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Disney plus Hotstar on Twitter: Using netnography and word clouds to gain consumer insights

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ABSTRACT

Microblogging platform Twitter is being used more and more by businesses to promote and connect with their brands. The main goal of this manuscript is to identify the content typologies that Disney Plus Hotstar utilizes on Twitter to encourage customer engagement. This has been accomplished through the usage of technique termed as Netnography. The document then uses wordclouds to extract user data from the Disney Plus Hotstar twitter feed.

Keywords: Netnography, Twitter, Consumer Insights, Consumer engagement, and social media marketing.

INTRODUCTION

Marketers have taken cognizance as social media has become more mainstream. (Smith, Fischer, & Yongjian, 2012) Companies are using social media to address customer service situations, extract innovative ideas, and 'authentically' communicate with customers, (Williamson, 2010) in addition to digital advertising and marketing. The varieties of social media, which include mediums such as blogs, social networking sites, (Tong, Heide, Langwell, & Walther, 2008) and content communities, are extremely diverse. Social media allows businesses to engage with customers through broader media and a wider reach. Because of the immersive nature of these digital media, not only can companies communicate and share information with the customers, (Kaplan & Haenlein, 2010) but the customers can also interact and engage with the company and with each other. Organizations can utilize social media to develop relationships (Sashi, 2012) with current and potential customers, as well as create communities that collaborate to resolve issues. In social exchanges, these encounters alter the traditional roles of both the vendor and the buyer. In peer-to-peer interactions, buyers can provide value by creating content (Thackeray, Neiger, Hanson, & McKenzie, 2008) and even become impassioned advocates for the seller's products, influencing purchasing decisions of others. Opinions posted on social media play a significant role in shaping public opinion's behavior in a variety of sectors, (Mostafa, 2013) including purchasing items, capturing the "pulse" of stock markets, and voting for president, among others. An opinion can be defined as a statement which the person expressing it asserts a bold statement (Bai, Predicting consumer sentiments from online text, 2011; Eirinaki, Pisal, & Singh, 2012; Zhang, Zhang, Li, Wang, & Zuo, 2009) about a topic with a particular attitude. Web generated opinions in blogs and social networks have benefitted customer relationship management, (Wong, Xia, Xu, Wu, & Li, 2008) public sentiment tracking, and text filtering.

With the growth of the media sector, which includes social media, the entertainment industry has thrived over time, with the covid period providing a boost. The entertainment industry is no longer limited to theatres and television; instead, OTT platforms have come a long way and have a lot of promise. Because one of the most simple and engaging services supplied by technology is online streaming services media services, the lives of today's millennials are inextricably linked to technology. Every ardent viewer who likes streaming services for activity and entertainment has a better experience now that streaming services function on the internet and can be accessible on a variety of devices (Smart TVs, Computers, tablets, and smartphones) and at anytime from anywhere (Martins & Riyanto, 2020) just with the help of an internet connection. Netflix, Amazon Prime Video, Disney Plus Hotstar, Voot, ZEE5, Alt Balaji, Sony Liv and others are some of the most popular OTT platforms. Every streaming platform has its own loyal audience, (Laghate, 2019) but Disney plus Hotstar retains the most subscribed position in India.

Novi Digital Entertainment, a subsidiary of Disney 'Star India', owns Disney plus Hotstar, an Indian over-the-top streaming service. It offers two paid subscription plans: "VIP" which concentrates on domestic programs and sports material (including IPL cricket), and "Premium" which offers premium foreign films and television programs. Because of its low prices and diverse content, Disney plus Hotstar is one of India's top 10 OTT services. The plans are ₹ 499 for mobile, ₹ 899 for super, and ₹ 1499 for premium. (Network, 2022) They all have a one-year validity period, but the perks are varied. The popularity of Disney plus Hotstar is attributed to its low price, which is combined with a large number of local content. The audience is familiar with the word "Disney", therefore it is no surprise that Disney content is in high demand by both young and elderly. However, Disney plus Hotstar took a different approach in terms of strategy. Where Netflix restricts access to its content to

paying subscribers, (Putri) Disney Plus Hotstar offers a free version, an advertisement free version, and a version that locks some of its content while unlocking premium alternatives.

This study assesses Disney Plus Hotstar's Twitter presence and aims to examine how the platform has been able to capitalise on the appeal of social media. Using Netnography and word clouds, the authors seek to uncover the content typologies utilised by Disney Plus Hotstar on Twitter to enhance Consumer engagement and glean customer insights from Disney Plus Hotstar's Twitter presence.

