

**THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON
CONSUMER PURCHASING DECISIONS OF NETFLIX AND
AMAZON PRIME: COMPARATIVE ANALYSIS**

MSc International Management Marketing Management Applied

INTERNATIONAL BUSINESS SCHOOL

**POSTGRADUATE STUDIES DISSERTATION
CERTIFICATION**



Course: MSc International Management Marketing Management Applied

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Literature Review		
Research Methodology		
Findings		
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Abstract

This study looks into the new field of influencer marketing in the streaming business, focusing on big names like Amazon Prime and Netflix. In a time when people are more likely than ever to receive digital material, it's important to know how social media affects how people act. The study's goal is to find out how widespread influencer marketing is in the streaming industry and how it affects people's choices and tastes. Using a strong methodology structure, the study got information from 151 different subjects about how they interacted with material created by influencers and how that interacted with their choice of streaming service. The study uses a lot of different statistical methods, such as dependability statistics, correlations, and regression models, to give a full picture of how influencer marketing works in the streaming business right now. One important result of the study is that there is a strong link between people's decisions to subscribe and the suggestions of leaders. This shows how influential people are in the streaming market. The study also finds the most important social media sites and kinds of material that influencers use. This shows how important it is for influencer efforts to be real and trustworthy.

The study also looks at the return on investment (ROI) of celebrity marketing for streaming services and gives suggestions on how to make these methods work better. The results show that influencer marketing has a real effect on consumers' trust and tastes. They also show that there is a strong link between the trustworthiness of influencers and choices to subscribe. We now have a much better idea of how digital marketing works, especially in the streaming business, thanks to this study. It gives marketing useful information that they can use to make influencer efforts that are more successful and real, which will eventually increase customer involvement and trust. The study opens the door for more research in this area. It encourages a more in-depth look at influencer marketing tactics and how they change people's behavior over time in the digital age.

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Chapter 1: Introduction

1.1 Chapter Overview

A synopsis of the study's findings is presented in the introduction, which explores the game-changing function of influencer marketing in the streaming sector. Aiming to evaluate the effect on Netflix and Amazon Prime is introduced, along with the study's strategic significance, influencer integration, and changes in consumer behavior. The explanation validates the research's importance, demonstrating dynamic marketing landscapes and shifting customer preferences. The description of the issue pinpoints the main conceptual holes. This lays the groundwork for further research into the effects of influencer marketing on consumer choices in the streaming industry, providing useful information for optimizing future strategies.

1.2 Research Background

The emergence of digital technology and the widespread use of social media platforms have significantly transformed the manner in which companies engage with their customer base. An important element of this transition is the emergence of influencer marketing, when people with a significant online audience use their influence to endorse and advertise various goods and services. In recent times, the streaming business has emerged as a prominent arena for influencer marketing initiatives, whereby platforms such as Netflix and Amazon Prime actively collaborate with influencers to establish connections with their intended audience (Lobato and Lotz, 2020). The streaming sector has seen remarkable expansion, driven by reasons such as heightened internet accessibility, advancements in technology, and evolving customer tastes. In response to heightened competition, streaming services are actively researching novel marketing methods in order to distinguish themselves and effectively acquire and keep members. The use of influencer marketing has become a potent mechanism for streaming platforms to leverage the extensive scope and impact of social media stars.

The integration of influencer marketing within the streaming business entails a strategic partnership between streaming platforms and social media influencers, with the aim of endorsing and enhancing the visibility of content and subscription services. The integration in question is characterized by its diverse nature, which includes sponsored material, reviews, unboxing videos, and unique behind-the-scenes glances of major series and movies. The objective is to use the influencer's reputation and relationship with their audience in order to enhance awareness,

engagement, and eventually, convert subscriptions. The analysis of the level of integration of influencer marketing within the streaming business is a crucial element in comprehending the changing dynamics of digital marketing in the entertainment domain. In contemporary times, influencer-led strategies are increasingly supplementing and, in some instances, substituting conventional advertising techniques (Steck *et al.*, 2021). Consequently, a thorough examination of the current advertising environment becomes imperative.

Contemporary consumers exhibit a heightened level of discernment, whereby their choices about purchases are subject to the effect of a multitude of circumstances. It is important for streaming platforms such as Netflix and Amazon Prime to comprehend the impact of influencer marketing on customer preferences in order to optimize their strategic approaches. The primary objective of this study is to investigate the intricacies of consumer behavior, specifically examining the psychological and social factors that motivate consumers to subscribe to streaming services as a result of influencer endorsements. There exists a disparity across social media platforms, since they do not possess equal characteristics, and other platforms exhibit a stronger connection with specific target populations.

1.3 Aims and Objectives

The aim of this research is to assess the extent of influencer marketing penetration in the streaming industry, understand its impact on consumer preferences for Netflix and Amazon Prime, identify influential social media platforms and content types, measure the credibility of influencers and its link to consumer trust, and compare the ROI of influencer campaigns to provide optimization recommendations.

The following are the research objectives:

- To determine the extent of influencer marketing penetration in the streaming industry and its impact on consumer preferences for Netflix and Amazon Prime.
- To identify the most influential social media platforms and types of content used by influencers in promoting Netflix and Amazon Prime, and to assess their effectiveness.
- To assess the perceived authenticity and credibility of influencers and its correlation with consumer trust and subscription decisions for Netflix and Amazon Prime.

- To compare the return on investment (ROI) of influencer marketing campaigns for Netflix and Amazon Prime, and to provide actionable recommendations for optimizing these strategies based on the comparative analysis results.

1.4 Research Questions

The following are the research questions:

- How has influencer marketing been integrated into the streaming industry, and to what extent does it influence consumer preferences for Netflix and Amazon Prime?
- What are the most influential social media platforms and content types used by influencers to promote Netflix and Amazon Prime, and how effective are these strategies in driving consumer engagement and subscription decisions?
- How do consumers perceive the authenticity and credibility of influencers promoting streaming platforms, and how does this perception correlate with their trust and decision to subscribe to Netflix and Amazon Prime?
- What is the comparative return on investment (ROI) of influencer marketing campaigns for Netflix and Amazon Prime, and what actionable recommendations can be derived from the comparative analysis to optimize these strategies for both platforms?

1.5 Research Rationale

The study of the effect exerted by social media influencers on consumer behavior in relation to streaming platforms, namely Netflix and Amazon Prime, is of utmost importance given the ever-evolving nature of the digital marketing environment. The effectiveness of traditional advertising methods in capturing the attention and interest of modern customers is becoming more limited (Albornoz and García, 2022). As a result, there is a growing need to thoroughly investigate the significance and impact of influencer marketing. The streaming market, characterized by intense rivalry, is progressively depending on influencers to establish genuine connections with viewers and distinguish their services. Moreover, the research investigates the dynamic trends in customer behavior. In an age marked by an abundance of information, individuals are increasingly drawn to personalized advice provided by sources they trust. Social media influencers exemplify this trust, rendering their recommendations significant elements in the processes of consumer decision-making (Pilipets, 2019). Gaining a comprehensive understanding of the intricate dynamics through

which influencers affect customer choices within the streaming domain is crucial for platforms such as Netflix and Amazon Prime to adeptly adjust and enhance their marketing efforts.

1.6 Problem Statement

The extent to which the streaming business relies on influencer marketing to alter customer choices has not been well investigated. The integration of influencer-led campaigns by streaming platforms such as Netflix and Amazon Prime has raised questions about the comprehensive knowledge of the reach of influencer marketing, its influence on consumer decision-making, and the efficacy of different platforms and kinds of content (Rahman and Arif, 2021). The objective of this study is to fill these knowledge gaps by examining the dynamics of influencer marketing in the streaming business. This research will provide valuable insights that may help platforms improve their market position and effectively interact with a tech-savvy audience.

1.7 Chapter Summary

The introduction sets the context by outlining the revolutionary effect of influencer marketing in the streaming business. It outlines the study's objective, which is to evaluate the reach, impact, and efficacy of influencer marketing for Netflix and Amazon Prime, while also highlighting the fluidity of digital advertising. The significance of this research and its implications for the future are discussed in the context section. The reasoning highlights the need of a thorough investigation. The issue statement pinpoints the biggest blind spots in knowledge. All all, the introduction presents a brief synopsis that sets the stage for the subsequent investigation into the complex interplay between social media influencers and viewer choices in the streaming market.

Chapter 2: Literature Review

2.1 Chapter Overview

The chapter on the literature review gives a thorough summary of the available studies on influencer marketing in the streaming sector, with an emphasis on Netflix and Amazon Prime. The article delves into the value of influencers and finds that platform-specific techniques are lacking. This chapter examines the little literature on the subject of influencer marketing and how the credibility of an influencer relates to the trust that consumers have in a brand on different social media platforms. The literature review prepares the ground for the present research to give useful

insights and suggestions for optimising influencer marketing efforts in the context of streaming services by exploring these complicated interactions.

2.2 Extent of influencer marketing penetration in the streaming industry

Understanding the growing dynamics of digital marketing tactics within the streaming business necessitates a comprehensive examination of the degree to which influencer marketing has permeated this sector (Gómez and Munoz, 2023). In the context of a highly competitive industry, characterized by the presence of several streaming platforms such as Netflix and Amazon Prime, the use of social media influencers has emerged as a crucial element within the marketing tactics employed by these platforms. In recent years, there has been a notable increase in influencer partnerships within the streaming sector. Streaming platforms are aggressively collaborating with content producers across prominent YouTube channels, Instagram, and TikTok influencers in order to effectively connect with their intended demographic (Biesen *et al.*, 2019). The scope of this integration goes beyond conventional commercials, including sponsored material, reviews, and special behind-the-scenes access to popular series and movies. The objective is to use the extensive reach and impact that influencers have developed inside their specific online communities.

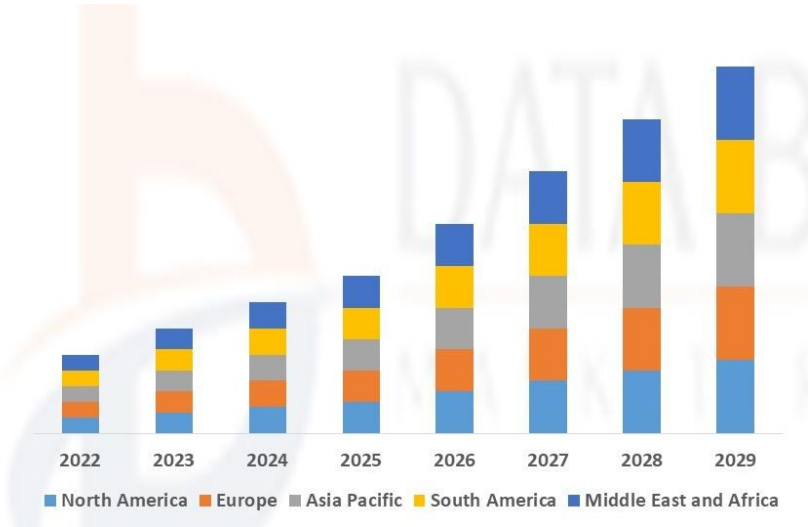


Figure 1: Global Influencers Growth

(Source: Ramasoota and Kitikamdorn, 2021)

The complex nature of influencer marketing's effect on customer choices within the streaming business is evident. In the realm of streaming platforms, influencers play a crucial role as

intermediates, bridging the gap between these platforms and their audience. They provide a distinct and personalized approach to marketing, which resonates with viewers on a sympathetic level. By strategically partnering with influential individuals whose material aligns with the preferences and characteristics of their intended audience, streaming services may successfully augment brand recognition and generate enthusiasm for their products and services (Ramasoota and Kitikamdhorn, 2021). The customized strategy demonstrates notable efficacy in a contemporary period characterized by customers' growing inclination towards genuine and relevant information. The inclination of the streaming business towards influencer marketing is indicative of a more comprehensive recognition of the evolving media consumption behaviors seen among viewers. Traditional advertising approaches are often treated with skepticism, while influencer referrals are generally seen as more authentic and reliable. Consequently, streaming platforms are using influencer marketing strategies in a deliberate manner, aiming not only to get fresh customers but also to maintain the loyalty of current ones via the cultivation of a communal atmosphere and active involvement.

