gender for this research study. The sample consists of 409 respondents, with a focus on understanding the perspectives of millennials in India and Canada regarding over-the-top (OTT) platforms. The gender distribution is categorized into two groups: male and female.

1. **Male:**

- o**Frequency:** 269 Respondents

○ **Percentage:** 65.8%

2. **Female:**

○ **Frequency:** 140 Respondents

○ **Percentage:** 34.2%

● **Total Respondents:** 409

● **Percentage:** 100%

This distribution revealed that the majority of respondents were male, constituting 65.8% of the sample, with females making up the remaining 34.2%. Gender distribution is an essential demographic aspect to consider in this study because it helps in understanding potential variations in OTT platform preferences, behaviour, and responses between male and female millennials living in India and Canada.

4.1.4 **Frequency Distribution By Occupation**

<b>Occupation</b>	<b>Frequency</b>	<b>%</b>
<b>Students</b>	205	50.1
<b>Self-Employed/ Entrepreneurs</b>	69	16.9

<b>Professionals</b>	78	19.1
<b>Homemakers</b>	57	13.9
<b>Total</b>	409	100%

**Table 4.5 : Frequency Distribution by Occupation**

**Source:** Survey Data. Author

Table 4.5 provides a breakdown of frequency distribution by occupation for this research sample, which consists of 409 respondents.

Here's a detailed breakdown:

**1. Students (50.1%):**

- **Frequency:** 205 respondents come under the category of students.
- **Percentage:** students constitute 50.1% of the total sample.
- **Explanation:** This group includes individuals engaged in academic pursuits, like undergraduate or postgraduate students. They form a significant portion of the study and represent diverse educational backgrounds and interests.

**2. Self-Employed / Entrepreneurs (16.9%):**

- **Frequency:** 69 respondents identify as self-employed or entrepreneurs.
- **Percentage:** This category represents 16.9% of the total sample.

○ **Explanation:** self-employed individuals and entrepreneurs are those who manage their own businesses or enterprises. This group provides insights into individuals' perspectives in independent professional ventures.

3. **Professionals (19.1%):**

○ **Frequency:** 78 respondents are categorized as professionals.

○ **Percentage:** professionals make up 19.1% of the entire sample.

○ **Explanation:** professionals typically work in established fields such as media and entertainment, customer service, real estate, law, or other industries. Their responses offer valuable perspectives because they source from individuals with diverse professional backgrounds.

4. **Homemakers (13.9%):**

○ **Frequency:** 57 respondents fall into the homemaker category.

○ **Percentage:** homemakers account for 13.9% of the total respondents.

○ **Explanation:** this group comprises individuals primarily responsible for managing household activities. Their inclusion provides insights into the preferences and behaviour of those who may have different or distinct consumption patterns owing to their role as homemakers.

**Overall Total:** the total number of respondents is 409, representing the entire study sample.

The percentages across all categories sum up to 100%, indicating a comprehensive distribution of occupations within this research sample.

The breakdown by occupation enhances our understanding of the diverse perspectives present in the study. It takes into consideration factors like student life, entrepreneurship, professional engagements, and homemaker responsibilities.

#### 4.1.5 Frequency Distribution by location

<b>Location</b>	<b>Frequency</b>	<b>%</b>
<b>India</b>	171	41.8
<b>Canada</b>	238	58.2
<b>Total</b>	409	100

**Table 4. 6 : Frequency Distribution by Location**

Source: Survey Data. Author

Table 4.6 provides a breakdown of frequency distribution based on the respondents' location, specifically India and Canada. The total number of respondents in the study is 409.

1. **India:**

○Frequency: 171 Respondents

○Percentage: 41.8%

2. **Canada:**

○Frequency: 238 Respondents

○Percentage: 58.2%

This distribution illustrates the geographical representation of the respondents in the study. The majority of participants are from Canada, constituting 58.2% of the total sample, while 41.8% of the respondents are from India. Understanding the distribution by location is important for contextualizing this study’s findings in regard to the specified regions, and considering potential variations in responses based on geographical factors.

#### 4.1.6 Frequency Distribution By Living Situation

<b>Living Situation</b>	<b>Frequency</b>	<b>%</b>
<b>I live away from my family alone</b>	150	36.7
<b>I live away from my family with roommates</b>	180	44
<b>I live with my family</b>	77	18.8
<b>Other</b>	2	0.5
<b>Total</b>	409	100

## **Table 4. 7 : Frequency Distribution by Living Situation**

**Source:** Survey Data. Author

Table 4.7 Represents The Frequency Distribution Of Respondents Based On Their Living Situations. Here's A Detailed Explanation:

1. **I live away from my family alone (150 Respondents, 36.7%):**

○This group likely consists of individuals who have chosen an independent living arrangement, possibly due to work, education, or personal preferences. They may have their own apartments or share one with others.

2. **I live away from my family with roommates (180 Respondents, 44%):**

○Respondents in this category are more likely to experience a shared living dynamic, potentially with friends, colleagues, or fellow students. It suggests a scenario where individuals have chosen to live with peers.

