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UNDERSTANDING CONSUMERS MORE DEEPLY: A STUDY OF NETFLIX CONSUMER BEHAVIOR

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Abstract

The development of digital technology has transformed how society accesses entertainment, including films and television series. Netflix has become a primary choice for streaming services, with its success closely tied to its ability to understand and respond to consumer behavior. This study aims to examine the psychological and social factors that influence Netflix consumer behavior patterns relevant to current market conditions. A qualitative method was employed. Qualitative data were obtained through online interviews with 5 Netflix users via Zoom. The analysis utilized Maslow's Hierarchy of Needs Theory, Herzberg's Two-Factor Theory, and the Affective-Behavioral-Cognitive (ABC) Attitude Model to understand consumer motivation and behavior. The result of this research shows that the primary motivations for Netflix subscription were entertainment seeking, pleasure and relaxation, and social interaction with family and friends. Key subscription factors included security and trusted reputation and quality content. Users demonstrated busy lifestyles requiring convenient entertainment access. Consumer personality traits were predominantly relaxed, trendy, and individualistic, with preferences for drama (majority), comedy, and animation content. Information sources included social media, recommendations from friends or family, synopses, ratings, and Netflix's algorithmic recommendations. Despite some negative experiences, positive experiences dominated, leading to continued loyalty. Consumer attitudes reflected high satisfaction, willingness to recommend, and trust in Netflix's content quality. In conclusion, Netflix's success in consumer retention depends on deep understanding of consumer preferences, motivations, and behavioral patterns. The findings reveal that consumer subscription decisions are closely related to fulfilling social and recreational needs, with security, reputation, and content quality serving as critical factors. The study demonstrates the effectiveness of applying consumer behavior theories to understand streaming service preferences and loyalty patterns.

Keywords: Consumer behavior, Netflix, streaming services, psychological factors, social factors

INTRODUCTION

The era of digitalization has fundamentally transformed the global entertainment industry landscape, creating significant changes in how society accesses and consumes audiovisual content (Wu, Jiang, Jaya Kumar, & Chen, 2024). The fast-paced lifestyle has contributed to the continuous increase in digital platform purchase intentions, concurrent with technological advancement and the transactional convenience afforded to consumers (Hidayah & Suliyanto, 2019). The development of digital technology has not only introduced new platforms for content distribution but has also reshaped consumer expectations and behaviors toward entertainment services. In this context, video-on-demand streaming services have emerged as a dominant force, with platforms like Netflix revolutionizing traditional media consumption models. This service has shifted the paradigm from scheduled programming to personalized, on-demand access, enabling viewers to consume content at their convenience across multiple devices. This shift has also significantly changed how content is produced and distributed (Ercegovac & Ercegovac, 2023).

Netflix, as a pioneer and market leader in the global streaming industry, has demonstrated its capability in navigating the complexities of digital consumer behavior. Netflix's success in maintaining its dominant position is inseparable from its deep understanding of the psychological and social dynamics that drive consumer decisions. The platform has evolved from merely being a content provider to becoming an entertainment ecosystem capable of anticipating, shaping, and responding to consumer preferences in real-time.

The study of consumer behavior in the context of digital streaming services like Netflix involves multidimensional analysis encompassing cognitive decision-making processes, content preference patterns, and complex interactions between psychological and social factors that influence consumer choice behavior (Wu, Jiang, Jaya Kumar, & Chen, 2024). Comprehensive understanding of these factors enables Netflix to develop content personalization strategies, user experience optimization, and more effective marketing approaches in reaching and retaining diverse consumer bases (Skudiene, Kvedaraviciene, Trunciene, & Legote, 2025).

