Aida Marketing Strategy: The Case Of Netflix Streaming To Success

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Abstract
The purpose of this paper is to examine Netflix's incredible success story and how the AIDA marketing model was essential to its rise to streaming dominance. It illustrates how Netflix revolutionized entertainment consumption in the digital age by skillfully exploiting the Attention, Interest, Desire, and Action phases. This is a case-based study making use of secondary sources and a literature review. It follows Netflix's development from drawing viewers in with creative content to piquing interest with private recommendations, creating a need for its membership service, and inspiring users to take action with easy sign-up procedures even during the COVID-19 outbreak. The AIDA model skillfully applied by Netflix resulted in a change in the way people interact with digital entertainment. Netflix created a sensation in the streaming industry by drawing viewers in with a variety of material, piquing curiosity, generating demand for its products, and streamlining the membership process. There is no detailed study offering an in-depth analysis of Netflix's success using the AIDA marketing approach. While the AIDA model and its application in marketing have been the subject of numerous studies, there is a noticeable void in the literature regarding a thorough analysis of how Netflix precisely applied AIDA to establish and preserve its dominant position in the fiercely competitive streaming market. This study closes that gap by directly illuminating the complex methods and tactics that Netflix uses at each stage of the AIDA model, from drawing in viewers to motivating them to take action.

Keywords: *AIDA Model, Netflix, Marketing, OTT Entertainment, Personalized recommendations, User Experience, Brand Loyalty*

I. Introduction

In the ever-evolving digital age, success in business and entertainment is no longer entirely based on the caliber of a company's goods or services. The environment for consumption has altered as a result of media development and technological advancement (Song et al., 2021). The way marketers and advertising view processes is linear (Maslowska et al., 2016). Advertisers are faced with more difficulties as well as fresh chances for connecting with current and potential clients as the audience becomes more fragmented (Fortenberry & McGoldrick, 2019). In line with the transformation of technology, social institutes need to apply modern and effective methods to survive (Pashootanizadeh & Khalilian, 2018).

The AIDA model, a time-tested yet resilient marketing strategy, is at the center of a transformative journey. It has helped marketers for more than a century in their effort to pique customer interest and motivate action. The concept has been widely applied to business, advertising, sponsorship, and marketing initiatives (Pashootanizadeh & Khalilian, 2018). E. St. Elmo Lewis proposed the AIDA model hypothesis, commonly referred to as the theory of communication, in 1898. The AIDA model has been in use for more than a century. It first appeared as AID, with the "A" for "action" being added later. The original AID was transformed into AIDA (Fortenberry & McGoldrick, 2019).

The complete form of the AIDA acronym is attention, interest, desire, and action (Mumtaz, 2019). The AIDA model has a few steps to carry out the entire action. The users direct their attention to any products or services reaching the stage of reasoning. This is the first step in the communiqué procedure. Customers search for the availability of items and services during this process. The second step involves consumers expressing interest in a good or service being given. This type of interest drives in people, the desire to purchase the good or use the service. Later, it results in the degree of behavior at which an action is carried out, and clients and consumers use this service as a valuable resource (Mumtaz, 2019).

This study will investigate Netflix's marketing strategy, analyzing how the AIDA model was used at each significant juncture of its viewer's experience. We will explore the complex interplay between the AIDA model and Netflix's ascent to streaming hegemony. From grabbing the viewer's attention through innovative content and personalized recommendations to maintaining interest with a vast content library, we will look into the aspects

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that led to cultivating a desire for its subscription service. Also highlighting the driving viewer action through frictionless sign-up processes, this paper will explore the continued applicability of the AIDA model's century-old framework in the modern marketing environment shedding light on the deep influence of its strategy on the success achieved by Netflix.

The rest of the paper is as follows. The literature review is the focus of the following section, and the methodology is the third. The detailed case study is covered in depth in the fourth section, which is followed by a discussion, solutions and recommendations, directions for future research, and a conclusion.

II.   Literature Review

Researchers Barry and Howard elucidated the AIDA model as a quadrant-stage method (Heath & Feldwick, 2008). Initially, consumers give attention, which is followed by the attraction of interest, generation of desire, and finally, action to make a purchase. This four-step methodology, which controls each mental conversion process, is helpful in determining the marketing impact (Mumtaz, 2019). Even though the concept has undergone numerous alterations and has been around for centuries, its fundamental idea is still valid today (Hassan et al., 2015).

The purpose of marketing is to draw in potential customers, pique their interest, and motivate them to take the last step, in accordance with the requirements of the AIDA model. The Attention, Interest, Desire, and Action (AIDA) marketing model is a cornerstone of both marketing theory and practice. According to this, consumers travel through a sequential process from initial awareness of a good or service to eventual purchase and loyalty.

