

## **Role Of Social Risks And Customer Trust In Shaping Purchase Intentions Through Digital Media Marketing In OTT Platforms**

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### **Abstract**

This study investigates the impact of Digital Media Marketing (DMM) on the purchase intentions of consumers in OTT environments, considering the mediating roles of customer trust and social risks. A descriptive research design was employed, with primary data collected through an online survey from 454 respondents, focusing on their viewing patterns, perceptions of digital marketing, and related variables. The findings indicate that digital marketing significantly influences product awareness and convenience, but the concerns over privacy and information security are hindering the full engagement of the customers. Customer trust emerged as a critical factor influencing purchase intentions, while social risks, such as societal pressures, were found to have a negative impact. Regression analysis estimated that customer trust and social risks mediate the influence existing between digital marketing and purchase intentions. The study suggests that OTT platforms should focus on enhancing trust-building measures, addressing privacy concerns, and creating culturally sensitive campaigns to reduce social risks, thereby fostering greater consumer engagement and driving purchase decisions.

**Keywords:** Digital Media Marketing, OTT platforms, Customer Trust, Social Risks, Purchase Intention, Customer Engagement, Privacy Concerns, Cultural Sensitivity.

### **Introduction**

The Over-The-Top (OTT) platforms' is currently having an explosive development and has changed consumer behaviour, which makes them central focus for digital media marketing plans. The distribution of the OTT platforms has changed the consumers' access to the entertainment, brand interaction, and buying behaviour. Because they offer hyper-targeted advertising and perfect connection with user experiences unlike those of traditional media, OTT platforms are a rewarding road for digital marketers. As businesses use these platforms more and more to engage with consumers, the factors deciding the effectiveness of such marketing initiatives have become very crucial. Among these factors, social dangers and customer confidence stand out as main mediators in influencing consumer impressions and purchasing decisions.

In this digital terrain, the actual interactions are few and reliance on online communication is great, customer trust is very crucial. Trust lowers perceived uncertainty and increases the trustworthiness of marketing communications, therefore influencing consumer behaviour (Gefen et al., 2003). Encouragement of trust guarantees that marketing initiatives appeal to the target audience in an environment when customers are progressively dubious of obtrusive or unnecessary ads (S. C. Chen & Dhillon, 2003). Trust on OTT platforms extends not only to the promoted businesses but also to the

platform itself, which acts as a middleman between customers and advertisers. Lack of trust could cause ad avoidance or poor brand impressions, so compromising the success of campaigns (Bhatnagar et al., 2000).

The consumer decision-making is highly influenced by the concern of bad evaluation from peers or the larger society for particular purchasing decisions. Studies indicated that, particularly in highly visible or socially sensitive situations, perceived social risks may discourage consumers from acting on marketing messages (Murray, 1991). The studies also shows that consumers are less likely to interact with or act upon marketing communications the more social risk they believe to exist (Taylor, 1974). Knowing how social hazards affect purchase intentions would enable marketers of OTT platforms better target their tactics to handle these issues.

The studies on digital media marketing are mounting, little is known about the interaction among trust, social dangers, and marketing efficacy on OTT platforms. Recent studies underline the potential of OTT as a special media that combines targeted advertising with personalised content distribution, therefore stressing the requirement of knowing these mediators (Kannan & Li, 2017). De Vries et al., 2017 also show Given the personal and on-demand character of the content of OTT platforms, the interaction between trust and social dangers becomes even more noticeable. Unlike social media channels where adverts could appear invasive, OTT lets you use more subdued and integrated marketing techniques such branded content or product placements. Still, the effectiveness of these approaches mostly depends on customers' belief in the brand and their view of related societal hazards. Important markers of consumer behaviour, purchase intentions are shaped by several elements including trust, perceived risk, and the relevance of marketing material. Because of their relevance and non-intrusiveness, studies indicate that customised ads on OTT platforms have a greater likelihood of influencing purchase intentions (Y. Chen & Barnes, 2007).

Recent studies promote the integration of behavioural science and technology in designing a marketing strategies, therefore bridging some past study gaps. AI-driven data can be used by companies to customise adverts to meet personal likes and foresee and lower societal risk issues (Lim et al., 2022). Furthermore enhancing consumer-brand interactions and building trust by ethical marketing strategies and open data use policies helps to increase marketing results (Palmatier et al., 2006). By focussing on the roles of customer trust, social hazards and digital media marketing dynamics, this article offers to a sophisticated knowledge of buy intention in OTT contexts. It provides useful advice for businesses aiming to maximise the influence of their marketing while addressing the specific challenges these platforms bring about.

