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# PERSONALIZED MARKETING TOOLS IN MEDIA STREAMING SERVICES AND THEIR EFFECTS ON CONSUMER LOYALTY

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### **Objectives**

The main objectives of this study were to identify the personalized marketing tools that are commonly used in media streaming services and how the tools affect consumer loyalty towards these services. This study should help streaming service providers to understand what effects personalized marketing tools have on streaming service users and provide a guide for the implementation of the tools.

### **Summary**

This study focuses on the application of various personalized marketing tools within streaming services. Six different personalized marketing tools were identified, which aim to provide the user with an enhanced experience in streaming platforms. The tools were assumed to affect three key consumer attributes, satisfaction, trust, and loyalty, with satisfaction and trust acting as enhancers of loyalty. Primary data was gathered with quantitative research in the form of an online survey. The research focused on collecting consumer perceptions of the various tools' effects on the key consumer attributes.

### **Conclusions**

The analysis of primary quantitative research found personalized marketing tools to only affect consumer loyalty through enhancing consumer satisfaction. The role of trust as an enhancer of consumer loyalty was found to be nonsignificant, as was the direct connection between personalized marketing tools and loyalty. Additionally, the research discovered differences between the perception of specific tools, as one tool was perceived to have a negative effect on a user's satisfaction and trust. The study concluded that streaming services should comprehensively evaluate different tools and their possible effects on users to acquire the benefits of personalization.

**Key words:** consumer behaviour, loyalty, relationship marketing, marketing strategy

**Language:** English

**Grade:**

## TABLE OF CONTENTS

### 1. INTRODUCTION

- 1.1. Background
- 1.2. Research Problem
- 1.3. Research Questions
- 1.4. Research Objectives

### 2. LITERATURE REVIEW

- 2.1. Relationship Marketing
- 2.2. Internet Relationship Marketing
- 2.3. Personalized Marketing
  - 2.3.1. Personalized Marketing Tools
  - 2.3.2. Internet Personalized Marketing Tools
- 2.4. Personalized Marketing in streaming services
  - 2.4.1. Streaming service industry
  - 2.4.2. Personalized Marketing Tools in streaming services
- 2.5. Personalized Marketing tools' effects on Consumer Behaviour and Choice
- 2.6. Role of Personalization in Consumer Loyalty
- 2.7. Personalized Marketing Tools in affecting Consumer Loyalty
  - 2.7.1. Effect of Internet Personalized Marketing Tools on Consumer Loyalty
  - 2.7.2. Effect of streaming service Personalized Marketing Tools on Consumer Loyalty
- 2.8. Conceptual Framework

### 3. METHODOLOGY

- 3.1. Data Collection
- 3.2. Survey Design
- 3.3. Data Analysis

### 4. FINDINGS

- 4.1. Respondent Demographics
- 4.2. Consumer Awareness of Personalized Marketing Tools
- 4.3. Consumer Attitudes towards Personalized Marketing Tools
- 4.4. Effect of Satisfaction and Trust on Loyalty in Personalized Marketing Tools

## 5. DISCUSSION

- 5.1. Awareness of Personalized Marketing Tools in streaming services
- 5.2. Personalized Marketing Tools' effects on key Consumer Attributes
- 5.3. Satisfaction and Trust as enhancers of Consumer Loyalty within Personalized Marketing Tools

## 6. CONCLUSIONS

- 6.1. Main Findings
- 6.2. Limitations of Research
- 6.3. Implications for International Business
- 6.4. Suggestions for Future Research

## REFERENCES

## APPENDICES

Appendix A

## **1. INTRODUCTION**

The following part of this thesis serves as an introduction to the research on personalized marketing tools in streaming services and their effects on consumer loyalty. Firstly, the background is given for the discussed topic of research. Secondly, the research problem for this study is identified. Thirdly, the research questions which are intended to be answered during the study are identified. Finally, the objectives of this research are displayed.

### **1.1. Background**

In recent years, personalized marketing has become one of the most used marketing concepts due to its ease of application within the internet (Payne and Frow, 2017). This is because the internet allows for personalization to become even more personal, as it is an extremely efficient way to collect the data of consumers (Steinhoff et al., 2019). One of the most common users of personalization on the internet is the streaming service industry, as it delivers platforms that aim to recommend content that is personal to the user. To keep users invested in streaming various media content within streaming services, companies believe that personalization would be a point of differentiation in the industry through constantly providing the consumers with content they would personally enjoy (Lüders, 2021). With streaming services being one of the largest growing media industries (Kim et al., 2021), platforms have begun exploring many different ways to implement personalization through various tools in order to gain an advantage over the competition. These personalized marketing tools are able to provide benefits to both users and distributors of streaming services, but they must be utilized in an effective manner for the consumer media streaming experience to be enhanced and not diminished.

## **1.2. Research Problem**

As personalization becomes more common place in streaming services, it is important to analyse the effects personalized marketing tools can have on users. Streaming services wish to keep their users loyal to the provided platforms, and personalized marketing tools can possibly serve as vital instruments in enhancing consumer loyalty. In addition, personalization tools are often grouped as a singular tool when discussing their effects even though in operation different individual tools are utilized which could produce significantly different effects on consumers.

## **1.3. Research Questions**

The research questions of this study were chosen to establish a direction for research done on the main topic and create a connection between previous literature and the study's primary research. The information gathered through the literature review on the topic as well as primary research should provide answers to the following research questions:

1. What are the main personalized marketing tools used in streaming services?
2. How do personalized marketing tools affect consumer loyalty towards streaming services?
3. Which personalized marketing tools are consumers aware of in streaming services?

## **1.4. Research Objectives**

The objectives of this research give an overall direction to the study and exhibit the main purpose that the study intends to achieve. This study aims to describe how personalized marketing tools affect the loyalty that consumers have towards streaming services. The study also aims to identify the different personalized marketing tools that

are present in streaming services and how they can individually influence consumer loyalty. This study should guide streaming service companies to implement the correct personalized marketing tools within their platform and show the possible effects that the application of these tools can have.

## **2. LITERATURE REVIEW**

The purpose of this literature review is to analyse the existing literature concerning the use of personalization tools in marketing and their effect on customer loyalty. The focus will be on personalized marketing on the internet and more specifically media streaming services, as personalization tools are some of the most common marketing tools used in these channels. First, this literature review will define the main concepts of relationship and personalized marketing, then showcase some of the most common tools used in personalized marketing, in general and specific to the internet. After that it will introduce the streaming service industry and discuss the common personalization tools used in marketing streaming services. The literature review will conclude with an analysis of the effects that personalization tools can have on customer loyalty, as well as a conceptual framework on the connection between personalization tools and customer loyalty.

### **2.1. Relationship Marketing**

Before going into personalized marketing, the importance of relationship marketing should be stated. Relationship marketing has grown significantly as a concept since the 1990s as marketers have begun understanding the benefits of relationship marketing (Agariya and Singh, 2011). In the 2000s, relationship marketing has also been able to be implemented in new ways through advancements in technology such as the collection of customer data through the internet (Payne and Frow, 2017).

Due to the growing interest in relationship marketing, the definition of relationship marketing has changed as the concept expanded into different forms. Harker (1999) deduced that the fundamental concepts of relationship marketing fall into the categories of “birth; develop; maintain; temporal; interaction; outputs; and emotional content.” Agariya and Singh (2011) added six constructs onto the definition that are “trust, satisfaction/experience, loyalty, commitment, service quality and communication.” Gummesson (2017) mentions that relationships should be enjoyable

and rewarding for all stakeholders, resulting in a win-win relationship. It can be concluded that relationship marketing can be defined by creating and maintaining relationships with stakeholders that satisfy all parties and are held together by trust in each other as well as commitment to fulfil the promises of the relationship.

## **2.2. Internet Relationship Marketing**

As Payne and Frow (2017) mentioned previously, technological advancements have impacted the way relationship marketing is applied and developed. A larger number of stakeholders can be reached through relationships built on the internet, which demands brand new tools that need to be applied for building and maintaining relationships online. Internet relationship marketing can be characterized by being more seamless, long-distance, networked, anonymous and omnichannel when compared to traditional face-to-face relationships (Steinhoff et al., 2019). New technologies that have become a staple in consumers' lives, such as mobile phones and social media, have created new avenues for relationship building, whether through personalized adverts or influencer marketing (Thaichon et al. 2020). The internet also allows for easier bidirectional communication between the customer and the supplier which further develops and maintains the relationship, and artificial intelligence makes interaction and service quality more efficient (Steinhoff et al., 2019). The internet has revolutionized how companies build and retain relationships in the modern age, with marketing tools becoming more detailed and innovative as they adapt to the continuous development of online relationships.

## **2.3. Personalized Marketing**

As the focus on relationship marketing has been growing and more is understood of the concept, marketers have turned to personalized marketing to enhance the customer relationship of companies. The popularity of online relationships also emphasizes the use of personalized marketing, as it offers better opportunities for

personalization compared to offline relationships (Steinhoff et al. 2019). The definition of personalization varies by author and perspective (Chandra et al. 2022; Vesanen, 2007; Jain, 2014). Sunikka and Bragge (2012) define personalization as offering the right product to the right person at the right place and time, whereas Dawn (2014) focuses on tailoring products to the needs of individual through customer information. Wind and Rangaswamy (2001) add that personalization can be initiated by the customer or by the firm, while Roberts (2003) emphasizes the aspect of individualized communication. Overall, personalization might be described best by Riecken (2000), who states that “personalization means something different to everyone”.

Personalized marketing aims to offer a marketing strategy where personalization is used to enhance the marketing to customers. Chandra et al. (2022) define personalized marketing as “designing and delivering tailor-made products and services to individual customers” while Goldsmith and Freiden (2004) expand the definition to include the individualization of the marketing mix. Like in relationship marketing, personalized marketing aims to create a benefit for both the customer and the supplier. The customer would receive higher quality products, service and communication while the supplier also receives better communication in addition to increased customer loyalty and profit margins (Vesanen, 2007).

### **2.3.1. Personalized Marketing Tools**

To take advantage of the benefits given by personalized marketing, companies need to implement specific tools that create the opportunity to tailor products and services to individuals. Personalized marketing, also known as one-to-one marketing, can be divided into personalization and customization (Arora et al. 2008). In personalization, the supplier decides the marketing mix for the customer whereas in customization the customer has control to tailor the marketing mix to their satisfaction (Chandra et al., 2022). While this divide is generally accepted, new concepts that aim to reinvent the ways personalized marketing is applied have been established. Wind and Rangaswamy (2001) introduce the concept of customerization, which combines mass

customization with personalization to give the customer the role of a co-producer, further increasing the benefit gained by both customers and suppliers. Buhalis and Sinarta (2019) further emphasize the role of co-creation in offering personalized products or services, which will increase customer engagement through interactive communication between the stakeholders.

### **2.3.2. Internet Personalized Marketing Tools**

The internet has given a platform for personalized marketing tools to flourish, as it allows for easier interaction and collection of customer data. As personalization uses collected customer data to recommend the customer a fitting product, it has been the primary concept that internet marketing tools follow. The collection of data through the internet has made it possible for companies to know nearly everything about the customer and apply personalization through various tools applicable only through the internet. Earlier tools in internet personalization helped customers navigate web pages more efficiently through memorizing personal data or guiding the customer through recommendations (Pierrakos et al., 2003). Currently, personalization tools use big data to build and retain relationships with the customer by personally recommending to them products or services that companies know customers will enjoy (Steinhoff et al. 2019; Koch and Benlian, 2015). The main tool used by most internet services is called the recommender system, and it is applied for example by large e-commerce platforms like Amazon to recommend products or services.