REVIEW OF LITERATURE

Twitter

Twitter was launched in 2006 as a microblogging platform. It allows users to post (tweet), (Smith, Fischer, & Yongjian, 2012) respond to, and forward messages that are no longer than 140 characters long. This maximum of 140 characters has now been increased to 280 characters. Postings, which may include links to new stories, blogs, photos, and other content, (Boyd, Golder, & Lotan, 2010) appear in the stream of individuals who are following the content posted; most posts are also publicly accessible. Tweets can be sent directly to followers via instant messaging, (Jansen, Zhang, Sobel, & Chowdury, 2009) SMS, RSS, email, or other social networking platforms like Twittrific or Facebook, in addition to being displayed on a user's profile page. Other web services and applications are integrated within the twitter application. Twitter's user base has been developed as the largest microblogging site, attracting the attention of corporations and others interested in consumer behaviour, marketing and services. Because of its reliability, news organisations are increasingly using Twitter to receive reports during catastrophes and natural disasters. Several companies and organisations use Twitter or comparable microblogging services to communicate with their stakeholders. Twitter research has looked into a variety of topics, including social norms and behaviours (Boyd, Golder, & Lotan, 2010), self- presentation (Marwick & Boyd, 2011) and what and why users post (Jansen, Zhang, Sobel, & Chowdury, 2009; Java, Song, Finin, & Tseng, 2007; Naaman, Boase, & Lai, 2010). Information, news, views, complaints, and insights about daily activities are frequently requested or shared in tweets is particularly pertinent to this area. It was discovered that while 19 percent of tweets are brand related, the brand is not the major focus of nearly half of those posts. Users express thoughts about the brand and seek or share information about it in tweets where brands are prominent.

Social Media Marketing

Social media is a group of online services that allow people to search, share, evaluate, and co-create information made available via an (Chua & Banerjee, 2013) online information reservoir. It can alternatively be defined as a "collection of internet based applications that expand on Web 2.0S intellectual and technological origins and facilitate the development and exchange of content provided by users and marketers." users can construct and display their profiles inside a constrained system, as well as coherent lists of other users with whom they share connections, (Kaplan & Haenlein, 2010) using social networking services/sites (SNS). Users can use social networking sites to post comments, receive comments from others, join organisations and fan communities, organise events, (Nicole B. Ellison, 2007) use customised applications, and play games, among other things.

Online product and service marketing has evolved into one of the most important ways for businesses to engage with their target segment. These product and services include anything from search engine optimization and pay-per-click advertising (Matin, Khoshtaria, & Tutberidze, 2020) to pop-up ads and native advertising. Among these channels, social media marketing offers an excellent opportunity for businesses to develop a two-way channel of communication with their customers. This form of e-marketing can be used for a number of different communication strategies. It is possible to analyse the messages that businesses try to express to their target segment via social media (Dahnil, Marzuki, Langgat, & Fabeil, 2014). It has been shown that social media channels for businesses are often managed from the top down. However, the company's decision to pivot and react to market demands is based on employee and customer feedback received through various channels. There are various benefits of social media for businesses. Customer loyalty to a brand is known to rise when the brand is established on several social media platforms and upgrades its channels on a regular basis. (Erdogmus & Cicek, 2012) Another benefit observed is an increase in brand loyalty among consumers whose social media friends like and follow the brand. Predictably, social media's ability to offer a two-way channel of communication between businesses and customers played a key part in its rise. There are several advantages to using social media over other forms of marketing, such as the low cost of social media advertising, (Constantinides, 2014; Agmeka, Wathoni, & Santoso, 2019) the opportunity to use social media as a personal marketing and public relations tool at the same time, and the capacity to announce promotions. The adaptability gives businesses with a great tool for carrying out their marketing strategy. The important aspect of social marketing over traditional marketing methods is that it combines a variety of methods to target various areas of a marketing strategy. The capacity of businesses to construct a feedback loop on social media leads to better decision-making, (Tiago & Verissimo, 2014) more accurate quantification of strategy outcomes, increased productivity, and a more user-friendly environment for customers to voice their opinions. Furthermore, businesses frequently use social media to expand their market share and launch new ventures. The importance of social media in generating value and building relationship equity for premium businesses cannot be overstated. Brands with medium to high degrees of involvement, and thus brand equity and loyalty, take centre stage in purchase intention for this sort of consumer. As a result, the significance of social media in today's marketing climate cannot be overrated. Companies are attempting to engage with their customers through new channels and to broaden their reach on the internet. Firms strive to increase their market visibility and build brand awareness and loyalty. Despite the fact that practically

all established companies and start-ups use social media, their main actions on these platforms are focused on attracting more attention to their medium to high level engagement products while competing on pricing and creating relationships with consumers.

