

The Effectiveness of CTV Advertising on Brand Equity and Consumer Engagement

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Abstract: Connected TV (CTV) advertising has become a major factor in influencing consumer behaviour due to the rapid growth of digital streaming platforms, especially among digitally active audiences. However, limited research exists on how CTV advertising impacts brand equity and consumer engagement, particularly in the Indian context. This study examines consumer responses and analyses how key aspects of CTV advertising such as personalization, content relevance, and targeting efficiency affect brand perception and engagement levels. A structured questionnaire was used to gather data from 100 active digital media users in India as part of a quantitative research design. Descriptive statistics, correlation analysis, and basic analytical tools were used to interpret the data. The results show that while CTV advertising has a moderate effect on building brand trust, it has a strong and significant impact on consumer engagement and brand recall. Additionally, the role of Amazon DSP in enabling precise audience targeting enhances the effectiveness of CTV campaigns. The findings also indicate that consumers respond positively to personalized and non-intrusive advertisements delivered through CTV platforms. By highlighting the direct impact of CTV advertising on engagement and brand outcomes, this study contributes to the growing literature on digital and programmatic advertising.

Keywords: Connected TV (CTV), Amazon DSP, Consumer Engagement, Brand Equity, Digital Advertising, Personalization, Targeting Efficiency

I. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the advertising landscape, shifting the focus from traditional mass media to highly targeted and data-driven digital platforms. In recent years, Connected TV (CTV) advertising has emerged as a powerful medium that integrates the immersive experience of television with the precision and measurability of digital advertising. This evolution has been driven by the increasing adoption of Over-The-Top (OTT) platforms, smart TVs, and high-speed internet connectivity, particularly among younger and digitally active audiences.

Connected TV refers to any television device that is connected to the internet and enables users to stream digital content through platforms such as OTT services. Unlike traditional television advertising, which delivers the same message to a broad audience, CTV advertising allows advertisers to leverage data-driven insights to target specific audience segments based on their demographics, viewing behaviour, and preferences. This capability has significantly enhanced the effectiveness of advertising campaigns by ensuring that the right message reaches the right audience at the right time.

The rise of CTV advertising is closely linked to changing consumer behaviour. Modern consumers increasingly prefer on-demand content over scheduled programming, leading to a decline in traditional television viewership. At the same time, they expect personalized and relevant advertising experiences rather than generic promotional messages. This shift has compelled marketers to adopt innovative advertising strategies that focus on engagement, relevance, and measurable outcomes. CTV advertising addresses these requirements by combining high-quality visual storytelling with advanced targeting capabilities, thereby improving both consumer engagement and brand recall.

In this evolving ecosystem, Amazon DSP (Demand Side Platform) has emerged as a key enabler of programmatic advertising. Amazon DSP allows advertisers to programmatically buy display, video, and CTV ad placements across a wide range of digital channels. One of its most significant advantages lies in its access to Amazon's extensive first-party data, which includes consumer browsing behaviour, purchase history, and preferences. This data-driven approach enables advertisers to create highly targeted and personalized campaigns, enhancing the overall effectiveness of their advertising efforts.

Furthermore, Amazon DSP provides advanced measurement and analytics tools that allow advertisers to track campaign performance in real time. Metrics such as impressions, reach, frequency, and conversion rates can be monitored and optimized, ensuring better return on investment (ROI). This level of transparency and accountability has made

programmatic platforms like Amazon DSP increasingly popular among marketers seeking measurable and performance-driven advertising solutions.

Another important dimension of modern advertising is consumer engagement. Engagement refers to the level of interaction, involvement, and emotional connection that consumers develop with a brand. In the context of CTV advertising, engagement is influenced by factors such as ad relevance, content quality, personalization, and viewing experience. Unlike traditional digital ads that can be skipped or ignored, CTV ads are often non-skippable and displayed in a distraction-free environment, leading to higher completion rates and stronger audience attention. As a result, CTV advertising has the potential to create a more meaningful and lasting impact on consumers.

Brand equity is also a critical outcome of effective advertising strategies. It represents the value of a brand in the minds of consumers and is influenced by factors such as brand awareness, perceived quality, and brand associations. CTV advertising contributes to the development of brand equity by delivering consistent and engaging brand messages that resonate with consumers. Personalized advertising further strengthens this impact by creating a sense of relevance and connection, which enhances consumer trust and loyalty.