AIDA model is a well-known fundamental theory of advertising and communication that is frequently used to comprehend the entire process from an individual's psychological behavior to the impact of marketing communication to the consuming behavior brought on by the media (Strong & K., 1925). It clarifies the steps involved in a consumer's purchasing behavior, from the point at which they first become aware of advertising through the point at which they try a product or decide to buy it. After the consumer sees the advertisement, a number of psychological responses take place, presuming that the consumer goes through four cognitive phases: get attention, attract interest, develop desire, and finally take action, that is, make a buy (Song et al., 2021).

The four stages of AIDA are as follows:

Attention: The AIDA model's initial stage is 'Attention.' The main goal at this point is to draw the target audience's awareness or attention. The buying process starts when a customer is unaware of a certain brand and must first learn about the availability of the good or service (Pashootanizadeh & Khalilian, 2018). To stand out in a crowded market, marketers employ a variety of tactics and distribution methods. This could include engaging commercials, persuading headlines, captivating graphics, or even unconventional marketing strategies.

Interest: The next step is 'Interest,' which comes when attention has been successfully attracted. Marketers want to maintain and grow the audience's interest in their product or service throughout this phase. They achieve this by offering more details, advantages, and value claims regarding the good or service. This frequently contains information about the offering's features, advantages, pricing, and how it responds to certain client demands or problem spots. One strategy for grabbing customers' interest is to offer a remedy or ray of hope for a specific issue. Explaining the features and advantages to pique attention is the best strategy to increase awareness (Pashootanizadeh & Khalilian, 2018).

Desire: In order to persuade a customer to buy a product, a marketer needs to be sharp and smart. This step is crucial for a marketer to take in order to give their customer the right solution (Pashootanizadeh & Khalilian, 2018). They aim to generate a strong sense of desire or want for their good or service at this stage. This requires creating a degree of want in potential clients in what you have to give meets more effectively than what the competition has to offer. However, some customers may hesitate because they question whether the product or service can deliver the desired result as promised.

Action: The AIDA model's final stage is 'Action.'Marketers must concentrate on identifying the consumer in order to complete the full cognitive process with an actual purchase, with the concrete action of purchasing and using the good or service (Ghirvu & I., 2013). A specific action, such as completing a purchase, signing up for a service, or seeking more information, should be the result of the marketing campaigns' attempts to entice potential customers.

In the global realm of Over-The-Top (OTT) entertainment, OTT platforms expertly employ the AIDA model through social media promotions to methodically guide viewers from grabbing their attention with attention-getting content to pique their interest with engrossing information, cultivate a desire for the platform's distinctive offerings, and finally, prompt action by enticing users to subscribe through their mobile applications. Social Media Promotions by OTT platforms play a significant role in generating Attention, Interest, Desire, and Action. The AIDA model component significantly affects purchase intention. Regarding social media promotions

and mobile applications, the purchase intention significantly affects the purchase decision for OTT viewers (Khatri, 2020).

Although this article seems to contradict the one currently being examined, it is important to understand the limitations of the widely used AIDA marketing approach. Mumtaz (2019) in her paper states that the biggest and most concerning issue is the lack of fundamental knowledge and awareness about current business trends, scope, demand, and strategic use of technology and social media, as well as those people's influence over businesses. Critics say, the complicated structure of modern consumer behavior, which can be non-linear and influenced by a variety of factors, is oversimplified. Modern marketing techniques are seriously in conflict with AIDA's constraint of not pointing to postaction stages and associated opportunities (Fortenberry & McGoldrick, 2019). Additionally, the impact of post-purchase experiences and customer loyalty, which are essential to maintaining corporate success, may also not be properly taken into consideration by the model. Because of this, some marketers combine AIDA with additional models and ideas to develop a more complete marketing plan. Post-purchase phases like customer retention, advocacy, and satisfaction are not effectively covered in the model, which is crucial for long-term business success. Fortenberry and McGoldrick (2019) imply that researchers could look for possibilities to quantify effects on behavioral outcomes at later stages, beyond early patronage, using longitudinal data. It can be difficult to clearly link some marketing initiatives to each AIDA model step. Pinpointing which activities or actions caused a consumer to advance from one stage to another, especially in the complex digital environment with numerous touchpoints also might be complex.

These limitations must not prevent us from implementing the AIDA model; instead, we must think about how to complement it with other marketing models. We may improve our marketing strategies, take into account nonlinear customer behavior, embrace cultural diversity, and incorporate emotional and social components into our campaigns by being aware of their limitations.

