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Influence of Customised Advertisements of High-End Smartphones in OTT Platforms on the Consumer Buying Intentions of Millennial & Generation Z

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Abstract

This study identifies and analyses the customized advertisements in different OTT platforms, product features/attributes of high-end smartphones, and demographic factors that influence consumer purchase decisions, owing to personalized/targeted ads specific to the city of Delhi. It discusses the existing knowledge pertaining to growing targeted ads by brands across OTT platforms, and based on the literature review, and a conceptual framework is developed. India's favorable demographic profile, the growing middle class, high disposable income and young population have helped the brands to witness tremendous growth through the OTT platforms in the last 2-3 years. The study examines what influences Indian consumers' purchase decisions amidst this growth by considering all aspects of a personalized advertisement and analyzing how they differ based on demographic variables such as gender, age, income, personality traits, and other factors. The study seeks to segment Indian Millennial and Generation Z consumers on the basis of a model built on the major demographic data identified. A questionnaire was administered to 246

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respondents of Millennial and Generation Z within the city of Delhi. The data obtained was analyzed using Factor Analysis and One-way ANOVA in SPSS. It was observed that previous purchase behavior, visual appeal, and personalization are some of the major value factors affecting the purchase decisions of Indian Millennial and Generation Z consumers. Age and income have a significant impact on consumer buying decisions. The research was conducted within the city of Delhi alone, which may not be generalized to the entire country.

Keywords: Customized Advertisements, OTT Platforms, High-End Smartphones, Purchase Intention, Purchase Decision

1. Introduction

Online advertisements have grown in popularity over time, and we've seen an increase in pay and spray tactics and ad-blockers. Owing to value-based advertising, marketers devised the notion of personalized advertisements to target consumers on the basis of demographic factors and their interests. This aligns with McKinsey's findings that personalization can generate five to eight times the return on investment and increase sales by at least 10%.

It also works with users who want to use DTV services as a form of innovation. By using theories such as technology acceptance and diffusion of innovation, this study investigates demographic variables, behavioural variables, and consumer views and preferences for interactive DTV services. Surveys provide valuable empirical data which can be used to build customer profiles and behavioural patterns for those who want to use interactive television services. Importance is given to predict viewers' intention to use interactive and customized advertising services since it is a source of revenue.

Over-the-top (OTT) media service is a streaming video service that can be provided directly to viewers through the Internet. OTT bypasses controllers or content distributors such as cable, satellite TV, and broadcast. Subscription-based video-on-demand (SVOD) services that allow access to film and television programming, both existing programmes bought from other producers and original

content created exclusively for the service, are also referred to as OTT.

Over-the-top services are commonly accessed through websites on personal computers, apps on tablets and smartphones, digital media players (such as video game consoles), and televisions with built-in Smart TV platforms.

One of the reasons for the emergence of OTT is the growing number of disgruntled paid television subscribers. Dissatisfied consumers of cable and satellite providers are getting more options to walk away from these traditional platforms. OTT can offer consumers a wide range of payment and watching alternatives, allowing them to break free from the obligations that their cable companies bind them to. OTT is a win-win situation for all parties involved. Consumers enjoy it since they no longer have to pay for content and convenience-limited television. Advertisers adore it because of the revenue potential.

According to Varun Narang, the Chief Product Officer of Hotstar, "This is the first time that we are offering targeted ads to brands. They can target custom cohorts and also deploy interest-based targeting" (Livemint, 2019). The industry must understand and determine the reasons for customers' propensity to click on such personalized adverts. Also, to dig out the factors which are contributing to the shift in consumer buying intention, particularly between the millennials and generation Z.

Research indicates that the demographic profile of the customers in the OTT platforms clearly shows that the millennials (Age = 25-40) rule the overall engagement in the platforms to a rate of 61%, followed by generation Z(Age =11-24) with 35%. As a result, there is a broader scope to research on the topic of customized advertisements and their influence on the customer buying intentions pertaining to millennials and generation Z. (Counterpoint Research, April 2020).

2. Problem Statement & Research Gap

The feasibility of targeted advertisement through the OTT platforms for the different smartphone brands (Millenial & Gen Z).

Advertisers that use the video streaming platform, such as Hotstar, will be able to tailor adverts to viewers based on their age, demographic characteristics, and behavioural tendencies. They'll also be able to employ a variety of ad types, such as banners, carousels, and pre-roll and mid-roll video advertisements.

Findings do show that research papers are not focussing on OTT platforms such as Hotstar, Netflix, etc., where the subscribers have increased 36 times in the last five years, owing to the increased content availability, flexibility and novelty of social media. Also, the research papers do not focus on one specific item like high-end mobile phones, in this case, which could actually yield the secrets behind the success of brands such as Samsung, VIVO, and RealMe. As a result, there is a wider scope to research on the topic of customised advertisements and their influence on the customer buying intentions, pertaining to millennials and generation Z.

