

The Impact of Influencers on Consumer's Content Consumption of Online Streaming Platforms in Delhi

Kumar Bharat^{1*}, Sudesh Srivastava², Shivanshi Singh³ and Kriti Chaddha⁴

¹Research scholar, School of Business Management, CSJM University, Govt. of U.P, Kanpur, INDIA

²Associate Professor, School of Business Management, CSJM University, Govt. of U.P, Kanpur, INDIA

³Research scholar, School of Business Management, CSJM University, Govt. of U.P, Kanpur, INDIA

⁴Research scholar, School of Business Management, CSJM University, Govt. of U.P, Kanpur, INDIA

*Corresponding Author: Kumar Bharat

Received: 29-10-2024

Revised: 14-11-2024

Accepted: 01-12-2024

ABSTRACT

This study aims to provide fruitful insights regarding the impact of influencers on digital content consumption on online streaming platforms among consumers of Delhi by considering some demographic aspects. We did a systematic literature review to find out the impact of influencers on digital content consumption in Delhi. It also consists of the various genres and streaming platforms that are famous nowadays in Delhi. The Systematic literature review technique is used in a way that will find the appropriate variables and entertain the exact research gap found during the process. This study includes 250 individuals from different characteristics with the help of convenient sampling techniques. It also indicates the perception of people residing in Delhi regarding content consumption across different online streaming Platforms. The outcome of this study suggests the role of influencers affecting various demographics and consumer engagements while consuming digital content.

Keywords-- Influencers, Consumers, Digital Content Consumption, Online Streaming Platforms

YouTube Celebrity or content creators, etc. or micro-influencers who touché niche followers. In metro cities like Delhi, the online streaming platform has surged which is driven by the demand for customised viewing experiences. Famous online streaming platforms such as Netflix, Amazon Prime Video, Disney+ Hotstar, Zee5, SonyLIV, etc., and different content genres such as drama, comedy, action, romance, thriller, etc. Influencers have emerged as a powerful source for shaping consumer views and guiding them to choose to consume different content. The rise of online streaming platforms has drastically changed the way consumers access and consume content whether it's on social media platforms or online streaming platforms. The proliferation of these platforms is constantly getting influenced by various types of influence from different fields. The content is influenced by influencers to enhance the brand visibility of that particular online streaming platform and also their credibility and engagement across consumers. This research aims to find out how the endorsement affects consumer thought processes and behaviour which includes subscription rate, content quality, trust levels, brand reputation, and brand recall.

With the help of a proposed hypothesis, this study seeks to examine the effect on consumer content consumption from different online streaming platforms as well as the genre of content by analyzing different demographic aspects. It also tries to analyze the correlation among them. There is a significant research gap on this which needs to be addressed. It investigates demographic variation in consumer response to influencer endorsement. Ultimately, this research tries to provide a brief understanding of the role of influencers in shaping consumer inclination toward particular content to consume with the help of various online streaming platforms. These findings are expected to offer important insight for online streaming platforms to refine their marketing strategies, influencer partnerships, content genres, and consumer engagement.

I. INTRODUCTION

In this study, we explore the impact of influencers on digital content consumption for online streaming platforms. Spatially, we will try to delve into demographic aspects that affect people to watch and engage with digital content. Due to the fast spreading of the internet across the country, the use of online streaming platforms keeps increasing daily. This transforms the entertainment landscape drastically by allowing consumers to engage with convenient and ready-to-use digital content of various genres such as drama, comedy, action, romance, and thriller. An Influencer can be anyone whether it is a mega influencer with a vast fan following such as famous celebrities, actors, sports person, or any reputed individual from their respective field, macro influencers with a lower fan following than mega influencers such as famous

The Role of Social Media Influencers

Social media influencers (SMIs) have become very important in shaping digital marketing strategies because of their ability to engage a lot of people from various demographic profiles and convince them to use a particular product or service by emphasizing their quality and characteristics. Studies have proved that social media influencers can impact consumer behavior which includes brand admiration, purchase intentions, and ultimate decision-making process (Bhardwaj et al. 2024). Influencers make relatable content that somehow links and resonates with their followers, so the trust and value perceived of the brand they endorse.

Consumer Perception towards Online Streaming Platforms

Various studies suggest that the perception of consumers towards online streaming platforms is shaped by many factors such as the quality of content user interface, cost of subscription, and influence of social media influencers (Ota, R., Ray, S. S., & Nayak, A. 2024). Influencers usually provide reviews, recommendations, and exclusive content which increase the attractiveness of online streaming platforms and genres of various content. Due to these behavioural attributes, influence tends to contribute to positive consumer perceptions and increase adoptions of these platforms.