III. Methodology

The study uses secondary sources and takes a case-based approach delving into the underlying success of Netflix as an emerging OTT platform. Papers covering the AIDA Model's stages, applications, and contributions have been reviewed to get a comprehensive perspective. The literature talks about the components of the AIDA model (Attention, Interest, Desire, Action) in the context of marketing and advertising. The four stages of the AIDA model are described, with an emphasis on the significance of grabbing and holding potential customers' attention, arousing their interest, inspiring desire for a good or service, and eventually inspiring action, such as a purchase. The review also discusses how social media promotions for Over-The-Top (OTT) entertainment platforms employ the AIDA model to lead viewers through these phases.

The research methods for this study are similar to those undertaken by Mumtaz (2019). The topic was investigated using a qualitative research methodology. A comprehensive and extensive description, especially on account of social media was something quantitative research was unable to provide (Newman, 1999). Focus groups and individual interviews were employed in the paper to gather the necessary data and information for developing strategies (Mumtaz, 2019). This in turn served as a foundational base to understand our case with a more informed lens. Then, those fundamental concepts were used to comprehend real-world marketing strategies followed by organizations like Apple, Amazon, Netflix, and so on. For our case study, the information was obtained (Nathaniel & Kusuma, 2020). Every fact involving the case was cross-verified from at least one other source in order to evaluate its veracity. Anything that fell short of this standard was not included in the analysis.

IV. Case Study

When Netflix first launched in 1997, there were less than 1000 titles available for internet renting. It soon switched to a subscription-based business model. Netflix launched a customized movie recommendation system in the year 2000 implementing the AIDA Model. With more than 4.2 million users as of 2005, the business started working on a video recommendation algorithm. Finally, Netflix started producing original material and started its streaming services in 2007. By 2016, there were more than 50 million subscribers to Netflix with it becoming a major player on a global scale in the video-on-demand market.

A paper by Nathaniel and Kusuma (2020) extensively talked about advertisements and marketing strategies undertaken by Netflix during the COVID-19 lockdown. Netflix is a worldwide streaming service and diversity has always been important for it. Regionally speaking, diversity entails telling tales that reflect the local populace. However, from the standpoint of a multinational corporation like Netflix, these tales needed to traverse international boundaries. For this, Netflix followed an Inclusion Strategy that took reach into account in addition to diversity (Khoo, 2022). Netflix marketed itself through mobile advertisements, print advertisements, display advertisements, YouTube advertisements, and partnerships with service providers like Airtel. Focussing mainly on mobile advertisements through YouTube Ads it grabbed the *attention* of a range of potential customers. Creating awareness among potential customers led to traffic on Netflix's landing pages. Here, they offered a one-month free trial to explore all the shows and features available on Netflix which generated *interest* among those

potential users. Netflix had implemented an "Interest-based advertising," in its Display Network, to make advertisements more pertinent and practical (Turban et al., 2015). As the viewers experienced some features, they got used to the seamless viewing experience. This led to additional features like exclusive movies, shows, and documentaries; high-resolution videos, multiple profiles under one account, download and watch offline facility, personalized recommendations, multi-screen viewing, continuing to watch a video from where one left, etc creating the *desire* to purchase subscription plans. Nathaniel and Kusuma (2020) imply that the willingness to enjoy service features, simplicity of service, and availability increased as a result of viewing Netflix commercials on YouTube Ads, as well as because the offers made by Netflix were in line with demands. Because it was simple to sign up for services, there were low costs, enticing service offers, and attractive service, it encouraged potential consumers to undertake an *action* or simply make purchases (Nathaniel & Kusuma, 2020). Thus, once the user seemed to be hooked to the offering, Netflix converted them into a real customer who paid. This was done by offering a variety of subscription plans and an option to stop subscriptions at any time.

It can be clearly observed how Netflix successfully used the AIDA(Attention, Interest, Desire, and Action) model, in their marketing approach during the COVID-19 pandemic. *Stage I* involved Netflix first attracting the audience's attention with mobile and YouTube commercials, raising awareness, and directing visitors to their site. During *stage II*, they aroused the viewers' interest by promoting a one-month free trial, highlighting the distinctive features and available material. *Stage III* had laid its emphasis on the smooth watching experience, exclusive material, and alluring service offers, and hence the desire to subscribe sparked. Finally in s*tage IV*, offering a variety of membership options and the freedom to quit at any moment, Netflix encouraged users to take action, turning prospective customers into paying subscribers.

V. Discussion

This research explored Netflix's ascent to prominence by analyzing it under the prism of the AIDA marketing model. By using the AIDA approach, Netflix was able to change the way people consume entertainment and grow its member base to an impressive extent. This helped the company succeed in the streaming market.

