

# “Do You Love Binge-Watching It?”: A Study of Brand Love for Over-The-Top (OTT) Media Platforms

<sup>1</sup>Ms. Suzanee Malhotra

---

## Abstract

Digital advancement pushed up further due to the latest pandemic crisis has revolutionized the content creation business. Over the years there has been growing presence of various Over-the-top (OTT) media platforms which has changed the way people perceive and view the media and entertainment industry. The focal aim of this study is to examine the presence of brand love for OTT media service platforms. The other objectives involve examining the impact of brand love on word of mouth, attitudinal loyalty and behavioural loyalty for the OTT media platforms. In this regard, an online survey using a self-administered questionnaire on 564 users of OTT media platforms from New Delhi was conducted in the summer of 2020. Snow-ball sampling was used to outreach the digital media platform users. Structural equation modelling framework was applied for testing the proposed empirical model of the study. The results indicate the presence of brand love for the varied brands of OTT media platforms. Brand love was also found to considerably influence word of mouth and behavioural loyalty, but the impact of brand love on attitudinal loyalty was found slightly lesser than the former two.

**Keywords: Over-the-Top (OTT) Media Platforms, Brand Love, Word of Mouth, Attitudinal Loyalty, Behavioural Loyalty**

## Introduction

The world is bracing with the worst health and economic crisis of its time. With the rising cases of the pandemic and its growing fear in the country enforcing nationwide lockdowns and various on and off local lockdowns the economic activity came to a halt. Not just the GDP figures took the toll in view of the pandemic but it also played a focal role in changing the consumption styles and behavioural patterns of the people- courtesy the grip of the digital advancement in our lives.

One sector that felt most of the burnt due to evolving consumption patterns is the media, entertainment and showbiz. But the early presence and fair reach of the OTT media platforms acted as the knight in shining armour for the dull and non-lustrous industry bracing the pandemic. The pandemic has also served to act as a boon for the growth and far off connectivity of the various OTT media platform brands with a rising set of users.

The one of its kind consumer survey report- 'Entertainment Goes Online', prepared by the top global consultancy firm, the Boston Consulting Group states that the OTT media platform market can grow to a size of 5 billion dollars by the year 2023, majorly attributable to the growing data penetration in the rural India, breaking of the traditional tv viewing patterns cutting across genders and age difference and the ever growing hunger for fresh content (The Boston Consulting Group [BCG], 2018). The present research aims to diagnosis the presence of brand love and its impact on the word of mouth, attitudinal and behavioural loyalty for the varied brands of OTT media platforms.

## Review of Literature

### Over-the-top (OTT) media platforms

Over-the-top (OTT) media platforms refer to the content and media development and dispersal over direct internet (Fitzgerald, 2019). Such new type of media service development directly over the internet at one hand has led to massive disruption in the media industry, but has also led to freedom and empowering of many independent artists and voices (Fitzgerald, 2019; Kwon & Lee, 2015). It is particularly a boom for such users who want to be able to get access to their favourite content

on the go (Moyler & Hooper, 2009), that is to say “anytime, anywhere, and on any device” (Kim, Kim, Hwang, Kim & Kim, 2017, p. 198).

India with a vast population and rapid penetration of the low-cost internet service has become a tempting market to the various OTT media platform brands ('Indian OTT market', 2018). Initially the OTT media platform in India was dominated by YouTube owing to the vast presence and free access offered by it, followed by Hotstar (Fitzgerald, 2019). Currently this market is marked by the presence of global brands like Netflix, Amazon Prime and Disney+Hotstar and also a wide array of domestic brands like Voot, Sony Liv, Zee5, MX Player, ALTBalaji, ErosNow (Khatter, 2020; 'Top 10 OTT platforms', 2020).

### **Brand Love**

Human beings are rational but still they tend to make decisions emotionally- “the essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions” (Roberts, 2004, p. 42). According to Carroll and Ahuvia (2006), brand love is an emotional and passionate feeling of an individual for a particular trade name. Emotion and passion are feelings indicating to an intimate bond, thus the definition by Carroll and Ahuvia (2006) is indicative of romantic love as propounded by Sternberg (1986) and defined as romanceful relationship with the brands (Sarkar, 2013). Romantic brand love can be considered an integral aspect of overall brand love (Sternberg, 1986; Hendrick & Hendrick, 1989). “Romanticism is the core of any love feeling” (Sarkar, 2013, p. 25).

