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Purna Arora

Vandana Ahuja

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A Netnography of the Social Media Presence of Brand Netflix, India

Prerna Arora^{1,*}

Vandana Ahuja²

*Corresponding author

¹ Doctoral Student, Amity Business School, Amity University, Uttar Pradesh, India, prerna.aarora97@gmail.com

² Professor, Amity Business School, Amity University, Uttar Pradesh, India, vahuja@amity.edu

ABSTRACT

Social media marketing is growing at a rapid pace. Marketers need to keep up with technology-savvy consumers and help the brands in reaching greater heights with the help of social media practices. This manuscript presents how an Over-the-Top platform like Netflix India uses social media as a digital tool for enhancing consumer engagement and building strong consumer-brand relationships using netnography as a tool. This manuscript further attempts to classify the content generated by Netflix India on its social media platforms- Instagram, Facebook, Twitter into diverse content typologies, identify the most significant content typology, and understand how the number of likes, comments, shares, retweets (in case of Twitter) relating to most significant content typology impacts the enhancement of consumer engagement amongst Netflix audience. Thereafter, the research study classifies the content generated by Netflix into three categories, namely- informational content, promotional content, and relational content. The study is further able to empirically illustrate how a greater number of likes, shares, comments, and retweets on relational content has a significant impact on consumer engagement of the brand Netflix.

Keywords: OTT platforms, social media marketing, netnography, consumer engagement, Netflix.

INTRODUCTION

OTT Platforms are media service platforms where media services are offered to viewers directly with the help of the internet. In India, people spend at least 40 minutes per day on these platforms. The online video market in India is one of the largest growing markets in India. It is estimated that by the year 2023, India will have close to 500 million viewers who would make it the second-biggest market in the world after China, with OTT platforms contributing a major portion of its growth. The Covid-19 situation led India to get locked inside the houses leading the economy to slow down immensely. However, this strict lockdown has boosted media consumption. The OTT platforms got immense love and positive response and became one of the major sources of entertainment for viewers. The very first OTT platform in India was by Reliance, which did not gain much popularity. Although it is appropriate to say that the media and entertainment industry suffered a lot due to the whole pandemic scenario and lockdown, but OTT platforms got quite the benefit because of it. It made watching content such as movies, web series, daily soaps, etc., very convenient and readily available. Anyone with a mobile phone (or any electronic device) with internet connectivity can watch content from anywhere in the world. OTT platforms seem to be a new alternative to watching movies in cinema halls, and many of the filmmakers are considering this as an option to make their content readily available to viewers in a hassle-free manner. Only one membership is required, and a whole family can enjoy watching several movies and other content of their own choice, that too being in the comfort zone of their own homes and without burning a hole in their pockets. Over the past few decades, marketing has had to keep up with the growing pace of technology and maintain a perfect relationship with it. In contemporary times, digital and social media marketing are being used by marketers to enhance brand visibility, solicit consumer engagement, and build a strong consumer brand connection.

Internet users in India are growing at a fast rate. (Moochhala, 2018) Even though the internet helps in a lot of aspects but one of the main reasons for using the internet among people is for entertainment purposes. Slowly, people are shifting from traditional media platforms such as TV and cinema to OTT platforms for various reasons, some of them being OTT Platforms is a digital entertainment space that needs no censor board, users have a lot of options to choose from, there are no or minimum advertisements, there is a comfort and convenience in watching the content at any time and any place. The popularity of digital platforms has grown, given the conditions that there is internet availability, connection speed, smartphones, or gadgets available. The Digital India campaign also boosts the adaptability of the digital platform among consumers. There are various OTT players in the market, among which Amazon Prime Video is the most popular OTT platform, after which comes Netflix. The reason behind this popularity is found out to be localized regional content that is loved by the audience. Over the last few years, this sector has shown significant growth. As per the research and find, it can be said that OTT platforms have made their place in the industry, giving a strong competition to traditional cable television and cinema to the extent that it can overgrow the traditional media platforms. It can be evidently seen that the entertainment industry is in the process of a full transformation to digital entertainment. OTT Video platforms which were once considered a luxury, are now merely a commodity. People get to watch relatable content and experience visual quality (Sundaravel & Elangovan, 2020) with the help of a good internet connection. In India, there are approximately 40 OTT platforms, and the rate at which this industry is growing, the numbers are expected to reach 100 by 2023. Nevertheless, in India, there is a large population in rural areas without internet access. Thus, there is a lot of potentials to grow and reach more people. OTT platforms are at a stage where growth is at a rapid pace, and it is a golden opportunity for content creators because entry barriers are usually negligible. Even though the popularity of OTT platforms is

increasing, but there is still a large segment that is hooked up to televisions and traditional video platforms. To completely replace the traditional OTT platforms, one must undergo a lot of advancement and get the right kind of business model.