3. Research Design

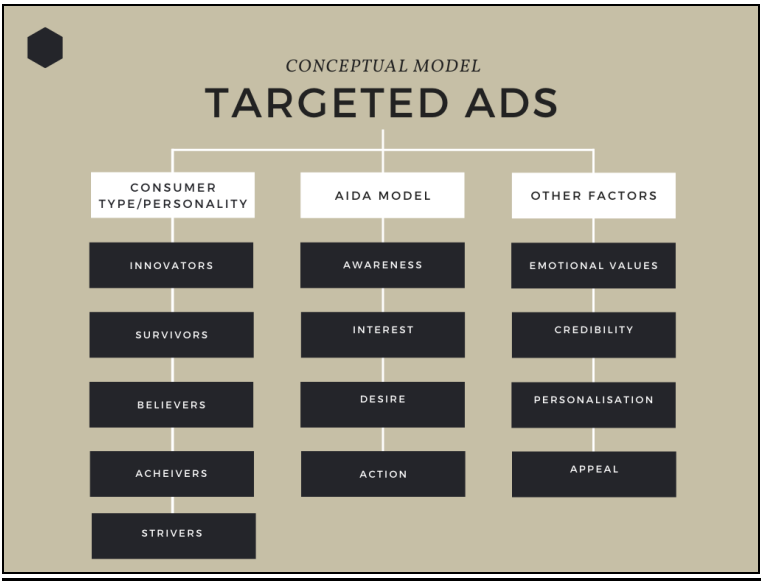
This section explains in detail the objectives, tools, methods, sample population and the conceptual framework designed out of the literature review.

3.1. Objectives

1) To interpret the different persuading factors influencing the customers to click on such smartphone ads.
2) To interpret the different consumer types/personality types viewing the OTT advertisements.
3) To interpret the different nuances present in every element of the AIDA model, which could enable the brands to come up with the best advertisements
4) To explore a comparative study of the consumer buying behavior of high-end smartphones between the Millennials & Generation Z.

4. Conceptual Framework

The study will consider the high-end mobile phone brands advertising through the medium of OTT. The location understudy will be chosen as Delhi, and the monthly active users in this region are found to be around 11 million. Out of this 9 million, 86% is boosted by the active engagement of millennials and generation Z. So, a comparative study between the millennial and generation Z is going to be a feasible scope of the study.



5. Research Methodology

5.1. Research Design

This study has applied exploratory and descriptive research design method. The cross-sectional approach is more appropriate because our aim does not necessitate a longitudinal design, and the research is time-constrained. The study collects data from a sample population consisting of millennials and Gen-Z. With regard to high-end smartphones, the goal is to examine numerous components of a tailored advertisement that might show the reasons behind consumers' buying behaviours, through the mode of OTT, for both Millennials and Generation Z.

5.2. Data Collection

The study will take into consideration the high-end mobile phone brands advertising through the medium of OTT. The location understudy will be chosen as Delhi, and the monthly active users in this region are found to be around 11 million. Out of this 9 million, 86% is boosted by the active engagement of millennials and generation Z. So, a comparative study between the millennials and generation Z is going to be a feasible scope of the study.

5.3. Sample Size

The questionnaire is cataloged into two sections. Section–1 is the profiling and analysis of consumer type/attitude/awareness, and Section–2 is related to the consideration of factors in the pre-purchase decision process. A sample population of 246 respondents is estimated to be studied. The millennial population understudy will be slightly higher at 140 (57% of the sample size) and generation Z at 106 (the rest of the population). The sampling chosen for the research is Stratified sampling.

5.4. Scaling Technique

A non-comparative scaling technique was used in the questionnaire. Across all parameters, a 5-point Likert scale was employed in the constructs.

5.5. Statistical Tools Used

Microsoft Excel and IBM SPSS version 20.0 were used to carry out analysis and interpretation. Frequency Tables, Descriptive Tests, Factor Analysis, and Anova were the tools used in SPSS. Percentage Analysis was also done for some of the elements to avoid inaccuracies.

6. Data Analysis & Interpretation

The major findings, as well as the interpretation of several aspects influencing Millennials' and Generation Z's purchase decisions in the high-end smartphone category, are presented in this chapter. The Pre-Purchasing Buying Factors and Demographic Factors are examined to see which of them has a substantial impact on the

purchase choice. Following that, numerous demographic factors are used to analyse various elements influencing buying decisions.

7. Reliability Statistics

The study consists of a hypothesis that will be tested using the SPSS tools in the following subsections. It's critical to check the data's dependability before testing the hypotheses. As a result, the reliability test, also known as Cronbach's alpha test, is conducted on all of the scale variables.

Table 4.1: Reliability Test

Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.810	37

Source: Primary Data

This study has included 37 scale variables, as shown in the table. Cronbach's alpha must be greater than 0.7. Table 4.1 shows Cronbach's alpha is 0.810 and indicates that it is reliable. The alpha values of specific elements were also taken into account. The Cronbach's alpha for each of the scale variables analysed is greater than 0.7, indicating that the test is reliable.