Whereas contextual information was previously difficult to implement into personalized marketing (Gao et al., 2010) modern marketers are able to use context effectively due to the emergence of mobile phones, which continuously provides customer context of location, time, and environment (Siliang et al., 2020). The presence of this context has also allowed for real-time marketing to flourish, which can be defined as providing personalized and contextualized products and services based on real-time dynamic engagement with customers (Buhalis and Sinarta, 2019). Real-time marketing can be applied by sending a promotion to a customer when they are in specific areas at specific times; like near a mall or in the subway (Siliang et al. 2020). Real-time

marketing at its core aims to build a further relationship with the customer and enhance the experience of communication so that the customer is able to get the product or service they desire.

Social media platforms are among the best for applying personalized marketing tools as they encourage heavy interaction and engagement with customers on a personalized level (Shanahan et al., 2019). The main tools that companies use on social media are their own brand accounts, which are used for real-time marketing, like communicating updates on products and responding to customers' issues (Karmali, 2020). Social media platforms are also effective for spreading personalized advertisements, as the platforms collect their own data from customers and allow advertisers to target individuals with personalized adverts. Social media platforms often take part in user profiling, where platforms create an internal profile for all individual users, group them by similarities, and recommend the groups fitting products (Gao et al., 2010).

The internet has changed personalized marketing so that customers have become the main drivers of marketing as strategies are co-created with the customer, for the customer (Wind and Rangaswamy, 2001; Buhalis and Sinarta, 2019). The tools for personalized marketing on the internet allow for customers to be constantly engaged with the company, and relationships between the stakeholders have become more apparent than ever.

#### **2.4. Personalized Marketing in streaming services**

Media streaming services have become one of the most effective users of the new personalized marketing tools. These services provide an efficient platform for companies to gather data from their customers and apply the data in a personalized manner to provide individuals with access to media they will enjoy. As media streaming takes over the traditional ways of consuming media, competition has toughened, and companies are rushing to create personalized features that would increase

engagement and retention among their customers (Lüders, 2021). Thus, a better knowledge of the new personalized marketing tools can enhance marketers' view on building relationships.

#### **2.4.1. Streaming service industry**

The media streaming service is currently at the peak of its popularity with potential to grow even further as new sectors of media streaming arise (Kim et al., 2021). Media streaming services can be defined as online services and platforms that distribute various forms of media, such as movies, television shows, music, and user-generated content (Burroughs, 2019; Kim et al., 2021). The main fields of media streaming services are video-on-demand (VOD) platforms, live streaming platforms, and music streaming platforms, with VOD platforms having grown the most since the industry's beginning. The major players in the VOD-streaming industry are Netflix, YouTube, and Disney+. While YouTube has the largest number of users among the field, Netflix has the most paying customers through their subscription system, which has made them the leading media streaming service in the world (González-Chans, 2020; Burroughs, 2019). Whereas YouTube mainly provides a platform for user-generated content to be streamed, Netflix and Disney+ distribute movies and television shows that they have bought a license to as well as their own original content. All the major competitors in the VOD streaming industry except Netflix were created by large tech giants, like Amazon, Google, or Disney (Pakula, 2021). Netflix has garnered its success in the field of subscription-based streaming services largely through first movers' advantage, as the company launched its streaming service in 2007 (González-Chans et. al. 2020). The number of competitors has increased over the years, as Amazon released their streaming service in 2011 and Disney+ was launched in 2019.

Live streaming services distribute media that is broadcasted live to the service. This media content is most often broadcasted by users of the platform, but recently live streaming platforms have expanded into live sports and events as traditional media begins losing users. The largest platforms of live media streaming are currently

Youtube Live and Twitch. Twitch was launched in 2011 as a gaming streaming service and was acquired by Amazon in 2014.

Music streaming services distribute sound in the form of music, and more recently podcasts, for customers to listen to whenever they desire. The largest music streaming service in the world is Spotify (Jacobson et al., 2016), with Apple Music and YouTube Music serving as major competitors in the industry. Spotify was launched in 2008, the earliest of current major music streaming platforms, while Apple and Google released their own services in 2015.

The streaming service market has grown tremendously in the 2010s, with all fields over doubling their yearly revenue over the decade (Pakula, 2021; Stoll, 2022). The VOD streaming industry is valued at over 100 billion USD and is expected to reach over 200 billion USD by 2026 (Kim et al., 2021), with subscription-based VOD streaming accounting for over 50 percent of this amount (Stoll, 2022). The number of VOD streaming service users globally is over three billion, while music streaming services currently have around 500 million active paying subscribers. Streaming services have already arguably become the most important platforms for global modern media consumption, and the industry is still expected to grow in the future.

#### **2.4.2. Personalized Marketing Tools in streaming services**

While the type of media distributed through streaming services can vary, the personalized marketing tools are very similar between the different services. Six main personalized marketing tools could be identified to be commonly used, which are listed in this section. These tools are the recommender algorithm, personalized notifications, home page personalization, search personalization, personalized playlists, and the year-end recap.

**The recommender algorithm**, often referred to as the recommender system, is the most commonly used tool in streaming services, which could also be classified as a

prerequisite for entering the media streaming industry (Bendada et al., 2020; Matthew, 2020; Prey, 2018). The algorithm gathers data from an individual about their consumption history and recommends similar media to the user (Lüders, 2021; Jacobson et al., 2016). With the emergence of big data, media streaming services can use data from other online platforms to make the recommendations even more personalized (Steinhoff et al. 2019).

**Personalized notifications** deliver recommendations to streaming service users outside of the platform, whether through email, texts, or mobile applications. They serve to pique interest for media that the customer may enjoy, and interaction (or lack thereof) further builds the customer profile that recommendations are based on.

**Home page personalization** applies the recommender algorithm practically, aiming to implement the recommendations in as seamless of a way as possible. This is shown through the streaming service's home page, the first thing users see when opening the platform, where recommendations are shown to immediately engage the customer into spending time on the platform (Tian et al. 2019; Matthew, 2020). Personalization of the home page can also go beyond media recommendations, as Netflix has shown through their personalization of the artwork that previews a movie or television show on the home page (Amat et al. 2018).

The concept of customerization can be seen being used in all major media streaming services. Streaming services offer an immensely wide catalogue of content to consume, giving customers the option to specifically choose what they want to consume. But at the same time, personalization narrows the array of options down to the few that best fit the customer. In the end, both stakeholders have an influence on the decision, even if it may not seem obvious at first hand. **Search personalization**, where searching the same term gives different results for different customers, utilizes customerization as the customer profile's mindset determines what is offered in the search (Tian et al., 2019). This improves the searching experience for customers while also providing more information for the platform to understand what users want from their searches.

**Personalized playlists** use recommender algorithms extensively to provide a mix that would fulfil the customer's wants and needs (Prey, 2018). This personalized marketing tool is most common in music streaming services, as playlists are a popular way to listen to music. Spotify's "Discover Weekly" playlist is a prime example of personalized playlists, as the personalization is done through recommendations, giving every subscriber their own experience of new, yet familiar soundscapes (Jacobson et al., 2016; Lüders, 2021; Prey, 2018).

Personalized marketing tools also aim to further the relationships between companies and their customers, so streaming services have been able to create new tools with collected data that engage the user. One of these tools are **year-end recaps** or breakdowns, like Spotify's "Wrapped" campaign (Swant, 2019). The campaign generates a personalized showcase of music and podcasts that the user has consumed while keeping a consistent theme, which allows it to be compared to others (Donlin, 2020). Engagement is created by allowing users to easily share their "Wrapped" and discuss their personal tastes. The campaign is an excellent driver for word-of-mouth recommendations and allows for users to engage with the company outside of the platform.

## **2.5. Personalized Marketing Tools' effects on Consumer Behaviour and Choice**

The main application for personalized marketing tools is to change consumer behaviour in a way that benefits both the consumer and the company. Behavioural changes caused by personalized marketing tools often take form in increased engagement with the product or service, often through developing a further relationship with the company (Shanahan et al., 2019; Buhalis and Sinarta, 2019; Vesanen, 2007). Personalized marketing tools in streaming services aim to make customers consume more media, which is why algorithms are used to generate appealing personal recommendations for the consumer. These algorithms are

especially crucial when discussing their effect on consumer choice within streaming services. Consumer choice can be defined as a process where individuals select between different options based on their personal preferences, and resources at their disposal (Foxall, 2003). As streaming services have thousands and sometimes even millions of hours of content to choose from, recommendation algorithms need to be able to filter it down to the few pieces of content that is most fitting for an individual, while still giving the final choice to the consumer. Customers believe that they can decide to consume anything in the vast catalogue of a streaming service, but most of the content is already ruled out for being incompatible with the specific user. This makes engaging with the products provided by streaming services much more effortless.

## **2.6. Role of Personalization in Consumer Loyalty**

With personalization becoming an increasingly used concept for online marketing tools, the benefits for making marketing personal need to be addressed. The main benefits for personalization have been described as increases in brand engagement, attachment, and loyalty (Shanahan et al., 2019). Loyalty can be defined as a consumer's belief that the company they have chosen to support will offer the best choice alternative (Jain et al., 2014). The concept of personalization and consumer loyalty have long been connected, with Riecken (2000) describing personalization as a concept that is "about building customer loyalty by building a meaningful one-to-one relationship". As such, the effectiveness of personalization in customer loyalty has been researched. Ball et al. (2006) state that personalization enhances loyalty, so customer loyalty is likely to improve when implementing personalization. They also add that other benefits of personalization, such as increased satisfaction and trust, further enhance the loyalty that customers have to their products and services. In the context of services, satisfaction is defined as being a result of the provided service fulfilling the consumer's needs (Ball et al., 2006; Weber Pedersen & Juhlin, 2021). When discussing trust in the context of services, it is defined as the belief that the provider will not abuse the relationship at the expense of the customer and will deliver

the service the customer needs (Ball et al., 2006). Jain et al. (2014) also discuss trust as an enhancer of customer loyalty, but also argue that personalization does not affect loyalty on its own, but rather increasing the trust on the company, which will in turn enhance loyalty. Thirumalai and Sinha (2013) conclude that personalization is advantageous in creating loyal customers for a service, as well as retaining the loyalty of these acquired customers.

While personalization is generally agreed to enhance loyalty among customers (Shanahan et al., 2019), others argue that this may not always be the case. Kaniewska-Sejba and Pilarczyk (2014) show that personalization is not always effective in enhancing loyalty, especially when applying the concept to a different industry or segment of customers. Thirumalai and Sinha (2013) reinforce this point, arguing that personalization may have negative implications, through decreased customer loyalty, on some retailers. Kaniewska-Sejba and Pilarczyk (2014) explain that personalization can produce negative results due to customers' attitudes on how personalization is implemented. Overtly personalized content can evoke feelings of distrust as customers feel that their privacy is being violated (ibid.). Steinhoff et al. (2019) further reinforce this point by discussing the privacy concerns in modern personalized marketing.

Overall, personalization can be attributed as a factor for increasing customer loyalty, in addition to other benefits that further build the relationship between stakeholders. While personalization is effective, companies need to be attentive in the application of personalization, as incorrect use can harm loyalty.

## **2.7. Personalized Marketing Tools in affecting Consumer Loyalty**

The effectiveness of personalization can be attributed to the tools that companies use when applying the concept. As incorrect use can harm the loyalty among customers, companies need to be precise when building these tools, so as not to be perceived harmful or invasive by users. Personalized marketing tools are created to serve the

customer, so they must engage users and enhance experiences. As trust is shown to have a positive effect on customer loyalty, personalized marketing tools should also increase the feeling of trust that users have in the company.

