



ATTITUDES AND BELIEFS TOWARDS INDIAN OTT ADVERTISING AND ITS EFFECTIVENESS -A STRUCTURAL EQUATION MODELLING ANALYSIS

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ABSTRACT

Online streaming services have been increasingly growing in popularity among Indians. The number of OTT streaming platforms and the content thereon, has also been on a rise, as has been the advertising spends on them. Therefore, it becomes crucial for advertisers and OTT service providers to comprehend how users feel about advertising on these platforms. The current study looks at beliefs towards advertising as antecedents to attitudes towards advertising, as suggested by Fishbein's Expectancy Value Theory (1963). Through a survey of 438 millennials, across 66 cities in the country, the study explored the impact of beliefs towards advertising on attitudes towards OTT advertising in India. The study used Pollay and Mittal's (1993) belief factors which include three personal utility factors and four socioeconomic factors. The analysis was done through PLS -structural equation modelling using PLS Smart 4 software. The findings suggest that both personal and socio-economic belief factors have a significant impact on attitudes towards OTT advertising. Among the seven factors only five were found to be statistically significant. All positive and personal utility factors (product information, social image information, entertainment) had a significant impact. Among the three negative factors fosters materialism was significant while corrupts values and promotes bad things were not found to be significant. The study aims to provide a reference point for both academicians and practitioners on what the audience believe about advertising and how that impacts their attitude towards advertising on the medium, thus helping the advertisers plan their campaigns for an improved advertising effectiveness.

Keywords: OTT, platforms, Streaming, Connected Television, Beliefs , Attitude towards advertising

1. INTRODUCTION

In a Post Covid world, the personalized, non-linear spatially flexible affordances of streaming platforms have metamorphosed audio-visual consumption, challenging traditional television models (Lotz, Eklund, et al., 2022). As more and more viewers become cord-cutters and the new households are increasingly cord-nevers, the audience is empowered by the convenience, customization, and interactivity (Johnson, 2019) features of internet-distributed television. This revolution has also supplanted collective viewing habits to individualized delivery of content through algorithmic recommendations and flexible scheduling (Evens et al., 2024). As Atkinson(2017) notes, the digital transformation of media production

has enabled cross-sector distribution, affecting multiple industries such as music, film, and radio. The OTT advertising industry is valued at \$1.32 billion and is estimated to see an annual growth rate (CAGR 2024-2029) of 4.94% compared to the global market value of \$189.6 billion (Statista, 2024). This broad convergence of media industries is also reflected in the evolving role of audiences where their consumption patterns become vital to content creation and advertising strategies (Nieborg & Poell, 2018). As audience engagement and interaction play a huge role in the success of the streaming platforms, they leverage user data to provide improved content recommendations as well as targeted advertising (Keltie, 2017; Tang & Wei, 2023). While these technological advancements

provide a richer viewing experience, another important consideration is the commodification of user behavior, as platforms collect and monetize audience data (Wasko, 2019)) in the name of personalization. In the current digital economy, the key component of streaming platforms' strategies lies in this balance between meeting consumer expectations, maximizing monetization, and ethical use of data (Visconti et al., 2017).

This rapid growth in consumption of digital streaming services, has also transformed the advertising landscape and OTT platforms have emerged as critical spaces for advertisers. In 2023 the online video advertising(OVA) market is valued at \$ 187.52 billion and for the period of 2024 to 2030 the projected Compound Annual Growth Rate (CAGR) is 20% (Grand View Research, 2024). Among the key reasons for this surge is the fact that the OTT Platforms provide a more dynamic and personalized ad messaging as compared to Linear Television (Orús et al., 2017).. These digital platforms allow advertisers to target prospective consumers not only based on their demographics but also on their behaviour which leads to a higher customer engagement(Lim & Rasul, 2022; Roy et al., 2023). The other key advantages of advertising on OTT platforms are the ability to integrate advertising within the content, limited ad-skip ability and comparatively less clutter in addition to the ability to reach the lucrative young audience who have moved away from traditional linear television (Sobral, 2019).

