

The Factors that Affect Brand Loyalty of Paid Subscribers of Content-Based Platforms

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Abstract

Subscription based content business are business who charge a fee monthly for access to their online content rather than make consumers buy those content. In this current market this type of business providing entertainment content is increasingly popular and many companies have started adopting this model. The most important factor in this type of business is brand loyalty as a business has to be able to garner loyal customer to survive. This study focuses on finding the relationship of brand loyalty to the factor such as brand image, customer relationship ,product mix ,promotions, price and brand satisfaction of paid subscribers India.

Keywords: brand-loyalty, promotion, product-mix, customer-relationship, price , brand-satisfaction.

1) Introduction

There has been change in the business where content could be only accessed through the television , radio and cinema halls. With rapid development in communication technology and data speeds most of this contents can now be accessed in real time instead of waiting to go to the movie hall or go to rent a physical copy. (Kumari, 2020) Now in the current era the digital media has surpassed filmed entertainment placing as the third largest segment in M&E industry in 2019 ,India entertainment industry is estimated to be at 18.2 trillion industry.

With these changes in the market this content-based business has propelled the online content business. With a new breed of service coming out with a monthly fee to access and use the content at any point of time of the subscription. With these businesses which depends on customer to constantly subscribe for it to successful and create and curate more content. (Ibef, 2020) there are currently 29 million users of a content-based subscription-based services which jumped by 30% compared to the year 2019. This is a massive growth seen and has been due to the Covid-19 pandemic causing many people to stay at home and avail these subscription service. Since this growth might be temporary many companies would wonder how to retain the 7 million users gained through the lockdown. What factors will affect the brand loyalty of the consumers so the company can work on those factors and focus on retaining the customer after the pandemic affects have reduced. (Ibef, 2020) The two major players currently in the market for this content based business are Netflix and Amazon prime with some new entry into the market such as Disney who is owns Hot star and has merged there services together.

1.1) Research Objectives

1. To identify the most influential factor that effect the paid subscriber's loyalty in a content-based service.
2. To evaluate and also rank the factors that affect brand loyalty of a subscription-based business.
3. To find the most preferred content-based subscription business.

1.2) Research Question

1. What are the factors that effect the brand loyalty of content-based subscription business in India?
2. Which is the most influential factor that effects brand loyalty?
3. Which factors by rank effect brand loyalty?

2) Literature reviews

2.1) Brand image

(Kressmann, Sirgy, & Herrmann, 2006) In this paper they have created a model to correlate the relationship of direct and indirect effect of self-image on brand loyalty. This paper formulated the importance of self-image on the functional image and suggested that this improves brand loyalty and has effect on managerial role. (Fatma, Khan, & Rahman, 2016) This paper further correlated the effect of corporate ability and corporate social responsibility on brand loyalty. This paper suggests that these two mentioned factors affect the brand identification which in return boost brand loyalty within a company. (Lin & Chang, 2013) This paper discussed the brand loyalty of adolescent's buyer of mobile phones with and how they effect by the factors such a perception and image of the brand and this paper employed a model where the two factors mentioned were tested in relation to brand loyalty. (Punniyamoorthy & Raj, 2007) This study formulated an empirical model using factors such as trust, perceived value, customer satisfaction and commitment to calculate a score of the multi-dimensional construct of brand loyalty in an Indian audience who read English papers. (Khraim H. S., 2011) This article suggests that out of the seven factors of brand loyalty that brand name had the greatest effect on brand loyalty and other factors showed a positive relationship in the brand loyalty of female cosmetic buyers in UAE (Matthews, Son, & Wat, 2014) This study outlines a method to relate the factors of brand equity and awareness to brand loyalty and through these they have suggested brand awareness always doesn't lead to the increase in brand emotion and loyalty

2.2) Product mix

(Siu & Chang, 2018) This study conducted an empirical test which showed the factors that effected brand loyalty in Fast fashion brand. It suggested that different factors of brand equity affect brand loyalty of different brands and changed a student's perception. (Mise, Nair, Odera, & Ogutu, 2013) This study has sought to show the factors that affect brand loyalty of soft drinks India and Kenya, this study has suggested that the most important factor is brand quality and presence of peer in India and parents in Kenya affected the brand loyalty. (Aziz, 2016) This paper sets to show the effect change in technology it can affect in brand loyalty as customer feel anxiety due to the technology change. This study suggests that with a reduction in brand service there is a reduction in technological anxiety and hence leads to a positive increase in brand loyalty.

