How Does Social Media Contribute to Improve Business Performance for Streaming Service?

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ARTICLE INFORMATION

ABSTRACT

In a rapidly evolving technological landscape, organizations are constantly seeking innovative strategies to enhance performance and connect with their target audience. One such platform gaining traction is TikTok, a social media network particularly popular among young people. Recognizing its potential, businesses are exploring how TikTok can foster brand awareness and cultivate deeper consumer engagement. This study investigates whether factors like internet consumption patterns, social influence on TikTok, perceived value of TikTok content for Netflix, and trust in Netflix as a brand contribute to its performance. Interestingly, through a survey administered to 151 participants, the research suggests that internet consumption is the primary driver, with social influence, perceived usefulness, and trust on TikTok not having a statistically significant impact on Netflix's performance. This study suggests that for Netflix, user engagement with its content is the crucial factor on TikTok, not relying on influencer marketing or specific content value perceptions. Future research should explore content formats, user interaction strategies, and audience segmentation techniques to maximize user engagement with Netflix content on the platform.

Keywords: Brand Awareness; Customer Engagement; Netflix; Social Media Marketing; TikTok

INTRODUCTION

Netflix is a subscription-based streaming service that launched in 1997. The company started as a DVD rental store with pay-per-rent and monthly subscription options. In the rapidly evolving digital entertainment landscape, platforms like Netflix must continually adapt and innovate to maintain their competitive edge. Netflix has a unique organizational ambidexterity that allows it to be noticeable from its competitors and perform a smooth transition into a new industry (Mier & Kohli, 2021). Numerous players are competing fiercely in the streaming industry for the attention of the global audience. As consumer preferences and behavior change in line with the new technologies emerge, Netflix becomes the focus for applying multiple strategies to stay ahead compared to other players in the same industry. Among the strategies that Netflix has used, leveraging social media has proven to be particularly effective. Netflix can successfully attract and grasp its audience due to its innovative movie concepts (Wang, 2022). Netflix is also actively recruiting partners, collaborating with various high-tech businesses to increase the stream of their content as a subscription-based company (Sun, 2022). Netflix's success is also attributed to its investments in original content and innovative platform services (Lee et al., 2021).

In this context, TikTok has emerged as a promising platform for enhancing business performance. TikTok has experienced explosive growth since its launch known for its short form and engaging across multiple genres. The platform empowers users to be creators, promoters, and responders in the world of short music videos (Nair et al., 2022). With over a billion active users worldwide, it has become a streaming industry phenomenon, particularly among younger demographics such as Generation Z and Millennials (Feger, 2023). These groups are not only highly active on social media but also constitute a significant portion of Netflix's target audience. Netflix was evaluated as providing a unique service to the video market by developing content recommendation algorithms that assist customers in selecting what they are most likely to view (Gomez-Uribe & Hunt, 2015). TikTok's unique content format, which emphasizes creativity and trending, offers brands such as Netflix unparalleled opportunities to connect with this audience in meaningful ways.

For Netflix, TikTok presents a multifaceted unique tool for boosting visibility and engagement such as continuous feed and goods interaction with users. The ability to share quickly and the trending features allow content to go viral quickly. The platform's algorithm prioritizes content based on engagement rather than follower count. It allows Netflix to reach a broad and diverse audience around the world with minimal investment. TikTok platform gives opportunities for Netflix to become more recognizable and attract more audience. Netflix's focus on subscribers in this approach implies that the ultimate goal of the business is to increase the number of existing consumers by encouraging long-term memberships and engaging potential new viewers (Tang & Wei, 2023). By incorporating TikTok into its marketing tactics, Netflix not only expanded the reach of its content, but also used the platform's extensive data analytics to fine-tune its campaigns. This integration has been successful in increasing engagement, brand exposure, and, ultimately, business performance for Netflix.

