

An exploratory study on Netflix's International Marketing strategy and the usage of Netflix by consumers located in Mumbai region

Dr. Shalaka Ayarekar

(Assistant Prof. D.Y. Patil Deemed to be University School of Management)

Abstract

The project is based on understanding the concept which is A detailed study on Netflix's International Marketing strategy and the usage of Netflix by consumers located in Mumbai region. Even though every company identifies their target customer and frames their advertising policies accordingly there is need to know what people think about the brand and how much they want to spend on it .

Netflix is well known for their innovative advertisement and huge customer base and have own loyal customers there is need to identify what is a current market pulse. This study will help in developing altogether new brand or extending an existing brand. The objective of this study is very clear that to know the study on Netflix's international marketing and brand building .

Another important objective here is to find out the success of advertising and celebrity campaigns which were run by Netflix very efficiently.

It becomes very important to know which advertisement has drawn maximum attention and what is the conversion rate of TV commercials. This study is based on a quantitative research where the questionnaire was prepared for customers or viewer. 100 people were intervned from different areas/sectors of Mumbai. The data of 30 respondents was collected offline by interviewing them with questionnaire.

The responses which were found online were also with different demographics. Based on the responses by the respondents, conclusion are drawn. All the data which was collected is analysed by spss and the Conclusions were drawn on the basis of the result of analysis.

Keywords: International Marketing Strategy of Netflix , Netflix usage.

1. Introduction

Media Service Provider

A **media service provider** is an association that supplements its ordinary business by including a lot of media administrations, including:

- Access to the Internet
- Access to music and video and other streaming media
- Access to esteem included administrations just accessible while at the spot of business

For example, a cable car system can change into a media master center by offering access to the orchestrated organizations for movement customers.

The real gushing specialist co-ops, for example, Amazon Prime, Netflix, Hulu the best understanding for every one of its clients. Be that as it may, it gets confused when one needs to choose, the best specialist co-op. The three noteworthy players in this industry, until further notice, are Amazon

Prime, Netflix, and Hulu. Amazon Prime gives shipping, photograph stockpiling, and music. While Netflix offers a crazy measure of blended projects like shows and films. In the event that you are a wonder fan, Netflix is the correct decision for you to make. Hulu is a go-to put for the ongoing TV appears. So everything relies upon what you look for and that is the means by which you should settle on your decision.

Media Service Providers in India

India is the second biggest membership TV showcase in the Asia Pacific Region as far as number of supporters. India will be among couple of nations to enroll a twofold digit development up to 2020 as far as TV promoting. In spite of the fact that at an immersion level with anticipated normal yearly decrease in membership, digital TV will keep on commanding the market over satellite TV up to 2020.

Station proprietors, telecasters, merchants and other media organizations around the globe have dependably indicated critical enthusiasm for the Indian broadcast business. Be that as it may, up to this point, the breaking points on remote direct interest in specific fragments constrained the enthusiasm of such worldwide players. The legislature has now loosened up these points of confinement and has permitted 100% FDI in every one of the fragments of media business with the exception of uplinking of news and current undertakings channels.

India gives an enormous chance to online video suppliers. Aside from the conventional Over-the-Top (OTT) players in the market, real supporters in the nation have additionally put resources into this portion and propelled their own OTT stages. The principle obstruction to the OTT showcase in the nation is the normal cost for link and satellite memberships, which limits membership incomes for the OTT players.

Media business in India is managed by Ministry of Information and Broadcasting and Telecom Regulatory Authority of India ('TRAI'). Licenses and endorsement are required to be acquired from Ministries to operationalize advert to be communicated in and from India.

Voot
ALT Balaji
BigFlix
Amazon Prime Video
Viu
Sony LIV
Hotstar
Netflix

Introduction Netflix

What is Netflix?

