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Understanding the content experience of Netflix users: An empirical study of relevance, trustworthiness and engagement.

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Abstract: *This study examines at how content marketing affects Netflix user' s consumer engagement. Understanding the factors that influence user engagement has become essential due to the over-the-top (OTT) platforms' rapid expansion and the growing competition in the digital entertainment sector. The study uses an exploratory methodology and uses a structured questionnaire to collect primary data from 220 active Netflix users. Based on previously published research, important factors like content relevance, content credibility, entertainment value, and personalization were determined. Reliability testing, the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test, and exploratory factor analysis (EFA) were used in the statistical study. The data's eligibility for factor analysis was confirmed by the findings, which showed great internal consistency (Cronbach's alpha = 0.942) and strong sampling adequacy (KMO = 0.929). Three important factors were identified using EFA: content relevance, content trustworthiness, and user engagement and attachment, which together accounted for 64.896% of the variation. The results show that perceived content quality, emotional connection, and personalized suggestions are important factors in increasing customer engagement. By presenting actual data on the significance of content-driven tactics in the OTT sector and offering useful advice for raising user engagement through successful content marketing, the research adds to the amount of current knowledge*

Key Words: *Netflix, Content Marketing, Content Relevance, Content Trustworthiness, User Engagement, Personalization, OTT Platform.*

1. INTRODUCTION:

Consumer tastes have shifted from traditional television to on-demand, internet-based streaming platforms due to the quick development of digital technology, which has drastically changed the worldwide entertainment sector. Over-the-top (OTT) services, which provide convenience, customization, and flexibility, have completely changed how people consume content. Netflix is one of these platforms that has made a name for itself as a global leader and has been instrumental in changing the way that viewers access and interact with digital media. Netflix began as a DVD rental service and has since grown into a major streaming service with a huge collection of licensed and original material in many languages and genres. Its success can be ascribed to its creative marketing techniques as well as its technological prowess and diversity of material. In order to better understand viewer interests and provide highly customized recommendations, Netflix uses sophisticated data analytics. Additionally, it has developed a strong brand identification and a worldwide audience base because to its investment in original content, including television shows, movies, and documentaries. Netflix has proven to be remarkably adept at adjusting to shifting market and technology conditions over the years. An important turning point in the entertainment business occurred when the company changed from a subscription-based DVD-by-mail service in the late 1990s to a streaming platform in 2007. This change put Netflix at the forefront of digital innovation while simultaneously upending established distribution structures. Netflix extended its operations to other nations as global internet infrastructure improved, enabling a wide range of geographically dispersed users to access its services. The platform has been able to accommodate different cultural tastes and watching habits because to its global expansion strategy and localized content offers.

Additionally, by incorporating cutting-edge technologies and customer insights into its operations, Netflix has consistently improved its business model. By recommending tailored content, the platform's big data and machine learning-powered recommendation algorithm significantly improves user experience. Additionally, by releasing entire seasons of shows at once, Netflix invented the idea of binge-watching, which significantly changed viewing habits and raised user engagement. Its focus on user-centric innovation, along with digital promotions, strategic partnerships, and interactive content formats, has bolstered its competitive edge in the over-the-top (OTT) market and solidified its standing as a leading player in the worldwide streaming sector.

Netflix uses content marketing as a key tactic to draw in and keep viewers in the fiercely competitive OTT industry. The production and dissemination of worthwhile, pertinent, and captivating material that appeals to the target audience is known as content marketing. Trailers, teasers, social media campaigns, meme marketing, influencer partnerships, and regional promotional tactics are all part of Netflix's dynamic approach to content marketing. Its capacity to produce culturally appropriate content and viral marketing campaigns enables it to sustain ongoing audience involvement outside of the platform.

Engaging and holding consumers' attention has gotten more difficult in today's digital world, where there is an abundance of content available to them. By providing relatable and interesting material that suits customer preferences, content marketing is essential in tackling this problem. Netflix's ability to integrate innovative content strategies with data-driven customization emphasizes the value of content marketing in raising customer engagement.

Even though content marketing is becoming more and more important in the over-the-top (OTT) sector, there aren't many empirical studies that specifically look at how it affects customer engagement, especially when it comes to Netflix subscribers. The majority of current research tends to ignore the particular function of content-driven methods in favor of concentrating on more general features of digital marketing. Thus, a targeted study that investigates how content marketing affects customer engagement is required.