Impact of Influencers Digital Content Consumption

In recent times online streaming platforms have changed the way we consume digital content. It has become a global phenomenon now. By attracting different viewers and broadcasters, it also promotes the likeness of different genres to different sets of people. By means of influencers, we can increase user participation and social interaction as well. Influence also brings different aspects in the growth of sectors such as expertise, and bargaining power schedules which help in affecting consumer trust and impulsivity. Several studies have linked the correlations between influencer endorsements and the adoption of different genres and their respective online streaming platforms. Influencer ability to create an environment that drives engagement around new releases or exclusive content on online streaming platforms has been an important factor in connecting new subscribers and retaining the old ones (Bhardwaj et al. 2024) (Ota, R., Ray, S. S., & Nayak, A. 2024). The personal interaction between consumers and influencers also helps to build a loyal consumer base.

II. LITERATURE REVIEW

This review of literature tries to find the most related and relevant information with a systematic literature review approach published in reputed journals from 2015 to 2024, focusing on the impact of influencers

on content consumption of online streaming platforms among consumers.

Social media influencers have a significant impact on consumer perception either its product or services or digital content. It will affect consumer attitudes towards the good. The respondents agreed to have a purchase intention of the product promoted by the influencer (Azkiah & Hartono, 2023) The selection process, degree of satisfaction, and desire to make repeat purchases are all greatly affected by consumers' faith in social media influencers (DINC, 2023). Purchase intentions are hugely influenced by the influencer and the content creator who posts videos, reels, articles, etc. In choosing the product or services consumers pay attention to the influencer's personal qualities and traits. Consumers judge the influencer and then make up their minds whether they buy that product or service or not. Unique content usually attracts consumers and taking feedback from the influencer is the key to future development. (Rahayu & Sudarmiatin, 2022). One of the main reasons that decide the influence of consumers is the degree of positivity towards the content creator or influencer. Whether influencers take care of the consumer sentiments regarding goods or services, this bridges the gap between the influencer and consumer and increases the loyalty of the customer (Bhardwaj et al., 2024).

In recent times consumers desire to interact with service providers, influencers, or content creators with the help of online streaming services. It encourages them to make interesting content & also produces live sessions, interviews, and other behind-the-scenes programs. (Ota, R., Ray, S. S., & Nayak, A. 2024). Higher subscription rates and customer loyalty are the result of consumers having faith in influencers and the online streaming services that they promote (Bhardwaj et al., 2024).

This study will use a descriptive method in order to find out the important variables that justify the literature review as well as the research gap found through it. Future research should continue to explore the consumer perception towards this content-based research in the era of the digital entertainment landscape.

III. OBJECTIVES & HYPOTHESIS

The study aims to find out the impact of influencers on digital content consumption across various demographics through different streaming platforms and genres & puts forth the following hypothesis.

-There is no significant difference between males and females with regard to influencer's impact on digital content consumption.

-There is no significant difference in the influence of digital influencers on content consumption among consumers residing in various parts of Delhi.

-There is no significant difference in the influence of digital influencers on content consumption between younger consumers and comparatively older consumers in Delhi.

-There is no significant difference in preferences of consumers regarding various online streaming platforms for content consumption in Delhi

-There is no significant difference in preferences of consumers regarding various genres for content consumption in Delhi

IV. METHODOLOGY

This chapter clarifies the research methodology used in this study is social media influencers and their effect on consumer perception including various demographic aspects and the importance of online streaming platforms and content of different genres. The chapter outlines the justification by significant data, including the discussion of the research design. It is used to address the research, justify the adoption of survey research methods, and help us to measure the required information. In this study, we aim to find out the impact of digital content consumption across various demographics, streaming platforms, and genres by using a quantitative research approach. A descriptive method will be used for the present research. It is based on primary as well as secondary data. The primary data is collected from consumers residing in Delhi & exposed to influencers on social media platforms, and who have used the online streaming platforms at least one time. The secondary data is collected from the various websites related to our study. A questionnaire is used to collect the required information. The questionnaire is adapted from Nhedzi, A. (2018) and Molteni, L., & Ordanini, A. (2003). The views of experts are taken into consideration while adapting the questionnaire. A questionnaire is prepared and distributed through emails, and social media platforms such as Instagram, Facebook, and Whatsapp etc. The physical responses have also been taken. As far as secondary data is concerned it is collected through journals, websites, and visiting different libraries of CSJM University Kanpur, Delhi University and Guru Gobind Singh Indraprastha University Delhi. The secondary data is also the main source and the background of the research work. A convenient Sampling technique is used during data collection. In total 298 samples were collected and after filtering & mining 250 samples were selected. The questionnaire design is quite comprehensive and achieves the required information necessary for this particular research addressing the research gap.