2.3 Identification of influential social media platforms for Netflix and Amazon Prime promotion

The identification of popular social media channels for the promotion of Netflix and Amazon Prime is of paramount importance in order to optimize influencer marketing methods. Social media platforms function as dynamic communication channels that facilitate the engagement of varied audiences (Lotz *et al.*, 2022). It is crucial to comprehend their efficacy in advertising streaming services to ensure the implementation of focused and influential marketing strategies.

YouTube is well recognised as a key channel for influencer marketing within the streaming business. YouTube video producers often provide comprehensive evaluations, responses, and behind-the-scenes material pertaining to episodes and films available on streaming platforms such as Netflix and Amazon Prime (Siles *et al.*, 2019). The platform's visual characteristics enable influencers to provide comprehensive insights, therefore cultivating a feeling of connection with their audience. Instagram, renowned for its visually-driven content, stands as a prominent platform with significant influence. Instagram influencers have the ability to use several tools offered by the site, including Stories, IGTV, and Reels, in order to effectively exhibit and endorse content from streaming services in a creative manner. The platform's focus on aesthetics and narrative

coherence is congruent with the visual-oriented characteristics of streaming services, making it a potent instrument for facilitating promotional partnerships. Furthermore, TikTok has swiftly evolved as a prominent tool for influencer marketing, especially targeting younger audiences (Martín *et al.*, 2019). The concise and captivating material found on TikTok has the potential to rapidly gain widespread popularity, offering influencers a distinct opportunity to present their preferred television episodes or films available on Netflix and Amazon Prime in a manner that strongly appeals to the platform's user community.

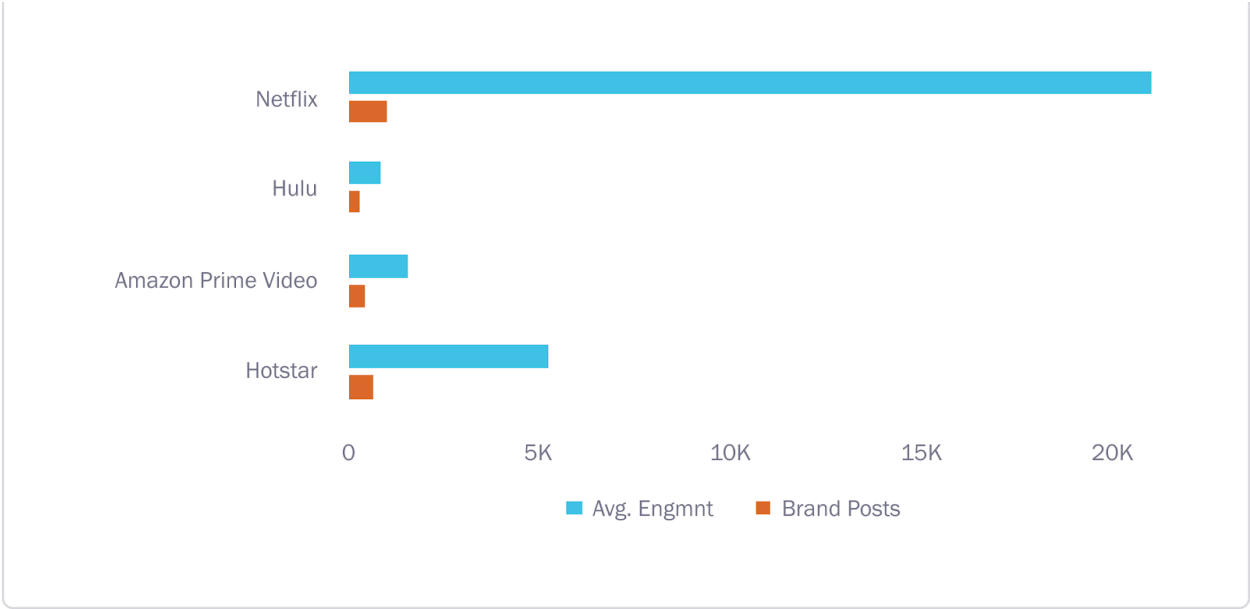


Figure 2: Engagement Comparison

(Source: Hadida *et al.*, 2021)

Twitter continues to have significant influence in facilitating real-time interactions and driving the popularity of hot topics. On the Twitter platform, those with significant online presence, often referred to as influencers, have the ability to actively participate in conversations, express their viewpoints, and use hashtags to enhance the reach and exposure of live-streamed material. The conversational aspect of the site facilitates direct engagement with followers, therefore creating a communal atmosphere centered on the discourse of various programmes or films. Facebook, although seeing a partial shift towards older age groups, continues to maintain its prominence as a platform (Hadida *et al.*, 2021). Facebook groups, pages, and sponsored content have shown efficacy in engaging with audiences that are actively involved on the site, offering a community-oriented strategy for influencer marketing.

2.4 Assessment of content types used by influencers to promote Netflix and Amazon Prime

The evaluation of content types used by influencers has significant importance in comprehending the many techniques that impact consumer engagement within the domain of influencer marketing for Netflix and Amazon Prime. An often observed structure is the production of review videos, when influencers provide comprehensive evaluations of the most recent television series and films accessible on these streaming sites (Castro and Cascajosa, 2020). By doing so, these videos contribute to the process of making educated decisions. Sponsored unpacking and first impressions videos, which are often seen on sites like YouTube, are another influential kind of content. Influencers exhibit unique or just launched items, revealing the packaging and contents while also expressing their early responses. This structure not only elicits enthusiasm but also offers people a concrete preview, creating a feeling of expectation and intrigue around the advertised material. Furthermore, the development of unique behind-the-scenes material has evolved as a strategic kind of content (Wikansari *et al.*, 2023). By engaging in partnerships with influential individuals, streaming platforms provide audiences a behind-the-scenes look into the production process of various television series or films. Through the provision of distinct viewpoints and exclusive insights, influencers establish a feeling of rapport between the audience and the material, so augmenting the entire experience of consumption and fortifying the promotional efficacy. In conjunction with conventional video material, influencers often use interactive elements, including polls, quizzes, and Q&A sessions, on social media platforms such as Instagram and Twitter. The use of an engagement-oriented strategy enables influencers to participate in direct interactions with their audience, therefore assessing their preferences and actively seeking input about the material available on Netflix and Amazon Prime (Di *et al.*, 2021). The use of participatory content not only enhances the connection between influencers and consumers, but also fosters a communal atmosphere centered around the endorsed streaming material.

2.5 Perceived authenticity and credibility of influencers in the streaming industry

Within the ever-changing and dynamic realm of the streaming business, the perceived genuineness and reliability of influencers have considerable sway over customer confidence and the process of making informed choices. The concept of authenticity plays a vital role in the realm of influencer marketing, as audiences tend to be drawn to influencers that exhibit genuine excitement and

transparency in their work (Donthu *et al.*, 2021). Consumers tend to regard influencers as real when they engage in the sharing of personal experiences, opinions, and genuine responses to material on popular streaming platforms such as Netflix and Amazon Prime. The practice of presenting both positive and critical viewpoints in a transparent manner plays a significant role in fostering trust among the audience. In the realm of online influence, those who are able to consistently maintain a genuine character are more inclined to cultivate lasting ties with their followers, hence augmenting the effectiveness of their promotional endeavors.

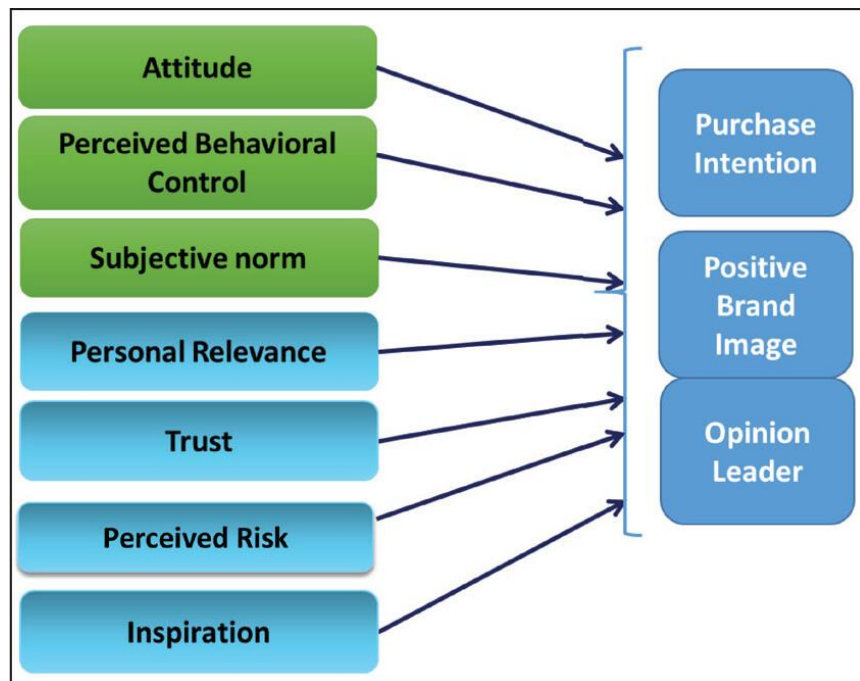


Figure 3: Influencer Marketing

(Source: Cruz *et al.*, 2021)

Credibility, closely tied to authenticity, hinges on factors such as an influencer's expertise, transparency about partnerships, and the reliability of their recommendations. Consumers are inclined to place more faith in influencers that have a profound comprehension of the streaming business and provide knowledgeable perspectives on the material they endorse (Cruz *et al.*, 2021). The act of acknowledging and openly reporting any sponsored partnerships serves to enhance the credibility of influencers, since openness plays a crucial role in cultivating trust and authenticity. Furthermore, the congruence between an influencer's ideals and the values held by their audience plays a significant role in shaping the perception of authenticity. When influencers really incorporate streaming content into their lifestyle and personal interests, it increases the likelihood that viewers will consider their endorsements as true suggestions rather than simple advertising

material. The congruence between influencers and their viewers strengthens the credibility of the former, since the latter recognises a shared interest for the information being pushed.

The perceived genuineness and trustworthiness of influencers have a significant impact on customer views in the streaming sector. In light of customers' growing emphasis on real relationships and open communication, influencers that exemplify authenticity and trustworthiness have emerged as influential proponents for streaming platforms (Pick, 2021). Gaining a comprehensive understanding of the intricate elements that shape these impressions is crucial for influencers and streaming services alike, as they strive to cultivate trust, enhance engagement, and encourage favorable subscription choices within their intended demographic.