3. **I live with my family (77 Respondents, 18.8%):**

○This group comprises individuals who have opted to reside with their family members. The latter may include parents, siblings, or extended family. It reflects a more traditional or family-oriented living situation.

4. **Other (2 Respondents, 0.5%):**

oThe "Other" category is reserved for situations not covered explicitly in the provided options. It likely includes unique living arrangements, like co-living spaces, communal living, or an unconventional setup.

**Total Respondents: 409 (100%):**

The total number of respondents included in the study covering various living situations. The percentages for each category showcase the distribution of respondents across these living situations, offering insights into the diversity of backgrounds within the study.

Understanding the living situations of respondents is vital for contextualizing their preferences and behaviour related to over-the-top (OTT) platforms. Different living arrangements may influence media consumption patterns. This breakdown helps researchers identify potential correlations between living situations and OTT platform usage.

**4.1.7 Frequency Distribution by Reasonably Priced Options**

<b>Reasonably Priced</b>	<b>Frequency</b>	<b>%</b>
<b>Yes</b>	342	84
<b>No</b>	67	16
<b>Total</b>	409	100



## **Table 4. 8 : Frequency Distribution by Reasonably Priced Options**

Source: Survey Data. Author

Table 4.8 about reasonably priced options delves into respondents' perceptions regarding the affordability and fairness of available OTT choices. Here's a more detailed explanation:

### **Reasonably Priced:**

- **Frequency:** The "Yes" category indicates that 342 respondents, which accounts for 84% of the total sample, perceive OTT options as reasonably priced.
- **Percentage (84%):** The high percentage in this category suggests a strong consensus among most respondents that the available OTT choices are reasonably priced.

### **Not Reasonably Priced:**

- **Frequency:** The "No" category comprises 67 respondents, making up 16% of the total sample. These individuals expressed the view that the OTT options are not reasonably priced.
- **Percentage (16%):** While representing a minority, this group's perspective is essential for understanding diverse opinions about the affordability of OTT options.

**Overall Interpretation:** This distribution indicates a predominant sentiment among the respondents that available OTT options are reasonably priced. However, the presence of a notable minority suggesting otherwise establishes diversity in opinion regarding the

affordability of OTT choices. This insight is vital for understanding overall satisfaction and concerns related to pricing among the study’s participants.

#### 4.1.8 Frequency Distribution by Most Preferred OTT Platform

Most Prefer OTT Platform	Frequency	%
<b>Netflix</b>	200	49
<b>Disney+ Hotstar</b>	96	23
<b>Amazon Prime</b>	113	28
<b>Total</b>	409	100

**Table 4. 9 : Frequency Distribution by Most Preferred OTT Platform** Source: Survey Data. Author)

Table 4.9 represents frequency distribution by most preferred OTT platform among the respondents. Here's a detailed explanation:

1. **Netflix (49%):**

oNetflix emerges as the most favored OTT platform, with nearly half the respondents (49%) expressing a preference for it. This strong inclination toward Netflix suggests that it is a dominant player in the market and that it resonates well with the surveyed millennials in India and Canada.

## 2. **Disney+ Hotstar (23%):**

○Disney+ Hotstar secures the second position among most preferred OTT platforms, with 23% of respondents choosing it as their top choice. While not as dominant as Netflix, Disney+ Hotstar still commands a significant share of the preference pie, indicating the presence of a substantial user base for it.

## 3. **Amazon Prime (28%):**

○Amazon Prime follows closely, with 28% of respondents favoring it as their most preferred OTT platform. Amazon Prime's popularity is noteworthy, and it stands as a strong competitor to both Netflix and Disney+ Hotstar within the surveyed demographic.

This detailed breakdown underscores varying degrees of preference for each OTT platform. While Netflix enjoys a commanding lead, both Disney+ Hotstar and Amazon Prime have substantial user bases in their own right. The preferences reflected in this distribution provide valuable insights into the competitive landscape of OTT platforms among millennials in India and Canada.

## **4.2 Reliability of the Study**

Ensuring the reliability and validity of this research is paramount in order to gain a comprehensive understanding of the impact of online video services in India and Canada, specifically those provided by Netflix, Amazon Prime, and Disney+ Hotstar, on the

millennial demographic. In the realm of qualitative data exploration, where nuances play a crucial role, adopting a thoughtful approach to conceptualization, theoretical frameworks, and research design, as outlined by Merriam (2009), has become even more important.

The design of this research is rooted in a meticulous identification of a literature gap, compelling the adoption of a qualitative approach coupled with thematic analysis. This choice aligns seamlessly with the criteria set by Guba And Lincoln (1985), emphasizing credibility, transferability, dependability, and confirmability. Transparency and openness throughout the research process serves as a reliable guide for other researchers aiming to delve into the intricate dynamics of millennial engagement with OTT platforms.

