



Evangelism Marketing And Consumer Advocacy In The Digital Entertainment Industry: A Secondary Analysis Of Netflix

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Abstract- The digital entertainment industry has undergone rapid transformation with the rise of online streaming platforms. In this evolving environment, consumers increasingly participate in promoting brands through discussions, recommendations, and social media engagement. This phenomenon is known as evangelism marketing, where satisfied consumers voluntarily advocate for a brand and influence others through word-of-mouth communication. The present study examines the role of evangelism marketing in encouraging consumer advocacy in the context of Netflix. The study is based on secondary data collected from academic journals, industry reports, and digital media sources. Recent industry statistics indicate that Netflix surpassed 325 million global paid subscribers by the end of 2025, making it one of the largest streaming platforms worldwide. Additionally, Netflix's advertising-supported subscription model has expanded significantly, reaching approximately 94 million users globally, reflecting the growing demand for affordable streaming options. The findings of the study reveal that emotional engagement with content, algorithm-driven personalization, and social media discussions significantly contribute to viewer engagement and consumer advocacy. Popular series such as Squid Game, Wednesday, and Money Heist have generated global conversations, encouraging audiences to recommend the platform to others. The study concludes that evangelism marketing plays an important role in strengthening brand loyalty, increasing viewer engagement, and supporting the global growth of streaming platforms in the highly competitive digital entertainment industry.

Keywords: Evangelism Marketing, Consumer Advocacy, Digital Entertainment Industry, Word-of-Mouth Communication, Brand Loyalty, Netflix, Viewer Engagement, Streaming Platforms

I. Introduction

The global entertainment industry has experienced a major transformation due to the advancement of digital technologies, high-speed internet, and the increasing adoption of mobile devices. Traditional television viewing patterns have gradually shifted toward digital streaming platforms that allow users to access entertainment content anytime and anywhere.

Among these platforms, Netflix has emerged as one of the most influential digital streaming services worldwide. Initially launched as a DVD rental service in 1997, the company later transitioned into a subscription-based streaming platform and expanded its services globally. By the end of 2025, Netflix had over 325 million paid subscribers worldwide, reflecting the growing popularity of streaming services.



Another important development in the streaming industry is the emergence of advertising-supported subscription models. Netflix introduced an ad-supported plan in 2022 to attract price-sensitive consumers, and the plan has grown rapidly, reaching approximately 94 million users globally. This strategy has allowed the company to expand its audience base while generating additional advertising revenue.

Technological innovations have also contributed to the success of streaming platforms. Netflix utilizes artificial intelligence and machine-learning algorithms to analyze viewer preferences and recommend personalized content. These data-driven recommendation systems enhance the viewing experience and increase user engagement.

Furthermore, globally popular shows such as Squid Game, Stranger Things, and Money Heist have generated massive social media engagement, leading to widespread discussions, memes, and fan communities. Such interactions encourage viewers to recommend content to friends and online networks.

This behaviour reflects the concept of evangelism marketing, where satisfied consumers voluntarily promote brands through conversations, social media sharing, and personal recommendations. In the digital entertainment industry, such consumer-driven promotion plays a significant role in expanding the reach of streaming platforms and strengthening brand loyalty.

Therefore, this study aims to analyze how evangelism marketing contributes to consumer advocacy and viewer engagement in the digital entertainment industry, with specific reference to Netflix

II. Problem Statement

The rapid expansion of digital streaming platforms has intensified competition in the entertainment industry. Companies such as Netflix, Amazon Prime Video, Disney+, and Apple TV+ continuously invest billions of dollars in content production to attract viewers.

Despite these investments, maintaining subscriber growth and viewer loyalty remains a significant challenge. Consumers today have access to multiple streaming platforms, making it easier for them to switch services based on content availability and pricing. In this competitive environment, consumer advocacy and digital word-of-mouth communication have become important factors influencing viewers' choices. However, limited academic research has examined how evangelism marketing encourages viewers to voluntarily promote streaming platforms.

Therefore, this research aims to examine the role of evangelism marketing in encouraging consumer advocacy and strengthening viewer engagement in the digital entertainment industry



III. Research Gap

Several studies have explored digital marketing strategies, brand loyalty, and consumer engagement in different industries. Research has also highlighted the importance of word-of-mouth communication in influencing consumer behaviour.

However, most existing studies focus on traditional product marketing, while relatively limited research has examined evangelism marketing within digital streaming platforms.

Furthermore, although Netflix has a strong global presence and high viewer engagement, few academic studies have specifically analyzed how viewers transform into brand evangelists who actively promote streaming platforms through social media and online communities.

