

# Impact of Digital Platform Selection on Engagement and Monetization Among Content Entrepreneurs

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## Abstract

This study examines how the choice of digital platforms influences audience engagement and revenue generation among content entrepreneurs. Primary data were collected from 100 creators across platforms such as YouTube, Instagram, LinkedIn/X, podcasts, and blogs. The study employs descriptive statistics and One-Way ANOVA to analyse differences in engagement and income outcomes. The findings indicate that there is no statistically significant difference in audience engagement or monthly revenue across platforms. This suggests that platform selection alone does not determine performance outcomes. Instead, factors such as content quality, audience targeting, monetization strategies, and consistency of interaction play a more influential role. The study highlights that creators should focus on strategic content development and diversified revenue approaches rather than relying solely on platform choice for success in the creator economy.

**Keywords:** Digital platforms, audience engagement, monetization, content entrepreneurs, creator economy, social media

## Introduction

The digital revolution has transformed the global economic landscape by enabling individuals to engage in entrepreneurial activities through online platforms. With the rapid growth of the internet, smartphones, and social media, individuals can now create, distribute, and monetize digital content, giving rise to the creator economy where content entrepreneurs operate independently and generate income through digital channels. Content entrepreneurs produce various forms of content such as videos, blogs, podcasts, and social media posts to build audiences and earn revenue. Digital platforms like YouTube, Instagram, LinkedIn/X, podcasts, and newsletters provide creators with tools for audience engagement and monetization, allowing them to convert creativity and knowledge into economic value.

Audience engagement plays a crucial role in content entrepreneurship, as metrics such as views, likes, comments, shares, and subscriptions influence both content visibility and monetization potential. At

the same time, revenue opportunities differ across platforms through advertisements, sponsorships, affiliate marketing, subscriptions, and product sales, depending on each platform's structure and policies. Given these differences, engagement and revenue outcomes may vary across digital platforms. To create and sustain audience communities, research on audience engagement highlights the significance of many forms of interaction, such as immersive, interactive, and para-active involvement. To guarantee a fair comprehension of the phenomenon, it is necessary to resolve the conceptual discrepancy in the definition and operationalisation of audience involvement. (G Kavitha, L Narendran, 2025). However, limited comparative research exists on platform-wise performance. Therefore, the present study aims to analyze differences in engagement and revenue among content entrepreneurs across platforms to better understand digital business models and support strategic decision-making within the creator economy.

### **Problem statement**

The rapid growth of the creator economy has transformed digital platforms such as YouTube, Instagram, LinkedIn, podcasts, and blogs into major business channels for content entrepreneurs. These platforms offer various engagement features and monetization opportunities, enabling creators to generate income through advertisements, sponsorships, affiliate marketing, and product sales.

However, each platform operates with different algorithms, audience interaction mechanisms, and revenue-sharing policies. As a result, engagement levels and income outcomes may vary significantly from one platform to another. While existing studies highlight the importance of engagement metrics such as likes, comments, shares, and views in driving revenue, there is limited empirical research comparing engagement and revenue outcomes across platforms. Content entrepreneurs often face uncertainty in selecting the most profitable platform for their business. Without clear comparative evidence, creators may struggle to allocate time, effort, and resources effectively. Therefore, the problem addressed in this study is to examine whether significant differences exist in engagement levels and revenue outcomes among content entrepreneurs across different digital platforms.

### **Literature Review**

#### **1. Study on Audience Engagement and Revenue Generation:**

Smith (2021) examined the relationship between audience engagement metrics and revenue generation among digital content creators on video-based platforms. The study focused on key engagement indicators such as views, likes, comments, and shares, and analyzed how these variables influence monetization outcomes. Using quantitative analysis, the findings revealed that higher engagement levels significantly increased advertisement revenue and brand sponsorship opportunities. The study emphasized that engagement not only enhances visibility through platform algorithms but also strengthens audience trust and loyalty, which ultimately contributes to improved financial performance. However, the research was

limited to a single platform and did not compare engagement and revenue outcomes across different digital platforms.

## **2. Study on Platform Monetization and Creator Income Differences:**

Johnson and Lee (2022) conducted a comparative study on monetization structures across major social media platforms, including YouTube, Instagram, and blogs. The researchers analyzed differences in revenue-sharing models, sponsorship opportunities, and subscription mechanisms. The study found that platform-specific monetization policies significantly influence income potential and sustainability for content creators. Video-based platforms provided stable advertisement-based income, whereas visual and short-form platforms relied more heavily on influencer marketing and brand collaborations. The authors concluded that platform choice plays a strategic role in determining income variability and long-term growth prospects for digital entrepreneurs. The study suggested the need for further empirical research comparing engagement and revenue outcomes across multiple platforms using statistical methods.