Having said that, the advertising on OTT platforms is not without constraints- specially the peril of ad-avoidance, where viewers skip or consciously ignore ads. Studies suggest that millennials deem advertising as an intrusion in the OTT experience (Logan, 2013). And they find them irritating irrespective of the option of skipping (Senarathna & Wijetunga, 2024).

In terms of viewers' attitudes towards advertising in online environments, consumers see Internet ads as disruptive (Rettie, 2001) - both ad-induced annoyance and reactance may affect a consumer's attitude against the brand (Russell, 2002).

Factors influencing ad engagement include emotional appeal, interactivity, and ad

relevance (Teixeira et al., 2012). Additionally, ad-skipping habits and time sensitivity play critical roles in shaping consumer responses to advertisements (Belanche et al., 2017). Research shows that around 90% of users skip ads within the first 15 seconds, significantly limiting ad effectiveness (Jeon et al., 2024; Kononova et al., 2020).These behaviors reflect a broader trend in digital media, where user control over content consumption shapes the effectiveness of advertising (Belanche et al., 2017).

Despite the rapid rise of OVA globally as well as in India with it contributing 51% to the advertising pie, the broadcasters' OTT platforms accounted for only 8% of the total digital advertising revenues in 2022, suggesting room for growth (FICCI & EY, 2023). To capture advertisers' interest, platforms need to shift focus from absolute reach to measures of effective reach. This paper explores the attitudes of Indian millennials toward OTT advertising, examining how beliefs about advertising influence these attitudes.

These findings underscore the challenge of maintaining user attention in an environment where viewers exercise significant control over their media consumption. In that context this study aims to assess the impact of individual beliefs toward advertising on consumers' attitudes toward advertisements on OTT platforms.

2. LITERATURE REVIEW

2.1 Advertising on OTT Platforms

The OTT (over-the-top) streaming industry consists of a broad range of players, including broadcasters, content creators, technology firms, and telecom providers, providing consumers with extensive content options(The Broadcast Bridge, 2021a). However, this abundance of choices complicates the advertising landscape by fragmenting audiences, increasing the complexity of reaching target demographics and diluting advertising budgets. In response, consolidation within the OTT space is eminent, along with a shift toward bundling linear and non-linear pricing models (The Broadcast Bridge, 2021b).

There are three key business models for the streaming platforms viz., subscription-based model (SVOD), advertising supported models (AVOD), and mixed-revenue modes. SVOD platforms like Netflix get their entire revenue through subscription, emphasizing user satisfaction and retention through personalized content (Weidhaas et al., 2021). In contrast, AVOD platforms such as Mini TV or MX Player depend on advertising revenue, with success reliant on maximizing viewer attention and engagement (Viswanathan et al., 2018). Mixed-revenue models, like Jio Cinema, Sony Liv etc. incorporate both subscription and ad-supported elements, requiring them to balance user preferences with advertiser demands (Liu et al., 2023). Advertising on OTT sits at the intersection of traditional television and internet-based advertising, this blend enables campaigns to combine mass reach with precise targeting using analytic tools available on OTT platforms (Lotz, Potter, et al., 2022). While concerns about privacy can limit access to personal data, many consumers tolerate such practices in exchange for personalized content or reduced subscription costs (Furini, 2023; Valecha & Jaggi, 2023).

OTT platforms offer flexible ad formats, including pre-roll, mid-roll, and skippable ads, tailored to maximize engagement which also enable real-time performance tracking through metrics like completion rates, view percentages, and click-through rates, enhancing campaign adaptability (The Broadcast Bridge, 2021b). By integrating internet technologies, OTT platforms enable advertisers to deliver highly contextual, relevant advertisements that resonate with viewers, resulting in higher engagement and effectiveness (Wang, 2006). Nevertheless, challenges remain in directly linking ad exposure to conversions, necessitating the continued use of qualitative methods, such as brand recall studies, to evaluate advertising effectiveness (Gimpel, 2015).