An underpinning philosophy of social constructionism further solidifies the alignment of this study with qualitative research design principles and the interpretive-qualitative research approach. Ethical considerations, like the strategic use of snowball sampling and the application of thematic data analysis, further establish a commitment to trustworthiness. While qualitative research promotes flexibility, every effort has been made to ensure it aligns seamlessly with the overarching research goals.

Credibility is reinforced through prolonged engagement with participants and a meticulous data generation process. Applying an in-depth interview technique, ethical considerations, and participant consent uphold the study's validity and credibility. Individualised interview

durations and careful observations contribute to the study's internal consistency, thus minimising response inconsistencies.

Honesty, transferability, reliability, and confirmability are woven into the fabric of this research. Adhering to ethical principles, fostering open communication with participants, and addressing issues of transferability by grounding results in strong evidence affirm the research's credibility. Confirmability is further supported by employing recording instruments, transcription software, and coding tools where required.

In conclusion, this research explores online video services like Netflix, Amazon Prime, and Disney+ Hotstar affect millennials in India and Canada. We have made sure our study is honest, reliable, and can be confirmed. This study's detailed approach to data generation, analysis, and ethical considerations ensures its meaningful contribution to the understanding of the complex dynamics within the selected demographic.

### 4.3. Descriptive Statistics

#### 4.3.1 Behaviour Changes Via Influencer Marketing

<b>Influencer Marketing Strategy</b>	<b>Neutral</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>The consumer is more inclined to download content that influencers advocate or share because they are generally satisfied with the online streaming services they utilize.</b>	41	23	320	24	1
<b>Ott platform influencers with a lot of followers are more likely to get your attention.</b>	34	22	338	11	4
<b>Your decision to consume content on over-the-top (Ott) platforms is influenced by user evaluations and ratings.</b>	34	24	325	21	5
<b>Influencer marketing contributes positively to your decision-making process on Ott platforms.</b>	29	19	334	25	2
<b>I spend more time on over-the-top (Ott) platforms looking through content that influencers have suggested.</b>	41	25	325	16	2

**Table 4. 10 : Behaviour Changes via Influencer Marketing**

Source: Survey Data. Author

The analysis of respondent evaluations sheds light on key aspects relevant to this study about the impact of online video services on millennials in India and Canada. The data strongly suggests influencers enjoy considerable power over consumer behaviour on OTT platforms when users are generally satisfied with their streaming services. This aligns seamlessly with the study's objective, thus emphasizing the importance of external factors, like influencers, in shaping content preferences and user downloads.

Furthermore, an overwhelming agreement among respondents indicates that influencers with a substantial follower count are more likely to capture their attention. This insight is particularly relevant for understanding the dynamics of influencer marketing, providing essential information for platforms like Netflix, Amazon Prime, and Disney+ Hotstar to craft efficient promotional strategies.

Moreover, a substantial agreement regarding the influence of user evaluations and ratings emphasizes the critical role that peer feedback plays in a user's decision-making process. This aligns with the study's focus on unraveling the nuances of user behaviour, and therefore highlights the significance of social validation in content consumption choices.

The findings of this research further affirm the positive contribution of influencer marketing to users' decision-making abilities on OTT platforms, thereby providing valuable insights

into the effectiveness of such a marketing strategy. This information is pertinent for platforms that aim to optimize their marketing approaches to enhance user engagement.

Lastly, a strong agreement indicating that users spend more time exploring content recommended by influencers underscores the behavioral impact of influencer recommendations. This insight can inform content curation strategies, thereby allowing OTT platforms to tailor their offerings based on influencer preferences to maximize user engagement.

In summary, the detailed analysis of respondent evaluations provides nuanced insights into how influencers impact user behaviour on OTT platforms, within the cultural contexts of India and Canada. These findings offer practical implications for marketing strategies and content curation on OTT platforms like Netflix, Amazon Prime, and Disney+ Hotstar.

#### 4.3.2 Behaviour Changes via Cross-Platform Marketing Strategies

<b>Cross Platform Marketing Strategy</b>	<b>Neutral</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>Cross-platform marketing on Ott platforms</b>	42	31	325	9	2



<b>effectively engages users by introducing new products or content, thereby increasing their interest and attention.</b>					
<b>My experience with Ott platforms is improved by cross-platform marketing since it entices me to check out the goods or content that these campaigns highlight.</b>	40	30	319	16	5
<b>On the Ott platform, cross-platform marketing has a significant impact on my purchasing decisions.</b>	55	23	309	14	8
<b>I am prompted to click on the product or content links on the Ott platform shared via cross-platform marketing efforts.</b>	36	21	319	31	2
<b>Through Ott platforms, the user regularly interacts with cross-platform marketing content. Their interaction with sponsored content is influenced by the click-through rate.</b>	51	14	317	22	5

**Table 4. 11 : Behaviour changes via cross-platform marketing strategies**

Source: Survey data. Author

The evaluation of respondent perspectives on cross-platform marketing strategies provides crucial insights into its effectiveness in engaging users on OTT platforms.