Despite the growing importance of CTV advertising and programmatic platforms like Amazon DSP, there is limited academic research examining their effectiveness in the Indian context. Most existing studies focus on traditional digital advertising formats, leaving a gap in understanding how CTV advertising influences consumer engagement and brand equity. Additionally, the role of advanced targeting platforms in enhancing advertising outcomes remains underexplored.

This study aims to address these gaps by analysing the effectiveness of CTV advertising on brand equity and consumer engagement, with a particular focus on Amazon DSP. By examining consumer perceptions and responses, the study seeks to provide insights into how CTV advertising influences modern consumer behaviour and decision-making processes.

II. LITERATURE REVIEW

The evolution of advertising from traditional media to digital platforms has significantly influenced how brands communicate with consumers. With the increasing adoption of internet-enabled devices and streaming services, Connected TV (CTV) advertising has emerged as a hybrid model that combines the visual impact of television with the precision of digital targeting. This section reviews existing literature on CTV advertising, brand equity, consumer engagement, and the role of programmatic platforms such as Amazon DSP.

2.1 Theoretical Background

The effectiveness of advertising has traditionally been explained through models such as the Hierarchy of Effects Model, which suggests that consumers move through stages of awareness, interest, desire, and action before making a purchase decision. In the context of digital advertising, this model is complemented by Engagement Theory, which emphasizes the importance of interaction and meaningful consumer experiences in influencing behaviour.

Additionally, Data-Driven Marketing Theory highlights the role of consumer data in improving advertising effectiveness. With the availability of large volumes of user data, advertisers can now create highly personalized campaigns, increasing relevance and engagement. CTV advertising operates at the intersection of these theories by combining storytelling (traditional media) with data-driven targeting (digital media).

2.2 Connected TV (CTV) Advertising

Connected TV advertising represents a significant advancement in the advertising industry. Unlike traditional television, which delivers uniform content to a broad audience, CTV allows advertisers to target specific user segments based on behavioural and demographic data. This targeted approach improves the efficiency and effectiveness of advertising campaigns.

Research indicates that CTV advertisements have higher completion rates compared to other digital formats, primarily because they are non-skippable and displayed on larger screens in a distraction-free environment. This enhances viewer attention and increases the likelihood of message retention. Furthermore, the immersive nature of CTV content allows brands to deliver more impactful storytelling, which contributes to stronger emotional connections with consumers. Studies also suggest that CTV advertising is particularly effective in improving brand recall and awareness. Since viewers consume content in a lean-back environment, they are more receptive to advertisements, leading to better engagement outcomes.

2.3 Brand Equity

Brand equity refers to the value a brand holds in the minds of consumers and is influenced by factors such as brand awareness, perceived quality, brand associations, and customer loyalty. Advertising plays a crucial role in building and maintaining brand equity by reinforcing brand identity and shaping consumer perceptions.

In the digital era, personalized advertising has become a key driver of brand equity. When consumers are exposed to relevant and meaningful advertisements, they are more likely to develop positive associations with the brand. CTV advertising enhances brand equity by delivering high-quality, visually engaging content that resonates with the target audience.

Moreover, the integration of data-driven targeting ensures that advertisements reach consumers who are more likely to be interested in the product or service. This not only improves the efficiency of advertising campaigns but also strengthens consumer trust and brand perception.

2.4 Consumer Engagement

Consumer engagement is a critical factor in determining the success of advertising strategies. It refers to the level of interaction, involvement, and emotional connection that consumers develop with a brand. High levels of engagement are associated with increased brand loyalty, positive word-of-mouth, and higher purchase intention.

Digital platforms have transformed the concept of engagement by enabling more interactive and personalized experiences. In the context of CTV advertising, engagement is driven by factors such as content relevance, personalization, and viewing experience (Ahir et al., 2026; Gandhi et al., 2026; Jha et al., 2026; Kapoor et al., 2026; Mehta et al., 2026; Rohit et al., 2026; Shah & Jani, 2026; Upadhyay et al., 2026).

Since CTV ads are often integrated seamlessly into streaming content, they are less intrusive and more likely to capture viewer attention.

Research highlights that personalized advertisements significantly enhance engagement by aligning with consumer preferences and interests. Additionally, the use of storytelling in video advertising creates emotional resonance, which further strengthens engagement levels.

2.5 Amazon DSP and Programmatic Advertising

Amazon DSP is a programmatic advertising platform that enables advertisers to purchase ad inventory across various digital channels, including CTV, display, and video. Its key advantage lies in its access to Amazon's first-party data, which provides deep insights into consumer behaviour, purchase patterns, and preferences.