By investigating the effect of content marketing on customer engagement through an empirical examination of Netflix users, the current study seeks to close this gap. It is anticipated that the results of this study will offer insightful information about how successful content marketing techniques can raise user engagement and support OTT platforms' overall performance.

2.REVIEW OF LITERARTURE:

1. Bell, R. M., & Koren, Y. (2007) examined at the Netflix Prize challenge and demonstrated how hybrid recommendation algorithms might increase prediction accuracy. According to the study, content personalization is improved by merging latent factor and neighborhood models. On OTT platforms, such sophisticated recommendation systems are essential for raising customer pleasure and engagement. Therefore, this has a substantial impact on customer purchasing patterns and subscription selections.

2. Wayne, M. L. (2022) analysed of Netflix's audience data practices, Wayne (2021) draws attention to the company's long-standing anti-transparency stance and its deliberate use of selective data sharing. The study demonstrates how Netflix manages criticism, evaluates current industry measurements, and sets itself apart from traditional television using audience data debate. It arrives at the conclusion that selected data releases reinforce Netflix's competitive standing in the streaming market while reshaping the idea of "popular television.

3. Tambini, D. (2025) in the study examines at the "Netflix effect," emphasizing how OTT platforms have changed how people consume content and sped up media globalization. It demonstrates how OTT services cause audiences to switch to digital streaming, disrupting traditional television. Digital sovereignty, in which governments control over-the-top (OTT) platforms to safeguard regional media sectors, is another topic covered in the literature. In general, OTT services strike a balance between maintaining national cultural identity and expanding global content.

4. Rani, A. S. (2025) analysed that OTT platforms are expanding quickly in India as a result of technology developments, varied content, and easy accessibility. User-friendly features, content quality, and subscription cost are the primary determinants of consumer preference. OTT platforms have a bright future, according to studies, as they continue to supplant traditional media consumption.

5. Kim, H., Choi, J. H., & Bao, T. (2025) in this research, OTT platforms have drastically changed how people consume media by providing conveniently available, varied, and tailored content that increases user pleasure and engagement. Studies also show that elements like the cost of a subscription, the quality of the content, and technological features

affect customer behavior; yet, the amount of content frequently results in option overload, which causes consumers to become stressed and fatigued. Furthermore, research shows that psychological problems like content selection stress require efficient content management and recommendation systems, even while OTT platforms offer convenience and an enhanced user experience.

3. Objectives of the Study:

- To explore the key elements of Netflix user engagement and content marketing.
- To find out the main factors influencing Netflix user engagement.
- To examine the factor structure using exploratory factor analysis.

4. Research Methodology:

The present study followed an exploratory research design to examine the key dimensions of content marketing and consumer engagement among users of Netflix. A structured procedure was adopted to ensure that the data collected was dependable and appropriate for analysis. To begin with, a detailed review of existing studies was carried out to understand important concepts related to content marketing and consumer engagement. Based on this review, variables such as content relevance, content entertainment value, content credibility, and content personalization were identified as important aspects of content marketing. Consumer engagement was considered as the outcome variable of the study. After identifying these variables, relevant statements were developed by referring to previous research on digital marketing, social media engagement, and OTT platform usage. A structured questionnaire was then prepared using a Likert scale to record respondents' opinions. The statements were framed in a simple and clear manner to ensure better understanding and accurate responses. The questionnaire was shared with active users of Netflix, and a total of 220 valid responses were obtained for the study. For analysis, the reliability of the data was first examined using Cronbach's alpha to check internal consistency. After this, the suitability of the data for factor analysis was assessed through the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity. The results confirmed that the data met the required conditions for applying factor analysis. Further, Exploratory Factor Analysis (EFA) was conducted to identify the underlying structure of the variables. The results showed that the initial variables were grouped into three main factors based on factor loadings. These factors were named as User Engagement and Attachment, Content Trustworthiness, and Content Relevance. Overall, the reliability results indicated that the scale was consistent and suitable for further interpretation.

Scale Development Procedure:

S.no.	Step	Details of the Procedure
1	Literature Review	Previous research studies were examined to understand key ideas and identify important variables related to content marketing and consumer engagement.
2	Variable Identification	Variables such as content relevance, content entertainment value, content credibility, and content personalization were identified based on existing literature.
3	Questionnaire Preparation	A structured questionnaire was developed using a Likert scale, and statements were designed to measure the identified variables clearly.
4	Data Collection	Responses were collected from active users of Netflix, and 220 valid responses were used for analysis.
5	Reliability Testing	Cronbach's alpha was applied to evaluate the internal consistency of the data.
6	Testing Data Suitability	KMO and Bartlett's Test were conducted to confirm that the data was appropriate for factor analysis.
7	Exploratory Factor Analysis	EFA was performed to group variables into meaningful factors and identify the underlying structure of the data.