Netflix Streaming

Netflix is a streaming administration that enables our clients to watch a wide assortment of honor winning TV appears, motion pictures, documentaries, and more on a huge number of web associated gadgets. With Netflix, you can appreciate boundless review of our substance

without watching a solitary business. There's continually something new to find, and more TV shows and films are included each month! Netflix, Inc. is an American media-services provider headquartered in Los Gatos, California, set up in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California. The association's fundamental business is its participation based streaming OTT organization which offers web streaming of a library of films and TV programs, fusing those conveyed in-house. As of January 2019, Netflix had in excess of 139 million paid participations around the globe, joining 58.49 million in the United States, and in excess of 148 million enrollments complete including free starters. It is open for all intents and purposes worldwide except for in an area China, Syria, North Korea, Iran, and Crimea. The association also has working environments in the Netherlands, Brazil, India, Japan, and South Korea. Netflix is a person from the Motion Picture Association of America (MPAA). Netflix has uncommonly expanded the creation and flow of both film and TV course of action since 2012, and offers an arrangement of "Netflix Original" content through its online library. By January 2016, Netflix services worked more than 190 countries. Netflix released a normal 126 one of a kind course of action and films in 2016, more than some other framework or connection station. \$6.5 billion of this is whole deal commitment, while the remaining is in whole deal duties.

TV Shows & Movies

In more than 190 nations, Netflix individuals get moment access to extraordinary substance. Netflix has a broad worldwide substance library including grant winning Netflix firsts, highlight films, documentaries, TV shows, and that's only the tip of the iceberg. Netflix substance will fluctuate by locale, and may change after some time.

The more you watch, the better Netflix gets at prescribing TV shows and motion pictures you'll adore.

You can play, delay, and resume watching, all without plugs or responsibilities. Additionally, you can download your most loved shows to your iOS or Android cell phone, or Windows 10 application. With downloads, you can watch while you're in a hurry and without a web association. Proceed, gorge a bit!

Netflix's View: web amusement is supplanting direct TV

Individuals love TV content, yet they don't love the direct TV experience, where channels present projects just at specific occasions on non-compact screens with convoluted remote controls. Presently web diversion - which is on-request, customized, and accessible on any screen - is supplanting straight TV.

Literature review

1. Mareike Jenner (2018) in the research paper "Netflix and the Re-invention of Television" has found out the way in which Netflix has transformed television industry. According to him Netflix is the progression of television and its ancillary technologies. In this paper the author has avoided focusing on American content and is focusing on the translational nature of Netflix.
2. Tausif Mulla (2022) in Assessing the factors influencing the adoption of over-the-top streaming platforms: A literature review from 2007 to 2021 shares the factors that gave birth

to OTT Platform The factors included content, price, flexibility, convenience (perceived ease of use), perceived usefulness, perceived enjoyment (hedonic motivation), desire to be freed from any constraint, entertainment value, socialization, culture inclusion, binge-watching, and self-efficacy that leads to the adoption of OTT streaming platforms. This paper also explains that OTT platform is driven by Internet technology and bypass the traditional distribution channels.

3. Przemysław Falkowski-Gilski Tadeus Uhl (2020) in their research paper “Current trends in consumption of multimedia content using online streaming platforms: A user-centric survey” has described that any person connected to the Internet can access the same content, anytime and everywhere with the help of portable devices This paper focuses on the consumption of multimedia content using mobile devices.
4. Elgohary, Wagih R.(2011) in their research “Online technology and organization challenges: An examination of Netflix and customer satisfaction” studied on the relationship of marketing theory and its role in customer loyalty. . The research questions focused on customer satisfaction and loyalty to Netflix, the elements that influence customer satisfaction and loyalty, and the reason for customer satisfaction or disappointment with the organization.
5. Quico, Célia (2019) in their research paper “Television reshaped by big data: impacts and implications for Netflix-like platforms in the age of dataism” has explained that like many other industries, television has been under the process of digital transformation, integrating digital technologies in all parts of its value chain, from content production to content distribution. Today, inseparable from the digital transformation process is the large, diverse and ever-growing volume of data created, captured, analyzed and applied – also known as Big Data. Television is being reshaped by Big Data, with newcomers to the industry such as Netflix leading the way, for others to follow - and for others to fail.
6. Yuani Fragata and Francis Gosselin (February 2018) have written research paper “Who Said Disruption Would Be Easy: the economic & strategic challenges of Netflix” with the purpose of giving an overview of the economic and business context surrounding the global media powerhouse Netflix.

