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1. Introduction

The video-on-demand (VOD) sector of the global market has grown at a fast pace in the past ten years as more people have access to the internet, smartphones and altered viewing patterns. The subscription based streaming service and global expansion strategy has seen Netflix play a significant role in shaping this market. By 2024, Netflix serves more than 190 countries and is actively expanding internationally by investing in local content, pricing innovation and diversified revenues models (Netflix, 2024a).

This report compares the marketing strategies used in two different markets of Netflix in the United Kingdom (UK) and India. UK is an advanced, high-income, mature streaming market with a high level of competition between Amazon Prime Video, Disney+ and local broadcasting. India on the other hand is an arising, price-conscious and multi-cultural market with good competition against home-grown platforms like Hotstar, Zee5 and JioCinema. Through the comparison, it is possible to analyse how the macro-environmental forces, differences in culture and consumer behaviours affect the strategic decisions made at Netflix.

It is based on the comparison of the macro-environment of Netflix in the UK and India according to PESTLE and Cultural Dimensions of Hofstede, the analysis of the STP strategies and marketing mix, and the evaluation of Netflix performance in relation to recent market information. It takes ethical concerns into account and gives strategic advice as well.

2. Brand Overview

2.1 Company Background

Netflix started in 1997 as a DVD-by-mail company and later changed to a streaming platform in 2007. Gradually, it became the largest streaming service in the world based on the subscription. Netflix had more than 260 million subscribers in the world and was increasing with original content investments and new pricing models as of 2024 (Netflix, 2024a). The introduction of ad-supported subscription set in 2022 helped boost the number of subscribers to 40 million monthly active users across the world by mid-2024

(Reuters, 2024). It has established a presence in over 190 countries thus qualifying to be one of the most diversified media companies globally.

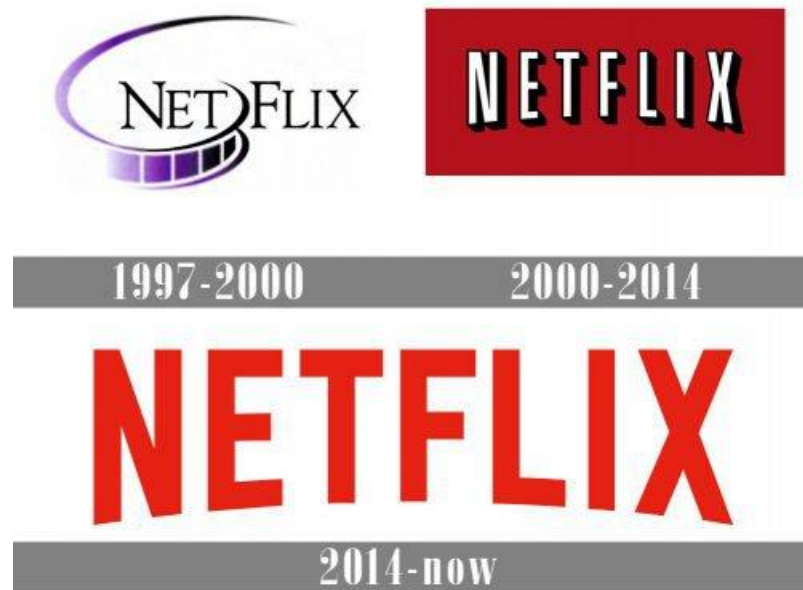


Figure: Netflix
Source: (Netflix, 2024a)

2.2 Netflix in the United Kingdom

In 2012, Netflix moved into the UK market and became one of the most popular streaming companies thanks to the good content in English and successful partnerships. The UK is regarded as one of the most lucrative and well-developed markets of Netflix as it is well-supported by the prevalence of broadband and the well-developed digital adoption. In 2023, Netflix made considerable investments in the UK-based productions to make it one of its major international production centres (ScreenDaily, 2024).

2.3 Netflix in India

Netflix entered India in 2016, but they at first did not attract much because of the high rates of subscriptions compared to the national rivals. To deal with this, Netflix has also launched a mobile-only package in 2019 and increased investments in local content. The total expenditure of Indian streaming platforms in original content was estimated to

be 3,700 crore in 2021, of which Netflix received one of the largest parts of the shares among international companies (Exchange4Media, 2022). The idea behind the Indian strategy of the company is now to create region specific content, collaborate with local film makers and also to provide diversified pricing packages to capture wider market segments.

2.4 Recent Strategic Shifts (2022–2025)

Since 2022 Netflix concentrated on slowing down churn rates worldwide, limiting password sharing and increasing new sources of revenue. The free tier with ads showed a great adoption and there was a recovery in the growth of subscribers country-wide in 2023/2024 (Business Standard, 2024). Such strategic developments have determined the marketing mix and positioning of Netflix in all global markets, such as the UK and India.

2.5 Market Entry Strategies- UK vs India

Market Entry of the Netflix in the UK:

Netflix was introduced in the UK in 2012, through direct market entry, whereby it introduced its own streaming service without using any intermediaries. This was an appropriate strategy since the UK already had a high broadband penetration and a high digital uptake. Netflix also made agreements with the UK telecom companies (e.g., BT, Sky) to incorporate the app into the smart TV and set-top box, enhancing direct distribution.