V. RESULT & DISCUSSION

Gender Based Impact: The study consists of 250 participants regarding the central theme of this research which is content consumption among people residing in Delhi and their nature to get influenced by the influencer with context to online streaming platforms on a gender basis. The responses of 125 females and 125 males have been taken into consideration after data cleaning and analysis. 90 female participants were influenced by influencer opinion, while 35 were not influenced by influencer opinion. In the same way out of 125 male individual participants, 80 participants were influenced by influencers while 45 individuals were not.

Gender	Influenced	Not Influenced	Total
Female	90	35	125
Male	80	45	125
Total	170	80	250

To analyze the impact of influencers on digital content consumption on online streaming platforms, a chi-square test was performed due to the suitability of data & result publishing. The result shows that the chi-square statistic of 1.838 with 1 degree of freedom and corresponding p-value is 0.175.

Statistic	Value
Chi-Square statistic	1.838
Degree of Freedom	1
P-value	0.175

HI: Accepted: Since the p-value is greater than the significance level of 0.05 the null hypothesis is accepted. The hypothesis acceptance shows there is no significant difference between male and female consumers. Both males and females were influenced by influencers on what content to consume through online streaming platforms within the premises of Delhi. Spatially female consumers were slightly highly influenced in comparison to male consumers but not significantly with context to content consumption.

Geographical Impact: The study consists of 250 participants regarding the central theme of this research which is content consumption among people residing in Delhi and their nature to get influenced by the influencer with context to online streaming platforms on base of location such as North, South, East, West, and Central. The data revealed the variation of influence across different areas of Delhi. We have taken the sample of 50 individuals from each area classified as above which is North, South, East, West, and Central. 30 participants from north Delhi were found to be influenced while 20 were not. 25 participants from south Delhi were found to be influenced while 25 were not. 28 participants from east Delhi were found to be influenced while 22 were not. 27 participants from West Delhi were found to be influenced

while 23 were not. Central Delhi Residents: 35 participants were influenced, and 15 were not.

Area	Influenced	Not Influenced	Total
North	30	20	50
South	25	25	50
East	28	22	50
West	27	23	50
Central	35	15	50
Total	145	105	250

To analyze the impact of influencers on digital content consumption on online streaming platforms, a chi-square test was performed due to the suitability of data & result publishing. The result shows a chi-square statistic of 4.761 with 4 degrees of freedom and a p-value of 0.313.

Statistic	Value
Chi-Square statistic	4.761
Degree of Freedom	4
P-value	0.313

H2: Accepted: The p-value is above the conventional significance threshold of 0.05, and the null hypothesis is accepted. This suggests that there is no significant difference in digital influencer's impact on content consumption habits among residents of North, South, East, West, and Central Delhi. Therefore, it shows that geographical regions do not play an important part & make a slight impact on consumer perceptions regarding digital content consumption influenced by influencers across Delhi's regions.

Impact of Age: The Survey consists of 250 individual responses regarding digital content consumption patterns on online streaming platforms. It is mainly focused on classified age such as younger consumers and relatively older ones. We presume the age of younger consumers is between 18 years to 35 years. For the relatively older consumer Age lies between 36 years and above. The data revealed the variation of influence across different ages of consumers in Delhi. Younger consumers between 18 years to 35 years, Out of 125 participants, 80 indicated being influenced by digital influencers, while 45 reported no influence, Older Consumers aged in the range of 36 and above, out of 125 participants, 60 stated they were influenced by digital influencers, while 65 did not feel influenced.

Age	Influenced	Not Influenced	Total
Younger	80	45	125
Relatively Older	60	65	125
Total	140	110	250

For determination of Results if there was a significant relationship between the age group and the influence of digital influencers on content consumption, a chi-square test of independence was conducted. The analysis shows a chi-square statistic of 6.494 with 1 degree of freedom and a p-value of 0.011.

Statistic	Value
Chi-Square Statistic	6.494
Degrees of Freedom	1
P-value	0.011

H3: Rejected: The p-value is less than the significance level of 0.05 therefore the null hypothesis that we formed initially is rejected. The Hypothesis rejection indicates a significant difference between younger and relatively older consumers. It emphasizes and shows how digital influencers impact content consumption habits between younger and relatively older consumers in Delhi. So, based on this analysis, age plays an important role in influencing consumer perception regarding digital content consumption within the premises of Delhi. They are getting influenced by influencers for content consumption on online streaming platforms. Spatially younger consumers exhibit higher susceptibility in comparison to relatively older consumers with context to content consumption.