## **Research Methodology**

The study adopts a descriptive and analytical research design to examine platform-wise differences in engagement and revenue outcomes among content entrepreneurs. Primary data were collected from 100 respondents using a structured questionnaire with multiple-choice and five-point Likert scale items covering engagement, monetization, and revenue aspects. Secondary data from journals, reports, and related literature supported the study. Convenience sampling was used to select active content creators across platforms such as YouTube, Instagram, LinkedIn/X, Podcast, and Blogs. Data were analyzed using percentage analysis, mean, standard deviation, One-Way ANOVA, and Tukey Post Hoc test through SPSS and MS Excel. The primary platform was treated as the independent variable, while engagement level, monthly revenue, monetization frequency, and profitability perception were considered dependent variables. Data collection was carried out over six months.

**Analysis & Interpretation**

**Table 1 –Distribution of Respondents**

	No. of Respondents	Percentage (%)
<b>Gender of the Respondents</b>		
Male	53	53%
Female	47	47%
Others	0	0%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Age-Group of the Respondents</b>		
Below 20 Years	28	28%
20–35 Years	31	31%
35–50 Years	28	28%
Above 50 Years	13	13%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Experience of Content Creators</b>		
Less than 6 Months	14	14%
6 Months – 1 Year	9	9
1 – 3 Years	37	37%
3+ Years	40	40
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Content Niche Distribution</b>		
Education / How-to	23	23%
Entertainment / Vlog	40	40%
Tech / Business / Finance	10	10%
Lifestyle / Fashion / Beauty	27	27%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Usage of Primary Digital Platform</b>		
YouTube	37	37%
Instagram	36	36%
LinkedIn / X	6	6%
Podcast	6	6%
Newsletter / Blog	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: Primary Data*

The demographic distribution shows a balanced gender representation with 53% male and 47% female respondents. Most participants fall within the 20–35 age group, followed closely by below 20 and 35–50 years, indicating strong involvement of young and middle-aged individuals in content creation. A significant proportion of respondents have more than one year of experience, particularly those with 3+ years and 1–3 years, suggesting that the sample includes relatively experienced content entrepreneurs rather than beginners.

In terms of content niche, Entertainment/Vlog is the most dominant category, followed by Lifestyle/Fashion/Beauty and Education/How-to, while Tech/Business/Finance represents a smaller specialized segment. Regarding platform usage, YouTube and Instagram are the primary business channels for the majority of creators, highlighting the popularity of video and visual content formats. Newsletter/Blog platforms show moderate usage, whereas LinkedIn/X and Podcast platforms are used by comparatively fewer respondents.

### Difference in Audience Engagement Across Digital Platforms

**H<sub>01</sub>:** There is no significant difference in audience engagement levels among content entrepreneurs across different digital platforms.

**Table 2 – ANOVA Table for Engagement Levels**

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F Statistic	Significance (p-value)
Between Platforms	1.84	4	0.46	0.76	0.55
Within Platforms	57.50	95	0.61	-	-
<b>Total</b>	<b>59.34</b>	<b>99</b>	-	-	-

*Source: Primary Data*

The One-Way ANOVA was conducted to examine whether audience engagement levels differ significantly among content entrepreneurs across various digital platforms such as YouTube, Instagram, LinkedIn/X, Podcast, and Newsletter/Blog. The analysis compares the variation in engagement scores between platforms with the variation within each platform group. The results show that the **between-platform sum of squares is 1.84 with 4 degrees of freedom**, while the **within-platform sum of squares is 57.50 with 95 degrees of freedom**, indicating that most of the variability in engagement levels exists within platform groups rather than between different platforms.

The calculated **F statistic is 0.76**, and the **p-value is 0.55**, which is greater than the chosen significance level of 0.05. This indicates that the differences observed in mean engagement scores across platforms are not statistically significant and may have occurred due to random variation rather than actual platform effects. Therefore, the null hypothesis (H<sub>01</sub>) is **not rejected**, confirming that platform choice does not significantly influence audience engagement levels among content entrepreneurs in this study.