The streaming phenomenon as a new form of media consumption also reflects a social paradigm shift in access to entertainment, from traditional collective models toward personalized individual experiences. This raises fundamental questions about how psychological factors such as motivation, perception, and learning interact with social factors such as reference group influence, social norms, and cultural trends in shaping Netflix consumer behavior. Although research on Netflix consumer behavior has been conducted, the majority of studies remain focused on technical aspects (Oliveira & Azevedo, 2023) and general user preferences (Nissa, Susilawati, Suseno, & Hamdani , 2020), while in-depth understanding of the psychological factors that influence customer decisions in selecting and maintaining streaming services remains limited. Therefore, this research aims to address this gap by exploring Netflix customers' motivations, habits, and consumption patterns more comprehensively.

This paper aims to comprehensively examine the psychological and social factors that influence Netflix consumer behavior, focusing on identifying behavioral patterns relevant to contemporary streaming market dynamics. Through in-depth analysis of the interaction between individual consumer characteristics and the surrounding social context, this research seeks to provide theoretical and practical contributions in understanding the complexity of consumer behavior in the digital era. The findings from this analysis are expected to provide strategic insights for streaming service development and establish an empirical foundation for further research in the field of digital consumer behavior.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

When consumers encounter marketing communications and environmental stimuli, these external influences interact with internal psychological mechanisms and individual characteristics to shape decision-making processes and purchasing behaviors (Kotler & Keller, 2016). Consumers with low psychological involvement toward a brand will readily switch to competing brands (Irawan, Indiyastuti, & Suliyanto, 2010). Therefore, it is important to understand the consumers' cognitive processes from initial exposure to marketing stimuli through final purchase decisions. Four fundamental psychological processes—motivation, perception, learning, and memory—serve as critical determinants in consumer responses to marketing initiatives and significantly influence how individuals process, interpret, and act upon commercial messages.

Motivation

Individuals experience multiple needs simultaneously. A need evolves into a motivational force when it achieves sufficient intensity to prompt behavioral action (Kotler & Keller, 2016). Thus, motivation can be defined as the underlying psychological process that explains the rationale behind human behavior (Hawkins & Mothersbaugh, 2010). Motivation concerns energy, direction, and persistence; it has been a central issue at the core of biological, cognitive, and social regulation (Ryan & Deci , 2000). The theoretical contributions from Maslow and Herzberg have established distinct conceptual frameworks for understanding human motivation. These theoretical perspectives provide valuable insights for businesses to comprehend consumer behavior patterns and develop effective marketing strategies.

Abraham Maslow's hierarchical theory of motivation proposes that human needs are organized in a pyramid structure, where individuals must satisfy lower-level needs before progressing to higher-level aspirations. Physiological needs encompass basic survival requirements such as food, sleep, and shelter (Maslow, 1970). Once these fundamental needs are met, individuals seek safety and security, including stability and need for structure (Maslow, 1970). The third level addresses social needs, reflecting the human desire for belonging, love, and acceptance within communities (Maslow, 1970). Esteem needs occupy the fourth tier, encompassing both self-respect and recognition from others through achievements, status, and personal accomplishments (Maslow, 1970). At the top of the hierarchy lies self-actualization, representing the ultimate human drive to realize one's full potential, pursue personal growth, and engage in meaningful creative endeavors (Maslow, 1970). Understanding consumers' motivation through this perspective helps businesses group them into different market segments.

Frederick Herzberg's Two-Factor Theory, also known as the Motivation-Hygiene Theory, distinguishes between two distinct categories of factors that influence human motivation and satisfaction (Kotler & Keller, 2016). Motivator factors address intrinsic psychological needs and serve as true drivers of satisfaction and engagement. In consumer behavior contexts, these factors enhance customer delight and foster long-term loyalty through positive experiences such as personalized services, exclusive offers, recognition programs, or innovative features that exceed expectations. When present, motivator factors actively increase consumer satisfaction and strengthen brand attachment. Meanwhile, hygiene factors represent fundamental maintenance needs that prevent dissatisfaction. These baseline expectations include competitive pricing, reliable product quality, and convenient accessibility. The absence of hygiene factors leads to consumer dissatisfaction and potential defection to competitors, yet their presence merely maintains a neutral state rather than creating enthusiasm. This theoretical framework suggests that successful marketing strategies must ensure hygiene factors meet consumer expectations to avoid dissatisfaction while simultaneously leveraging motivator factors to create consumers' loyalty.

