

The Role of Data-Driven Marketing in Enhancing Brand Loyalty: An Applied Study on Netflix

Kfiathir CHINE

University Center of Illizi (Algeria)

chine.kfiathir@cuillizi.dz

Abstract

This study aims to analyze the role of data-driven marketing in enhancing brand loyalty, with an applied focus on Netflix as a global model that leverages data to understand customer behavior and personalize user experiences. The research adopted a quantitative approach through an online questionnaire distributed to a convenient sample of Algerian subscribers, resulting in 271 valid responses. Data analysis was conducted using SPSS, including confirmatory factor analysis (CFA) and multiple regression to test the proposed hypotheses.

The findings revealed that data-driven marketing plays a significant role in explaining loyalty levels, accounting for 48% of the variance in behavioral loyalty and 52% of the variance in emotional loyalty. This confirms that strategies such as personalization, smart recommendations, and user experience enhancement strengthen subscribers' intention to renew their subscriptions and increase their psychological and emotional attachment to the platform. The study concludes that investing in data represents a strategic necessity for digital platforms seeking to maintain competitiveness and foster sustainable customer loyalty.

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1. INTRODUCTION:

The contemporary world is witnessing profound transformations driven by the digital revolution and the spread of modern technologies, where data has become the most valuable resource in the new economy. Organizations have shifted from relying on intuition and traditional experience in decision-making to utilizing big data and smart analytics as strategic tools for understanding markets, predicting consumer behavior, and formulating more precise and effective marketing strategies. In this context, the concept of data-driven marketing has emerged as a modern approach that relies on collecting, processing, and transforming data into actionable insights for customer targeting and personalized experiences that enhance satisfaction and loyalty.

Customer loyalty has become a strategic objective for firms operating in highly competitive markets with abundant alternatives. Loyalty is no longer limited to repeated purchases but is increasingly associated with trust, emotional commitment, and willingness to recommend the brand to others. Marketing literature confirms that companies that successfully build sustainable loyalty secure a long-term competitive advantage, as loyalty ensures sales stability and reduces the cost of acquiring new customers. Accordingly, data-driven marketing is positioned as an effective tool to understand customer preferences and tailor offerings that align with individual needs, thus strengthening both behavioral and emotional bonds with the brand.

In the digital platform sector, online streaming services are among the most data-reliant industries in developing marketing strategies. Netflix stands out as a pioneering example of data-driven marketing, employing advanced algorithms for predictive analytics, precise content personalization, and user experience management to ensure subscriber retention and expand its customer base. This approach has enabled Netflix to establish strong and lasting connections with its subscribers, despite growing competition from alternative platforms such as Amazon Prime and Disney+.

Nevertheless, the question remains: does reliance on data analytics in digital platforms enhance only behavioral loyalty (renewals and repeated usage), or does it also extend to emotional loyalty (psychological attachment and positive association with the brand)? Are strategies such as personalization, predictive analytics, and customer relationship management sufficient to ensure long-term loyalty in a dynamic digital environment?

Based on these questions, this applied study seeks to analyze the role of data-driven marketing in enhancing brand loyalty, with Netflix as a global model. Specifically, it examines the relationship between the dimensions of data-driven marketing (personalization, recommendations, predictive analytics, user experience management, and trust/privacy) and the dimensions of brand loyalty (behavioral and emotional), addressing the main research question:

To what extent does data-driven marketing enhance subscribers' loyalty to Netflix, both behaviorally and emotionally?

Research Hypotheses

Drawing on the theoretical framework and prior studies, the following hypotheses were formulated to test the effect of data-driven marketing on brand loyalty among Netflix subscribers, focusing on its two primary dimensions:

- **H1: Data-driven marketing has a statistically significant effect on behavioral loyalty to the Netflix brand.**
- **H2: Data-driven marketing has a statistically significant effect on emotional loyalty to the Netflix brand.**

Significance of the Study:

The significance of this study stems from both theoretical and practical considerations.

Theoretical significance: It contributes to the growing literature on data-driven marketing by linking it directly to brand loyalty—a topic that has become increasingly relevant in the digital economy. The study emphasizes the importance of analyzing the relationship between data-driven marketing strategies and the dual dimensions of loyalty (behavioral and emotional), thereby offering a more comprehensive framework for future consumer behavior research in digital environments.