2. Objectives

1. To study the marketing strategy of Netflix in detail.
2. To study in detail the usage of Netflix by consumer.
3. To study the impact of culture on consumers preference w.r.t Media Service Providers
4. To study the factors which are influencing the consumers to switch from local entertainment to Netflix
5. To study the behavioral response of customers on Netflix’s marketing.

3. Methods

Research is quantitative type of research study. Research is conducted in Mumbai.

Descriptive analysis style may be a methodology that involves observing and describing the behavior of a topic while not influencing it in any manner. The importance of descriptive analysis is:

Research style Descriptive analysis

Research methodology Survey methodology

Research Instrument Structured questionnaire

Sample size : Hundred (100)

Research Area : Mumbai

Sampling methodology: Non-Probability/Convenience Sampling

Sampling Design:

GENDER	ONLINE SURVEY	OFFLINE SURVEY	TOTAL
MALE	42	15	57
FEMALE	28	15	43
TOTAL	70	30	100

Total 100 people participated in this survey where as 10 questions were for those people who were working in Netflix Headquarters and here consist 57 male and 43 female participants.

Primary information: The first data was obtained by administering survey methodology, target-hunting by questionnaire to the viewers.

The following style of queries were asked within the questionnaire

1. Multiple choice queries.
2. Open ended queries.
3. Close ended questions.

Secondary information: The secondary information are collected through internet related to company, competitors etc.

Analysis and Interpretation of data1.

GENDER	ONLINE SURVEY	OFFLINE SURVEY	TOTAL
MALE	42	15	57
FEMALE	28	15	43
TOTAL	70	30	100

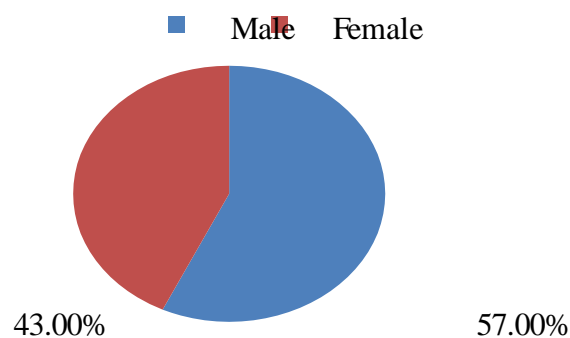


Fig 1 Showing the Distribution of Male and Female percentage involve in Survey

In this survey 100 people were involved .57% of which were gender male and remaining 43% were female.

2.

OCCUPATION	ONLINE	OFFLINE	TOTAL
PROFESSIONAL	12	10	22
BUSINESSMAN	1	0	1
STUDENT	55	16	71
HOUSEWIFE	2	4	6

■ PROFESSIONAL ■ BUSINESSMAN ■ STUDENT ■ HOUSEWIFE

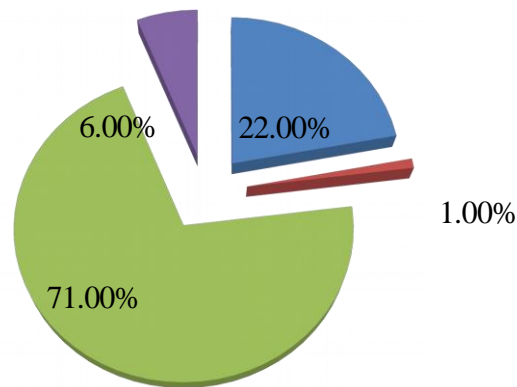


Fig 2 Showing the Profession difference

According to survey most people who took the survey are student as occupation or they are doing studies and its 71% , next with 22% there is professional people who has a job and earning . With 6% there are housewife and only 1% business man .we should know that these survey is of 100 people response so the percentage are shown in this charts are same as the total numbers.