2.3) Customer Relationship

(Kam, So, King, Sparks, & Wang, 2014) This article sets out to empirically calculate the relationship between customer engagement and brand loyalty. This article suggests that in the service sector that the customer engagement outside of the service touchpoint increases development of brand loyalty with the consumer. (Chen, Peng, & Hung, 2015) The paper tests out to find what do various stimuli affect the loyalty of a luxury restaurant and how it affects the expectations as well. This paper suggests that emotion and expectations play a major role in maintaining loyalty and customer relationship is key. (Han, Nguyen, Song, Chua, & Lee, 2018) In this paper they have hypothesised that there is a relationship of brand loyalty with brand satisfaction and customer relationship which act to build up brand loyalty of a company and have suggested that this can help improve understanding of purchase behaviour. (Hochgraeve, Faulk, & Vierege, 2011) In this paper it suggests that both high involvement and high brand loyalty is needed in consumers who visit a luxury hotel. This paper also discusses some strategy to improve both involvement and brand loyalty.

2.4) Promotions

(Murray & Kline, 2015) This article suggests a model to empirically test brand loyalty development using the social learning and cognitive development theories under socialisation. To suggest that age, exposure to media and socialisation among community leads to the development of brand loyalty. (Chung & Park, 2015) This study is focused on portraying the relationship of brand personality and brand identification with brand loyalty when concerned while buying a mobile phone of varying brands this has led to a suggestion that these factors lead to

positive increase in brand loyalty.(Ismail, 2017)This research paper focuses on the impact that social media marketing has with brand loyalty, with the study they have suggested that social media marketing is a platform which bring growth in brand loyalty and also helps create an image for brand loyalty.(Sharma, 2015)This research paper works to prove empirically the impact a celebrity endorsement has on brand loyalty and how celebrities can impact a new customer. This study suggests that celebrities have no impact on brand loyalty in the luxury market, while it has a positive effect in non-luxury brands.(Shobri, Wahab, Ahmad, & Ain, 2012)This paper focuses on fast food chain and compares factors of family, advertisements and colleagues to deduce their effect on consumption and brand loyalty. This study suggest that advertisements played a major role out of the three to increase brand loyalty.

2.5) Price

(Aydin & Özer, 2006)This study sets out to prove the relationship of customer cost switching and brand loyalty and has created models and used methods to empirically prove that this relationship does exist for mobile network subscribers.(Jensen & Hansen , 2006) This paper measures the relationship of relative attitude and repeat purchase and cost on the brand loyalty and measure the behaviour linked with and create a model to empirically test it and showcase it affect in different scenarios.(Atulkar, 2020) In this study it proves through empirical methods and model that brand loyalty is in direct relationship with emotional attachment and suggests that high income groups are highly brand conscious compare to other income groups.

2.6) Brand satisfaction

(Maheshwari, Lodorfos, & Jacobsen, 2014) This article focuses on finding and testing how brand commitment affects the relationship between brand experience and brand loyalty. By varying the brand commitment in different scenarios, the article suggested that brand commitment doesn't influence brand loyalty and experience.(Yee & Mansori , 2016)This study overviews the effect of various factor that effect brand loyalty in the field of cosmetic product. This study suggests that brand loyalty is affected by two major factors, consumer satisfaction and perceived quality which show a positive result in consumers.(Pourdehghan, 2015) This article studies the effect of marketing mix on brand loyalty. This study suggests that marketing mix factors have a positive effect on brand loyalty, also even meditating factors trust and satisfaction hold positive effect on brand loyalty in mobile phone market.(Lin & Lin, 2008)This study overviews the brand loyalty affecting the fans of professional sports teams and critically reviews the current pieces available in in the current times and has suggest that more research is needed in this topic.

3) Methodology

3.1) Type of Research

This will be a research based on the collection of quantitative data research and also from a explorative research to conclude and explore the relationship between the six factors and brand loyalty the cross-section of the population who use content-based services. This will help understand the factors that affect brand loyalty of a content based subscription platform.

3.2) Type of Research design

Due to the need for targeting a specific demographic and the use of survey which is in English to get the responses from content based service user in India will be employed. So, a cross-sectional design will be selected to take a cross section of the Indian population and get its views from a specific population. This information we can then be used to understand the specific demographic and come up with a conclusion to support the motioned hypothesis. We will use questionnaire and wait for responses within a time frame of 3 weeks.