### **Brand Love and Word of Mouth**

Favourable brand interactions indeed make consumers to the spread of positive word-of-mouth for brands (Carroll & Ahuvia, 2006; Fetscherin, 2014) and reaffirm their future behaviours (Batra, Ahuvia & Bagozzi, 2012; Fetscherin, 2014). A constant reminder of loved brands

in the daily life of a person, further enhances the feeling of love to grow and talk good about it (Batra et al., 2012; Roberts, 2004).

### **Brand Love and Attitudinal Loyalty**

Attitudinal loyalty sees loyalty for a brand as an attitude of consumer (Geçti & Zengin, 2013; Odin, Odin & Florence, 2001). It deals with the way people approach decisions making towards the brands (Bennett & Thiele, 2002). In this direction it looks for the perceptions, ideas, beliefs and opinions for a brand in their minds before making the purchase (Bowen & Chen, 2001; Quester & Lim, 2003). People tend to feel a sense of belonging and warmth with such brands, which nurtures love as a bond making them strongly desire the brand (Fournier, 1998). The degree of familiarity and involvement of the consumer and the brand in the past is considered as an important barometer of love (Batra et al., 2012).

### **Brand Love and Behavioral Loyalty**

Behavior of making the decision to choose the same brand continuously is referred to behavioral loyalty (Back & Parks, 2003; Odin et al., 2001). Literature indicates the presence of relationship among both loyalty constructs- attitudinal and behavioral (Carpenter, 2008; Halim, 2006; Huang & Zhang, 2008). People favoring the brand are found to be in love with such brands for some time, which motivates them to further repeat the behavior also (Carroll & Ahuvia, 2006). For if brands are loved they command future loyal behavior also (Batra et al., 2012).

### **Objectives of the Study**

Keeping in mind the background developed in the literature review the study has the following objectives:

- To check for the presence of brand love among the users of the OTT media platforms empirically.

- The study also aims to measure the empirical impact of brand love for the OTT media service brands on the

word of mouth, their attitudinal loyalty and behavioural loyalty.

Guided by the above stated objectives the proposed framework for the study is presented here (refer Figure 1).

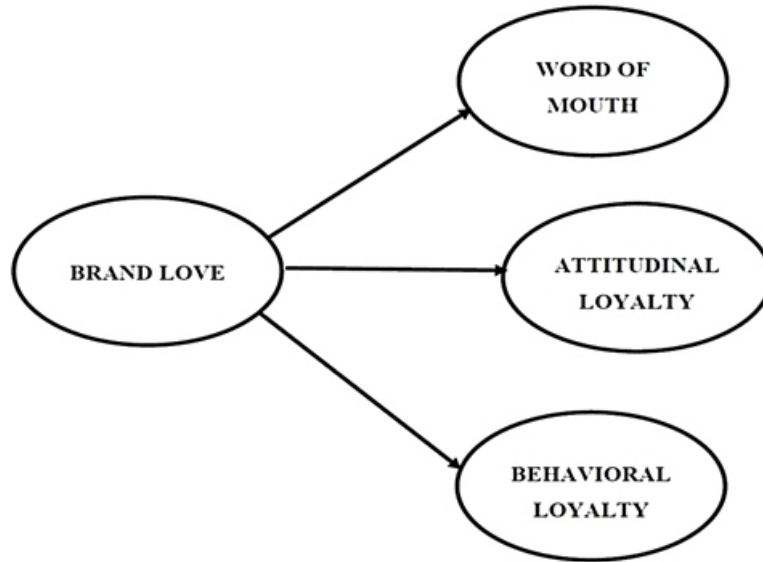


Figure 1: Theoretical Framework

Source: The Author

**Research Methodology**

**Data Sources**

The self-administered questionnaire used for the study contained two sections. In the former section, the details regarding the demographic profile of the users of OTT media platforms was collected. Information pertaining to the users' gender, age, occupational roles and income levels. The users were asked to fill in the brand of the OTT media platforms which they have a preference over the others or which they have been using for the longest period of time. This decision for the brand selection was made similar to the brand selection choice in the existing literature studies (Batra et al., 2012; Carroll & Ahuvia, 2006).

The second section consisted of various scale items used in the study adapted from the pre-existing scales in the literature review to gauge the core constructs of the study. Likert type scale with five anchor points (1=Strongly Disagree to 5=Strongly Agree) is employed in this study for empirical testing of the proposed model. The scale items from Carroll and Ahuvia (2006) have been adapted to measure brand love (10 items) and word of mouth (4 items). The scale items from Halim (2006) have been adapted to measure the two perspective of loyalty-attitudinal (3 items) and behavioural (3 items) in the present study. The scale items used in the study are stated in Table 1.