TikTok's relationship with Netflix promotes the streaming service and improves its financial performance globally. TikTok's enormous and active user base gives Netflix considerable opportunities to enhance brand visibility, engage a younger audience, and improve overall corporate success. This research study examines how TikTok improves Netflix's commercial performance by incorporating it into marketing tactics and using the platform's potential for long-term success.

LITERATURE REVIEW

Netflix's rapid growth in regions such as Malaysia demonstrates the company's unique techniques and agility in the highly competitive streaming industry. Netflix's commitment to diversifying content and improving user experience, as well as innovative pricing approaches, such as the launch of a mobile-only subscription plan in 2019, have all contributed to its success. On an international scale, Netflix's financial performance has been strong, with a reported business revenue of $33.7 billion in 2023. This study investigates the possibilities for additional business expansion via social media channels, specifically TikTok.

Social media has become an indispensable tool for marketing and customer involvement. The utilization of social media marketing empowers brands to introduce their products and services at a lower financial cost through online media, leading to a significant expansion of their target market (Harjanti, 2021). According to Kaplan and Haenlein (2010), social media allows for direct communication between brands and consumers, which fosters a sense of community and brand loyalty. According to Mangold and Faulds (2009), social media enables business to engage in two-way communication, thereby improving the customer experience and increasing brand awareness. A significant portion of organizations and brands have leveraged social media to cultivate their online brand reputation (Asali, 2021). According to Steenkamp and Hyde-Clarke (2014), social media allows users to share information and produce and distribute content.

These platforms have switched the emphasis of internet services from consumption to collaboration, opening up new avenues for engagement between organizations and the general public (Henderson & Bowley, 2010). Organizations should consider adopting social media due to shifting customer patterns. According to Mangold and Faulds (2009), marketing managers should recognize the strength and critical nature of consumer-generated social media debates. Entering TikTok early provides companies with a unique opportunity to engage with a fast-growing user base. Netflix, while being a well-established brand, can gain profit for TikTok's youthful and lively audience. Collaborating with TikTok's producers, who are skilled at creating viral videos, can help Netflix increase its visibility and attract a younger population that is quite active on the platform. These collaborations have the potential to generate a considerable number of impressions, putting Netflix in front of an economically active audience.

Netflix and TikTok: A Strategic Synergy
In today's dynamic digital marketing world, employing social media platforms such as TikTok may drastically increase brand awareness and user engagement. To grab and keep the audience's attention, Netflix may use TikTok's unique characteristics to promote both new releases and old content. De Vries et al. (2012) state that visual material significantly increases user engagement on social media sites. TikTok, with its emphasis on short-form video content, perfectly reflects this idea. Netflix can effectively promote its vast range of offerings by generating concise, compelling videos. Netflix can generate short videos highlighting key moments from new and popular shows or movies. These excerpts can create curiosity to motivate people to watch the whole show on Netflix. To illustrate, one might take a dramatic scene from a suspenseful movie or a funny one from a sitcom to quickly attract their attention. Using some behind-the-scenes footage helps in engaging fans more as well as forming deep connections with the content. Netflix has some videos where they produce shows or movies, show all the hard work involved in making certain special effects or even capture spontaneous actions done by actors together with themselves. This honesty can create authenticity and enhance audience

loyalty. Once Netflix has cast interviews or Questions and Answers (Q&A) sessions, it can begin to humanize the performers and build a connection with the audience. Actors can be interviewed about their characters and their funny stories from the set or they can talk about the upcoming twists and turns in the story, building anticipation and engagement. These interviews can be cut into engaging bite-size pieces that can be scattered throughout your schedule. They're a great way of refreshing a show's presence in people's minds and getting them excited about the next episode.

Creating user-generated content (UGC) around Netflix episodes can boost organic marketing efforts. Netflix can host challenges or competitions in which viewers recreate episodes, produce fan art, or express their reactions to narrative twists. This would not only increase participation but also foster a community around Netflix's content. Netflix can also execute themed marketing campaigns using hashtags to promote specific series or films. This campaign can have a variety of content, such as countdowns to the release date, theme-based quizzes, and fan engagements. Hashtags allow you to track the campaign and the level of engagement it generates. So, assessing the campaign's success is rather simple.