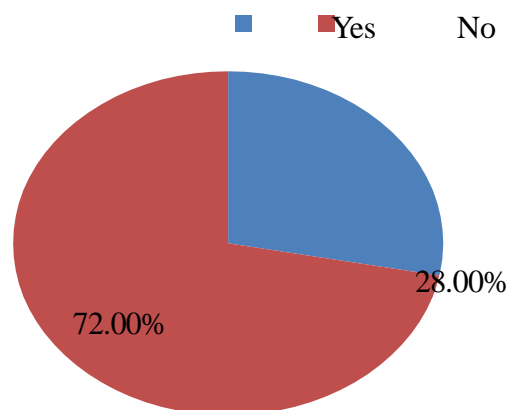


Fig 3 Showing the Netflix subscription percentage in the survey

According to survey data only 28% that is 28 people out of 100 subscribed to Netflix plan and viewing Netflix content and remaining 72 % are not subscribed that means they may watch TV or enjoy content by other sources than Netflix.

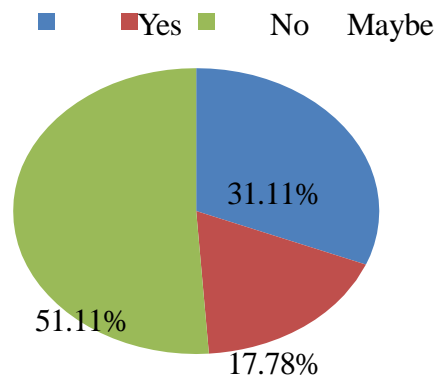


Fig 4 Showing the consumers renewal status of Next Month's Plan

The question was to people who subscribed to netflix that are they going to renew there next months plan or not or maybe so their answer were 51 % said Maybe they will think about it 31% said they definitely going to renew but also 18% said that they are not going to renew so these are lost customers of Netflix.

H02: There is no impact of Price on Subscription.

H22: There is impact of Price on Subscription.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Viewers are concern about price of subscription	100	1.45	.657	.066
Viewers decide about purchasing subscription on the basis of price charged and service offered	100	1.81	.849	.085
Viewers are expecting worth of service against charged amount	100	1.45	.657	.066

One-Sample Test

Test Value = 0						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper

Viewers are concern about price of subscription	22.066	99	.000	1.450	1.32	1.58
Viewers decide about purchasing subscription on the basis of price charged and service offered	21.315	99	.000	1.810	1.64	1.98
Viewers are expecting worth of service against charged amount	22.066	99	.000	1.450	1.32	1.58

INTERPRETETAION:

In above performed T-test Significance Value is .000 which is less than tabulated alpha value .05 hence null hypotheses is rejected so and we can conclude that Price of subscription does matter for subscriber and subscriber is very much conscous about price.

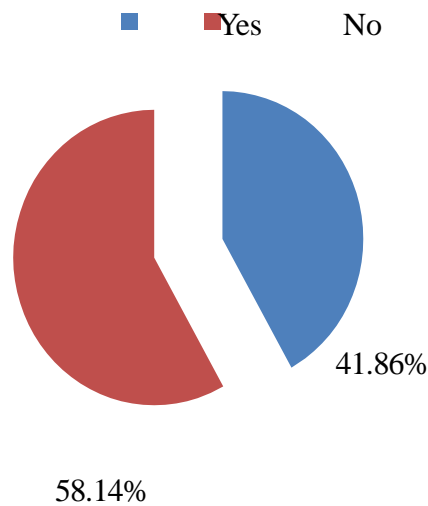


Fig 5 Showing the effect of charging amount

Every service that a customer getting it should make them think that its worth their money and time. So according to my survey getting service worth the money or not ,people responded 42% said yes they are enjoying what are they paying for which is 18 people but 52% replied they are not getting the service worth they are paying for it .

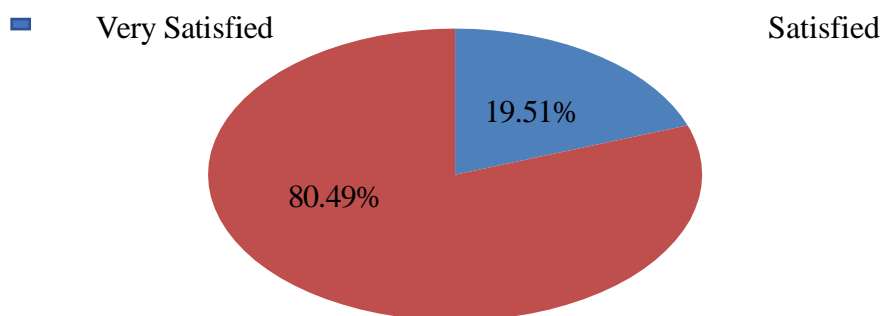


Fig 6 Showing the overall experience

As you can see from this pie-chart that it contain satisfactory factors and consumers what think about their overall experience about the service theyare getting . Here you can see 80% said they are satisfied with content andservice and 20% said they are very satisfied . But shockingly no oneresponded to dissatisfied or very dissatisfied or even other option so that's0%.