Consumer Engagement

Consumer Engagement, in theory, is a component of relationship marketing (Vivek, Beatty, & Morgan, 2012) that fosters consumer connection and contact. It is a mental state that happens when a focus equals object engages with the customer and co-creates the customer experience. The key point of consumer engagement changes (Brodie, Hollebeek, Juric, & Ilic, 2011) with the circumstances. It could be a person, a community, a company, a product, a brand, or any other marketing activity with the ability to influence consumer experience. Interaction and participation are required for consumer engagement. While engagement without contact may not result in the desired consumer experience, (Verma, 2014) active involvement and participation help to co-create outstanding customer experiences.

Consumer involvement is a difficult notion to describe, conceive and operationalise, and researchers and marketers needed to do more to define, conceptualise, (Barger, Peltier, & Schultz, 2016) and operationalize it. Brand loyalty, relationship marketing, Concentric marketing, marketing orientation, customer relationship marketing, and social networks are all relational notions that can be used to analyse consumer interaction. Because of social media's interactive and collaborative nature, (Barger & Labrecque, 2013) antecedents and effects of brand engagement can be examined using important social media usage metrics such as expressions of approval, reviews, comments, and shares. Increased consumer satisfaction, (Cummins, Peltier, Schibrowsky, & Nill, 2014) trust, absorption, client retention, share-of-wallet, and profitability are all possible relationship effects of engaged social media usage.

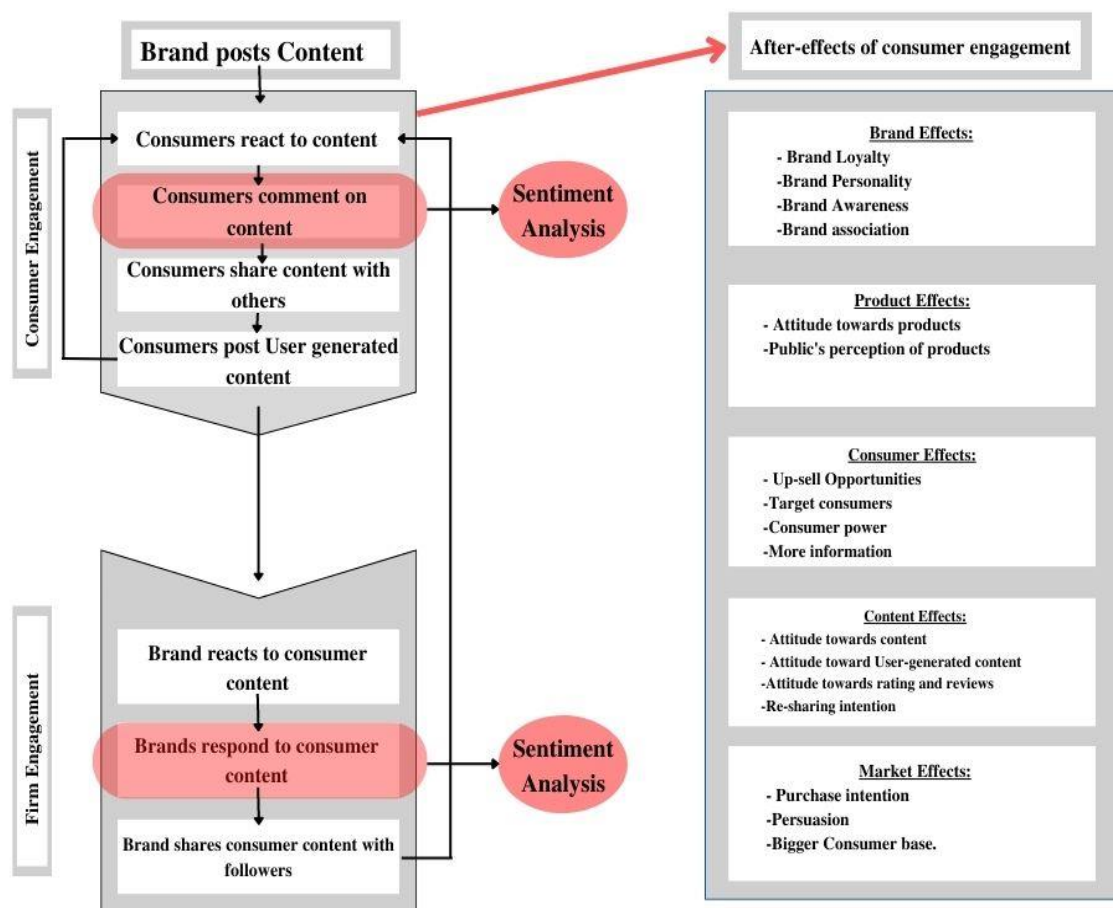


Fig 1: Effects of consumer engagement and its relation with firm engagement.