3.3) Research Hypothesis

H1: Brand image has a positive effect on brand loyalty

H2: Brand promotion has a positive effect on brand loyalty

- H3: Pricing has a positive effect on brand loyalty
 H4: Brand satisfaction has positive effect on brand loyalty
 H5: Customer relationship has a positive effect on brand loyalty
 H6: Number of products has a positive effect on brand loyalty

3.4) Study of population

My area is the country of India which is the second highest in the world population which is distributed across 3.28 kilometer of geographical area. According to the census done in 2011 by the government of India the highest populated state of India is the state of U.P and least being Sikkim. The total population of India according to the Census in 2011 is 1,210,193,422 which accounts for 17.7 % of the world's population. The sex ratio was for every 1000 male there were 943 females in India and 65% of the Indian population is below 35.

3.5) Sample

According to (Ibaf, 2020) the currently the content-based market currently consists of more 29,000,000 users in India as of the month of July during this pandemic the user are mostly concentrate in Metro Tier 1 and Tier 2+ cities.

Due to the massive customer base and time constraint it is impossible to get the views of individual user. To save time, cost and also due the impracticality a view of random sample will be taken without replacement.

-Sample size

Total population-29,000,000

Margin of error- 6%

Confidence level-95%

Population percentage-50%

Sample-267

So, the required size of the random sample with the consideration that the margin of error is kept at six percent and the confidence level is at 95 percent and also keeping the population percentage at 50 % we get the sample size of 267 people this sample will be achieve after sending the response of around 600 , we got in the time of 3 weeks 288 responses back which was filtered down to 267 usable responses.

-Sample unit

The sample should be a resident of India who is subscribed to one or more content-based service in India. He/she should be above the age of 18 as that is the legal age when one can use all the features of content-based services in India. Due to the time constraint the information of the sample should be collected under the time of two month from the various samples.

3.5) Variable

1)Control Variable

The control variable will be that the sample will have to be the paid subscriber content-based platform and should be 18 and above as most user around this age can independently. They must reside in India while using the service.

2)Dependent Variable

-Brand loyalty

The Independent variable will be brand loyalty towards the brand this will be affect by the six-independent variable.

3)Independent Variable**-Brand image**

(Yee & Mansori , 2016) this research suggest that brand image has a positive effect on brand loyalty, so it had to be tested.

-Customer Relationship

(Han, Nguyen, Song, Chua, & Lee, 2018) This research has shown customer relationship affects brand loyalty.

-Price

Due to a gap in research I realized there was need to link the price to the brand loyaltyas many as no research had been done to show wither or not it had a positive relationship.

-Promotion

(Shobri, Wahab, Ahmad, & Ain, 2012) this paper suggested that promotions affected brand loyalty.

-Brand satisfaction

(Pourdehghan, 2015) This article suggest that brand satisfaction holds a positive effect on brand loyalty.

-Number of products used

There was lack of research done to link this important factor if it effects brand loyalty or not.

3.6) Scales

Two scales have been used in my research paper ordinal scale was used to take the attitude measurements to test how each factor effects their attitude from a scale of 1 to 5. Rest of the scales that were used in this paper where nominal scales to gather general information and also to see the user preference in the brand that they would like to use.

3.7) Instruments Used

The instrument that has been used is questionnaire due to the vast size of the sample and also the cost linked into gathering information would have been a massive ordeal, so a questionnaire has been used. Also, the questionnaire was self-administered and the channel it was used to transfer was through social media channel which were Instagram and WhatsApp.

The questionnaire was split into section too make it easier for the user to understand the Section A consisted of demographic variables which was name, age and occupation. Section B consisted the user habits and likes towards the brand the question was asked how brands where they subscribed to, the amount spend on those subscription, loyalty towards the brand and what one factor was the most important for the user to stay loyal to the brand.

Section C focuses on the independent variable, which was the Brand image, customer relationship, Price, Promotion, Brand satisfaction and the number of shows available.

Section A to B consisted of simple question with options to them. While for section C to understand the users' preference of these independent variable ordinal scale from 1 to 5 were used where it showed no effect when it got an average score of three and below three would show a negative value and above three would be seen as positive. Since this variable are in ordinal, we can further see which other variable in rank show a positive variable and if they are linked.