Additionally, technological developments such as artificial intelligence-driven recommendations, global content production, and user-generated content ecosystems have significantly changed consumer advocacy patterns, yet these areas remain relatively under-explored in academic research.

This study attempts to bridge these gaps by examining the role of evangelism marketing in encouraging consumer advocacy within the digital entertainment industry

IV. Review Of Literature

Several researchers have examined the concept of evangelism marketing and consumer advocacy.

- Kozinets et al. (2010) analyzed the role of online communities in spreading word-of-mouth marketing and highlighted that consumers actively share brand experiences in digital communities.
- Becerra and Badrinarayanan (2013) explained that consumers who strongly identify with a brand often promote it voluntarily, leading to brand evangelism.
- Escalas and Bettman (2013) emphasized that strong emotional connections between consumers and brands lead to positive word-of-mouth communication and long-term brand loyalty.
- Doss (2014) defined brand evangelism as consumer behaviour where individuals actively promote and recommend brands to others.
- Goldfayn (2012) described brand evangelists as passionate customers who voluntarily promote brands without financial incentives.
- More recent studies also emphasize the role of digital engagement. Harrigan et al. (2022) found that social media communities significantly influence consumer advocacy as users actively share experiences and recommendations online.
- Similarly, Dwivedi et al. (2023) highlighted that electronic word-of-mouth and digital communities have become powerful drivers of brand engagement and consumer trust in the digital economy.

These studies indicate that emotional attachment, consumer satisfaction, and online engagement are important drivers of brand evangelism.



V. Objectives Of The Study

- To understand the concept and significance of evangelism marketing in the digital era.
- To examine how evangelism marketing encourages consumer advocacy in the streaming industry.
- To analyze the role of viewer engagement and digital interaction in promoting streaming platforms.
- To study the influence of electronic word-of-mouth (eWOM) on Netflix's popularity.
- To evaluate how consumer advocacy contributes to brand loyalty and subscriber growth

VI. Scope Of The Study

- The study focuses on understanding the role of evangelism marketing in encouraging consumer advocacy in the digital entertainment industry.
- The research specifically examines how viewers voluntarily promote streaming platforms through online discussions, social media sharing, and personal recommendations.
- The study is limited to the case of Netflix, one of the leading global streaming platforms. It explores how viewer engagement, popular content, and digital communities contribute to the development of brand advocates.
- The research relies on secondary data collected from academic journals, industry reports, and credible online sources.

VII. Research Methodology

The present study is based on secondary research methodology.

Data has been collected from various sources including:

- Academic journals
- Industry reports
- Company financial reports
- Online publications
- Market research databases

The data used in the study mainly covers developments in the streaming industry between 2018 and 2025, allowing analysis of long-term subscriber growth and viewer engagement patterns.

The collected information was analyzed using descriptive and comparative analysis methods to identify trends related to evangelism marketing, consumer advocacy, and viewer engagement.



VIII. Observations and Analysis

Based on the secondary data collected from industry reports, research articles, and online databases, several observations can be made regarding evangelism marketing and consumer advocacy in the context of Netflix.

Growth of Netflix Subscribers

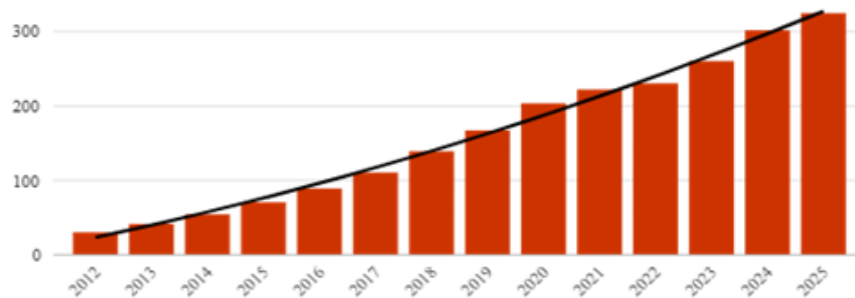
Netflix has experienced significant growth in its global subscriber base over the last decade. The number of subscribers increased from about 124 million in 2018 to over 301 million in 2024, indicating strong expansion of the streaming platform worldwide.

By early 2026, Netflix had crossed 325 million paid subscribers globally, highlighting the increasing demand for digital streaming services.