Netflix is an online streaming platform and is one of the leading entertainment providers in the world. It has its headquarters in Los Gatos, California, United States. Netflix entered the Indian market in 2016 when it captured only a niche segment of English-speaking and urban audiences. Over the last few years, Netflix has upgraded its content strategy and has been able to cater to different segments, classes, thinking, regions, choices, and tastes of people. Netflix has become more accessible and is not only being available on very high-end devices and smart TVs but also on smartphones. Main USP is its original content with which the audience can relate to. Netflix has been able to use digital marketing and social networking sites to market its content, be in touch with the audience, and maintain its relationship with viewers. This manuscript analyses the social media presence of OTT brand Netflix using the research methodology of netnography and identifies the different types of content typologies posted by the company to build a strong consumer-brand relationship and enhancement of consumer engagement.

REVIEW OF LITERATURE

Digital Marketing (DM)

Digital marketing cannot be considered as a mere another channel of marketing (Durai & King, 2015). Rather it is a new approach to marketing that helps in reaching and understanding the consumers in a much better way. With an increase in the adoption of Digital Marketing practices by almost all organizations, most marketers focus on social media marketing which has led the social networking sites to change their aim from bridging the gap between people to being a valuable marketing tool. But exploring only one tool is not efficient. Therefore, while making marketing strategies, it is important to include a combination of all digital marketing tools to compete better in the market, satisfy and retain consumers and earn a good revenue out of it. To grow in such a dynamic environment, companies should constantly keep up with the changes and inculcate those changes in their marketing activities. Also, focusing on marketing factors, service factors, functionality factors, and consumer expectation factors will help the businesses to keep in touch and be aware of consumer needs and their expectations. Digital marketing is effective not only for the marketers but also for the (Yasmin, Tasneem, & Fatema, 2015) consumers and marketers. Because DM consumers are free from constraints about the information available to them, they can easily obtain information at any time and any place through digital media.

There is a positive relationship between Digital marketing practices and the sales of firms. Digital marketing is still growing and has become an important part of the business strategies of many companies. The marketing mix has evolved and changed over the years. In such a competitive environment (Jackson & Ahuja, 2015), where each business must compete with others in the market to gain the consumers' attention, digital marketing has played an important role. The updated version of integrated market communication can be called DMC 2.0 (Digital Marketing Communication 2.0). This new version typically focuses on engaging with the consumers and trying and make them develop loyalty to the brand. It takes the help of analytics to gain knowledge about the responses and make decisions accordingly. It makes use of Social Media Marketing and Viral Marketing to reach consumers and communicate with them. However, the main goal of both traditional IMC and DMC 2.0 is to convince people to buy products/services, create an image in their eyes and develop loyalty in their hearts. With the emergence of digital media (S & Rungta, 2016), the term digital marketing has also grown, and so has its impact. People use the words internet marketing, web marketing, and digital marketing interchangeably, but these are not the same. Internet marketing is only a part of Digital marketing. All the channels that use the internet as a platform to promote their product/service come under internet marketing. Digital marketing comprises both channels, online and offline.

With the rapid growth of technology, digital marketing practices are also used in offline marketing. It is crucial to understand this difference because it helps in selecting the relevant marketing tool and helps the marketers to plan the marketing strategy accordingly. Digital Marketing typically includes marketing various products/ services (Sathya, 2017) through digital technologies, usually by the internet. It also includes smartphones, digital websites, and any other digital media form. DM is at a growing stage, and several campaigns are being conducted. Companies use digital platforms to promote their products/ services, and it is incorporated into their marketing plans to increase their reach. It allows consumers to make their purchase decision at any time of the day without any time constraint, making it easy and convenient for them. People are getting aware of digital marketing practices rapidly, and it has a very bright future and present in the market. Even small entrepreneurs are inculcating DM practices into their marketing plan (Stroud, 2005). It has a lot of potential given that consumers' needs are treated as a top priority.

In India, the digital economy is rising at a rapid pace (Rathore, Pant, & Sharma, 2017). After getting a push by demonetization of Indian currency, digital payment schemes launched by the Indian Government and telecom sector also played their part. Therefore, it is crucial that any product/service has internet or digital presence and visibility more than a traditional market presence. Most organizations are spending their money on digital marketing practices rather than traditional strategies. With the rise in the digital marketing industry, marketers are learning digital skills, and job roles are also increasing. Consumers want the best deal for them, and DM makes it easier for them to research the same. It is cost-effective and has a good impact on business. (Garcia, Lizcano, Ramos, & Matos, 2019) Digital marketing and the internet have now become key components of marketing strategies in almost all organizations. There are various ways by which new users and consumers can be generated and retained with their help. The new market is said to be market 2.0, and to compete and maintain one's place in this market, organizations are amalgamating their advertising strategies with ICT (Information and Communication Technologies). B2C businesses in the

future will have to use AI and internet of things technology to assure customer loyalty.

The digital sector is evolving at a rapid pace, and thus it is important to keep up with the pace and upgrade the marketing strategy accordingly. It is still at a growing stage, which has both long-term and short-term developments and achievements that it'll face. Mobile phones and AI play an important role in DM, and it will further increase as it grows in the long run. India is a country with a large population and a lot of opportunities coming up for the people. One such opportunity is Digital Marketing, and this field is growing how wildfire spreads in a forest. This is also possible because of the 'Digital India' initiative that the Government of India launched to convert India into a digitally empowered and knowledgeable society. It does not constrain itself within the borders of India; rather, it helps to increase the reach and connect to people and be global. With the help of social media platforms and its highly active consumers, the engagement rate is growing fast. But to be trending or viral on social media, one needs to be creative and adapt to changes. To stay in the market, compete and generate leads, companies need to be creative and adapt the innovations in the marketing field.