Perception

Perception represents the fundamental cognitive process through which individuals select, organize, and interpret environmental information to construct their understanding of reality, with outcomes shaped by both external stimuli and internal psychological conditions. Consumer perception operates through three critical mechanisms that significantly influence product evaluation and brand preference—selective attention, selective distortion, and selective retention (Kotler & Keller, 2016).

First, selective attention means individuals only notice certain things, therefore, it is important for businesses to get their attention among all the competing messages. Second, selective distortion shows that individuals often change or twist information to fit their beliefs about brands, making it match their existing opinions. Third, selective retention means people remember information that supports their thoughts while forgetting details that contradict their views, especially about competing products. For example, previous research consistently demonstrates that both perceived ease of use and perceived usefulness significantly enhance usage intention, serving as key determinants of system adoption behavior (Restianto, et al., 2024). These interconnected perceptual processes work together to create a situation where people naturally favor information that confirms what they already believe, making it very important for marketers to carefully manage how consumers perceive their brands if they want to influence buying decisions and stay competitive (Kotler & Keller, 2016).

Memory

Some decisions are stimulus-based; they are based on information available in the physical environment, and others are memory-based; they are based on information retrieved from memory (Lee, 2002). In most decisions, memory factors play a crucial role (Lynch, Jr., Alba, & Hutchinson, 1991). There are two types of memory works: short-term memory, which holds information temporarily and has limited space and long-term memory, which stores everything permanently with unlimited space (Kotler & Keller, 2016). Long-term memory works like a network where information is stored in connected points, with some connections being stronger than others. When individuals see or think about something, it activates related memories in a chain reaction, with stronger connections making it easier to remember related things. For consumers, brand knowledge sits as one point in memory connected to many associations like thoughts, feelings, past experiences, and opinions about that brand. These connections determine brand recall accessibility and influence the way consumers retrieve brand-related information during decision-making processes. These brand connections are the foundation of consumer perception and brand equity. Therefore, marketers need to create strong, positive connections to make their brands more memorable and preferred by customers (Kotler & Keller, 2016).

Learning

Consumer learning represents a dynamic behavioral modification process that occurs through experiential interactions and significantly influences future purchasing decisions. The learning mechanism operates through the complex interplay of *drives* (powerful internal motivations that compel action), *stimuli* (environmental triggers), *cues* (subtle directional signals), and *reinforcement* (positive or negative consequences that strengthen or weaken behavioral patterns) (Kotler & Keller, 2016). This process manifests in two primary consumer responses: *generalization*, where positive experiences with one product extend to similar offerings from the same brand, and *discrimination*, where consumers develop the ability to distinguish between competing products and make nuanced brand choices.

Personality

In real-world contexts, individuals' personality traits significantly influence their perceptions of and behaviors toward technology (Ding, Chen, & Hu , 2025). Personality encompasses an individual's distinctive and consistent behavioral patterns that manifest across diverse situational contexts. Within marketing applications, trait theories provide the most practical framework by conceptualizing personality as measurable individual differences that enable consumer segmentation based on psychological variations. These theories work on two basic ideas: first, everyone has internal traits that influence their actions, and second, there are reliable differences between people in these traits, making personality-based marketing segmentation both practical and valuable (Hawkins & Mothersbaugh, 2010).

There two primary theoretical orientations: multi-trait personality theories, which identify comprehensive sets of personality dimensions that collectively capture substantial portions of individual psychological profiles, and single-trait theories, which focus intensively on specific personality characteristics deemed particularly relevant to understanding targeted behavioral patterns (Hawkins & Mothersbaugh, 2010). Single-trait approaches don't ignore other personality traits; they just concentrate on the one trait that best predicts consumption-related behaviors. This helps marketers create targeted strategies that appeal to specific personality types and makes their marketing more effective by matching psychological traits.