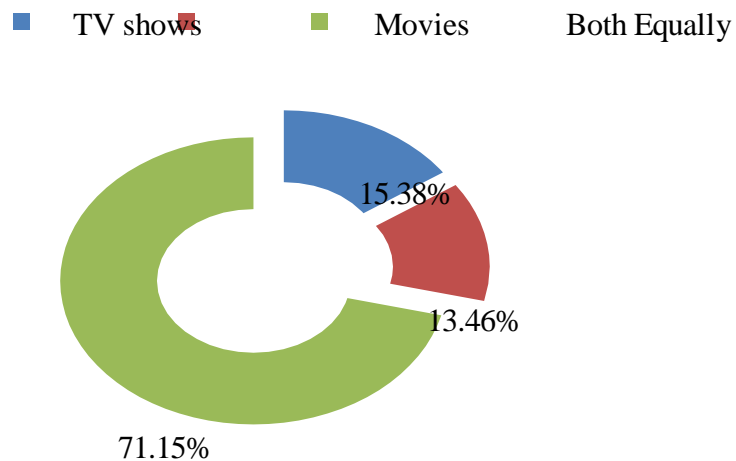


Fig7 Showing the preference for Media content

Now here language preference is a other thing but Netflix is media service provider which provide both TV shows and Movies so from survey here we can see that 14% likes to watch movies and 15% likes to watch TV shows but with high percentage 71% people like to watch both of them.

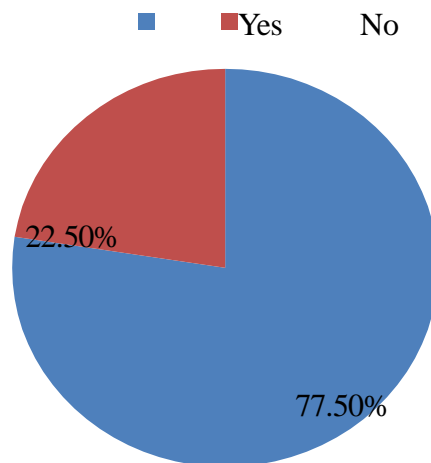


Fig 8 Showing the thinking of people w.r.t. quality

According to survey that the people think that shows and movies Netflix is producing are relateable , good and with mature storyline , involving , and better than other generic shows are 77% and only 23% says no its not that good or its less good than other generic shows.

H01: There is no impact of content and quality of play on Subscription.

H11: There is impact of content and quality of play on Subscription.

T-Test
One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I always look Good Quality content to take subscription	100	1.92	.442	.044
Content should be relevant and as per my expectation	100	1.81	.849	.085
Content quality affect our decision-making process towards subscription	100	1.45	.657	.066
Quality of play for every content matter for me.	100	1.86	.954	.095
Play quality attract viewers towards content	100	1.84	.918	.092

One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I always look Good Quality content to take subscription	43.418	99	.000	1.920	1.83	2.01
Content should be relevant and as per my expectation	21.315	99	.000	1.810	1.64	1.98
Content quality affect our decision-making process towards subscription	22.066	99	.000	1.450	1.32	1.58
Quality of play for every content matter for me.	19.504	99	.000	1.860	1.67	2.05
Play quality attract viewers towards content	20.042	99	.000	1.840	1.66	2.02

INTERPRETATION:

In above performed T-test Significance Value is .000 which is less than tabulated alpha value .05 hence null hypotheses is rejected so we can conclude that Content and quality of play have huge impact on subscription.