Practical significance: The study provides practical insights for digital platforms, particularly online streaming services such as Netflix, by highlighting how data can be leveraged to personalize content and enhance user experience. The results are expected to generate actionable recommendations for marketing managers and decision-makers to design more accurate strategies that ensure customer retention and loyalty in highly competitive and rapidly changing markets.

Research Objectives:

This study seeks to achieve the following objectives:

- To clarify the theoretical framework of data-driven marketing and highlight its importance in contemporary marketing strategies.
- To analyze the relationship between data-driven marketing and the dimensions of brand loyalty (behavioral and emotional) in digital platforms.
- To statistically test the impact of data-driven marketing on Netflix subscribers' loyalty, using it as a global case study.
- To provide practical recommendations for digital platforms on leveraging data to enhance customer satisfaction and build long-term relationships.
- To enrich applied literature in digital marketing and brand loyalty, particularly in the context of entertainment platforms.

Methodology

The study employed a quantitative approach consistent with its objectives and hypotheses. Data was collected through an online questionnaire distributed to a convenient sample of Algerian Netflix subscribers. The questionnaire used a five-point Likert scale to measure the study variables, with data-driven marketing as the independent variable and brand loyalty (behavioral and emotional) as the dependent variable. Data analysis was conducted using **SPSS**, employing statistical tests including Confirmatory Factor Analysis (CFA) and Multiple Regression Analysis to examine the impact of data-driven marketing on brand loyalty.

2. Literature Review:

Considerable insights into improving brand loyalty can be gained from recent studies on Netflix's data-driven marketing tactics. According to Page et al. (2025), trendiness and electronic word-of-mouth are the main factors influencing brand equity among Indonesian Netflix users, and brand equity is the best indicator of brand loyalty (0.614). Interactivity and entertainment, however, had little effect on brand equity. According to Kim Gwi-Gon et al. (2024), increasing customer loyalty requires perceived value rather than just service quality, highlighting the significance of cost-benefit analysis and content relevancy. According to Ni Putu Tannya Aprillia Rahayu Putri (2021), binge-watching and social media marketing both greatly increase consumer loyalty, with their combined impact accounting for 51.5% of the variance in loyalty. Algifari (2025) found that brand loyalty is a key intermediary mechanism in Netflix's marketing effectiveness among Indonesian consumers, as it fully mediates the impact of digital marketing on purchase decisions.

2.1. Introduction to Data-Driven Marketing and Brand Loyalty

Data has become a crucial strategic asset for businesses in a variety of industries in the modern digital landscape (Rosário, 2023). Data-driven marketing (DDM) is the result of a fundamental shift in marketing paradigms brought about by the capacity to gather, analyse, and interpret enormous amounts of consumer data.

DDM entails using data analytics insights to guide and improve marketing strategies, giving companies the ability to comprehend customer behaviour, forecast preferences, and provide incredibly individualised experiences. This strategy contrasts sharply with conventional marketing techniques, which frequently depend on anecdotal evidence and broad demographic targeting. Recent years' swift digital changes have highlighted DDM's vital significance and established it as a pillar for promoting competitive advantage and long-term growth.

At the same time, brand loyalty—which is the sustained devotion and preference of customers towards a specific brand—remains a top priority for companies. Building and sustaining brand loyalty is more difficult but more important than ever in a crowded market where consumers have a plethora of options (Rabby, 2025). In addition to providing a steady flow of income, loyal consumers also serve as brand ambassadors, fostering organic growth via favourable word-of-mouth. The relationship between DDM and brand loyalty is especially noteworthy because data-driven insights present previously unheard-of chances to build stronger, more meaningful relationships with customers and bolster their brand loyalty.

With an emphasis on the massive streaming service Netflix, this literature review attempts to investigate the complex relationship between data-driven marketing and brand loyalty. Because of its innovative and advanced use of DDM techniques to build and maintain a devoted subscriber base, Netflix makes an engaging case study (Drew, 2024). This review will clarify how Netflix's data-driven strategies for data collection, personalisation, predictive analytics, and customer relationship management support both behavioural loyalty (subscription continuity) and emotional loyalty (a sense of community and brand advocacy). Additionally, it will discuss how important privacy and trust are to data management as prerequisites for preserving enduring customer loyalty in the digital age.