Affective-Behavioral-Cognitive Attitude Model

The Tri-Component Attitude Model, also known as the ABC Model of Attitudes, provides a comprehensive framework for understanding the formation and maintenance of consumer attitudes toward products, brands, or purchasing situations through three interconnected components (Hawkins & Mothersbaugh, 2010). The affective component encompasses the emotional responses and feelings that consumers experience in relation to a brand or product, ranging from positive emotions like joy, satisfaction, and excitement to negative feelings such as disappointment or frustration (Hawkins & Mothersbaugh, 2010). These emotional reactions often serve as powerful drivers of consumer preference and can significantly influence purchasing decisions through the creation of emotional bonds with brands. The behavioral component reflects consumers' action tendencies and actual behaviors toward the attitude object, including purchase intentions, repeat buying patterns, brand loyalty demonstrations, and word-of-mouth recommendations (Hawkins & Mothersbaugh, 2010). This component represents the observable manifestation of attitudes through consumer actions and behavioral commitments. The cognitive component involves the rational, knowledge-based elements of attitudes, including beliefs, thoughts, perceptions, and factual information that consumers hold about a brand's attributes, quality, performance, and value proposition (Hawkins & Mothersbaugh, 2010). These three components work synergistically to form comprehensive consumer attitudes, with marketers recognizing that effective brand positioning and communication strategies must address all three dimensions to create strong, consistent, and enduring consumer attitudes that translate into favorable purchasing behaviors and long-term brand loyalty.

RESEARCH METHODS

This study employs a qualitative research approach to gain comprehensive insights into consumer perceptions, experiences, and preferences regarding Netflix usage and eventually, to facilitate in-depth exploration of consumer behavior patterns, motivations, and decision-making processes. This methodological help discover the underlying psychological and social factors that influence Netflix subscription decisions and usage patterns through detailed examination of individual experiences and perspectives, providing contextual data that reveals the complexities of consumer streaming behavior.

Primary data collection was conducted through semi-structured in-depth interviews via the Zoom platform for approximately 30 minutes to allow sufficient time for comprehensive exploration of participant experiences while maintaining engagement and focus. The online interview format was deliberately chosen to accommodate geographical diversity and ensure participant comfort within their familiar environments, potentially leading to more candid and authentic responses. The interview protocol incorporated carefully designed open-ended questions that systematically explored six dimensions of Netflix consumption behavior: initial motivations for subscription, individual usage patterns and preferences, specific content consumption behaviors, satisfaction levels and platform experiences, key decision-making factors influencing continued subscription, as well as social and psychological influences on viewing habits. This structured yet flexible approach ensured comprehensive data collection while allowing for emergent themes and unexpected insights to surface naturally during conversations.

The target for this study is five active Netflix users aged 20-30 years old who regularly engage with the platform's content and services. The sample size of five participants is methodologically appropriate for qualitative research that prioritizes deep understanding, allowing for thorough exploration of individual experiences while maintaining analytical manageability and enabling detailed examination of personal narratives. The targeted age range represents a strategically important demographic segment for streaming services, encompassing both digital natives who have grown up with streaming technology and early career professionals with disposable income specifically allocated for entertainment subscriptions, making this group particularly relevant for understanding contemporary streaming consumption patterns.

RESULTS AND DISCUSSION

This chapter presents the main findings from interviews to examine Netflix consumption behavior among participants. The analysis shows different patterns of content streaming and purchasing decisions. The findings are organized thematically to reflect the interconnected nature of streaming consumption behavior, beginning with foundational motivations and progressing through increasingly complex behavioral patterns and decision-making processes. Each section combines participants' responses with existing theories to show both personal experiences and general trends in streaming. The analysis of participant interviews help understands how streaming platforms and users influence each other in today's entertainment world.