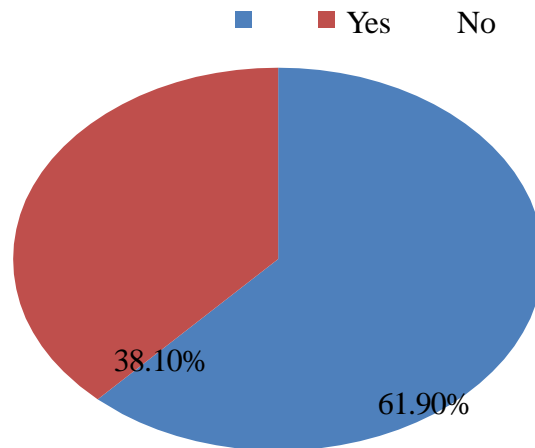


Fig 9 Showing the need of different content in market

This survey ask the question that if you need a mainstream content from Netflix in other local regional language than hindi 62% replied yes to want content with different language and other 38% don't want other content than hindi and English language.

H03: There is no impact of features offered by operator on Subscription.

H33: There is impact of features offered by operator on Subscription.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Features equipped with product is best tools to attract users	100	1.84	.838	.084
Adequate features with product as per price of product attract more users for the product	100	2.08	.992	.099
Features add more value to product which attract customer	100	1.76	.911	.091

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Features equipped with product is best tools to attract users	21.970	99	.000	1.840	1.67	2.01

Adequate features with product as per price of product attract more users for the product	20.974	99	.000	2.080	1.88	2.28
Features add more value to product which attract customer	19.310	99	.000	1.760	1.58	1.94

INTERPRETATION:

In above performed T-test Significance Value is .000 which is less than tabulated alpha value .05 hence null hypothesis is rejected so we can conclude that features offered by operator has significant impact on subscription.

Factors	Test Applied	Value	Df.	Significance P Value
Subscribed to Netflix * Satisfied with content	<i>Chi-Square</i>	2.108 ^a	2	.349
Subscribed to Netflix * Satisfied with Quality of play	<i>Chi-Square</i>	7.960 ^a	4	.093
Subscribed to Netflix * Subscription Price	<i>Chi-Square</i>	1.227 ^a	3	.747
Subscribed to Netflix * Navigation	<i>Chi-Square</i>	2.582 ^a	4	.630
Subscribed to Netflix * Technical compatibility	<i>Chi-Square</i>	2.108 ^a	2	.349
Subscribed to Netflix * Required internet speed	<i>Chi-Square</i>	3.461 ^a	4	.484
Subscribed to Netflix * Location of service Provider	<i>Chi-Square</i>	1.160 ^a	4	.885

Interpretation:

As it is being observed that Significance value is less than tabulated alpha value .05 hence Null Hypothesis is rejected and we can conclude that there is significant impact of Content, Quality of Play, Price, Navigation, Compatibility, Internet speed and Location service Provider on Subscription of Netflix.

So here are some descriptive and other responses received from customers through survey

Other than Netflix people responded they are watching Amazon prime ,Voot, Hotstar, Jio tv,Airtel TV, Youtube, Popcorn time such Media service providers and their content. But lot of people also responded to no they don't watch these streaming platforms.

There is a question that describes if Netflix is being bad influence or developing negativity , the response was 75% no, 23% yes and 2% maybe

Currently Netflix is not providing any other profitable offers for new subscriber than one month free trial and with some network service provider they are providing extended free trial period .Only 7% people know about this extension offer and knew this from Mostly TV

advertisement and Youtube and only 3 people using this offer with Airtel service.

Preferring netflix's content over Bollywood is kind of high cause there are option that they may like both but viewers particularly chose Netflix with 29% and chose Bollywood 22% and chose both 49%.

Whoever responded yes think that the shows and movies Netflix is producing are relatable, good and with mature storyline ,involving, and better than other generic shows and percentage are more than 75%.

Response to ,specific thing you like about netflix from your past experience is:their content is always on point, Series are best, Its good.., Content, Creative minds freedom uniqueness, "criminal stories action movies", Good content, I like the overall stories n series. More entertainment Known Tv shows and Movies to viewers:

"ellen,13 reasons why, stranger things,chilling adventures of sabrina,isnt it romantic,the umbrella academy,narcos,sense 8"sacred games,Riverdale, atypical, end of the f\$#cing world, 13 reasons why, sex education, narcos, paradise PD, sherlocks,Sacred games, lust stories, ghou, isnt it romantic, andhadhun, love per square foot, little things,Sacred game,Vampire diaries,flash .