2.2 Advertising Effectiveness

Advertising effectiveness is the extent to which an advertisement achieves its intended objectives, in terms of brand awareness, consumer attitudes, or sales conversions (Hollis, 2005). Ramalingam et al. (2006) emphasize two essential characteristics of effective advertising engaging consumers by meeting objectives, and aligning with the

advertiser's goals. Generally, metrics such as ad recall, brand attitude, and purchase intention have become widely accepted measures of effectiveness (Acquisti & Spiekermann, 2011). Researchers evaluate advertising effectiveness depending on the perspective and context, through modifications in consumer attitudes and behavioral intentions (Gong & Maddox, 2003; Pavlou & Stewart, 2000).. While marketers look at performance metrics like sales or other digital metrics like click-through rates and conversions while advertising agencies measure using ad performance and creative impact and research providers deliver syndicated evaluations of ad performance across campaigns and platforms

Studies suggest multiple factors contributing to advertising effectiveness like attitudes toward the advertisement and brand, both positive (Bright & Daugherty, 2012; Lutz et al., 1983; Wu, 2016) and negative (Belanche et al., 2017; Logan, 2011). Ad Credibility ((Pelet & Ettis, 2022), Media context where relevant increases effectiveness (De Pelsmacker et al., 2002; Puccinelli et al., 2015) and irrelevance causes irritation and avoidance (Hussain & Lasage, 2014). Additionally, the impact of emotional appeal on viewer engagement suggests that emotionally positive ads enhance engagement (Teixeira et al., 2012). Online advertising introduces additional factors like entertainment, informativeness, and intrusiveness (Ducoffe, 1996).

Combining the factors suggested by the multiple studies in the domain, Pyun and James's (2011) models to measure the effectiveness of advertising has been considered the most efficient (2011).. The model includes antecedents and a consequence, the beliefs towards advertising are an antecedent and the attitude towards advertising is the consequence, with the attitude towards the medium as the moderator between the antecedent and the consequence (Pyun & James, 2011). This model is rooted in Fishbein's Expectancy Value theory which hypothesizes that an individual's attitude is strongly influenced by their strongest belief (Fishbein, 1963).

After a thorough investigation of literature the authors could not find any previous studies on the impact of attitude towards advertising as a

consequence of beliefs, especially in the context of Indian OTTs. This study aims to address that gap in literature.

1.3 Theoretical Framework and Hypothesis Formulation

While attitudes to advertising are suggested as key indicators of advertising effectiveness (Lutz et al., 1983), beliefs towards advertising (Fishbein) are the antecedents to attitude towards advertising.

Working within a behaviour theory framework, Fishbein's (1963) Expectancy Value Theory suggests that beliefs have causal impact on attitudes. Attitudes are defined as constituting a person's predisposition to consistently respond favourably or unfavourably towards a certain object (Ajzen & Fishbein, 1975). Thus, beliefs and attitudes are discrete, and beliefs usually function as indicators of attitude. The attitudes in turn were related to the person's behavioural intentions to that object or situation (Fishbein & Ajzen, 1974)– which, in this case could be translated to advertisements and purchase intentions. Attitudes toward advertising, hence, are normally based on consumers' beliefs concerning the personal and socio-economic effects of advertising (Bauer & Greyser, 1968). According to the model, beliefs represent the various possibilities of association between a product and its perceived attributes, which leads the consumer to determine what they "expect" from that product (expectancy component of the model) and as these beliefs grow stronger, the consumer's perceived expected value from that product increases. These expectations may be positive as well as negative and the consumers compensate one for the other and come up with an overall evaluation of that product (Ajzen & Fishbein, 1975). Over time these evaluations become conditioned to the product to form the consumer's attitude towards that product. Brand preferences are hence created by a comparison of the expected value from each of the alternates available in the market (Smith & Swinyard, 1988).