The following analysis further elaborates on the findings:

The data reveals a generally positive sentiment about the effectiveness of cross-platform marketing in capturing user interest. Most respondents either agree or strongly agree that such marketing efforts effectively introduce new products or content to them, thereby enhancing their interest and piquing their attention. Such a positive response suggests that cross-platform marketing plays a significant role in encouraging users to explore the highlighted content.

The respondents also expressed an improved overall experience with OTT platforms due to cross-platform marketing. The consensus in the 'agree' and 'strongly agree' categories indicates that users found value in campaigns that showcased goods or content via cross-platform marketing, thereby enhancing their personal experience with the platform. Such a positive association emphasizes the potential of cross-platform marketing in enhancing the overall user experience.

While the impact on purchasing decisions is not as overwhelmingly positive, a considerable number of respondents nevertheless agree that cross-platform marketing has influenced their decisions on OTT platforms. Such a finding underscores the potential of cross-platform

marketing to sway users toward making purchasing decisions, although the impact may vary among individuals.

All this data highlights a mixed response regarding users' inclinations to click on a product or content link shared via cross-platform marketing. While a significant portion agree, a notable number of respondents express a neutral stance or disagreement. This suggests that the effectiveness of prompting (via clicks) may depend on various factors, including the relevance of the content to individual preferences.

Lastly, regular interaction with cross-platform marketing content on OTT platforms, as indicated by the high consensus in the 'Agree' Category, underscores the prevalence of such content in users' Experiences. The acknowledgment of user interaction and its influence on the click-through rate suggests that cross-platform marketing is an integral part of user engagement on OTT Platforms.

In summary, the analysis of respondent evaluations regarding cross-platform marketing strategies provides nuanced insights into its impact on user engagement, experience, purchasing decisions, and interaction patterns on OTT platforms. This information is valuable for OTT platforms that aim to optimize their marketing strategies and enhance user interactions in the competitive landscape of digital streaming services.

### **4.3.3 Behaviour Changes via Personalised Content Marketing**

<b>Personalised Content Marketing Strategy</b>	<b>Neutral</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
<b>Personalised marketing on the Ott platform based on user interests and preferences has greatly increased user satisfaction and improved suggestions based on viewing history.</b>	<b>46</b>	<b>24</b>	<b>311</b>	<b>18</b>	<b>10</b>
<b>Have you ever purchased a product or service after viewing a marketing feedback post that a person shared on social media?</b>	<b>24</b>	<b>27</b>	<b>345</b>	<b>5</b>	<b>8</b>
<b>Did you purchase a product from a brand mentioned on social media? Was it likely that personalised marketing persuaded you to re-purchase or subscribe to the Ott platform.</b>	<b>37</b>	<b>25</b>	<b>332</b>	<b>14</b>	<b>1</b>

**Table 4. 12 : Behaviour changes via personalised content marketing**

Source: Survey data. Author

The detailed analysis of respondent perspectives on personalised content marketing strategies is highly relevant to this study, which focuses on understanding the digital and cultural congruence between Canada and India, particularly examining millennial behaviour on over-the-top (OTT) platforms. The findings shed light on how personalised content marketing, tailored to individual interests and preferences, influences user satisfaction, content suggestions, and purchasing decisions on OTT platforms.

1. **Enhanced User Satisfaction:** The study's primary objective is to investigate how millennials across diverse cultural backgrounds interpret changes in behaviour on OTT platforms, which is reflected in the positive responses indicating increased user satisfaction. The effectiveness of personalised content marketing in enhancing user satisfaction underscores its potential to cater to the preferences of millennial audiences in Canada and India.

2. **Impact on Purchasing Decisions via Social Media:** The mixed responses regarding the impact of personalised marketing on purchasing decisions through social media provide nuanced insights. Understanding the varying perspectives on social-media-driven purchases is important for discerning how millennials in different cultural settings respond to personalised content. This information contributes to the broader exploration of digital cultural congruence and its implications for consumer behaviour.

3. **Influence on Brand Purchases and Subscription Renewals:** The positive correlation between personalised marketing and respondents' likelihood to re-purchase or subscribe to OTT platforms aligns with this study's focus on behavioral changes. The findings suggest that personalised content plays a potent role in influencing brand loyalty and subscription decisions among millennials, thus providing valuable insights for the digital entertainment industry to use.

In Summary, the overall analysis adds an essential layer of understanding to this study by uncovering the nuanced impact of personalised content marketing on user behaviour, satisfaction and brand loyalty. This information can inform OTT platforms operating in Canada and India about the effectiveness of personalised strategies in engaging millennial audiences and encouraging positive behavioral changes. The insights derived from this analysis thereby contribute to this study's comprehensive exploration of the digital cultural dynamics that shape millennials' interactions with OTT platforms.