8. Demographic Table

Table 4.2: Demographic table

Gender			**Age (in Years)**	
			10 to 24	**25 to 40**
Male	*Monthly Household Income*	Less than Rs.25,000	24	6
		Rs.25,000 to Rs.70,000	25	24
		Rs.70,000 to Rs.1,00,000	22	31

		Above Rs.1,00,000	0	5
Female	*Monthly Household Income*	Less than Rs.25,000	11	31
		Rs.25,000 to Rs.70,000	14	6
		Rs.70,000 to Rs.1,00,000	2	28
		Above Rs.1,00,000	4	13

Source: Primary Data

- The above data highlights the demographic table with respect to the inclusion of Age, Income and Gender.
- The male population dominates the research with 55.69% of the respondents and female respondents with 44.31% of the population at 109 respectively, out of the total population of 246.
- The highest amount of male respondents are from the category of age group 25-40, with monthly household income ranging between Rs 70,000 to Rs 1,00,000.
- The highest amount of female respondents are from the category of age group 25-40, with monthly household income ranging less than Rs 25,000.

9. OTT Platforms browsed (Brands in current usage)

Table 4.3: OTT Platforms browsed

OTT Platforms Browsed	
Brands	**N**
Netflix	127
Disney + HotStar	66
Amazon Prime	41
Sony Liv	7
Others	5
Total	246

Source: Primary Data

- The above table describes the respondent's preference in terms of video streaming. As for the same, we have taken all the major OTT platforms for study, which would give us accurate results with regard to the study.
- 127 respondents have reported using Netflix as the majorly used video streaming platform.
- That means about 51.22% of the respondents prefer Netflix as the preference over others.
- Only five have responded to have preferred other platforms apart from the already existing ones.

10. Month on Month Usage of OTT Platforms (Frequency of Usage)

Table 4.4: Frequency of Usage table

Usage	N	%
Everyday	159	64.63
Couple of times in a week	44	17.88
Once a week	30	12.19
Once a month or less	13	5.28
Total	246	100

Source: Primary Data

Table 4.5: % Frequency of Usage table (comparative table)

Usage	Millennial %	Gen Z %
Everyday	69	31

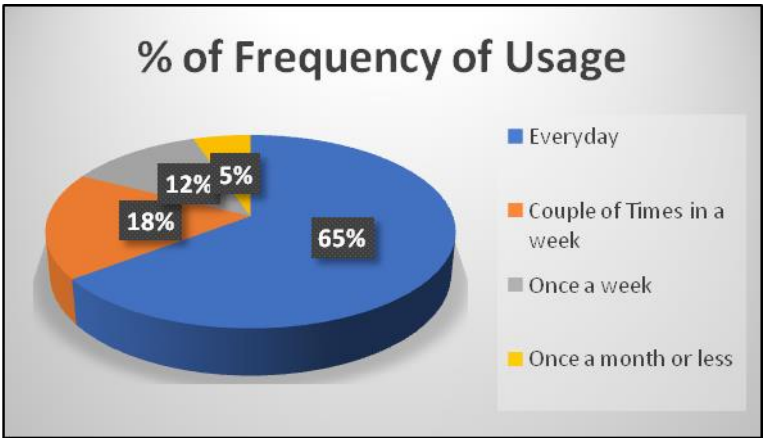
Source - SPSS treatment of Primary data

- From the above table, we can evaluate the frequency of usage with regard to OTT Platforms, which gives us clarity

about the customized advertisements that the consumer would have gone through in a month's time.

- Out of the total population of 246, everyday users constitute about 159, which is 64.63% of the total respondent strength.
- Only 13 people, that is, 5.28% of the population, have a visit rate of 1 or less in a month, hence rendered passive users.

Pie diagram 4.1: Percentage frequency of usage



11. Device usage (Different Devices used for streaming)

Table 4.6: Devices used table

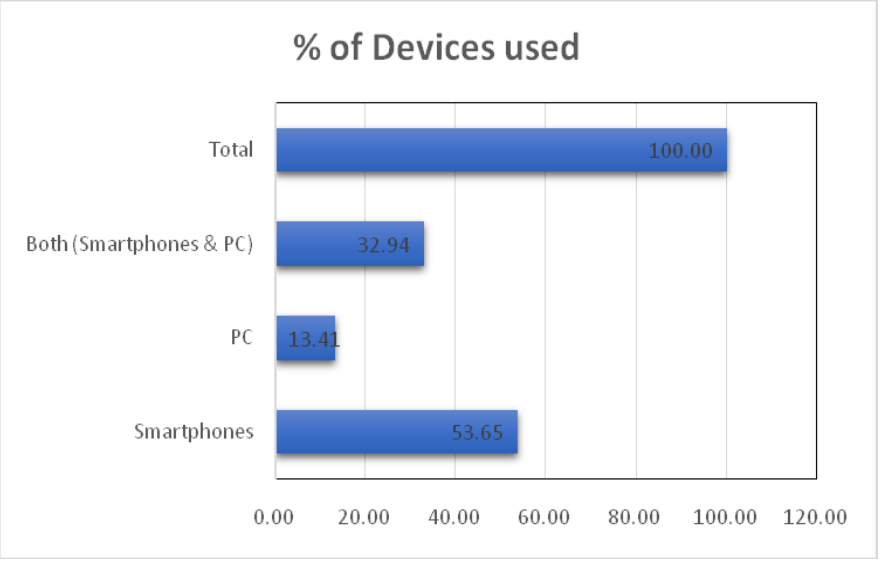
Devices Used	N	% used
Smartphones	132	53.65
PC	33	13.41
Both (Smartphones & PC)	81	32.94
Total	246	100