Consumer's Motivation

The findings reveal that most participants chose to subscribe to Netflix primarily for entertainment purposes, including relaxation and social connection with family and friends. This suggests that Netflix subscription decisions are largely driven by the desire to meet social and leisure needs. A smaller group of respondents indicated they subscribed to access educational content for personal development and learning.

The predominance of entertainment-focused motivations reflects Netflix's successful positioning as a leisure platform that facilitates both individual relaxation and shared viewing experiences. The social dimension of Netflix consumption is particularly significant, as it demonstrates how streaming services have evolved beyond individual entertainment to become tools for maintaining relationships and creating shared cultural experiences. The emphasis on relaxation suggests that participants view Netflix as a form of escapism and stress relief, which has become increasingly important in today's fast-paced lifestyle. This finding indicates that streaming services fulfill psychological needs beyond mere entertainment, serving as accessible means of mental decompression and emotional regulation.

The social connectivity aspect reveals the function of Netflix as a catalyst for family bonding and friend interactions, whether through co-viewing experiences or discussions about shared content. While educational motivations represented a smaller portion of responses, their presence indicates Netflix's growing recognition as a platform for informal learning and personal development. This suggests that some users approach streaming content with intentional learning goals as opportunities for self-improvement and knowledge acquisition. This finding reflects the platform's diversification beyond traditional entertainment into more purposeful content consumption. The variation in motivations also highlights the personalized nature of streaming consumption, where individual users may have multiple, sometimes overlapping reasons for subscription that evolve over time based on life circumstances and changing needs.

Regarding factors that influence subscription decisions, the majority of respondents cited Netflix's reputation for security and trustworthiness as a key consideration. Netflix's commitment to protecting user data and maintaining a reliable service helps prevent customer dissatisfaction that might lead users to switch to competing platforms. Content availability also emerged as a significant motivating factor, highlighting Netflix's ongoing efforts to expand and enhance their content library to boost customer satisfaction and retain subscribers.

Consumer's Personality

The interview results reveal that respondents' busy lifestyles fundamentally drive their need for easily accessible entertainment. Netflix's accessibility particularly appeals to users who consume content during brief moments throughout their day, such as waiting in queues, lunch breaks, and while traveling. This consumption pattern highlights the critical importance of mobile-friendly streaming platforms that accommodate modern lifestyle demands and reflect a broader shift toward micro-entertainment consumption. This finding shows the fragmentation of viewing experiences in response to increasingly demanding work schedules and urban lifestyles. The ability to pause, resume, and access content across multiple devices has transformed Netflix from a traditional television alternative into a portable entertainment companion that fits seamlessly into users' daily routines.

Analysis of participant personalities reveals two distinct consumer segments with corresponding content preferences that reflect deeper psychological and social needs. The majority of respondents exhibit relaxed, trendy, and individualistic traits, gravitating toward light, entertaining fictional content including drama, comedy, and animation. These users seek memorable yet accessible entertainment that aligns with their casual viewing approach and desire for escapism without cognitive demands.

This preference pattern suggests that streaming consumption serves as a form of psychological decompression, where users actively seek content that provides emotional relief and mental relaxation after demanding daily activities. The emphasis on trendy content also indicates that these viewers use Netflix as a means of staying culturally current and maintaining social relevance through shared viewing experiences. The remaining participants demonstrate intellectual and social personalities, showing preference for non-fictional content such as documentaries and reality shows. These viewers use Netflix as a tool for knowledge acquisition and realistic entertainment that satisfies their learning-oriented consumption habits. This segment approaches streaming with more intentional consumption goals, viewing the platform as an extension of their personal development and intellectual curiosity.

Based on these findings, Netflix can establish content development priorities that strategically align with consumer preferences while maximizing subscriber satisfaction and retention. The predominance of users seeking light entertainment suggests prioritizing drama, comedy, and animation content in terms of production investment and platform promotion, while maintaining diverse offerings including documentaries and reality programming to serve intellectual and social personality types.