Entry of Netflix in India:

In 2016, Netflix launched its operations in India through a strategy that involved a localised adaptation approach and partnership. Netflix did not just rely on direct entry, but partnered with Indian telecom providers (e.g. Jio, Airtel, and Vodafone) to provide bundled plans. These regional alliances aided in accessing the price-sensitive mobile-first group in India. Netflix has also made changes by producing local language content and removal of mobile plans.

Comparison:

- UK entry = primarily direct, due to the mature and profitable market.
- India entry = all partnership-based and localisation, since the market is price-sensitive and varied.

3. Macro environment Comparison (PESTLE) for Netflix in UK vs India

This section is an analysis of the macro-environmental conditions of Netflix in the United Kingdom (UK) and India based on the PESTLE framework. In each dimension (Political, Economic, Social, Technological, Legal, Environmental), I will compare the major factors, and determine whether these factors are favourable or challenging to Netflix in respective countries.

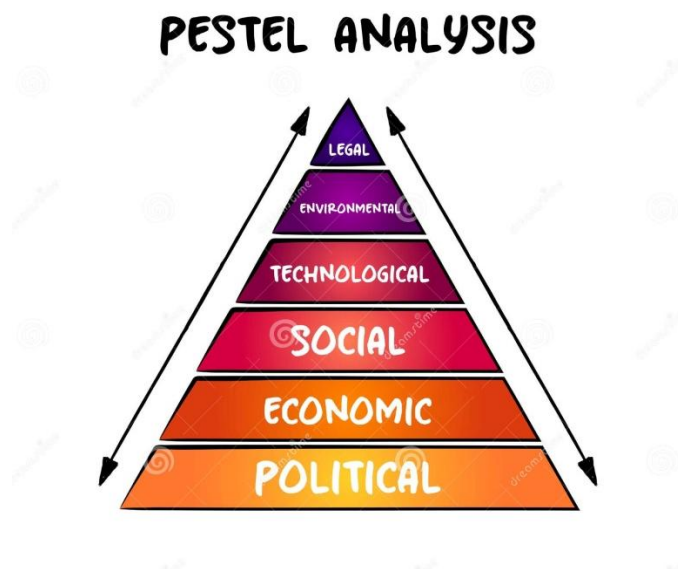


Figure: PESTEL Analysis
Source: (PwC, 2024)

3.1 Political Factors

UK

Favourable: The UK has a stable political environment with clear and well-established regulatory frameworks governing digital media, broadcasting, and content production.

This stability allows Netflix to invest confidently in original productions and operate its streaming services with minimal regulatory disruption (Ofcom, 2024).

Unfavourable: Strict regulatory oversight and public scrutiny of media content may limit creative freedom and increase compliance responsibilities for Netflix (Ofcom, 2024).

India

Favourable: India's government promotes digitalisation and the growth of the digital economy, creating strong long-term opportunities for OTT platforms such as Netflix (PwC, 2024).

Unfavourable: OTT regulation in India remains unclear and evolving. Ongoing debates, overlapping ministerial jurisdictions, and ambiguous compliance requirements create political and regulatory uncertainty for Netflix (Internet Governance Project, 2024).

Implication to Netflix: The political/regulatory environment in the UK is favourable and predictable but India presents a lot of growth potential but with regulatory uncertainty. In order to enjoy smooth sailing in India Netflix should be able to keep an eye on the legal developments and adjust to the changing regulatory provisions.

3.2 Economic Factors

UK

Favourable: The UK is a high-income, developed economy with strong purchasing power and a mature digital market. Consumers are more willing to pay for premium subscription services, supporting Netflix's premium pricing strategy (Market Research Future, 2024).

Unfavourable: The UK OTT market is highly competitive, which can limit subscriber growth and increase customer acquisition costs for Netflix (PwC, 2024).

India

Favourable: India's OTT market is growing rapidly due to low-cost mobile data, rising internet penetration, and increasing demand for on-demand video content (PwC, 2024).

Unfavourable: Average revenue per user (ARPU) in India remains low due to high price sensitivity among consumers, reducing the effectiveness of premium-only pricing strategies (PwC, 2024).

Implication on Netflix: Netflix has a premium subscription model in the UK that works in the economic environment. In India, Netflix has to depend on cheaper levels, scalable pricing and potentially on the ad horizontal models to reach a wider range of customers.

3.3 Social / Cultural and Demographic Factors

UK

Favourable: UK audiences have a strong culture of consuming English-language international content and show high demand for quality original programming, aligning well with Netflix's global content strategy (PwC, 2024).

Unfavourable: Growing concerns over screen time and digital well-being may slightly reduce long-term engagement with streaming platforms (PwC, 2024).

India

Favourable: Rapid growth in smartphone usage and mobile-first media consumption has significantly increased demand for OTT content across different demographic groups (Ofcom, 2024).

Unfavourable: India's cultural and linguistic diversity requires extensive localisation and regional-language content, increasing production complexity and operational costs for Netflix (Ofcom, 2024).