## **Review of Literature**

Rising popularity of Over-The-Top (OTT) platforms as a media for digital marketing generates a lot of academic attention. Digital media marketing, stressing customised, individualised content delivery, has transformed OTT (Over-the-Top) advertising. OTT platforms enable advertisers to engage directly with customers, therefore creating a dynamic relationship between marketing strategies, customer confidence, and perceived risks (Tiago & Verissimo, 2014). Digital media marketing together with the immersive experience of video content circulation on OTT channels combines detail of targeted advertising with Characterised by their on-demand nature, OTT platforms provide marketers unique opportunities to personalise content and build tighter relationships with viewers. Social media marketing's significant impact on brand image and trust, which in turn impacts purchase intention, is positive.

Using analytics and machine learning in OTT (Over-The-Top) marketing has changed how businesses communicate with distinct customer groups. Companies might provide interactive ads, tailored content, and use social media to access bigger customers with these technologies. OTT systems employ big data to develop marketing campaigns that look tailored to particular interests, therefore involving clients more actively. This degree of customisation, meantime, might potentially lead to privacy concerns that can affect consumer confidence on various platforms (Kumar & Gupta, 2016). Trust greatly affects consumer behaviour with digital marketing. Since there is no personal interaction online, people rely on the integrity, openness, and reputation of a brand to have trust in their selections.

Consumers who trust a brand or platform are more likely to interact with content and make purchases (Gefen et al., 2003). In the OTT space, trust covers the platform conducting the advertising in addition to the brand under promotion. Platforms consequently have to be moral in their techniques of data harvesting and ad distribution. Trust is developed in part by user reviews, influencer sponsorships, and the overall platform credibility. Social media marketing also greatly helps build trust. By involving customers on social media, companies may reduce the perceived dangers of online buying and establish confidence, hence influencing purchasing decisions (Jamil et al., 2022). Simply defined, in the digital context trust is the glue binding together consumer, brand, and platform interactions.

Moreover, studies propose that trust can control the link between buying behaviour and apparent hazards (Pavlou & Fygenson, 2006). Fostering long-lasting relationships between consumers and brands depends mostly on trust, which also increases purchase intentions (Wang et al., 2022). Trust improves the efficacy of digital marketing techniques in developing consumer loyalty, which is closely related with buy intention (Naseem & Siddiqui, 2022). With adequate attention on the need of trust in e-commerce transactions, customer relationship management greatly moderates the link between digital marketing and online purchase intention (Yunus et al., 2022). In the context of OTT platforms, where ads are sometimes subtly included into content, consumer trust will define whether marketing initiatives produce positive brand impressions or ad cynicism. Social risks are the possible negative effects of online purchasing choices include loss of social approval, peer criticism, and reputation damage. OTT platforms generate a special atmosphere whereby adverts are very apparent to peer networks, so increasing social dangers. Social hazards relate to the possible negative opinions, customers' worry from peers or society about their decisions of purchase. In environments containing status-oriented or publicly visible items, this element is very important. Social risks might prevent consumer behaviour, especially in cases when the purchase choice corresponds with society expectations or standards (Taylor, 1974). Social hazards influence consumers' brand confidence and affect their readiness to interact with ads (Paul A. Pavlou, 2003).

Social risks are heightened in digital marketing since internet contacts are public. Customers could be reluctant to interact with commercials or businesses that seem to contradict their social image or be contentious (De Vries et al., 2017). Good digital content can increase consumer confidence and hence raise buy intentions (I Ilmi et al., 2024). Dealing with social risks in digital marketing means stressing social validation—that is, user assessments, endorsements, or linking marketing messaging with generally shared values. Trust, social hazards, and marketing success intersect in interesting ways. Trust has demonstrated to lower both functional and social perceived risks, so improving the likelihood of customer involvement (Palmatier et al., 2006). Further research show how important trust is in reducing perceived risks and raising buying inclinations in digital markets (Handoyo, 2024). Trust and social dangers are especially important in OTT settings, where marketing messages are sometimes absorbed subtly but could affect public behaviour. Transparency in advertising and tailored content are two strategies meant to increase customer confidence and help to reduce the influence of social issues on purchase intentions (Kannan & Li, 2017). Likewise, several research examined the relevance of trust in digital marketing settings and its role in lowering general perceived risks (Bhatnagar et al., 2000).

### **Objectives of the Study**

1. To identify the demographic profile of the respondents using the OTT platform to stream audio and video content.
2. To assess the perceptions of various factors associated with digital media marketing in the OTT environment.
3. To explore the relationship between social risk, customer trust and digital marketing factors with purchase intention.
4. To examine the influence of digital marketing on the purchase intention with customer trust as mediating variable.
5. To investigate the influence of digital marketing on the purchase intention with social risks as mediating variable.