### **2.7.1. Effect of Internet Personalized Marketing Tools on Consumer Loyalty**

Internet personalized marketing tools often aim to satisfy the consumer through convenience, as a satisfied customer is more likely to be loyal (Thirumalai and Sinha, 2013). Recommendation systems are the main online contributors for convenience, and consequently loyalty, as they help connect customers with products and services (Cheung et al., 2003). In addition, companies improve customer loyalty through marketing tools that are applied after purchase (Thirumalai and Sinha, 2013). These tools can include services for order tracking, past purchases, and saving payment information, which all make the life of the customer more comfortable when interacting with the company. Personalized real-time marketing tools will also impact customer loyalty, as satisfaction will rise when real-time marketing tools, such as handling complaints promptly, are applied effectively (Carvajal et al., 2011). Many industries that operate on the internet require sufficient real-time marketing tools so they do not make customers dissatisfied due to slow response time.

Internet marketing tools are also subject to the most backlash that personalization receives due to the heavy use of data in personalized marketing. With big data, companies have an immensely large knowledge of every customer's interests, and some consumers have serious concerns over how much companies know about them. (Steinhoff et al., 2019). If concerns over privacy gain more attention, the company begins to lose the trust of its customers. A solution for data privacy problems has been to explicitly ask for permission from users to gather data, although issues can still arise if users are unaware of what they are permitting the company to do.

### **2.7.2. Effect of streaming service Personalized Marketing Tools on Consumer Loyalty**

Because the personalized marketing tools used in streaming services are similar to the tools used on the internet in general, comparisons can be made between the effectiveness in improving customer loyalty. Although it could be assumed that the personalization tools of streaming services will affect customer loyalty, recent research has not supported this statement. Karphammar and Brettshneider (2021) explored the effects that personalized services have on loyalty through customer perceptions and found that users have a mixed view on personalization in streaming services. Overall, they concluded that an effect on loyalty could not be seen through personalized marketing, although it can enhance customer satisfaction, which would consequently influence loyalty. These findings follow previously mentioned findings on internet personalization tools' effects on customer satisfaction and loyalty. In addition, these tools' effects on loyalty could not get strong evidence through customer perceptions because some customers are unaware of the recommendation systems and have a neutral view on them. Lüders (2021) was unable to find a connection between streaming services' recommendation algorithm and loyalty but observed that some customers are unable to recognize recommendations as they are commonplace in all streaming services and social media platforms. Karphammar and Brettshneider (2021) also found that most customers do not view personalized recommendations as an essential part of streaming services.

While personalization tools in streaming services have much in common with internet personalization tools, research has suggested that their effects on customer loyalty are not quite the same. This may be in part due to the lack of research on the topic when regarding streaming services, but the fact that some customers are unaware of the tools in place, can hinder their possible impact on customer loyalty. Consumers' attitudes on the personalized marketing tools are shown to vary by individuals, with some appreciating the personal consumption experience that the tools can provide while others find them to be overly intrusive (Weber Pedersen & Juhlin, 2021; Lüders 2021; Kaniewska-Sejba and Pilarczyk, 2014).

## 2.8. Conceptual Framework

A conceptual framework was developed using previous literature on personalized marketing tools in streaming services, as well as research about their effects on customer loyalty. The framework presents personalized marketing as a concept that is utilized in various marketing tools used in streaming services. The framework suggests that the application of these tools influences three key customer attributes, satisfaction, trust, and loyalty, with satisfaction and trust further enhancing the tools' effects on customer loyalty. The framework also identifies six personalized marketing tools that are commonplace in most streaming services, which are the Recommender Algorithm, Personalized Notifications, Home Page Personalization, Search Personalization, Personalized Playlists, and the Year-end Recap. Primary data on how personalized marketing tools affect the three key attributes will be collected through customer perceptions and attitudes towards the application of the tools in streaming services.

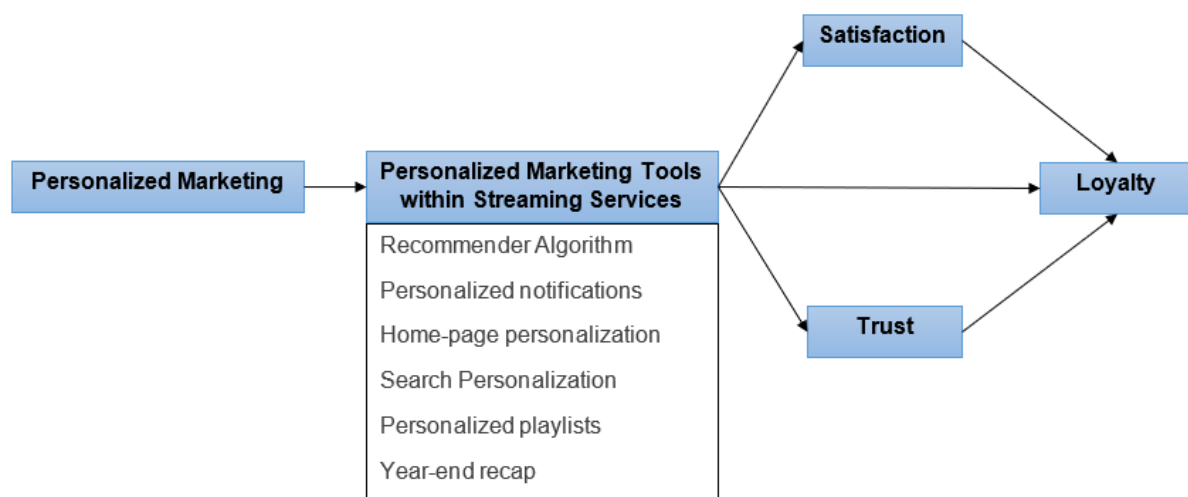


Figure 1: Conceptual Framework.

### **3. METHODOLOGY**

This section of the thesis explains the methodology used in gathering primary research data. Firstly, the chosen method for collecting data is explained. Secondly, the research design is described in detail. Thirdly, the methodology used in data analysis is explained.

#### **3.1. Data Collection**

Information gathered from existing research during the literature review created a base for this study on personalized marketing tools. The developed conceptual framework was the main reasoning for choosing a specific method for data collection, as it identified a gap in the research of the effects of personalized marketing tools in streaming services on satisfaction, trust, and loyalty. In addition, the literature review found a gap in the testing of consumer awareness of personalized marketing tools, which was also included to be a part of primary research.

The purpose of gathering primary research data was to answer research questions 2 and 3. A quantitative survey was created to gather consumer perceptions of the specific personalized marketing tools mentioned in the conceptual framework and their effects on the key customer attributes that were identified during the literature review. The survey was created and executed with Webropol, which is an online surveying tool. The quantitative survey was spread across multiple online channels and resulted in 81 responses. Convenience sampling was used for gathering respondents, as the objective of the survey was to gain initial primary data on the perceptions of personalized marketing tools in streaming services.

#### **3.2. Survey Design**

The purpose of the survey was to test the effects of personalized marketing tools in streaming services on the three key attributes shown in the conceptual framework. The conceptual framework shows that the marketing tools have an effect on satisfaction, trust, and loyalty, so the survey was designed to test this. The survey also allowed for different tools to be compared to each other based on the consumer's perception of their effect on the key attributes. Furthermore, the survey tested the consumer awareness of the personalized marketing tools to test if the consumers are aware of the tools being present in streaming services.

The survey began with a general question on whether the respondent was currently using a streaming service in order to focus on the target group, which was streaming service users. Question 2 of the survey asked the respondent to list the streaming services they currently use as there are some differences in the used personalized marketing tools among different streaming services.

After the first two questions on streaming services, the respondent was asked about their perceptions of each of the six personalized marketing tools separately. The same questions were asked for each tool to allow for direct comparison between them. At first, a definition of the specific tool was given, and the respondent was asked whether they had seen the tool being used in a streaming service. If the respondent had seen the tool being used, they would be asked to evaluate their agreement on 9 statements, which were tested with a 5-point Likert-scale ranging from "Strongly Disagree" to "Strongly Agree". The statements measured the perceived satisfaction, trust, and loyalty of the specific tool, with statements 1-3, 4-6, and 7-9 representing satisfaction, trust, and loyalty respectively. The statements were designed by adapting statements used in the research of Yoo & Donthu (2001), Srinivasan et al. (2002), Ball et al. (2006), Kaniewska-Sejba & Pilarczyk (2014) and Lüders (2021) to fit the context of personalized marketing tools. The statements and their significance to the three measured variables can be found in Figure 2, which shows the statements used in evaluating the Recommender Algorithm tool. The whole survey can be found in the appendices as Appendix A.

<b>Statement</b>	<b>Corresponding Attribute</b>
The recommender algorithm makes finding what I like easier.	Satisfaction
The recommender algorithm makes the media streaming experience more enjoyable.	
The recommender algorithm recommends me content that satisfies my specific needs.	
I am willing to share my personal data for the recommender algorithm.	Trust
I feel that the recommender algorithm threatens my privacy.	
The recommender algorithm is too invasive of my personal information.	
The recommender algorithm is a deciding factor in choosing to stay with my current streaming service.	Loyalty
I am willing to pay more money for a service that utilizes the recommender algorithm.	
Without the recommender algorithm present, I will switch to another streaming service.	

Figure 2: Statements for measuring consumer perception of the Recommender Algorithm.

Additionally, the survey asked for the respondents' demographics, which included their age, gender, nationality, and average yearly income. These demographics were included to find the possible differences in perceptions among different consumer types.

### **3.3. Data Analysis**

The primary quantitative data gathered through the survey was analysed using the IBM SPSS Statistics program. The program was used to analyse the respondents' awareness and perceptions on the six personalized marketing tools. The six tools were compared to each other on satisfaction, trust, and loyalty using repeated measures ANOVA and paired t-test analyses. Further analysis was done through regression analysis to see whether satisfaction and trust can predict loyalty of the specific tools.

## **4. FINDINGS**

The following part of the thesis will discuss the findings of the quantitative primary research. This section will begin with an overview of the respondents' demographics. After that, consumer awareness of the six personalized marketing tools will be measured. Following the analysis on consumer awareness, the six tools will be compared on the perceived effects they have on consumers in the three identified key attributes, satisfaction, trust, and loyalty. Finally, the connection between the three attributes will be discussed through analysing whether satisfaction and trust can predict loyalty within the tools.

### **4.1. Respondent Demographics**

Overall, the survey created for quantitative primary research had 81 respondents. Four of these respondents answered "No" to the first question regarding whether they are currently using any streaming service, thus leaving 77 respondents whose responses can be used for further analysis. Of the remaining 77 respondents, 46 (60%) identified as male, 30 (39%) identified as female, and 1 respondent (1%) chose to not report their gender. The uneven split of gender can be attributed to the chosen sampling method of convenience sampling.