Implication on Netflix: In the UK Netflix can count on global English-language content and high-quality productions, whereas in India, it has to focus on the localisation:

creating content in the local languages, addressing the local preferences, and introducing its subscription options that correspond to the local consumer demographics and economic context.

Comparison of Hofstede Cultural Dimensions UK and India

The six-dimension model developed by Hofstede offers valuable perspectives to compare the cultural tendencies of nations that have an impact on the marketing strategy: Power Distance (PDI), Individualism (IDV), Masculinity (MAS), Uncertainty Avoidance (UAI), Long-Term Orientation (LTO) and Indulgence (IVR). Hofstede Insights (and its Global Report 2023) provides recent comparative scores and easily applicable recommendations on how the model should be used in a management and marketing situation.

Table: Hofstede Cultural Dimensions – United Kingdom vs India

Cultural Dimension	United Kingdom (Score)	India (Score)	Interpretation / Implications for Marketing
Power Distance (PDI)	35 (Low)	77 (High)	UK: Preference for equality and informal relationships. India: Acceptance of hierarchy; authority figures and celebrities influence trust.
Individualism (IDV)	89 (Very High)	48 (Moderate Collectivist)	UK: Marketing appeals to personal identity, independence, self-expression. India: Messaging works better with family themes, community belonging, group viewing.
Masculinity (MAS)	66 (High)	56 (Moderately High)	Both countries value achievement and success. UK leans more competitive; India balances achievement with social harmony.
Uncertainty Avoidance	35 (Low)	40 (Low–Moderate)	UK: Comfortable with new ideas and experimental content. India: Prefers familiar genres, clear

(UAI)			storytelling, credibility cues.
Long-Term Orientation (LTO)	51 (Neutral/Moderate)	51 (Moderate)	Both countries show pragmatic attitudes; India slightly more traditional in cultural contexts.
Indulgence (IVR)	69 (High)	26 (Low)	UK: Values leisure, binge culture, entertainment freedom. India: More restrained; value-driven consumption and social approval matter.

Source: Hofstede Insights (2021)

Cultural comparison:

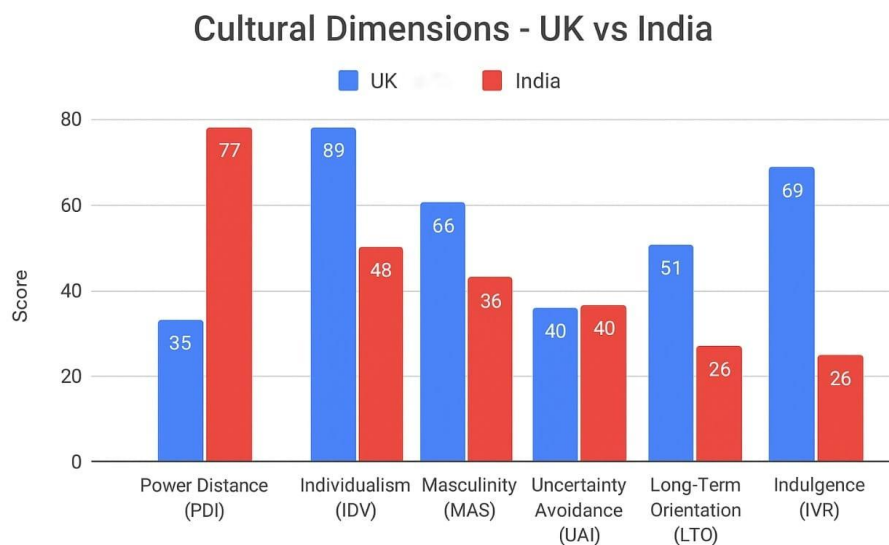


Figure: Cultural dimension UK vs INDIA

The bar graph of UK and India on the six Cultural Dimensions provided by Hofstede indicates that there are a number of differences and one commonality between the two countries. India is considerably more Power Distance (PDI) (77 vs 35), which means that it is less reluctant about inequality and hierarchical order than the UK. On the other hand, the UK is far more Individualistic (IDV) (89 vs 48) and scores better on both Masculinity (MAS) (66 vs 36) and Indulgence (IVR) (69 vs 26), indicating preference of

personal achievement, aggressive rivalry, and more leisure based society than India. There is also a larger score of Long-Term Orientation (LTO) in the UK (51 vs 26). Nevertheless, both of the countries demonstrate a nearly identical and rather low Uncertainty Avoidance (UAI) (40 vs 40) which means that the two cultures are quite content with the unpredictability and unstructured circumstances.

3.4 Technological Factors

UK

Favourable: The UK benefits from extensive broadband coverage, expanding full-fibre connectivity, and growing 5G networks, enabling high-quality streaming and a consistent user experience (Ofcom, 2024).

Unfavourable: Rising technology and infrastructure costs may increase Netflix's operational expenses for platform maintenance and content delivery (PwC, 2024).

India

Favourable: Rapid growth in smartphone penetration and affordable mobile data allows Netflix to reach a large audience through mobile-first streaming (PwC, 2024).