## Methodology

A descriptive research design is adopted in this study aiming to provide exact portrayal of the customers' intension in the OTT environments. Both primary and secondary data are utilized to achieve the research objectives. Secondary data is gathered from various published sources such as books, journals, magazines, and internet platforms. Primary data is collected via an online survey using a structured questionnaire designed to cover multiple study dimensions.

To ensure content validity, the questionnaire was reviewed by a panel of experts, including two industry professionals and two marketing academics. After validation, a pilot test was conducted with 40 respondents, representing 10% of the sample size, to establish reliability. The Cronbach's alpha coefficient was determined to be 0.837, indicating high reliability. A full-scale survey was subsequently conducted using non-probability sampling techniques, specifically convenience and snowball sampling. Snowball sampling involved participants recruiting others, facilitating the collection of data from Indian customers through Google Forms over three months. An initial sample of 500 respondents was targeted via social media platforms like Facebook, LinkedIn and WhatsApp with further distribution encouraged among their networks.

The survey instrument consisted of three sections: demographic information, consumer viewing patterns of advertisements across media, and variables related to digital media marketing, Customer trust, Social risks and purchase intention. The variables were identified through an extensive review of the relevant literature. Questions for Demographic information, consumer viewing patterns of advertisements across media and variables related to Digital Media Marketing and purchase intention is utilized from the research paper authored by (Habib et al., 2022). Items of customer trust and Social risks were added by the researchers.

Researchers collected 454 responses, of which 422 were deemed suitable for analysis after eliminating 32 untrustworthy or insincere replies. The data was meticulously organized, tabulated, and analyzed using SPSS 22. To explore the relationships between digital media marketing, consumer engagement, brand image, and purchase intention of OTT platforms, the analysis employed descriptive statistics through SPSS 20 and structural equation modelling using IBM - AMOS 20.

## Analysis and Interpretation

The data provides a demographic overview of respondents, focusing on gender, age, and education levels. The total sample size consists of 462 participants, offering insights into their distribution across these categories.

**Table No. 1:** Percentage Analysis – Demographic Profile

		Frequency	Percent
Gender	Male	300	64.9
	Female	162	35.1
	Total	462	100.0
Age in years	Less than 20 Years	24	5.2
	21 - 25 Years	330	71.4
	26 - 30 Years	15	3.2
	31 - 35 Years	21	4.5
	Above 35 Years	72	15.6
	Total	462	100.0
Education	Less than graduate	6	1.3
	Graduate	78	16.9
	Postgraduate	330	71.4
	Professional qualification	48	10.4
	Total	462	100.0

Source: (Primary data)

- Gender Distribution
  - The majority of respondents are male, comprising 64.9% of the sample, while females account for 35.1%. This indicates a significant gender imbalance in the dataset, suggesting that the views and preferences represented may predominantly reflect male perspectives.
- Age Distribution
  - The age group of 21-25 years dominates the sample, accounting for 71.4% of respondents, followed by those aged above 35 years at 15.6%. The presence of a youthful demographic highlights that the findings may be more relevant to younger audiences, particularly those in early adulthood, who likely represent a digitally savvy cohort. The other age groups, including those under 20 years, 26-30 years, and 31-35 years, collectively make up a smaller fraction of the sample.
- Education Level
  - A significant majority of respondents are postgraduates, representing 71.4% of the total sample, indicating a highly educated group. Graduates constitute 16.9%, while those with professional qualifications make up 10.4%. Only a small proportion, 1.3%, have less than a graduate-level education. This educational profile suggests that the participants are well-equipped to engage with and evaluate digital media marketing, potentially offering informed perspectives.

The descriptive statistics highlight respondents' perceptions of digital marketing across various factors, including product awareness, convenience, information security, feedback, and customer brand relationships. The analysis is based on responses from 462 participants, with mean values and standard deviations providing insights into the central tendencies and variability of their opinions.

**Table No. 2:** Descriptive Statistics – Digital Marketing

Descriptive Statistics – Digital Marketing				
Factors	Variables	N	Mean	Std. Deviation
Product awareness	Digital marketing provides quality and updated information on OTT platforms.	462	3.5130	1.15916
	Product information can be accessed, and items can be purchased quickly.	462	3.7532	.99005
	Digital marketing media offers multiple opportunities to explore the latest product information.	462	3.7403	1.12825
Convenience	Constant 24×7 access to information on the Internet is available regardless of the day or time.	462	3.5649	1.17968
	Digital marketing serves as an effective medium for product communication and consumer education.	462	3.5909	1.04941
	Digital marketing platforms ensure quick and convenient services.	462	3.5909	1.06174
	Digital marketing platforms assist in the co-creation of product demand.	462	3.5519	1.06436
	Digital marketing channels provide opportunities to explore various OTT platforms.	462	3.7662	1.08105
Information security and personal privacy	Privacy and data-sharing compliance is simplified through digital marketing.	462	3.2597	1.14542
	Digital marketing platforms ensure privacy protection.	462	3.0195	1.17163