A conceptual model has been created to help frame the research. It depicts how consumer engagement occurs and leads to firm engagement, as well as the effects of consumer engagement on brand, products, consumer, content, and market. As indicated in the framework, consumers respond to content, comment on postings, share content with others and lastly if they are highly satisfied and/or passionate about the content/ products or services, they add user generated content. The sentiment analysis in consumer engagement can be done at the stage where consumer comments on the content. Furthermore, when a consumer created user-generated content, the brand reacts to it, then responds to the consumer (at which point sentiment analysis can be

performed) and finally, the brand shares the consumer's content with their followers. This cycle now continues by the consumers' interaction with the brand's content. The framework also includes the following descriptions of the after-effects or implications of consumer engagement. The first is the brand effects, which explain that when a consumer engages with a brand's content and feels a sense of belonging, it can improve brand loyalty, awareness, personality, and association. The second one is the product effects, which describe how a consumer's attitude and perception of products evolves when he/she engages (usually in a positive manner). Next, there are consumer effects, which shows that when a consumer engages with a brand and becomes a client, upselling opportunities increases. It is also easier to identify target consumers and present them with more information about the products/services. Next comes the content effects, where the brand has the power to examine the attitudes of consumers and potential consumers regarding the information that they have published. Firms can also try to study the attitude of the consumers towards their brand by analysing the re-sharing intention when consumers engage with the brand's content by creating user generated content and giving rating and reviews. The final one is market effects, which assist consumers in making decisions about acquiring products/ services. When a consumer interacts with a brand's content, he/she gains more knowledge and information about the company and is better able to make an informed decision. Consumer engagement also allows firms to reach out to a new audience, resulting in a larger consumer base.

People are increasingly viewing social media applications as integral parts of their daily lives, and they are more prone to shift their interactions to virtual platforms for instance: (Dwivedi, Kapoor, & Chen, 2015; Rathore, Ilasvarasan, & Dwivedi, 2016; Taylor, Lewin, & Strutton, 2011; Zhu & Chen, 2015) Facebook, Twitter, Instagram, LinkedIn etc. this has a favourable impact on their attitudes and behaviours regarding various forms of social media technologies. Consumer interaction has increased in tandem with the growth of social media. It is now much easier to study and investigate how consumers interact with the content that businesses put on their social media pages. As a result, (Algharabat, Alalwan, Rana, & Dwivedi, 2017; Abed, Dwivedi, & Williams, 2015; Hawkins & Vel, 2013; Hinz, Skiera, Barrot, & Becker, 2011; Rathore, Ilasvarasan, & Dwivedi, 2016; Zhu & Chen, 2015) social media applications have been identified as one of the most effective and influential implications that has gradually been integrated into most facets of people's lives including education, social, business, commercial, political.

Firms have been awaiting to use social media in many elements of their interactions with customers in many situations, (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Zeng & Gerritsen, 2014) such as facilitating information discovery, interactivity, promotion, and enhancing customer buying behaviour. As a result, (Leefliang, Verhoef, Dahlstrom, & Freundt, 2014; Filo, Lock, & Karg, 2015; Schultz & Peltier, 2013) businesses have evolved a number of interactive techniques and procedures to improve their brand identification and marketing success.

RESEARCH METHODOLOGY

Netnography

The growth of the internet, together with the emergence of online communities and blogs has transformed the way consumers engage with one another during the previous two decades. (Branthwaite & Patterson, 2011; Füller, Jawecki, & Mühlbacher, 2007; Maulana & Eckhardt, 2007) User-generated data on consumers' desires, wishes, beliefs and experiences in regard to products, services and their social lives is practically seamless available within these online contexts, both expressly and implicitly. As a result, (Bartl, Kannan, & Stockinger, 2016) a systematic procedure for identifying, selecting and analysing massive volumes of online consumer interactions while wasting less time and money became necessary. This is where the term "Netnography" was coined.