Unfavourable: Inconsistent internet infrastructure in rural and semi-urban areas can negatively affect streaming quality and user experience (Internet Governance Project, 2024).

Implication to Netflix in the UK, Netflix will be able to reliably stream high-quality video across devices. In India, the potential of mobile data access and smartphone penetration is massive, but Netflix needs to focus its app and content streaming on smaller bandwidth and unreliable internet connectivity (e.g., adaptive streaming, mobile-first user interface, offline downloads).

3.5 Legal Factors

UK

Favourable: The UK has well-established laws covering data protection, copyright, and digital content licensing, providing clear compliance guidance for Netflix's operations (Ofcom, 2024).

Unfavourable: Strict data protection and content compliance requirements may increase monitoring and administrative costs for Netflix (Ofcom, 2024).

India

Favourable: Ongoing legal reforms aim to formalise OTT regulation, which may provide clearer long-term guidelines for streaming platforms (Internet Governance Project, 2024).

Unfavourable: Proposed broadcasting regulations and possible data localisation requirements increase legal uncertainty and compliance costs for Netflix (Internet Governance Project, 2024).

Implication to Netflix: In the UK, the legal environment is stable and provides predictable compliance to Netflix. In India, Netflix would experience legal risks and compliance cost particularly when the regulatory systems tighten up. This makes its long-term strategy complex and could affect content and data processing and monetization models.

3.6 Environmental Factors

UK

Favourable: Environmental regulations currently pose low direct operational risk to Netflix, as digital streaming services have limited physical environmental impact (PwC, 2024).

Unfavourable: Increasing attention to energy consumption and carbon emissions from data centres may raise sustainability-related costs in the future (PwC, 2024).

India

Favourable: Environmental regulation of digital services remains relatively limited, resulting in low immediate pressure on Netflix's operations (PwC, 2024).

Unfavourable: Rising OTT usage increases energy demand from data centres, which may lead to stricter environmental regulations over time (PwC, 2024).

3.7 Summary Favourability for Netflix

The table below highlights the main PESTLE factors of Netflix in the UK and India and indicates whether the factors are favourable or challenging to the Netflix operations in the countries.

PESTLE Dimension	UK – Favourability for Netflix	India – Favourability for Netflix
Political	Stable political system and clear regulatory frameworks provide a predictable and supportive environment for digital media and OTT platforms.	Strong growth potential due to digitalisation initiatives, but regulatory uncertainty and evolving OTT governance create challenges.
Economic	High purchasing power and a mature digital market support Netflix's premium subscription model.	Rapid market growth exists; however, high price sensitivity and low ARPU limit premium pricing effectiveness.
Social / Cultural	English-language global content is widely accepted, supporting Netflix's international catalogue and original productions.	Diverse languages and cultural preferences require extensive localisation and regional content adaptation.
Technological	Advanced broadband infrastructure and widespread device penetration enable high-quality and reliable streaming services.	Mobile-first consumption is expanding rapidly, but inconsistent network infrastructure affects streaming quality in some areas.

Legal	Well-established data protection and copyright laws provide clear compliance guidance and operational stability.	Evolving data protection laws and proposed OTT regulations increase legal uncertainty and compliance risks.
Environmental	Environmental impact is currently moderate, though sustainability and energy use of data centres are gaining importance.	Similar environmental concerns exist, with rising OTT usage increasing the energy demand and environmental footprint of data centres.

Source: Ofcom, 2024; Internet Governance Project, 2024

Overall, the macro environment in the UK appears more stable and favourable for Netflix's traditional premium, global-catalogue strategy. In India, while there is enormous growth potential, Netflix's success depends heavily on its ability to adapt via localisation, flexible pricing, compliance with evolving regulations, and technology adaptation.

4. Comparison of Brand's STP Strategies in the UK and India

Effective STP plans enable the brands to modify offerings to various cultural/economic settings. Both high-value markets, the UK and India have significant differences in the consumer behaviour, the income distribution, and the lifestyle patterns. Consequently, international brands adjust their segmentation, target, and positioning strategies in order to optimise the performance in every country (Kotler et al., 2022).



Figure: STP Strategies

Source: (Deloitte, 2022)

4.1 Segmentation in the UK and India

In UK, segmentation is influenced by stability of high income, developed retail markets, and individualism ways of life. Demographic segmentation can be often targeted at young professionals, as well as households with two incomes and older wealthy audiences (Mintel, 2023). Since income distribution is relatively steady, psychographic segmentation is applied by brands, and they distinguish between such segments as sustainability-driven consumers, tech adopters, premium seekers, or convenience-oriented consumers (Euromonitor, 2024). Geographic segmentation helps distinguish between the metropolitan regions (London, Manchester) and the suburban ones, affecting the assortment of products and the intensity of marketing.

In India, the segmentation is complicated by the fact that India is a comparatively large country with a differentiated socio-economic system. The prevalence of income segmentation is due to the fact that, in the city and rural regions, the purchasing power is dramatically different (NCAER, 2023). In cities such as Mumbai and Delhi, urban consumers are the premium and aspirational segments whereas tier-2 and tier-3 cities

need to be segmented on the basis of affordability. Festivals, family-based buying, and social traditions affect behavioural segmentation (KPMG, 2021). Since India is a collectivist culture, the household segmentation is frequently employed instead of individual segmentation, unlike in the UK, which employs individual segmentation (Hofstede Insights, 2021).