Table 1. Scale items

Constructs	Scale items
<b>Brand Love [BL]</b> (Carroll & Ahuvia, 2006)	BL1 This is a wonderful brand.
	BL2 This brand makes me feel good.
	BL3 This brand is totally awesome.
	BL4 I have neutral feelings about this brand*.
	BL5 This brand makes me very happy.

	BL6 I love this brand.
	BL7 I have no particular feelings about this brand*.
	BL8 This brand is a pure delight.
	BL9 I am passionate about this brand.
	BL10 I'm very attached to this brand.
<b>Word of Mouth [WM]</b> (Carroll & Ahuvia, 2006)	WM1 I have recommended this brand to lots of people.
	WM2 I 'talk up' this brand to my friends.
	WM3 I try to spread the good-word about this brand.
	WM4 I give this brand tons of positive word-of-mouth advertising.
<b>Attitudinal Loyalty [AL]</b> (Halim, 2006)	ATL1 I will not switch to other brand even though there are lots of other brand options.
	ATL2 I am willing to pay more than any other brand to get this particular brand.
	ATL3 I will always use this brand.
<b>Behavioural Loyalty [BEL]</b> (Halim, 2006)	BEL1 I will buy this brand in the future.
	BEL2 I will fulfil my everlasting purchasing will for this brand
	BEL3 I wish to continue purchasing over this brand.

**Sample** Carroll and Ahuvia, 2006; Halim, 2006

The questionnaire of the study was administered on a sample from the users of the OTT media platforms in New Delhi. Snow-ball sampling was applied where, the self-administered questionnaires were sent to known acquaintances via mails with the request to forward the same to the potential subjects which could serve as sample for the study (Bryman, 2012). The data was collected in the summer of 2020 for a period of 2 months. 596 users of the OTT media platforms took part in the survey but after data refining only 564 were found usable for the present study.

The sample ranging from a range of 20 years to 60 years consisted of around 57% female users and 43% male users. The most prominent age group came out to be of 20-30 years. Students occupied the majority (35%) of the sample, followed by the share of professionals (28%), self-employed (21%) and home-makers (16%). The users belonging to the income group of ₹ 50,000 to ₹ 75,000 (53%) were found to be the most prominent ones followed by the users in income group of ₹ 75,000 to ₹ 1,00,000 (42%). The most reported brand was Netflix (29%), followed by Amazon Prime (24%), Disney+Hostar (21%) and the remainder (26%)

consisted of other brands like Zee5, Voot, Sony Liv, MX Player, ALTBalaji etc.

## Analysis And Findings

### Reliability and Factor Analysis

The present study has covered 564 users of OTT media platforms as a justifiable sample size for carrying out the confirmatory factor analysis and structural equation modelling analysis (Hu & Bentler, 1999; Jackson, 2001). Cronbach's alpha was found greater than .70 for all the empirical constructs used in the study suggesting the justifiable reliability of all the scale items (Hair, Black, Babin & Anderson, 2014). For carrying out the exploratory factor analysis, principal component analysis was used as extraction method and varimax type of rotation was used. For all the scale items the factor loadings were found greater than .50 and thus justifiable (Hair et al., 2014), barring for 1 item of brand love (BL8) and one item of word of mouth (WOM4), which were dropped from the following analysis.

### Empirical Model and Validity

The testing of the empirical model began with the application of the confirmatory factor analysis first using

AMOS. The factor loadings of all the scale items for the model were greater than .70 (Hair et al., 2014) as stated in Table 1. The model fit indicators like Chi- square coefficient (2.54), CFI (.94), TLI (.96), RMSEA (.08)

and SRMR (.03) all reflect towards the significant goodness and acceptance of the empirical model (refer Table 2).