In the late 1990s, marketing professor Robert Kozinets pioneered netnographic research. The term "Netnography" is a combination of the words "internet" and "ethnography". Netnography encompasses more than the use of classic ethnographic methodologies in an online setting to conduct qualitative research. On one side, typical ethnographic manual data gathering methods are augmented by computer-based data collection. Access to information is facilitated by the ability to download communication data directly from an online community. (Kozinets, 2002; Piller, Ihl, & Vossen, 2011) It is a humanistic method of immersing oneself in the consumer domain and gaining a comprehensive understanding of human behaviour. Netnography enables for the extraction of unbiased consumer information by listening in on organically occurring consumer discussion in online forums. Visual data, such as video, audio, visual and graphical data has also been added to the study.

Sentiment Analysis

Opinions have a crucial role in practically all human activities since they shape our actions. We seek out the opinions of others whenever we need to make a decision. Businesses and organisations in the real world are continuously looking for consumer or public feedback on their products and services. (Liu, 2012) Individual customers also want to know what other people think about a product before buying it, and what other people think about the political candidates before voting in a political election. When a person wanted an advice in the past, he or she turned to friends and family. (Bai, 2011; Eirinaki, Pital, & Singh, 2012) When a company or organisation desired public or consumer feedback, they conducted surveys, pools and focus groups. For marketing, public relations, and political campaign companies, obtaining public and consumer opinions has long been a lucrative business. Individuals and organisations are increasingly leveraging the content in social media (e.g., reviews, forums, debates, blogs, microblogs, Twitter comments and postings on social networking sites) for decision-making.

Opinions published on social media have a significant impact in influencing public opinion's behaviour in areas as diverse as purchasing items, catching the stock market's pulse etc.. (Kim & Hovy, 2004) A statement in which the bearer of an opinion makes a particular assertion about a topic using a specific emotion can be considered an opinion. Web-generated sentiments in blogs and social networks have lately emerged as a viable resource for extracting user sentiments for customer relationship management, public opinion tracking, and text filtering. Because millions of opinions voiced on a single issue are highly unlikely to be prejudiced, knowledge gathered via social networks is tremendously valuable. Because of the emotive character of such opinions, they are easily understood by the majority of readers, and they are increasingly used as the foundation for marketing research, business intelligence, stock market prediction, and image monitoring choices. (Zhang, Zhang, Li, Wang, & Zuo, 2009) Sentiment analysis is now used to examine online opinions. Sentiment analysis is a study that has lately received a lot of attention. (Pang & Lee, 2004) (Pang, Lee, & Vaithyanathan, 2002) Because of the possible uses, a lot of work has gone into identifying polarities, the subjective character of text documents, and even full-fledged ratings. These strategies, for example, can be used to examine user input from a different perspective. Another use is to detect and eliminate flames. By incorporating such techniques into current search engines, users will be able to browse documents containing information specifically "for" or "against" a topic. According to research of Twitter activity, (Thelwall, Buckley, & Paltoglou, 2010) more than 80% of users either share information about their everyday experiences with their followers or update them on what they are really doing. Twitter was chosen to perform the analysis for this study because it's the largest, most well-known, and most popular microblog web site. The data comprised of 1000 tweets for the brand Disney Plus Hotstar. In accordance with (Thelwall, Buckley, Paltoglou, Cai, & Kappas, 2010), only English-language tweets were selected to avoid any potential difficulties that may occur when evaluating tweets in other languages.

ANALYSIS & FINDINGS

Content Analysis

According to research, (Ahuja & Medury, 2010) brand engagement content published by a company on social media can be divided into three types: organisational, promotional, and relational. The following Content typologies were derived from a netnographic research of the Disney Plus Hotstar Twitter feed.



Fig 2: Informational content posted by Disney plus Hotstar

Informational Content identifies how valuable and resourceful social media content is for consumers. (Chen, Clifford, & Wells, 2002) The relationship between the ability of an advertisement to provide information to viewers and its acceptance has been well established. (Dolan, Conduit, Fahy, & Goodman, 2015) Furthermore, obtaining various types of information has been identified as the most important reason consumers use the internet, and degrees of information and attitudes towards the website have been shown to be positively associated. Some of the examples are posting images of the show's cast and announcing the show's premiere date, providing information on new hashtags to use for forthcoming challenges with new content, combining national news with relevant content and many more.