Netflix began its marketing journey by promoting its services through paid mobile advertising. A change occurred in the way that commercial efforts were conducted during the Covid-19 pandemic. In the form of mobile advertising or mobile media, Netflix advertised itself through YouTube Ads, by demonstrating the excellence of the services provided by it, the features of its services, and the service costs (Nathaniel & Kusuma, 2020). These factors in turn drew the *attention* of potential consumers. Turban et al. (2015) pointed out that Netflix's use of Cinematch, which is now referred to as a "recommendation algorithm," is a successful application of the AIDA marketing approach, especially in terms of cultivating initial *interest* during the free one-month trial. Netflix leveraged proprietary algorithms and data mining techniques to offer users customized recommendations. Customers had an inclination to discover and consume more titles as a result of this personalized strategy, which matched users with content that spoke to their interests. The algorithm fostered a feeling of community and comprehension of user preferences by comparing individual viewing decisions with those of other viewers who shared those choices. This increased curiosity ultimately contributed to user happiness and the possibility of a long-term subscription by keeping users on the site longer and motivating them to explore more material. In her study, Khoo (2022) stated how a blend of exceptional qualities and calculated actions led to maintaining the consumer base. Diverse viewer preferences were catered to via its large content library, personalized recommendation technology, and dedication to creating unique content. Netflix guarantees simplicity and accessibility by providing an ad-free experience, flexibility in device usage, and reasonable pricing tiers. An inclusive and entertaining viewing experience is produced by the platform's global accessibility, user profiles, high-quality streaming, and accessibility features (Khoo, 2022). This thus enhanced consumer *desire*, loyalty, and happiness by encouraging users to not only keep using Netflix but also to interact with it more thoroughly by checking out suggested material. Be it Netflix advertisements on YouTube or after respondents reacted to the free trial, users were encouraged to take action and make a purchase. This impact can be ascribed to the easy way in which Netflix services can be registered, the reasonable cost of subscriptions, the attractiveness of the service bundles, and the friendly and client-focused manner in which Netflix operates. All of these elements worked together to encourage people to take *action* and purchase Netflix's services, demonstrating how successful the advertising efforts were at persuading viewers to upgrade to premium memberships (Nathaniel & Kusuma, 2020).

Ultimately, we observed how the AIDA methodology helped Netflix reach the pinnacle of success, changing the entertainment industry and establishing new benchmarks for user creativity and engagement in the digital era.

VI. Solutions And Recommendations

Netflix competes fiercely in a market with a wide range of pricing alternatives, varied technology, and a myriad of services. It's possible that up-and-coming rivals will provide better streaming capabilities while

charging less for home video streaming (Sadq, 2013). A situation like this might seriously jeopardize Netflix's current market position and business model.

Therefore, in an incredibly cutthroat market, keeping up the innovation with cutting-edge technology and unique content while keeping prices reasonable can lead to generating subscribers regularly. Innovation is essential in a market that is fiercely competitive (Balzat, 2006). To be competitive, Netflix should keep making investments in original content and keep developing its streaming technology to maintain an edge-over. Also, maintaining a competitive pricing strategy will also aid in attracting and keeping subscribers, resulting in long-term growth.

Directions for Future Research

This study explored Netflix's success through the use of the AIDA Marketing Model. Empirically quantifying aspects like customer pleasure, trust, and the consequences of business errors, measuring brand loyalty in the context of streaming services is an important subject for further research.

In the streaming sector, brand loyalty is a complex idea that goes beyond the AIDA model's emphasis on luring in new users and maintaining the existing users. Also, it entails building enduring connections and adding a subscriber base. The development of an organized framework to evaluate and quantify the intricacies of brand loyalty—such as long-term engagement, handling corporate errors, customer happiness, trust-building, personalization, and the influence of a competitive market—requires this line of inquiry. The creation of quantifiable measures and algorithms to gauge brand loyalty will give streaming services important information for strategic decision-making and sustaining customer loyalty in an evolving and competitive landscape.

VII.   Conclusion

The attention, interest, desire, and action (AIDA) model has been used by marketers for a long time to describe how consumers receive advertising messages and decide what to buy (Maslowska et al., 2016). From all that has been discussed in this paper, it is evident how the success of Netflix serves as a striking case study for the AIDA marketing strategy. This also redefines what constitutes contemporary entertainment. With its skillful implementation of the model, Netflix has revolutionized the industry and become an online streaming leader in this digital age. Netflix has not only set the standard for this digital age, but it has also successfully streamed to success by constantly capturing audiences' attention with a vast and diverse content library, generating genuine interest through personalized recommendations, fueling desire through innovative original content and user-friendly interfaces, and seamlessly facilitating user actions through accessible subscription models.

As a result, it has changed how consumers behave, raised the bar for content delivery, and highlighted the significant influence of successful marketing tactics in the fast-paced, constantly changing media environment of today.

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