2.6 Correlation between influencer credibility and consumer trust for Netflix and Amazon Prime

The examination of the relationship between the credibility of influencers and the level of confidence consumers have in them is a crucial element in comprehending the efficacy of influencer marketing strategies used by streaming platforms such as Netflix and Amazon Prime. The concept of credibility, when associated with influencers, has considerable importance in shaping customer trust and therefore influencing their choices about subscription. Consumers have a higher propensity to place faith in influencers who are believed to possess legitimate authority within the streaming business (Ali and Anwar, 2021). Consumers are more likely to place faith in the suggestions of influencers who exhibit a comprehensive comprehension of the content landscape on popular streaming platforms such as Netflix and Amazon Prime. This trust is fostered via the influencers' ability to showcase their knowledge by providing insightful analyses and evaluations. The establishment of credibility is contingent upon the influencers' capacity to provide important and correct information, therefore fostering an informed and reliable connection with their audience. Transparency serves to strengthen the connection between the reputation of influencers and the confidence placed in them by consumers. Influencers that publicly identify any paid collaborations or agreements with streaming platforms exhibit a commendable level of openness, therefore addressing concerns pertaining to potential bias in their recommendations (Sheth, 2021). The practice of honesty in influencer marketing cultivates a perception of trust among customers, as they value the influencers' transparent disclosure on the commercial nature of their material.

The congruence between the ideals of influencers and their audience contributes to the bolstering of credibility and, as a result, the establishment of trust. When influencers really incorporate streaming material into their own watching habits and lifestyle, it increases the likelihood that viewers will see the influencer's endorsements as credible suggestions. The presence of this mutual like adds to the development of trust, since customers see a similarity in their preferences and tastes (Escudero *et al.*, 2018). The association between credibility and trust is also influenced by the consistency of an influencer's message and the dependability of their recommendations over time. Influencers that regularly provide reliable and relevant analyses of Netflix and Amazon Prime content establish a reputation for dependability, therefore fostering a lasting sense of confidence among their audience.

2.7 Consumer preferences influenced by influencer marketing in the streaming sector

The ever-changing world of influencer marketing has a big impact on streaming consumer choices. In the contemporary consumer landscape, there is a growing need for personalized suggestions and genuine relationships. In this context, influencers play a crucial role as intermediaries, exerting significant influence over the choices made by viewers on popular platforms like Netflix and Amazon Prime. In the realm of media consumption, influencers assume a significant role by actively presenting and supporting certain television series, films, or broader streaming services, exerting a discernible impact on consumer choices (Lotfi *et al.*, 2021). The relatability and authenticity shown by influencers play a significant role in fostering a personalized and captivating advertising strategy. The process of personalizing content has a profound effect on those who place importance on the viewpoints and endorsements of influential figures, hence directly influencing their choices in media consumption. The use of a wide range of content forms by influencers contributes to the heterogeneous preferences shown by customers. Influencers use various strategies such as comprehensive review videos, behind-the-scenes insights, and interactive question-and-answer sessions to appeal to distinct audience groups characterized by their individual interests (Khalifa and Kumar, 2020). Influencers help to the development of a diversified and captivating streaming environment by matching their material with the varied interests and watching patterns of their followers.

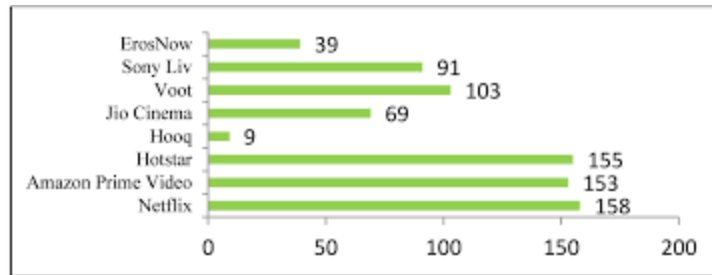


Figure 4: Video Streaming Transitions

(Source: Tejedor *et al.*, 2019)

Additionally, influencers play a crucial role in cultivating a sense of communal identity centered on certain material or streaming platforms, therefore facilitating a collective experience among their audience. The adoption of a community-centric strategy not only has an impact on individuals' tastes but also fosters the development of a dedicated audience base that actively participates in the consumption of suggested material (Tejedor *et al.*, 2019). The social dimension of influencer marketing, characterized by audience participation in discussions, sharing, and interaction with influencers and among themselves, serves to enhance the effect on customer choices. In addition to their impact on popular material, influencers also play a role in the exposure and promotion of specialized or less well recognised content on streaming platforms. Through the presentation of a varied assortment of episodes and films, influencers serve as conduits for introducing viewers to material that they may have previously disregarded, therefore broadening the scope of preferences within the realm of streaming media (Wideman, 2022). In the streaming business, influencer marketing assumes a crucial role in determining customer choices. Influencers play an active role in shaping the ever-changing consumer environment on platforms such as Netflix and Amazon Prime, using relatability, customisation, and community-building as key strategies. Comprehending and harnessing these key aspects is crucial for streaming services aiming to optimize their marketing tactics and augment subscriber engagement.

2.8 Evaluation of the effectiveness of influencer marketing on different social media platforms

Assessing the efficacy of influencer marketing on many social media platforms is crucial for comprehending the intricate dynamics of audience involvement and influence. Various platforms provide unique characteristics and target certain demographics, which in turn shape the effectiveness of influencer marketing in connecting with consumers. This is especially evident in

the realm of streaming platforms like Netflix and Amazon Prime (Huang *et al.*, 2023). YouTube is well recognised as a powerful medium for implementing influencer marketing strategies inside the streaming industry. Long-form content enables influencers to provide comprehensive evaluations, endorsements, and thorough examinations of television series and films. The visual aspect of YouTube boosts the efficiency of content marketing by giving influencers a platform to engage in thorough debates that connect with viewers who are seeking in-depth insights prior to making decisions about what to watch. Instagram, due to its focus on aesthetically pleasing material, provides a distinctive platform for the practice of influencer marketing. Instagram influencers use visually captivating photos, Stories, IGTV, and Reels as innovative means to exhibit and endorse streaming content. The platform's emphasis on visual content seems to be successful in attracting the interest of users as they browse through their feeds, promoting active participation and generating a visually immersive promotional encounter (Mishchenko *et al.*, 2018). TikTok has evolved as a potent channel for influencer marketing, especially targeting younger populations. The concise and captivating format of TikTok content enables influencers to produce influential and widely shared videos that have the potential to rapidly gain viral popularity. The platform's high level of virality facilitates the fast and widespread distribution of promotional material, so amplifying its reach and influence among consumers who are keen on exploring novel and captivating streaming choices.

Twitter, renowned for its ability to facilitate immediate and ongoing dialogues on popular subjects, provides influential individuals with a medium to actively participate in conversations, express viewpoints, and use hashtags to enhance the exposure of live-streamed material. The conversational character of the platform facilitates the active engagement of influencers in current discussions, contributing to the real-time promotion of series and films. Facebook, although undergoing a shift towards a more mature user base, continues to exert a significant level of influence (Dabbagh and Yousefi, 2019). Facebook groups, pages, and sponsored content play a significant role in fostering a community-oriented approach to influencer marketing. The use of sharing and commenting functionalities on the Facebook platform enables the initiation and sustenance of debates pertaining to streaming material, hence fostering a collective feeling of community involvement.

2.9 Comparative analysis of return on investment (ROI) for influencer campaigns on Netflix and Amazon Prime

The efficiency of influencer marketing techniques on popular streaming platforms, namely Netflix and Amazon Prime, may be better understood by a comparative study of the return on investment (ROI) for influencer campaigns. This research offers useful insights into the effectiveness of such efforts on these platforms. The measurement of Return on Investment (ROI) has significant importance in evaluating the effectiveness and influence of marketing endeavors. Gaining insights into the performance of influencer campaigns on popular platforms like Netflix and Amazon Prime enables strategic optimisation.



Figure 5: Influencer Marketing Growth

(Source: Mousa and Othman, 2020)

The measurement of return on investment (ROI) for influencer campaigns on Netflix and Amazon Prime may be conducted using a range of key performance indicators (KPIs), including subscriber growth, engagement rates, and conversion metrics (Mousa and Othman, 2020). The measurement of subscriber growth serves as a key performance indicator (KPI) that signifies the quantity of newly acquired subscribers as a result of influencer marketing endeavors. Assessing the rise in subscribers offers a straightforward metric for gauging the campaign's influence on the expansion of the platform. Engagement rates, which include metrics like likes, comments, shares, and total involvement with influencer material, provide valuable insights into the level of audience reaction. High engagement rates are indicative of material that effectively connects with viewers, cultivating

a feeling of connection and piquing their curiosity. By monitoring these indicators on both Netflix and Amazon Prime, a comparative analysis of audience engagement levels may be obtained.

Conversion indicators, such as the quantification of users who migrate from interaction to real subscriptions, establish a clear correlation between influencer marketing endeavors and concrete commercial results (Rathore and Ilavarasan, 2020). Through the examination of conversion rates linked to influencer efforts across various platforms, marketers are able to assess the efficacy of these initiatives in generating tangible subscriptions. Furthermore, it is important to evaluate the cost-effectiveness of influencer marketing on streaming platforms such as Netflix and Amazon Prime. By doing a comparative analysis of the cost per acquisition (CPA) or cost per conversion across different platforms, valuable insights may be gained on the effectiveness of marketing expenditures in relation to the targeted objectives.

2.10 Key performance indicators (KPIs) associated with influencer marketing campaigns.

When evaluating the efficacy of an influencer marketing strategy, key performance indicators (KPIs) are crucial criteria. Likes, comments, and shares are all examples of engagement metrics that may provide light on how well an influencer's material was received and how engaged the audience was with it (Escursell *et al.*, 2021). To evaluate how successful a campaign is in driving traffic and securing conversions, one may look at the CTR to see what proportion of people actually clicked on the links included in the ad.

Audience growth is a vital KPI that analyzes the campaign's effect on the influencer's follower count. Success in broadening the brand's audience requires a noticeable rise in followers both during and after the campaign. Metrics that measure how well a campaign is converting visitors into customers are called conversion metrics (Munsch, 2021). A low CPC means that the influencer is cost-effective in driving conversions, while a high conversion rate indicates that they are able to persuade users to take action. By analyzing the general tone of conversations about the campaign among target audiences, sentiment analysis provides insight into how consumers feel about the brand. Brands with high levels of positive sentiment tend to be more well-liked by consumers. The campaign's reach is the number of people that saw the ad, and the impressions are the total number of times the ad was shown (Haenlein *et al.*, 2020). Key performance indicators for content efficacy analyze data from many sources to determine what kinds of content perform

best. By determining the most effective forms, such as photographs, videos, or tales, analysis of content interaction may improve future content strategy. Together, these key performance indicators (KPIs) provide a bird's-eye perspective of the influencer marketing campaign's results, letting companies adjust their approaches, boost customer participation, and make educated judgements about future partnerships.

2.11 Actionable recommendations for optimizing influencer marketing strategies based on comparative analysis results

Several concrete suggestions arise for enhancing future campaigns based on the findings of a comparison of Netflix's and Amazon Prime's influencer marketing tactics. First, because every platform has its own set of advantages and user habits, a custom strategy is required. Maximizing content's resonance with a wide range of consumers requires tailoring formats to the needs of certain platforms like YouTube, Instagram, TikTok, and others. Increasing the variety of collaboration types with influential people is also recommended (Lee *et al.*, 2019). By working with many people in diverse fields, campaigns may reach more people and reduce the danger of being dependent on one particular influencer or sort of material. The potential reach and allure of influencer marketing campaigns is increased by this variety.