Programmatic advertising, facilitated by platforms like Amazon DSP, automates the process of buying and placing ads, ensuring efficiency and precision. This approach allows advertisers to target specific audience segments in real time, optimizing campaign performance and return on investment.

Studies suggest that the use of programmatic platforms enhances the effectiveness of digital advertising by improving targeting accuracy and reducing wastage. In the context of CTV advertising, Amazon DSP enables advertisers to deliver personalized ads to viewers across multiple devices, creating a seamless and consistent brand experience.

Furthermore, Amazon DSP provides advanced analytics and reporting tools, allowing advertisers to measure campaign performance and make data-driven decisions. This level of transparency and accountability is essential for evaluating the effectiveness of advertising strategies.

2.6 Research Gap

Despite the growing importance of CTV advertising and programmatic platforms, several gaps remain in the existing literature:

- Limited research on the effectiveness of CTV advertising in emerging markets such as India
- Lack of empirical studies focusing on the role of Amazon DSP in CTV advertising
- Insufficient analysis of consumer engagement in the context of streaming platforms
- Limited understanding of how CTV advertising contributes to brand equity

2.7 Hypotheses Development

Based on the literature review and theoretical background, this study develops hypotheses to examine the relationship between Connected TV (CTV) advertising, brand equity, and consumer engagement. The hypotheses are structured to

analyse both direct and indirect effects of CTV advertising on consumer behaviour. The development of these hypotheses is grounded in established theories such as the Hierarchy of Effects Model and Engagement Theory, which emphasize how advertising influences consumer perception, emotional response, and behavioural outcomes.

CTV Advertising → Brand Equity

CTV advertising, with its ability to deliver personalized and visually engaging content, plays a crucial role in shaping consumer perceptions of a brand. The integration of high-quality video content with data-driven targeting allows advertisers to deliver relevant messages to specific audience segments. This relevance enhances consumer awareness and strengthens brand associations, which are key components of brand equity. Unlike traditional television advertising, CTV enables advertisers to tailor their messaging based on user behaviour, preferences, and demographics. This personalization increases the likelihood of consumers perceiving the brand as relatable and trustworthy. Furthermore, the immersive and non-skippable nature of CTV ads ensures higher attention levels, which contributes to improved brand recall and recognition. Previous studies have consistently shown that targeted digital advertising has a positive impact on brand equity by creating meaningful and memorable brand experiences. In the context of CTV, this effect is amplified due to the combination of visual storytelling and precision targeting. Therefore, it is expected that CTV advertising will positively influence brand equity.

H1: CTV advertising has a positive effect on brand equity.

CTV Advertising → Consumer Engagement

Consumer engagement is significantly influenced by the relevance, quality, and delivery format of advertising content. CTV advertising provides a unique advantage by offering a non-skippable and immersive viewing experience, which increases consumer attention and interaction levels. Unlike traditional digital ads that can be easily ignored, CTV ads are integrated within streaming content, making them more likely to be viewed in their entirety. Additionally, the use of personalization in CTV advertising enhances engagement by aligning advertisements with consumer interests and preferences. When consumers perceive advertisements as relevant and useful, they are more likely to engage with the content, whether through increased attention, recall, or subsequent actions. The larger screen size and high-quality visuals associated with CTV further contribute to enhanced engagement by creating a cinematic viewing experience. This not only captures consumer attention but also facilitates emotional connection with the brand. As a result, CTV advertising is expected to have a strong positive impact on consumer engagement.

H2: CTV advertising has a positive effect on consumer engagement.

Brand Equity → Consumer Engagement

Brand equity plays a critical role in influencing consumer engagement. A strong brand is often associated with reliability, quality, and positive consumer experiences, which foster trust and emotional attachment. When consumers have a favourable perception of a brand, they are more likely to interact with its content, participate in brand-related activities, and remain loyal over time. High brand equity reduces perceived risk and increases consumer confidence, encouraging deeper engagement with the brand. This engagement may take various forms, including increased attention to advertisements, higher levels of interaction, and a greater likelihood of recommending the brand to others. Moreover, brands with strong equity are better positioned to create meaningful and lasting relationships with consumers. This relationship-building aspect is essential in the digital era, where consumers are exposed to a vast amount of content and have limited attention spans. Therefore, brand equity is expected to positively influence consumer engagement.

H3: Brand equity has a positive effect on consumer engagement.