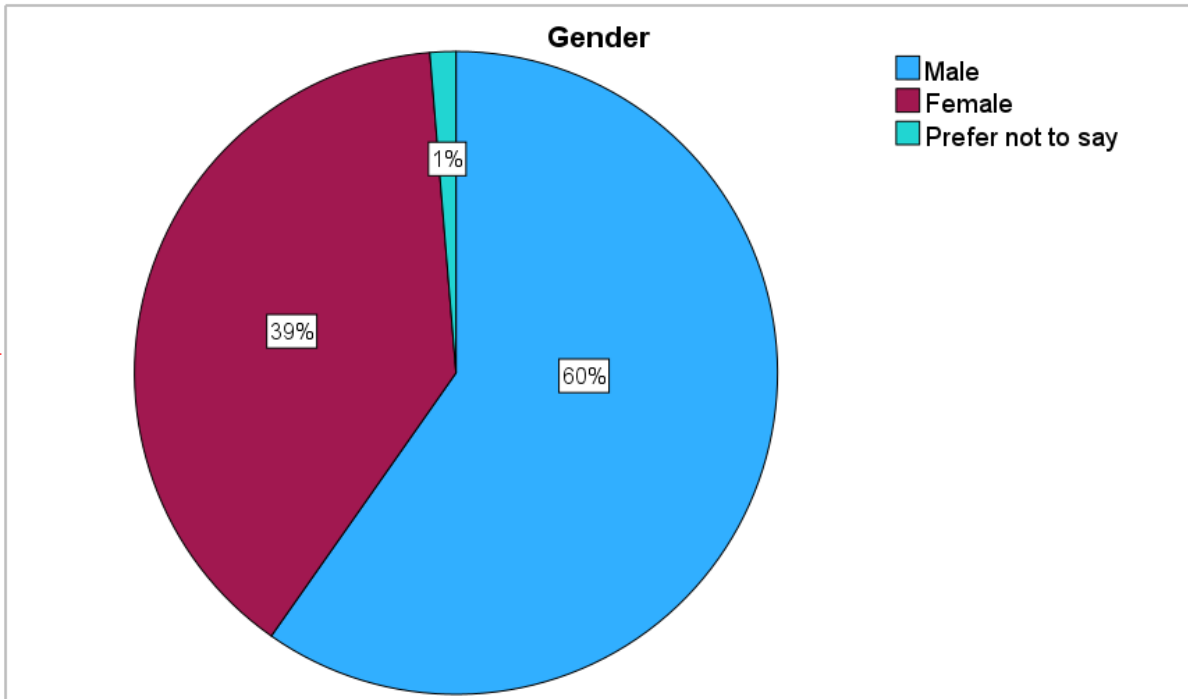


Figure 3: Gender Distribution of Respondents.

The nationality of respondents was measured as it could have a possible effect on consumer perceptions due to cultural differences in perceiving personalization. Most respondents were from Finland, with 62 out of 77 respondents (81%) being Finnish nationals. Out of the non-Finnish respondents, the largest nationality group was Vietnamese with 6 respondents (8%). Out of the remaining 9 respondents, 3 (3.7%) were Swedish, while American, Italian, Kazakh, Pakistani, Russian, and Ukrainian nationalities all had 1 respondent (1.2%).

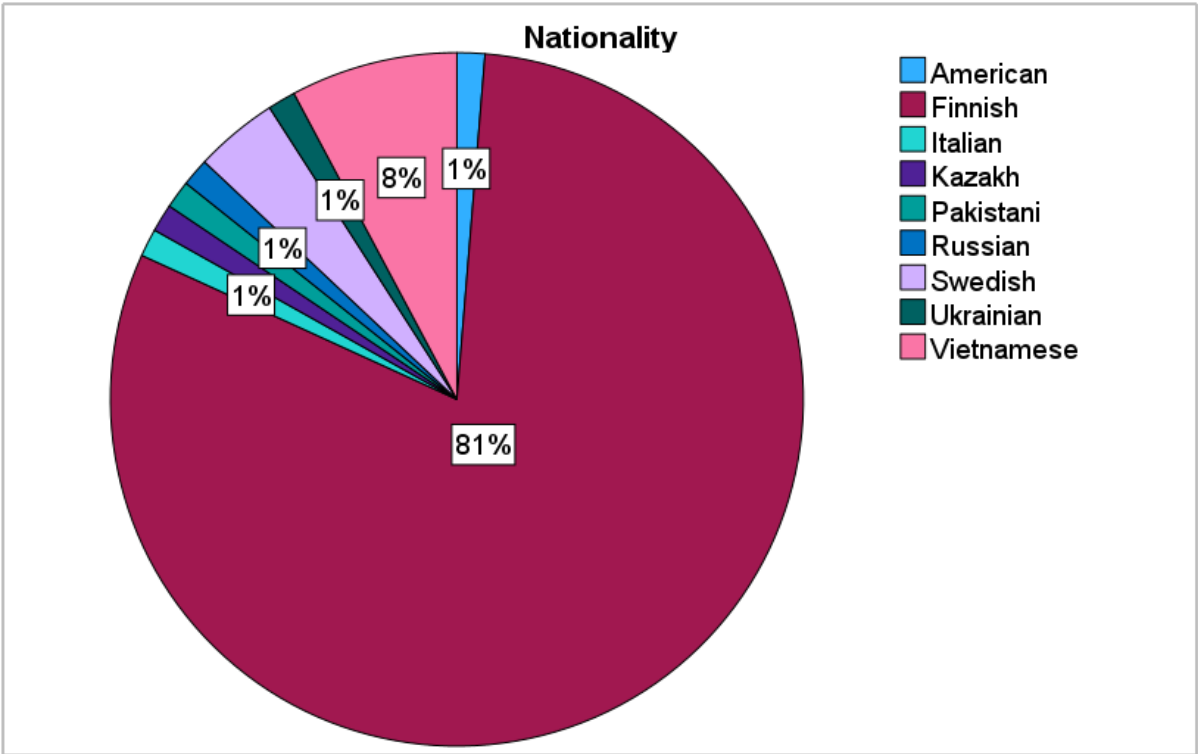


Figure 4: Nationality Distribution of Respondents

The respondents' age was asked as it could potentially affect the awareness and perception of the personalized marketing tools. The respondents were asked to type out their ages in the survey, but they were grouped into 6 different age groups during analysis. Most of the respondents were within the age group of 16-25, with 53 respondents (69%) belonging to the group. The second largest age group was 56-65 with 11 respondents (14%), and the third largest group was 46-55 with 7 respondents (9%). The uneven age distribution can be attributed to the sampling method, as the survey was sent to the researcher's friends and family.

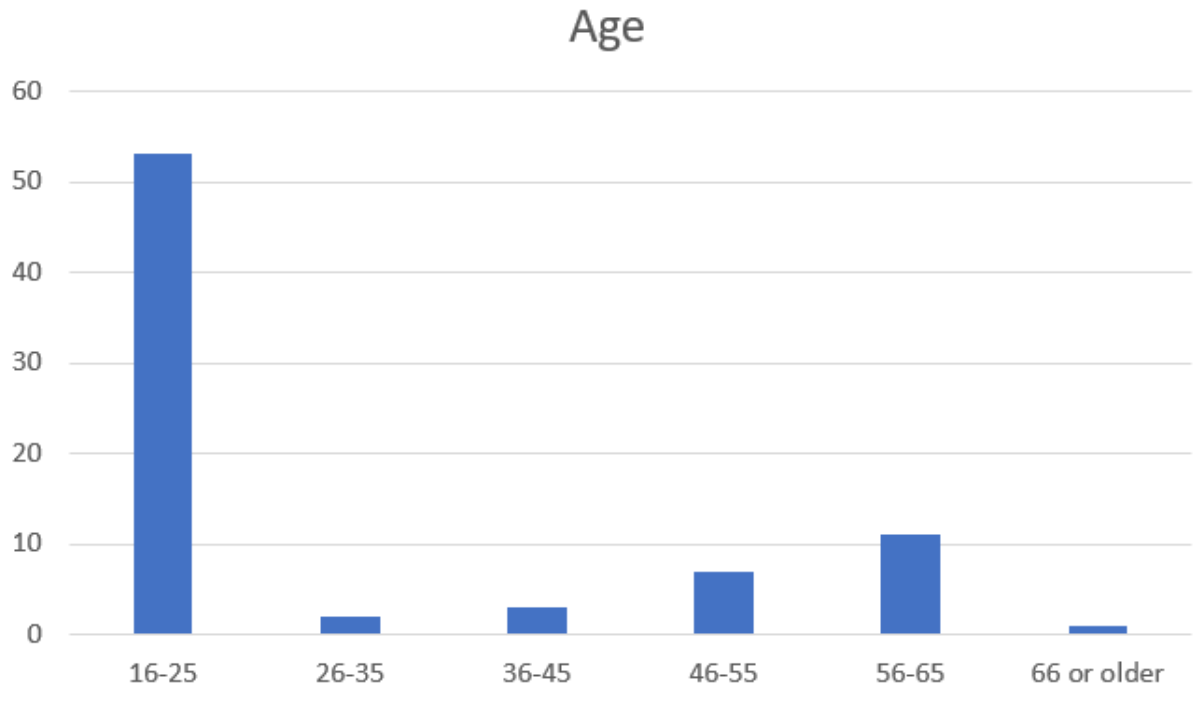


Figure 5: Age Distribution of Respondents (n).

In addition to general demographics, the respondents' habits on streaming service usage were evaluated by asking which streaming services the respondent currently use. This information is important for consumer perceptions on specific personalized marketing tools as each streaming service uses the tools differently and some streaming services are missing some of the tools evaluated in the survey. The most used streaming service was YouTube, with 62 (80%) respondents currently using the service. Netflix was the most used paid video streaming service with 56 respondents (73%) using it, while Spotify was the most used music streaming service with 59 respondents (77%) currently using it. Other commonly used streaming services were Disney + and HBO Max, with 20 (26%) and 19 (25%) respondents respectively. This distribution corresponds with the overall streaming industry as stated in the literature review, with YouTube, Netflix, and Spotify being the largest streaming services in their respective fields.

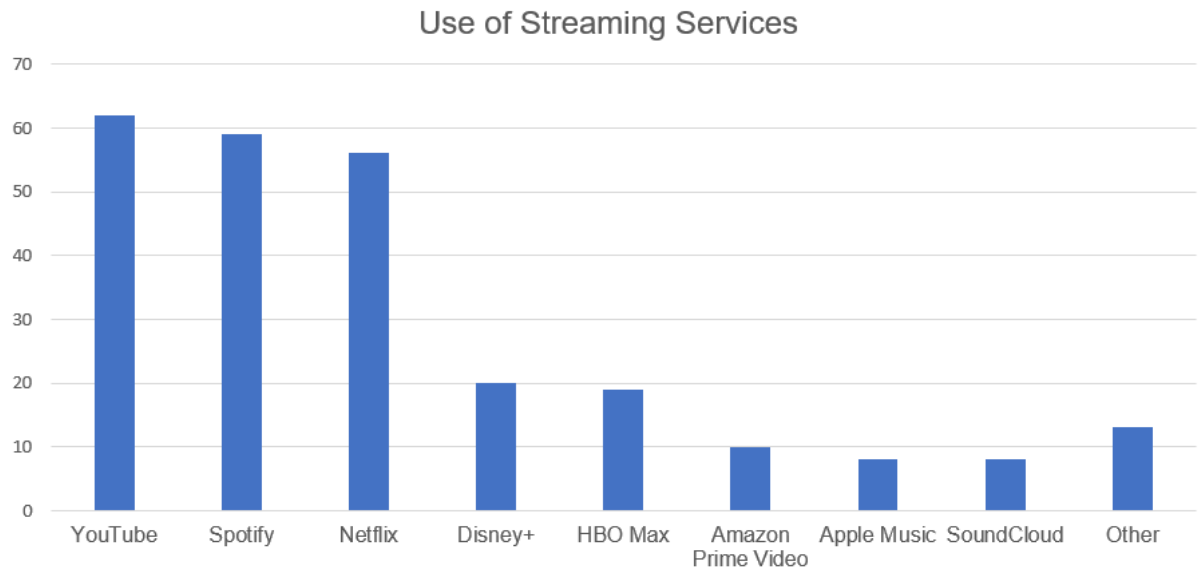


Figure 6: Distribution of Streaming Services used by Respondents (n).

#### 4.2. Consumer Awareness of Personalized Marketing Tools

The respondents were measured on their awareness of the specific personalized marketing tools. This was done through testing whether the respondents could identify the existence of specific tools in streaming services by their definitions. The definitions were made to be simple to read and understand to minimize the effects that a lack of language comprehension may have on the definitions. After reading the definition, the respondent had to answer whether they had seen the tool being used in a streaming service. The possible responses that could be chosen for the question were “Yes”, “No”, or “I don’t know”. The answer “Yes” represented that the respondent was aware of this tool being used in a streaming service, while the answers “No” and “I don’t know” showed unawareness or inability of the respondent to identify the specific tool in streaming services.