It can be said that UGC around Netflix episodes can significantly enhance organic marketing efforts by leveraging the creativity and engagement of the audience. Netflix can initiate challenges or competitions encouraging viewers to recreate scenes, produce fan art, or share their reactions to surprising narrative twists. Such initiatives not only drive participation but also build a vibrant community centered around Netflix's offerings. Additionally, themed marketing campaigns using specific hashtags can effectively promote series or films. These campaigns might include countdowns to release dates, themed quizzes, and various fan engagement activities. Hashtags facilitate tracking the campaign's reach and engagement, making it easy to measure the campaign's success and impact. By fostering an interactive and participatory environment, Netflix can amplify its brand presence and deepen viewer connection with its content.

Improved Brand Visibility and Market Penetration

TikTok's large and diverse community will help Netflix raise brand recognition and grow into new areas. TikTok has over a billion active viewers worldwide as of 2023, making it an ideal venue for Netflix to display its content (Chapple, 2020). TikTok's clever algorithm will allow Netflix to more effectively target specific groups of people for promotional objectives. By developing tailored adverts and promotional videos, Netflix can attract customers who are likely to love its offers. TikTok's algorithm analyzes user behavior such as videos watched, time spent watching, and actions made on a video (likes, shares, comments). Netflix may use this data to develop adverts that are suited to these behaviors, which benefits the algorithm. Netflix can use this data to create tailored advertisements for certain demographics. Romantic dramas, for example, can be exhibited to younger audiences, but more intellectual dramas or documentaries can be marketed to an older demographic. TikTok's interest-based targeting algorithm divides users into interest groups based on the material they most frequently engage with. Netflix may use interest-based advertising to showcase the massive library it has. For example, viewers who have expressed a strong interest in cooking and food can be directed to Netflix's food-related episodes and documentaries. Creating content and attaining viral trends on the app will dramatically increase Netflix's awareness. Trend-based marketing methods, such as leveraging popular noises or hashtags, can help Netflix remain relevant and in the thoughts of TikTok users. TikTok campaigns combined with other social media platforms result in a more comprehensive marketing plan. TikTok's video connection with Instagram, Twitter, and Facebook enables Netflix to maintain branding consistency while also reaching a larger audience.

Improved brand visibility and market penetration on platforms like TikTok and Netflix can be achieved through strategic and engaging content. For Netflix, leveraging TikTok's viral nature can boost visibility by encouraging users to create and share short videos related to Netflix series and films. This could include recreating popular scenes, participating in themed challenges, or sharing reactions and reviews. Such user-generated content can quickly spread, reaching a vast audience and attracting new viewers to Netflix's platform. Additionally, Netflix can collaborate with popular TikTok influencers to further amplify its reach, as these influencers have large followings and can effectively promote content to diverse demographics. This approach not only increases Netflix's brand visibility but also enhances market penetration by reaching potential subscribers who may not be traditional TV viewers. By tapping into TikTok's dynamic and youthful user base, Netflix can stay relevant and competitive in the ever-evolving digital landscape, ensuring sustained growth and engagement

Influencing Perceived Brand Value and eWOM Intention
This statistic for Netflix also reflects TikTok's branding and electronic word of mouth (eWOM) impact on Netflix's business performance. For example, Okazaki and Yagüe (2012) concluded that brand-game fit significantly enhances perceived brand value and eWOM intent in the context of mobile social networking site advergames, whereas Frank et al. (2014) suggest that a brand-game fit, which dictates the appropriateness of match between the two, can stimulate a favorable consumer response. That is a key takeaway for every brand from Netflix: strong, native content on a platform increases brand value and encourages consumers to share. It bodes well for how Netflix might engage with TikTok in the future. Subsequently, in the same year, Tikkanen et al. (2009) explored the influence of virtual marketing, citing telepresence, flow, virtual experience, and consumer learning as essential features that improve the growth and efficiency of virtual world marketing. These traits can be used in TikTok to increase client engagement and feedback. Thus, the core idea of Netflix's ability to create presence and flow through engaging content may be developed.