Source - SPSS treatment of Primary data

- The above table represents the device usage with respect to smartphones, PC, and both of them sometimes, as it automatically hinders the kind of personalization that the brand wants to achieve through their advertisements.

- Out of the total respondent size of 246, smartphone users constitute the highest at 132, being 53.65% of the population.
- PC users are only 13.41% of the population size, making them the least users, so it's important that the brands should tweak accordingly.

Graph 4.1: Percentage of Devices used



12. Brands Advertised (Current usage)

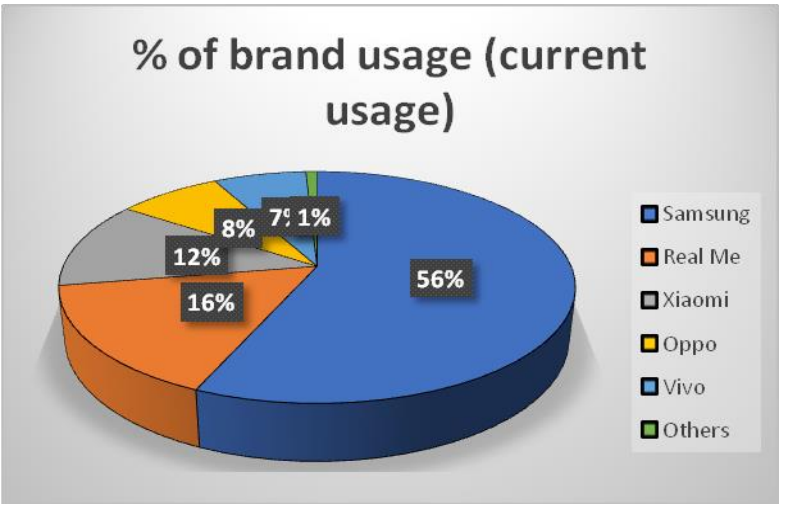
Table 4.7: Brands viewed table

Brands	N	% of advertised brands
Samsung	139	56.5
Real Me	39	15.85
Xiaomi	30	12.19
Oppo	19	7.72
Vivo	17	6.9
Others	2	0.84
Total	246	100

Source - SPSS treatment of Primary data

- The above table focuses on brands that advertise their high-end smartphones on a broader scale, catering to both millennials and generation Z via above mentioned OTT platforms.
- Samsung has the highest amount of advertisements, with almost 56% of the population has seen its advertisements.
- Vivo and Oppo are reported to have the least advertisements on the OTT platforms as compared to other major competitive players.

Pie Diagram 4.2: Percentage of Brands advertised



13. Personality Traits Involved (Types of Consumers)

Table 4.8: Personality type table

Personality Traits	N	% of Different Types
Innovators	171	69.5
Achievers	30	12.2
Survivors	17	6.9
Strivers	16	6.5
Believers	12	4.9
Total	246	100

Source - SPSS treatment of Primary data

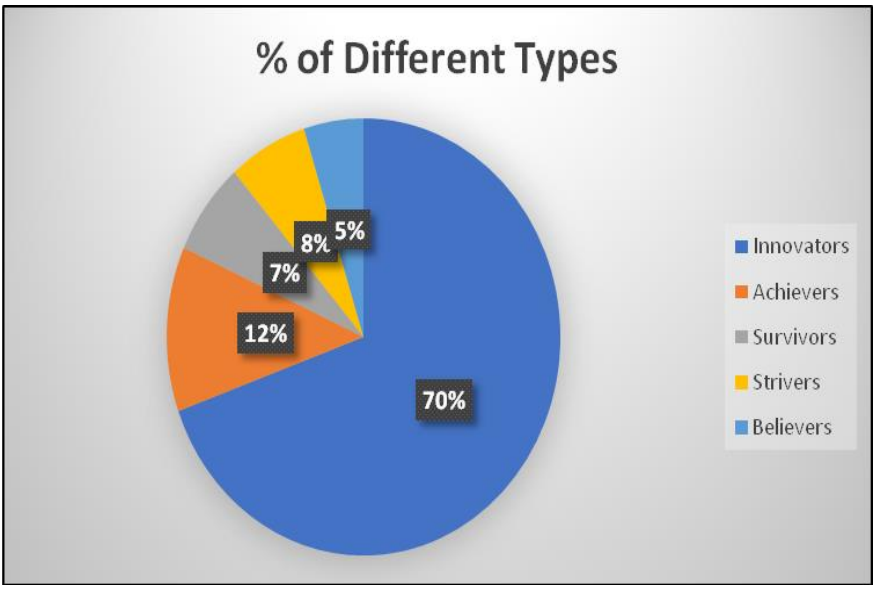
Table 4.9: Personality type table (Comparative table)