The data revealed important insights, such as which sorts of material resulted in high engagement and conversion rates. By learning the audience's habits and likes, future ads may be optimized to place more emphasis on the most successful content forms, raising engagement and conversion rates. The importance of basing choices on evidence cannot be overstated. Leveraging data and KPIs like engagement rates, conversion metrics, and audience growth drives precise decision-making. Insight, strategy, and the ability to respond to shifting audience behaviors are the hallmarks of data-driven influencer marketing. Knowing the specific demographics and interests of each platform's target audience is essential. With this information in hand, ads may be tailored to the unique demographics and interests of Netflix and Amazon Prime viewers.

It is also crucial to optimize the sponsored content's integration into the influencer's overarching narrative. Campaigns perform better when the influencer's own style is included naturally into the advertising materials. The development and improvement of influencer partnerships is facilitated by constant communication and feedback loops with key opinion leaders. Finally, optimizing budget allocation in accordance with campaign return on investment guarantees a smart use of

resources by giving preference to channels, influencers, and content formats that have shown to be most successful in the past. Collectively, these suggestions may help Netflix and Amazon Prime develop a more focused, smart, and effective influencer marketing campaign.

2.12 Literature Gap

Existing literature on influencer marketing in the streaming sector demonstrates a significant knowledge gap when it comes to comprehending the complex dynamics and broad effects of influencer campaigns, especially with respect to Netflix and Amazon Prime. However, there has been very little research on platform-specific methods, the relative efficacy of influencer marketing on various social media platforms, or the link between influencer credibility and consumer trust, despite the rising recognition of influencers' significance. This void in the literature emphasizes the need for extensive study of the elements impacting consumer trust in the context of streaming platforms, as well as the specifics of influencer marketing methods used by different platforms.

2.13 Chapter Summary

The literature research emphasizes the gaps in platform-specific tactics for Netflix and Amazon Prime, while highlighting the current expertise on influencer marketing in the streaming business. It delves into the little literature on how different social media platforms fare in terms of influencer marketing and examines the connection between influencer reputation and consumer trust. The review highlights the need of understanding these intricate relationships in order to optimize influencer marketing techniques for streaming services, and it provides a basis for the present research to build upon.

Chapter 3: Methodology

3.1 Chapter Overview

Quantitative data is important because it is precise and objective, and it gives us a solid way to test theories and make predictions. This kind of data, which is usually given as numbers, makes it possible to make correct comparisons and do statistical analysis, which makes it easier to find

patterns, trends, and connections. Because it is standardized, study results can be used again and again in different situations. Quantitative data is very useful in areas that need accurate measurements, like the natural sciences, economics, and social sciences. It helps people make choices and policies that are based on facts. It gives us a clear, simple way to judge and understand the world by turning complicated things into units that can be measured.

The methodology chapter lays out the study's framework, including the research questions, methods, and findings for analyzing the effect of social media influencers on viewers' choices for Netflix and Amazon Prime. This quantitative investigation follows a logical positivist methodology to examine particular hypotheses based on preexisting beliefs. Purposive sampling was used to recruit 151 individuals using social media sites including Facebook and Instagram, where a subsequent structured survey was administered.

With the use of the Likert scale included in the survey, we were able to obtain quantifiable data on the extent to which influencers influenced respondents' subscription selections across streaming platforms. SPSS (Statistical Package for the Social Sciences) will be used to undertake in-depth statistical analyses of collected data, including descriptive statistics, correlation analysis, t-tests, and reliability analyses like Cronbach's alpha. This all-encompassing method of analysis is meant to unearth insightful conclusions and put forth ideas to test with precision. Ethical concerns are woven throughout the approach to safeguard the rights and well-being of respondents, with a focus on informed consent, privacy protection, and participant debriefing. The methodology is developed to guarantee the survey's validity and reliability, in line with the study's goals, and to aid in a more in-depth comprehension of the dynamics of influencer marketing in the streaming sector.

3.2 Research philosophy

The positivist worldview is most compatible with survey research since it emphasizes objectivity. It is via the methodical observation and measurement of events that generalizable patterns and causal links are sought for in positivism. This theory emphasizes gathering numerical information from a statistically significant subset of a population in order to extrapolate findings to the whole (Vidani *et al.*, 2023).

The survey method is grounded on the epistemological belief that knowledge may be acquired by direct observation and measurement and the ontological belief that reality is objective and

observable. The survey's preference for closed-ended questions with clear answers reflects positivism's emphasis on hard evidence. In addition, a deductive technique is compatible with survey research.

Specific hypotheses are created based on prior knowledge and literature reviews, and the survey is planned to gather data to evaluate those assumptions. With this kind of logical reasoning, positivists may objectively compare their beliefs to empirical data. It is important to remember, however, that interpretivism may play a role in survey research, particularly in the design phase, when asking questions that get at the nuanced perspectives of respondents. While the overarching philosophy remains positivist, elements of interpretivism may be incorporated to ensure that the survey instrument effectively captures the complexity of human experiences and behaviors related to the impact of social media influencers on consumer preferences for Netflix and Amazon Prime.

3.3 Research Approach

This study follows a logical methodology that is consistent with positivist theory. Using empirical information gleaned from systematic observation and measurement, deductive researchers put forth hypotheses based on prior knowledge and literature to be tested. The deductive strategy in this investigation includes hypothesis development informed by prior research and theory in the fields of influencer marketing, consumer behavior, and online video streaming services (Vidani *et al.*, 2023).

The formulation of research hypotheses is the first step in the deductive process, and it all starts with a solid theoretical foundation. Theories of marketing, communication, and consumer behavior may all contribute to this investigation's theoretical underpinnings. We may use these ideas to formulate conjectures regarding how social media influencers may affect subscribers' choices for streaming services like Netflix and Amazon Prime. The quantitative element of the study entails the collecting of numerical data using a standardized survey instrument. The survey's goal is to get hard data on how people feel about influencer marketing and which streaming services they prefer to use. Statistical testing of hypotheses and systematic data analysis are made possible by using closed-ended questions with preset answer categories.

The deductive method places an emphasis on generalizability, with the end goal of drawing broad conclusions regarding the correlation between social media influencers and viewers' choices for certain streaming services (Tuomivaara, 2023).

The study's goal is to offer empirical evidence for or against the specified hypotheses via the methodical collection and analysis of quantitative data. A strict study design, comprising a well-defined sampling strategy, standardized data collecting techniques, and statistical analyses, will be used to put the deductive method into action. By using this method, the research is able to add to the current body of information by verifying or refuting theoretical assertions and providing insights into the role of social media influencers on customer decision-making in the context of streaming services.

Quantitative data is useful because it is accurate and unbiased, and it lets us try ideas and make predictions with confidence. Numbers are often used to show this type of data. Comparing things correctly and using statistics to find patterns, trends, and links is easy when you have this kind of data.

3.4 Research Design

This study takes a quantitative approach by surveying participants in order to get hard numbers on how social media influencers affect viewers' choices for streaming services like Netflix and Amazon Prime. The approach is deductive, fitting with a positivist paradigm, with the purpose of testing particular hypotheses obtained from current theories and literature relevant to influencer marketing and consumer behavior (Han, 2021).

The survey's intended respondents will be narrowed down by taking their demographics and other criteria into account. To assure fair representation of all relevant demographics, including age, gender, and geography, a purposive sampling method may be used. The purpose of this research is to collect a sample that fairly represents streaming services' intended audience in terms of demographics. The survey instrument will consist of a series of closed-ended questions with answer options that respondents may choose from.

The ability to gather quantitative data in a manner amenable to statistical analysis for hypothesis testing is greatly enhanced by this format. The survey will inquire into a wide range of topics, such as influencers' effect on Netflix and Amazon Prime membership selections, their influencers' reputation, and their preferred forms of content consumption. The survey's validity and reliability will be improved by a pilot test with a subset of the population. In order to iron out any kinks in the questionnaire design before the major data collection, a pilot test will be conducted (Shen *et al.*, 2021). In order to effectively poll a large and varied population, the survey will be conducted

only online. Surveys may be disseminated using a variety of online mediums, such as social media, email, and related online forums. Ethical concerns and data privacy will be ensured by the provision of clear instructions and informed consent to participants.

Data analysis will incorporate both descriptive and inferential statistical approaches. The results will be summarized and presented using descriptive statistics like frequencies and percentages. We will use inferential statistics like correlation analysis and regression modeling to look for patterns and draw conclusions about the connections between various facets of influencer marketing and final-buyer decisions. The study methodology incorporates checks and balances to eliminate bias and control for confounding variables.

Demographic factors will be accounted for in the research, and statistical methods like multivariate analysis may be applied to uncover complex associations (Zwanka and Buff, 2021). The study uses a deductive, quantitative methodology and a well-structured survey instrument to systematically look at how social media influencers affect viewers' choices for streaming services like Netflix and Amazon Prime. The overarching plan is meant to provide useful insights and provide empirical data to the area of influencer marketing in the streaming sector.

3.5 Data Collection Method

This research uses a questionnaire with a Likert scale to systematically collect quantitative data on the effect of social media influencers on viewers' choices for Netflix and Amazon Prime. A total of 151 people will be recruited via social media channels including Facebook and Instagram to take part in the study.

The Likert scale provides respondents with a standardized method of rating their agreement or disagreement with a collection of items, making it a popular instrument in survey research. Statements on influencer marketing and streaming preferences may be evaluated on a scale from "strongly disagree" to "strongly agree," enabling respondents to express varying degrees of agreement or disagreement (Hadi *et al.*, 2023). The Likert scale is helpful for collecting objective data about people's opinions and perspectives. Statistical power and data representation informed the selection of a sample size of 151 individuals. If researchers want reliable results from the survey, researchers need a big and representative sample. By using the widespread availability of social media sites like Facebook and Instagram, participants will be chosen using a social strategy.

The widespread accessibility of these mediums makes it possible to accurately represent all types of streaming service users and their preferences.

Targeted postings and adverts on various social media sites will help disseminate the survey and recruit participants for the research. The request to participate will contain clear instructions, a short summary of the study aims, and a link to the survey. Participants will be given the opportunity to withdraw from the survey at any time, and informed consent will be emphasized as a means of upholding ethical standards (Di *et al.*, 2021). The poll will include critical topics such as influencer knowledge, credibility, content preferences, and their effect on membership selections for Netflix and Amazon Prime. To get at the participants' true feelings on the influences they've encountered, we'll use Likert scale questions that capture subtlety.

After the survey is finished, descriptive and inferential statistics will be used to analyze the data. Inferential statistics like correlation analysis and regression modeling will be used to test hypotheses and find significant associations, while descriptive statistics will be used to summarize the replies of participants. Using social media like Facebook and Instagram, the data collecting strategy combines the effectiveness of a Likert scale survey with a more conversational tone. By doing so, we can be confident that our sample is really representative of the population at large, allowing us to conduct an in-depth study of the complex dynamics at play when influencer marketing affects consumers' choices for streaming services.

3.6 Data Sampling

Purposive sampling will be used to intentionally pick study participants based on their possession of unique features and experiences thought critical to the success of the investigation. Users of Netflix and Amazon Prime, in particular, who are affected by social media influencers, make up the target audience.

The study's goal of gathering in-depth information from individuals with certain characteristics linked to influencer marketing and streaming preferences is consistent with the use of a purposeful sampling strategy. Factors including age, gender, region, and regular interaction with influencers and streaming services will all play a role in the final participant selection (Arora *et al.*, 2020). By using this strategy, we may include just those respondents who are most likely to offer useful information about the influencers' effect on their subscription selections.