4.2 Targeting in the UK and India

Targeting strategies are indicative of maturity in the market. In the UK, the target segments of all brands are often niche and the high end markets due to the high brand awareness and the expectations of the consumers. Differentiation or concentrated targeting is endorsed by mature markets, which target sustainability-oriented millennials, premium consumers, or digital-first consumers (Deloitte, 2022). Data analytics, loyalty programmes and personalised advertising are invaluable to brands when it comes to targeting them (PwC, 2024).

Brands in India are prone to mass or multi-segment targeting because of gigantic and growing consumer base in the country. The targeting based on volume is necessary due to the demand by large population groups to be affordable and accessible (BCG, 2022). Numerous brands have two targeting approaches: value SKU to provide consumers with price-sensitive targeting and premium to the emerging middle-income and high-end urban consumer. The traditional media (TV, outdoor, in-store promotion) is still leading, but the digital targeting is growing at very high rates with the increase in internet penetration (IAMAI, 2023).

4.3 Positioning in the UK and India

Positioning of the brand should be in accordance with cultural values and expectations of the consumers. Quality, innovation, moral sourcing, and sustainability are the common positioning factors in the UK. British consumers are becoming more transparent and focused on responsible business practises (NielsenIQ, 2023). Emotional positioning tends to be based on the personal lifestyle suitability, individuality or self-expression. Competitive maturity demands brands to differentiate using definite

unique value propositions like high-quality design, convenient performance, or green performance (Kotler et al., 2022).

The positioning strategies in India are based on aspiration, family values, affordability and cultural relevance. Products are usually put in place as the means of lifestyle or social status enhancement (KPMG, 2021). The positioning that is based on price-value is critical as big segments are focused on durability and low cost (BCG, 2022). Messaging is often modified by brands between linguistic and cultural geographical areas to ensure relevance.

Simply, UK positioning focuses on sophistication, ethics, and personal gain where India focuses on aspiration, cultural affiliation, and financial worth. The global brands that succeed have a stable identity but alter emotional, cultural and price-related appeals to the local demands.

5. Distribution Strategy (Direct and Indirect) UK vs India

In the UK, Netflix employs a direct-to-consumer (D2C) online distribution system, which offers the platform via applications on smart devices (TVs, phones, tablets, and web browsers). This model is effective and similar in the urban areas due to strong broadband infrastructure and high device penetration (Euromonitor, 2024). Distribution in India is a blend of direct and indirect approaches where Netflix sells content through its apps and Web site and collaborates with local telecom providers, including Jio and Airtel, on bundling. The partnerships enhance affordability and accessibility to mobile-first users and people in geographies with low high-speed broadband (IAMAI, 2023).

5.1 Comparison of Marketing Mix (7Ps) Strategies – UK vs India

The marketing mix framework (7Ps) creates a systematic perspective through which one can analyse the strategies adopted by Netflix in the UK and India. The brand itself has a global identity, but every market should be localised in terms of the pricing, product range, distribution channels, promotion and other aspects associated with services (Kotler, Keller and Chernev, 2022).



Figure: The 7Ps Marketing Strategies

Product

Netflix has established itself as a high-quality entertainment offerer in the UK with high-quality originals and licenced international content (Euromonitor, 2024). The English language originals take over, with additions such as Sex Education and Top Boy which are British productions. The main value propositions are content quality, streaming experience and original programming. Such technological characteristics as multiple profiles, 4K Ultra HD, and intelligent recommendation algorithms make it to seem more valuable (NielsenIQ, 2023).

Product strategy in India is concerned with localisation. Netflix creates original movies in the Hindi language and regional languages, such as Tamil, Telugu, and Bengali (Sacred Games, Delhi Crime). Besides global originals, regional content targets the diversity of lingual and cultural interests (BCG, 2022).

Similarity: High-quality originals and international content in both markets (Euromonitor, 2024).

Difference: UK: British series (Sex Education, Top Boy); India: regional-language content (BCG, 2022).

Price

The purchasing power and market maturity vary on pricing strategies. Netflix in the UK follows the tiered subscription model (Standard, Premium) at between £10 and 16/month with an emphasis on quality and the availability of multiple devices (PwC, 2024). Consumers will spend on roster content, content with no advertisements, and pricing will indicate market maturity, content exclusivity, brand positioning (Deloitte, 2022).

In India, the sensitivity of prices requires cheaper plans, such as the Mobile-Only plan (around 149 a month) and regular subscriptions with restricted screens (BCG, 2022). Such a dynamic pricing model enables Netflix to be in competition with low-end or ad-supported options like Disney+ Hotstar, Zee5, and JioCinema (KPMG, 2021). The entry barrier is further minimised through discount packages through telecom operators (Airtel, Jio).

Similarity: Tiered subscription models in both (PwC, 2024).