Personality Traits / Types	Millennials %	Gen Z %
Innovators	11	89
Achievers	95	5
Survivors	98	2
Strivers	90	10
Believers	100	0
Total	394	106

Source - SPSS treatment of Primary data

- The above table shows the different personality traits involved in the process of research, both from millennial and generation Z, who favor different products with different preferences.
- Out of the respondent size of 246, about 171 respondents favor upscale, niche products and services, that is, the innovators.
- Believers are said to be the lowest, with only 4.9% of the population being conservative and loyal in terms of their purchase decisions.
- The second table presents an interesting fact as to how millennials and Gen Z respond in terms of their matching their purchases with the respective personality types.

Pie Diagram 4.3: Percentage of Different personalities



14. Factors Driving Buying intention (Ad related factors)

Table 4.10: Buying intention table

Factors	M	Std Dev
User Experience	3.77	0.988
Renowned Influencer	3.76	0.971
Information	3.75	0.948
Social Image	3.66	0.918
Brand Familiarity	3.63	0.963
Customer Satisfaction	3.58	0.983
Word of mouth	3.55	0.963
Promotions	3.42	0.953

Source - SPSS treatment of Primary data

- With a mean score of 3.77, User Experience has the highest driving factor, pushing customers to make one particular purchase decision.
- It is closely followed by renowned influencers and information, with mean scores of 3.76 & 3.75, respectively.
- The least mean score belongs to promotions, with a mean score of 3.42, as the least driving factor behind customer buying decisions.

15. Factors Driving Buying intention (Customized ads - AIDA sentiments)

Table 4.11: Buying Intention table (AIDA)

Factors	M	Std Dev
Functional benefits	4.31	0.839
Pre-Purchase behaviour	4.22	0.849
Interactivity	4.21	0.817
Advertisement design	4.17	0.849
Fulfillment/reliability	4.15	0.869
Security & Privacy	3.98	0.97
E-Trust	3.95	1.016
Aesthetic Appeal	3.87	0.998
Visual Appeal	3.62	1.057
Content & Usage	3.06	0.988

Source - SPSS treatment of Primary data

- Respondents have given importance to functional benefits for their purchase decisions with a mean score of 4.31.
- It is closely followed by Pre-Purchase behavior and interactivity, with mean scores of 4.22 and 4.21, which impact the respondents the most.

- Content and usage are the least impacting, as chosen by the respondents, with a mean score of 3.06.

16. Other Factors

Factor analysis is conducted on the elements/attribute variables that influence consumers' purchase decisions of high-end smartphones.

The hypothesis is furnished below -

HYPOTHESIS 1

H0: There is no significant effect of factors that are taken into consideration while purchasing high-end smartphones.

H1: There is a significant effect of factors that are taken into consideration while purchasing high-end smartphones.

Table 4.12: KMO & Barlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	3114.496
	df	246
	Sig.	.000

Source - SPSS treatment of Primary data

17. Analysis & Interpretation

KMO measure > 0.5 = 0.766 > 0.5, hence, reliable factors can be extracted from the variables.

H0: R = I, means that Correlation matrix = Identity Matrix

H1: R ≠ I, means that Correlation matrix ≠ Identity Matrix Sig = 0.000 < 0.05, Reject Null hypothesis.

Therefore, R ≠ I. Hence, correlation is present between variables, and factor analysis can now be carried out since all conditions are satisfied.

Table 4.13: Communalities

Communalities		
	Initial	**Extraction**
Pre-Purchase behavior	1.000	0.567
Interactivity	1.000	0.600
Advertisement design	1.000	0.610
Fulfillment/reliability	1.000	0.760
Security & Privacy	1.000	0.552
E-Trust	1.000	0.731
Aesthetic Appeal	1.000	0.775
Visual Appeal	1.000	0.870
Content & Usage	1.000	0.745
Functional benefits	1.000	0.730
Brand Familiarity	1.000	0.645
Customer Satisfaction	1.000	0.840
Personalization	1.000	0.813

Source: SPSS treatment of Primary data

Table 4.14: Total Variance

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.081	62.163	62.163	8.081	62.163	62.163
2	1.155	8.886	71.049	1.155	8.886	71.049
3	.896	6.895	77.945			
4	.648	4.986	82.930			
5	.402	3.093	86.023			
6	.380	2.926	88.949			
7	.329	2.532	91.480			
8	.275	2.117	93.597			
9	.218	1.674	95.271			
10	.211	1.622	96.893			
11	.185	1.425	98.318			
12	.134	1.032	99.350			
13	.084	.650	100.000			

Source: SPSS treatment of Primary data

- The percentage of total variation explained by factor 1 is 62.163% and by factor 2 is 8.886%.
- Total variation explained by both factors together =71.049%

The model explains 71 percent of the variation, indicating that it is both fit and significant.