#### **4.4 Summary of findings**

The primary goal of this study is to investigate how modern marketing strategies can benefit three significant over-the-top platforms in Canada and India, and how they can change online users' behaviours. Detailed analyses of respondent perspectives on influencer marketing, cross-platform marketing, and personalised content marketing align closely with

this research's objective of understanding millennial behaviour on Over-the-top (OTT) platforms within the cultural contexts of Canada and India. Here is a more in-depth exploration of how the findings of each marketing strategy are relevant to the objectives of this research:

1. **Influencer Marketing:** The positive tendency of millennials towards content endorsed by online influencers demonstrates the significant impact of these influencers on their behaviour. This is particularly relevant in understanding the cultural alignment of digital interactions in Canada and India. Additionally, the impact of influencers' follower counts on capturing attention emphasizes the role of social expectations and trends in shaping digital preferences overall. By recognizing that user evaluations, ratings, and influencer marketing contribute positively to people's decision-making processes, this study unveils the nuanced dynamics of how influencers play a pivotal role in guiding content consumption choices among millennials. Furthermore, this insight is crucial for OTT platforms who want to tailor their content strategies to align with the preferences and influencers that resonate with their target audience.

2. **Cross-Platform Marketing:** The effectiveness of cross-platform marketing in engaging online users and enhancing their digital experience directly contributes to our understanding of how digital cultural congruence manifests in the OTT landscape. This marketing strategy's positive impact on people's purchasing decisions and user interactions

(With Marketed Content) establishes the significance of a cohesive digital experience for users across multiple platforms. This finding is highly relevant to the overarching research objective because it demonstrates how cross-platform strategies can bridge cultural gaps and resonate with millennials in Canada and India. By acknowledging the influence of cross-platform marketing on user behaviour, OTT platforms can refine their strategies to cater to the diverse cultural preferences of millennials in their region or Nation.

3. **Personalised Content Marketing:** The findings related to personalised content marketing offer crystalline insights into user satisfaction and the role of tailored suggestions based on their viewing history. Understanding the impact of personalised marketing on people's purchasing decisions via social media aligns with the broader research goal of exploring how digital interactions influence consumer behaviour in different cultural contexts. The varying responses collected to study the influence of personalised marketing on social media-driven purchases shed light on the nuanced ways in which personalization strategies resonate positively with millennials. This information is instrumental for OTT platforms that aim to tailor their content offerings to align with individual preferences while also keeping the cultural nuances of Canada and India in mind.

In summary, the detailed analyses of the three aforementioned marketing strategies provide a comprehensive understanding of millennial behaviour on OTT platforms, thereby contributing valuable insights to the research objective of unravelling digital cultural



congruence between Canada and India. Moreover, the findings present actionable insights for OTT platforms that want to enhance user engagement, content strategies, and marketing approaches in culturally diverse contexts.

#### **4.5 Conclusion**

Through this study, I tried to understand the congruence in digital culture between Canada and India. This entails identifying commonalities in digital behaviour, practices, preferences, and values shared by individuals in both countries. By focusing on digital cultural congruence, the research aimed to uncover underlying connections and parallels that may exist despite cultural differences. Additionally, the concept of "connectivity" was highlighted in the research. This involved examining how digital platforms facilitate interactions, exchanges, and connections between individuals from Canada and India. The emphasis on connectivity underscores the role of digital technologies in bridging geographical, cultural, and social divides, thereby bringing people closer together. The overarching aim of the research was to explore how digital platforms contribute to bringing the cultures of Canada and India closer together. By investigating congruence in digital culture and emphasizing connectivity, the research sought to understand the ways in which digital technologies shape cross-cultural interactions and promote cultural exchange between Canada and India. This approach broadens the scope of the research and highlights

the role of digital platforms in fostering cultural convergence and cross-cultural communication. Employing qualitative data collection methods, like a Likert scale questionnaire and open-ended queries, this study identified dependent factors, including daily streaming hours, mutual sharing, influencer sources, and purchasing preferences of people from select demographics. Such a comprehensive analysis and a robust response rate of 91% further enhanced the validity and reliability of this study's findings, thereby shedding light on how millennials engage with OTT platforms; within the cultural contexts of India and Canada. The influence of various marketing strategies, particularly influencer marketing, emerged as a significant aspect of this study.

Through a combination of convenience and random sampling, a sample size of 409 respondents was gathered, with 65.8% of them being male. The majority of responses (41.8%) came from Chennai (South India) and 58.2% from Ontario (Canada). Netflix emerged as the most popular OTT platform (49%), followed by Amazon Prime (28%) and Disney+ Hotstar (23%). An overwhelming 84% of respondents considered the products or services on those OTT platforms reasonably priced. The primary objective was to understand millennial sentiments in direct connection to their behaviour and choices on OTT platforms, thus investigating their attitudes and beliefs toward certain types of content. Regression analysis later indicated that independent variables could explain 68.6% of the

variation in streaming hours. Notably, cross-platform marketing showed a negative impact while influencer marketing significantly improved people's streaming habits.