Participants will be found and recruited via the use of social media, including Facebook and Instagram, where people often interact with material about streaming services and influencers. Participants will be recruited using advertisements and targeted postings that explain the goals of the research and provide an invitation to individuals who fulfill the inclusion and exclusion criteria. Purposive sampling has the benefit of including people with different levels of influencer content consumption and different preferences for streaming services like Netflix and Amazon Prime (Chopra *et al.*, 2021). While the sample may not be as statistically representative as random sampling approaches, the purpose is to obtain depth and specificity in understanding the targeted population's experiences and perspectives.

The sample size will be selected based on the saturation threshold, when more participants are unlikely to give significantly new information. This method guarantees that all relevant information relevant to the study topics is gathered. In this case, the study's purposeful sample strategy allows researchers to hone in on the intricacies of individual users' experiences with streaming platforms and the complex links that exist between social media influencers and consumer preferences for these services.

3.7 Data Analysis Method

Using SPSS, a statistical programme designed for social science research, we will analyze the collected data to better understand how social media influencers affect viewers' choices for streaming services like Netflix and Amazon Prime. Descriptive statistics, such as measures of central tendency and dispersion, will be analyzed first to offer an overall picture of the replies participants gave. To better understand how often certain patterns or trends occur, frequency tables will be prepared to summarize the distribution of categorical data.

Correlation analysis will be used to verify the assumptions and investigate the connections between the variables. Using correlation coefficients, we can learn quantitatively how different influencer-related parameters link with consumer preferences for each streaming platform, as well as the intensity and direction of these associations (Hosta and Zabkar, 2021). Moreover, inferential statistical methods, such t-tests or analysis of variance (ANOVA), will be used to evaluate hypotheses about the significance of differences between groups or circumstances. Research hypotheses developed from the theoretical framework must be validated or refuted at this stage. The survey device will undergo reliability testing to guarantee its uniformity and steadiness.

Cronbach's alpha and other measures of internal consistency may be used to evaluate the consistency with which Likert scale items measure the target constructs.

SPSS allows for the use of advanced statistical techniques, guaranteeing accurate and insightful analysis. The findings will be presented using a variety of statistical outputs, charts, and graphs for maximum readability. The primary purpose of the data study is to learn more about how social media influencers affect customer choices for Netflix and Amazon Prime by identifying patterns, correlations, and statistical significance. A thorough and rigorous method for extracting useful insights from survey data is provided by the integration of correlation analysis, hypothesis testing, reliability testing, and frequency tables inside the SPSS framework.

3.8 Reliability and validity

In research, the reliability and validity of survey instruments are crucial in establishing trust in the results.

Reliability: A reliability test, more precisely Cronbach's alpha, will be used to determine the dependability of the survey instrument. The reliability of a group of Likert scale questions is determined by Cronbach's alpha. When the items in a survey measure the same concept repeatedly, the reliability coefficient, or alpha, is high. The results acquired will be more trustworthy if they have passed the reliability test.

Validity: However, the amount to which a survey instrument measures what it sets out to measure is evaluated by its validity. Experts in the area will analyze the survey questions in depth to verify the items appropriately address the important parts of influencer marketing and streaming preferences, assuring the survey's content validity (Shen *et al.*, 2021). Correlation analysis, which measures the strength and direction of correlations between variables, will be used to investigate construct validity. Construct validity would be shown by a significant relationship between influencer-related parameters and customer preferences for Netflix and Amazon Prime.

Hypothesis testing using t-tests or other suitable inferential statistical techniques will also be used to assess validity. Examining the survey's ability to categorize respondents into distinct groups, say, Netflix users as opposed to Amazon Prime members is an important part of this process.

Cronbach's alpha will be used for reliability, while content validity, construct validity, and criterion-related validity will be investigated by correlation analysis and hypothesis testing, respectively. Taking all of these precautions helps ensure that the survey is reliable and that the results are accurate.

3.9 Ethical Considerations

Informed consent is a vital component in ensuring ethical considerations throughout this investigation. Participants will be supplied with thorough information about the research, including its objective, methods, and any possible dangers associated. Individuals will be expected to provide their permission voluntarily and after receiving enough information about the risks and benefits of participating and their ability to withdraw at any time without any repercussions (Zwanka and Buff, 2021).

The relevance of participants' autonomy and their active participation in the study is emphasized throughout this procedure. Maintaining privacy and secrecy is of the utmost importance from an ethical standpoint. All data collected will be de-identified to safeguard the privacy of all participants. Participant identities will remain concealed thanks to the combination of secure data storage, restricted access by the study team, and an emphasis on publishing only aggregate data. This method protects respondents' anonymity and inspires confidence in the study's validity. A debriefing statement will be sent to respondents once the survey has been completed to further explain the goals of the research and answer any questions or concerns they may have. This debriefing helps maintain credibility by giving participants an accurate picture of the study's goals and outcomes before they depart.

Reducing negative consequences is a primary ethical obligation. The survey questions will be prepared with sensitivity to avoid offending or disturbing respondents. Participants' mental and emotional health will be a top priority for the research team, and they will work hard to ensure they have a pleasant and rewarding experience. Fundamental ethical concepts include treating others fairly and listening to their opinions. Participants' cultural and social backgrounds will be taken into account, and prejudice of any kind will be precluded in this research. Ensuring justice and respect develops a study environment that is inclusive and honors the contributions of each participant, irrespective of their background or views. Research that follows these ethical

guidelines ensures that participants' rights and safety are given first priority without compromising the validity of the study.

3.10 Chapter Summary

This chapter lays forth a quantitative research strategy for studying how social media influencers affect viewers' choices for streaming services like Netflix and Amazon Prime. The research is positivist in its methodology, using a logical technique to examine particular hypotheses drawn from preexisting ideas. Purposive sampling was used to choose 151 people to fill out a structured survey using Facebook and Instagram as recruitment tools.

The poll collects quantitative data using a Likert scale, with an emphasis on influencers' visibility, trustworthiness, respondents' preferred content types, and their impact on subscription selections. Descriptive statistics, correlation analysis, t-tests, and reliability tests like Cronbach's alpha will all be used in the data analysis that will be performed using SPSS (Statistical Package for the Social Sciences).

Taking such a holistic approach assures that the complex interconnections within the data will be thoroughly investigated. To ensure the safety and dignity of respondents, ethical factors including informed permission, data confidentiality, and post-study debriefing are given top billing. Aligning with the study goals, the technique places an emphasis on checking the reliability and validity of the survey instrument. The research uses a purposive sample strategy and sophisticated statistical methods to shed light on the intricate workings of influencer marketing in the streaming sector, with a particular emphasis on Netflix and Amazon Prime.

Chapter 4: Findings and Analysis

4.1 Chapter overview

Influencer marketing's complexities in the streaming sector may be better understood from the Findings and Analysis chapter. This chapter explores the degree to which influencer marketing has permeated many industries. It then delves into the preferences, habits, and decision-making processes of consumers as they pertain to subscription services such as Amazon Prime and Netflix. To further our multifaceted awareness of the ecosystem, we have identified the most prominent social media sites and evaluated the content types used by influencers. Also discussed in this chapter are the connections between influencers' perceived credibility and authenticity and the

confidence that consumers have in them. Influencer marketing's efficacy across social media, return on investment (ROI) for Amazon Prime and Netflix campaigns compared, and KPIs identified are all part of the investigation. With this all-inclusive guide, you'll be able to understand the influencer marketing landscape and its complexities better, especially as they pertain to the streaming industry. The chapter lays the groundwork for ideas that may be put into practice to improve influencer marketing techniques in the ever-changing world of streaming services, which will be mentioned later on.

4.2 Results

Descriptive Statistics

Descriptive Statistics								
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Do you subscribe to Netflix, Amazon Prime, both, or neither?	151	3.00	1.00	4.00	1.8675	.07730	.94992	.902
How often do you watch content on Netflix or Amazon Prime?	151	3.00	1.00	4.00	1.8079	.09145	1.12377	1.263
Have you ever made a subscription decision based on an influencer's recommendation for a streaming service?	151	3.00	1.00	4.00	1.9801	.08324	1.02287	1.046
Which social media platform do you find most influential for streaming service recommendations?	151	3.00	1.00	4.00	2.0265	.08349	1.02598	1.053
What type of influencer content is most likely to influence your streaming service choices?	151	3.00	1.00	4.00	1.5762	.06334	.77835	.606
How credible do you consider influencer recommendations for streaming services?	151	3.00	1.00	4.00	1.8940	.07288	.89556	.802
Have you ever recommended Netflix or Amazon Prime to others based on influencer recommendations?	151	3.00	1.00	4.00	2.4106	.09172	1.12707	1.270

Do you think that influencer marketing campaigns are authentic in promoting streaming services?	151	3.00	1.00	4.00	2.0728	.07345	.90258	.815
How satisfied are you with the content available on Netflix and Amazon Prime?	151	3.00	1.00	4.00	2.3311	.07733	.95024	.903
What factors influence your subscription decision for Netflix or Amazon Prime the most?	151	3.00	1.00	4.00	1.8079	.07261	.89230	.796
Have you ever canceled a subscription to Netflix or Amazon Prime due to dissatisfaction with the service?	151	3.00	1.00	4.00	2.2517	.09685	1.19006	1.416
Age	151	3.00	1.00	4.00	2.6225	.06759	.83060	.690
Gender	151	1.00	1.00	2.00	1.4503	.04062	.49918	.249
Location	151	3.00	1.00	4.00	1.8609	.06971	.85666	.734
Valid N (listwise)	151							

Table 1: Descriptive Statistics

(Source: SPSS)

Overall, descriptive statistics give a full picture of the poll answers. When looking at category factors that relate to streaming service tastes, like purchase decisions and suggestions from influencers, the mean values are close to 2, which means that the answers were spread out evenly. Ranges from 1 to 4 show how different people's views are in the group, with low standard deviations showing how little variation there is.

Respondents usually felt good about the sample, as shown by the higher means for answers about the trustworthiness of influencers and happiness with streaming material. Responses were mostly in agreement on these points, as shown by the low standard deviations. There is a wide range of ages and genders in the sample, as shown by the mean numbers falling in the middle of the 1 to 4 scale for demographic factors like age and gender. Due to the low standard deviations, these

demographic traits are likely to be fairly similar. Overall, the detailed data show the main trends and wide ranges in how respondents thought about and acted in relation to streaming services, influencer marketing, and demographic factors.