Table 4.15: Rotated Component Matrix

Rotated Component Matrix[a]		
	Component	
	1	2
Visual Appeal	.904	
Customer Satisfaction	.862	
Personalization	.844	
Aesthetic Appeal	.824	
Fulfillment / Reliability	.816	
Usage	.802	
E-Trust	.799	
Functional Benefits	.677	.521
Brand Familiarity	.552	.552
Pre Purchase Behavior		.828
Security		.733
Advertisement design		.643
Interactivity	.513	.580

Source: SPSS treatment of Primary data

Cut-off point is 0.7

The factors are further divided into two groups, as seen in the table.

Therefore, factor 1

- Visual Appeal
- Customer Satisfaction
- Personalization
- Aesthetic Appeal
- Fulfillment / Reliability
- Usage
- E - Trust

Therefore, factor 2

- Pre-Purchase behavior

- Security

Naming the factors sensibly:

Factor 1 – Product & Ad based factor

Factor 2 – Customer-based factors

The above factors are the most important nine product, customer, and advertisement-focused factors that influence the purchase decision of high-end smartphones as the cut-off taken is 0.7 and above points.

HYPOTHESIS 2

H0: There is no significant difference in mean scores for Ad Personalization in influencing the purchase decision of millennials across various income groups.

$\mu 1 = \mu 2 = \mu 3 = \mu 4$

H1: There is a significant difference in mean scores for Ad Personalization in influencing the purchase decision of millennials across various income groups.

$\mu 1 \neq \mu 2 \neq \mu 3 \neq \mu 4$

The following ANOVA table was formalized to compare means across income groups using One-way ANOVA:

Table 4.16: Anova for Ad personalization across various income groups (Millennial)

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Ad Personaliz-ation	*Between Groups*	.328	2	.109	.186	.806
	Within Groups	120.246	244	.587		
	Total	120.573	246			

Source: SPSS treatment of Primary data

Taking the level of significance, α = 0.05. Since the significance = 0.806 > α, so we accept the null hypothesis. Hence, sufficient evidence is present to conclude that there is no significant difference in mean scores for Ad Personalization (millennial) in influencing the Purchase Decision of high-end smartphones across various Income groups.

HYPOTHESIS 3

H0: There is no significant difference in mean scores for Ad Personalization in influencing the Purchase Decision of generation Z across various income groups.

$\mu1 = \mu2 = \mu3 = \mu4$

H1: There is a significant difference in mean scores for Ad Personalization in influencing the purchase decision of generation Z across various income groups.

$\mu1 \neq \mu2 \neq \mu3 \neq \mu4$

The following ANOVA table was formalized to compare means across income groups using One-way ANOVA:

Table 4.17: Anova for Ad personalization across various income groups (Gen Z)

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Ad Personaliz-ation	*Between Groups*	1.807	3	.602	1.004	.392
	Within Groups	122.966	243	.600		
	Total	124.773	246			

Source: SPSS treatment of Primary data

Taking the level of significance, α = 0.05. Since the significance = 0.392 > α, so we accept the null hypothesis. Hence, sufficient evidence is present to conclude that there is no significant difference in mean scores for Ad Personalization (Gen Z) in

influencing the Purchase Decision of high-end smartphones across various income groups.

AIDA Factors

HYPOTHESIS 4

H0: There is no significant difference in mean scores for advertising awareness in influencing the purchase decision of high-end smartphones across various age groups.

$\mu 1 = \mu 2 = \mu 3 = \mu 4$

H1: There is a significant difference in mean scores for advertising awareness in influencing the purchase decision of high-end smartphones across various age groups.

$\mu 1 \neq \mu 2 \neq \mu 3 \neq \mu 4$

The following ANOVA table was formalized to compare means across age groups using One- way ANOVA:

Table 4.18: Anova for Ad awareness across various age groups

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Advertising Awareness	*Between Groups*	7.711	7	3.855	6.114	.003
	Within Groups	129.890	239	.631		
	Total	137.600	246			

Source: SPSS treatment of Primary data

Taking the level of significance, α =0.05. Since the significance=0.003<α, so we reject the null hypothesis. Hence, sufficient evidence is present to conclude that there is a significant difference in mean scores for advertising awareness in influencing

the purchase decision of high-end smartphones across various age groups.