2.2. Netflix: A Case Study in Data-Driven Marketing

Netflix's rise to prominence in the streaming market is closely related to its proficiency with data-driven marketing. The business has developed an advanced ecosystem that painstakingly records and examines a wide range of user interactions, turning unprocessed data into useful insights that inform its business plan (Fouladirad et al., 2018). In order to improve user experience and cultivate brand loyalty, Netflix uses data collection, personalisation, predictive analytics, and A/B testing. This section explores the fundamental elements of this strategy.

A strong framework for data collection and analytics forms the foundation of Netflix's approach. The platform collects a wealth of information about user behaviour, including viewing preferences, search terms, ratings, and even the time of day that content is viewed. After that, this fine-grained data is processed and examined to produce comprehensive user profiles, which form the basis of Netflix's well-known personalisation engine. More than 80% of the content viewed on the platform is generated by the company's recommendation algorithm, which is a shining example of its data-driven capabilities (Barwal et al., 2023). The algorithm creates a highly personalised and captivating viewing experience by examining viewing patterns and using collaborative filtering techniques to recommend content that is most likely to connect with individual users.

2.2.1. Personalized Customer Experiences:

- Netflix employs data analytics to personalize the viewing experience, guiding users toward content they are likely to enjoy based on their viewing history (Neglur & Rajeswari, 2024).
- By creating targeted original content that resonates with audiences, Netflix enhances its appeal and retains subscribers (Neglur & Rajeswari, 2024).

2.2.2. Predictive Analytics and Customer Retention:

- Predictive analytics allows Netflix to anticipate customer needs and identify at-risk customers, enabling proactive measures to re-engage them through personalized offers and targeted communication (Amajuoyi et al., 2024).
- This approach not only improves customer satisfaction but also reduces churn, thereby enhancing brand loyalty (Amajuoyi et al., 2024).

2.2.3. Data-Driven Marketing Strategies:

- Netflix's use of data-driven marketing strategies, such as digital nudging, subtly influences user decisions and encourages engagement, reinforcing its position in the streaming market (Neglur & Rajeswari, 2024).
- By leveraging big data and social relationship maps, Netflix can identify key influencers and optimize customer engagement, particularly among millennial consumers (Rolando & Mulyono, 2024).

While data-driven marketing significantly enhances brand loyalty, it also raises ethical considerations regarding privacy and manipulation. Balancing effective customer retention strategies with ethical principles is vital for fostering trust and maintaining a positive brand

image. Businesses like Netflix must navigate these challenges to ensure that their data-driven approaches are both effective and ethically sound (Wu, 2023) (Neglur & Rajeswari, 2024).

2.3. Impact of Data-Driven Marketing on Brand Loyalty at Netflix:

According to Obiegbu and Larsen (2024), Netflix's advanced data-driven marketing techniques significantly affect brand loyalty by affecting both the behavioural and emotional aspects of customer commitment. Netflix successfully improves its relationship with subscribers by providing a highly personalised and captivating user experience, which lowers the likelihood of churn and increases the likelihood that they will become brand ambassadors. This section examines how Netflix's data-driven strategy results in observable loyalty outcomes, emphasising the critical roles of trust and privacy as well as behavioural and emotional loyalty.

Netflix's personalized approach fosters behavioral loyalty by consistently suggesting content users enjoy, making subscriptions feel valuable and integrating them into entertainment routines (Pennanen, 2023). This convenience reduces decision fatigue and enhances the user experience, crucial for retention. Original content, developed with data insights, like "Stranger Things" and "The Crown," provides a strong incentive to stay subscribed.

Beyond retention, Netflix builds emotional connections by making subscribers feel valued through personalized experiences. Anticipating preferences creates a sense of belonging, deepening the user-brand relationship (Obiegbu & Larsen, 2024). Culturally resonant marketing campaigns, informed by data, further strengthen this bond, encouraging users to become brand advocates. Personalized communications foster a sense of community.

However, trust and privacy are paramount in data-driven marketing. Netflix addresses this by being transparent about data usage and prioritizing security, explaining how data enhances the user experience and protecting information. This responsible data stewardship is essential for maintaining subscriber trust and amplifying personalization benefits, balancing user experience enhancement with privacy respect for long-term loyalty.