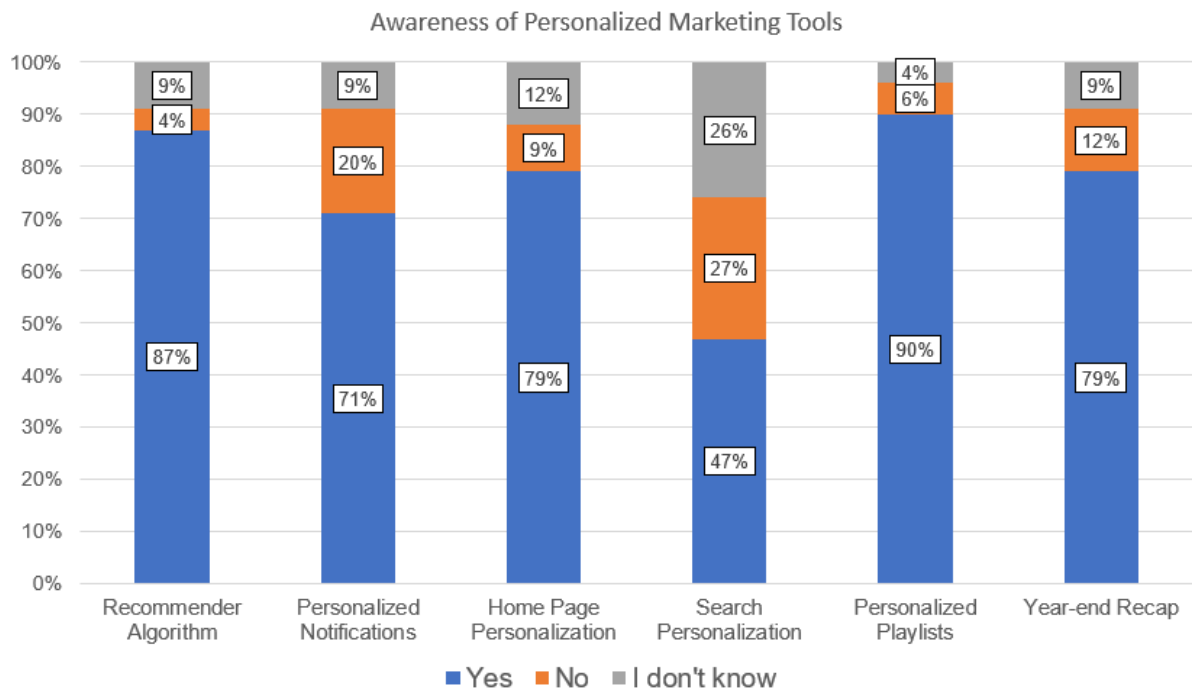


Figure 7: Respondents' awareness of Personalized Marketing Tools.

The respondents' awareness on personalized marketing tools varied within specific tools. Overall, respondents were most aware of Personalized Playlists being present in their streaming services, with 90% of respondents being able to identify the tool being used. The Recommender Algorithm was also highly identifiable, as 87% of respondents were aware of the tool. Although not scoring as high as the previously mentioned tools, Personalized Notifications, Home Page Personalization, and the Year-end Recap were also able to be identified by the majority of respondents, with 71%, 79%, and 78% of respondents being aware of these tools respectively. Respondents were most unaware of the existence of Search Personalization as it was the only tool where the majority (53%) were unable to identify it being utilized. The specific percentages for awareness of each tool are shown visually in Figure 7.

### 4.3. Consumer Attitudes towards Personalized Marketing Tools

As mentioned in the Methodology section, the survey was designed to allow for direct comparison of the six personalized marketing tools on three key attributes, which were

measured through a total of 9 statements with 3 statements measuring one attribute. This was done through creating new subscales for trust, satisfaction, and loyalty for each tool that represented the respondent's perception. Cronbach's Alpha was measured for each of the subscales to analyse their reliabilities. The Cronbach's Alphas can be found in Figure 8. The figure shows that the Cronbach's Alpha for each subscale is high ( $>.70$ ), and thus they can be considered as reliable.

	Satisfaction	Trust	Loyalty
Recommender Algorithm	.709	.766	.745
Personalized Notifications	.728	.763	.792
Home Page Personalization	.802	.766	.755
Search Personalization	.902	.833	.797
Personalized Playlists	.906	.721	.859
Year-end Recap	.781	.807	.806

Figure 8: Chronbach's Alphas for subscales on Satisfaction, Trust, and Loyalty in each Personalized Marketing Tool.

To compare customer perceptions of the personalized marketing tools in each of the attributes, a repeated measures ANOVA was used as the method for analysis. A repeated measures ANOVA was used a total of three times, one for each attribute. The aim for this analysis was to compare the means of the subscales' scores on a specific attribute. This score measured the respondents' attitudes on the effects that a tool will have on an attribute, with the score ranging from 1 to 5. As the score was measured with a 5-point Likert scale, it can be classified that a score over 3 ( $>3.0$ ) means that the tool has a positive effect on the attribute while a score below 3 ( $<3.0$ ) means that the tool has a negative effect on the attribute or no effect at all.

### Tests of Within-Subjects Effects

Measure: satisfaction

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
tools	Sphericity Assumed	25.469	5	5.094	12.529	<.001	.353
	Greenhouse-Geisser	25.469	3.464	7.353	12.529	<.001	.353
	Huynh-Feldt	25.469	4.153	6.132	12.529	<.001	.353
	Lower-bound	25.469	1.000	25.469	12.529	.002	.353
Error(tools)	Sphericity Assumed	46.753	115	.407			
	Greenhouse-Geisser	46.753	79.672	.587			
	Huynh-Feldt	46.753	95.523	.489			
	Lower-bound	46.753	23.000	2.033			

Figure 9: Tests of Within-Subjects Table on repeated measures ANOVA on Satisfaction.

### Pairwise Comparisons

Measure: satisfaction

(I) tools	(J) tools	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
2	1	-1.208 <sup>*</sup>	.140	<.001	-1.667	-.749
	3	-1.194 <sup>*</sup>	.164	<.001	-1.732	-.657
	4	-.806 <sup>*</sup>	.212	.014	-1.500	-.111
	5	-.806 <sup>*</sup>	.241	.042	-1.594	-.018
	6	-.458	.160	.133	-.983	.066
6	1	-.750 <sup>*</sup>	.132	<.001	-1.182	-.318
	2	.458	.160	.133	-.066	.983
	3	-.736 <sup>*</sup>	.177	.006	-1.316	-.156
	4	-.347	.210	1.000	-1.035	.340
	5	-.347	.183	1.000	-.947	.253

Figure 10: Pairwise Comparisons table on significant differences in mean Satisfaction of Personalized Marketing Tools (1 = Recommender Algorithm, 2 = Personalized Notifications, 3 = Home Page Personalization, 4 = Search Personalization, 5 = Personalized Playlists, 6 = Year-end Recap).

A repeated measures ANOVA with a Greenhouse-Geisser correction determined that mean Satisfaction differed significantly between the Personalized Marketing Tools ( $F(3.494, 79.672) = 15.529, p < .001$ ). Post hoc analysis with a Bonferroni adjustment

showed that Satisfaction was significantly lower with the Personalized notifications tool when compared to the Recommender Algorithm (-1.208 (95% CI, -1.67 to -0.75),  $p < .001$ ), Home Page Personalization (-1.194 (95% CI, -1.73 to -0.66),  $p < .001$ ), Search Personalization (-0.806 (95% CI, -1.50 to -0.11),  $p < .05$ ), and Personalized playlists (-0.806 (95% CI, -1.59 to -0.02),  $p < .05$ ). In addition, the perceived Satisfaction of the Year-end Recap was also found to be lower than the Recommender Algorithm (-0.750 (95% CI, -1.18 to -0.32),  $p < .001$ ) and Home Page Personalization (-0.736 (95% CI, -1.32 to -0.16),  $p < .05$ ). The rest of the pairwise comparisons were not found to be statistically significant, meaning that their mean satisfactions did not differ significantly.

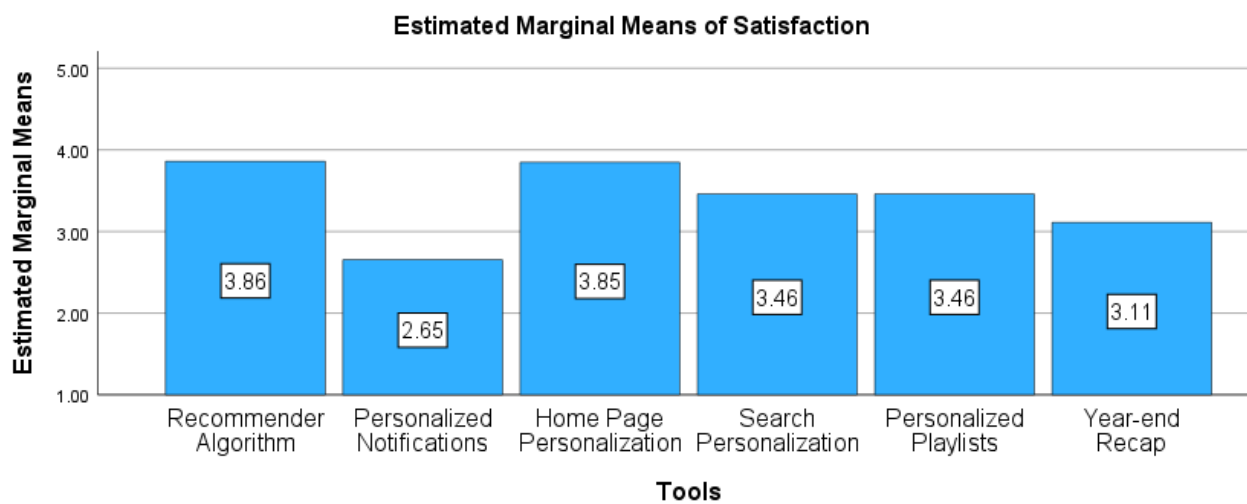


Figure 11: Estimated Marginal Means of perceived Satisfaction in Personalized Marketing Tools.

The repeated measures ANOVA showed that the perceived Satisfaction of Personalized Notifications (M=2.65, SD=0.65) and the Year-end Recap (M=3.11, SD = 0.59) was significantly lower from the other tools. In addition, as the mean Satisfaction of Personalized Notifications was below 3.0, it would indicate that Personalized Notifications have an overall negative effect on consumer Satisfaction within streaming services. The most positive effects on consumer Satisfaction are received from the Recommender Algorithm (M=3.86, SD=0.39) and Home Page Personalization (M=3.85, SD=0.55).

### Tests of Within-Subjects Effects

Measure: Trust

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Tools	Sphericity Assumed	10.963	5	2.193	10.893	<.001	.321
	Greenhouse-Geisser	10.963	3.272	3.350	10.893	<.001	.321
	Huynh-Feldt	10.963	3.879	2.826	10.893	<.001	.321
	Lower-bound	10.963	1.000	10.963	10.893	.003	.321
Error(Tools)	Sphericity Assumed	23.148	115	.201			
	Greenhouse-Geisser	23.148	75.258	.308			
	Huynh-Feldt	23.148	89.223	.259			
	Lower-bound	23.148	23.000	1.006			

Figure 12: Tests of Within-Subjects Table on repeated measures ANOVA on Trust.