	Customized and secure information for consumers is enabled through digital marketing.	462	3.3506	1.06736
	Digital marketing facilitates product comparison.	462	3.7662	1.05052
Feedback and customer compliance	Digital marketing platforms effectively communicate in ways that resonate with customers.	462	3.4416	1.20728
	Digital marketing platforms are helpful in collecting product feedback and opinions.	462	3.5844	1.09248
	Digital marketing facilitates the generation of qualified leads.	462	3.4416	1.10011
	Innovative messaging and providing new perspectives to customers are achieved through digital marketing efforts.	462	3.6299	1.06381
	Digital marketing resolves product-related queries efficiently.	462	3.4416	1.15212
Customer brand relationship	Digital marketing aids in identifying suitable products when exploring OTT platforms.	462	3.4545	1.15271
	Digital marketing platforms contribute significantly to developing and maintaining better relationships between customers and brands.	462	3.5065	1.09572
	Digital marketing helps in searching right product while exploring the OTT platform.	462	3.5649	1.10565

Source: (Primary data)

- Product Awareness
  - Respondents view digital marketing as a valuable source of quality and updated information on OTT platforms, with a mean score of 3.51 and a relatively high standard deviation (1.16), indicating diverse opinions. The ability to access product information and make purchases quickly received a slightly higher mean (3.75), suggesting that respondents appreciate the efficiency digital marketing offers. Similarly, opportunities to explore the latest product information were rated positively (mean 3.74), highlighting its role in keeping consumers informed.
- Convenience
  - Digital marketing's role in providing constant, round-the-clock access to information was rated moderately (mean 3.56), with a high variability in responses (std. dev. 1.18), suggesting mixed sentiments. Effective communication and consumer education (mean 3.59) and quick service delivery (mean 3.59) were rated similarly, reflecting general satisfaction with its convenience. The ability to co-create product demand (mean 3.55) and explore various OTT platforms (mean 3.77) were also noted as important aspects, emphasizing digital marketing's dynamic and interactive nature.
- Information Security and Personal Privacy
  - Privacy and data-sharing compliance (mean 3.26) and privacy protection (mean 3.02) received relatively lower ratings, indicating concerns regarding personal security. However, the provision of customized and secure information (mean 3.35) and assistance in product comparison (mean 3.77) were viewed more favorably, showing that while privacy concerns persist, digital marketing offers tangible benefits.
- Feedback and Customer Compliance

- Digital marketing's ability to resonate with customers (mean 3.44) and collect product feedback (mean 3.58) highlights its effectiveness in engaging consumers. Facilitating the generation of qualified leads (mean 3.44) and providing innovative messaging (mean 3.63) reflect its strategic value in fostering customer interactions. The resolution of product-related queries (mean 3.44) was also noted as a critical advantage.
- Customer-Brand Relationship
  - Respondents acknowledged digital marketing's role in identifying suitable products (mean 3.45) and contributing to better relationships between customers and brands (mean 3.50). Searching for the right product on OTT platforms (mean 3.56) was also appreciated, signifying its influence on customer-brand dynamics and decision-making.

The descriptive statistics analyze respondents' perceptions of social risks associated with digital media marketing on OTT platforms. These factors explore concerns about societal expectations, peer judgment, and trust in digital marketing's influence on purchasing decisions.

**Table No. 3:** Descriptive Statistics – Social Risks

Descriptive Statistics - Social Risks			
	N	Mean	Std. Deviation
Purchasing products advertised through digital media creates concerns about how others might perceive the purchase.	462	2.4805	1.27152
Recommendations from digital media marketing on OTT platforms might not align with societal expectations.	462	2.5519	1.22895
Fear of criticism from friends or family influences decisions to purchase products promoted via OTT digital marketing.	462	3.0779	1.11507
The visibility of purchases made through digital marketing platforms on OTT channels can lead to negative judgment by peers.	462	2.9416	1.14219
Concerns about social approval impact trust in digital media marketing for purchase decisions.	462	3.1753	1.18633

Source: (Primary data)

Respondents expressed moderate to low concerns about how purchases through digital media marketing might be perceived by others, with the mean score for this factor being 2.48 (std. dev. 1.27). This indicates that while some participants might feel self-conscious about their purchases, the majority do not consider it a significant issue.

Recommendations from digital media marketing were viewed as slightly misaligned with societal expectations (mean 2.55, std. dev. 1.23), suggesting that while digital marketing efforts are impactful, there is room for greater cultural sensitivity and relevance.