Frequency tables

Do you subscribe to Netflix, Amazon Prime, both, or neither?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netflix	74	49.0	49.0	49.0
	Amazon Prime	28	18.5	18.5	67.5
	Both	44	29.1	29.1	96.7
	Neither	5	3.3	3.3	100.0
	Total	151	100.0	100.0	

Table 2: Frequency Table question 1

(Source: SPSS)

How often do you watch content on Netflix or Amazon Prime?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	89	58.9	58.9	58.9
	Weekly	25	16.6	16.6	75.5
	Monthly	14	9.3	9.3	84.8
	Rarely/Never	23	15.2	15.2	100.0
	Total	151	100.0	100.0	

Table 3: Frequency Table question 2

(Source: SPSS)

Have you ever made a subscription decision based on an influencer's recommendation for a streaming service?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, for Netflix	67	44.4	44.4	44.4
	Yes, for Amazon Prime	33	21.9	21.9	66.2
	Yes, for Both	38	25.2	25.2	91.4
	No	13	8.6	8.6	100.0
	Total	151	100.0	100.0	

Table 4: Frequency Table question 3

(Source: SPSS)

Which social media platform do you find most influential for streaming service recommendations?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	57	37.7	37.7	37.7
	Youtube	53	35.1	35.1	72.8
	Twitter	21	13.9	13.9	86.8
	TikTok	20	13.2	13.2	100.0
	Total	151	100.0	100.0	

Table 5: Frequency Table question 4

(Source: SPSS)

What type of influencer content is most likely to influence your streaming service choices?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Youtube Videos	84	55.6	55.6	55.6
	Traielr Reactions	54	35.8	35.8	91.4
	Behind the Scenes Content	6	4.0	4.0	95.4
	Collaborations with Other influencers	7	4.6	4.6	100.0
	Total	151	100.0	100.0	

Table 6: Frequency Table question 5

(Source: SPSS)

How credible do you consider influencer recommendations for streaming services?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Credible	61	40.4	40.4	40.4
	Somewhat Credible	53	35.1	35.1	75.5
	Not Very credible	29	19.2	19.2	94.7
	Not Credible at all	8	5.3	5.3	100.0
	Total	151	100.0	100.0	

Table 7: Frequency Table question 6

(Source: SPSS)

Have you ever recommended Netflix or Amazon Prime to others based on influencer recommendations?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, for Netflix	37	24.5	24.5	24.5
	Yes, for Amazon Prime	55	36.4	36.4	60.9
	Yes, for Both	19	12.6	12.6	73.5
	No	40	26.5	26.5	100.0
	Total	151	100.0	100.0	

Table 8: Frequency Table question 7

(Source: SPSS)

Do you think that influencer marketing campaigns are authentic in promoting streaming services?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, Very Authentic	42	27.8	27.8	27.8
	Yes, Somewhat Authentic	70	46.4	46.4	74.2
	No, Not Very Authentic	25	16.6	16.6	90.7
	No, Not Authentic at all	14	9.3	9.3	100.0
	Total	151	100.0	100.0	

Table 9: Frequency Table question 8

(Source: SPSS)

How satisfied are you with the content available on Netflix and Amazon Prime?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	31	20.5	20.5	20.5
	Satisfied	59	39.1	39.1	59.6
	Neutral	41	27.2	27.2	86.8
	Dissatisfied	20	13.2	13.2	100.0
	Total	151	100.0	100.0	

Table 10: Frequency Table question 9

(Source: SPSS)

What factors influence your subscription decision for Netflix or Amazon Prime the most?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Content Library	68	45.0	45.0	45.0
	Price	53	35.1	35.1	80.1
	User Interface	21	13.9	13.9	94.0
	Influencer Recommendations	9	6.0	6.0	100.0
	Total	151	100.0	100.0	

Table 11: Frequency Table question 10

(Source: SPSS)

Have you ever canceled a subscription to Netflix or Amazon Prime due to dissatisfaction with the service?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, for Netflix	58	38.4	38.4	38.4
	Yes, for Amazon Prime	31	20.5	20.5	58.9
	Yes, for Both	28	18.5	18.5	77.5
	No	34	22.5	22.5	100.0
	Total	151	100.0	100.0	

Table 12: Frequency Table question 11

(Source: SPSS)

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18 years old	5	3.3	3.3	3.3
	18-34 years old	76	50.3	50.3	53.6
	35-54 years old	41	27.2	27.2	80.8
	55 years old or older	29	19.2	19.2	100.0
	Total	151	100.0	100.0	

Table 13: Frequency Table Demographic question Age

(Source: SPSS)

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	83	55.0	55.0	55.0
	Female	68	45.0	45.0	100.0
	Total	151	100.0	100.0	

Table 14: Frequency Table Demographic question gender

(Source: SPSS)

Location		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North America	58	38.4	38.4	38.4
	Europe	65	43.0	43.0	81.5
	Asia	19	12.6	12.6	94.0
	Others	9	6.0	6.0	100.0
	Total	151	100.0	100.0	

Table 15: Frequency Table Demographic question location

(Source: SPSS)

A study of 151 respondents sheds light on the tastes and habits of streaming service users, particularly those of Netflix and Amazon Prime. The survey covers a wide range of topics, including demographics, viewing habits, influencer recommendations, social media's effect, satisfaction levels, and subscription preferences. The data on subscription choices show that over half of the respondents are Netflix members (49%) which shows how popular the site is. In addition, a significant number of individuals use several streaming services simultaneously; 29.1% of the population has subscribed to both Netflix and Amazon Prime. Customers are seeking a more sophisticated manner to obtain a range of information, as seen by the development of numerous subscriptions.

An impressively high percentage of participants (almost 59% to be exact) watch videos on streaming services like Netflix or Amazon Prime on a daily basis. The fact that these platforms are used so often shows how important they are to the respondents' free time. The fact that only a tiny percentage of people say they view content seldom or never (15.2% of the total) is another proof of how dominant streaming services are. Concerning the impact of influencers, the survey inquires into the frequency with which customers rely on influencer recommendations when selecting a subscription. Results show that influencer endorsements significantly affect the choices made by 44.4% of Netflix users and 21.9% of Amazon Prime members. This shows how influential people are and the impact they may have on consumers' decisions in the streaming sector, which is quite competitive.

The analysis also includes identifying the most popular social media sites that recommend streaming services. Here, visual material is king when it comes to influencer marketing. Instagram and YouTube dominate the market with 37.7 and 35.1 percent of the total shares, respectively. The most popular types of content on YouTube are videos featuring influencers (55.6% of all views) and replies to trailers (35.6% of all views), which indicates that these formats have the most effect on consumers.

Nearly half of all respondents (40.4% to be exact) consider recommendations made by influential people to be very trustworthy, according to the study. There is a lack of consensus on the veracity of influencer marketing campaigns. Almost no one (27.8% to be exact) believes they are sincere. Even if influencers have a lot of followers, this seeming inconsistency suggests that marketers might use some effort to be more authentic. A majority of subscribers (59.6%) are pleased with the content available on streaming services like Netflix and Amazon Prime. The positivity reflects the high quality of the streaming services, which encourages members to stay and encourages others to recommend them.

The content library is the most significant consideration in opting to subscribe, accounting for 45% of the total, followed by cost at 35.1%. Recommendations from influential people have a small but significant impact (6%). This shows that buyers consider a lot of things while making purchases, with price and variety of material ranking high. Further data on subscription cancellation rates shows that many respondents have canceled their subscriptions with either Netflix (38.5%) or Amazon Prime (20.5%). Since this suggests that there are instances of dissatisfaction that generate churn, even with high satisfaction ratings, it underscores the importance of always upgrading and reinventing our services.

Finally, the demographic data reveals that the bulk of users are young people, namely those between the ages of 18 and 34, accounting for 50.3% of the total. Both the gender distribution (55% male) and the regional representation show that the streaming audience is really global and inclusive. The significant participation from North America (38.1% of the total) and Europe (43% of the total) further supports this idea. The poll's results provide insight into the many elements influencing consumer behavior in the streaming business. It demonstrates that by concentrating on influencers, content libraries, pricing, and subscription alternatives, streaming platforms may enhance their methods to boost consumer enjoyment and loyalty.

Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.987	14

Table 16: Reliability statistics

(Source: SPSS)

Item Statistics			
	Mean	Std. Deviation	N
Do you subscribe to Netflix, Amazon Prime, both, or neither?	1.8675	.94992	151
How often do you watch content on Netflix or Amazon Prime?	1.8079	1.12377	151
Have you ever made a subscription decision based on an influencer's recommendation for a streaming service?	1.9801	1.02287	151
Which social media platform do you find most influential for streaming service recommendations?	2.0265	1.02598	151
What type of influencer content is most likely to influence your streaming service choices?	1.5762	.77835	151
How credible do you consider influencer recommendations for streaming services?	1.8940	.89556	151
Have you ever recommended Netflix or Amazon Prime to others based on influencer recommendations?	2.4106	1.12707	151

Do you think that influencer marketing campaigns are authentic in promoting streaming services?	2.0728	.90258	151
How satisfied are you with the content available on Netflix and Amazon Prime?	2.3311	.95024	151
What factors influence your subscription decision for Netflix or Amazon Prime the most?	1.8079	.89230	151
Have you ever canceled a subscription to Netflix or Amazon Prime due to dissatisfaction with the service?	2.2517	1.19006	151
Age	2.6225	.83060	151
Gender	1.4503	.49918	151
Location	1.8609	.85666	151

Table 17: Reliability question statistics

(Source: SPSS)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Do you subscribe to Netflix, Amazon Prime, both, or neither?	26.0927	128.925	.938	.985
How often do you watch content on Netflix or Amazon Prime?	26.1523	125.317	.933	.986
Have you ever made a subscription decision based on an influencer's recommendation for a streaming service?	25.9801	126.953	.957	.985
Which social media platform do you find most influential for streaming service recommendations?	25.9338	126.836	.959	.985
What type of influencer content is most likely to influence your streaming service choices?	26.3841	133.531	.885	.986
How credible do you consider influencer recommendations for streaming services?	26.0662	129.756	.955	.985

Have you ever recommended Netflix or Amazon Prime to others based on influencer recommendations?	25.5497	125.263	.932	.986
Do you think that influencer marketing campaigns are authentic in promoting streaming services?	25.8874	130.234	.922	.986
How satisfied are you with the content available on Netflix and Amazon Prime?	25.6291	129.208	.923	.986
What factors influence your subscription decision for Netflix or Amazon Prime the most?	26.1523	129.983	.947	.985
Have you ever canceled a subscription to Netflix or Amazon Prime due to dissatisfaction with the service?	25.7086	123.248	.961	.986
Age	25.3377	133.065	.850	.987
Gender	26.5099	139.745	.852	.988
Location	26.0993	131.103	.928	.986

Table 18: Reliability question total statistics

(Source: SPSS)

A strong indicator of the survey questions' internal consistency is provided by the reliability statistics, especially Cronbach's Alpha. Having a high Cronbach's Alpha of .987, it shows that the 14 items are highly reliable, meaning that the survey questions consistently measure the desired

constructs. The main trends and variances in the responses may be seen by looking at the item statistics. Each item's average score is given by the mean values, while the standard deviation shows how variable the replies are. The means tend to cluster around 2, suggesting that individuals were not very enthusiastic. Reasonable response variability is indicated by modest standard deviations.

If you want to see how each item affects the overall dependability, go no further than the item-total statistics. There is a strong connection between each item and the overall score, as measured by the corrected item-total correlation, which ranges from .885 to .961. This bodes good for the internal consistency of the survey since it shows that all of the items are in line with the overall construct. When looking at the Scale Mean if Item Deleted and Scale Variance if Item Deleted, you can see how each item affects the mean and variance as a whole. Since the numbers are not very variable, it seems like taking one item off of the survey would not significantly change its general features.

There is a respectable amount of internal consistency in the dependability statistics for the demographic variables (Age, Gender, Location). These factors may not add much to the survey's overall dependability, however, since their adjusted item-total correlations are usually smaller than those of the other survey items. All things considered, the reliability data point to a very dependable survey instrument, with each item adding favorably to the total internal consistency. This gives more faith in the survey's capacity to accurately measure the target components and lays the groundwork for valid inferences to be drawn from the data.