Difference: UK: premium (£10–16/month) (Deloitte, 2022); India: low-cost/mobile-only (~₹149) with telecom bundles (BCG, 2022).

Place (Distribution / Market Entry)

Netflix is also in the form of direct-to-consumer (D2C) digital distribution in both markets through apps on smart TVs, smartphones, tablets, and web browsers. The UK market does not need extensive localisation in distribution, stable broadband, high device penetration and urban access allow a consistent digital strategy (Euromonitor, 2024).

In India, Netflix transforms distribution into a mobile-first ecosystem, taking into account low rates of high-speed broadband beyond big cities. The collaboration with telecom companies (Jio, Airtel) and linkage to the digital wallets makes it easier to access and subscribe (IAMA, 2023). Market entry was based on Greenfield D2C online presence without the physical infrastructure expenses and high localisation in content, pricing and technical compatibility is needed (Kotler, Keller and Chernev, 2022).

Similarity: Direct-to-consumer digital apps on TVs, smartphones, tablets, web (Euromonitor, 2024).

Difference: UK: stable broadband, urban access; India: mobile-first, telecom partnerships (IAMAI, 2023).

Promotion

Netflix can be found in the UK through online advertising, social media, email marketing and influencer marketing to market its high quality content and binge viewing. Brand reputation and engagement are augmented through public relations and local content launches, e.g. British originals (NielsenIQ, 2023).

Promotional strategies in India focus on regional and culturally appropriate messages, festival promotions, influencer relationships, and celebrity sponsorships (Shah Rukh Khan sponsorships). The marketing mix will cover social media, advertising that is specific to OTTs, digital first campaigns, TV/influencer promotions that will focus on several linguistic groups (BCG, 2022).

Similarity: Digital marketing, social media, influencer campaigns (NielsenIQ, 2023).

Difference: UK: content launches, binge culture; India: culturally tailored campaigns, festival promotions, celebrity endorsements (BCG, 2022).

People

In the two markets, customer services and content moderation teams provide smooth user experience. Netflix provides responsive online services and artificial intelligence (AI) support in the UK (PwC, 2024). India has customer support regional language support and first-time user education (IAMAI, 2023).

Similarity: Customer support and content moderation teams (PwC, 2024).

Difference: UK: AI-assisted support; India: regional language support and first-time user guidance (IAMAI, 2023).

Process

The UK process has focused on frictionless subscription, easy navigation, personalised recommendations, and quality streaming. The Indian process is designed to be low-bandwidth and mobile-first, as well as accept other forms of payment, such as UPI and mobile wallets (KPMG, 2021). Both markets are vital in operational efficiency in terms of content delivery, payment processing and onboarding of customers but India needs further localisation to consider technological and infrastructural issues.

Similarity: Frictionless subscriptions, easy navigation, personalised recommendations (KPMG, 2021).

Difference: India: low-bandwidth optimisation, mobile wallets/UPI payments; UK: high-speed streaming focus (KPMG, 2021).

Physical Evidence

The physical evidence that Netflix holds is mostly in digital form, which is in form of app UI/UX and brand communications. The brand in the UK is focused on smooth interfaces, quality images, and worldwide uniformity. Regional language interfaces, localised thumbnails, and culturally familiar navigation are all categories of physical evidence in India (Euromonitor, 2024).

Similarity: Smooth app UI/UX and strong brand communication (Euromonitor, 2024).

Difference: India: localised thumbnails and culturally familiar navigation; UK: global uniformity (Euromonitor, 2024).



Figure: Netflix showroom view

All in all, Netflix has a unified global identity although there is tremendous need to make local variations in product, price, promotion and process. The UK approach focuses on premium positioning, individualistic attractiveness, and ARPU, whereas India focuses on low-priced culturally relevant content, mobile-first usage, and mass usage. Strong localisation of the marketing mix can help Netflix to achieve success in both various markets (Kotler, Keller and Chernev, 2022; BCG, 2022).

5.2 Personnel training and motivation UK vs India

Netflix upholds the culture of freedom and responsibility in the world. Staff in the UK are trained in customer service, creative production and platform optimisation, and they are motivated by performance based incentives and flexible working arrangements (PwC, 2024). Training in India is also oriented towards the support of regional languages, the development of cultural content and cooperation with local creators. The working opportunities on the regional productions enhance motivation and encourage engagement and creativity (IAMAI, 2023).

5.3 Customer Feedback Process -UK vs India

The feedback taken by Netflix in the UK includes in-app ratings, AI-assisted chat support, and social media monitoring so that the issue could be resolved as promptly as possible, and the preferences of the viewers could be understood (NielsenIQ, 2023). The process in India also includes the elements of multilingual customer support, telecom feedback systems, WhatsApp communication, and festival-based campaign inputs that can meet the needs of different languages and cultures (IAMA, 2023).

5.4 Content of Websites and Apps -UK vs India

The UK app features global content, such as popular originals, and has a standard premium interface (Euromonitor, 2024). In India, the content gets localised in several regional languages, navigation, thumbnails and recommendations are localised to attract the multilingual audience (BCG, 2022).