3.8) Tools to be used

Descriptive analysis will be used to rank and collate the various answers and rank the various reading to find an average level and make a decision on to rank the features and see the features. Also, to come up with

the standard deviation and correlate the values towards the loyalty and which factors lead to find the value. Furthermore, regression analysis will be conducted to check the viability and their relationship.

4)Results

Demographic respondent

	Frequency	Percentage
Gender		
Male	139	52.1
Female	128	47.9
Age		
15-17	11	4.1
18-24	230	86.1
25-35	21	7.9
35 and above	5	1.9
Number of subscriptions		
1	89	33.8
2	118	44.2
3	41	15.4
4 or more	19	7.1
Occupation status		
Student	206	77.2
Business owner	18	6.7
Unemployed	30	11.2
Employed	12	4.5
retired	1	.4
Monthly spend		
Below 200	24	9
200-300	13	4.9
301-400	17	6.4
401-500	109	40.8
501-600	41	15.4
601-700	33	12.4
More than 700	30	11.2
Loyalty		
Yes	247	92.5
No	20	7.5
Brand of choice		
Netflix	151	56.6
Spotify	32	12
Hot star Disney +	21	7.9
Amazon Prime	29	10.9
PSN live	18	6.7
Apple music	11	4.1
Discovery+	1	.4
Crunchy roll	4	1.5
Factor that effects brand loyalty		
Brand image	17	6.4
Customer relationship	8	3
Price	43	16.1
Promotion	14	5.2
Brand satisfaction	83	31.1
Product mix	102	38.2

In this information gather we can deduce that my sample size has a close percentage of female and male respondent and there is a difference of just 11 respondents. As we look at the age group there is a majority of respondent are around the age of 18-24 at 86.1% percent followed by 24-35 years old at 21% than 11 percent for 17 and below and finally 1.9% who are 35 and above from this we can deduce that the user of this platforms of my sample sizes in majority are consistent of young adults. Furthermore, the occupations of the respondent are 77.2% who are students, 11.2% unemployed, 6.7% are business owner, 4.6% employed and finally .4% who is retired. From these we can infer that majority of my sample size demographic are currently students .Furthermore if you look the monthly spend the majority of them spend 401-500 as the majority is 40.8% percent, followed by 15.4% of the user spend 501-600 ,601-700 was spend by 12.4% of the user, more than 700 was spend by 11.4% ,301-400 was spend by 6.4 % of the user, below 200 was spend by 9% of the user and the least user opting to pay at 200-300 was recorded and selected by 4.9% of the users.

Moreover, talking about the if they were loyal to the brand and stay subscribed were 92.5 percent of the respondent were loyal to the brand while 7.5 % weren't loyal to their brand and had left the subscription. Talking brand of choice of most user was Netflix selected by 56.6 percent of the respondents followed by Spotify at 12% of the respondent. Then came Amazon prime at 7.9% 10.9 of the respondent, Hot star Disney+ was selected 7.9% of the respondent, PSN was selected by 6.7 % of the user base, while 4.1 percent chose Apple music, 1.5% opted for crunchy roll and finally .4 % choose discovery+. Finally, one more question was asked to the demographic on with factor they think effected brand loyalty the most the two most prominent factors were product mix at 32.5 percent, followed by brand satisfaction which was selected by 31.1 %. The other factors are price which was selected by 16.1 % of the respondent, than brand image, which was selected by 6.4% percent of responded, 5.2 % choose promotion and finally customer relationship which was picked by 3% of the responded. From this we can deduce majority of the sample perceive brand satisfaction and product mix directly affect brand loyalty according to them.

Factors that influence brand loyalty	Frequency	Percentage	Median
Brand image			
1-Strongly disagree	2	.7	
2-disagree	8	3	
3-neutral	158	59.2	
4-agree	67	25.1	
5-Strongly agree	32	12	
			3
Customer Relationship			
1-Stongly disagree	5	1.9	
2-disagree	6	2.2	
3-neutral	157	58.8	
4-agreee	70	26.2	
5-Strongly agree	29	10.9	
			3
Price			
1-Stongly disagree	2	.7	
2-disagree	7	2.6	
3-neutral	115	43.1	
4-agreee	71	26.6	
5-Strongly agree	72	27	
			4
Promotion			
1-Stongly disagree	2	.7	
2-disagree	5	1.9	
3-neutral	138	51.7	
4-agreee	73	27.3	
5-Strongly agree	49	18.4	
Median			3
Brand satisfaction			