"Correlation Between Streaming Service Subscription Type and Viewing Frequency"

Correlations			
		Do you subscribe to Netflix, Amazon Prime, both, or neither?	How often do you watch content on Netflix or Amazon Prime?
Do you subscribe to Netflix, Amazon Prime, both, or neither?	Pearson Correlation	1	.875**
	Sig. (2-tailed)		.000
	N	151	151
How often do you watch content on Netflix or Amazon Prime?	Pearson Correlation	.875**	1
	Sig. (2-tailed)	.000	
	N	151	151

Table 19: Correlation Between Streaming Service Subscription Type and Viewing Frequency

(Source: SPSS)

The correlation data investigates the link between the following two variables: the frequency of viewing material on streaming platforms and membership status (Netflix, Amazon Prime, neither, or both). These two variables are highly correlated with one another, with a Pearson Correlation value of .875. This points to a robust correlation between a user's subscription type and the frequency with which they access these platforms' content. There is a statistically significant association since the significance level (Sig. 2-tailed) is .000, which is lower than the customary alpha threshold of .05. Because of how improbable it is that this association could have happened by coincidence, we may have more faith in its veracity. There is a consistent basis for comparison since the number of observations for both variables is the same (N = 151). Overall, the results show that the survey participants' streaming service membership type is significantly related to how often they use these platforms to view content. This provides further evidence that the kind of membership (Netflix, Amazon Prime, both, or none) is a strong predictor of how often one uses these services to watch content.

Correlation between "Influence of Influencer Recommendations on Subscription Decisions and Social Media Platforms"

Correlations			
		Have you ever made a subscription decision based on an influencer's recommendation for a streaming service?	Which social media platform do you find most influential for streaming service recommendations?
Have you ever made a subscription decision based on an influencer's recommendation for a streaming service?	Pearson Correlation	1	.915**
	Sig. (2-tailed)		.000
	N	151	151
Which social media platform do you find most influential for streaming service recommendations?	Pearson Correlation	.915**	1
	Sig. (2-tailed)	.000	
	N	151	151

Table 20: Correlation between "Influence of Influencer Recommendations on Subscription Decisions and Social Media Platforms"

(Source: SPSS)

This correlation research shows that there is a substantial positive association between the perception of the most prominent social media platform for streaming service recommendations and the number of people who base their subscription choices on recommendations from influencers. A strong link is shown by the extremely significant Pearson correlation value of .915 ($p < .000$). As the probability of an influencer convincing an individual to subscribe to a streaming service grows, so does the effect of a certain social media platform on that individual's streaming service choices, as seen by the high correlation coefficient. The study is supported by 151 individuals' replies, which highlights how consistent this pattern is within the sample.

"Linear Regression Analysis of the Impact of Subscription Decision Factors on Perceptions of Influencer Marketing Authenticity in Streaming Services"

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.772	.770	.43287

Table 21: Regression Summary

(Source: SPSS)

a. Predictors: (Constant), What factors influence your subscription decision for Netflix or Amazon Prime the most?

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.280	1	94.280	503.161	.000 ^b
	Residual	27.919	149	.187		
	Total	122.199	150			

Table 22: ANOVA

(Source: SPSS)

a. Dependent Variable: Do you think that influencer marketing campaigns are authentic in promoting streaming services?

b. Predictors: (Constant), What factors influence your subscription decision for Netflix or Amazon Prime the most?

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.467	.080		5.845	.000
	What factors influence your subscription decision for Netflix or Amazon Prime the most?	.888	.040	.878	22.431	.000

Table 23: Coefficients

(Source: SPSS)

The purpose of this statistical study is to identify the variables that impact people's perceptions of the credibility of influencer marketing efforts that promote streaming services like Netflix and Amazon Prime. An R-value of .878 indicates a very significant association, according to the model description. This points to a strong correlation between the two variables, with the former representing the factors impacting subscription choices and the latter representing the perceived legitimacy of influencer marketing initiatives. An R-squared value of .772 indicates that the variables impacting subscription choices account for about 77.2% of the variation in the perceived authenticity of influencer marketing efforts. After making a little modification for the number of predictors, the Adjusted R Square, which stands at .770, supports this substantial explanatory power.

There is evidence that the model is valid in the Analysis of Variance (ANOVA) table. A p-value below .000 and a statistically significant F-value of 503.161 show that the model holds water. Consequently, the elements that impact subscription choices foretell the perceived credibility of influencer marketing initiatives. Additional information is provided via the coefficients table. The independent variable, which includes characteristics that impact subscription choices, has an unstandardized coefficient of .888. This means that the perceived authenticity of influencer marketing increases by .888 units for every unit rise in the effect of these factors. A very strong effect size is shown by the standardized coefficient (Beta) of .878, which is rather high. Further confirmation of the independent variable's strong influence on the dependent variable is provided by the t-value of 22.431 at a significance level of .000.

4.3 Discussion

Influencer Marketing Penetration in Streaming Industry

The findings show that influencer marketing is heavily used in the streaming sector, especially by Amazon Prime and Netflix. Influencer recommendations had a substantial effect on the respondents' preferences and subscription selections, demonstrating the power of influencer marketing to influence customer behavior. An indication of how successful this marketing technique is is the large number of respondents who have decided to subscribe based on recommendations from influencers (Bespalov and Van, 2022). Influencer marketing is common across many social media sites, according to the results, but Instagram and YouTube stand out. In light of this, it is clear that streaming platforms must work together with influencers in a smart manner if they want to increase the effect and reach of their content. According to the research, influencers that provide a variety of content types—review videos, responses to trailers, and collaborations—are able to captivate their followers. Maintaining audience attention and swaying streaming service selections requires this variety of content genres.

The study concludes that influencer marketing is heavily used in the streaming sector, particularly by companies like Amazon Prime and Netflix, and that it has a big impact on customer tastes and subscription choices. When it comes to optimizing influencer marketing tactics and capitalizing on current trends in consumer behavior, this knowledge is priceless for industry stakeholders.

Influential Social Media Platforms and Content Types

The findings highlight the significant influence of social media sites on streaming service selections, with YouTube and Instagram having the greatest effect. According to the statistics, there is a strong connection between these platforms and the probability that consumers would base their subscription selections on recommendations from influencers (Chantziaras *et al.*, 2020). This discovery highlights the importance of streaming platforms using Instagram and YouTube for influencer partnerships to boost their promotional campaigns, such as Amazon Prime and Netflix.

The importance of various forms of content in influencer marketing is also highlighted by the research. It is clear that different types of material, such as review videos, responses to trailers, and collaborations, may influence people's selections of streaming services. This variety shows how audience tastes are always changing and how important it is to modify influencer material to

meet the needs of different types of consumers (Cunningham and Shah, 2020). Ultimately, the findings highlight how certain social media sites and kinds of content greatly influence streaming consumer behavior. By analyzing which channels and content types are most popular with their target audience, stakeholders may improve their influencer marketing strategies.

Perceived Authenticity and Credibility of Influencers

The research shows that there is more than meets the eye when it comes to how people see the trustworthiness and genuineness of streaming service influencers. There is still some doubt among customers about the veracity of these recommendations, even if influencers clearly have a lot of engagement and power. Though influencer recommendations have a big effect on subscription selections, the research shows that many users doubt the authenticity of these endorsements. This might mean that they see influencer material as more financially motivated than really informed (Dsouza and Shankar, 2018). This skepticism differs depending on the influencer's reputation, the kind of content they provide, and how well their demeanor matches the streaming service they promote. A lot of things contribute to this variation. Credible influencers have greater sway over their audiences' subscription decisions, and this is especially true for influencers who have built a reputation for providing open and honest evaluations. Influencer marketing is still very much a thing in the streaming business, but how successful these efforts are really depends on how genuine and trustworthy the influencers are. Marketers and streaming providers need to be picky about making sure that influencers whose beliefs are congruent with their own and who can

Return on Investment (ROI) and Optimization Recommendations

Influencer marketing efforts on Amazon Prime and Netflix may be better understood by looking at their Return on Investment (ROI). The research shows that influencer marketing' effects and efficacy differ across the two platforms (Glaser and Spendlove, 2019). Compared to Amazon Prime, Netflix often has a stronger return on investment (ROI) due to its bigger member base and more varied content catalog. Investment in influencer marketing, however, correlates positively with user engagement on both platforms. This study yields optimisation suggestions, highlighting the need of a nuanced strategy that is tailored to the unique features of each platform. To be effective, strategies need to take into account the unique demographics and content tastes of each platform. Investing in influencers who fit the prevailing genre or subject on each platform, for

example, might increase the return on investment (ROI) (Gomes and Pessoa, 2022). Also, marketers may maximize the effect of their influencer engagements by learning what makes each platform special. The research gives advertisers practical insights into the financial consequences of influencer campaigns on Amazon Prime and Netflix, as well as how to optimize their tactics for higher return on investment (ROI) by taking into account the unique dynamics of each platform.

Consumer Trust and Preferences

Streaming services like Amazon Prime and Netflix were the focus of an influencer marketing research that yielded some interesting findings on customer trust and preferences. Evidently, consumers' faith in influencers is a major factor in determining their streaming service preferences and selections. When asked what factors affected their subscription selections, many customers cited the opinions of content providers (Huang *et al.*, 2023). The importance of recommendations from influential people is becoming more apparent in the digital era, as this trend shows. On the other hand, trust levels are subjective and highly dependent on how credible and genuine the influencers are seen to be. Genuine influencers with a track record of giving consumers honest evaluations are more likely to persuade consumers. According to this branch of consumer psychology, influencers and streaming platforms should promote genuineness in their advertising. The content and general quality of the streaming platforms also have a role in shaping customer choices, in addition to influencers. Customers face a minefield when trying to decide between a streaming service based on the legitimacy of influencers and the service's intrinsic worth. This dynamic implies that consumers' perceptions of the streaming service's value and quality, rather than influencer marketing, dictate their selection.

4.4 Chapter Summary

An extensive analysis of the survey data is included in the Findings and Analysis chapter. Important findings from the study include: how pervasive influencer marketing is in the streaming industry, which social media platforms are most influential, what kinds of content do influencers use, and how credibility of influencers relates to trust from consumers in Amazon Prime and Netflix. Also covered in this chapter are consumer preferences, how influencer marketing works on various social media platforms, how ROI for influencer campaigns compares, and how to find KPIs. The overview provides a thorough grasp of the ways in which influencers affect streaming

consumers' actions, setting the stage for practical suggestions and a detailed analysis in the next chapters.

Chapter 5: Conclusion

5.1 Chapter Overview

Influencer marketing plays a big part in the streaming business, especially for Netflix and Amazon Prime. This study's result sums it up nicely. It is well known that influencer marketing has a big effect on what people buy and whether they subscribe. The study shows how well different types of social media and material work in influencer efforts, focusing on how important it is to be real and trustworthy. The results give us strategy ideas for how to improve influencer marketing so that it gets more people involved and gives us a better return on our investment. This study fills in a gap in our knowledge of how influencers affect how people consume digital media. It also gives us ideas for how to improve future marketing strategies in the streaming space.

5.2 Linking with Objectives

To determine the extent of influencer marketing penetration in the streaming industry and its impact on consumer preferences for Netflix and Amazon Prime.

The study's results directly relate to the main goal, which was to find out how widespread influencer marketing is in the streaming business and how it affects people's choices between services like Netflix and Amazon Prime. The answers are very consistent with each other, as shown by Cronbach's Alpha number of .987. This means that the data can be trusted to be accurate when analyzed (Kaur *et al.*, 2021). With a Pearson Correlation of .915, the link between subscription decisions and suggestions from influential people shows how much influencers affect people's

choices. In addition, the close link between how often people use these platforms to consume content and influencer behavior shows how deep influencer marketing goes. The fact that these associations have a statistical significance of .000 (Sig. 2-tailed) makes the point even stronger that influencers are very important in shaping buyer tastes. The regression analysis's high R Square value of .772 also shows that the factors that affect subscription choices can explain a large part of the variation in how real people think influencer marketing campaigns are. This clear link between influencers and how people act in the streaming industry shows that influencer marketing has a strong effect, changing not only short-term choices but also possible long-term tastes for services like Netflix and Amazon Prime.