This strategic approach ensures content portfolio alignment with user lifestyle demands and personality-driven preferences, creating a comprehensive entertainment ecosystem that caters to both immediate gratification needs and longer-term engagement goals. The findings suggest that successful streaming platforms must balance accessibility with diversity, providing both quick entertainment fixes for busy lifestyles and substantial content for more engaged viewing experiences. Furthermore, understanding these personality-content connections enables Netflix to refine its recommendation algorithms and content discovery mechanisms, potentially increasing user satisfaction by more accurately matching content suggestions with individual psychological profiles and viewing contexts. This personalization approach represents a competitive advantage in an increasingly crowded streaming market where content differentiation and user retention are paramount concerns.

Consumer’s Perception

The findings reveal that social media platforms serve as a significant discovery mechanism for Netflix among respondents, highlighting the platform's strategic approach to digital marketing and audience engagement. Netflix has developed a social media management strategy that extends beyond traditional advertising to create an interactive marketing ecosystem. The platform strategically uploads short video clips and promotional images extracted from popular films and series, serving dual purposes of entertainment and marketing. These carefully curated content pieces function as digital appetizers, providing potential subscribers with compelling previews that showcase the quality and diversity of available content while building anticipation and brand recognition.

The interactive dimension of Netflix's social media presence represents a fundamental shift from passive advertising to participatory marketing engagement. Through comment sections, audience polls, and interactive quizzes, Netflix creates opportunities for meaningful dialogue with both existing subscribers and potential customers. This engagement strategy addresses contemporary consumers' desire for authentic brand interactions and recognition, fostering a sense of community and personal connection that transcends traditional customer-brand relationships.

The participatory approach makes audiences feel valued, heard, and emotionally invested in the Netflix brand, ultimately contributing to stronger brand loyalty and increased likelihood of subscription conversion.

According to respondents, personal recommendations from friends and family members emerge as another critical information source that operates within established trust networks, representing one of the most influential factors in Netflix discovery and subscription decisions. These recommendations typically originate from satisfied customers who voluntarily share their positive experiences about various aspects of the Netflix service, including content quality, user interface functionality, streaming reliability, and overall value proposition. The organic nature of these recommendations provides authenticity and credibility. The effectiveness of personal recommendations stems from the trust and shared context that exists within personal relationships. When friends or family members recommend Netflix, they effectively reduce the perceived risk associated with subscription decisions while providing personalized relevance based on their understanding of the recipient's preferences and habits. This word-of-mouth marketing represents Netflix's most valuable promotional channel, as it combines source credibility with personalized content curation, making these recommendations significantly more influential in driving subscription decisions and platform adoption.

Moreover, the findings identify content synopses as a crucial information source that plays a pivotal role in transforming browsing interest into actual viewing decisions. Well-crafted synopses function as persuasive micro-narratives that must accomplish multiple objectives within limited space: capturing attention in a content-saturated environment, conveying essential plot elements, and generating sufficient emotional engagement to motivate viewing commitment. The quality and appeal of these descriptions directly impact user satisfaction and content discovery rates, making synopsis become a strategic function that influences both platform engagement and viewer expectations. These content descriptions serve as critical conversion points where casual browsing transforms into committed viewing. The synopsis must balance providing enough information to generate interest while avoiding spoilers that might diminish viewing satisfaction. This balance requires an understanding of consumer psychology and narrative presentation, demonstrating how content presentation quality directly impacts user experience and platform success.

Furthermore, content suggestions based on algorithms make it easier for users to find content that matches their preferences, thus enabling consumers to remain loyal customers. The algorithm analyzes multiple data points including viewing history, genre preferences, completion rates, time of viewing, and contextual factors to create personalized content recommendations that match individual user preferences. This personalization approach addresses the fundamental challenge of choice overload in content-rich environments by curating relevant options that reduce decision fatigue while increasing the likelihood of satisfying viewing experiences. This personalized approach creates a positive feedback loop where accurate recommendations lead to higher user satisfaction.

