

UNDERSTANDING USER ATTITUDES AND PERCEPTIONS TOWARDS NETFLIX RECOMMENDATION ALGORITHM

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Abstract

This study investigated undergraduate students' attitudes, perceptions, and satisfaction toward Netflix's recommendation algorithm, focusing on students of Adeleke University, Ede, Nigeria. With algorithmic personalisation becoming a dominant feature of Over-The-Top (OTT) streaming platforms, understanding how users interact with and evaluate these systems is essential. A quantitative descriptive survey design was adopted, and data were collected from a stratified sample of 333 students using a structured questionnaire. The data collected were analysed using descriptive and inferential statistical techniques. Technology Acceptance Model (TAM) and the Uses and Gratifications Theory (UGT) were employed for this study. The results revealed a generally moderate level of satisfaction with Netflix's recommendation system. Although 61.5% of students agreed that their viewing history influenced recommendations and 59.7% reported discovering new content through the algorithm, only 46.2% expressed overall satisfaction. Many respondents perceived the recommendations as repetitive and not reflective of their preferences. Regression analysis demonstrated a statistically significant positive relationship between user attitudes/perceptions and engagement with the Netflix algorithm ($\beta = 0.054$, $t = 13.828$, $p < 0.001$, $R^2 = 0.366$), indicating that these factors could explain 36.6% of the variance in engagement. The study shows that the majority of Adeleke University undergraduates are dissatisfied with Netflix's recommendations, finding them often irrelevant. To improve user experience, the study recommends that Netflix refine its algorithms by incorporating diverse data points and implement educational initiatives to enhance user understanding and feedback, as well as introduce customisable recommendation settings.

Keywords: Attitude, Netflix, Recommendation Algorithm, User Satisfaction, Perception.

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Introduction

The rise of Over-The-Top (OTT) streaming services has significantly transformed the landscape of media consumption, with Netflix emerging as one of the most influential platforms globally. With over 247 million paid memberships across 190+ countries (Bhavani & Lakshmi Sai, 2024), Netflix continues to set the pace in delivering on-demand entertainment. Central to this success is its personalised recommendation algorithm, which helps users navigate an overwhelming catalogue of films, TV shows, and documentaries by offering tailored content suggestions. Netflix's recommendation system leverages machine learning, collaborative filtering,

content-based filtering, and hybrid approaches to analyse user data and preferences (Kumar et al., 2024; Sharma et al., 2024). These algorithms process user interactions such as watch history, ratings, search behaviour, and even pause/rewind actions to create dynamic content suggestions (Maddodi & Karani, 2019). The system is designed to reduce search time, improve user engagement, and increase overall satisfaction.

Despite the technological advancement of such algorithms, it is increasingly evident that users' perceptions of their trust, satisfaction, and emotional response to these recommendations play a crucial role in their continued usage of the platform (Barwal et al.,

2023; Öz & ARI, 2023). For undergraduate students at Adeleke University, who represent a digitally native population, Netflix serves not only as a source of entertainment but also influences their leisure, academic schedules, and social trends. Understanding how this demographic perceives Netflix's recommendation engine offers insight into the broader implications of algorithm-driven content curation on youth behaviour.

Statement of the Problem

While the technical performance of Netflix's recommendation engine has been widely documented, limited research has explored users' subjective experiences, particularly among specific demographics such as undergraduate students in Nigeria. As streaming platforms increasingly rely on algorithm-driven personalisation, questions arise about user trust, perceived relevance, and the psychological impact of algorithmic recommendations.

Studies have shown that highly personalised systems can lead to "filter bubbles" where users are shown repetitive or overly tailored content, potentially reducing content diversity and discovery (Barwal et al., 2023). Furthermore, excessive reliance on algorithmic suggestions may cause users to feel overwhelmed or manipulated, which could affect satisfaction and loyalty (Charles et al., 2024). For young adults, such as those at Adeleke University, this could influence their entertainment habits, peer interactions, and even stress levels related to choice overload.

Moreover, Nigerian university students operate within a unique context characterised by limited data access, fluctuating internet quality, and cost-conscious streaming behaviours. These local factors may affect their perception of Netflix's effectiveness and fairness in content suggestions. However, there is a lack of empirical data exploring how this population evaluates, accepts, or resists algorithmic recommendations on Netflix. Thus, there is a compelling need to investigate how Adeleke University undergraduates perceive and react to Netflix's recommendation engine, and how this perception shapes their user experience, satisfaction, and engagement with the platform.