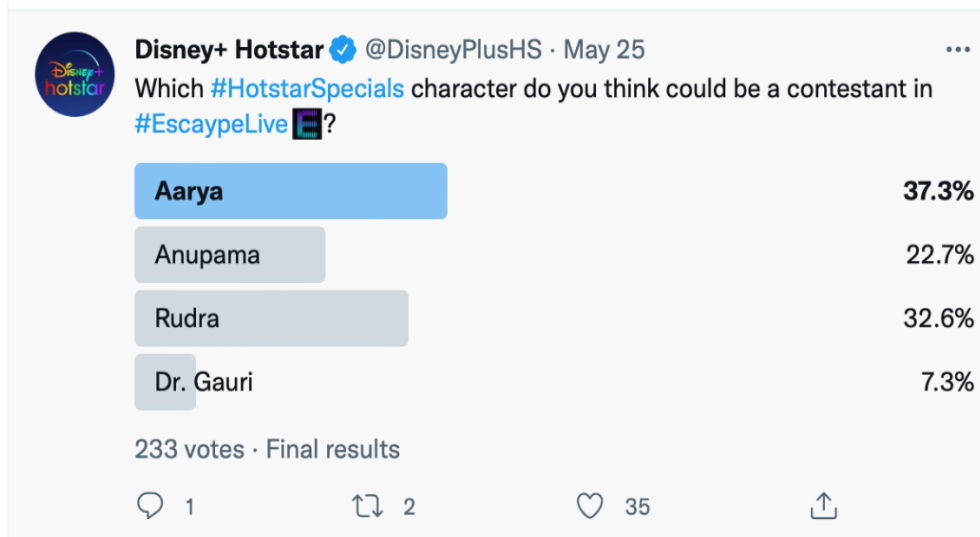


Fig 3: Relational content posted by Disney plus Hotstar

Relational Content is described as the content that is shared on topics that are important to consumers and that shows the organisation's sensitive side. The goal is to establish a rapport with the clientele. Some of the examples are celebrating festivals with new content, specials for parents day, friendship challenges with celebs from forthcoming shows/series/movies, motives for watching new content etc.



Fig 4: Promotional Content posted by Disney plus Hotstar

Promotional Content is described as information shared on product features, pricing, new items, product comparisons, promotional efforts, and responses to any product-related complaints. Posts that passively persuade people to buy the product are also featured. Some of the examples are information about new TV show/movie, promoting content by collaborating with influencers, sharing memes about new content for improved consumer involvement, posting little spoilers for new series etc.

Sentiment Analysis

Sentiment analysis was conducted for 1000 tweets posted by Disney Plus Hotstar’s current and potential subscribers. The data from Twitter was extracted using the tool “Scrape Hero Cloud” and the sentiment analysis was conducted by using the tool “Monkey Learn”. Table shows a sample of tweets for Disney Plus Hotstar and the sentiment evaluation done by the tool.

Table 1: Sample of tweets posted by Disney plus Hotstar with sentiment evaluation

S no.	Tweets	Sentiment Evaluation
1.	@DisneyPlusHS Enjoyed it a lot!! The trio was awesome and #DrashtiDhami being first time there, how she’s welcomed and her replies, loved everything!!	Positive
2.	@DisneyPlusHS can we have the BFG movie on #DisneyPlusHS	Neutral
3.	@DisneyPlusHS Hey, am not able to watch the movie every 30 sec the movie freezes. It’s so irritating. Please fix it.	Negative
4.	@DisneyPlusHS IMAX enhanced still not there?? And what is this poor streaming quality on mobile and laptops? Where is 4K Ultra HD?	Negative
5.	@DisneyPlusHS Not able to play anything.	Negative
6.	@DisneyPlusHS Why haven't you televised the F1 testing in Bahrain happening this week! Indian F1 fans will be pretty unhappy with this!	Negative
7.	@DisneyPlusHS Awesome concept escaype live web series, good message for all mobile users.	Positive
8.	@DisneyPlusHS that’s a great initiative by Disney plus Hotstar team...well done!!	Positive
9.	@DisneyPlusHS Thank you Disney for giving me my 5 days dose.	Positive
10.	@DisneyPlusHS will there be a second season for OK Computer?	Neutral
11.	@disneyplusHS Can’t wait to see her acting skills blow people way.	Positive
12.	@DisneyPlusHS is not working since morning!	Negative

The tool “Monkey Learn” analyses the tweets for polarity and divides them into three categories: positive, negative and neutral. The three possible sides of a given tweet are depicted in the figure as follows: red for the negative side, yellow for the positive side, and the merging of both the sides for the neutral side. The sentiment of a tweet can lie anywhere within this spectrum.