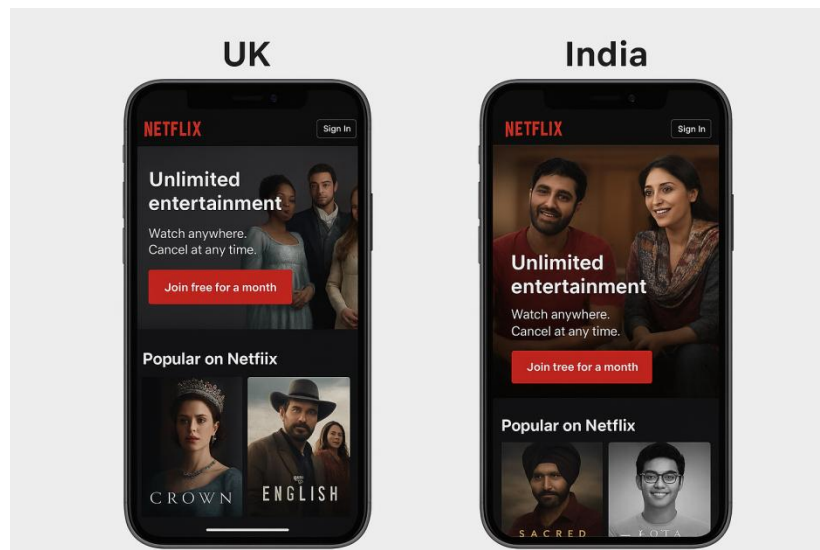


Figure: Netflix web view

Source: (Netflix, 2024a)

5.5 Staff Uniform UK vs India

There are no official uniforms used among Netflix employees, and the way of dressing during one of the events varies depending on the country. The professional black outfits of the UK staff in events are of Netflix-branded clothes that demonstrate the high-end brand image Indian promotional staffs are likely to be wearing Netflix merch such as

red-black T-shirts and even culturally themed clothing at culturally-themed promotions (IAMAI, 2023).

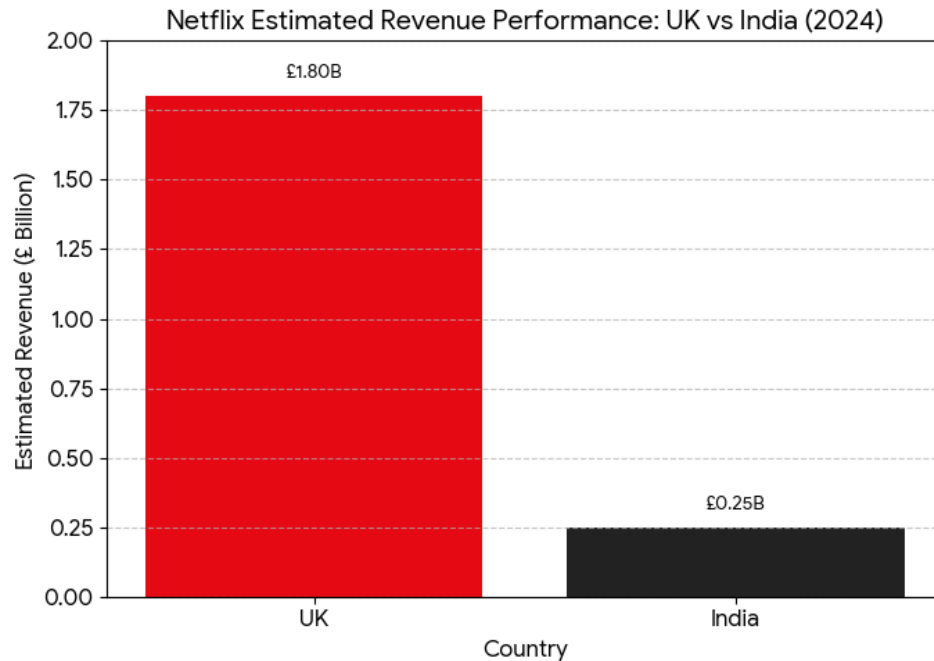
6. Evaluation of Performance of Marketing Strategies – UK vs India

The marketing campaigns by Netflix in both UK and India have shown varying degrees of success because of the differences in the maturity of the market, consumer behaviour, and competition.

In the UK, which has a developed streaming market, Netflix is confident in a high number of its subscribers, estimated at more than 15 million users as of 2024 (PwC, 2024). Its pricing model (tiered) has enabled it to monetise the multi-device households and this is demonstrated in the high average revenue per user (ARPU) compared with rival companies like Disney+ and Amazon Prime Video (Deloitte, 2022). The use of social media is strong, and the UK originals-specific campaigns have produced millions of impressions in social platforms such as Instagram, twitter, and YouTube (NielsenIQ, 2023). The market of Netflix is very price-sensitive and competitive in India, and Netflix has more than 20 million subscribers in 2024 (BCG, 2022). Mobile-Only plan and regional content production have both led to higher adoption most specifically amongst urban youth and the new subscribers. Campaigns via social media with local celebrities and promotion based on festivals have greatly enhanced the engagement and cultural appropriateness (IAMAI, 2023).