Social Media Marketing (SMM)

Social media marketing is extensively used by brands to converse with their consumer base. Owing to the high level of interactivity of this medium (Assaad & Gómez, 2011), the consumers have greater control and power over the information that they want to consume and the brands they want to interact with. This can help brands in formulating profitable relationships. Social media marketing enables brands to build consumer brand loyalty (Erdogmus & Çiçek, 2012). In a rapidly growing business environment, it is easy to grab consumer attention for a short duration. However, marketers need to focus on building a long-term relationship with their consumers and regularly stimulating repurchase intent.

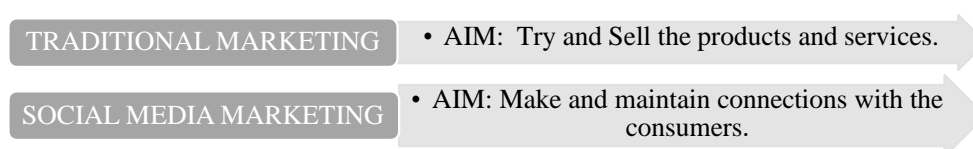


Figure 1: Difference between aims of traditional marketing and social media marketing.

To be resourceful and useful on social media platforms, brands are now hiring social media experts who understand the consumers and provide relevant and updated content for their benefit. However, it is a new platform but is growing at a rapid pace which helps the brands to connect with consumers and create a positive image in their eyes. The advantageous campaigns on social media are the most remarkable factor of brand loyalty. Companies should focus more on creating content that is entertaining and fun along with relevance and maintaining their presence on all social media platforms. This new area of marketing shows a lot of potential regarding the brand loyalty of consumers. When the consumers are loyal to a particular brand, they tend to promote that brand on their own. Social Media Platform is easily accessible to people (Bajpai, Pandey, & Shriwas, 2012) with the help of the internet. It not only helps to promote products and services on an online platform but also works as a word of mouth because people can comment and read other people's comments which helps in increased engagement and traffic for a brand. This kind of personal interaction helps to build trust among the audience and potential consumers. The consumers who participate actively also become part of a marketing team because anyone can read their comments and reviews. Social media platforms have their own ecosystem with the help of which brands and companies can increase presence and build community. However, it is only the first part of SMM. Converting this community into consumers is the true power. Rewarding consumers with a token of appreciation, engaging with them on a regular basis, being consistent and approachable are some strategies that should be added to the marketing plan to stimulate revenue and reach.

Social media is the new marketing tool (SI,2016) that is going to benefit businesses, just like e-mail and websites. It not only helps in spreading the information but also increases bi-variate engagement. The platform, which was once used to connect with family and friends and network with otherpeople, has now become a great platform for marketing. It is an excellent way to strategize and reach the audience, establish thereputation of the company and its impact. Even though social media has a vast reach, the companies only cater to a particular targeted segment in a very customized way. The marketer should first analyze how SMM benefits the company and try to figure out a perfect way. Even though social media is a fast platform, but nothing can happen overnight. Using SMM along with othermarketing tools will give excellent results to the companies. Social networking sites have shown growth in the last few years magnificently. It helps the brands to connect to their existing consumers and target audience (Sharma, Alavi, & Ahuja, 2019) ina convenient and comparatively affordable way. The study shows that there is a positive relationship between brand loyalty & trust among consumers and the number of posts, comments, shares, and reactions across the three social networking sites, namelyFacebook, Instagram, and Twitter.

There is a total of five levels of online engagement that are like, reactions, comment, sharing, and co-creation.

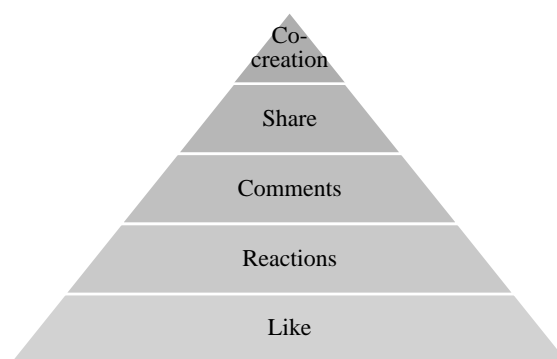


Figure 2: Five levels of online engagement.

A consumer engages with a brand only when he/she feels comfortable and connected to the content and brand itself. The concept of “online engagement” is important for a brand. Social networking sites make the audience go from the awareness stage to the engaging stage. As people are now active on the internet much more than ever, companies should use social media analytics to understand consumer insights and competitors’ strategies to upgrade their plans and work accordingly.