POLARITY EVALUATION

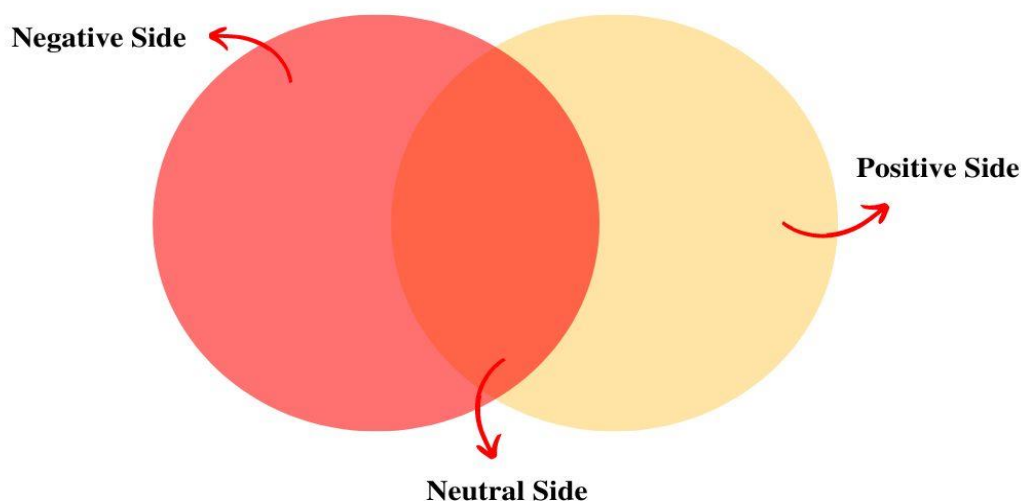


Fig 5: Polarity Evaluation

Furthermore, figure displays sentiment by percent and sentiment by count to understand how many tweets fell onto the good, negative and neutral category respectively out of the total 1000 tweets.