Research Objective

1. To assess the perception of undergraduates of Adeleke University of Netflix recommendations.
2. To examine the rate of satisfaction of undergraduates of Adeleke University with Netflix recommendations.

Research Questions

1. What is the perception of undergraduate students of Adeleke University of Netflix recommendations?

2. What is the rate of satisfaction of undergraduate students of Adeleke University with Netflix recommendations?

Research Hypothesis

1. There will be no significant relationship between attitude and perception, as well as the Netflix recommendation algorithm, among undergraduates of Adeleke University.
2. A significant relationship is expected to exist between attitude and perception, as well as between Netflix recommendation algorithms and undergraduates at Adeleke University.

Literature Review

Technological Concepts

An algorithm is a structured set of logical instructions or operations designed to solve a particular problem or perform a specific task. In the context of digital media, algorithms are used to automate data processing, personalisation, and decision-making. Algorithms are fundamental to many digital applications, including search engines, social media feeds, and recommendation systems. For platforms like Netflix, algorithms analyse user behaviour such as viewing history, search patterns, and ratings to deliver personalised content (Maddodi & Karani, 2019).

A recommendation algorithm is a subset of algorithms explicitly designed to suggest relevant content to users based on data insights. These algorithms use techniques such as collaborative filtering (which analyses patterns among users with similar interests), content-based filtering (which relies on item features like genre or cast), and hybrid models that combine both approaches (Kumar et al., 2024). For instance, Netflix's recommendation system utilises a hybrid model to predict and present content that users are likely to enjoy, thereby enhancing engagement and reducing content search time.

Netflix's recommendation system is powered by machine learning, a subset of artificial intelligence that enables systems to learn from user data and improve over time without being explicitly programmed. Machine learning allows the algorithm to refine its suggestions based on changes in user behaviour continually. This results in personalised content delivery, where each user's Netflix homepage is uniquely curated. According to Sunitha (2024), machine learning contributes to improved user satisfaction by making the system adaptive and context-aware.

The Internet provides the infrastructure that enables streaming services to operate. It allows users to access on-demand content, and it facilitates real-time data collection, which is critical for algorithm-

driven platforms. In the Nigerian context, where Adeleke University is situated, Internet speed, data cost, and connectivity can significantly influence users' streaming habits and satisfaction. As observed by Maddodi & Karani (2019), these infrastructural limitations may affect how healthy recommendation systems perform and how users in developing regions perceive them.

Platform-Specific Concepts

Netflix is a leading Over-The-Top (OTT) streaming service that offers subscription-based access to a vast library of TV shows, movies, documentaries, and original content. As of 2024, Netflix has over 247 million subscribers in more than 190 countries (Bhavani & Lakshmi Sai, 2024). One of the core strengths of Netflix is its personalised recommendation engine, which is integrated into the platform's user interface. Netflix has evolved from a DVD rental service to a global digital powerhouse, using data analytics and viewer insights to guide both user experience and content production strategies.

Video-on-Demand (VOD) refers to media content that users can access and control independently of a scheduled broadcast. VOD services allow viewers to play, pause, resume, and replay videos at their convenience. Netflix operates on this model, offering 24/7 access to its content library. VOD differs from traditional media in that it centres user autonomy and requires efficient content navigation tools, making recommendation algorithms critical to user satisfaction (Öz & ARI, 2023).

User satisfaction is a subjective measure of how well a product or service meets or exceeds user expectations. In the context of this study, it refers to how students at Adeleke University feel about the effectiveness, accuracy, and relevance of Netflix's content suggestions. According to Barwal et al. (2023), satisfaction with algorithmic recommendations is influenced not only by technical precision but also by perceived control, trust, and emotional resonance with the content.

A filter bubble is a phenomenon where algorithmic systems repeatedly expose users to similar content, thereby limiting the diversity of suggested options. This can occur when a recommendation engine over-prioritises user behaviour history without factoring in variety or novelty. As noted by Sunitha (2024), filter bubbles can lead to content fatigue and reduced satisfaction, particularly when users feel trapped in a cycle of overly familiar recommendations. This concept is especially relevant to students who desire diverse entertainment and learning options.

Theoretical Framework

This study is underpinned by two theoretical models: the Technology Acceptance Model (TAM) and

the Uses and Gratifications Theory (UGT). Together, these frameworks provide a comprehensive understanding of how and why undergraduate students at Adeleke University engage with Netflix's recommendation algorithm, and how their perceptions translate into satisfaction and usage patterns. The Technology Acceptance Model (TAM), developed by Davis (1989), suggests that users' acceptance and continued use of a technological system are primarily influenced by two key factors: perceived usefulness and perceived ease of use. Perceived usefulness refers to the extent to which users believe that using a particular technology will enhance their experience or performance, while perceived ease of use is defined as the degree to which the technology is seen as free from effort.