6. DISCUSSION AND RESULTS:

Table 1: Cronbach's Alpha

Case Processing Summary

		N	%
Cases	Valid	220	100.0
	Excluded	0	.0
	Total	220	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.942	21

The above table shows the result of Cronbach's Alpha for the variables of questionnaire. The value of Cronbach's Alpha is 0.942, which is considered excellent. This shows that there is excellent consistency internally and the variables are highly correlated and it is reliable.

KMO and Bartlett's Test :

The **KMO test** measures sampling adequacy, indicating whether the data is suitable for factor analysis. A KMO value above **0.8** is considered **great**, **0.7-0.79** is **good**, and **0.6-0.69** is **mediocre**. Values below **0.5** suggest the data may not be appropriate for factor analysis.

Bartlett's Test of Sphericity checks if the correlation matrix differs significantly from an identity matrix. A **significant p-value (<0.05)** indicates that factor analysis is appropriate as the variables are interrelated.

Table: 2 KMO and Bartlett's test:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	3138.726
	df	190
	Sig.	.000

- The significance value is .000 that shows the sample is significant
- The factor value of KMO is more than 0.5 so the sample taken in the study is adequate to run the factor analysis.

Exploratory Factor Analysis:

Table 1: Communalities		
Netflix's content matches my tastes and interests.	Initial	Extraction
Netflix content is appropriate for my needs and viewing preferences.	1.000	.735
Netflix provides content that aligns with my viewing preferences.	1.000	.560
I believe Netflix is aware of my preferences for content.	1.000	.605
Netflix has a lot of entertaining content to offer.	1.000	.679
I enjoy watching Netflix content.	1.000	.627
Netflix series and movies keep me emotionally invested.	1.000	.590
I frequently get excited when I watch Netflix stuff.	1.000	.573
I believe Netflix content is reliable and authentic.	1.000	.600
Netflix's storytelling quality feels reliable.	1.000	.569
I feel Netflix offers credible and competently produced content.	1.000	.632
I have trust in the Netflix content.	1.000	.576
Netflix suggests content based on my tastes.	1.000	.664

I frequently watch Netflix-recommended content.	1.000	.715
Personalized recommendations increase my viewing time.	1.000	.528
Netflix effectively makes content recommendations based on my previous viewing habits.	1.000	.609
Substantial amount of my time is spent watching Netflix content.	1.000	.758
I actively interact with Netflix content by sharing, enjoying, and discussing it.	1.000	.793
I frequently recommend others about Netflix content	1.000	.809
I have an emotional attachment to the Netflix content.	1.000	.750

Table 1: Communalities

The communalities table shows the proportion of variance in each variable that is explained by the extracted factors. In this study, all variables have an initial value of 1.000, which indicates that the total variance is considered before factor extraction. The extraction values represent how much of each variable is explained by the identified factors. The values in this study range from 0.528 to 0.809, which are above the acceptable threshold of 0.50. This indicates that all variables have a satisfactory level of common variance and are well represented by the extracted factors. Higher communalities values, such as 0.809, 0.793, and 0.758, suggest that these variables are strongly explained by the factor structure. Even the lowest value (0.528) is acceptable, indicating that no variable needs to be removed from the analysis. Overall, the communalities results confirm that the variables included in the study are suitable for factor analysis and contribute meaningfully to the identified factors.

Table : 2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.184	50.918	50.918	10.184	50.918	50.918	5.611	28.055	28.055
2	1.742	8.712	59.631	1.742	8.712	59.631	4.286	21.429	49.484
3	1.053	5.265	64.896	1.053	5.265	64.896	3.082	15.412	64.896
4	.963	4.816	69.712						
5	.853	4.266	73.978						
6	.756	3.781	77.759						
7	.559	2.793	80.552						
8	.508	2.539	83.091						
9	.466	2.332	85.423						
10	.403	2.013	87.436						
11	.385	1.923	89.359						
12	.350	1.750	91.109						
13	.327	1.633	92.742						
14	.294	1.470	94.212						
15	.278	1.388	95.599						
16	.210	1.051	96.651						
17	.196	.980	97.630						
18	.169	.847	98.477						
19	.154	.768	99.245						
20	.151	.755	100.000						

Extraction Method: Principal Component Analysis.