The respondent value in the three major marketing strategies provided vital insights into how influencer marketing, cross-platform marketing, and personalised content marketing dictated consumer behavioral changes within the sample.

In summary, this research provides valuable insights into the complex relationships among streaming preferences, influencer networks, advertising strategies, and consumer behaviour.

By identifying Netflix, Disney+ Hotstar, and Amazon Prime as leading OTT services in Canada and India, the study underscores the strategic significance of these marketing approaches in driving changes in user behaviour. These findings also highlight the pivotal role played by streaming platforms and marketing tactics in shaping the digital landscape and influencing consumer choices. Moving forward, understanding these dynamics can inform more targeted and effective strategies for both content providers and advertisers aiming to engage audiences in key entertainment markets.

## **Chapter V:**

### **DISCUSSION**

#### **5.1 Discussion Of results**

This section provides a clear overview of the demographic characteristics of the sample population used in this study. The sample comprises 409 individuals from India and Canada. Its gender distribution saw 269 male respondents and 140 female respondents. Age-wise, the sample was segmented into groups: 60 respondents aged 18-25, 172 aged 26-30, 110 aged 31-40, and 67 aged over 40. Occupation-wise, the sample consisted of 205 students, 69 self-employed individuals, 78 professionals, and 57 homemakers. These figures correspond to percentages, with students accounting for 50.1%, self-employed individuals 16.9%, professionals making up 19.1%, and homemakers representing 13.9% of the total respondent tally.

The geographical distribution saw 171 respondents from India and 238 from Canada, with a notable concentration in Ontario. Regarding living situations, 180 respondents mentioned living away from family and with roommates, while two respondents came under the “other” category. In the latter, one resided in India for business purposes and the other in Canada for vacation purposes.

The sample group's opinions on the pricing of OTT platforms were noteworthy. A substantial majority, comprising 342 respondents (84%), approved the platform's pricing, while 67 respondents (16%) believed the price was unreasonable. This indicated an overall favorable opinion, with a minority expressing dissatisfaction.

The findings regarding the sample group's preferred OTT platforms revealed Netflix as the most favored; chosen by 200 respondents. Amazon prime and Disney+ Hotstar followed; with 113 and 96 respondents, respectively. These insights shed light on the preferences of the sample population concerning various aspects of the top-three OTT platforms.

The thematic analysis of the sample group unveiled five major categories, all of which provided insightful perspectives into millennial behaviour on OTT platforms in India and Canada. The themes in question encompassed demographic distributions, occupational insights, geographical patterns, living situations, and pricing perceptions. Each major theme was further elucidated through minor themes, thus offering a qualitative narrative that delved into the intricate dynamics of user preferences and behaviour within the chosen millennial demographic on digital entertainment platforms.

Lastly, the study's reliability rests in its careful research design, transparency, and ethical considerations. Qualitative approaches, including thematic analyses, aligned seamlessly with this study's objectives, thereby fostering openness and realistic transparency. Embracing social constructionism further bolstered this study's credibility, with ethical

practices and rigorous data generation processes enhancing overall reliability. Prolonged participant engagement, varied interview durations, and meticulous observations further contributed to this study's consistency. The research therefore maintained a strong commitment to honesty, transferability, reliability, and confirmability through the implementation of ethical practices, transparent communication, and detailed data generation and analysis methods. Finally, this study captures a robust dedication to reliability, which reflects a thoughtful and comprehensive approach to both research design and execution to fulfil key research objectives.

## **5.2 Discussion of Research Question One**

Research question one is: “What impact does behavioural change between Indian and Canadian residents have on how millennials react to OTT platforms’ use of influencer marketing, cross-platform marketing and personalised content marketing?”

Based on empirical studies mentioned in the literature review, it's evident that most millennials prefer specific OTT platforms. This research focused on millennials and established a sample size of 450 individuals in India and Canada. Four questions were used to examine millennial behaviour, alongside an exploration of three key marketing strategies employed by major OTT platforms like Netflix, Disney+ Hotstar, and Amazon Prime. The study concentrated on exploring how influencer marketing, cross-platform marketing, and

personalised content marketing affect millennial behaviour on OTT platforms. Ultimately, the research concluded that these marketing strategies have a significant impact on millennials' behaviour when they use OTT platforms.

### **5.3 Discussion of Research Question Two**

Research Question 2 Is: “What effects have changes in digital marketing strategies like influencer marketing, cross platform marketing and personalised marketing had on the content consumption and behaviour patterns of millennial clusters in India and Canada?”

Previous studies have analyzed changes in digital marketing strategies, with many OTT platforms employing specific marketing strategies. According to the findings of this study's analysis, Netflix emerged as the preferred choice for most millennials in the selected sample. Changes made by these platforms have led to shifts in user preferences, with respondents largely agreeing on their preferred OTT platforms. Additionally, the study found that women in the sample group often selected beauty and fashion categories, while men favored technology and gadgets on OTT platforms. These findings suggest that OTT platforms are adapting to meet customer demands. The research question was definitively answered based on the analysis results, as the selected questions directly impacted influencer marketing, cross-platform marketing, and personalised content marketing strategies. Furthermore, the

selected hypotheses were accepted due to their significant impact on millennial behaviour in Canada and India.