Fear of criticism from friends or family received a higher mean score (3.07, std. dev. 1.11), highlighting that social influences play a notable role in shaping consumer behavior. This underscores the need for digital marketers to address these apprehensions through trust-building measures.

The visibility of purchases on digital marketing platforms leading to peer judgment was rated moderately (mean 2.94, std. dev. 1.14). This reflects that while social acceptance is a concern for some, it is not overwhelmingly prevalent.

The concerns about social approval affecting trust in digital marketing scored the highest (mean 3.17, std. dev. 1.18). This indicates that societal pressures significantly impact the degree of trust consumers place in digital marketing, especially on OTT platforms. Strategies emphasizing authenticity and inclusivity could help alleviate such concerns.

The descriptive statistics assess customer trust in digital media marketing on OTT platforms, focusing on factors like reliability, transparency, and consistent communication in building trust and confidence in products and brands.

**Table No. 4:** Descriptive Statistics – Customer Trust

<b>Descriptive Statistics – Customer Trust</b>			
	N	Mean	Std. Deviation
Digital media marketing on OTT platforms ensures reliable and accurate product information.	462	2.8896	1.02398
The use of digital media marketing platforms fosters trust in product quality and authenticity.	462	3.0455	.98365
Transparent communication in digital marketing efforts builds confidence in purchasing products.	462	3.0325	.98416
Consistent and dependable interactions through OTT digital marketing strengthen trust in brands.	462	3.0325	1.02307

Source: (Primary data)

The respondents rated the reliability and accuracy of product information provided by digital media marketing on OTT platforms with a moderate mean score of 2.89 (std. dev. 1.02). This indicates some skepticism about the dependability of the information, suggesting that marketers need to prioritize delivering verifiable and fact-based content to enhance trust.

The mean score for fostering trust in product quality and authenticity was slightly higher at 3.04 (std. dev. 0.98), reflecting moderate confidence among consumers. This highlights the importance of emphasizing product genuineness and maintaining a strong brand reputation to build lasting trust.

Transparent communication in digital marketing efforts received a similar mean score of 3.03 (std. dev. 0.98). While consumers recognize some level of transparency, the relatively moderate rating suggests that there is room to improve the clarity and openness of marketing messages to bolster confidence in purchasing decisions.

Consistent and dependable interactions via OTT digital marketing also garnered a mean score of 3.03 (std. dev. 1.02), indicating that while customers value regular and reliable communication, consistency remains an area for enhancement. Developing consistent messaging and fostering continuous engagement can strengthen trust and loyalty in the long term.

The descriptive statistics evaluate purchase intention in relation to digital marketing on OTT platforms, focusing on factors like platform recognition, reputation enhancement, and the role of digital marketing in shaping customer affinity and intention.

**Table No. 5:** Descriptive Statistics – Purchase Intension

<b>Descriptive Statistics – Purchase Intension</b>			
	N	Mean	Std. Deviation
OTT platforms are easily recognizable through advertisements on digital media platforms.	462	3.6104	1.11378
Digital media platforms are highly effective in enhancing the reputation of OTT platforms.	462	3.5000	1.15360
Affinity toward OTT platforms is significantly influenced by digital marketing efforts.	462	3.3896	1.14262
Digital marketing for OTT platforms helps in identifying their domain and focus.	462	3.4675	1.10708
The intention to become a customer of OTT platforms is influenced by their digital marketing strategies.	462	3.4221	1.18440

Source: (Primary data)

With a mean score of 3.610, the study shows that digital marketing campaigns successfully raise brand exposure and awareness for Online TV (OTT) platforms by means of ads on digital media platforms. next. With a rating of 3.50, these initiatives' ability to improve OTT platforms' reputation was judged to be really powerful, therefore influencing public opinion. Furthermore underlined the need of clear messaging, the capacity of digital marketing to help identify the domain and emphasis of OTT platforms was scored at 3.47. The intention to use OTT platforms was scored at 3.42, indicating that although marketing techniques are good in increasing purchase intentions, improving their persuasive appeal might provide higher consumer conversion rates. At 3.39, the least mean score was with the affinity for OTT platforms impacted by digital marketing activities, suggesting a possibility for more personalising.

The correlation analysis examines the relationships between digital marketing factors, customer trust, social risks, and purchase intention in the OTT environment, providing insights into their interconnected dynamics.