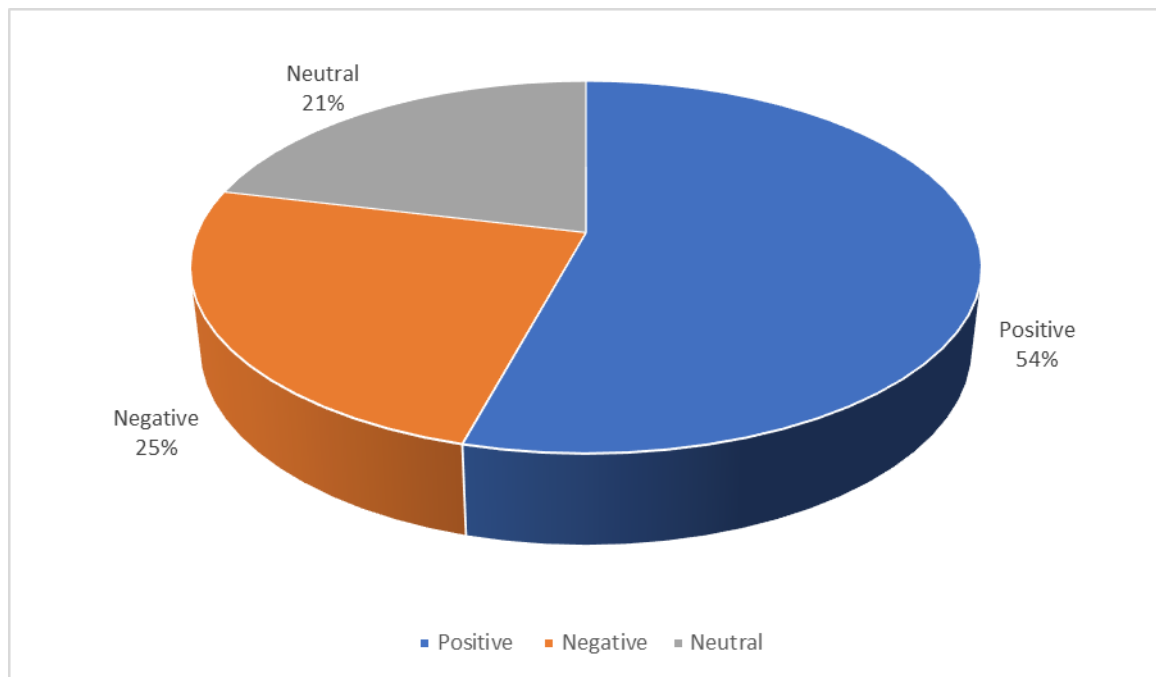


Fig 6: Polarity by percentage

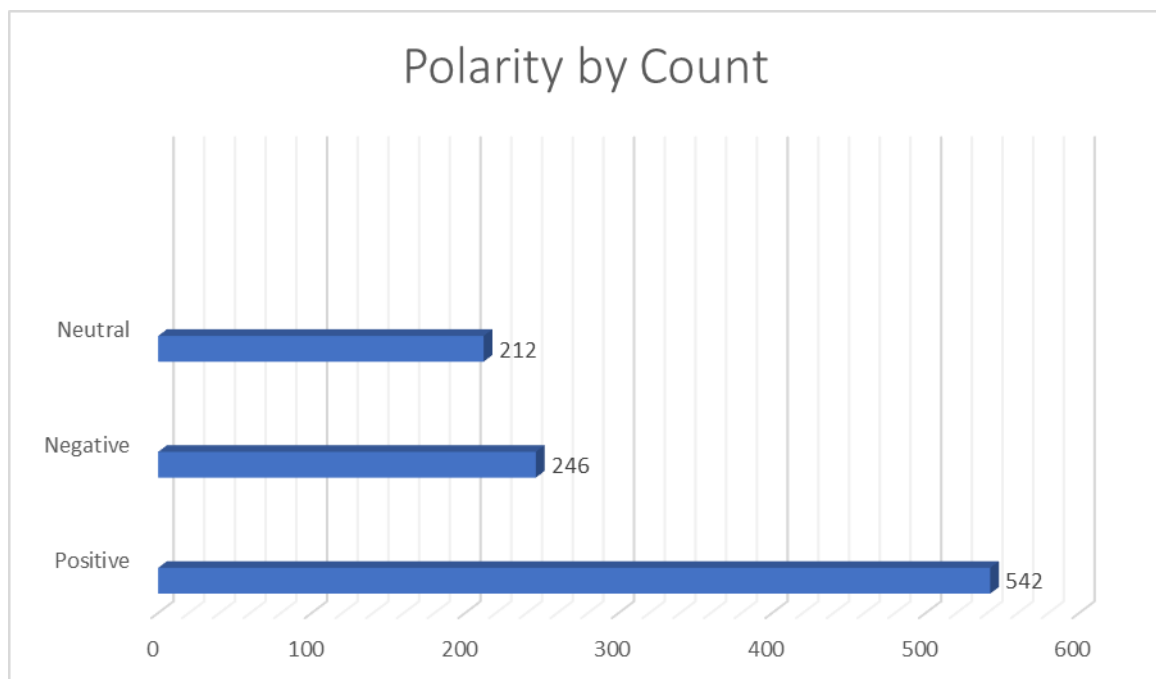


Fig 7: Polarity by count

There were a total of 212 neutral tweets, 246 negative tweets, and 542 positive tweets, as depicted in the figure.

Despite the fact that SA has been the subject of several research, none of them have simply examined consumer sentiments of the prominent global OTT platform Disney Plus Hotstar. This gap is addressed in this study. By examining brand polarity, the study deepens our understanding of text mining. Finally, the study adds to the body of knowledge in this under-represented field by focusing entirely on online texts rather than conventional off-line data.

Generation of Word clouds

Using the Disney plus Hotstar Twitter handle, a word cloud was created, revealing the word cloud shown in the figure below with the help of the tool "wordclouds.com". A really remarkable occurrence was illustrated by this word cloud, which was constructed from 1000 tweets. The term "Disneyplushs" was found to have a frequency of 994, followed by "ipl", "live", "hotstar", and "alwaysramcharan". Consumers have been closely involved as Disney plus Hotstar engages in online interactions with them. This is evidenced by (i) Disney plus Hotstar's enormous Twitter following (5,33,500) and (ii) the semantics disclosed in the consumer base's chats. The brand has multiple postings centred on innovative and relatable material

social networks, but they should also have suitable channels for customer complaints. Similar to this, businesses should be prepared to provide important information that will benefit consumers in terms of their organisations, promotions, or personal relationships and foster a culture of engagement.

Consumer's involvement in the marketing process can increase its efficacy, and this concept has been understood for a long time now. Gaining a product's practical value is insufficient for the millennial demographic of people who were born in the digital era. They are looking more and more for the emotional high that comes from engaging with a brand in novel ways. Marketer now a days must comprehend how the newest digital technologies may provide their clients more value by giving them a sense of participation in an experience shared by their peers virtually.

While sentiment analysis is used in this study to categorise customer sentiments in an impartial manner, the underlying causes of these opinions are not revealed by this analysis. To identify the most representative reasons mentioned behind each sentiment, future research employing sentiment topic recognition (STR) should be carried out. It should be feasible to learn more about the fundamental factors influencing positive or negative feelings as a result of this investigation. Furthermore, while this study only looked at how social media marketing affected consumer engagement, which in turn affected consumer satisfaction, future studies can be conducted on how other elements such as pricing, trust, and e-WOM might affect consumer purchase intentions and satisfaction. In order to use the findings as comparative material, more research might be done on the companies or brands in similar industries.

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