



Impact of Embedded Advertising on OTT: Consumer Response in India

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Abstract:

The research topic explores the impact of embedded advertising on Over-The-Top (OTT) platforms in India. It focuses on how consumers perceive, recognize, and respond to this subtle and seemingly uninterrupted way of advertising. There is a growing shift from traditional media to subscription based digital platforms, which has made advertisers increase their reliance on embedded advertising for engagement without interruption of viewing experience. However, the consumer awareness and attitude towards this advertising which then adds to the actual effectiveness of embedded advertising is unclear, especially in the cultural context of India. To understand this gap, the study will adopt a mixed-method approach. There will be a mix of qualitative methods (in-depth interviews) to understand the consumer perception towards embedded advertising. Then a quantitative experimentation will help measure consumer response on parameters like content relevance, entertainment value, and ad irritation. The research primarily focuses on OTT users between the age of 18-28 years across varied demographics. The expected outcome from the study is a comprehensive understanding of how Indian consumers interpret and respond to embedded advertising. This will give insights for brands, advertisers, and even the OTT platforms to come up with culturally relevant and effective advertising strategies in the future. The study also aims to contribute to academic and practical knowledge of advertising integration within entertainment content.

Keywords:

Embedded advertising, OTT, consumer attitude, advertising strategies.