The utilization of TikTok in Netflix's brand development is a significant opportunity for corporate growth and organizational performance improvement. TikTok can be particularly useful for Netflix advertising and marketing since it features short dance videos that make it easy to create videos promoting Netflix content, constant video production, actively engaging with viewers, and establishing relationships with influencers. It increases the company's brand recognition and target group engagement, which is critical for customer acquisition and product loyalty. TikTok will use similar technologies to allow Netflix to advertise its content to certain segments based on their behavior, age, and interests. This could imply that Netflix uses its data to create tailored advertisements with the potential to reach out to people from all walks of life, hence improving relationships.

Numerous studies have shown that visual attractiveness, perceived brand value, and social media participation all help to improve brand performance. Thus, by adopting these findings, Netflix's TikTok promotional strategy can be improved to better identify with consumers and thus increase the eWOM effect. While engaging with the material and ensuring its relevancy is critical for TikTok's success, it is also necessary to consider long-term trends. Because the campaign is continuous, it highlights Netflix's ability to regularly analyze campaign progress and make adjustments to meet evolving customer needs. In terms of future study recommendations, more should be done to understand the long-term effects of TikTok tactics on new subscriber acquisition and commitment to Netflix. Thus, TikTok is anticipated to give significant benefits to Netflix in terms of improving content marketing techniques, increasing audience attention, and broadening

the firm's areas of interest. TikTok's incorporation of these features, as well as its millions of active users, will help Netflix enhance its footprint in the streaming sector.

Influencing perceived brand value and eWOM intention on platforms like TikTok and Netflix involves creating highly engaging and shareable content that resonates with the audience. On TikTok, Netflix can enhance perceived brand value by producing exclusive behind-the-scenes footage, sneak peeks of upcoming releases, and interactive content such as Q&A sessions with actors and directors. This type of content not only adds value to the brand but also humanizes it, making it more relatable and appealing to viewers. Additionally, encouraging viewers to share their own content and experiences related to Netflix shows can significantly boost e-WOM. When viewers post their reactions, reviews, and fan theories on TikTok, it sparks conversations and generates buzz, amplifying the reach and impact of the content. Collaborations with popular TikTok creators can further enhance this effect, as their endorsements carry significant weight with their followers. By fostering an active and engaged community on TikTok, Netflix can effectively influence perceived brand value and encourage viewers to share their positive experiences, thereby driving organic growth and strengthening its market position

Hypotheses Development
Relationship Between Internet Consumption and Business Performance
With the continuous growth in internet usage, platforms such as TikTok, which thrives on user-generated content and viral trends, have become influential tools for shaping consumer behavior and driving business outcomes. TikTok's large and active user base presents Netflix with a valuable opportunity to connect with potential subscribers through targeted marketing and innovative content promotion. By utilizing TikTok's algorithm-driven content discovery and its popularity among younger audiences, Netflix can increase its brand visibility and appeal to a wider demographic. Collaborating with TikTok influencers and producing engaging, shareable content can raise awareness and generate interest in Netflix's offerings, leading to an increase in subscriptions and viewership. This mutually beneficial relationship between the growing internet usage and strategic social media engagement highlights the potential for platforms like TikTok to significantly boost Netflix's market presence and financial performance.

H1: Internet consumption is positively related to business performance.