**Table No. 6:** Correlation Analysis – Relationship Between Digital Marketing, Customer trust, Social risks and Purchase Intension

Correlations									
		Product awareness	Convenience	Information security and personal privacy	Feedback and customer compliance	Customer brand relationship	Social risks	Customer trust	Purchase intention
Product awareness	Pearson Correlation	1	.735**	.618**	.638**	.630**	.304**	.484**	.645**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	462	462	462	462	462	462	462	462
Convenience	Pearson Correlation	.735**	1	.640**	.632**	.589**	.262**	.447**	.634**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	462	462	462	462	462	462	462	462
Information security and personal privacy	Pearson Correlation	.618**	.640**	1	.730**	.668**	.512**	.616**	.695**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	462	462	462	462	462	462	462	462
Feedback and customer compliance	Pearson Correlation	.638**	.632**	.730**	1	.694**	.402**	.551**	.686**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	462	462	462	462	462	462	462	462
Customer brand relationship	Pearson Correlation	.630**	.589**	.668**	.694**	1	.523**	.641**	.749**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000

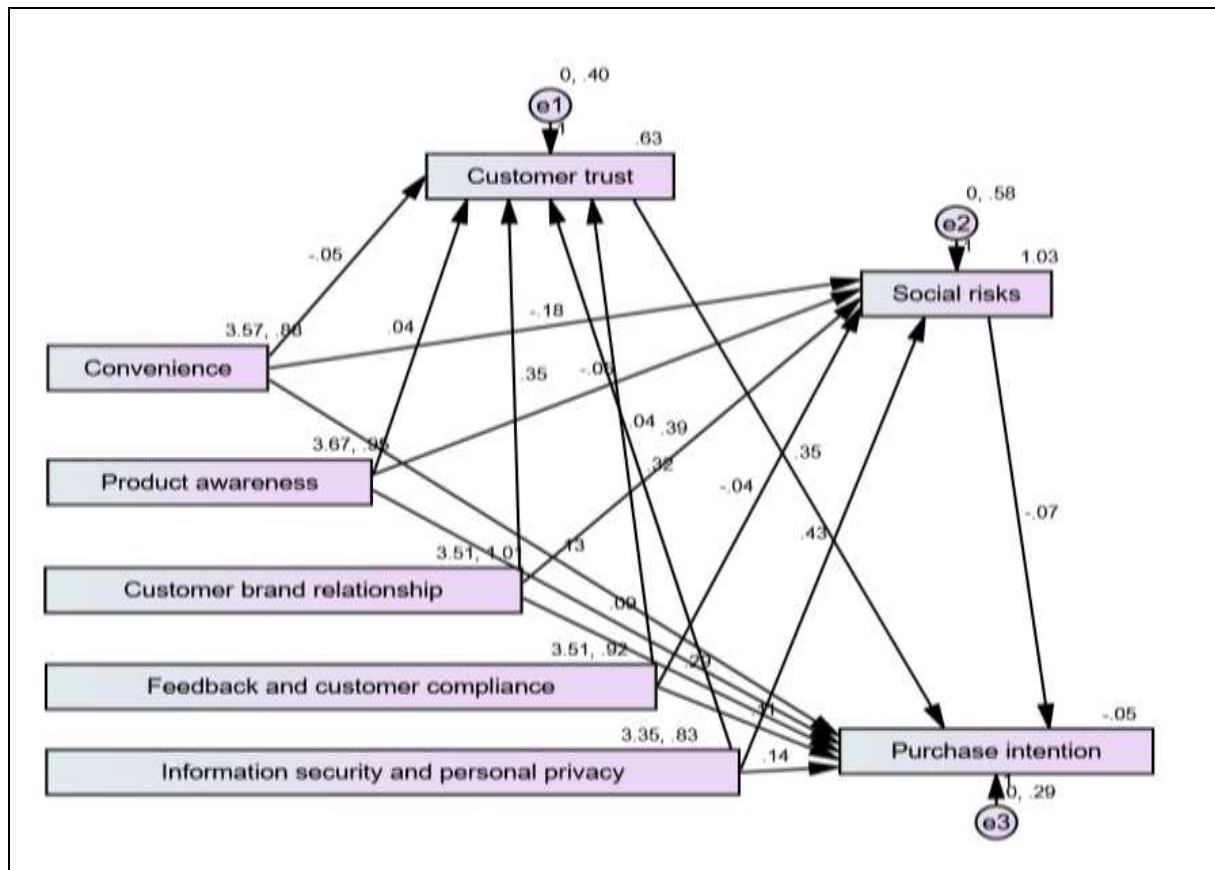
	N	462	462	462	462	462	462	462	462
Social risks	Pearson Correlation	.304**	.262**	.512**	.402**	.523**	1	.624**	.451**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	462	462	462	462	462	462	462	462
Customer trust	Pearson Correlation	.484**	.447**	.616**	.551**	.641**	.624**	1	.697**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	462	462	462	462	462	462	462	462
Purchase intention	Pearson Correlation	.645**	.634**	.695**	.686**	.749**	.451**	.697**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	462	462	462	462	462	462	462	462