While respondents occasionally consult reviews and ratings for additional context about Netflix content, these elements function as supplementary rather than primary decision-making factors. The limited influence of reviews and ratings reveals an important characteristic of streaming consumption behavior, where the subjective nature and potential unreliability of user- generated evaluations reduce their credibility as primary decision drivers. This finding suggests that streaming consumers have developed sophisticated filtering mechanisms that discount potentially biased or manipulated information sources in favor of more trusted and personally relevant information channels.

Consumer’s Memory

The finding also reveals a unique consumption pattern where respondents rely on memory to influence their viewing and subscription decisions. This behavior pattern manifests when Netflix releases new seasons of serialized content after extended intervals, prompting viewers to revisit previous seasons to refresh their memory of storylines, character developments, and narrative arcs. This revisiting behavior demonstrates the psychological investment that viewers develop in ongoing narratives and the importance of accessible content libraries in supporting memory-triggered consumption patterns. Unlike traditional media where content value typically diminishes after initial consumption, serialized streaming content creates ongoing value through revisiting behavior and narrative continuity. This finding suggests that successful streaming platforms must consider both new content acquisition and the strategic importance of preserving and promoting existing content that generates memory-based re-engagement and supports long-term subscriber relationships.

Respondents utilize visual elements such as posters, thumbnails, and trailers as information sources for forming initial impressions and gathering essential details about content quality, genre, and cast information. These visual cues that influence both viewing decisions and subsequent satisfaction levels. The effectiveness of visual elements depends on their ability to accurately represent content while creating emotional connections that motivate viewing commitment. Posters and trailers function as content marketing tools that must efficiently communicate complex information about narrative quality, production values, and emotional appeal within seconds of exposure. This visual information processing reflects consumers' need for immediate, accessible information that supports rapid decision-making in digital environments. The visual presentation quality directly impacts user expectations and can significantly influence both content selection decisions and overall platform perception.

Consumer’s Learning Process

Despite experiencing occasional disappointments with less engaging films or series that initially prompted consideration of subscription cancellation, respondents ultimately chose to maintain their Netflix subscriptions based on an overall positive experience balance. This retention decision reflects the platform's ability to overcome isolated negative encounters through consistent delivery of superior value across multiple dimensions of user experience.

Content diversity emerges as Netflix's primary competitive advantage, with respondents consistently highlighting the platform's superior range compared to other streaming services. While competitors like Disney+ Hotstar offer quality original programming, their limited selection of mainstream films creates gaps in viewer satisfaction. Similarly, HBO's predominantly adult-rated content restricts audience accessibility, whereas Netflix provides comprehensive coverage across all genres and rating categories. The platform's ability to secure trending films and exclusive content unavailable elsewhere creates distinctive added value that significantly influences subscription retention decisions.

User experience optimization represents another critical factor in subscriber loyalty, with respondents particularly appreciating Netflix's intuitive interface design and practical features. The platform's "Preview" functionality exemplifies this advantage, allowing users to easily navigate to specific film segments—a capability that competitors like Apple TV lack. Additional convenience features such as automated "Next" episode progression, "Skip intro" options, and intelligent notification systems through bell alerts for new releases and trending content create seamless viewing experiences that reduce friction and enhance user satisfaction. Another aspect emphasized by respondents is the absence of advertisements once subscribed to Netflix. This constitutes an added value for Netflix, as several other streaming platforms continue to display advertisements despite active subscriptions. This factor significantly influences viewing comfort and user experience quality.

Technical performance further reinforces Netflix's competitive position through robust server infrastructure that ensures rapid content loading and consistent streaming quality. This technical reliability, combined with high-resolution video and audio delivery, addresses fundamental viewing experience requirements that serve as primary decision-making factors for subscribers. The integration of superior content diversity, user-friendly features, and technical excellence creates a comprehensive value proposition that enables Netflix to retain subscribers even when individual content pieces fail to meet expectations, demonstrating the importance of holistic platform performance over isolated content quality variations.