Year	Subscribers (Millions)
2018	124
2019	151
2020	193
2021	222
2022	231
2023	260
2024	301
2025	325+

Netflix added 18.9 million new subscribers in Q4 2024 alone, demonstrating continued growth in global streaming demand

Netflix paid streaming subscriptions
Millions



Reported numbers at end of year
Source: informtv / company reports

informtv

Key Industry Insights



Growth of Advertising-Supported Plans

Netflix introduced its ad-supported plan in 2022 to attract price-sensitive consumers.

Key statistics:

- 94 million users on ad-supported tier
- Over 50% of new subscribers choose the ad plan
- Advertising revenue exceeded \$1.5 billion in 2025

This indicates a major shift from purely subscription-based models to hybrid streaming models.

Rising Global Streaming Competition

The streaming industry is becoming increasingly competitive with platforms such as:

- Disney+
- Amazon Prime Video
- Max
- Apple TV+

Consumers now often subscribe to multiple streaming services simultaneously, increasing competition for viewer attention.

Role of Social Media in Content Promotion

Popular Netflix shows often become viral cultural phenomena, driving massive online discussions.

Examples:

- Squid Game
- Stranger Things
- Wednesday
- Money Heist

Social media platforms such as TikTok, Instagram, and X (Twitter) amplify viewer engagement and contribute to digital word-of-mouth marketing.

AI-Driven Personalization

Netflix uses machine learning algorithms to recommend content based on:

- viewing history
- watch time
- user preferences

This personalization improves user satisfaction and increases the likelihood of viewers recommending shows to others.

IX. Results of The Study



The analysis of secondary data reveals the following findings:

- Evangelism marketing plays a crucial role in promoting streaming platforms through organic recommendations.
- Emotional engagement with content encourages viewers to become brand advocates who voluntarily promote platforms to others.
- Viewer engagement through binge-watching behaviour and fan communities significantly increases content popularity.
- Electronic word-of-mouth communication strongly influences viewers' decisions regarding streaming content.
- Consumer advocacy contributes to long-term brand loyalty and supports subscriber growth

X. Limitations of The Study

The study has certain limitations:

- It is based entirely on secondary data.
- The research focuses on one platform, Netflix.
- Industry data may change rapidly due to evolving market conditions.
- Consumer behaviour may vary across different cultures and regions.

XI. Conclusion

The study highlights the increasing importance of evangelism marketing in the digital entertainment industry.

The findings indicate that Netflix has successfully built a large and loyal global audience through engaging content, personalized viewing experiences, and strong viewer engagement.

Popular series and active online communities encourage viewers to share opinions and recommendations, leading to powerful digital word-of-mouth promotion.

The research suggests that evangelism marketing significantly contributes to consumer advocacy, brand loyalty, and subscriber growth in the streaming industry.

As digital entertainment continues to evolve, platforms that effectively engage audiences and encourage organic promotion are likely to achieve sustainable competitive advantage.

XII. Suggestions



Encourage Fan-Driven Communities

Streaming platforms should actively support fan communities and discussion forums where viewers can share theories, reviews, and opinions about shows. Such communities can strengthen evangelism marketing as fans naturally promote content to others.

Leverage User-Generated Content (UGC)

Netflix can encourage viewers to create and share content such as reviews, memes, fan art, and short videos related to their favorite series. User-generated content increases brand visibility and encourages viewers to become voluntary brand promoters.

Introduce Gamification for Viewer Engagement

Streaming platforms may introduce gamification elements such as quizzes, badges, or rewards for viewers who actively participate in discussions or recommend content to others. This can motivate users to engage more deeply with the platform.

Promote Regional and Local Content

Investing in region-specific content can attract new audiences and encourage viewers to promote shows within their local communities, strengthening word-of-mouth marketing.

Strengthen Influencer and Micro-Influencer Engagement

Collaborating with micro-influencers who genuinely enjoy the content can create more authentic recommendations and expand the reach of the platform.

Use Data Analytics to Identify Brand Evangelists

Netflix can use analytics to identify highly engaged viewers who frequently recommend or discuss content. These users can be encouraged to participate in exclusive events, early screenings, or promotional campaigns.

Develop Interactive Viewing Experiences

Introducing interactive storytelling, behind-the-scenes content, or live discussions with creators can increase viewer involvement and encourage audiences to share their experiences with others.

Create Referral-Based Promotions

Referral programs where viewers invite friends to the platform can encourage existing users to actively promote the service, strengthening evangelism marketing.

Enhance Social Media Integration

Allowing users to directly share what they are watching or recommend shows through social media platforms can increase organic promotion and digital word-of-mouth.

Encourage Academic and Industry Research Collaboration



Streaming platforms can collaborate with universities and researchers to study viewer behavior and consumer advocacy, which can help develop more effective engagement strategies.

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