RESEARCH OBJECTIVES

This study focuses on the following research objectives:

- 1.1 To study the social media presence of the brand Netflix.
- 1.2 To identify the diverse types of content posted by the brand on its social media pages.
- 1.3 To understand the marketing objectives achieved by the different content typologies.
- 1.4 To conduct a comparative study on which type of content generates the most consumer engagement.

RESEARCH METHODOLOGY

This study makes use of the research method of netnography to study the social media page of Netflix, i.e., Instagram, Facebook, Twitter, and identify the different types of content typologies posted by the company. The study further uses Regression analysis to analyze which content typology has the maximum consumer engagement. Secondary data has been used to

Netnography

Netnography is a qualitative research methodology that uses techniques of ethnography but in an online medium. (Kozinets, 2002) Ethnography is a study of consumer behavior, choices, and patterns. Likewise, netnography is the study of consumer behavior, community patterns, and cultures but in a computer-based technology and online mode. Netnography collects data by using publicly available information to observe, identify and understand the decisions, viewpoints, and preferences of online user groups.

It is a simpler, faster, and cheaper technique in comparison with ethnography (Ahuja & Alavi, 2018) as the data is to be collected online, and the data is available all in one place. The main aim of netnography is to prospect what the brand is posting and how the users are responding to it, furthermore how brands are then responding to users’ reactions. It is important for brands to frequently monitor their content online so that they can make sure that the content is relatable to the targeted audience. (Chandpuri & Ahuja, 2020). It is fundamental to acknowledge the content typology that users engage with and to observe and understand users’ feelings and sentiments. This methodology allows an in-depth exploration of consumer behavior, consumer relationship, and consumer engagement with a particular brand on a particular online medium or community.

Regression

Regression analysis is a versatile and significant statistical tool that helps to analyze the degree of a possible relationship between a dependent variable and one or more independent variables. It helps in understanding which factors affect the most, which can be ignored, and how these factors are related to each other. In this manuscript, multiple regression analysis is conducted to study the impact of likes, comments, shares, and a total number of posts on enhancing consumer engagement on Facebook, Instagram, and Twitter Netflix. Consumer engagement is taken as a dependent variable, and the number of comments, number of posts, number of likes, and reactions are taken as independent variables.

Regression model of consumer engagement generated on Facebook

In this model, regression analysis of content posted by Netflix on Facebook is computed, which contributes to consumer engagement. We have assumed that there is a linear relationship between the number of posts made by Netflix, the number of likes and reactions given by consumers, the number of comments posted by consumers, and shares done by consumers. The engagement generated is measured by the number of shares. Here we take engagement generated as a dependent variable which can be measured by the number of shares done by the consumers. (Yuki, 2015) The number of posts, number of likes and reactions, and number of comments on these posts are considered independent variables.

Regression model of consumer engagement generated on Instagram

A regression model is constructed for determining the consumer engagement generated by Netflix on Instagram by the content posted on their Instagram account. Here we have taken the number of posts and number of likes as independent variables and consumer engagement generated by means of comments as the dependent variable, 'comment' being the highest level of engagement on Instagram by the consumer after content is posted by the brand.

Regression model of consumer engagement generated on Twitter

A separate regression model is developed to analyze the level of consumer engagement generated by content posted on Twitter by Netflix. Here also, we have assumed that there is a linear relationship between the number of posts done by Netflix, the number of favorites given by the consumers, and the number of replies by consumer consumers. Consumer engagement is measured by the number of retweets done by the consumers. 'Retweet' is nothing but re-sharing of the content consumers like or can relate to by consumers, which was once posted by the brand. A retweet is the maximum level of engagement a consumer can do on the content posted by a brand on Twitter.

HYPOTHESIS

For the research framework, the following hypothesis has been constructed:

H1: There is a significant impact of the informational content of Netflix on consumer engagement on Facebook.

H2: There is a significant impact of the informational content of Netflix on consumer engagement on Instagram.

H3: There is a significant impact of the informational content of Netflix on consumer engagement on Twitter.

H4: There is a significant impact of the Promotional content of Netflix on consumer engagement on Facebook.

H5: There is a significant impact of the Promotional content of Netflix on consumer engagement on Instagram.

H6: There is a significant impact of the Promotional content of Netflix on consumer engagement on Twitter.

H7: There is a significant impact of the Relational content of Netflix on consumer engagement on Facebook.

H8: There is a significant impact of the Relational content of Netflix on consumer engagement on Instagram.

H9: There is a significant impact of the Relational content of Netflix on consumer engagement on Twitter.

RESULTS, ANALYSIS, AND FINDINGS

Content typologies

A netnographic analysis of the social media pages of Netflix was conducted, and 28 types of content were extracted. These were categorized into three content typologies, namely Informational content, Promotional content, and Relational Content.

Informational content is the type of content posted by an organization online through which information can be provided to the audience. (Dolan, Conduit, Fahy, & Goodman, 2016). Consumers use the internet to entertain themselves but also to gain some information regarding various topics, and this can be said to be one of the main reasons that consumers make use of the internet.

Promotional content is the content that shares information about the upcoming projects, new releases, collaborations with other major personalities, teasers for new releases. (Ahuja & Alavi, 2018) It also includes content or posts influencing the users to welcome and accept new projects in a good way.