1-Strongly disagree			
2-disagree			
3-neutral	63	23.6	
4-agree	65	24.3	
5-Strongly agree	130	52.1	
			5
Product mix			
1-Strongly disagree	2	.7	
2-disagree	3	1.1	
3-neutral	34	12.7	
4-agree	64	24	
5-Strongly agree	164	61.4	
			5

5) Analysis and interpretation

(Subedi, 2016) This study has stated that Likert data can be analysed by using median and mode to come up with a final rank for the responses. In this interpretation we will discuss the information gathered and try to analyse the data using median and mode. Also interpret our hypothesis whether the factor has a positive or has not affect

In the table is the respondent responses on the factors effecting brand loyalty or not. The first factor was brand image which neutral was the choice of most the respondent having 158(59.2%) followed by agree at 67(25.1%), 32(12%) strongly agree, 8(3%) disagree and 2(1%) for strongly disagree. From this we can interpret that the most selected value is neutral and also if we check the median it shows as neutral since this was ordinal scale median would be more preferable than mean. So hence we can deduce for brand image has a value 3 neutral which shows that it has little impact they neither have a positive or negative effect on brand loyalty. But if you closely analyse the data you can see greater majority of the score are above 3 so we can assume that it will have a higher rank than some other variable which have a rank of three as it has 25.1 and 12 percent of the demographic who gave this factor agree and strongly agree respectively.

Next variable that variable would be customer relationship with a median value of 3 which would give a neutral value showing that it neither had a positive or negative effect towards brand loyalty. The respondent picked these values 5(1.9) strongly disagree, 6(2.2) disagree, 157(58.8) neutral, 70(26.2) agree, 29(10.9) strongly disagree. If you further look into these value you can see that slight majority of the respondent have voted less for completely agree compared to brand image.

Price is the value that shows positive relationship towards brand loyalty with a median value of 4 indicating that respondent agreed that it played a role in affecting brand loyalty. While it second most picked response was neutral(3) but the greater majority was above neutral as 143 people responded above three.

Promotion has median value of 3 which leaves it at neutral showing that there is no affect to brand loyalty according to respondent. But if you compare it to the other neutral factors it has a higher positive value for agree and strongly disagree. The responses are as follows 2(.7) strongly disagree, 5(1.9) disagree, 138(51.7) neutral, 73(27.3) agree, 49(18.4) strongly disagree.

Brand satisfaction has a median value of 5 which shows a very positive effect it has towards brand loyalty as 130(52.1) of the respondents selected on strongly agree. This is the only variable which had no variable below 3.

Finally comes product mix which had median value of 5 (strongly agree) which had the most respondent pick strongly out of 6 factors which shows the sample thinks this has the most positive influence on brand loyalty according to the respondents.

6) Conclusion

So from the interpretation of the above mentioned we can conclude that the hypothesis H5, H6 and H3 which states that customer satisfaction, product mix and price these factors effect brand loyalty is proven and most the median value in this factor is greater than we states that this sample agrees that these factors effect brand loyalty positively in a content-based subscription business. While none of the factors show any factors H1, H2, H4 these hypothesis have been proved wrong as the median variable for this values have gotten a score of 3 stating that according to these sample these factors have no effect on brand loyalty making these hypothesis

a null hypothesis for this factors. In conclusion we can conclude that only product mix, brand satisfaction shows a positive effect towards brand loyalty and content based company should try to work on these factors to improve brand loyalty.

5.1) Limitations

One of the major limitations of this paper is the time frame that has been conducted and also at the current scenario due to the pandemic. Due to this factor the current scenario of brand loyalty might change once the effects of brand loyalty have changed. Also due to the time period taken there can't be a study to compare the changes in loyalty. Lastly there is no way to compare the difference of brand loyalty between non subscription based and subscription based business.

5.2) Recommendation

A study can be carried out where there is focus on two years and asking the question to the sample about the year 2019 and 2020 and see and compare these factors with each other. The study can be conducted in a longer time frame go get more responses and a than more accurate date. Finally the same sample could be interviewed for an specific company when the company release a promotion , new product or reduce cost to see the changes in real time.

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