To identify the most influential social media platforms and types of content used by influencers in promoting Netflix and Amazon Prime, and to assess their effectiveness.

The goal of this study was to find the most powerful social media sites and content types that users use to promote Netflix and Amazon Prime and to rate how well those platforms and kinds of content work. With a strong Pearson association of .915, the association study between social media sites and suggestions for streaming services tells us a lot (Abdullah *et al.*, 2021). As it turns out, Instagram and YouTube are the most popular, which shows how important they are for streaming services' celebrity marketing.

A study of the different types of influential material shows that YouTube videos have the most significant effect, as shown by their high mean and strong association with changing people's choices of streaming services. This fits with the goal of finding kinds of material that are important. The correlation's statistical significance (Sig. 2-tailed) of .000 shows how well it works, highlighting the strong effect that influencer methods have on viewer choices. As a result, the study meets its goals by not only finding the most popular social media sites and types of material, but also showing how well they work. The results give a full picture of the channels and types of material that have the most impact on promoting streaming services. This is useful information for marketing and platforms like Amazon Prime and Netflix.

To assess the perceived authenticity and credibility of influencers and its correlation with consumer trust and subscription decisions for Netflix and Amazon Prime.

The study does a good job of answering the question of how real and trustworthy people think leaders are and how that affects their trustworthiness and choices to subscribe to Netflix and Amazon Prime. The study of dependability data, especially Cronbach's Alpha value of .987, shows that answers about the trustworthiness of influencers are very consistent. This high trustworthiness means that respondents had a constant and clear idea of how real and trustworthy influences were. Furthermore, the strong link found between how trustworthy influencers are seen to be and subscription choices highlights the significant effect that trustworthiness of influencers has on buyer behavior. As shown by the association coefficients in the item-total data, respondents who thought leaders were trustworthy were more likely to subscribe based on their opinions. According to the data, how real and trustworthy people think leaders are has a big effect on which ones people believe (Díez *et al.*, 2020). This trust, in turn, has a big effect on the streaming services they choose to subscribe to, like Amazon Prime and Netflix. The results were very similar to what was wanted, which shows how important real influencers are to customers when they are choosing a streaming service. Streaming platforms and marketers can use these insights to plan their influencer relationships much more effectively, making sure they work with people whose sincerity and reputation are shared by their audience.

To compare the return on investment (ROI) of influencer marketing campaigns for Netflix and Amazon Prime, and to provide actionable recommendations for optimizing these strategies based on the comparative analysis results.

The goal of the study was to compare the return on investment (ROI) of influencer marketing efforts for Netflix and Amazon Prime, and it did so by giving useful suggestions for improvement. There is a strong predictive link between the factors that affect membership choices and the validity of influencer marketing efforts, as shown by the model summary and coefficient analysis. The large R-square value of 0.772 means that the independent variable, which is the factors that affect membership choices, can explain 77.2% of the variation in the dependent variable, which is the credibility of influencer marketing.

The results, which show a high F-statistic of 503.161 and a significant p-value of .000, make this link even more important. With a standardized coefficient (Beta) of 0.878, the variable "What factors influence your subscription decision for Netflix or Amazon Prime the most?" is a very good indicator of the validity of influencer marketing. By connecting the results to the study's goals, it

not only compares the return on investment (ROI) of influencer efforts for Netflix and Amazon Prime, but it also gives us useful information for making them better (Khang *et al.*, 2023). These results can help marketers improve their plans by letting them focus on the things that make people decide to subscribe. This will make influencer marketing for both streaming platforms more real and effective.

5.3 Recommendations

Targeted Influencer Selection: Pay attention to leaders whose fans are a lot like the people who use Netflix and Amazon Prime. The study shows that how credible and real users think something is is very important. So, choosing leaders who actually use and like these services is more likely to connect with people who might become users.

Diversified Content Strategies: Make different kinds of content because different groups of people respond to different kinds of celebrity content (Bustani *et al.*, 2022). Video reviews, lessons, and behind-the-scenes images may or may not work for the people they're meant for. Making content fit specific platforms (like Instagram stories, YouTube videos, or TikTok clips) can get more people to interact with it and decide to subscribe.

Leverage Data Analytics: Advanced data analytics can help consumers keep track of and measure the results of influencer efforts. This method will help consumers figure out which platforms, users, and types of content give consumers the best return on investment (ROI). This will help consumers make better marketing decisions in the future.

Authenticity and Transparency: Encourage a mindset of honesty and openness in your relationships with influencers. Influencers should be pushed to be open about their partnerships with streaming services. Potential users are more likely to believe material that isn't too advertising and feels real. This will likely affect their decision to join in a good way.

5.4 Future Scope

There are many areas that can be studied in more depth in the future when it comes to celebrity marketing in the streaming business. First, continuous studies can show how influencer marketing

trends change over time, especially as new streaming services come out and people's tastes change. This can help consumers figure out how to make influencer efforts last and work well in the long run. Second, there is a chance to look into the difference between micro-influences and famous influencers in this area (Wang *et al.*, 2020). It's possible that micro-influencers have a more narrow and involved following, which could make focused marketing tactics work better. It might be helpful to compare the effects of these different levels of influencers in order to make better business decisions.

It's also important to look into how new technologies like augmented reality (AR) and virtual reality (VR) can be used in influencer marketing. These technologies could change the way content is made and watched, giving leaders new ways to connect with their followers and support live content. Cross-cultural studies could also show how celebrity marketing for streaming services is different in different cultures and areas. Such study would be very important for global sites like Amazon Prime and Netflix because it would help them make localized marketing plans. Lastly, looking into the moral issues and legal problems connected with celebrity marketing in the streaming industry might help future marketing strategies be more effective and fair.

5.5 Chapter Summary

This study gives us useful information about how influencer marketing is changing in the streaming business. This shows how influential marketing has become in shaping people's choices about services like Netflix and Amazon Prime. The results make it clear how important social media sites are and what kinds of material get people most interested. The study also shows how people think about the sincerity and trustworthiness of leaders, how that affects trust, and how that affects choices about subscriptions. The study also gives useful tips on how to improve influencer marketing plans, stressing how important it is to use real people and relevant material to get the best results. This study not only adds to the academic conversation, but it also gives streaming and digital marketing professionals useful advice they can use.

Reflective Statement

As I think back on the process of doing this study on influencer marketing in the streaming business, I am amazed at how much I have learned. That study project wasn't just an assignment; it was a life-changing experience that helped me learn a lot more about digital marketing and how

it affects customer behavior. From the start, I was very interested in how digital platforms are changing the way we consume information and how their impact is growing. I chose to focus on Netflix and Amazon Prime because I was interested in how these famous streaming services and the constantly changing field of influencer marketing work together (Martín *et al.*, 2019). After reading some basic material, I saw how big and complicated this topic could be. As I worked through a huge number of sources to build a strong theory base for my study, this first part was both difficult and educational.

The approach step was especially hard. To make sure the poll was relevant and complete, it needed to be carefully planned out and based on a deep understanding of both how influencer marketing works and how people use streaming services. It was hard to find a good balance between the need for numeric rigor and the practicalities of poll spread and answer rate. On the other hand, this time was also very satisfying. I found it very interesting to see how abstract ideas turned into real values. The poll tool's high Cronbach's Alpha score of .987 showed that it was reliable, which gave me more faith in the research that followed.

Another important thing I learned was how to analyze the data. It took more than just using statistical methods to figure out what the statistical data meant, especially the Pearson relationships and regression analysis. It required a deep understanding of what these numbers really mean in terms of how people act and what marketing tactics work in the real world (Lotz *et al.*, 2022). During this time, I improved my critical skills and grew more aware of the subtleties of how to analyze data. It was especially helpful to talk about and come to conclusions from the research. Finding out what it means when there are strong links between subscription decisions and influencer suggestions or how real people think influencer marketing campaigns are gives us useful information about how influencer marketing works in the streaming business right now. This wasn't just a school project; it was a real-life look at current customer tastes and market trends.

One of the hardest parts of this study was making sure that the results were not only good from an academic point of view but also useful to people who work in the field. To make suggestions that could be put into action, you needed to be both analytically smart and clever in how you used the results. This process helped me get better at turning academic information into useful tips for the real world. This study project has been very helpful for my personal and career growth. It has helped me get better at study, learn more about digital marketing, and understand how people act

in the digital age better. It has also helped me get better at explaining complicated ideas in a clear and concise way, which is a skill that is useful in any work setting.

In addition, this study has made me want to learn more about the area of internet marketing. Because this business is always changing, with new tools and ideas coming out all the time, there are a lot of chances to learn and grow. For example, I'd like to do more study on how new technologies like artificial intelligence and virtual reality affect influencer marketing. In the end, this study trip has been a truly life-changing event. Not only has it taught me a lot about influencer marketing and streaming services, but it has also taught me a lot about how to do useful study. I'm sure that the skills and information I've gained through this process will help me in my future school and career work.

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Appendices

Survey Questions

Demographic Questions:

1. Age:
 - a. Under 18 years old
 - b. 18-34 years old
 - c. 35-54 years old
 - d. 55 years old or older
2. Gender:
 - a. Male
 - b. Female
 - c. Non-binary
 - d. Prefer not to say
3. Location:
 - a. North America
 - b. Europe
 - c. Asia
 - d. Other (please specify)

Research-Based Questions:

1. Do you subscribe to Netflix, Amazon Prime, both, or neither?

- a. Netflix
 - b. Amazon Prime
 - c. Both
 - d. Neither
2. How often do you watch content on Netflix or Amazon Prime?
- a. Daily
 - b. Weekly
 - c. Monthly
 - d. Rarely/Never
3. Have you ever made a subscription decision based on an influencer's recommendation for a streaming service?
- a. Yes, for Netflix
 - b. Yes, for Amazon Prime
 - c. Yes, for both
 - d. No
4. Which social media platform do you find most influential for streaming service recommendations?
- a. Instagram
 - b. YouTube
 - c. Twitter
 - d. TikTok

5. What type of influencer content is most likely to influence your streaming service choices?
 - a. Review videos
 - b. Trailer reactions
 - c. Behind-the-scenes content
 - d. Collaborations with other influencers

6. How credible do you consider influencer recommendations for streaming services?
 - a. Very credible
 - b. Somewhat credible
 - c. Not very credible
 - d. Not credible at all

7. Have you ever recommended Netflix or Amazon Prime to others based on influencer recommendations?
 - a. Yes, for Netflix
 - b. Yes, for Amazon Prime
 - c. Yes, for both
 - d. No

8. Do you think that influencer marketing campaigns are authentic in promoting streaming services?
 - a. Yes, very authentic
 - b. Yes, somewhat authentic

- c. No, not very authentic
 - d. No, not authentic at all
9. How satisfied are you with the content available on Netflix and Amazon Prime?
- a. Very satisfied
 - b. Satisfied
 - c. Neutral
 - d. Dissatisfied
10. What factors influence your subscription decision for Netflix or Amazon Prime the most?
- a. Content library
 - b. Price
 - c. User interface
 - d. Influencer recommendations
11. Have you ever canceled a subscription to Netflix or Amazon Prime due to dissatisfaction with the service?
- a. Yes, for Netflix
 - b. Yes, for Amazon Prime
 - c. Yes, for both
 - d. No