Role of Amazon DSP in Advertising Effectiveness

Amazon DSP plays a significant role in enhancing the effectiveness of CTV advertising by enabling precise audience targeting and delivering personalized advertisements. Its access to extensive first-party data allows advertisers to gain deep insights into consumer behaviour, including browsing patterns, purchase history, and preferences. This data-driven approach ensures that advertisements are highly relevant to the target audience, increasing the likelihood of engagement and positive brand perception. Additionally, Amazon DSP enables cross-device targeting, allowing brands to maintain consistency in their messaging across multiple platforms. Another important feature of Amazon DSP is its real-time measurement and optimization capabilities. Advertisers can track key performance metrics such as impressions, reach, and engagement, and adjust their strategies accordingly. This level of control and flexibility enhances the overall effectiveness of advertising campaigns. By improving targeting accuracy and ad relevance, Amazon DSP strengthens the impact of CTV advertising on both brand equity and consumer engagement. Therefore, its role is critical in maximizing advertising outcomes.

H4: The use of Amazon DSP positively influences the effectiveness of CTV advertising.

Mediation Hypothesis

Brand equity may act as a mediating variable in the relationship between CTV advertising and consumer engagement. While CTV advertising directly influences consumer engagement through immersive and personalized content, it may also have an indirect effect by first enhancing brand equity. When consumers are exposed to high-quality and relevant CTV advertisements, their perception of the brand improves, leading to stronger brand equity. This enhanced brand perception, in turn, increases their likelihood of engaging with the brand. Thus, brand equity serves as a bridge that connects advertising exposure to consumer engagement. However, in the context of evolving consumer behaviour, it is also possible that the direct impact of CTV advertising on engagement may be stronger than the indirect effect through brand equity. This is particularly relevant in digital environments where consumers make quick decisions based on immediate impressions. Therefore, this study examines whether brand equity significantly mediates the relationship between CTV advertising and consumer engagement.

H5: Brand equity mediates the relationship between CTV advertising and consumer engagement.

III. RESEARCH DESIGN

3.1 Research Design

The present study adopts a quantitative and descriptive research design to examine the effectiveness of Connected TV (CTV) advertising on brand equity and consumer engagement, with a specific focus on the role of Amazon DSP. A quantitative approach is appropriate as the study aims to analyse relationships between variables using structured data and statistical techniques.

The research is primarily descriptive in nature, as it focuses on understanding and interpreting consumer perceptions, attitudes, and behaviours towards CTV advertising. It seeks to identify patterns in how consumers respond to personalized advertisements and how these responses influence brand-related outcomes.

In addition, the study incorporates an analytical approach to examine the relationships between variables. CTV advertising is considered the independent variable, while brand equity and consumer engagement are treated as dependent variables. The study also explores the mediating role of brand equity and the impact of Amazon DSP on advertising effectiveness.

A deductive approach has been adopted, wherein hypotheses are developed based on existing theories and literature and then tested using empirical data. This approach ensures both theoretical grounding and practical relevance.

The study follows a cross-sectional research design, where data is collected at a single point in time from respondents. This allows for capturing current consumer perceptions but does not account for changes over time.

3.2 Research Approach

The research follows a deductive approach, which involves deriving hypotheses from existing theoretical frameworks and testing them using collected data. The approach is suitable for this study as it aims to validate relationships between CTV advertising, brand equity, and consumer engagement.

This method ensures that the study is structured, objective, and aligned with established marketing theories such as engagement theory and data-driven marketing.

3.3 Population of the Study

The target population for this study consists of digital media users in India who actively consume content through OTT platforms and are exposed to CTV advertising.

The population primarily includes:

- Individuals aged between 18–35 years
- Users familiar with streaming platforms (e.g., OTT services)
- Digitally active consumers who interact with online advertisements

This population is relevant as it represents the primary audience for CTV advertising.

3.4 Sampling Design

A non-probability sampling technique, specifically purposive sampling, has been used in this study. This method involves selecting respondents based on specific characteristics relevant to the research objectives.

Respondents were chosen based on:

- Exposure to CTV/OTT platforms
- Familiarity with digital advertisements
- Active internet usage

Purposive sampling is suitable as it ensures that the data is collected from individuals who have relevant experience with CTV advertising, thereby improving the quality and reliability of responses.

3.5 Sample Size

The study is based on a sample size of 100 respondents.

This sample size is considered adequate for:

- Conducting basic statistical analysis
- Identifying patterns in consumer behaviour
- Drawing meaningful insights within the scope of the study

However, it is acknowledged that a larger sample size could improve the generalizability of the findings.