Relational content: A human is a social being. People tend to use the internet and social media for social interaction and for a sense of inclusiveness. Users try to find a comfortable place to share their feelings, views, and information and to update their family and friends about their life. Social media facilitate user engagement and interaction with the brand and with fellow users. Relational content is the content posted by a brand which the users find relatable and of great significance to them. The main aim of this type of content is to make users interact with them and to establish a good relationship with the users.

Regression model of Informational Content

Regression analysis for Facebook was conducted for a total of 288 posts which was hosted by Netflix over a period of 12 months. The overall fit statistics and multiple regression model are presented in Appendix A. We found out that the adjusted R^2 of our model is 0.726 and R^2 is 0.733. With this, we understand that the regression model explains 73% (approximately) of the variance in the data. Further, the results of the F-test indicate there is a linear relationship among the variables. Beta values indicate the standardized coefficient values of the independent variables. The beta values for each of the variables for Facebook, that is, reactions and comments, are significant and positive, which reflects that they all have a direct impact on consumer engagement. The variable "comments" have the highest influence (beta = 0.585) on the enhancement of consumer engagement. Thus, we can accept H1 based on the above discussion.

Table 1: Classification of content typology.

Informational content	Promotional content	Relational content
<ul style="list-style-type: none"> • Posting pictures of the cast of the show informing the date of release of the show. • Informing about the new hashtags to follow for upcoming challenges related to new content • Combining the nation news along with the relatable content available • Converting promoting content into the news as “newsflix.” 	<ul style="list-style-type: none"> • New series/ movie • Collaborating with influencers to promote content • New filters for everynew show/series/ movie • Hashtags related to new content • Teasers for new shows • Sharing memes related to new content • Posting little spoilers for new shows for better consumer engagement. 	<ul style="list-style-type: none"> • Celebrating festivals • Contests • Parents day specials • Celebrating friendship day with “friends” from a particular show. • Challenges with friends performed by celebrities from upcoming shows/series/ movies • Reasons to watch new content • Down the memory lane (promoting some old content or a character of some old content) • Comparing Hollywood content with regional content (finding similarities and differences) • Story highlights for popularshows/movie/series • Keeping up with the trends and creating promotional content around them. • Story highlights for news from the entertainment industry • Wishing collaborating celebrities on their birthdays and congratulating them for success • Celebrating success and completion of years of popular and original shows/series/movies • Social media campaigns <ul style="list-style-type: none"> -April fools day (just at the start of lockdown, Netflix reminded us to spend some quality time with ourselves, to clear our minds, and to watch some of their content.) (health awareness) -promoting original content (making social media pages for the characters of the show and posting in real-time on their feeds) -Social causes for regional as well as global (black lives matter, body positivity) • Choosing favorites from a particular genre of content • Giving witty and interesting replies to audiences’ comments. • promoting safety measures with the help of characters of a content

For Instagram, regression analysis was conducted for a total of 420 posts which was hosted by Netflix over a period of 12 months. The adjusted R^2 and R^2 of our model are 0.179 and 0.191, which indicates that the regression model explains approximately only 18% of the variance in the data, which is comparatively low. The F test shows that there is a linear relationship among the variables. The beta coefficient for the variable likes is positive and significant ($\beta = 0.437$); thus, it can be said that likes have a direct impact on the enhancement of consumer engagement. Therefore, we can accept H2 according to the results.

Table 2: MLR model for informational content.

Items	Facebook	Instagram	Twitter
Total number of Posts	288	420	450
Total number of Likes/Reactions/Favorites	7,09,304	6,22,07,928	14,63,490
Total number of Comments	54,800	1,69,104	31,644
Total number of Shares/Re-tweets	1,16,844	-	2,67,498
Adjusted R Square	0.726	0.179	0.755
R Square	0.733	0.191	0.762

For Twitter, regression analysis was conducted for 450 total posts hosted by Netflix over a period of 12 months. The adjusted R^2 and R^2 of our model are 0.755 and 0.762, respectively. This indicates that the regression model explains 75% (approx.) of the variance in the data. Here also, F-test shows that there is a linear relationship among the variables. The beta values for both the independent variables, i.e., favorites and comments, are positive and significant. Interestingly, the variable “favorites” has the highest impact between the two independent variables with the beta value of 0.759. Thus, we can accept H3, which indicates that favorites and comments have a direct impact on the enhancement of consumer engagement.

Regression model of Promotional Content

Regression analysis of Facebook was conducted for 304 posts that were hosted by Netflix over a period of 12 months. The adjusted R^2 and R^2 for our model are 0.893 and 0.896, which means that the regression model explains approximately 89% of the variance in the data. The F test indicates that there is a linear relationship among the variables. The beta value for both the variables is positive and significant, which shows the direct impact of reactions and comments on the enhancement of consumer engagement. Therefore, we can accept H4 based on the above discussion.