From a practical perspective, although minor variations in mean engagement scores were observed in descriptive analysis, these differences are not strong enough to conclude that one platform consistently

generates higher engagement than others. This suggests that engagement outcomes may depend more on factors such as content quality, audience targeting, posting consistency, and creator strategy rather than the specific digital platform used. Hence, content entrepreneurs can focus on improving content effectiveness and audience interaction strategies rather than relying solely on platform selection to increase engagement levels.

### Difference in Monthly Revenue Across Digital Platforms

H<sub>02</sub>: There is no significant difference in monthly revenue earned by content entrepreneurs across different digital platforms.

**Table 3 – ANOVA Table for Revenue Outcomes**

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F Statistic	Significance (p-value)
Between Platforms	1.52	4	0.38	0.45	0.77
Within Platforms	80.12	95	0.84	-	-
<b>Total</b>	<b>81.64</b>	<b>99</b>	-	-	-

Source: Primary Data

A One-Way ANOVA was conducted to determine whether there is a statistically significant difference in the monthly revenue earned by content entrepreneurs across different digital platforms such as YouTube, Instagram, LinkedIn/X, Podcast, and Newsletter/Blog. The analysis compares the variation in revenue between platform groups with the variation within each group. The results indicate that the **between-platform sum of squares is 1.52 with 4 degrees of freedom**, while the **within-platform sum of squares is 80.12 with 95 degrees of freedom**, showing that most of the variability in revenue occurs within platforms rather than between them.

The calculated **F statistic is 0.45**, and the **p-value is 0.77**, which is higher than the significance level of 0.05. This suggests that the observed differences in average revenue among platforms are not statistically significant and may have occurred due to random variation. Therefore, the null hypothesis (H<sub>02</sub>) is **not rejected**, indicating that platform choice does not significantly influence monthly revenue outcomes among the respondents included in the study.

From a practical perspective, although descriptive statistics showed small differences in mean revenue across platforms, these differences are not strong enough to conclude that one platform generates significantly higher income than others. This implies that revenue performance may be influenced more by factors such as audience size, monetization methods, content niche, brand collaborations, and marketing strategies rather than the specific platform used. Hence, content entrepreneurs should focus on effective monetization strategies and audience growth rather than relying solely on platform selection to increase income.

## Findings

The study found a balanced gender distribution among respondents, with most content entrepreneurs belonging to the 20–35 age group and having more than one year of experience. Entertainment/Vlog emerged as the most popular content niche, while YouTube and Instagram were identified as the primary business platforms for the majority of creators, reflecting the dominance of visual and video-based content formats.

The ANOVA results showed no significant difference in audience engagement levels across digital platforms ( $F = 0.76$ ,  $p = 0.55$ ), indicating that engagement depends more on content quality and creator strategy than on platform choice. Similarly, no significant difference was found in monthly revenue outcomes ( $F = 0.45$ ,  $p = 0.77$ ), suggesting that income is influenced more by audience size, monetization methods, and marketing approaches rather than the specific digital platform used.

## Suggestions

Content entrepreneurs should focus on improving content quality and strengthening audience engagement strategies rather than relying solely on platform choice for success. Diversifying monetization methods such as sponsorships, affiliate marketing, and subscription-based models can help creators achieve more stable income streams. Building a strong niche audience is also important, as loyal followers can significantly enhance both engagement and revenue outcomes compared to frequently switching platforms.

Content creators are advised to maintain consistent posting schedules and actively interact with their audiences to improve visibility and long-term engagement. Digital platforms should support creators by offering transparent monetization policies and structured creator support programs to enhance earning opportunities. Additionally, future content entrepreneurs should adopt multi-platform strategies to expand their reach, reduce risks associated with platform dependency, and improve overall sustainability in the creator economy.

## CONCLUSION

The present study examined platform-wise differences in audience engagement and revenue outcomes among content entrepreneurs using descriptive statistics and One-Way ANOVA. The findings revealed that although minor variations in engagement and income exist across platforms, these differences are not statistically significant. This indicates that platform choice alone does not strongly determine creator performance. The results highlight that engagement and revenue outcomes depend more on individual creator strategies such as content quality, audience targeting, and monetization practices rather than the specific platform used. While YouTube and Instagram remain the most widely used platforms, successful performance is not limited to any single digital environment. Overall, the study contributes to understanding digital entrepreneurship within the creator economy and emphasizes the

importance of strategic content development, audience engagement, and diversified monetization approaches for long-term sustainability.

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