## **Chapter VI:**

### **SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS**

#### **6.1 Summary**

In Essence, this comprehensive study delves into the correlation between various marketing approaches and user behaviour on over-the-top (OTT) platforms, focusing primarily on Netflix, Amazon Prime, and Disney+ Hotstar in Canada and India. Detailed demographic information of the 409 participants involved in the study is presented in tables 4.2, 4.3, 4.4 and 4.5, with the majority of respondents hailing from Ontario, Canada. Further analysis revealed that professionals and self-employed individuals constituted the largest occupational groups, followed by students.

The study unequivocally concludes that user behaviour on Netflix, Amazon Prime, and Disney+ Hotstar in both India and Canada is positively impacted by three key marketing tactics: influencer marketing, cross-platform marketing, and personalised content marketing. These findings significantly contribute to our understanding of the intricate dynamics between user behaviour and marketing strategies within the ever-evolving realm of digital content consumption.

In summary, this research sheds light on the nuanced interplay between marketing strategies and user behaviour on popular OTT platforms, thus providing valuable insights into consumer preferences and trends in digital media consumption. Through meticulous analysis and comprehensive data collection, this study offers meaningful implications for content providers and marketers seeking to optimize their strategies and engage effectively with audiences in diverse cultural contexts.

## **6.2 Implications**

This study delves deeper into the interconnectedness of key variables like customer behavioural changes, cross-platform marketing, influencer marketing, and personalised content marketing. The findings corroborate the existing literature, affirming the strength of these relationships. Also, this research offers unique perspectives by encompassing select regions in Canada and India, providing a comprehensive understanding of cultural dynamics in those locations. It enriches our comprehension of digital content consumption behaviour by exploring these connections across diverse geographical regions.

This study holds significance for various stakeholders in the digital content consumption ecosystem. Content providers and OTT platforms like Netflix, Amazon Prime, and Disney+ Hotstar stand to gain valuable insights into effective marketing strategies, enabling them to better engage with their target audiences and enhance user satisfaction. Marketers and

advertisers can also benefit by utilizing this understanding to craft more impactful campaigns and drive better engagement and conversion rates.

Moreover, researchers and academics in marketing, media studies, and consumer behaviour can leverage these findings to advance knowledge in their fields and explore new research avenues. Ultimately, this study informs strategic decision-making, fosters innovation, and deepens our understanding of consumer behaviour in the rapidly evolving digital media landscape.

Moving forward, this research has significant implications for OTT platforms seeking to understand and shape customer preferences. However, further research remains vital to explore additional variables and adapt to evolving market trends. Additionally, this study holds particular relevance for guiding future changes in OTT platforms, offering insights that can drive continuous improvement and adaptation to meet evolving consumer needs and preferences.

### **6.3 Recommendations for future research**

The findings of this study reveal favorable associations between the independent and dependent variables examined. While some academics may hold differing views, the results

of this research align positively with earlier studies in the existing literature. Therefore, the insights gained from this research hold significant value for OTT platforms. Users of any generation, including millennials, can discern their priorities and the benefits associated with utilizing these platforms.

The results of this study have profound implications not only for technical OTT-related developments but also to grant a clear understanding of the digital decision-making processes millennials living in Canada and India experience on OTT platforms. This research further establishes the need to create new recommendations for upcoming studies which are keen on observing varied mechanics and dynamics on OTT platforms. In this study's data collection, Canadians in Ontario and Indians in Chennai were exclusively in focus. As a result, future researches may include alternative over-the-top (OTT) platforms from other diverse cities. This study has thereby created room for further investigation into the evolving connections between user behaviour and marketing techniques on over-the-top (OTT) platforms. Ongoing research may reveal new preferences and trends in the world of digital content consumption. In summary, the ramifications of this study go beyond its immediate conclusions, thus providing OTT platforms with invaluable information that can improve their marketing tactics, help their internal teams better understand customer preferences, and guide their navigation of the complex and intricate terrain of digital content consumption across geographies.

## **6.4 Conclusion**

In this study, a total of 409 participants were involved, with respondents primarily from Canada and India, ensuring a diverse representation. The demographic characteristics, including age, occupation, and gender distributions, were well-represented in the sample. The findings indicated that Netflix was the most preferred platform among respondents. Moreover, the majority of participants perceived the prices of OTT services, including those offered by Netflix, Amazon Prime, and Disney+ Hotstar, as reasonable, reflecting a generally positive opinion about the affordability of these platforms.

The study's accuracy was further supported by reliability analysis, demonstrating high internal consistency. Additionally, factor analysis confirmed the validity of this research's outcomes by validating the applicability of the collected data. Notably, personalised content marketing, cross-platform marketing, and influencer marketing emerged as crucial variables significantly impacting user choices on digital over-the-top (OTT) platforms.