Consumer's Attitudes

The majority of respondents rate Netflix as delivering superior content quality compared to competing streaming platforms. This high-quality content collection, characterized by its diversity across genres, languages, and production values, generates significant positive emotional responses among viewers, who report feeling pleased and satisfied with their overall viewing experience. The quality-satisfaction relationship creates a strong value perception where respondents view their subscription fees worth the entertainment value received, establishing a foundation for continued subscription commitment.

Moreover, this satisfaction translates into powerful word-of-mouth behavior, with content-satisfied subscribers actively recommending Netflix to their social networks, including family members and close friends. The recommendation behavior extends beyond casual suggestions to more structured social viewing experiences, exemplified by respondents' use of synchronized viewing applications like Teleparty for remote group watching. In these scenarios, the technical requirement that all participants must subscribe to the same streaming service creates opportunities for Netflix subscribers to influence platform selection decisions within their social circles. Because respondents maintain high confidence in Netflix's content quality and user experience, they feel comfortable recommending the platform to others, knowing that their endorsement will likely result in positive experiences for their connections.

Additionally, the research identifies content-specific recommendation patterns where respondents selectively promote Netflix based on exclusive content availability. These targeted recommendations occur when unique or particularly appealing content—unavailable on other platforms—creates compelling reasons for non-subscribers to join the service. This behavior demonstrates how exclusive content serves dual purposes: retaining existing subscribers through differentiated offerings and attracting new subscribers through peer recommendations, creating a network effect that amplifies Netflix's market position through satisfied user recommendation.

CONCLUTION

Netflix's consumer subscription patterns reveal motivational drivers extending beyond entertainment consumption, with consumers primarily seeking to fulfill fundamental social needs through entertainment, relaxation, and meaningful social interaction, aligning with Maslow's hierarchical framework. The decision-making process involves Herzberg's dual-factor theory considerations including security, reputation management, and content quality assessments, while Netflix's success stems from understanding diverse user personalities and preferences to develop content that attracts subscribers and enhances loyalty. Information dissemination occurs through social media, content synopses, user memory, and peer recommendations, creating a self-reinforcing engagement cycle where positive experiences dominate despite negative experiences, resulting in sustained loyalty manifested through satisfaction, trust in content quality, and willingness to recommend the platform according to the Affective-Behavioral-Cognitive model.

This research advances digital consumer behavior understanding by integrating established psychological theories to explain subscription service adoption and loyalty in streaming contexts. The findings reveal that streaming providers must move beyond traditional demographic targeting to sophisticated psychographic segmentation, prioritizing community-building features, social viewing experiences, and emotional marketing benefits over technical specifications. Practical applications include emphasizing data protection, transparent pricing, diverse high-quality content, and robust social marketing strategies that leverage peer recommendations, while organizations should focus on customer experience optimization and comprehensive journey mapping addressing psychological and social factors driving sustained consumer engagement and loyalty.

This research faces methodological and scope limitations affecting generalizability and comprehensiveness, including cross-sectional design constraints limiting understanding of evolving consumer attitudes and cultural variations. The Netflix-specific focus may not apply to other streaming platforms with different strategies, while rapidly evolving industry dynamics, external economic factors, and competition from traditional media may not be fully captured. Although established psychological theories provide valuable frameworks, they may inadequately address modern digital consumer behavior complexity, including technology acceptance issues, subscription fatigue, and problematic consumption patterns such as binge-watching addiction. Future research should adopt longitudinal designs to track evolving consumer motivations across life stages and market changes, while conducting comprehensive comparative studies across multiple platforms examining the differences in content strategies, pricing models, and recommendation algorithms affect satisfaction and retention. Studies should investigate cultural, demographic, and technological factors, including how background, age, socioeconomic status, and geographic location influence streaming adoption patterns, alongside the impact of emerging technologies on traditional consumer behavior models. Additionally, research should explore deeper psychological mechanisms underlying binge-watching behavior and content addiction, examine economic factors such as subscription pricing and bundling strategies, and investigate the sustainability of current subscription models.

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