6.1 Sales and Profit Performance – UK vs India

Netflix shows strong revenue performance in both the UK and India, though market differences affect profitability. In the UK, revenue in 2024 is estimated at £1.8 billion, supported by a mature subscriber base, tiered pricing, and high ARPU (PwC, 2024; Deloitte, 2022). In India, revenue is lower, around ₹3,000 crore, due to price-sensitive consumers and mobile-first plans, despite having more than 20 million subscribers (IAMAI, 2023).



Source: (IAMAI, 2023)

A bar graph comparing UK and India revenue illustrates the contrast between high per-user revenue in the UK and larger user base but lower revenue per user in India. The data highlights Netflix's strategic focus: premium pricing and ARPU in mature markets, and growth, accessibility, and local content adoption in emerging markets.

7. Comparison of Marketing Ethics Practise -UK vs India

Marketing ethics deals with alignment of the practises of a company to the societal, cultural and legal standards. In the case of Netflix, ethical implications of STP and marketing mix between the UK and India differ because of cultural, regulatory and content implications.

In UK, there are few ethical concerns. The material that Netflix produces is regulated according to the requirements of adult content, age, and the transparency of advertisements. The marketing campaigns become truthful and respectful, and their audience is chosen according to the right demographic (Kotler, Keller and Chernev, 2022). Ethical issues in India are even more challenging because of the cultural

sensitivities, regional diversities and a tightened regulatory control. Netflix has been the subject of criticism or lawsuits because of some of its content, which is viewed as controversial in a cultural context (BCG, 2022).

7.1 Comparison of Social Media Engagement UK and India

In both countries, Netflix has good social media presence, though the approach is different. The most popular platforms in the UK are Instagram, Twitter, and YouTube, where the campaigns are concentrated on global originals, such as *The Crown* and *Bridgerton*, which yield millions of impressions (NielsenIQ, 2023). The assessment of the engagement is based on the likes, shares, and trailer views, and they indicate brand awareness and subscriber loyalty.

The social media in India consist of Instagram, Facebook, YouTube, and local applications. Local celebrities, promoting through festivals, and local language-based campaigns are employed in campaigns, which leads to increased level of cultural interactions and regional appeal (IAMAI, 2023). The measures of interaction, including comments, sharing, and online contests allow observing the reaction of the audience and the effectiveness of the campaign.

7.2 Advertising Techniques in UK and India

Digital campaigns, influencer marketing, email marketing, and limited outdoor promotions are the key areas of advertising in the UK that can be used to emphasise the high-quality originals and subscription benefits (NielsenIQ, 2023). It is based on the culture of binge-watching and a high-end positioning.

Advertising in India is more region oriented, which involves digital campaigns, TV placements, local celebrities, tie-ins with festivals, and collaboration with telecommunication operators (BCG, 2022; IAMAI, 2023). These would be celebrity-endorsed new series campaigns and multiple-language festival season campaigns. In general, UK campaigns emphasise on high-quality international content whereas India campaigns emphasise on localisation and mass appeal.

8. Recommendations for Netflix's International Marketing Strategies

United Kingdom:

- **Enhance Premium Content Offerings:** Continue investing in high-quality British originals and exclusive international content to maintain premium positioning and attract high-ARPU subscribers (Euromonitor, 2024; NielsenIQ, 2023).
- **Advanced Personalisation and Engagement:** Use AI and data analytics to further improve personalised recommendations, user experience, and targeted promotions for binge-watchers and niche audiences (PwC, 2024).

India:

- **Improved Content Localisation:** Expand regional content in languages like Marathi, Kannada, and Malayalam to reach unexplored urban and semi-urban segments (BCG, 2022).
- **Bundling and Flexible Pricing Strategies:** Introduce mobile-only, family, and tiered subscription plans. Collaborate with telecom providers to offer seasonal discounts and bundled data packages for affordability and wider reach (IAMAI, 2023; KPMG, 2021).

9. Conclusion

The marketing practises of Netflix in the UK and India explain how a global company can maintain a steady international presence and simultaneously respond to the local market. In the UK, which is a mature market, Netflix has managed to use a premium content strategy, price differentiation, and effective digital marketing campaigns to attain high brand awareness, subscriber retention, and revenue increase. The marketing mix is also well-oriented to the consumer expectations to quality of products and services, convenience and ethical business conduct. In India, Netflix has a more complicated competitive environment, and it needs to be localised in terms of content, prices,

promotion, and distribution. Although the mobile-only plans, regional language originals, and festival-related promotions strategies have increased the engagement and brand recognition, the market share is limited by the low-cost competitors and affordability. The sensitive nature of content, inclusivity, and data privacy are ethical issues that require strategic consideration.

Altogether, Netflix exemplifies that international brands can be successful in their endeavours by adjusting the STP and marketing mix strategies to the peculiarities of the local market to reconcile revenue generation and culture and ethics. The key to success in India in the future will lie in the further localisation, flexible pricing, greater online interaction, and further investment in ethical content practises. Innovation in the format of content and digital inter-activity will help the UK market to stay ahead of the pack in a competitive streaming market.

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