HYPOTHESIS 5

H0: There is no significant difference in mean scores for advertising design in influencing the purchase decision of high-end smartphones across various income groups.

$\mu1 = \mu2 = \mu3 = \mu4$

H1: There is a significant difference in mean scores for advertising design in influencing the purchase decision of high-end smartphones across various income groups.

$\mu1 \neq \mu2 \neq \mu3 \neq \mu4$

The following ANOVA table was formalized to compare means across income groups using One-way ANOVA:

Table 4.19: Anova for Ad design across various income groups

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Advertising Design	*Between Groups*	7.643	2	3.822	5.195	.06
	Within Groups	151.555	244	.736		
	Total	159.198	246			

Source: SPSS treatment of Primary data

Taking the level of significance, $\alpha = 0.05$.

Since the significance = 0.06 > α, so we accept the null hypothesis. Hence, sufficient evidence is present to conclude that there is no significant difference in mean scores for advertising design in influencing the purchase decision of high-end smartphones across various income groups.

HYPOTHESIS 6

H0: There is no significant difference in mean scores for aesthetic appeal in influencing the purchase decision of high-end smartphones across various income groups.

$\mu1 = \mu2 = \mu3 = \mu4$

H1: There is a significant difference in mean scores for aesthetic appeal in influencing the purchase decision of high-end smartphones across various income groups.

$\mu1 \neq \mu2 \neq \mu3 \neq \mu4$

The following ANOVA table was formalized to compare means across income groups using One-way ANOVA:

Table 4.20: Anova for Aesthetic Appeal across various income groups

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Aesthetic Appeal	*Between Groups*	3.803	2	1.901	2.801	0.63
	Within Groups	139.855	244	.679		
	Total	143.658	246			

Source: SPSS treatment of Primary data

Taking the level of significance, $\alpha = 0.63$. Since the significance = $0.63 > \alpha$, so we accept the null hypothesis. Hence, sufficient evidence is present to conclude that there is no significant difference in mean scores for aesthetic appeal in influencing the purchase decision of high-end smartphones across various income groups.

HYPOTHESIS 7

H0: There is no significant difference in mean scores for customer satisfaction in influencing the purchase decision of high-end smartphones across various age groups.

$\mu 1 = \mu 2 = \mu 3 = \mu 4$

H1: There is a significant difference in mean scores for customer satisfaction in influencing the purchase decision of high-end smartphones across various age groups.

$\mu 1 \neq \mu 2 \neq \mu 3 \neq \mu 4$

The following ANOVA table was formalized to compare means across age groups using One-way ANOVA:

Table 4.21: Anova for Customer Satisfaction across various age groups

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Customer Satisfaction	*Between Groups*	4.877	3	1.626	2.078	.104
	Within Groups	160.412	243	.782		
	Total	165.290	246			

Source: SPSS treatment of Primary data

Taking the level of significance, $\alpha = 0.05$. Since the significance = $0.104 > \alpha$, so we accept the null hypothesis. Hence, sufficient evidence is present to conclude that there is no significant difference in mean scores for customer satisfaction in influencing the purchase decision of high-end smartphones across various age groups.

HYPOTHESIS 8

H0: There is no significant difference in mean scores for brand credibility in influencing the purchase decision of high-end smartphones across various age groups.

$\mu 1 = \mu 2 = \mu 3 = \mu 4$

H1: There is a significant difference in mean scores for brand credibility in influencing the purchase decision of high-end smartphones across various age groups.

$\mu 1 \neq \mu 2 \neq \mu 3 \neq \mu 4$

The following ANOVA table was formalized to compare means across age groups using One-way ANOVA:

Table 4.22: Anova for Brand credibility across various age groups

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Advertising Awareness	*Between Groups*	4.877	3	1.626	2.078	.104
	Within Groups	160.412	243	.782		
	Total	165.290	246			

Source: SPSS treatment of Primary data

Taking the level of significance, $\alpha = 0.05$. Since the significance = $0.104 > \alpha$, so we accept the null hypothesis. Hence, sufficient evidence is present to conclude that there is no significant difference in mean scores for brand credibility in influencing the purchase decision of high-end smartphones across various age groups.

Personality Factors

HYPOTHESIS 9

H0: There is no significant difference in mean scores for innovators (favor upscale, niche products and services) in influencing the

purchase decision of high-end smartphones across various age groups.

$\mu1 = \mu2 = \mu3 = \mu4$

H1: There is a significant difference in mean scores for innovators (favor upscale, niche products and services) in influencing the purchase decision of high-end smartphones across various age groups.

$\mu1 \neq \mu2 \neq \mu3 \neq \mu4$

The following ANOVA table was formalized to compare means across age groups using One- way ANOVA:

Table 4.23: Anova for Innovators across various age groups

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Innovators	*Between Groups*	7.711	2	3.855	6.114	.003
	Within Groups	129.890	206	.631		
	Total	137.600	208			

Source: SPSS treatment of Primary data

Taking the level of significance, α =0.05. Since the significance=0.003<α, so we reject the null hypothesis. Hence, sufficient evidence is present to conclude that there is a significant difference in mean scores for Innovators (favor upscale, niche products and services)in influencing the purchase decision of high-end smartphones across various age groups.