Substantial literature also exists that related each of the belief factors to attitudes towards online advertising. Consumers who have a positive association with the economy factor of advertising (those who believe that

advertising supports economic development or that it is associated with creating jobs or helping new firms), have a positive attitude towards online advertising (Belch & Belch, 2018; Wang et al., 2009). Consumers who have positive association with the informative belief (those who believe that advertising provides information about brands of goods and services in the marketing place) hold a positive attitude towards advertising and this attitude is also reflected in their behaviour towards advertising and the advertised brands (Mehta, 2000). Additionally, the belief factor that has the most negative impact on attitudes towards advertising is value corruption (Wang et al., 2009; Wolin et al., 2002). In summary, research indicates that attitudes towards advertising are correlated with purchase intentions and brand recall, and beliefs are antecedents of attitudes towards advertising (Mehta, 2000).

Pollay & Mittal's (1993) model of beliefs as antecedents to attitudes towards advertising consists of three personal utility factors and four socioeconomic factors. The personal utility factors are product information, social image information, and hedonic amusement. The socioeconomic factors include good for economy, fostering materialism, corrupting values, and promoting bad things.

Based on the above literature and in order to validate the relationship between each belief factor proposed by Pollay & Mittal (1993) and attitudes towards Indian OTT advertising, the following seven hypotheses are proposed:

H1: Personal belief factor that advertising provides product information, significantly impact consumers' Attitude towards OTT advertising.

H2: Personal belief factor that advertising provides social image information, significantly impact on consumers' Attitude towards advertising on OTT Platforms.

H3: Personal belief factor that advertising provides hedonic amusement, significantly impacts consumers' Attitude towards OTT advertising.

H4: Socioeconomic belief factor that advertising is good for the economy, significantly impacts consumers' Attitude towards OTT advertising.

H5: Socioeconomic belief factor that advertising fosters materialism, significantly

impacts consumers' Attitude towards OTT advertising.

H6: Socioeconomic belief factor that advertising corrupts values significantly impacts consumers' Attitude towards OTT advertising.

H7: Socioeconomic belief factor that advertising promotes bad things, significantly impacts consumers' Attitude towards OTT advertising.

The theoretical framework has been summarized in Figure 1.

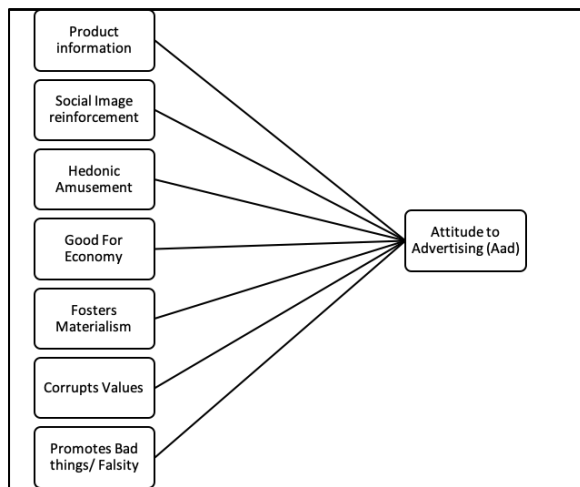


Figure.1: Theoretical Framework

Based on the above literature and theoretical framework, the research objectives for the study are

- i. To investigate the relationship between the Personal Utility belief Factors and Attitudes towards Indian OTT Advertising.
- ii. To investigate the relationship between the Socio-Economic belief Factors and Attitudes towards Indian OTT Advertising.

1. RESEARCH METHODOLOGY

The study included a survey among Indian millennials who consume OTT content to understand their beliefs and attitudes towards advertising. The details of the survey design dissemination, data collection and analysis have been provided in the following sections.

3.1 Questionnaire Design

The study uses a seven-point Likert scale to ensure a sufficient range of responses (Martín et al., 2018; Tanujaya et al., 2022). The Likert

scale ranged from 1 = strongly disagree to 7 = strongly agree.