Relationship Between Social Influence and Business Performance
Understanding the link between social influence and business success is crucial in recognizing how TikTok can benefit Netflix's performance. With its large user base and significant social impact, TikTok has the potential to greatly enhance Netflix's visibility and appeal. Influencers and viral trends on TikTok can generate excitement and drive engagement with Netflix's content, reaching a broader and more diverse audience. This social influence can result in higher subscription rates and viewership, as users are influenced by popular opinions and recommendations (Jung, 2023). Through strategic partnerships with TikTok influencers and the creation of compelling content that resonates with TikTok's community, Netflix can capitalize on this social influence to strengthen its brand image and attract more subscribers, ultimately improving its overall business performance.

H2: Social influence is positively related to business performance.

Relationship Between Perceived Usefulness and Business Performance
Perceiving TikTok as a valuable platform for discovering new content, including Netflix shows and movies, increases users' inclination to engage with Netflix. TikTok's algorithm

efficiently suggests trending Netflix content, simplifying the process for users to discover and enjoy Netflix's offerings. This perceived value enhances user engagement and satisfaction, resulting in a higher conversion rate from TikTok viewers to Netflix subscribers. As more users appreciate the quality of Netflix content promoted on TikTok, it fuels subscription growth and enhances Netflix's overall business performance.

H3: Perceived usefulness is positively related to business performance.

Relationship Between Trust and Business Performance
Trust in TikTok as a platform for discovering quality content directly impacts user engagement with promoted media, including Netflix's offerings. When users trust TikTok's recommendations, they are more likely to explore and watch Netflix shows and movies featured on the platform. Influencers on TikTok, who have built trust with their followers, can further boost this effect by endorsing Netflix content, making their audience more inclined to subscribe. This trust-driven engagement leads to increased viewership and subscriptions, ultimately improving Netflix's business performance by expanding its audience base and enhancing customer loyalty.

H4: Trust is positively related to business performance.

The following Figure 1 is the conceptual framework of this study.

Figure 1. The Research Model
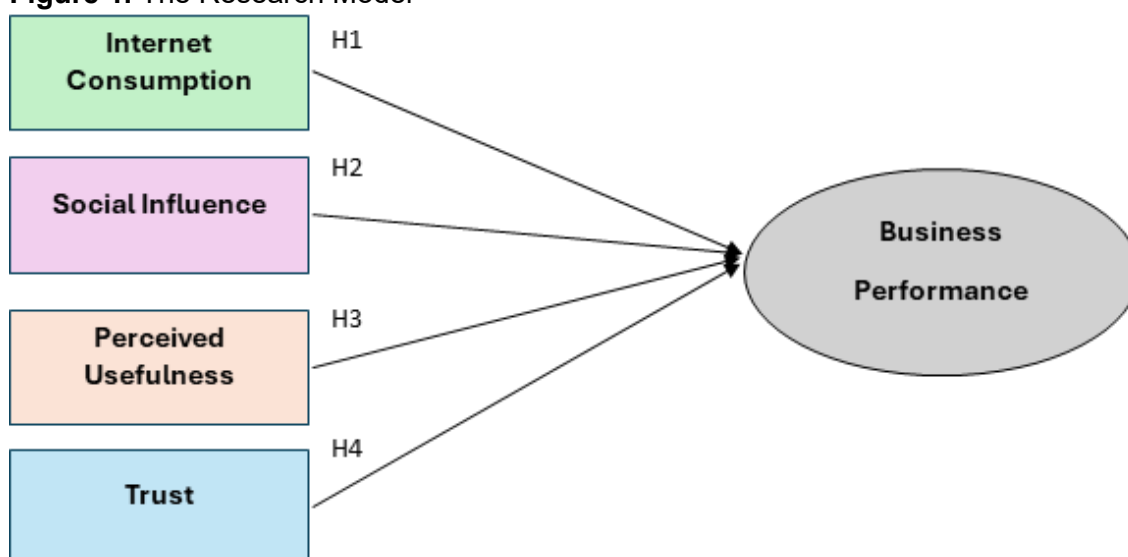
RESEARCH METHOD

Sample and Procedure
An online survey was conducted using Google Forms to understand more about how TikTok helps to improve Netflix's business performance. Respondents could select from a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). We used social media channels including WhatsApp, Telegram, and Facebook to reach out to our targeted responders, USM students. The survey drew 151 responses from USM students. The data were analyzed using IBM SPSS Statistics 27 and descriptive and multiple regression analysis.