Table : 2 Total Variance Explained

The table presents the total variance explained by the components extracted through Principal Component Analysis (PCA). It shows the eigenvalues, percentage of variance explained, and cumulative variance for each component before and after extraction and rotation. According to the results, only the first three components have eigenvalues greater than 1 (10.184, 1.742, and 1.053). Based on the Kaiser criterion, these three components were retained for further analysis. The first component explains 50.918% of the total variance, the second component explains 8.712%, and the third component explains 5.265%. Together, these three components account for a cumulative variance of 64.896%, which is considered satisfactory in social science research. After rotation, the variance is more evenly distributed among the three factors, with 28.055%, 21.429%, and 15.412% explained by the first, second, and third factors respectively. This redistribution improves the interpretability of the factors. The remaining components have eigenvalues less than 1 and contribute less to the overall variance; therefore, they were not considered significant for the study. Overall, the results indicate that the extracted three-factor solution adequately represents the data and captures a substantial portion of the total variance.

Table 3: Rotated Component Matrix

	Component		
	1	**2**	**3**
I frequently recommend others about Netflix content	.847		
I actively interact with Netflix content by sharing, enjoying, and discussing	.842		
A substantial amount of my time is spent watching Netflix content.	.829		
I have an emotional attachment to the Netflix content	.762		
I frequently watch Netflix-recommended content.	.667		
Netflix suggests content based on my tastes.	.663		
Netflix effectively makes content recommendations based on my previous viewing habits.	.604		
I frequently get excited when I watch Netflix stuff.	.533		
Netflix series and movies keep me emotionally invested.	.530		
Personalized recommendations increase my viewing time.	.505		
I believe Netflix content is reliable and authentic. content.		.698	
Netflix has a lot of entertaining content to offer.		.695	
I feel Netflix offers credible and competently produced		.660	
Netflix's storytelling quality feels reliable.		.614	
I enjoy watching Netflix content.		.585	
I have trust in the Netflix content.		.550	
Netflix content is appropriate for my needs and viewing preferences.			.837
Netflix provides content that aligns with my viewing preferences.			.688
Netflix's content matches my tastes and interests.			.687
I believe Netflix is aware of my preferences for content.			.551

Table 3: Rotated Component Matrix

The rotated component matrix presents the factor loadings after applying Varimax rotation, which helps in achieving a clearer and more interpretable factor structure. The results indicate that the variables are grouped into three distinct components. The first component includes variables related to user involvement and emotional connection, the second component represents the reliability and quality of content, and the third component reflects content relevance and personalization. The factor loadings are adequately high, indicating a strong association of variables with their respective

components. Overall, the use of Varimax rotation has improved the clarity of factor grouping, making the results easier to interpret.

Table:4 Table of factors

S.no.	Statement	Factor Name
1	I frequently recommend others about Netflix content.	**User Engagement and Attachment**
2	I actively interact with Netflix content by sharing, enjoying, and discussing	
3	Substantial amount of my time is spent watching Netflix content.	
4	I have an emotional attachment to the Netflix content	
5	I frequently watch Netflix-recommended content.	
6	Netflix suggests content based on my tastes.	
7	Netflix effectively makes content recommendations based on my previous viewing habits.	
8	I frequently get excited when I watch Netflix stuff.	
9	Netflix series and movies keep me emotionally invested.	
10	Personalized recommendations increase my viewing time.	
11	I believe Netflix content is reliable and authentic. content.	**Content Trustworthiness**
12	Netflix has a lot of entertaining content to offer.	
13	I feel Netflix offers credible and competently produced	
14	Netflix's storytelling quality feels reliable.	
15	I enjoy watching Netflix content.	
16	I have trust in the Netflix content.	
17	Netflix content is appropriate for my needs and viewing preferences.	**Content Relevance**
18	Netflix provides content that aligns with my viewing preferences.	
19	Netflix's content matches my tastes and interests.	
20	I believe Netflix is aware of my preferences for content.	

Table:4 Table of factors

The table presents the classification of all measured statements based on the results of Exploratory Factor Analysis. After applying factor analysis, the variables were grouped into three distinct factors according to their highest factor loadings. The first group, named User Engagement and Attachment, includes variables related to user interaction, emotional connection, time spent on the platform, and engagement with recommendations. The second group, Content Trustworthiness, consists of variables that reflect users' perception of content quality, credibility, authenticity, entertainment value, and reliability of the platform's content. The third group, Content Relevance, includes variables related to personalization and the extent to which Netflix content matches users' preferences and interests. Overall, the results show that all 20 items are clearly categorized under their respective factors, confirming a well-defined and meaningful factor structure for the study.