The belief factors in the study are measured using Pollay and Mittal's (1993) scale. This has been verified and used across multiple studies to measure beliefs as antecedents to advertising across various media and content genres. Some of the notable works using the model include (Darke & Ritchie, 2007; Mohr et al., 1998; Schlosser et al., 1999; Schumann et al., 2014; Tan & Chia, 2007; Ting et al., 2023).

The constructs and their measures are given in Table 1.

Table 1: Constructs and Measures

Construct	Construct Label	Number of Items
H1 Product information	Prod info	3
H2 Social Image Information	SII	3
H3 Hedonic Amusement	HA	3
H4 Good for Economy	GFE	3
H5 Fostering materialism	FM	4
H6 Corrupting values	CV	2
H7 Promotes Bad Things	PBT	2
H8 Attitude to Advertising	Aad	3

Source: Authors

Attitude towards Advertising scale was used to gauge attitudes towards advertising on OTT platforms. The respondents' opinions towards advertising in a particular medium—in this case, OTT platforms—were evaluated using three/ 5-point semantic differential scales. Numerous studies (Albarracín et al., 2014; Chu, 2011; Ko et al., 2005; Logan, 2013; Mehta, 2000; Obermiller & Spangenberg, 1998; Schlosser et al., 1999; Sekaran & Bougie, 2016) have validated and tested this scale for attitudes towards advertising generally as well as attitudes towards advertising in particular media, such as digital media and streaming platforms.

3.2. Data Collection and Sample

Questionpro was used to gather data online for the purpose of this study 438 individuals consented to fill out the survey. 66 cities nationwide were represented among the respondents, with a high number of respondents from cities like Delhi NCR, Mumbai, Pune, Bengaluru, Dehradun, Kanpur, and Ahmedabad.

2.3 Profile of Survey Respondents

There were 438 responders in all. Of these, 56% were women, 40% were men, and 4% would rather not respond. According to age category, 24% of respondents were under 30, 30% were between 30 and 35, 31% were above 35, and 16% did not respond to this question. Regarding employment status, 65% of respondents worked full-time, 19% were students 16% were unemployed. 69.48% of all responders viewed OTT content. Of these, 39.83% saw OTT content at least once a week, and 33% did so daily.

3 Data Analysis

For this research, a two-step data analysis technique was used. A Measurement Model Assessment was performed as the initial stage to verify the validity and reliability of the scales. Using Smart PLS - 4 software, the second stage was to examine the hypotheses using structural equation modelling (SEM).

Before data could be statistically analysed and modelled certain preliminary measures needed to be taken.

3.1 Data Preparation and Cleaning

Since the data was gathered online, it conveniently eliminated the necessity for data entry and the allied mistakes. Data cleaning was essential nevertheless, primarily to guarantee accuracy and consistency in the items that respondents had to write. For instance, birth year and present city. These mistakes were fixed by hand. For instance, a respondent's birth year was entered incorrectly as 1892 rather than 1992, and it was rectified. Bengaluru and Bangalore, Delhi and New Delhi, Gurgaon and Gurugram, and Calcutta and Kolkata were all combined into one entry for the respective current city names.

The responses with missing data were eliminated after the data was examined for any missing items.

At the end of this process, 356 cases were entered into SPSS and SmartPLS4 for further analysis.

3.2 Selection of Analysis Method

There are two major analysis methods in structural equation modelling, Covariance Based structural equation modelling (CB-SEM)

and Variance based or Partial Least Squares structural equation modelling. The choice between the two is dependent on study objectives and data characteristics (J. F. Hair et al., 2011). PLS-SEM is a causal-predictive approach and it uses the total variance of the parameters to calculate estimates. Since 2010 PLS-SEM has been recognised as the more commonly used method specially in social sciences (J. Hair et al., 2017). One of the greatest advantages of PLS-SEM that researchers perceive over CB-SEM is the fact that it allows them to estimate complex models without imposing too many distributional assumptions which are a characteristic of CB-SEM (J. Hair et al., 2017). Based on the comprehensive guidelines provided by Hair Jr. et. al.(2017) for choosing between PLS-SEM and CB-SEM based on research objectives and data characteristics PLS-SEM was found to be a more suitable approach for Structural Equation Modelling in this study.