RESULTS

Table 1. Summary of Respondent's Demography (N=151)

Construct	Frequency	Percentage (%)
Gender		
Female	136	90.1
Male	15	9.9
Age		
18 - 24 years old	93	61.6
25 - 34 years old	17	11.3
35 - 44 years old	5	3.3
45 - 54 years old	4	2.6
55 years old and above	1	0.7
Under 18	31	20.5
Employment Status		
Employed	19	12.6
Retiree	2	1.3
Self-Employed	3	2
Student	121	80.1
Unemployed	6	4

Table 1 summarizes the profiles of the respondents. Most of the respondents are female, which is 90.1%, or more than half of the respondents, while the remaining 9.9% are male. Among 151 respondents, 61.6% are between 18 and 24 years old. According to the result, students are the majority of those involved in the survey.

Table 2. Descriptive Statistics, Cronbach's Coefficient Alpha, and Zero-Order Correlations of All Study Variables

	Variables	1	2	3	4	5
1.	Internet Consumption	0.357				
2.	Social Influence	0.750**	0.561			
3.	Perceived Usefulness	0.719**	0.770**	0.212		
4.	Trust	0.707**	0.837**	0.821**	0.817	
5.	Business Performance	0.854**	0.709**	0.687**	0.714**	0.307
	Number of Items					
	Mean	2.651	2.709	3.298	3.351	2.960
	Standard Deviation	0.757	0.852	0.757	1.111	0.900

Note: N = 151; *p < .05, **p < .01, ***p

As can be seen on Table 2, the coefficient's alpha of the four independent variables falls between 0.21 and 0.81, indicating internal consistency and reliability of the variables. The internal consistency was measured using Cronbach's alpha value. Reliability is a tool to measure a questionnaire, which is an indicator of variables. The variables that influence Netflix performance comprise four elements: internet consumption, social influence, perceived usefulness, and trust, which are correlated with Netflix's business performance through the TikTok platform.

These variables play crucial roles in influencing Netflix's performance through the TikTok platform. Internet consumption refers to the extent to which users are engaged online, and higher internet usage often correlates with increased exposure to Netflix content on TikTok. Social influence involves the impact of peer recommendations and social networks on a user's decision to engage with Netflix content, which can be significantly amplified by viral trends on TikTok. Perceived usefulness is the degree to which users

find Netflix's content valuable and worthwhile, affecting their likelihood of subscribing and engaging with the platform. Trust is a critical factor in user retention and loyalty, encompassing users' confidence in Netflix's service quality and data privacy.

The correlation of these variables with Netflix's business performance through TikTok highlights the platform's role as a powerful marketing tool. By leveraging TikTok, Netflix can enhance its visibility, attract new users, and deepen engagement with existing subscribers. TikTok's unique format allows for creative and viral marketing strategies, which can effectively influence users' perceptions and behaviors regarding Netflix. Overall, understanding and optimizing these variables can help Netflix improve its market penetration, user engagement, and overall business performance in the competitive streaming landscape

Table 3. Summary of Multiple Regression Analysis

Variables		Business Performance
1.	Internet Consumption	0.693**
2.	Social Influence	0.000
3.	Perceived Usefulness	0.014
4.	Trust	0.212
R^2		0.753
F Value		110.59
Durbin-Watson Statistic		1.689

Note: N = 151; $*p < .05$, $**p < .01$, $***p$

As presented in Table 3, business performance is a dependent variable, whereas internet consumption, social influence, perceived usefulness, and trust are determined to be independent variables. The findings revealed that Netflix performance is positively related to internet consumption, social influence, perceived usefulness, and trust. The hypotheses developed were assessed using regression analysis. The findings revealed that internet consumption was significantly and positively related to Netflix performance. The R^2 value is 0.753, which indicates that 75.3% of Netflix performance changes are affected by internet consumption. With a β value of 0.693, it showed that internet consumption is the crucial element influencing Netflix performance among consumers. On top of that, social influence, perceived usefulness, and trust did not significantly influence Netflix performance. As a result, those variables are not supported.