For Instagram, regression analysis was conducted for 714 posts that were hosted by Netflix over a period of 12 months. The adjusted R^2 and R^2 of our model are 0.329 and 0.334, respectively, which indicates that the regression model explains approximately only 33% of the variance in the data. The F test reflects that there is a linear relationship between the variables. The beta value of the independent variable (likes) shows a value of 0.578, which is both positive and significant. Thus, we can accept the hypothesis (H5) and conclude that according to the results, the variable likes have a significant impact on the enhancement of consumer engagement.

Table 3: MLR model for promotional content.

Items	Facebook	Instagram	Twitter
Total number of Posts	304	714	540
Total number of Likes/Reactions/Favorites	18,32,584	8,33,11,110	12,02,178
Total number of Comments	57,440	2,08,542	31,902
Total number of Shares/Re-tweets	1,50,768	-	2,17,236
Adjusted R Square	0.893	0.329	0.810
R Square	0.896	0.334	0.814

For Twitter, regression analysis was conducted for 540 posts that were hosted by Netflix over the period of 12 months. The adjusted R^2 and R^2 for our model are 0.810 and 0.814, respectively, which means that the regression model explains approximately 81% of the variance in the data. The F test shows that there is a linear relationship among the variables. The beta value for the independent variables is significant and positive, and thus it can be said that they have a direct impact on the enhancement of consumer engagement. Interestingly, the variable “favorites” have a higher impact (beta = 0.834) as compared to the other independent variable. Thus, based on the above discussion, we can accept the hypothesis (H6).

Regression model of Relational Content

Regression analysis of Facebook was conducted for 884 posts that were hosted by Netflix over a period of 12 months. The adjusted R^2 and R^2 for our model were found out to be 0.558 and 0.562, respectively, which shows that the regression model can explain 55% (approx.) of the variance in the data. The F test shows that there is a linear relationship among the variables. The beta value for both the variables is positive and significant, which indicates that they (likes and comments) have a direct impact on the enhancement of consumer engagement. Consequently, we can accept the hypothesis (H7).

Table 4: MLR model for relational content.

Items	Facebook	Instagram	Twitter
Total number of Posts	884	1596	1626
Total number of Likes/Reactions/Favorites	19,95,960	16,46,96,406	32,66,676
Total number of Comments	84,356	5,17,332	1,29,132
Total number of Shares/Re-tweets	1,34,272	-	3,29,454
Adjusted R Square	0.558	0.323	0.798
R Square	0.562	0.326	0.800

For Instagram, regression analysis was conducted for 1596 posts that were hosted by Netflix over a period of 12 months. The adjusted R^2 and R^2 for our model are 0.323 and 0.326, respectively, which indicates that the regression model can explain only 32% (approx.) of the variance in the data. Again, the F test shows that there is a linear relationship among the variables. The beta value for the independent variable is positive and significant and thus indicates that there is a direct impact of likes on the engagement of consumers. Therefore, based on the above discussion, we can accept H8.

For Twitter, regression analysis was conducted for 1626 posts that were hosted by Netflix over a period of 12 months. The adjusted R^2 and R^2 for our model are 0.798 and 0.800, respectively, which shows that the regression model can explain 79% (approx.) of the variance in the data. The F test shows that there is a linear relationship among the variables, and the beta values of the independent variables were found out to be positive and significant. Thus, we can say that both the independent variables, i.e., favorites and comments have a direct impact on the enhancement of consumer engagement. Interestingly, between the two independent variables, “favorites” have a higher beta coefficient, which shows that favorites have a higher impact on consumer engagement. Therefore, based on the results and above discussion, we can accept hypothesis (H9).

DISCUSSIONS AND CONCLUSIONS

Social media marketing is still growing and has become an important aspect of overall marketing strategies formulated by marketers. It is now the need of the hour in almost all the fields of business that helps the business to connect with their consumers on a personal level, build a connection and maintain the relationship. Digital marketing makes it easy for businesses to inform their consumers, attract potential consumers, understand their needs, and cater to them accordingly. Social media marketing is a dynamic and ongoing process that keeps on upgrading and bringing new and trendy techniques to the table. To maintain their place in the industry, it is important for marketers to learn, upgrade and implement digital marketing strategies. OTT platforms have shown significant growth over the years. There has been an increase in new and active users. As people are showing interest in OTT platforms and their content, it is beneficial for them to go over this path and market their platforms to convince the audience to engage more. Now, to enhance this growth, OTT players can use digital marketing practices. This manuscript discovers the impact of social media strategies and content posted by Netflix India on their social networking sites, namely Facebook, Instagram, and Twitter, on the enhancement of consumer engagement. Netflix India has a total of 7,79,90,840 likes on their Facebook page, 5.4 million followers, and 5540 posts on their Instagram page, and 1.3 million followers on their Twitter account. Netflix India is taking benefit of all three contents, namely informational content, promotional content, and relational content.

For Informational content, three social networking sites, Facebook, Instagram, and Twitter, supported all three hypotheses (H1, H2, and H3) and have a positive beta coefficient. Twitter has the maximum number of posts (450) in informational content typology. However, Instagram has the maximum number of Likes/favorites/reactions (6,22,07,928) and comments (1,69,104) in this content typology. For Promotional content, three social networking sites, Facebook, Instagram, and Twitter, supported all the three hypotheses (H4, H5, and H6) and have a positive beta coefficient. Instagram has the maximum number of posts (714) in this content typology. Interestingly, Instagram only has the maximum number of likes/ favourites/ reactions (8,33,11,110) and comments (2,08,542).