**Table 2. Confirmatory Factor Analysis Results**

Constructs	Cronbach's Alpha	Factor Loadings	AVE	CR
<b>Brand Love [BL]</b>	0.96		0.73	0.96
BL1		0.75		
BL2		0.85		
BL3		0.86		
BL4		0.76		
BL5		0.87		
BL6		0.84		
BL7		0.83		
BL9		0.72		
BL10		0.89		
<b>Word of Mouth [WM]</b>	0.91		0.76	0.91
WM1		0.81		
WM2		0.85		
WM3		0.86		
<b>Attitudinal Loyalty [ATL]</b>	0.86		0.69	0.89
ATL1		0.71		
ATL2		0.75		
ATL3		0.78		
<b>Behavioural Loyalty [BEL]</b>	0.89		0.65	0.88
BEL1		0.84		
BEL2		0.7		
BEL3		0.85		

Note: p-value < 0.001

Source: The Author's Own Analysis Results (Summer, 2020)

The linear relationship among the constructs of the empirical model was measured using R2 which explains the extent to which the independent variable provides explanation for the dependent variable (Hair et al., 2014). Brand love provided an explanation of 67% word of mouth and 55% behavioural loyalty tendencies of the users of the OTT media platforms. On the contrary brand love provided a mere 36% of the explanation for the attitudinal loyalty tendency of the users, which appeared weak than the former two affects.

The validity of the empirical model was reflected by the justifiable levels of AVE (greater than .50), CR (greater than .70) and discriminant validity (square root of the AVE greater than the correlation coefficients among the different constructs of the empirical model) (Fornell & Larcker, 1981; Hair et al., 2014) (refer Table 3). After assessing all the reliability, factor analysis measures and the validity results we can conclude that the empirical model is found to be valid and justifiable.

Table 4. Validity Results

	Brand love	Word of mouth	Attitudinal Loyalty	Behavioral Loyalty
Brand love	0.85			
Word of mouth	0.46	0.87		
Attitudinal Loyalty	0.68	0.67	0.83	
Behavioral Loyalty	0.6	0.71	0.53	0.81

Source: The Author's Own Analysis Results (Summer, 2020)

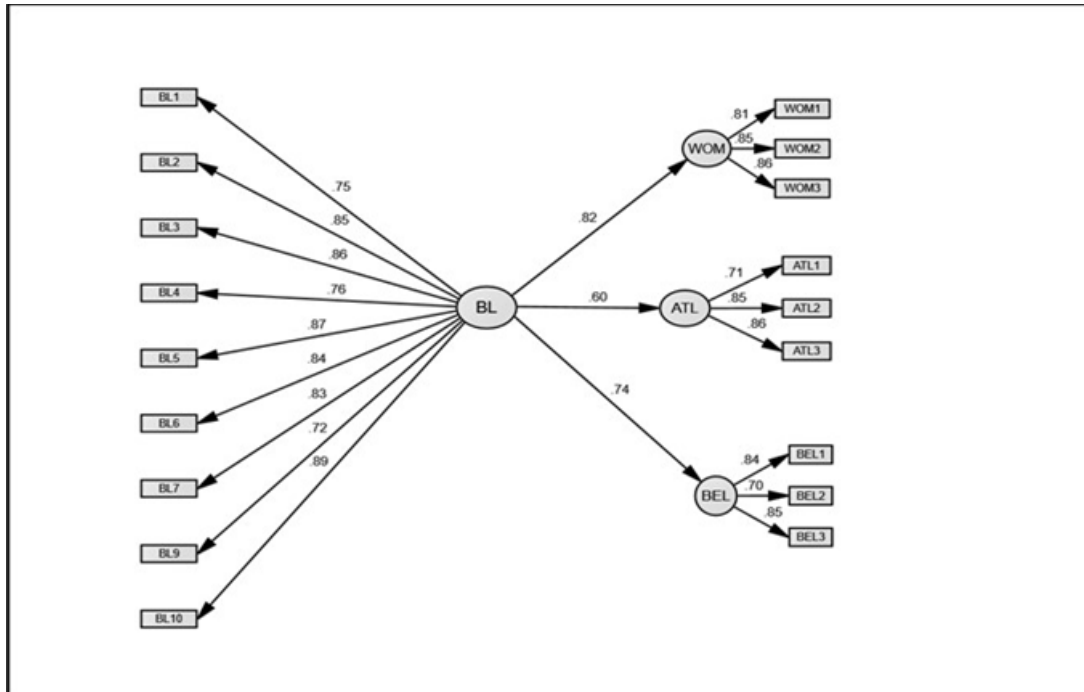


Figure 2: Results

Source: The Author's Own Analysis Results (Summer, 2020)