4. Results

1. You can see all the marketing aspects being constant we see that the people earning below Rs.5000 are the maximum subscriber of Netflix. Result also highlights this way because most of the respondents are students. But even if you consider the other respondents the viewership is low. We can see the sudden fall in the viewing of multimedia services when the income goes up. Same is the situation till we reach the income level of 10001-20000 range above that we can see slight changes but if we consider the average of daily, weekly, 15 days and monthly consumption it comes to somewhat constant.

The major finding here is the age group and income wise consumption pattern of viewers of netflix. Netflix and other multimedia platform which is creating these shows and movies is what is closely related to youth and the consumption of the same in youth is comparably high.

2. As you can see 55 people think that digitalization in India is helping Netflix to grow widely and who think that also know ,heard and watch Netflix India's Youtube promotional ads so these marketing structure is working in favor of Netflix here cause its getting to quite a lot viewers around 40 ,Who said no that digitalization is not helping and responded to I don't know also have higher number(19) of people know the promotion than who don't watch the AD's(16) ,its almost 50/50 chances .

3. the portal that get used for gaining the service and in this category we can see 32% respondents have the preference to watch Shows and movies on Netflix from mobile smartphone or a cellular device cause everyone now days have mobile phone and its viable and easy option to consume service. The second most preferred categories are 2 which is Laptop or Pc and Internet

based TV .Here we can see most of subscribers are college student and they got Laptop for gaming and other educational purpose so laptop kind of big screen than mobile is a choice with 28% and other 28% is Internet based tv.TV are important thing in any middle-class house so availability of TV is easy and watching on a larger screen is always a pleasure for a viewer .On the

other hand Xbox and PS are kind of a luxury item and they commonly use for playing video games and competing online battle royals hence its an option but why would anyone waste their time with these portals than other things, so use for xbox is 6% and Ps is very low which is 3% .

4. According to data overall experience of Netflix is quite good and respond to satisfied(28 people) and Very satisfied (8 people), not a single subscriber responded to dissatisfied. but we are just taking about 36 people who subscribed but who didn't they may have different opinions of price related and content related problem. If we talking about only price relating to satisfactory preference then we can see the number of people who are satisfied is high but almost 70% think that

Netflix is charging a lot but who is very satisfied they are bit low in number but more than 70% think they are investing money wisely.So I think money is a big problem here for common Indian customer to get into service hence, Netflix should get a little flexible about there charging points.

5. Something as a Netflix service which is multimedia content provider In thiscase people are already subscribed to a service can cancel the service at anytime but if you are 100% invested in service then you are not going to plan and going to renew the service plan again but you are investing so much money and time in service which need to be your worth a wait then people

mostly tend to plan their next purchaseNumber of people responded to planned purchase is high around 24 people from which 5 people definitely going to renew the plan for next month but 4

people not, and because its planned purchase people are most likely voting for maybe(15 people) .But whoever responded to unplanned purchase they are definitely going to renew next month

6. In this era Social Media impact on each and every thing cause young generation tend to go towards use of this social media site so here in this pie chart and according to survey Youtube is helping Netflix more to getting to know customers and advertising their brand and this data is correct because we know Netflix strategies their every plan according to trend and go viral.

Youtube is platform with millions and billions of future customer so making a small youtube video type content can give exposure to what you try to sell in a fun way. Netflix is Advertising Their Shows and movies on youtube like The umbrella academy funny version video “if an Indian family was in the umbrella academy” OR “Netflix characters were in school” Hence with big 33% Youtube is forward. But we can see there is whopping 42% social media which is biggest influence on people mind to create customer base through tweeter, Snapchat, Instagram like these sites.