Online Streaming Platforms: The Survey consists of 250 individual responses regarding consumer preferences analysis of different online streaming platforms. It includes consumers of various demographic profiles such as age, sex, place, etc. With the help of the questionnaire assessment and data analysis for various online stream platforms, including Netflix, Amazon Prime Video, Disney+ Hotstar, Zee5, and SonyLIV. We have taken 50 responses for each platform. The results showed that 35 participants preferred Netflix, 30 preferred Amazon Prime Video, 28 preferred Disney+ Hotstar, 25 preferred Zee5, and 20 preferred SonyLIV.

Streaming Platform	Preferred	Not Preferred	Total
Netflix	35	15	50
Amazon Prime Video	30	20	50
Disney+ Hotstar	28	22	50
Zee5	25	25	50
SonyLIV	20	30	50
Total	138	112	250

The preferences for these platforms were analyzed using a chi-square test to find out if there was a significant difference in consumer preferences and also find out the sequences of Platforms that are famous among

consumers in Delhi. The chi-square statistic was calculated with the help of observed frequencies and the expected frequencies, assuming that there is no difference in preferences across platforms. The analysis shows a chi-square statistic of 4.537 with 4 degrees of freedom and a p-value of 0.038.

Statistic	Value
Chi-Square Statistic	4.537
Degrees of Freedom	4
P-value	0.038

H4: Rejected: The p-value is less than the significance level of 0.05 therefore the null hypothesis that we formed initially is rejected. The Hypothesis rejection indicates that there is a significant difference in the preferences of consumers for different online streaming platforms among consumers in Delhi. According to data Netflix comes in first position & is the most preferred platform, followed by Amazon Prime Video, Disney Hotstar, Zee5, and SonyLIV.

Various genres of digital content: The Survey consists of 250 individual responses regarding consumer preferences analysis of different online streaming platforms. It includes consumers of various demographic profiles such as age, sex, place, etc. With the help of the questionnaire assessment and data analysis for various famous content genres among consumers in Delhi which includes Drama, Comedy, Action, Romance, and Thriller. In every entertainment genre, 50 participants participated and gave their valuable feedback by filling out the questionnaire. The preference of each genre was as follows: among 50 participants of the drama genre, 40 preferred it and 10 didn't. Among 50 participants of the Comedy genre, 35 preferred it and 15 didn't prefer it. Among 50 participants of the Action genre, 30 preferred it and 20 didn't prefer it. Among 50 participants of the Romance genre, 25 preferred it and 25 didn't prefer it. Among 50 participants of the Thriller genre, 20 preferred it and 30 didn't prefer it.

Genre	Preferred	Not Preferred	Total
Drama	40	10	50
Comedy	35	15	50
Action	30	20	50
Romance	25	25	50
Thriller	20	30	50
Total	150	100	250

The Independent chi-square test is used to find the significant difference in the genre preferred by consumers. It has also found the preferential sequence of famous genres across people residing in Delhi. The expected frequency was calculated after finding out that the data were uniformly distributed among all genres. The

expected frequency was 30 for prefer and 20 for those who did not prefer it. The analysis shows a chi-square statistic of 20.832 with 4 degrees of freedom and a p-value of 0.000

Statistic	Value
Chi-Square Statistic	20.832
Degrees of Freedom	4
P-value	0.000

H5: Rejected: The p-value is less than the significance level of 0.05 therefore the null hypothesis that we formed initially is rejected. The Hypothesis rejection indicates the significant difference in preferences of consumers for different entertainment genres across Delhi consumers. According to the data we analyzed, we found the preferential sequence of famous genres as Drama, Comedy, Action, Romance, and Thriller.