For Relational content also all the three social networking sites, Facebook, Instagram, and Twitter supported all the three hypotheses (H7, H8, and H9) and have a positive beta coefficient. Twitter has the maximum number of posts (1626), but Instagram has the maximum number of Likes/Favorites/Reactions (16,46,96,406) and Comments (5,17,332) for this typology. Regarding the comparison of all the three types of content, relational content came out to be on top as on all the three social networking sites, and relational content has the maximum number of posts and further maximum number of Likes/Favorites/Reactions, Comments and Shares/ Re-tweets.

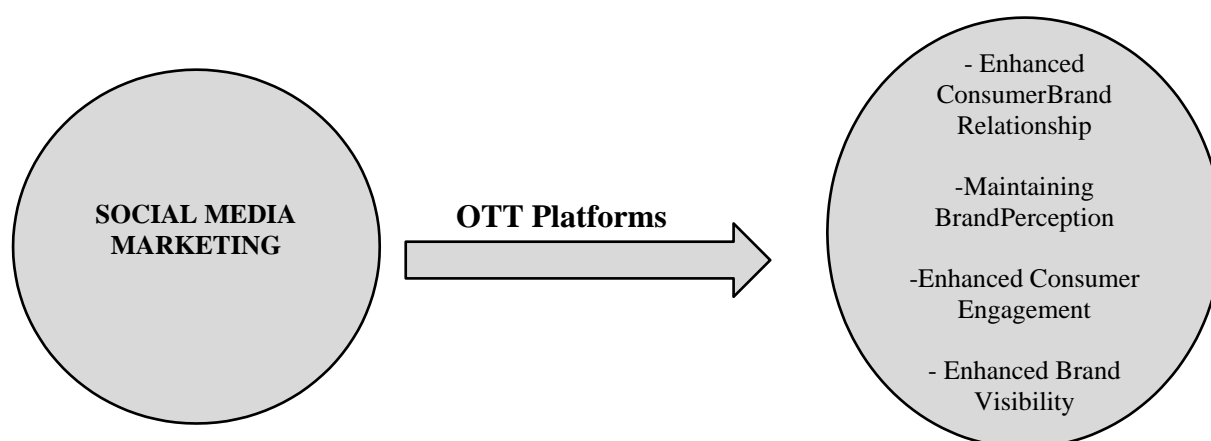


Figure 3: Benefits of social media marketing for OTT platforms.

While this space is growing, and in turn, new content is also getting made and delivered, some challenges are being discovered like attracting the right audience, discoverability of app, and then discoverability of right content on the app. Thus, Netflix India is focusing on innovative ways of marketing to attract the audience to their platforms. Using social media platforms helps a lot in increasing consumer engagement and reach. Social media platforms like Instagram, Facebook, Twitter helps to engage directly with the right audience and expand the reach. The content that Netflix India post on their social media helps the audience to get introduced to new content related to it and build the grounds for sentiments. It helps in creating brand relationships as consumers feel they are connected directly with the brand. Using high-ranked celebrities and influencers to promote the content is also a great strategy as people follow them, and their conversion is comparatively higher.

The limitation of this study is that it does not take into consideration all the factors that may contribute to consumer engagement like paid promotions, paid partnerships, different types of campaigns hosted by the brand, etc. Consumer engagement also includes various other factors such as feedbacks, peer pressure and reviews, brand perception, previous experience with the brand. These are not included in the study.

MANAGERIAL IMPLICATIONS AND FUTURE RESEARCH DIRECTIONS

Marketers are now focused more on digital marketing than traditional marketing and thus shifting much of their funds to digital advertisements. One of the important qualities of digital marketing is that it makes it possible for marketers to quantify their contributions. With the help of analytics, it can easily be interpreted that how much input was done and what and how much the output is. Marketers can also gain insights into how much traffic was directed towards an online campaign. It makes it easier to develop a forecasting model and work accordingly by segmenting the consumers and converting the leads into sales. With the help of social media, it is possible to connect with consumers on a one-to-one basis. It not only informs the consumers about the product but also encourages engagement. Once the consumer engages with the brand positively, he or she also markets the product indirectly. Selecting target audience, creating differentiated content, being consistent helps the businesses to reach more, create more leads, and in turn increase sales. This manuscript has tried to establish a relationship between the content posted by the brand and consumer engagement. It was prominently seen that consumers engage with the content with which they can relate the most. Brands are also taking full leverage of this and posting maximum of relational content so that consumers can feel in sync with the content, relate with it, and in turn engage more. This manuscript is beneficial for marketers as it reflects the importance of social media strategy and content marketing in order to enhance consumers engagement and retain consumers. Social media strategy is the game of insights, analytics, frequency of posts, and quality of content posted by the brand. The main focus of the brand for increasing the engagement should be posting content that interests the consumers, asking questions, respecting their opinions, posting polls in relation with the brands, trying different challenges so that consumers can also participate and co-create the content, etc.