Another point to be noted however is, Goodness of fit, which is a key output of CB-SEM, but is not as applicable in the case of PLS-SEM (Dijkstra & Henseler, 2015; J. F. Hair et al., 2019). While some model-fit measures have been proposed and endorsed their applicability has still not been standardized. That, however does not reduce the capability of PLS-SEM for theory testing and confirmation(J. Hair et al., 2017).

3.3 Measurement Model Assessment

The first step in conducting PLS-SEM is examining the measurement model or the outer model, as it is referred to in PLS-SEM, once the measurement model meets the required criteria, the structural model can be evaluated (Hair Jr. et al., 2018). Since the current study includes reflective models, it is recommended that the measurement model be evaluated using indicator reliability, internal consistency reliability, convergent validity and discriminant validity(J. F. Hair et al., 2011; Hair Jr. et al., 2018). After testing for indicator reliability 2 of the 23 items were removed as their outer loadings were less than 0.4 (Hair Jr. et al., 2018; Hulland, 1999). reliability (Chin, 1998; Dijkstra & Henseler, 2015; Sabharwal & Bhatt, 2021). The data for construct reliability and convergent validity (AVE) are included in Table 2. All latent constructs had an omega value higher than the threshold level of 0.7

thus suggesting high construct reliability. Convergent Validity was calculated using the outer loadings of the indicators to get the average variance extracted (AVE) from each construct. The threshold AVE is 0.50 which means that the construct score includes at least half of the indicator variance (J. Hair et al., 2017) was met.

Table 2 : Composite Reliability and Convergent Validity

	Composite reliability	Average variance extracted (AVE)
Aad	0.755	0.509
CV	0.775	0.643
FM	0.822	0.537
GFE	0.766	0.621
HA	0.768	0.525
PBT	0.725	0.593
Prod_Info	0.787	0.554
SII	0.783	0.644

Source: Smart PLS 4

For Discriminant Validity Fornell-Larcker criterion were considered (Hair Jr. et al., 2017; Voorhees et al., 2016) and have been included in [Table3](#), which shows that all constructs meet the requisite thresholds, thus establishing Discriminant Validity.

3.4 Structural Equation Modelling and Hypotheses

After assessing the initial model Structural Equation modelling with the constructs was run using Smart PLS 4 software. To ensure that each of constructs measure different belief aspects and are distinct a Collinearity test was run(Hair, et al., 2011). PLS-SEM uses Variance Inflation Factor (VIF) to determine the degree of collinearity (Kock & Lynn, 2012) . The Variance Inflation Factors (VIF) results of the

same are included in Table 4. There are two often used guidelines wherein Hair et.al (2011) suggest that $VIF \geq 5$ indicates a potential collinearity concern, while Diamantopoulos and Siguaw (2006) suggest a potential collinearity concern at $VIF \geq 3.3$. As shown in table 4, the variance inflation factor (VIF) values for each of the constructs are lower than the threshold value of 3.3. Thus by both guidelines there is no collinearity concern and the constructs are distinct and are measuring different aspects.