Source: (Primary data)

The study highlights the need of developing strong brand connections by means of digital marketing strategies since it reveals strong positive correlations between digital marketing factors, Product awareness, Convenience, Information security and personal privacy, Feedback and customer compliance, Customer brand relationship, social risks, Customer trust and Purchase intention. Strongly linked with purchasing intention is also product awareness, which emphasises the need of quality and current OTT platform knowledge. Important considerations are also information security and personal privacy, which emphasises the requirement of safeguarded and privacy-compliant digital marketing techniques. A key mediator is customer trust, which has a high positive link with purchase intention hence fostering confidence in product authenticity and quality. Purchase intention is modestly positively connected with social risks, meaning that although social risks affect trust, its influence is lessened by more robust factors such as consumer confidence and brand ties.

The regression analysis explores the impact of digital marketing factors on purchase intention, considering customer trust and social risks as mediating variables to uncover their direct and indirect effects.

**Table No. 7:** Regression Estimates – Impact of Digital Marketing on Purchase Intension with Customer trust and Social risks as mediating variable



**Regression Weights**

			Estimate	S.E.	C.R.	P
CT	<	CON	-0.054	0.032	-1.697	0.09
SR	<	CON	-0.184	0.038	-4.882	***
SR	<	PA	-0.051	0.036	-1.408	0.159
SR	<	CBR	0.388	0.035	11.048	***
CT	<	PA	0.042	0.03	1.382	0.167
CT	<	CBR	0.346	0.029	11.75	***
CT	<	FEED	0.038	0.031	1.244	0.214
CT	<	ISPP	0.318	0.033	9.764	***
SR	<	ISPP	0.426	0.039	10.967	***
SR	<	FEED	-0.037	0.037	-1.008	0.313
PI	<	CON	0.127	0.027	4.647	***
PI	<	PA	0.095	0.026	3.689	***
PI	<	CBR	0.289	0.031	9.313	***
PI	<	FEED	0.112	0.026	4.301	***
PI	<	ISPP	0.136	0.033	4.094	***
PI	<	CT	0.353	0.039	9.001	***
PI	<	SR	-0.069	0.033	-2.103	0.035

Note

PA	Product awareness
CON	Convenience
ISPP	Information security and personal privacy
FEED	Feedback and customer compliance
CBR	Customer brand relationship
SR	Social risks

CT	Customer trust
PI	Purchase intention

Source: (Primary data)

The findings of the regression show that purchase intention (PI) is much influenced by customer trust (CT) and social risks (SR). Digital marketing aspects With an estimate value of 0.346,  $p < 0.001$ , customer brand relationship (CBR) seems to be the most important determinant, therefore improving both CT (estimate = 0.346,  $p < 0.001$ ) and SR (estimate = 0.488,  $p < 0.001$ ). Moreover, CBR has a significant direct influence on PI (estimate = 0.289,  $p < 0.001$ ), therefore underlining the fact that significant brand relationships influence consumer decisions.

Emphasising the need of safe and open practices in building trust and lowering societal concerns, information security and personal privacy (ISPP) also greatly impact CT (estimate = 0.318,  $p < 0.001$ ) and SR (estimate = 0.426,  $p < 0.001$ ). Furthermore, ISPP directly improves PI (estimate = 0.136,  $p < 0.001$ ), therefore highlighting its influence on buying behaviour.

Fascinatingly, convenience (CON) directly influences PI (estimate = 0.127,  $p = 0.001$ ) but adversely influences SR (estimate = -0.184,  $p = 0.001$ ), suggesting that while ease of use increases purchasing intentions, it may not reduce social hazards. Though its impacts on CT and SR are not statistically significant, meaning that awareness alone is insufficient to develop trust or resolve societal issues, product awareness (PA) favourably increases PI (estimate = 0.095,  $p < 0.001$ ).

Directly affecting PI (estimate = 0.112,  $p = 0.001$ ), feedback and customer compliance (FEED) has little effect on CT and SR. This suggests that although feedback systems promote purchases, their function in reducing social hazards and increasing trust might need more optimisation.

The social risks (SR) negatively affect PI (estimate = -0.069,  $p = 0.035$ ), therefore confirming that, in spite of its mitigating effect, perceived social constraints limit purchasing intentions.

### Findings

The study revealed several key insights into the demographic profile of respondents, their perceptions of digital marketing, and its impact on customer trust, social risks, and purchase intentions. The sample was predominantly male (64.9%), with the majority aged between 21-25 years (71.4%), reflecting a youthful and digitally savvy demographic. Most respondents were highly educated, with 71.4% being postgraduates, indicating that the findings are based on a well-informed audience.