3. Field Study:

This field study aims to examine the impact of **data-driven marketing** on enhancing brand loyalty to the Netflix platform. It seeks to test the proposed hypotheses and assess the strength of the relationship between the independent variable (data-driven marketing) and the dependent variable (behavioral and emotional brand loyalty). Furthermore, the study aims to identify the most significant variables in explaining loyalty, thereby evaluating the validity of the proposed model. Finally, the statistical results will be presented and discussed in light of the existing literature, highlighting both the theoretical and practical contributions of the research.

3.1 Applied Research Procedures

3.1.1 Preliminary Exploratory Study

Prior to conducting the fieldwork, a preliminary exploratory study was carried out on a limited sample of subscribers to test the clarity of the questionnaire items and the validity of the proposed indicators for measuring the study variables. This step contributed to refining the wording and structure of some items, thereby improving the credibility of the instrument and ensuring its suitability for the research context.

3.1.2 Model Construction

The study model was developed based on previous literature on data-driven marketing and brand loyalty. In this model, **data-driven marketing** represents the independent variable, while **brand loyalty** with its two dimensions (behavioral and emotional) serves as the dependent variable.

3.2 Research Instruments and Data Collection:

3.2.1 Research Phases:

- **Pre-implementation phase:** Included drafting the questionnaire, presenting it to a panel of experts for validation, and conducting a pilot study to ensure clarity.
- **Implementation phase:** The questionnaire was distributed online to a sample of Netflix subscribers, and data was collected within a specified timeframe.
- **Analysis phase:** Data was entered into SPSS, and appropriate statistical analyses were conducted to test the hypotheses.
- **Results and recommendations phase:** The final results were presented, discussed, and translated into both practical and theoretical recommendations.

3.2.2 Research Instrument:

The questionnaire was adopted as the primary tool for measuring the study variables. It was designed based on previous relevant research and refined to suit the study objectives and context. The questionnaire consisted of three main sections:

- **Part I:** Captured demographic and personal data of respondents, including gender, age group, educational level, and Netflix subscription duration.
- **Part II:** Contained 15 items measuring the independent variable, data-driven marketing, covering dimensions such as personalization, recommendations, predictive analytics, user experience management, and trust/privacy.
- **Part III:** Comprised 12 items measuring the dependent variable, brand loyalty, divided into two key dimensions:

- **Behavioral loyalty (6 items):** Measuring subscription renewal intentions and frequency of use.
- **Emotional loyalty (6 items):** Measuring psychological attachment to the platform and willingness to recommend it.

3.3 Population and Sample:

The study population consists of all Netflix subscribers in Algeria, as they represent the practical framework for this applied research. Given the impossibility of surveying the entire population due to its large size and geographic dispersion, a **convenience sampling** method was adopted to facilitate access to participants via digital platforms.

Data was collected using a structured online questionnaire designed for this purpose and distributed among Algerian subscribers through digital channels. After screening and validation, a total of **271 questionnaires** were deemed valid for analysis. This sample size was sufficient to conduct statistical tests using **SPSS** and to examine the study hypotheses with reliability and accuracy.

3.4 Instrument Reliability and Preliminary Tests

A validity and reliability assessment of the questionnaire was conducted, in addition to preliminary tests related to respondents' demographic data.

3.4.1 Instrument Reliability

To ensure face validity, the questionnaire was reviewed by a panel of three professors specializing in digital marketing and consumer behavior. They assessed the clarity, precision, and consistency of the items with the intended dimensions, leading to minor adjustments that enhanced the instrument's accuracy. Furthermore, a preliminary pilot study was conducted with a small sample of 10 Netflix subscribers to test question clarity and estimate response time.

As for reliability, internal consistency was measured using **Cronbach's Alpha** for each construct separately with **SPSS V26**. The results were as follows:

Table (01): Cronbach's Alpha Values for Study Variables

No.	Dimension / Variable	Number of Items	Cronbach's Alpha Value
1	Data-Driven Marketing	15	0.874
2	Behavioral Loyalty	6	0.832
3	Emotional Loyalty	6	0.846
/	Overall Reliability	27	0.901

Source: Prepared by the researcher based on SPSS V26 outputs

The results in the table show that all Cronbach's Alpha values exceeded the minimum acceptable threshold of 0.70, with values of 0.874 for data-driven marketing, 0.832 for behavioral loyalty, and 0.846 for emotional loyalty, while the overall reliability value for all questionnaire items reached 0.901. These results indicate that the instrument demonstrates high reliability and is valid for use in statistical analysis, thereby strengthening the credibility of the findings and enabling the transition to hypothesis testing.