Table 4: Collinearity statistics (VIF)

Outer model - List	
	VIF
Aad1	1.169
Aad2	1.079
Aad3	1.154
CV1	1.132
CV2	1.132
FM1	1.336
FM2	1.304
FM3	1.289
FM4	1.482
GFE1	1.062
GFE3	1.062
HA1	1.315
HA2	1.288
HA3	1.057
PBT1	1.08
PBT2	1.08
Prodinfo1	1.19
Prodinfo3	1.218
SII2	1.094
SII3	1.094
prodinfo2	1.202

Table 3: Discriminant Validity- Fornell-Larcker criterion

	Aad	CV	FM	GFE	HA	PBT	Prod_Info	SII
Aad	0.713							
CV	0.112	0.802						
FM	0.422	0.399	0.733					
GFE	0.513	0.039	0.253	0.788				
HA	0.395	-0.088	0.139	0.421	0.725			
PBT	0.224	0.341	0.384	0.239	0.144	0.77		
Prod_Info	0.57	0.001	0.308	0.534	0.508	0.127	0.744	
SII	0.368	0.061	0.127	0.295	0.318	0.19	0.403	0.802

Source: Smart PLS 4

Inner model - List	
	VIF
CV -> Aad	1.305
FM -> Aad	1.448
GFE -> Aad	1.525
HA -> Aad	1.463
PBT -> Aad	1.312
Prod_Info -> Aad	1.842
SII -> Aad	1.254

Source: Smart PLS4

Finally, the influence of each belief variable on Attitude towards Advertising (Aad) is studied **Figure 2.**

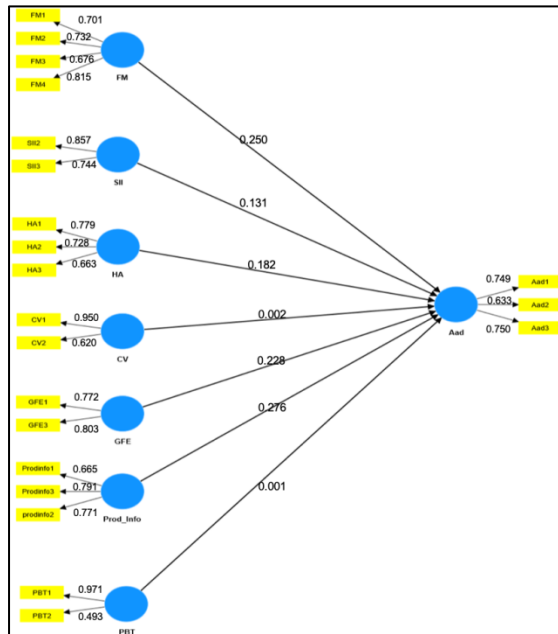


Figure 2: Structural Model

Hypotheses were tested using three criteria, their regression estimates or beta estimates, t statistic (>1.96) and degree of significance (p value<0.05) (Dogra et al., 2024; Guenther et al., 2023). This analysis has been detailed in Table 5.

Table 5: Structural Model and Summary of Hypotheses Testing Results

Hypothesis	Structural Path	Standardised estimate	Standard deviation	T statistics	Significance (P Value)	Hypothesis result
H1	Prod_Info -> Aad	0.276	0.077	3.576	0.000	Accepted
H2	SII -> Aad	0.131	0.064	2.046	0.041	Accepted
H3	HA -> Aad	0.182	0.043	1.881	0.030	Accepted
H4	GFE -> Aad	0.228	0.072	3.154	0.002	Accepted
H5	FM -> Aad	0.250	0.090	2.759	0.006	Accepted
H6	CV -> Aad	0.002	0.075	0.025	0.980	Rejected
H7	PBT -> Aad	0.001	0.063	0.020	0.984	Rejected

Source: Authors' Calculations

H1: Personal belief factor that advertising provides product information, significantly impact consumers' Attitude towards OTT advertising: The data shows that at 0.276 and a p- value <0.05 product information belief has a statistically significant impact on Attitude towards OTT advertising

H2: Personal belief factor that advertising provides social image information, significantly impact on consumers' Attitude towards OTT advertising: The data shows that at 0.131 and a p- value <0.05 social image information belief has a statistically significant impact on Attitude towards OTT advertising

H3: Personal belief factor that advertising provides hedonic amusement, significantly impacts consumers' Attitude towards OTT advertising: The data shows that at 0.182 and a p- value <0.05 hedonic amusement belief has a statistically significant impact on Attitude towards OTT advertising