In the context of this research, the Technology Acceptance Model (TAM) helps to explain how students perceive the Netflix recommendation algorithm. If users find the recommendations accurate, relevant, and aligned with their preferences, they are likely to see the algorithm as applicable. Furthermore, if the system is easy to navigate and its suggestions are effortlessly accessible, it is likely to increase user satisfaction. Therefore, TAM may provide a logical basis for hypothesising that the perceived relevance and ease of using Netflix's recommendation system directly influence overall user satisfaction. Uses and Gratifications Theory (UGT), formulated by Katz, Blumler, and Gurevitch (1973). UGT proposes that media users are active agents who seek out specific media content to satisfy various personal and social needs. These needs include entertainment, relaxation, information-seeking, social bonding, and identity formation. Unlike traditional media theories that view the audience as passive, UGT emphasises user autonomy and intentional media consumption.

Applied to this study, UGT offers insight into the motivations behind students' use of Netflix and their reliance on the recommendation engine. The algorithmic recommendations presented by Netflix serve as a gateway to satisfying these needs. Therefore, users' evaluation of how well these suggestions meet their expectations contributes significantly to their level of satisfaction and continued engagement with the platform. Together, TAM and UGT offer a dual lens for examining both the functional (system-related) and psychological (user-need related) dimensions of Netflix's recommendation algorithm. While TAM explains the user's evaluation of the system's utility and ease, UGT captures the motivational aspects that drive media consumption. These theoretical perspectives jointly support the study's focus on user satisfaction as the central outcome variable, shaped by attitudes toward recommendation accuracy, behavioural response to suggestions, and concerns about data usage and transparency.

Methodology

This study adopts a quantitative descriptive survey design to examine the attitudes and perceptions of undergraduate students at Adeleke University, Ede, Osun State, towards Netflix's recommendation algorithm. The target population comprises students across six faculties and academic levels (100-500 level), and a stratified random sampling technique was employed to ensure diverse representation. Strata were based on faculty and academic level, with proportional allocation guiding the number of respondents per group. Participants were randomly selected within each stratum and invited to complete an online questionnaire administered via Google Forms, ensuring broad accessibility and equal participation opportunities across all strata using class platforms, faculty WhatsApp groups, and email lists. A total of 333 students completed the structured questionnaire, which consisted of three sections: demographics, attitudes and perceptions of Netflix's recommendations, and user satisfaction. Sections B and C utilised a 4-point Likert scale ranging from Strongly Disagree to Agree Strongly. The instrument underwent expert review for content validity, and a pilot test involving 30 students was conducted to ensure reliability, with Cronbach's Alpha employed to assess internal consistency. Data were analysed using the Statistical Package for Social Sciences (SPSS); descriptive statistics such as means and frequencies were used to summarise the data, while inferential statistics, including regression analysis, were applied to test hypotheses and identify relationships between variables. Ethical standards were upheld, with informed consent obtained and data confidentiality strictly maintained throughout the study.

Result Presentation

Table 1: Socio-demographics of Respondents

Socio-demographics	Frequency (n)	Percentage (%)
Gender		
Male	236	70.9
Female	97	29.1
Age		
15-20	100	30.0
21-25	169	50.8
26	64	19.2
Level		
100	64	19.2
200	72	21.6
300	91	27.3
400	60	18.0
500	46	13.8
Faculty		
Faculty of Business & Social Sciences (FBSS)	55	16.5
Faculty of Basic Medical Sciences (FBMS)	73	21.9

Faculty of Science (FOS)	86	25.8
Faculty of Law (FOL)	27	8.1
Faculty of Engineering (FOE)	44	13.2
Faculty of Arts (FOA)	48	14.4
Do you have an active Netflix account or access through shared accounts?		
Yes	254	76.3
No	79	23.7
How often do you use Netflix?		
Daily	77	23.1
A few times a week	118	35.4
Occasionally	81	24.3
Rarely	57	17.1

Source: Field Survey, 2025

Table 1 presents the socio-demographic characteristics of the respondents. The findings revealed that the majority of the respondents were male (70.9%), while females constituted 29.1%, indicating a gender imbalance in participation. Most respondents (50.8%) were aged between 21 and 25 years, followed by those aged 15-20 years (30%), and the least were aged 26 and above (19.2%). In terms of academic level, 300-level students formed the largest group (27.3%), while 500-level students were the least represented (13.8%). Respondents came from all faculties, with the Faculty of Science (FOS) having the highest representation (25.8%), followed by the Faculty of Basic Medical Sciences (FBMS) at 21.9%. The Faculty of Law (FOL) had the lowest representation at 8.1%.