The findings underscore the significance of internet consumption as a key driver of Netflix's business performance. The regression analysis demonstrated a substantial positive relationship between internet consumption and Netflix performance, with an R^2 value of 0.753. This indicates that 75.3% of the variation in Netflix's performance can be attributed to changes in internet consumption, highlighting the extent to which internet usage impacts the streaming service's success. The β value of 0.693 further emphasizes that internet consumption is the most critical factor among the variables examined. This suggests that as consumers spend more time online, their engagement with Netflix's content increases, thereby boosting the platform's performance.

These results suggest that while internet consumption is a crucial element driving Netflix's business success, other factors like social influence, perceived usefulness, and trust might play more indirect roles or may require different contexts to show their impact. This could imply that Netflix's strategies should heavily focus on maximizing online engagement. By creating content that encourages more internet usage and capitalizing on periods of high digital activity, Netflix can enhance its performance. Although building trust and highlighting the usefulness of content remains important for overall user

satisfaction and retention, these elements alone may not significantly drive business performance as much as internet consumption does.

In summary, the research highlights the dominant role of internet consumption in determining Netflix's business performance, while other factors like social influence, perceived usefulness, and trust did not show significant direct impacts. These insights can guide Netflix in prioritizing strategies that increase digital engagement and leverage high internet usage to optimize business outcomes

DISCUSSION

The findings of this research evaluate the elements that affect Netflix's business performance by implementing TikTok as a potential platform to encourage business growth. According to the data, internet usage substantially impacts the performance of Netflix with regard to expanding the company's reach among consumers around the world. As companies compete for consumer attention across various channels, efficient utilization of social media clips has evolved to increase interaction and drive traffic from social media platforms back to the company's main service. Netflix's new strategy of publishing clips on social media sites reflects this trend, exhibiting a sophisticated approach towards material marketing that uses segments from their large catalog to engage an online audience. Netflix observed significant growth in their audience from participation on the TikTok platform, which Gen Z. TikTok is predominantly utilized as the most popular platform worldwide and therefore promotes a valuable advertisement and social media platform recognized for providing the rapid acknowledgment of content (Felício & Peres, 2023).

The essential data indicate that most people use TikTok as an entertainment platform. It has eclipsed huge and well-known applications like Facebook, WhatsApp, and even Zoom, one of the most important apps on the market today. TikTok's 689 million active users have captivated the world's attention with varied features and opportunities for collaboration with endorsers and influencers in 155 countries (Azpeitia, 2021). The level of engagement is rising as social media services have advanced. Along with a robust recommendation algorithm, Netflix utilized excellent marketing methods (Rastogi et al., 2023). It suggests a change in their practices, as indicated through their frequent check-ins to social media accounts (Alifa et al., 2018).

This approach enables maintaining top-of-mind awareness, and with appropriate social media clips, viewers are motivated to venture to the online service to watch the entire episode, season, or series. Since January 2021, when the COVID-19 pandemic spread internationally, people have relied on the Internet and social media to find their information, socializing, and entertainment demands. As a result of the TikTok platform engagement, Netflix has the advantage of being able to serve its customers. Furthermore, data reflect the number of active users, allowing TikTok to enter among the top ten usages globally and compete with other online platforms and various notable online games. Furthermore, TikTok has become the most downloaded and engaged social media site worldwide, boosting Netflix's performance.