	Table:5 Overview of Factor Loadings, KMO and Reliability Statistics (n = 220)			
No. of Item	**Item**	**Factor Loadings**	**KMO and Barlett Test**	**Cronbach's Alpha**
	User Engagement and Attachment			
1	I frequently recommend others about Netflix content	.847	.913	.935
2	I actively interact with Netflix content by sharing, enjoying, and discussing	.842		
3	A substantial amount of my time is spent watching Netflix content.	.829		
4	I have an emotional attachment to the Netflix content	.762		
5	I frequently watch Netflix-recommended content.	.667		
6	Netflix suggests content based on my tastes.	.663		
7	Netflix effectively makes content recommendations based on my previous viewing habits.	.604		
8	I frequently get excited when I watch Netflix stuff.	.533		
9	Netflix series and movies keep me emotionally invested.	.530		
10	Personalized recommendations increase my viewing time.	.505		
	Content Trustworthiness			
11	I believe Netflix content is reliable and authentic. content.	.698	.831	.868
12	Netflix has a lot of entertaining content to offer.	.695		
13	I feel Netflix offers credible and competently produced	.660		
14	Netflix's storytelling quality feels reliable.	.614		
15	I enjoy watching Netflix content.	.585		
16	I have trust in the Netflix content.	.550		
	Content Relevance			
17	Netflix content is appropriate for my needs and viewing preferences.	.837	.796	.805
18	Netflix provides content that aligns with my viewing preferences.	.688		
19	Netflix's content matches my tastes and interests.	.687		
20	I believe Netflix is aware of my preferences for content.	.551		

Table:5 Overview of Factor Loadings, KMO and Reliability Statistics (n = 220)

The table presents the results of Exploratory Factor Analysis along with reliability and sampling adequacy measures for the identified factors. The first factor, User Engagement and Attachment, includes 10 items related to user interaction, emotional connection, content sharing, recommendation behavior, and time spent on the platform. The factor loadings for these items range from 0.505 to 0.847, indicating strong associations. The KMO value of 0.913 confirms excellent sampling adequacy, and Cronbach's alpha of 0.935 shows very high internal consistency and reliability for this factor.

The second factor, Content Trustworthiness, consists of 6 items related to content reliability, credibility, entertainment value, and overall trust in Netflix content. The factor loadings range from 0.550 to 0.698. The KMO value of 0.831 indicates good sampling adequacy, while Cronbach's alpha of 0.868 confirms good reliability of this construct. The third factor, Content Relevance, includes 4 items related to personalization and the alignment of content with user preferences. The factor loadings range from 0.551 to 0.837, showing acceptable to strong relationships. The KMO value of 0.796 indicates adequate sampling adequacy, and Cronbach's alpha of 0.805 confirms satisfactory reliability. Overall, the results show that all three factors have acceptable to high levels of reliability and adequacy, confirming that the measurement scale is valid and consistent for further analysis.

7. CONCLUSION:

This study offers an extensive understanding of how Netflix user engagement is impacted by content marketing. The results verify that user behavior and engagement levels in the OTT ecosystem are strongly influenced by content-related elements. Three crucial dimensions—User Engagement and Attachment, Content Trustworthiness, and Content Relevance—were found to be the main forces behind engagement through exploratory factor analysis.

The most significant predictor among them was user engagement and attachment, suggesting that time spent on the platform, emotional connection, and interaction are essential for maintaining user interest. Because people are more inclined to interact with material they believe to be trustworthy, reliable, and of high quality, content trustworthiness also plays a big part. Furthermore, user pleasure and the watching experience are improved by content relevancy, which is fueled by personalization and alignment with user preferences.

The survey also confirms that Netflix's unique content marketing techniques and data-driven personalization initiatives play a major role in its high user engagement. The strong reliability and adequacy metrics attest to the validity and consistency of the scale employed in this study.

Overall, the study highlights that in order to keep customers in an increasingly competitive digital landscape, over-the-top (OTT) platforms must concentrate on providing tailored, reliable, and captivating content. The results have important ramifications for platform developers and marketers to improve their content strategies. By comparing studies across various OTT platforms or adding more behavioral and psychological elements affecting engagement, future study might broaden the reach.

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