7. According to survey data these are most likely the competitor of Netflix that people think. More than 80% people think that Amazon prime is the top competitor and they are right cause right now Netflix & amazon prime are in battle to get subscribers and create new and relatable content that would like by Indian people. The second highest is Hotstar with 9% vote .Hotstar is most likely to use by sports fanatics cause hotstar provide free sport content however original tv shows and movies is lacking in terms of hotstar content. Voot and ALT Balaji got their 5% market each of share in graph but here is that voot is free hence voot is getting watched by lots of customers but they don't think its as a company which is in competition cause its content is free for all and ALT balaji is still new and however getting good % of customers, so they may have chance to get lot more of viewers , subscribers or customers if they keep up and produce more good content.

5. Discussion

Conclusion

Income is not the factor to be considered by all the Media service provider companies because most of their viewers are age between 20 to 30 year students so they are going to try and keep up with latest trends and drama so they will consider subscribing. Making people more and more aware of the content and increasing the availability of such media services can boost the sales and be the reason for overall increase in per capita subscription of Media service providers.

Availability of network and internet service is most important factor is the sales comes from digital products available customer can view and take advantage of whatever device he or she has.

In India right now the shows are popular are like ‘sacred games’ or amazons ‘Mirzapur’ so these shows are criminal thriller with great actor with such category it's the best opportunity and it can bring in good business. Name the company that doesn't run behind to build a great brand? But here the study shows that before thinking of a building a brand there is a need to look at the taste as well. To introduce a new content a pilot study need to be done and it must come out with the taste which is liked by the most. And then by introducing the same, company can come up with great marketing programs to build a good brand and differentiate it from other competitors.

It is not that by having most famous celebrity ensures the success of the TV commercial but in fact it is the way he/she enacts and communicates the message to the consumers. So a proper care should be taken and factors like theme of the advertisements: style of delivering messages etc should be considered. Whenever we study consumer response

towards international marketing and brand building there is a difference in results because no one can control the response of consumers and no one can easily change.

Suggestions

Expanding Brand Loyalty ,Create a more personal brand ,customer advocates and value for customers. Brand Persona Strategy Collaborate Community Participation and Contribute Collaborate with followers to build a mutually beneficial relationship allows for followers to give input. Subscription quantity of per capita is gradually increasing and the rate at which it is increasing is higher than what it was before the year 2000. So even more number of competitors entering the media service providers market there is a huge scope to get the business and establish a strong brand.

Whenever a TV commercial is made the objectives of it should be very clear and should ensure that proper and complete message is communicated to the consumers and then analyze the outcome accordingly.

TV commercials if were made with top priority to boost the sales than any other objectives then it should be considered and should make the appropriate changes as the conversion rate is 1:4 which can be improved.

Multi-channel showcasing isn't tied in with spending oodles of cash on promoting stunts. It's tied in with making promoting efforts that meet individuals from the intended interest group wherever they "live." For the situation of Stranger Things watchers, Netflix realized that their intended interest group would invest hours on social stages, so they built up a technique as needs be.

Celebrity campaigns will surely have an impact on consumers mind but a proper cost benefit analysis should be done before having any such campaign because the cost of having a celebrity in making a TV commercial is too high.

References:

1. Mareike Jenner (2018), Netflix and the Re-invention of Television, *Palgrave Macmillan Cham*, 1(299), <https://doi.org/10.1007/978-3-319-94316-9>
2. Tausif Mulla (April 2022), Assessing the factors influencing the adoption of over-the-top streaming platforms: A literature review from 2007 to 2021, *Telematics and Informatics*, Volume 69, <https://doi.org/10.1016/j.tele.2022.101797>
3. Przemysław Falkowski-Gilski, Tadeus Uhl (August 2020), Current trends in consumption of multimedia content using online streaming platforms : A user-centric survey, *Computer Science Review*, Volume 37, <https://doi.org/10.1016/j.cosrev.2020.100268>
4. Elgohary, Wagih R.(2011) , Online technology and organization challenges: An examination of Netflix and customer satisfaction, *Capella University ProQuest Dissertations Publishing*.
5. Quico, Célia (2019) Television reshaped by big-data: impacts and implications for Netflix-like platforms in the age of dataism, *International Journal of Film and Media Arts*, Vol. 4, <http://hdl.handle.net/10437/9972>.
6. Yuani Fragata and Francis Gosselin (February 2018), Who said Disruption would be easy : the economic & strategic challenges of Netflix, *QUEBEC Digital Experiences Producers Association*, (Pg. 18).