Notably, 76.3% of respondents had access to a Netflix account, either personal or shared, confirming that the topic is highly relevant to the population studied. Furthermore, 35.4% used Netflix a few times a week, 24.3% occasionally, 23.1% daily, and only 17.1% rarely, showing relatively high engagement with the platform.

Answering Research Questions

The study raised and answered two research questions as presented in the Tables below.

Table 2: What is the perception of undergraduate students of Adeleke University of Netflix recommendations?

Items	SA	A	D	SD	Mean	STD				
I like the content that Netflix recommends to me	24	7.2	98	29.4	138	41.1	73	21.9	2.22	.869
I believe Netflix understands my content preferences	32	9.6	98	29.4	130	39.0	73	21.9	2.27	.910
I trust the recommendations provided by Netflix	74	22.2	98	29.4	80	24.0	81	24.3	2.50	1.088
I feel the recommendations help me discover new content	101	30.3	98	29.4	61	18.3	73	21.9	2.68	1.125
Sometimes, the recommendations feel repetitive or irrelevant	52	15.6	98	29.4	102	30.6	81	24.3	2.36	1.016

Source: Field Survey, 2025

Table 2 examined student attitudes and perceptions toward the Netflix recommendation system. The responses revealed mixed feelings. While a small number of students (36.6%) liked the content Netflix recommends, a larger portion (63%) did not, suggesting a generally negative attitude toward the algorithm's suggestions. Similarly, only 39% agreed that Netflix understands their preferences, while 60.9% did not believe this to be the case.

Trust in the recommendation system was divided, with 51.6% trusting it and 48.3% not, reflecting a neutral to slightly positive trust level. Interestingly, 59.7% of students agreed that Netflix helps them discover new content, indicating that while students may question the accuracy of recommendations, they do find value in the content discovery process. However, 45% of students felt that the recommendations were often repetitive or irrelevant, suggesting a perception of limited diversity in the suggested content.

Table 3: Research Question Two: What is the rate of satisfaction of undergraduate students of Adeleke University with Netflix recommendations?

Items	SA	A	D	SD	Mean	STD				
I am aware that Netflix uses an algorithm to suggest content to users	48	14.4	98	29.4	98	29.4	89	26.7	2.32	1.021
I understand that my viewing history influences Netflix's recommendations	107	32.1	98	29.4	79	23.7	49	14.7	2.79	1.052
I find Netflix's recommendations relevant to my interests	75	22.5	98	29.4	79	23.7	81	24.3	2.50	1.091
I am satisfied with the recommendations Netflix provides	56	16.8	98	29.4	114	34.2	65	19.5	2.44	.988
I often rely on Netflix recommendations rather than searching manually	58	17.4	98	29.4	96	28.8	81	24.3	2.40	1.038
I believe Netflix's algorithm helps me discover new and enjoyable content	107	32.1	98	29.4	79	23.7	49	14.7	2.79	1.052
I feel the algorithm limits my exposure to diverse content	58	17.4	98	29.4	88	26.4	89	26.7	2.38	1.059

Source: Field Survey, 2025

Table 3 examines the level of satisfaction among undergraduates of Adeleke University with the Netflix recommendation algorithm. The findings indicate a mixed level of satisfaction, with students expressing both appreciation and reservations about the effectiveness of the algorithm in personalising content. Although only 43.8% of respondents acknowledged being aware that Netflix uses an algorithm to suggest content, a higher percentage (61.5%) understood that their viewing history influences what is recommended to them. This suggests that while technical awareness may be limited, most users have a functional understanding of how the system works.

In terms of satisfaction with the relevance of recommendations, responses were nearly evenly split.

While 51.9% agreed that the algorithm provided content relevant to their interests, 48% did not share this view. This indicates that for a significant portion of the students, the algorithm does not consistently meet their expectations or align with their viewing preferences. When asked about their overall satisfaction with the recommendations, only 46.2% of the respondents reported being satisfied, while the remaining 53.7% were either dissatisfied or neutral. This reveals a moderate level of satisfaction, with a slight leaning toward discontent. Additionally, only 46.8% reported that they often rely on Netflix's recommendations rather than manually searching for content. This further suggests limited trust and moderate reliance on the system's ability to provide suitable viewing options.