There is very limited research done to date towards how OTT players can use social media marketing practices in order to promote their content and themselves. By conducting research in this area, OTT players can be benefited as they can know which marketing practices are most impactful for increasing viewer reach and engagement, how brand trust and loyalty can be maintained, etc.

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APPENDIX A: Informational Content

Table A1: Facebook

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.733	.726	465.410

a. Predictors: (Constant), Comments, Reactions

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41110389.0	2	20555194.5	94.896	<.001 ^b
	Residual	14945849.9	69	216606.521		
	Total	56056238.9	71			

a. Dependent Variables: Shares

b. Predictors: (Constant), Comments, Reactions

Coefficients ^a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-135.261	74.998		-1.804	0.76
	Reactions	.038	.057	.122	.665	.508
	Comments	2.355	.585	.740	4.025	<.001

a. Dependent Variables: Shares

Table A2: Instagram

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 ^a	.191	.179	401.037

a. Predictors: (Constant), Likes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2585675.97	1	2585675.97	16.077	<.001 ^b
	Residual	10936494.4	68	160830.800		
	Total	13522170.3	69			

a. Dependent Variable: Comments

b. Predictors: (Constant), Likes

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	216.544	66.719		3.246	.002
	Likes	.001	.000	.437	4.010	<.001

a. Dependent Variable: Comments

Table A3: Twitter**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.762	.755	582.843

a. Predictors: (Constant), Comments, Favourites

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78281287.7	2	39140643.9	115.219	<.001 ^b
	Residual	24458850.7	72	339706.260		
	Total	102740138	74			

a. Dependent Variable: Retweets

b. Predictors: (Constant), Comments, Favourites

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-120.822	85.055		-1.421	.160
	Favourites	.181	.022	.759	8.393	<.001
	Comments	1.806	1.150	.142	1.571	.121

a. Dependent Variable: Retweets

APPENDIX B: Promotional Content

Table B1: Facebook

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.947 ^a	.896	.893	581.355

a. Predictors: (Constant), Comments, Reactions

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212744110	2	106372055	314.735	<.001 ^b
	Residual	24672079.8	73	337973.696		
	Total	237416190	75			

a. Dependent Variable: Shares

b. Predictors: (Constant), Comments, Reactions

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-159.483	71.620		-2.227	.029
	Reactions	.011	.002	.192	4.837	<.001
	Comments	3.128	.143	.870	21.928	<.001

a. Dependent Variable: Shares

Table B2: Instagram

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.334	.329	393.565

a. Predictors: (Constant), Likes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9102943.66	1	9102943.66	58.769	<.001 ^b
	Residual	18122526.7	117	154893.390		
	Total	27225470.3	118			

a. Dependent Variable: Comments

b. Predictors: (Constant), Likes

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	81.664	45.332		1.801	.074
	Likes	.002	.000	.578	7.666	<.001

a. Dependent Variable: Comments

Table B3: Twitter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 ^a	.814	.810	430.090

a. Predictors: (Constant), Comments, Favourites

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70383631.1	2	35191815.5	190.249	<.001 ^b
	Residual	16093045.4	87	184977.534		
	Total	86476676.5	89			

a. Dependent Variable: Retweets

b. Predictors: (Constant), Comments, Favourites

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-199.285	55.050		-3.620	<.001
	Favourites	.243	.015	.834	15.903	<.001
	Comments	1.027	.420	.128	2.446	.016

a. Dependent Variable: Retweets

APPENDIX C: Relational Content

Table C1: Facebook

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.562	.558	245.426

a. Predictors: (Constant), Comments, Reactions

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16831321.8	2	8415660.91	139.716	<.001 ^b
	Residual	13131041.6	218	60234.136		
	Total	29962363.4	220			

a. Dependent Variable: Shares

b. Predictors: (Constant), Comments, Reactions

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-13.018	19.393		-.671	.503
	Reactions	.053	.004	.624	12.868	<.001
	Comments	.463	.093	.241	4.972	<.001

a. Dependent Variable: Shares

Table C2: Instagram

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.326	.323	382.762

a. Predictors: (Constant), Likes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	18691466.8	1	18691466.8	127.581	<.001 ^b
	Residual	38677853.8	264	146507.022		
	Total	57369320.6	265			

a. Dependent Variable: Comments

c. Predictors: (Constant), Likes

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.
1	(Constant)	22.348	35.562		.628	.530
	Likes	.003	.000	.571	11.295	<.001

a. Dependent Variable: Comments

Table C3: Twitter

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 ^a	.800	.798	327.222

a. Predictors: (Constant), Comments, Favourites

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55210692.6	2	27605346.3	534.678	<.001 ^b
	Residual	13836811.5	268	51629.894		
	Total	69047504.1	270			

a. Dependent Variable: Retweets

b. Predictors: (Constant), Comments, Favourites

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.
1	(Constant)	-153.169	17.735		-8.637	<.001
	Favourites	.163	.005	.852	29.799	<.001
	Comments	.369	.087	.120	4.216	<.001

a. Dependent Variable: Retweets