Digital marketing was seen favourably for improving ease and product awareness. Respondents valued the accessibility and efficiency it offers in product research; their moderate level of satisfaction related to round-the-clock information access and fast service delivery. Still, there were clear issues regarding personal privacy and information security, which emphasises the need of better trust-building policies. Although digital marketing was praised for providing tailored and safe information, privacy issues still needed much work.

The study also underlined how digital marketing might help to improve purchase intentions and build the customer-brand relationship. Highly valued were brand awareness and exposure on OTT platforms, which emphasises the success of initiatives aimed at enhancing reputation. Confidence in product quality and authenticity helped trust to become a key mediator that greatly affects purchasing intentions. Purchase intentions were rather influenced by social hazards, such peer judgement and societal pressures, however, which suggests that cultural sensitivity and trust-building techniques could help to allay these issues.

Regression analysis revealed that between elements of digital marketing and purchase intents, customer trust and social risks operate as mediating elements. Reducing social concerns and fostering trust were shown to depend primarily on customer-brand interactions and information security. Although purchasing intentions were favourably influenced by convenience and feedback systems, their

contribution in mitigating social risks was minimal. Fascinatingly, social hazards reduced purchasing intentions, so confirming the need of lowering society pressures to promote consumer involvement.

### **Suggestions**

Stronger data security and privacy rules must be established by legislators if we are to solve the important issues related to them. Transparency in data collecting, storage, and use will help companies to guarantee conformity to data privacy regulations. Programs aimed to inform consumers about the safety precautions businesses apply could help to reduce privacy-related problems. Encouragement of the use of encrypted communication channels and safe payment methods could also help to build consumer confidence, therefore strengthening the link between companies and customers.

Policymakers and marketers have to provide cultural sensitivity top priority in digital marketing projects since social hazards have little effect on purchase intentions. Compliance with local cultural standards and values by advertising and promotional tools will help to lower social pressures and peer judgement. Platform-based feedback systems should let users share their concerns, therefore ensuring more inclusive and motivating digital surrounds. Policymakers should also urge businesses to apply inclusive marketing strategies using tax benefits or incentives for cultural competency.

Respondents expressed the requirement of customised and efficient digital marketing, so investments in innovative technologies like artificial intelligence and machine learning could help to highlight special client experiences. Policymakers should motivate businesses to apply such technologies with grants or subsidies so they may fairly evaluate consumer preferences and offer tailored content. Moreover, collaboration between governments and companies will inspire innovation in consumer-oriented digital marketing solutions.

The negative impact of social risks on purchase intentions suggests the need of awareness initiatives to standardise various customer behaviour. Projects celebrating uniqueness and defying social conventions on consumer choices could be designed by governments and businesses. Including digital literacy projects into academic courses also assists younger generations to make good judgements in the digital economy free from social pressure.

To increase simplicity and happiness, businesses should build robust mechanisms for compiling and using consumer feedback. Policymakers may include frequent customer happiness assessments into business compliance protocols. By certifications or public endorsements, appreciating companies with exceptional feedback management techniques would encourage others to follow in line.

### **Implications**

According to the results, digital marketing appears to be a great instrument for encouraging customer involvement and economic activity. Understanding its ability to stimulate e-commerce and entrepreneurship, policymakers should include digital marketing into more general objectives of economic and social growth. Establishing a centralised digital marketing framework with rules for ethical behaviour and consumer protection will help companies to run inclusively and with openness. Moreover, giving small and medium-sized businesses (SMEs) subsidies to embrace digital marketing will help to level the playing field and let them challenge bigger companies. Through addressing these important areas, legislators can not only guarantee that digital marketing fits more general social and economic objectives, so promoting a sustainable and fair digital economy, but also improve the efficacy of digital marketing.

### **Conclusion**

This study was intended to examine the influence of Digital Media Marketing (DMM) on purchase intentions in OTT platforms, with a specific focus on the roles of customer trust and social risks. The results underline how important digital marketing is in improving customer perceptions and raising product awareness, therefore influencing buy intentions. The study result is highlighting the need of developing a strong and confident relationship with customers, customer trust was revealed to be a major mediator between digital marketing activities and purchase decisions. Conversely, social risks—such

as peer pressure and society expectations—were found to lower purchase intentions, thereby indicating the requirement of cultural sensitivity in marketing campaigns. Despite the favourable opinions of digital marketing's efficiency and adaptability, privacy and information security issues remain major problems suggesting the need of more openness and strong security policies. In a competitive digital environment, OTT platforms must overall build user trust, manage privacy issues, and lower social hazards if they are to increase consumer engagement and promote purchase intents.

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