### Pairwise Comparisons

Measure: Trust

(I) tools	(J) tools	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
2	1	-.514 <sup>*</sup>	.135	.013	-.954	-.073
	3	-.667 <sup>*</sup>	.139	.001	-1.122	-.212
	4	-.486 <sup>*</sup>	.128	.014	-.907	-.066
	5	-.694 <sup>*</sup>	.173	.008	-1.259	-.130
	6	-.889 <sup>*</sup>	.172	<.001	-1.453	-.325

Figure 13: Pairwise Comparisons table on significant differences in mean Trust of Personalized Marketing Tools (1 = Recommender Algorithm, 2 = Personalized Notifications, 3 = Home Page Personalization, 4 = Search Personalization, 5 = Personalized Playlists, 6 = Year-end Recap).

A repeated measures ANOVA with a Greenhouse-Geisser correction determined that mean Trust differed significantly between the Personalized Marketing Tools ( $F(3.272, 75.258) = 10.893, p < .001$ ). Post hoc analysis with a Bonferroni adjustment showed that Trust was significantly lower with the Personalized notifications tool when compared to all other tools (Recommender Algorithm: -0.514 (95% CI, -0.95 to -0.07),

$p < .05$ ; Home Page Personalization:  $-0.667$  (95% CI,  $-1.12$  to  $-0.21$ ),  $p < .05$ ; Search Personalization:  $-0.486$  (95% CI,  $-0.91$  to  $-0.07$ ),  $p < .05$ ; Personalized Playlists:  $-0.694$  (95% CI,  $-1.26$  to  $-0.13$ ),  $p < .05$ ; Year-end Recap:  $-0.889$  (95% CI,  $-1.45$  to  $-0.33$ ),  $p < .001$ ). The pairwise comparisons of other tools outside of Personalized notifications were not statistically significant, so only the significant comparisons were shown in Figure 13.

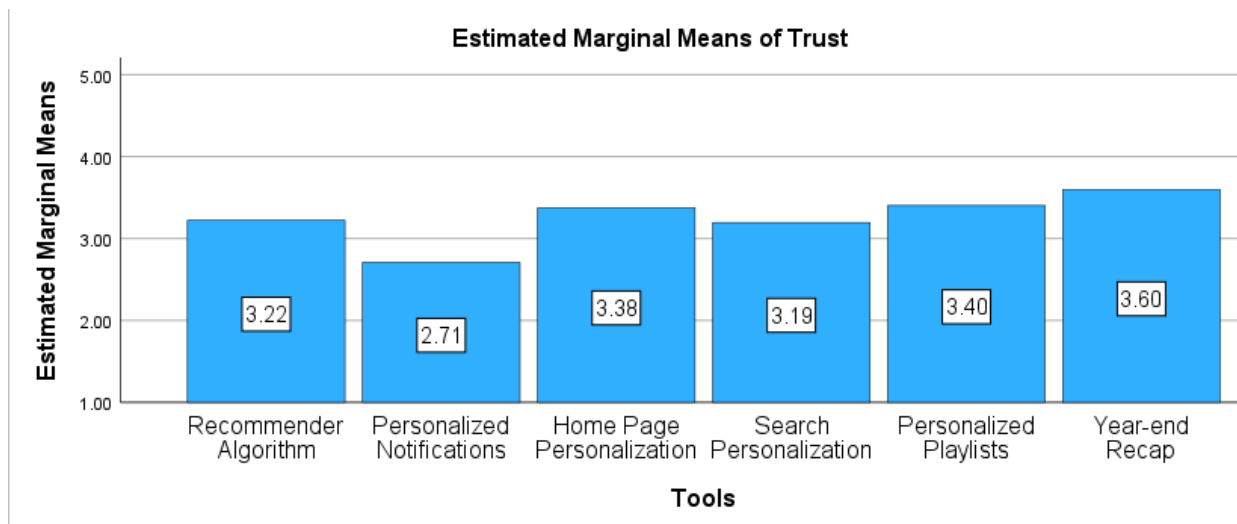


Figure 14: Estimated Marginal Means of perceived Trust in Personalized Marketing Tools.

The repeated measures ANOVA showed that the perceived Trust of Personalized Notifications ( $M=2.71$ ,  $SD=0.66$ ) was significantly lower than the other Personalized Marketing Tools. Personalized Notifications were also the only tool to score below 3.0 on Trust, which indicates that the tool has a negative effect on the consumer's Trust in streaming services. The highest scoring tool on Trust was the Year-end Recap ( $M=3.60$ ,  $SD=0.68$ ), although the difference was insignificant when compared to the other tools outside of Personalized Notifications.

Tests of Within-Subjects Effects							
Measure: Loyalty							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
tools	Sphericity Assumed	11.708	5	2.342	9.940	<.001	.302
	Greenhouse-Geisser	11.708	2.881	4.064	9.940	<.001	.302
	Huynh-Feldt	11.708	3.337	3.509	9.940	<.001	.302
	Lower-bound	11.708	1.000	11.708	9.940	.004	.302
Error(tools)	Sphericity Assumed	27.089	115	.236			
	Greenhouse-Geisser	27.089	66.253	.409			
	Huynh-Feldt	27.089	76.745	.353			
	Lower-bound	27.089	23.000	1.178			

Figure 15: Tests of Within-Subjects Table on repeated measures ANOVA on Loyalty.

Pairwise Comparisons						
Measure: Trust						
(I) tools	(J) tools	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
2	1	-.847 <sup>*</sup>	.162	<.001	-1.377	-.318
	3	-.708 <sup>*</sup>	.142	<.001	-1.174	-.242
	4	-.625 <sup>*</sup>	.144	.004	-1.096	-.154
	5	-.819 <sup>*</sup>	.206	.009	-1.492	-.146
	6	-.514 <sup>*</sup>	.098	<.001	-.836	-.192

Figure 16: Pairwise Comparisons table on significant differences in mean Loyalty of Personalized Marketing Tools (1 = Recommender Algorithm, 2 = Personalized Notifications, 3 = Home Page Personalization, 4 = Search Personalization, 5 = Personalized Playlists, 6 = Year-end Recap).

A repeated measures ANOVA with a Greenhouse-Geisser correction determined that mean Loyalty differed significantly between the Personalized Marketing Tools ( $F(2.881, 66.253) = 9.940, p < .001$ ). Post hoc analysis with a Bonferroni adjustment showed that Loyalty was significantly lower with the Personalized notifications tool when compared to all other tools. (Recommender Algorithm: -0.847 (95% CI, -1.38 to -0.32),  $p < .001$ ; Home Page Personalization: -0.708 (95% CI, -1.17 to -0.24),  $p < .001$ ; Search Personalization: -0.625 (95% CI, -1.10 to -0.15),  $p < .05$ ; Personalized

Playlists: -0.819 (95% CI, -1.49 to -0.15),  $p < .05$ ; Year-end Recap: -0.514 (95% CI, -0.84 to -0.19),  $p < .001$ ).

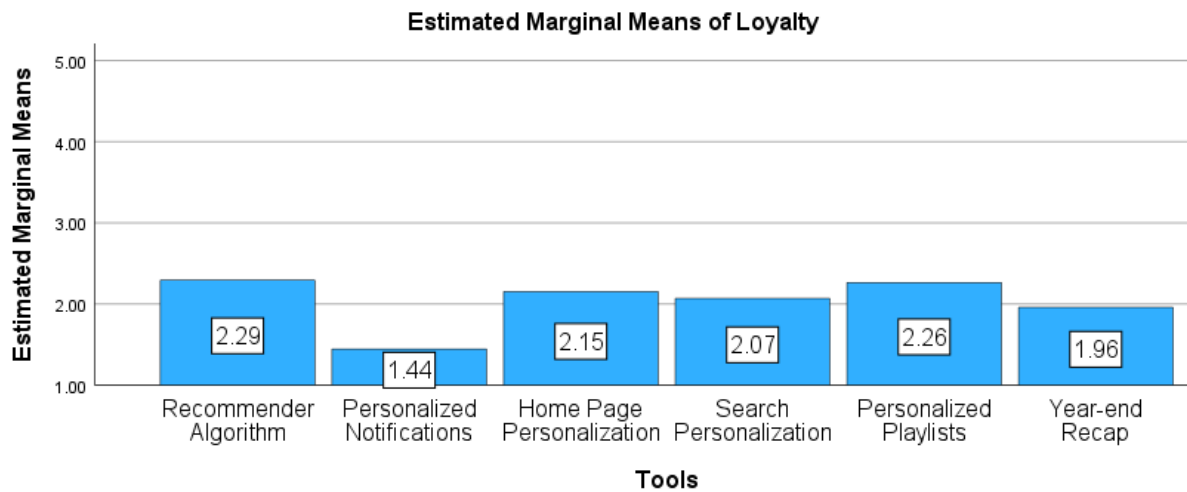


Figure 17: Estimated Marginal Means of perceived Loyalty in Personalized Marketing Tools.

The repeated measures ANOVA showed that along with Satisfaction and Trust, the perceived Loyalty of Personalized Notifications ( $M=1.44$ ,  $SD=0.66$ ) was significantly lower than the other Personalized Marketing Tools. The highest scoring tools on consumer Loyalty are the Recommender Algorithm ( $M=2.29$ ,  $SD=0.72$ ) and Personalized Playlists ( $M=2.26$ ,  $SD=0.93$ ). The main difference between the perceived Loyalty when compared to the two other key attributes is that every tool scored below a 3.0 on the subscale. This implies that the effect that personalized marketing tools have on loyalty is negative, or that the tools are ineffectual to consumer Loyalty.

Overall, the Personalized Marketing Tools had the most positive effects on consumer Satisfaction, where most of the tools were handily over the score of 3.0. The most negative effect was the tools' effects on consumer Loyalty, with all tools scoring well below the middle point. The tools' scores stayed largely consistent between the key attributes, with every tool having similar scores to the other tools in most attributes, aside from Personalized Notifications. The Personalized Notifications tool was the

main stand out in the analysis as it scored significantly lower than the other tools in every attribute.

#### **4.4. Effect of Satisfaction and Trust on Loyalty in Personalized Marketing Tools**

The final aim for gathering primary research data was to find connections between the key consumer attributes in streaming services. The analysis for finding connections was done following the conceptual framework created for this study, which presents Satisfaction and Trust as variables that enhance the consumer's Loyalty towards a streaming service. A Multiple regression analysis was done to see whether the variables of Satisfaction and Trust could significantly predict Loyalty. The regression analysis was done for each of the tools' subscales of Satisfaction, Trust, and Loyalty because a significant difference was found between the tools for each of the attributes, as mentioned in the section above.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.464 <sup>a</sup>	.215	.191	.66191

a. Predictors: (Constant), RA\_Trust, RA\_Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.701	2	3.851	8.789	<.001 <sup>b</sup>
	Residual	28.040	64	.438		
	Total	35.741	66			

a. Dependent Variable: RA\_Loyalty

b. Predictors: (Constant), RA\_Trust, RA\_Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.443	.635		-.697	.488
	RA_Satisfaction	.627	.160	.446	3.930	<.001
	RA_Trust	.062	.113	.062	.546	.587

a. Dependent Variable: RA\_Loyalty

Figure 18: Model summary, ANOVA, and Coefficients tables for the Recommender Algorithm tool.

The results of the multiple regression analysis for the Recommender Algorithm indicated that the two predictors, Satisfaction and Loyalty, explained 19.1% of the variance of Loyalty ( $R^2=.215$ ,  $F(2,64)=8.789$ ,  $p < .001$ ). It was found that Satisfaction significantly predicted Loyalty ( $B = .627$ ,  $p < .001$ ), while Trust was nonsignificant ( $B = .062$ ,  $p = .587$ ).

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448 <sup>a</sup>	.201	.170	.64495

a. Predictors: (Constant), PN\_Trust, PN\_Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.429	2	2.714	6.525	.003 <sup>b</sup>
	Residual	21.630	52	.416		
	Total	27.059	54			

a. Dependent Variable: PN\_Loyalty

b. Predictors: (Constant), PN\_Trust, PN\_Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.911	.443		2.055	.045
	PN_Satisfaction	.455	.129	.442	3.513	<.001
	PN_Trust	-.171	.120	-.180	-1.432	.158

a. Dependent Variable: PN\_Loyalty

Figure 19: Model summary, ANOVA, and Coefficients tables for the Personalized Notifications tool.