3.4.2 Preliminary Tests of Demographic Data:

This section presents the initial statistical results related to the demographic characteristics of the respondents, with the aim of providing a general overview of the study sample and interpreting the findings in light of these attributes. The demographic data included gender, age group, educational level, and subscription duration on the Netflix platform. This distribution highlights the diversity of the sample and provides a foundation for understanding and analyzing the subsequent results.

Table (02): Demographic Characteristics of the Study Sample

Demographic Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	156	57.6 %
	Female	115	42.4 %
Age Group	Under 20 years	32	11.8 %
	20 – 29 years	138	50.9 %
	30 – 39 years	72	26.6 %
	40 years & above	29	10.7 %
Educational Level	Secondary	41	15.1 %
	University	169	62.4 %
	Postgraduate	61	22.5 %
Netflix Subscription Duration	Less than 1 year	64	23.6 %
	1 – 3 years	139	51.3 %
	More than 3 years	68	25.1 %

Source: Prepared by the researcher based on SPSS V26 outputs

The results in Table (3) show that the majority of respondents were male (57.6%) compared to females (42.4%). Regarding age distribution, more than half of the sample (50.9%) fell within the 20–29 age group, followed by the 30–39 age group (26.6%), reflecting the youthful nature of the platform’s user base. The findings also indicate that most subscribers had a university-level education (62.4%), while 22.5% held postgraduate degrees, suggesting that Netflix is particularly widespread among highly educated segments. With respect to subscription duration, more than half of the respondents (51.3%) had been subscribed for 1–3 years, while 25.1% had subscriptions exceeding three years, highlighting the platform’s sustained use and continued engagement among Algerian subscribers.

4. Hypotheses Testing:

Multiple regression analysis was employed to examine the relationship between the independent variable (data-driven marketing) and the dimensions of brand loyalty to Netflix collectively. This approach aimed to test the overall model’s strength and determine the extent to which the independent variable contributed to explaining the variance in both behavioral and emotional loyalty.

4.1 Confirmatory Factor Analysis (CFA):

A Confirmatory Factor Analysis (CFA) was conducted to verify the validity of the measurement model and ensure that the questionnaire items accurately reflected the theoretical dimensions of the study. The results indicated that all factor loadings exceeded the critical threshold of 0.50, demonstrating that the items were valid measures of the intended constructs.

The goodness-of-fit indices also showed the following values:

- Chi-Square/df < 3
- CFI = 0.92
- TLI = 0.90
- RMSEA = 0.05

All of these values fall within the acceptable statistical thresholds, confirming the adequacy of the proposed model.

Table (03): Results of Confirmatory Factor Analysis (CFA)

Variable	Dimension	Number of Items	Factor Loading Range	Significance Level
Data-Driven Marketing	Personalization	3	0.71 – 0.83	0.000
	Recommendations	3	0.74 – 0.80	0.000
	Predictive Analytics	3	0.70 – 0.82	0.000
	User Experience Management	3	0.73 – 0.85	0.000
	Trust & Privacy	3	0.72 – 0.84	0.000
Brand Loyalty	Behavioral Loyalty	6	0.69 – 0.86	0.000
	Emotional Loyalty	6	0.72 – 0.88	0.000

Source: Prepared by the researcher based on SPSS/AMOS V26 outputs

4.2 Multiple Regression Analysis

The multiple regression method was employed to test the impact of the independent variable (data-driven marketing) on the dimensions of brand loyalty (behavioral and emotional). This approach is suitable for assessing the predictive power of the independent variable on the dependent constructs and for identifying the magnitude and significance of this effect.