However, one positive trend emerged with content discovery. A notable 61.5% of students agreed that the Netflix algorithm helps them discover new and enjoyable content. This implies that, despite some limitations in relevance and trust, the algorithm plays a valuable role in introducing users to new entertainment options. Lastly, 43.8% of respondents believed that the algorithm limits their exposure to diverse content, highlighting a recurring concern about algorithmic filtering, where users are repeatedly shown similar types of content, thereby reducing variety and potentially leading to viewer fatigue.

Table 4: Influence of perception towards NRA on Undergraduate students of Adeleke University, Ede, Osun State, Nigeria

Variables	Beta (β)	T	Sig.	R ²	Adj. R ²	F	P
(Constant)		12.737	.000				
perception towards the NRA	.054	13.828	.000	.366	.364	191.203	.000

Dependent Variable: Netflix Recommendation Algorithm (NRA)
 Predictor: Perception

Source: Field Survey, 2025

The regression analysis in this table examined whether students' perceptions significantly influence their engagement with the Netflix recommendation algorithm. The results showed a statistically significant positive relationship. The beta coefficient ($\beta = 0.054$) indicates that as positive attitudes and perceptions increase, engagement with the recommendation algorithm also increases, though the effect size is modest. The high t-value (13.828) and p-value of 0.000 confirm the significance of the relationship. The R² value of 0.366 shows that their attitudes and perceptions can explain 36.6% of the variance in how students engage with the algorithm. This implies that students' opinions and feelings toward the Netflix algorithm meaningfully affect how they use it. The better they perceive and trust the system, the more likely they are to rely on it.

Discussion of the Findings

The study revealed that 63% of undergraduate students expressed dissatisfaction with Netflix's recommendations, with only 36.6% indicating they liked the content suggested to them. Additionally, 60.9% felt that Netflix did not understand their preferences. These findings are consistent with Barwal et al. (2023), who noted that users often feel that personalised recommendation systems fail to deliver relevant and diverse content, leading to negative perceptions. The concept of filter bubbles, discussed by Sunitha (2024), is particularly relevant here; students reported that recommendations often felt repetitive or irrelevant, which mirrors concerns in the literature about how algorithmic personalisation can limit user exposure to new and varied content. This disconnect between user expectations and algorithm outputs suggests a significant area for improvement in how Netflix tailors its recommendations.

The study revealed a moderate level of satisfaction, with only 46.2% of respondents expressing contentment with Netflix's recommendations. While 61.5% acknowledged that the algorithm helped them discover new content, 48% did not find the recommendations relevant to their interests. This moderate satisfaction level aligns with existing literature emphasising the importance of perceived relevance in user satisfaction (Maddodi & Karani, 2019). Although students appreciate the algorithm's ability to facilitate content discovery, their overall satisfaction is hindered by the perceived irrelevance of many recommendations. This reflects broader trends in the literature, where user dissatisfaction often arises when systems fail to address individual preferences adequately.

Conclusion

The study reveals significant dissatisfaction among undergraduate students at Adeleke University regarding Netflix's recommendation algorithm, with 63% expressing discontent and only 46.2% reporting satisfaction. Although many users appreciate the algorithm's role in discovering new content, a substantial portion finds the recommendations irrelevant to their interests. Trust and awareness of the algorithm's functionality also play critical roles in user satisfaction, as nearly half of the respondents lacked awareness of how the recommendations are generated. To enhance user experience, Netflix should focus on improving the relevance and diversity of its recommendations while increasing transparency and educating users about the algorithm's workings. This approach could foster greater user trust and satisfaction, paving the way for a more engaging viewing experience.

Recommendations

Based on the findings of the study, the following recommendations are proposed to enhance user satisfaction with Netflix's recommendation algorithm among undergraduate students at Adeleke University:

1. Netflix should refine its algorithms to understand better and predict user preferences. This could involve incorporating more diverse data points, such as viewing habits, user ratings, and feedback, to tailor recommendations more accurately.
2. Implement educational initiatives, such as in-app notifications or campaigns, to inform users about how to optimise their viewing experience. Encouraging users to provide feedback on recommendations can also help enhance the algorithm's effectiveness.
3. To address trust issues, Netflix could introduce features that allow users to customise their recommendation settings, giving them more control over the content they receive. This empowerment could improve user confidence in the recommendations.
4. Establish regular surveys or feedback mechanisms to gather insights from users about their satisfaction with recommendations.

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