Findings

From the factor analysis results, the attributes are further divided into two groups:

Therefore, factor 1

- Visual Appeal
- Customer Satisfaction
- Personalization
- Aesthetic Appeal
- Fulfillment / Reliability
- Usage
- E - Trust

Therefore, factor 2

- Pre-Purchase behavior
- Security

The above factors are the most important product, customer, and advertisement-focused factors that influence the purchase decision of high-end smartphones as the cut-off taken is 0.7 and above points.

Other findings are as follows -

- Almost 90% of the innovators are boasted by Gen Z, which shows their preference in terms of niche products and services, whilst the millennial population is actually reflected as hardcore believers, achievers & survivors. This means that the millennial population is conservative and brand loyal, favoring prestige products and services.

- The month-on-month usage of the millennial and Gen Z would help the brands to target the customers accordingly. This means that about 69% of the millennial population is viewing advertisements with regard to high-end smartphones, which makes them active consumers, as opposed to gen Z.

- The male population dominates the research with 55.69% of the respondents and female respondents with 44.31% of the population at 109 respectively, out of the total population of 246. The highest amount of male respondents are from the category of age group 25-40, with monthly household income ranging

between Rs 70,000 to Rs 1,00,000. The highest amount of female respondents are from the category of age group 25-40, with monthly household income ranging less than Rs 25,000.

- 127 respondents have reported using Netflix as the majorly used video streaming platform. That means about 51.22 % of the respondents prefer Netflix as the preference over others. Only five have responded to have preferred other platforms apart from the already existing ones.

- Out of the total population of 246, everyday users constitute about 159, which is 64.63% of the total respondent strength. Only 13 people, that is, 5.28% of the population, have a visit rate of 1 or less in a month, hence rendered passive users.

- Out of the total respondent size of 246, smartphone users constitute the highest at 132, being 53.65% of the population. PC users are only 13.41% of the population size, making them the least users, so it is important that the brands should tweak accordingly.

- Samsung has the highest amount of advertisements, with almost 56% of the population having seen its advertisements. Vivo & Oppo are reported to have the least advertisements on the OTT platforms as compared to other major competitive players.

- Out of the respondent size of 246, about 171 respondents favor upscale, niche products and services, that is the innovators. Believers are said to be the lowest, with only 4.9% of the population being conservative and loyal in terms of their purchase decisions.

- With a mean score of 3.77, User Experience has the highest driving factor, pushing the customers to make one particular purchase decision. It is closely followed by renowned influencers and information, with mean scores of 3.76 & 3.75, respectively. The least mean score belongs to **Promotions,** with a mean score of 3.42, as the least driving factor behind customer buying decisions.

- Respondents give emphasis to functional benefits for purchase decisions with a mean score of 4.31. It is closely followed by Pre-Purchase behaviour and interactivity, with mean scores of 4.22 & 4.21, which impact the respondents the most. Content and usage are the least impacting, with a mean score of 3.06.

Recommendations

- Going by the nature of income, the highest amount of respondents are millennials, that too within the income range of Rs 25,000 to 1,00,000. Also, the brands should focus on the population of 8.9%, who are in the more than 1,00,000 category.

- Going by the nature of personality types, the brands should focus on innovators because they favor niche products and services. Also, it is identified that the maximum population of innovators belongs to Gen Z, so the customized ads when targeted towards this population with respect to high-end smartphones.

- Since the male and female population studied as part of the research tells us about the reach of the OTT platforms among people earning between Rs 25,000 to 1,00,000. So, the brands should personalize their approach towards this category as high-end smartphone advertisements require visibility and awareness to be spread across the income category of more than Rs 12,00,000 per annum in order to

create substantial chances of TOMA within the target base of millennials.

- It was found that the Gen Z population in this income category will be substantially lower than that of millennials, so brands need to come up with smart, social and full of impact ads in order to target the millennial population extensively.

- Well, as per the study, Netflix, as an OTT platform, holds more than 50% of the respondent base. Brands need to come up with creative ads which focus on elements like functional benefits, personalization, emotional value, aesthetic appeal and renowned influencers to target the young millennial & Gen Z population.

- About 70% of the respondents prefer upscale, niche products and services. So, brands need to partner with OTT platforms in devising strategies to personalize advertisements of various high-end products and services. At the same point of time, brands need to catalog advertisements basis focus on User Experience, followed by E-trust, Security (because it's online), Pre-Purchase behavior and Information.

- It should also be noted that almost 76.4% of the respondents want to take control of the advertisements that they prefer to watch. Also, 194 respondents out of the total of 246 prefer OTT as a more valued marketing channel than the traditional ones.

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