This research highlights how Netflix leverages TikTok to maintain top-of-mind awareness and drive viewers to its platform. By strategically using short, engaging clips on TikTok, Netflix motivates viewers to visit its online service to watch entire episodes, seasons, or series. This approach has become particularly effective since January 2021, when the COVID-19 pandemic significantly increased reliance on the internet and social media for information, socializing, and entertainment. The surge in online activity provided Netflix with a unique opportunity to enhance its customer engagement through TikTok.

TikTok's massive engagement levels have proven advantageous for Netflix. The platform's data reflects a substantial number of active users, allowing it to rank among the top ten globally used applications and compete with other major online platforms and popular online games. TikTok's status as the most downloaded and engaged social media site worldwide further amplifies Netflix's reach and performance. By tapping into TikTok's vast user base, Netflix can effectively promote its content and attract a larger audience.

The symbiotic relationship between Netflix and TikTok demonstrates how social media can be utilized to drive business performance. As TikTok users encounter enticing clips from Netflix, their curiosity and interest are piqued, prompting them to explore Netflix's offerings further. This increased traffic not only boosts Netflix's viewer numbers but also enhances its overall performance metrics. Additionally, the viral nature of TikTok content means that Netflix can achieve extensive organic reach, with user-generated content and trends further promoting its shows and movies.

The findings suggest that Netflix's strategic use of TikTok aligns well with current digital consumption patterns, where users seek quick, engaging content and are influenced by social media trends. By maintaining a strong presence on TikTok, Netflix ensures it remains relevant and visible to a broad audience. This strategy not only supports immediate viewership goals but also fosters long-term brand loyalty as users continuously engage with Netflix's content across different platforms.

In conclusion, the integration of TikTok into Netflix's marketing strategy has proven to be a powerful tool for maintaining visibility and driving user engagement. The pandemic's impact on internet and social media usage has amplified this effect, positioning TikTok as a crucial component of Netflix's approach to reaching and retaining its audience. This research underscores the importance of leveraging popular social media platforms to enhance business performance and adapt to evolving consumer behaviors in the digital age.

CONCLUSION

While this study initially aimed to explore the multifaceted influence of TikTok on Netflix's performance, the research revealed a surprising outcome. Internet consumption emerged as the primary driver, with social influence, perceived content value, and brand trust not showing statistically significant impacts. This suggests that user engagement with Netflix content itself may be the key to success on TikTok, rather than strategies focused on social influence or specific content perceptions.

Despite the unexpected finding, Netflix has demonstrably benefited from its presence on TikTok (Sekartaji, 2023). By capitalizing on the platform's dynamic and engaging nature, Netflix has successfully expanded its brand awareness and customer engagement. The research highlights several key marketing tactics that have contributed to this success.

Leveraging TikTok's unique content and recommendation algorithms allows Netflix to reach a broader and more diverse global audience. Viral content creation and real-time audience engagement have helped Netflix attract younger demographics, particularly Gen Z and Millennials. Additionally, the marriage of Netflix's existing marketing strategies with TikTok's capabilities has resulted in more targeted and effective promotional efforts. Influencers, user-generated content, and themed marketing campaigns have not only expanded Netflix's reach but also improved its perceived value and encouraged positive

eWOM. By understanding the nuances of user engagement on TikTok, Netflix can continue to optimize its presence on the platform and achieve even greater success.

While internet consumption emerged as the key driver for Netflix's success on TikTok, this study also reveals an intriguing implication for future research. The lack of significant impact from social influence, perceived content value, and brand trust suggests a potential shift in focus. Rather than prioritizing strategies built on influencer marketing or specific content perceptions, Netflix might find greater success by understanding how to directly cultivate user engagement with its content on the platform.

Further research could explore specific content formats, user interaction strategies, and audience segmentation techniques that maximize user engagement with Netflix content on TikTok. Additionally, investigating the role of content virality and real-time audience response could provide valuable insights for optimizing content creation and distribution strategies. By delving deeper into these areas, Netflix can leverage the power of TikTok to not only expand its reach but also foster a more deeply engaged user base.

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