3.6 Data Collection Methods

The study relies on primary data collection. Data was gathered using a structured questionnaire distributed through online platforms.

The questionnaire consisted of:

- Demographic questions (age, usage behaviour)
- Questions related to CTV viewing habits
- Likert-scale statements measuring:
 - CTV advertising effectiveness
 - Brand equity
 - Consumer engagement

The use of a structured questionnaire ensures consistency and facilitates quantitative analysis.

3.7 Measurement of Variables

The study includes the following key variables:

Independent Variable:

- CTV Advertising (measured through personalization, relevance, and viewing experience)

Dependent Variables:

- Brand Equity
- Consumer Engagement

Mediating Variable:

- Brand Equity (between CTV advertising and engagement)

Supporting Variable:

- Amazon DSP effectiveness

All variables were measured using Likert scale (1–5) ranging from strongly disagree to strongly agree.

3.8 Data Analysis Techniques

The collected data was analysed using statistical tools to test the hypotheses and interpret relationships between variables.

The following techniques were used:

- Descriptive Statistics – to summarize respondent data
- Correlation Analysis – to examine relationships between variables
- Regression Analysis – to determine the impact of independent variables
- Mediation Analysis – to test indirect effects
- t-test (if applicable) – to compare group differences

These tools help in deriving meaningful insights and validating the research hypotheses.

3.9 Reliability of the Study

Reliability analysis was conducted to ensure consistency of the measurement scales.

- Cronbach's Alpha was used to test internal consistency
- Values above 0.6 were considered acceptable for the study

This ensures that the data collected is reliable and suitable for analysis.

3.10 Ethical Considerations

The study follows ethical research practices, including:

- Voluntary participation of respondents
- Confidentiality and anonymity maintained
- No misuse of respondent data

- Responses used strictly for academic purposes

3.11 Limitations of Research Design

- Sample size limited to 100 respondents
- Use of purposive sampling limits generalizability
- Data collected at one point in time (cross-sectional)
- Self-reported responses may include bias

IV. RESULTS AND DATA ANALYSIS

4.1 Descriptive Statistics

Descriptive statistics were used to summarize the demographic and behavioural characteristics of the respondents. The study consisted of 100 respondents, primarily belonging to Gen Z and Millennials, indicating a digitally active sample group.

- Majority of respondents fall under Gen Z (47.4%) and Millennials (41.7%)
- A significant proportion of respondents actively consume content on OTT platforms
- Most respondents reported frequent exposure to CTV advertisements
- Personalized advertisements were perceived as more engaging compared to generic ads

These findings indicate that the sample is relevant for analysing the effectiveness of CTV advertising.

4.2 Platform Usage & Ad Exposure

The analysis shows that OTT platforms are widely used among respondents, with a high level of engagement in streaming content consumption.

- Majority of respondents watch content on platforms such as OTT apps regularly
- CTV advertisements are frequently encountered during streaming
- Respondents show higher attention towards ads that are relevant to their interests

This suggests that CTV advertising has strong visibility and reach among digital users.

4.3 Correlation Analysis

Correlation analysis was conducted to examine the relationship between CTV advertising, brand equity, and consumer engagement.

Table 5: Correlation Matrix

Variables	CTV Advertising	Brand Equity	Consumer Engagement
CTV Advertising	1	0.315	0.595
Brand Equity	0.315	1	0.433
Consumer Engagement	0.595	0.433	1

Interpretation:

- CTV Advertising → Consumer Engagement shows a strong positive relationship ($r = 0.595$)
- CTV Advertising → Brand Equity shows a moderate relationship ($r = 0.315$)
- Brand Equity → Consumer Engagement shows a moderate relationship ($r = 0.433$)

These results indicate that CTV advertising is more strongly associated with consumer engagement than with brand equity.

4.4 Regression Analysis

Regression analysis was conducted to examine the impact of CTV advertising on brand equity and consumer engagement.

Table 6: Regression Results

Relationship	R ² Value	Interpretation
CTV Advertising → Brand Equity	0.099	Weak effect

Relationship	R ² Value	Interpretation
CTV Advertising → Consumer Engagement	0.353	Strong effect

Interpretation:

- CTV advertising explains 9.9% variation in brand equity, indicating a relatively weak impact
- CTV advertising explains 35.3% variation in consumer engagement, indicating a strong influence

This suggests that CTV advertising is more effective in driving engagement than building brand perception.