H4: Socioeconomic belief factor that advertising is good for the economy, significantly impacts consumers' Attitude towards OTT advertising: The data shows that at 0.228 and a p- value <0.05 advertising is good for the economy belief has a statistically significant impact on Attitude towards OTT advertising

H5: Socioeconomic belief factor that advertising fosters materialism, significantly impacts consumers' Attitude towards OTT advertising: The data shows that at 0.250 and a p- value <0.05 advertising fosters materialism belief has a statistically significant impact on Attitude towards OTT advertising

H6: Socioeconomic belief factor that advertising corrupts values significantly impacts consumers' Attitude towards OTT advertising: The data shows that at 0.002 and a p- value > 0.05 advertising corrupts values

does not have a statistically significant impact on Attitude towards OTT advertising

H7: Socioeconomic belief factor that advertising promotes bad things, significantly impacts consumers' Attitude towards OTT advertising: The data shows that at 0.001 and a p-value > 0.05 advertising promotes bad things belief does not have a statistically significant impact on Attitude towards OTT advertising

2. Discussion and Implications

As per the results of the study all the four positive beliefs (product information, social image information, hedonic amusement and good for economy) have a statistically significant impact on the consumers' attitude towards advertising and among the negative beliefs only one (fosters materialism) out of 3 has a significant impact and the negative beliefs of corrupting values and promoting bad things do not significantly impact attitude. Also, all three of the personal belief factors have a significant impact on the attitudes, whereas two of the four socio economic beliefs have a significant impact. It is interesting to note that the two beliefs that were more closely related to the economy (good for economy and materialism) had a significant impact whereas the more social values beliefs did not impact the attitude towards advertising. Infact this discussion has been existent since the golden age of advertising where Sissors (1978) in his seminal work on does advertising affect values argues that it actually does not, this was then supported by Phillips (1997) who suggested that the so-called 'corruption' of values' is more due to capitalism than die to advertising. In the Indian context also it has been suggested that television advertising promotes values of high technology, modernization and consumerism (Srikandath, 1991), which continue to be still relevant even today in the age of streaming. These findings are also similar to the beliefs and attitudes towards social media advertising in India (Natarajan et al., 2015; Neira et al., 2022). It is also a probability that there is a belief that Streaming content in India, as a whole, corrupts values with violence, offensive language and such (Dhiman, 2023; Dutta, 2022; Sangra, 2023), hence the advertising on those content does not specifically bear the load of this corruption. Also, of note is that in line with

previous studies on the topic the materialistic beliefs that is Fosters Materialism and Good for Economy have the second and third strongest impact on attitudes towards advertising.

The strongest impact is provision of information, which is in line with the fundamental function of advertising.

The findings of this study are in line with other studies on beliefs and attitudes towards web and social media advertising (Arora, 2022; Cheung & Leung, 2014; Natarajan et al., 2015; Sabharwal & Bhatt, 2021; Ting et al., 2023; Wang et al., 2009; Wang & Sun, 2010; Wolin et al., 2002). The authors could not find any relevant literature on beliefs impacting attitudes towards advertising on streaming platforms, especially in the Indian context.

This contribution to theory validating Fishbein's (1963) Expectancy Value Theory, demonstrating that beliefs about OTT advertising shape attitudes among Indian millennials is major theoretical implication of this study. The practical implications of this study are or advertisers suggesting that considering the significant impact of product information and social image information, they can improve engagement and effectiveness of their advertising on OTT by delivering contextually relevant ads aligned with consumer interests. Also a focus on the positive attributes of informativeness and economic value can also boost advertising effectiveness on OTT Platforms.

However, there are certain limitations to the study. The sample of the study is limited to urban Indian millennials. Also it looks at attitudes towards advertising through the single lens of Beliefs towards advertising, however there could be other factors that impact the attitudes like media context and exchange value of advertising, which point towards a future scope of research in this domain.

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