The results of the multiple regression analysis for Personalized Playlists indicated that the two predictors, Satisfaction and Loyalty, explained 17.0% of the variance of Loyalty ( $R^2=.201$ ,  $F(2,52)=6.525$ ,  $p < .05$ ). It was found that Satisfaction significantly predicted Loyalty ( $B = .455$ ,  $p < .001$ ), while Trust was nonsignificant ( $B = -.171$ ,  $p = .158$ ).

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.321 <sup>a</sup>	.103	.072	.74954

a. Predictors: (Constant), HP\_Trust, HP\_Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.743	2	1.871	3.331	.043 <sup>b</sup>
	Residual	32.585	58	.562		
	Total	36.328	60			

a. Dependent Variable: HP\_Loyalty

b. Predictors: (Constant), HP\_Trust, HP\_Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.902	.645		1.398	.167
	HP_Satisfaction	.431	.171	.342	2.516	.015
	HP_Trust	-.075	.153	-.066	-.487	.628

a. Dependent Variable: HP\_Loyalty

Figure 20: Model summary, ANOVA, and Coefficients tables for the Home Page Personalization tool.

The results of the multiple regression analysis for Home Page Personalization indicated that the two predictors, Satisfaction and Loyalty, explained 7.2% of the variance of Loyalty ( $R^2=.103$ ,  $F(2,58)=3.331$ ,  $p < .05$ ). It was found that Satisfaction significantly predicted Loyalty ( $B = .431$ ,  $p < .05$ ), while Trust was nonsignificant ( $B = -.075$ ,  $p = .628$ ).

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 <sup>a</sup>	.358	.319	.62548

a. Predictors: (Constant), SP\_Trust, SP\_Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.188	2	3.594	9.187	<.001 <sup>b</sup>
	Residual	12.910	33	.391		
	Total	20.099	35			

a. Dependent Variable: SP\_Loyalty

b. Predictors: (Constant), SP\_Trust, SP\_Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.602	.496		1.214	.233
	SP_Satisfaction	.627	.149	.676	4.215	<.001
	SP_Trust	-.201	.143	-.225	-1.403	.170

a. Dependent Variable: SP\_Loyalty

Figure 21: Model summary, ANOVA, and Coefficients tables for the Search Personalization tool.

The results of the multiple regression analysis for Search Personalization indicated that the two predictors, Satisfaction and Loyalty, explained 31.9% of the variance of Loyalty ( $R^2=.358$ ,  $F(2,33)=9.187$ ,  $p < .001$ ). It was found that Satisfaction significantly predicted Loyalty ( $B = .627$ ,  $p < .001$ ), while Trust was nonsignificant ( $B = -.201$ ,  $p = .170$ ).

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 <sup>a</sup>	.419	.401	.73691

a. Predictors: (Constant), PP\_Trust, PP\_Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.811	2	12.906	23.765	<.001 <sup>b</sup>
	Residual	35.841	66	.543		
	Total	61.652	68			

a. Dependent Variable: PP\_Loyalty

b. Predictors: (Constant), PP\_Trust, PP\_Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.154	.545		.283	.778
	PP_Satisfaction	.757	.111	.671	6.822	<.001
	PP_Trust	-.159	.145	-.107	-1.092	.279

a. Dependent Variable: PP\_Loyalty

Figure 22: Model summary, ANOVA, and Coefficients tables for the Personalized Playlists tool.

The results of the multiple regression analysis for Personalized Playlists indicated that the two predictors, Satisfaction and Loyalty, explained 40.1% of the variance of Loyalty ( $R^2=.419$ ,  $F(2,66)=23.765$ ,  $p < .001$ ). It was found that Satisfaction significantly predicted Loyalty ( $B = .757$ ,  $p < .001$ ), while Trust was nonsignificant ( $B = -.159$ ,  $p = .279$ ).

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.499 <sup>a</sup>	.249	.223	.58767

a. Predictors: (Constant), YR\_Trust, YR\_Satisfaction

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.643	2	3.322	9.618	<.001 <sup>b</sup>
	Residual	20.031	58	.345		
	Total	26.674	60			

a. Dependent Variable: YR\_Loyalty

b. Predictors: (Constant), YR\_Trust, YR\_Satisfaction

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.955	.398		2.399	.020
	YR_Satisfaction	.469	.107	.527	4.384	<.001
	YR_Trust	-.136	.105	-.156	-1.293	.201

a. Dependent Variable: YR\_Loyalty

Figure 23: Model summary, ANOVA, and Coefficients tables for the Year-end Recap tool.

The results of the multiple regression analysis for the Year-end Recap indicated that the two predictors, Satisfaction and Loyalty, explained 22.3% of the variance of Loyalty ( $R^2=.249$ ,  $F(2,58)=9.618$ ,  $p < .001$ ). It was found that Satisfaction significantly predicted Loyalty ( $B = .469$ ,  $p < .001$ ), while Trust was nonsignificant ( $B = -.136$ ,  $p = .201$ ).

For all six personalized Marketing Tools, Satisfaction was found to be a significant predictor of Loyalty, while Trust was found to be nonsignificant. The Satisfaction scales had significant positive regression weights, which indicate that consumers who perceived the tools to positively affect Satisfaction were also expected to perceive the tools to positively affect Loyalty in streaming services. Contrary to the conceptual

framework, Trust was found to be unable to significantly predict Loyalty in all six tools. This indicates that the effect that Personalized Marketing tools have on a consumer's Trust is not significant to predicting the tools' perceived effects on Loyalty. The percentage of variance of Loyalty that the regression analysis was able to explain varied broadly between the tools, with the predictors being able to explain 40.1% of variance in Personalized Playlists, but only 7.2% of variance in Home Page Personalization.

## **5. DISCUSSION**

The following part of the thesis brings the findings gathered from primary research together and discusses their connections with previous literature analysed in the literature review. This part will roughly be following the structure of the previous section on findings, with consumer awareness being discussed first, consumer attitudes towards tools being discussed second, and the effects of consumer Satisfaction and Trust in consumer Loyalty being discussed last.

### **5.1. Awareness of Personalized Marketing Tools in streaming services**

The main findings of this study regarding consumer awareness of personalized marketing tools in streaming services indicate that consumers are able to identify most personalized marketing tools when given a definition, thus being aware that these kinds of tools are utilized in streaming services. However, the results do not indicate that consumers think about the tools when using streaming services, rather only being aware of them when they are explicitly discussed. The findings follow previous literature from Lüders (2021), which concluded that consumer's awareness of personalization largely depends on whether the streaming service is overt or covert in their use of the tools. One of the most overt tools are Personalized Playlists, as it is recommended and advertised to the user as being explicitly personal, which could explain the tool's easiness to be identified among survey respondents. Contrarily, search personalization was found to be significantly less identifiable despite being used in most streaming services, which may be due to the tool's covert nature in streaming services. Search Personalization is not mentioned to users when they are using the search function, but rather it works as an addition to searching by combining suggestions of personalized relevant content and the content that is relevant to the search term (Tian et al., 2019). When Search Personalization is hidden, consumers would believe that the search function would work like any typical search tool, thus making users unable to identify the tool being utilized.

The results gathered from analysing consumer awareness of Personalized Marketing Tools in streaming services provide an answer to Research Question 3, although no generalizations on consumer awareness should be derived due to the sample of respondents largely consisting of one specific consumer group. Nevertheless, consumer awareness of a specific personalized marketing tool can be largely determined from the degree of visibility the tool has within the streaming service.

## **5.2. Personalized Marketing Tools' effects on key Consumer Attributes**

The main findings for this study regarding key consumer attributes of Satisfaction, Trust, and Loyalty indicate that most Personalized Marketing Tools have a positive effect on Satisfaction, a slightly positive effect on Trust, and a negative or insignificant effect on Loyalty. These findings align with previous research findings on Satisfaction and Trust, which suggest that personalization in streaming services increases consumer satisfaction, but not consumer loyalty (Ball et al., 2006; Karphammar and Brettshneider, 2021; Carvajal et al., 2011). The findings on Satisfaction suggest that the tools have a positive effect on the overall streaming service experience, making the act of streaming more enjoyable and convenient. Despite the positive effects that personalization has on the streaming service experience, consumers still do not view personalized marketing tools as essentials to a streaming service. This lack of priority in having effective personalization was previously suspected to be caused by a lack of awareness in the literature review, but the research findings are not able to support the statement as consumers were aware of the tools but were still indifferent towards their inclusion in streaming services.

The research findings on Trust are not supported by previous research, which indicated that Personalized Marketing Tools have a negative effect on consumer trust (Kaniewska-Sejba and Pilarczyk, 2014; Steinhoff et al., 2019). Respondents of the survey perceived most tools as trustworthy and were willing to share their personal data to be able to utilize the benefits given by personalized marketing tools. However, different consumer groups may view personalization to be more invasive to their

personal information, as the sample of respondents was quite homogeneous. Thus, the perception of personalized marketing tools should not be generalized as being trustworthy.

The primary research done in this study provided new information on the effects of individual tools on key consumer attributes, as this type of research was lacking in the field of streaming services. The findings of this study indicate that specific personalized marketing tools have different effects on key customer attributes when compared to each other. When comparing consumer satisfaction of the different tools, the findings aligned with previous research done by Cheung et al. (2003), which specified the recommender algorithm to be the most effective tool for increasing consumer satisfaction. The results of comparing the six personalized marketing tools indicated Personalized Notifications as having the least positive effects on key consumer attributes, as it scored well below all other tools in Satisfaction, Trust, and Loyalty. It was also the only tool to be perceived to negatively affect consumer satisfaction and trust. One of the main reasons why Personalized Notifications was perceived worse than other tools could be due to the difference in the way the tool's personalization is delivered to the consumer. Whereas the other tools are only used within the streaming service, Personalized Notifications are sent to users when they are not currently using the service. Consumers could perceive this as invasive and a nuisance, as they are served personalized recommendations when they might not be inclined to use the service.

### **5.3. Satisfaction and Trust as enhancers of Consumer Loyalty within Personalized Marketing Tools**

When testing Satisfaction and Trust as attributes that could further enhance Loyalty, the findings of this study indicated that Satisfaction positively affected consumer Loyalty, while Trust was found to be nonsignificant in affecting consumer loyalty. Although the percentage of Loyalty that Satisfaction was able to predict varied broadly between the different tools, the results were statistically significant in all six tools. This

aligned with previous research on the effects of satisfaction in consumer loyalty within personalized marketing tools, which indicated that the increased satisfaction caused by personalization enhances the consumer's loyalty (Ball et al., 2006; Thirumalai and Sinha, 2013; Sivamol and Suresh, 2019; Karphammar and Brettshneider, 2021). The findings regarding Trust as an enhancer of Loyalty did not match previous research which showed Trust to be a significant enhancer of Loyalty within personalized marketing tools (Jain et al., 2014; Sivamol and Suresh, 2019).

The results of this study partially supported the conceptual framework created for measuring the effects that personalized marketing tools have on consumer loyalty. The connection between personalized marketing tools, satisfaction, and loyalty as shown in the framework is supported by the findings, which show personalized marketing tools having a positive effect on consumer satisfaction, which in turn enhances consumer loyalty within a streaming service. The connection between the tools, trust, and loyalty was however not supported by the findings, as the effect that consumer trust was shown to have on consumer loyalty was nonsignificant. In addition, the direct connection between personalized marketing tools and consumer loyalty was not supported by the findings, as the tools were found to have a negative effect on loyalty, or more likely, be ineffectual. Consumers did not perceive personalized marketing tools to be of such high importance to streaming services that the tools would be a deciding factor in staying loyal to the consumer's preferred streaming service.