VI. FINDINGS

With the help of this study, we have found some interesting facts about Influencers and their impact on digital content consumption. It suggests that both males and females are influenced by influencers on what content to consume through online streaming platforms within the premises of Delhi. Spatially female consumers were slightly highly influenced in comparison to male consumers but not significantly with context to content consumption. If we consider Geographical location then we found that there is not much difference in digital influencer's impact on content consumption habits among residents of North, South, East, West, and Central Delhi. Therefore, it shows that geographical regions do not play an important part & make a slight impact on consumer perceptions regarding digital content consumption influenced by influencers across Delhi's regions. Age is also a deciding factor in what sort of digital content we consume through online streaming platforms. This study shows that content consumption habits between younger and relatively older consumers in Delhi have significant differences. So, based on this analysis, age plays an important role in influencing consumer perception regarding digital content consumption within the premises of Delhi. Spatially younger consumer's exhibit Higher susceptibility in comparison to relatively older consumers with context to content consumption. As far as preferences of consumers for different online streaming platforms are concerned, according to data Netflix comes in first position & is the most preferred platform, followed by Amazon Prime Video, Disney Hotstar, Zee5, and SonyLIV. For genres, we found the preferential sequence of famous genres such as Drama, Comedy, action, Romance, and Thriller.

VII. LIMITATIONS

This study explores limited demographic aspects within the premises of Delhi NCR, which may affect generalizability. Platform & genres specific preferences might limit generalizability across online streaming platforms. Future studies can be done on this, covering other dimensions of demographic aspects with context in other places.

VIII. CONCLUSION

The results of the study provide important new information on Delhi's consumer behavior with regard to the consumption of digital material on online streaming platforms. Based on age, and gender, the survey's conclusions about how influencers affect the consumption of digital content differed considerably. On the other hand, geographical locations across Delhi do not have a significant difference in social media Influencers. Influencers in digital content have a greater effect on female customers than male consumers do. The impact of digital content influencers differs significantly throughout Delhi's areas, as seen by the different levels of sensitivity displayed by the city's residents. There is a significant divide among people of different ages. The younger and the relatively older ones varied their opinion based on the type of influencer they were exposed to. The younger one has higher susceptibility than the relatively older one. Streaming content online varies greatly and every platform has its significance and unique perception in the consumer mind. Netflix appears to be the most popular platform, with Amazon Prime Video, Zee5, Disney+ Hotstar, and SonyLIV following closely behind. In the end, choices for different genres of digital content varied drastically from one another, with certain genres being more popular than others, showing different trends in genre selection. Based on the statistics, we found the preferential sequence of famous genres as Drama, Comedy, Action, Romance, and Thriller. These findings show the complex link among demographic variables and how they can be useful for marketing strategies.

REFERENCES

- [1] Azkiah, M. R. & Hartono, A. (2023). The influence of social media influencers on consumers' buying attitudes and intentions. *Business and Investment Review*, 1(3), 147–167. <https://doi.org/10.61292/birev.v1i3.26>.
- [2] Bhardwaj, S., Kumar, N., Gupta, R., Baber, H. & Venkatesh, A. (2024). How do social media influencers impact consumer behaviour?. Systematic literature review. *Vision the Journal of*

- [3] DiNc, L. (2023). The influence of social media influencers on consumers' decision-making of restaurant choice. *Journal of Tourism Leisure and Hospitality*. <https://doi.org/10.1177/09722629241237394>.
- [4] Molteni, L. & Ordanini, A. (2003). Consumption Patterns, digital technology, and music downloading. *Long Range Planning*, 36(4), 389–406. [https://doi.org/10.1016/s0024-6301\(03\)00073-6](https://doi.org/10.1016/s0024-6301(03)00073-6).
- [5] Nhedzi, A. (2018). The relationship between traditional and digital media as an influence on generational consumer preference. *Communitas*, 23(1), 18–38. <https://doi.org/10.18820/24150525/comm.v23.2>.
- [6] Ota, R., Ray, S. S. & Nayak, A. (2024). Streaming preferences: Exploring consumer perspectives and experiences on OTT platforms. *International Journal of Research Publication and Reviews*, 5(5), 101–109. <https://doi.org/10.55248/gengpi.5.0524.1103>.
- [7] Rahayu, R. & Sudarmiati, S. (2022). Effects of influencers on social media on interest in buying east java culinary. *International Journal of Science Technology & Management*, 3(3), 744–753. <https://doi.org/10.46729/ijstm.v3i3.519>.
- [8] Shrestha, A., Karki, A., Bhushan, M., Joshi, S. & Gurung, S. (2023). Effects of social media marketing on consumer buying behavior. *New Perspective Journal of Business and Economics*, 6(1), 74–82. <https://doi.org/10.3126/npjbe.v6i1.58916>.
- [9] <https://mib.gov.in/>.
- [10] <https://www.pewresearch.org/>.
- [11] <https://www.statista.com/>.
- [12] <https://www.emarketer.com/>.
- [13] <https://www.trustadvisory.info/>.
- [14] <https://www.nielsen.com/in/en/>.