## Conclusion

This study provides an initial attempt to look into the presence of brand love for the upcoming OTT media platform brands in the Indian context. The study has shown that there is presence and relevance of brand love for the various brands of OTT media platforms with help of explanation provided by the variance of the constructs. Not only the study has testified for the presence of brand love, but it also has lent strong empirical support for the leading impact of brand love on the word of mouth and supported the fact that the consumers were ready to choose the same brands of the OTT media platforms consistently over. But the study signified relatively less impact of brand love on the attitude intentions of the users of OTT media platform brands, suggesting in their minds they can always go for novelty or new options to

try out. To sum up, this study adds to the existing literature review of brand love by adding new perspective in terms of latest service category like OTT media platform brands, which have come up in a big way in times of the recent pandemic crisis. However, the findings drawn from the study cannot be generalized for the rural population, as the sample of the study was taken from urban city.

## Future Research Scope and Managerial Implications

Future research in this direction can aim to compare the feelings of brand love for various brands and contrast the findings with the help of inter-brand comparison study. Also, an attempt must be made to conduct this study across regions for finding new insights. This study also had not studied the antecedents of brand love and their

correlation with behavioural consequences, which becomes a possible area to research in the future.

The study provides a way out to the firms through which they can brace tough times and enjoy handsome gains in merry times. For the world at large facing acute difficulty in breaking even sales due to the pandemic brand love provides the hope to beat the competitors and win over the consumer hearts. Taking into account the fact that India has potential to add billions of dollars to the growing OTT media platform industry all the major brands can enhance their understanding of the market and consumers by tactfully studying brand love and indeed the consequential behaviours it leads to.

## References

- Back, K. J., & Parks, S. C. (2003). *A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction*. *Journal of Hospitality & Tourism Research*, 27(4), 419-435. <http://dx.doi.org/10.1177/10963480030274003>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). *Brand Love*. *Journal of Marketing*, 76(2), 1-16. <https://doi.org/10.1509/jm.09.0339>
- Bennett, R., & Thiele, S. R. (2002). *A comparison of attitudinal loyalty measurement approaches*. *Journal of Brand Management*, 9(3), 193-209. <http://dx.doi.org/10.1057/palgrave.bm.2540069>
- Bowen, J. T., & Chen, S. (2001). *The relationship between customer loyalty and customer satisfaction*. *International Journal of Contemporary Hospitality Management*, 13(5), 213-217. <http://dx.doi.org/10.1108/09596110110395893>
- Bryman, A. (2012). *Social research methods (4th ed.)*. New York: Oxford University Press.
- Carpenter, J. M. (2008). *Consumer shopping value, satisfaction and loyalty in discount retailing*. *Journal of Retailing and Consumer Services*, 15(5), 358-363. <http://dx.doi.org/10.1016/j.jretconser.2007.08.003>
- Carroll, B. A., & Ahuvia, A. C. (2006). *Some antecedents and outcomes of brand love*. *Marketing Letters*, 17(2), 79-89. <https://doi.org/10.1007/s11002-006-4219-2>
- Chew, D. J. (2017). *From Brand Awareness to Brand Love: A Conceptual Discussion of Brand Love Progression*. *Journal of Arts & Social Sciences*, 1(1), 21-29. Retrieved from <http://ruijass.com/wp-content/uploads/2017/08/3-003DJC-Final.pdf>
- Fetscherin, M. (2014). *What type of relationship do we have with loved brands?* *Journal of Consumer Marketing*, 31(6/7), 430-440. <https://doi.org/10.1108/JCM-05-2014-0969>
- Fitzgerald, S. (2019). *Over-the-Top Video Services in India: Media Imperialism after Globalization*. *Media Industries Journal*, 6(1), 89-115. <https://doi.org/10.3998/mij.15031809.0006.206>
- Fornell, C., & Larcker, D. F. (1981). *Evaluating Structural Equations Models with Unobservable Variables and Confirmatory Factor Analysis Measurement Error*. *Journal of Marketing Research*, 18(1), 39-50. <https://doi.org/10.2307/3151312>
- Fournier, S. (1998). *Consumers and Their Brands: Developing Relationship Theory in Consumer Research*. *The Journal of Consumer Research*, 24(4), 343-373. <https://doi.org/10.1086/209515>
- Geçti, F., & Zengin, H. (2013). *The Relationship between Brand Trust, Brand Affect, Attitudinal Loyalty and Behavioral Loyalty: A Field Study towards Sports Shoe Consumers in Turkey*. *International Journal of Marketing Studies*, 5(2), 111-119. <http://dx.doi.org/10.5539/ijms.v5n2p111>
- Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective (7th ed.)*. Upper Saddle River, N.J.: Pearson Education.
- Halim, R. E. (2006). *The effect of the relationship of brand trust and brand affect on brand performance: An analysis from brand loyalty perspective (a case of coffee instant product in Indonesia)*. Retrieved from <http://ssrn.com/abstract=925169>
- Hendrick, C., & Hendrick, S. S. (1989). *Research on love: Does it measure up?* *Journal of Personality and Social Psychology*, 56(5), 784-794. <https://doi.org/10.1037/0022-3514.56.5.784>
- Hu, L. T., & Bentler, P. M. (1999). *Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives*. *Structural equation modeling: a multidisciplinary journal*, 6(1), 1-55. <https://doi.org/10.1080/10705519909540118>
- Huang, J., & Zhang, D. (2008). *Customer value and brand loyalty: Multi-dimensional empirical test*. *International Seminar on Future Information Technology and Management Engineering*, 102-106.