## **6. CONCLUSIONS**

This section summarizes the overall research done in this thesis. Firstly, the main findings of the research are discussed in summary. Secondly, the limitations to research methods and collected primary data are acknowledged and reviewed. Thirdly, the implications for international business will be concluded. Finally, suggestions for future research are offered regarding personalized marketing within streaming services.

### **6.1. Main Findings**

This study examined personalization within media streaming services, which is done through the use of personalized marketing tools. The objective for this research was to provide understanding of the effects that personalization can have within the users of streaming services, focusing specifically on how personalization can affect consumer loyalty. Through understanding the effects of personalized marketing tools, companies could implement these tools to their services and improve the streaming experience of consumers in their provided service.

The study identified six common personalized marketing tools that are used in most of the popular streaming services, which were the Recommender Algorithm, Personalized Notifications, Home Page Personalization, Search Personalization, Personalized Playlists, and the Year-end Recap. These tools aim to enhance the user experience in streaming services by sorting data gathered from the user to recommend them content that fits their personal needs, which increases overall convenience and enjoyment within the service.

A conceptual framework was created to present the process in which personalized marketing tools affect consumer loyalty. The framework identified three key consumer attributes, satisfaction, trust, and loyalty, which were assumed to be affected by personalization in streaming services, with satisfaction and trust being attributes that would further enhance consumer loyalty.

The findings of the primary research suggest that personalized marketing tools in streaming services only affect consumer loyalty through their effects on consumer satisfaction. The application of personalized marketing tools increases overall satisfaction of consumers, which enhances the loyalty that a consumer has to their preferred streaming service. Consumer trust was not found to enhance loyalty within streaming services, which indicates that the trust a consumer has in personalized marketing tools is inconsequential to their overall loyalty. Personalized marketing tools were not found to directly enhance consumer loyalty, which shows that users do not view personalized tools as an essential and vital component of streaming services when deciding whether to stay with their preferred platform.

Additionally, the research found key differences in consumer perceptions of different personalized marketing tools. The findings indicate that perceptions of Personalized Notifications are more negative when compared to perceptions of the tool's counterparts, as it was perceived to negatively affect satisfaction and trust. This may be due to a difference in the presentation of the tool when compared to other personalized marketing tools, as it is the only tool to be displayed outside of the streaming service through different channels, like notifications, which users may deem as being too invasive.

Finally, the research found that most consumers are aware of personalized marketing tools being utilized in their streaming service experience. However, large differences were found in the awareness of different tools, as some tools were clearly more identifiable than others. The degree of consumer awareness of a specific tool could be attributed to the degree of explicitness that the tool has within the streaming service, with more covert tools being less identifiable by service users.

## **6.2. Limitations of Research**

This research had limitations, which should be noted to understand its results. The main limitation of the primary research was the uneven sample of respondents of the survey. This is due to the sampling method of convenience sampling, which was used to gather respondents to the survey. The use of convenience sampling resulted in the sample being dominated by young students and people of Finnish nationality, which can only represent a small group of the population of streaming service users. Especially, the findings of consumer trust and consumer awareness may be skewed as older consumer groups could have different attitudes and perceptions of personalized marketing.

In addition, the survey's design caused some limitations of research. As the survey was designed to be simple and relatively easy to fill out, the provided statements were quite limited. The survey measured all six different tools on three key attributes, which could be too expansive for one short survey. This resulted in the key attributes being measured through only three statements, which could have skewed the reliability of some attributes and affected their significance to the research. The definitions of each personalized marketing tool were designed to be understood by everyone, but some respondents may have been unable to discern the definition or misinterpret it, as the definitions were short and used some words which are specific to the field of study.

### **6.3. Implications for International Business**

As personalized marketing has become a standard marketing method for streaming services, companies need to know the effects of various tools for implementing personalized marketing. From this study, international businesses can discern that personalized marketing tools can be effective tools for increasing the overall satisfaction that users get from the streaming service. This would in turn enhance consumer loyalty, making users who are satisfied with the existence of these tools more likely to stay loyal to the service amid new competitors or price changes. However, companies should not expect consumer trust to increase directly with personalized marketing tools, as some consumers distrust personalization tools and

would be unwilling to give their personal data to the services. The same can be said for consumer loyalty, as most consumers do not still consider personalization to be an essential aspect of streaming services.

One main takeaway from this study is that streaming services should consider which personalized marketing tools they will implement within their platform, as some tools may not deliver the desired effect, but rather the opposite. One of these tools are Personalized Notifications, which were found to negatively impact the consumer's satisfaction and trust. Careful consideration should be done with the addition of every personalized marketing tool, as they are not guaranteed to enhance the consumer experience.

Companies should also consider consumer awareness when implementing personalized marketing tools. If the company wants consumers to be aware that personalization is used in various aspects of their service, for example due to transparency in data use, it should be stated explicitly as consumers are less aware of tools that are hidden. In the future, the awareness of personalization could be an important factor for building trust, and in helping users become better at using personalized marketing tools to their fullest effects.

#### **6.4. Suggestions for Future Research**

This study found multiple gaps in the research of personalization in streaming services which should be looked at in future research. As mentioned in the section on limitations, the research of this study mainly measured one specific consumer group. In the future, different consumer groups should be compared on their attitudes towards personalized marketing tools, especially when concerning trust and awareness of the tools. More specific and comprehensive research should be done on each of the key attributes to better understand the specific effects that personalized tools can deliver. In addition, more research should be carried out on specific tools, as previous research

has focused on personalization generally, although significant differences can be found between individual tools.

Personalization could also be compared to other vital aspects of marketing in streaming services to find out how its effects on loyalty differ from other marketing tools. This could investigate whether personalization is worth implementing in a streaming service when other aspects could be focused on. In future research, the implementation of personalized marketing tools should be compared between different major streaming services, as their application can differ. This could be done by gathering consumer perceptions from focus groups that represent a specific streaming service, and comparing gathered results to find out which services seem to utilize personalization most effectively.

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## APPENDICES

### Appendix A

#### Survey for Personalized Marketing Tools in Streaming Services, created with Webropol.

##### Survey on Personalized marketing tools in streaming services

 Mandatory questions are marked with a star (\*)

Disclaimer: My name is Lassi Pennanen and I am a BScBA student currently writing my Bachelor's Thesis about personalized marketing tools in streaming services.

This 5-minute survey was created to gather primary data for my study under the supervision of professor Dominika Mirońska.

The survey is completely anonymous and participation is voluntary. By completing and submitting this survey you agree for the collected data to be anonymously used for statistical research purposes only.

Your answers are very important for this study, so thank you in advance for your participation.

**1. Do you currently use any media streaming service? (Netflix, Spotify, Prime Video, Apple Music, HBO Max, Youtube, etc.) \***

- Yes  
 No

**2. Which streaming services do you currently use? (Choose any that apply) \***

- Netflix  
 Amazon Prime Video  
 HBO Max  
 Disney +  
 Youtube  
 Spotify  
 Apple Music  
 SoundCloud  
 Youtube Music  
 Other (List all that apply)

The **recommender algorithm** is a tool that uses personal data of an user to recommend them relevant content (Films, Shows, Music, Videos, etc.)

**3. Following the definition, Have you seen this tool being used in a streaming service you use? \***

- Yes
- No
- I don't know

**4. Evaluate your agreement on the following statements about the recommender algorithm \***

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
The recommender algorithm makes finding what I like easier. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The recommender algorithm makes the media streaming experience more enjoyable. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The recommender algorithm recommends me content that satisfies my specific needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to share my personal data for the recommender algorithm. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the recommender algorithm threatens my privacy. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The recommender algorithm is too invasive of my personal information. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The recommender algorithm is a deciding factor in choosing to stay with my current streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay more money for a service that utilizes the recommender algorithm. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without the recommender algorithm present, I will switch to another streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Personalized notifications** use personal data to deliver relevant recommendations to the user through email messages or mobile push notifications.

**6. Following the definition, Have you seen this tool being used in a streaming service you use? \***

- Yes
- No
- I don't know

**7. Evaluate your agreement on the following statements about personalized notifications \***

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
Personalized notifications make finding what I like easier. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized notifications make the media streaming experience more enjoyable. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized notifications recommend me content that satisfies my specific needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to share my personal data for personalized notifications. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that personalized notifications threaten my privacy. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized notifications are too invasive of my personal information. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized notifications are a deciding factor in choosing to stay with my current streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay more money for a service that utilizes personalized notifications. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without personalized notifications present, I will switch to another streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Home page personalization** is a tool that uses personal data to recommend relevant content on the first page shown when opening a streaming service.

**8. Following the definition, Have you seen this tool being used in a streaming service you use? \***

- Yes
- No
- I don't know

**9. Evaluate your agreement on the following statements about home page personalization \***

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
Home page personalization makes finding what I like easier. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home page personalization makes the media streaming experience more enjoyable. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home page personalization recommends me content that satisfies my specific needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to share my personal data for home page personalization *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that home page personalization threatens my privacy. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home page personalization is too invasive of my personal information. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home page personalization is a deciding factor in choosing to stay with my current streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay more money for a service that utilizes home page personalization *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without home page personalization present, I will switch to another streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Search personalization** is a tool that uses personal data to recommend relevant content to the individual when they are searching for something within the service.

**10. Following the definition, Have you seen this tool being used in a streaming service you use? \***

- Yes
- No
- I don't know

**11. Evaluate your agreement on the following statements about search personalization \***

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
Search personalization makes finding what I like easier. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search personalization makes the media streaming experience more enjoyable. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search personalization recommends me content that satisfies my specific needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to share my personal data for search personalization. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that search personalization threatens my privacy. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search personalization is too invasive of my personal information. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search personalization is a deciding factor in choosing to stay with my current streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay more money for a service that utilizes search personalization. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without search personalization present, I will switch to another streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Personalized playlists** use personal data to create a list of songs or videos based on the individual's unique taste.

**12. Following the definition, Have you seen this tool being used in a streaming service you use? \***

- Yes
- No
- I don't know

**13. Evaluate your agreement on the following statements about personalized playlists \***

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
Personalized playlists make finding what I like easier. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized playlists make the media streaming experience more enjoyable. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized playlists recommend me content that satisfies my specific needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to share my personal data for personalized playlists. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that personalized playlists threaten my privacy. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized playlists are too invasive of my personal information. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personalized playlists are a deciding factor in choosing to stay with my current streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay more money for a service that utilizes personalized playlists. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without personalized playlists present, I will switch to another streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Year-end recap** is a tool that uses personal data gathered throughout the year to give the user a summary of their individual consuming habits during the year.

**14. Following the definition, Have you seen this tool being used in a streaming service you use? \***

- Yes
- No
- I don't know

**15. Evaluate your agreement on the following statements about the Year-end recap \***

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
The Year-end recap makes finding what I like easier. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Year-end recap makes the media streaming experience more enjoyable. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Year-end recap recommends me content that satisfies my specific needs. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to share my personal data for the Year-end recap. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the Year-end recap threatens my privacy. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Year-end recap is too invasive of my personal information. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Year-end recap is a deciding factor in choosing to stay with my current streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay more money for a service that utilizes The Year-end recap. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without the Year-end recap present, I will switch to another streaming service. *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16. What is your age? \***

**17. What is your gender? \***

- Male
- Female
- Other
- Prefer not to say

**18. What is your average yearly income? \***

- No stable income / student
- Less than 10 000€
- 10 000-24 999€
- 25 000-49 999€
- 50 000-74 999€
- 75 000-99 999€
- 100 000€ or over

**19. What is your nationality? \***