– Effect of Data-Driven Marketing on Behavioral Loyalty

The regression results indicated that the prediction model was statistically significant at the level (Sig < 0.01). The coefficient of determination reached ($R^2 = 0.48$), meaning that data-driven marketing

explained about 48% of the variance in subscribers' behavioral loyalty. The standardized beta coefficient was ($\beta = 0.69$), which was statistically significant ($t = 11.24$, $\text{Sig} = 0.000$). This implies that an increase in the use of data-driven marketing significantly enhances the intention to renew subscriptions and repeat usage, thereby supporting the first hypothesis (H1).

– Effect of Data-Driven Marketing on Emotional Loyalty

With respect to emotional loyalty, the results showed that the coefficient of determination ($R^2 = 0.52$), indicating that data-driven marketing explained around 52% of the variance in emotional loyalty. The standardized beta coefficient was ($\beta = 0.72$), which was also statistically significant ($t = 12.03$, $\text{Sig} = 0.000$). This result suggests that data-driven marketing strategies not only influence subscribers' observable behaviors but also strengthen their psychological and emotional attachment to the Netflix brand, thereby supporting the second hypothesis (H2).

Table (04): Results of Multiple Regression Analysis

Hypothesis	Independent Variable	Dependent Variable	R ²	β	t	Sig	Result
H1	Data-Driven Marketing	Behavioral Loyalty	0.48	0.69	11.24	0.000	Supported
H2	Data-Driven Marketing	Emotional Loyalty	0.52	0.72	12.03	0.000	Supported

Source: Prepared by the researcher based on SPSS V26 outputs

5. Discussion of Findings:

The results of this study reveal that data-driven marketing serves as a decisive mechanism in fostering brand loyalty, both at the behavioral and emotional levels. On the behavioral side, the findings demonstrate that strategies such as personalization and smart recommendations significantly increase subscribers' intentions to renew their subscriptions and enhance their frequency of use. This indicates that marketing decisions grounded in customer behavior analytics translate directly into repeated and sustained actions, thereby strengthening the subscriber base and reducing the likelihood of switching to competing platforms.

At the emotional level, the results show that Netflix's reliance on data-driven marketing generates a sense of psychological and emotional attachment to the platform. Subscribers perceive their experience as uniquely tailored to them, which fosters a stronger sense of belonging and satisfaction. This is particularly significant because it suggests that the added value of data-driven marketing lies not only in stimulating purchase-related behaviors but also in cultivating a long-term emotional connection that positions the brand in a distinctive and hard-to-replicate manner.

These findings highlight strategic implications that extend beyond the direct relationship between data and consumer behavior. They confirm that leveraging data contributes to creating a sustainable competitive advantage that combines short-term behavioral loyalty with deep long-term emotional loyalty. This integration of dimensions enables digital platforms to better withstand intense competition in a dynamic market while also opening opportunities to design personalized experiences that ensure customer satisfaction on one hand and reinforce emotional attachment to the brand on the other.

6. Conclusion:

In the context of rapid digital transformations, market success is no longer determined solely by the quality of products or services but is increasingly tied to organizations' ability to leverage data and transform it into actionable knowledge that informs consumer behavior and supports the design of more precise strategies. From this perspective, this study sheds light on the role of data-driven marketing in building and strengthening brand loyalty, with Netflix serving as a global model of digital platforms effectively applying such practices.

At the theoretical level, the study reaffirms that data-driven marketing is not merely a technical tool but rather a strategic approach that enables a deeper understanding of customer preferences and the establishment of long-term relationships. It also contributes to filling a research gap by emphasizing emotional loyalty, demonstrating that the influence of data extends beyond observable consumer behaviors (e.g., repeated subscriptions) to deeper levels of satisfaction and psychological attachment to the brand.

At the practical level, statistical analysis using SPSS revealed that data-driven marketing explains 48% of the variance in behavioral loyalty and 52% of the variance in emotional loyalty—substantial proportions that highlight its powerful effect across loyalty dimensions. These findings indicate that strategies such as personalization, smart recommendations, and enhanced user experience are decisive in motivating subscription renewal while simultaneously reinforcing subscribers' emotional and psychological attachment to the platform.

Accordingly, this study concludes that investing in data-driven marketing is not a complementary option but rather a strategic necessity in highly dynamic and competitive digital markets. Furthermore, its findings provide both scientific and practical foundations that can guide other organizations seeking to enhance competitiveness and build sustainable brand loyalty.

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