- <http://dx.doi.org/10.1109/FITME.2008.84>  
*Indian OTT market to reach \$5 billion in size by 2023: Report.* (2018, November 20). *Et Brand Equity*. Available on at <https://brandequity.economicstimes.indiatimes.com/news/media/indian-ott-market-to-reach-5-billion-in-size-by-2023-report/66708675>
- Jackson, D. L. (2001). *Sample size and number of parameter estimates in maximum likelihood confirmatory factor analysis: A Monte Carlo investigation.* *Structural Equation Modeling*, 8 (2), 205-223. [https://doi.org/10.1207/S15328007SEM0802\\_3](https://doi.org/10.1207/S15328007SEM0802_3)
- Khatter, H. (2020, March 4). *Hungry To Binge-Watch? Here Are 10 Best OTT Platforms In India.* *Inc42*. Available online at <https://inc42.com/resources/hungry-to-binge-watch-here-are-10-best-ott-platforms-in-india/>
- Kim, M. S., Kim, E., Hwang, S., Kim, J., & Kim, S. (2017). *Willingness to pay for over-the-top services in China and Korea.* *Telecommunications Policy*, 41(3), 197-207. <https://doi.org/10.1016/j.telpol.2016.12.011>
- Kwon, M., & Lee, S. (2015). *Substitute or disruptive innovation: Current status, issues, and forecasting of N-screen & OTT service.* *Studies of Broadcasting Culture*, 27(1), 9-37 (translated from Korean). Retrieved from <http://www.dbpia.co.kr/Article/NODE06366053>
- Moyler, A., & Hooper, M. (2009). *Over the Top TV (OTT TV) Platform Technologies.* BCI Ltd. and Endurance Technology Ltd. Retrieved from <http://www.endurancetech.co.uk/media/documents/OTT%20TV%20White%20Paper%20Rel%201%20Ver%201.pdf>
- Odin, Y., Odin, N., & Florence, P. V. (2001). *Conceptual and operational aspects of brand loyalty: An empirical investigation.* *Journal of Business Research*, 53(2), 75-84. [http://dx.doi.org/10.1016/S0148-2963\(99\)00076-4](http://dx.doi.org/10.1016/S0148-2963(99)00076-4)
- Quester, P., & Lim, A. L. (2003). *Product involvement/brand loyalty: is there a link?* *Journal of Product and Brand Management*, 12 (1), pp. 22 - 38. <https://doi.org/10.1108/10610420310463117>
- Roberts, K. (2004). *Lovemarks: The future beyond brands.* New York: Power House Books.
- Sarkar, A. (2013). *Romantic brand love: A conceptual analysis.* *The Marketing Review*, 13 (1), 23-37. <http://dx.doi.org/10.1362/146934713X13590250137709>
- Sternberg, R. J. (1986). *A Triangular Theory of Love.* *Psychological Review*, 93(2), 119-135. <https://doi.org/10.1037/0033-295X.93.2.119>
- Top 10 OTT platforms in India.* (2020, July 30). *The Mobile Indian network.* Available online at <https://www.themobileindian.com/picture-story/top-10-ott-platforms-in-india-1346-14617>
- The Boston Consulting Group (BCG).* (2018). *Entertainment Goes Online- A \$5 Billion Opportunity.* Available online at [https://image-src.bcg.com/Images/Entertainment-Goes-Online\\_tcm21-208006.pdf](https://image-src.bcg.com/Images/Entertainment-Goes-Online_tcm21-208006.pdf)
-