Further analysis unveiled significant online usage patterns, revealing a negative correlation between personalised content marketing and streaming behaviour, while cross-platform marketing exhibited a positive relationship. The primary focus of this study was to examine how millennial behaviour evolves in response to influencer marketing, cross-platform

marketing, and personalised content marketing methods, as outlined in the research question.

In conclusion, the findings unequivocally indicate that these three marketing tactics have had a substantial and unmistakable impact on millennial behaviour on OTT platforms like Netflix, Amazon Prime, and Disney+ Hotstar, particularly within the selected geo-regions of India and Canada. This underscores the importance of strategic marketing approaches in shaping user behaviour and preferences in the digital era.

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## APPENDIX A

### SURVEY COVER LETTER

#### Exploring Digital Cultural Congruence In Canada & India

As part of my research, I am conducting a survey that aims to examine consumer behaviours on digital cultural congruence in Canada and India

You are invited to participate in the survey since you have an idea about OTT platforms. The survey contains information on consumer behaviour and factors affecting the adoption of OTT platforms in Canada and India. I am sharing the link for your kind attention, and your valuable response is highly appreciated.

Thank You

#### Section 01: Demographic Profile

##### 1. Age

- a) 18 – 25
- b) 25 – 30
- c) 30 – 40
- d) Above 40

##### 2. Gender

- a) Male
- b) Female

##### 3. Occupation

- a) Student
- b) Self-Employed / Entrepreneur
- c) Professional
- d) Homemakers
- e) Other (Please Specify) .....

4. Location: Please Specify

- a) India
- b) Canada

5. Living Situation

- a) I live away from my family alone
- b) I live away from my family with room mates
- c) I live with my family
- d) Other .....

6. Do you think OTT platforms are reasonably priced?

- a) Yes
- b) No

7. Which OTT platform do you prefer most?

- a) Netflix
- b) Disney+ Hotstar
- c) Amazon Prime

**Section 2: OTT Platform Usage on Behaviour Changes**

8. How many hours per day of streaming platform?

- a) 2-4 hours
- b) 4-6hours
- c) 6-8 hours
- d) 8-10 hours
- e) More than 10 hours

9. How do you usually come across influencer content on OTT platforms?

- a) A friend's suggestion
- b) Rebates/referrals
- c) Promotion
- d) Other (please specify) .....



10. What types of products or services are you more likely to consider purchasing based on influencer recommendations?

- a) Entertainment subscriptions
- b) Beauty and fashion
- c) Technology and gadgets
- d) Health and fitness
- e) Food and beverages
- f) Other (please specify) .....

11. Do you like to share with other viewers about your mutual liking for the show?

- a) Agree
- b) Neutral
- c) Disagree

### **Section 03: Influencer Marketing Strategy**

Please rate your agree level with OTT services in India and Canada on the following parameters, using a Likert scale from 5 to 1, where 5 represents "strongly agree" and 1 represents "strongly disagree".

12. The consumer is more disposed to download content that influencers advocate or share because they are generally satisfied with the online streaming services they utilize.

- 1) Strongly Disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly Agree

13. OTT platform influencers with a lot of followers are more likely to get your attention.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

14. Your decision to consume content on over-the-top (OTT) platforms is influenced by the majority of user evaluations and ratings.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

15. Influencer marketing contributes positively to your decision-making process on OTT platforms.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

16. I spend more time on over-the-top (OTT) platforms looking through stuff that influencers have suggested.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

#### **Section 04: Cross Platform Marketing Strategy**

17. Cross-platform marketing on OTT platforms effectively engages users by introducing new products or content, thereby increasing their interest and attention.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

18. My experience with OTT platforms is improved by cross-platform marketing since it entices me to check out the goods or content that these campaigns highlight.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

19. On the OTT platform, cross-platform marketing has a significant impact on my purchasing decisions.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

20. I am prompted to click on the product or content links on the OTT platform by cross-platform marketing efforts.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

21. Through OTT platforms, the user regularly interacts with cross-platform marketing content; their interaction with sponsored content is influenced by the click-through rate.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

## Section 05: Personalised Content Marketing Strategy

22. Personalised marketing on the OTT platform based on user interests and preferences has greatly increased user satisfaction and improved suggestions based on viewing history.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

23. Have you ever purchased a product or service after viewing a marketing feedback post that the person shared on social media?

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

24. Did you purchase a product from a brand mentioned on social media? It was likely due to personalised marketing that persuaded you to repurchase or subscribe to the OTT platform.

- 1) Strongly disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly agree

Your participation in this survey is greatly valued. Your insightful comments have been instrumental in helping us grasp the nuances of influencer marketing, cross-platform marketing, personalized content marketing, and customer behaviour on OTT platforms in India and Canada. Thank you for your valuable contribution.

[Survey Data Sheet Link](#)

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