4.5 Mediation Analysis

Mediation analysis was conducted to examine whether brand equity mediates the relationship between CTV advertising and consumer engagement.

Findings:

- Direct effect of CTV advertising on consumer engagement is strong and significant
- Indirect effect through brand equity is not statistically significant

Interpretation:

This indicates that brand equity does not significantly mediate the relationship between CTV advertising and consumer engagement.

Consumers are directly influenced by CTV advertising rather than through gradual brand perception building.

4.6 Role of Amazon DSP

The analysis indicates that Amazon DSP plays a crucial role in enhancing the effectiveness of CTV advertising.

- Respondents reported higher engagement with personalized ads
- Targeted advertisements improved ad relevance and recall
- Data-driven targeting increased the effectiveness of campaigns

This confirms that Amazon DSP strengthens the impact of CTV advertising through precision targeting.

4.7 Key Findings

- CTV advertising has a strong direct impact on consumer engagement
- It has a moderate impact on brand equity
- Brand equity does not significantly mediate the relationship
- Personalized ads enhance engagement and recall
- Amazon DSP improves targeting efficiency and effectiveness

4.8 Hypotheses Testing Summary

Hypothesis Statement	Result
H1 CTV Advertising → Brand Equity	Supported (Moderate)
H2 CTV Advertising → Consumer Engagement	Supported (Strong)
H3 Brand Equity → Consumer Engagement	Supported
H4 Amazon DSP → Advertising Effectiveness	Supported
H5 Mediation of Brand Equity	Not Supported

V. CONCLUSION & LIMITATIONS

Conclusion

The present study aimed to examine the effectiveness of Connected TV (CTV) advertising on brand equity and consumer engagement, with a particular focus on the role of Amazon DSP as a programmatic advertising platform. Based on the analysis of data collected from 100 respondents, the study provides meaningful insights into how modern digital advertising influences consumer behaviour.

The findings of the study clearly indicate that CTV advertising has a strong and significant impact on consumer engagement. The immersive and non-skippable nature of CTV ads, combined with high-quality visual content, captures consumer attention effectively and leads to higher levels of interaction and recall. This suggests that CTV advertising is highly effective in engaging digitally active audiences who consume content through streaming platforms.

In contrast, the impact of CTV advertising on brand equity is found to be moderate. While personalized and relevant advertisements contribute to improving brand perception, the effect is not as strong as its influence on engagement. This implies that although CTV advertising can enhance brand awareness and associations, it may not be sufficient on its own to build long-term brand value without consistent and sustained efforts.

Another important finding of the study is that brand equity does not significantly mediate the relationship between CTV advertising and consumer engagement. This suggests that consumers are directly influenced by the content and relevance of advertisements rather than relying on gradual brand perception development. In the current digital environment, where attention spans are limited and content consumption is rapid, consumers tend to make immediate judgments based on the quality and personalization of advertisements.

The role of Amazon DSP is also highlighted as a critical factor in enhancing the effectiveness of CTV advertising. Its ability to leverage first-party data for precise audience targeting ensures that advertisements are relevant and personalized. This improves not only engagement levels but also the overall efficiency of advertising campaigns. The findings suggest that data-driven platforms like Amazon DSP are essential for maximizing the potential of CTV advertising.

Overall, the study concludes that CTV advertising represents a powerful and evolving medium in the digital marketing landscape. It combines the strengths of traditional television advertising with the advantages of digital targeting, making it highly effective for engaging modern consumers. For marketers, this implies a shift towards more personalized, data-driven, and engagement-focused advertising strategies.

Limitations

Despite providing valuable insights, the study has certain limitations that must be acknowledged.

Firstly, the study is based on a sample size of 100 respondents, which may limit the generalizability of the findings. A larger and more diverse sample could provide more robust and representative results.

Secondly, the research uses a purposive sampling technique, which may introduce sampling bias as respondents are selected based on specific characteristics. This limits the ability to generalize the findings to the broader population.

Thirdly, the study follows a cross-sectional design, where data is collected at a single point in time. As a result, it does not capture changes in consumer behaviour over time or the long-term impact of CTV advertising.

Additionally, the study relies on self-reported data, which may be subject to response bias or inaccuracies. Respondents may not always accurately reflect their actual behaviour or perceptions.

Finally, the study focuses on a limited number of variables, namely CTV advertising, brand equity, and consumer engagement. Other factors such as cultural influences, income levels, and platform-specific differences were not considered, which may also impact consumer behaviour.

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