



A STUDY ON NETFLIX AND ITS CONSUMER BEHAVIOUR

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ABSTRACT

Today's entertainment audiences are all about immediacy and accessibility, Netflix took advantage of the online streaming platform and they started the streaming online services in the year 2009 by dissolving the idea of renting the DVD's for the subscribers. The most successful online streaming service Netflix started providing quality contents on the internet and after the huge success of the company they started to raise their market capital to billions and Netflix started to concentrate on its unique contents so they actually started to produce their own original contents and they spent billions on the original contents so that they stayed in the market with stronger position

Keywords: Subscription, Entertainment, Streaming platform, Genre.

INTRODUCTION

Netflix, the video streaming application and broadband or high-speed internet connections are helpful for the users around the globe to download and stream online. Now if anybody wants to watch an episode of their favorite series it is actually possible almost anywhere in this new age of technology. If you want to understand the impact and success of the companies like Netflix and other online streaming services then we should understand the development of the technology first and how it paved way for the creation of these ideas. In early 00's the internet started to develop and people are starting to know about the computers and other new technology's and then the Microsoft took the media player to the play and then people started watching videos and movies on the computers then the internet got developed and people like Reed Hastings and Marc Randolph made use of these fast-growing internet services and they came up with the idea of streaming the contents online and then the Netflix came into business. Customers are always the beginning and end of a business, thus they must be considered as the King of the market. Customers are responsible for the

organization's growth, profit, position, and image, among other things. As a result, it is critical for all firms to meet all of their customers' expectations and determine whether or not they are pleased customers. The overall customer satisfaction is the indicator of the future growth of a company. If the company provides product that satisfies the customer's expectation then the customer will start talk about the company and it creates good will as a result. Netflix customer most of them continues the subscription and make them as loyal customers according to study consistently maintain 84%-86% existing customers quarter to quarter.

Netflix is all about streaming quality contents online and even offline but its not about personalization, other people can view what they watch and data used while streaming is immense and this may rise the whole expense of the subscriber. Thus, this study aims at analysing the customer's views, opinions and satisfaction level on Netflix. To know why customers choose Netflix over other online streaming platforms even it has few drawbacks.

Objective Of this Study.

- To know the level of satisfaction among the customers
- To know the factors influencing the customers to continuing Netflix
- To analyse the economic satisfaction among the customers
- To know customers opinion on Netflix originals

Hypothesis of this Study.

H1: There is no significant difference between monthly income and cost of subscription.

H2: there is significant difference between age and period of usage.

LITERATURE REVIEW

The first chapter contains an introduction and the research plan for the study that was used in this investigation. This chapter presents the review of literature for customer satisfaction towards Netflix.

Morris, Sara E and Lea H. Currie (2016) "To stream or not to stream? "New Library World 117, no. 7/8: 485–98. • Undergraduates get access to which commercial streaming sites? Would you pay for a digital rental for less than \$3 or a DVD on reserve at the library if a film you were required to watch for class was available for digital rental for less than \$3? • 51% said they would rather pay \$3 to rent than go to the library

Live mint Titled Online Video Forecasts (2018) the report said globally consumers will spend an average of 67 minutes a day watching online videos this year, up from 56 minutes in 2017

In his article, **Karan (2018)** stated that the similarities between the two are convergent in terms of market access, as well as online and offline content availability. Both the companies using their strength. Amazon is attempting to purchase the rights to broadcast live sporting events.

According to **Virendra (2016)**, demographic consumer research has revealed a number of qualitative elements that may influence subscription rates. We also created a quantitative model in which we picked 11 independent variables, ran factor analysis on them, and came up with four factors on which we ran multiple regression to

determine the factors' explanatory power on subscription rates. We discussed the managerial implications of our experiment, which identified pricing, a lack of regional content, and available payment choices as the primary factors leading to Netflix's poor subscriber rates in India.

Laghate (2017) With over 183 million TV-owning homes by the end of 2017, and that figure expected to reach close to 200 million in less than a decade, television has undeniably enormous influence on Indian media.

Punathambekar and Kumar, Pun (2012) As a result, there can be no doubt that India is a compelling location for Sen & Roy to investigate the production, distribution, and consumption of televisual products. However, there is a scarcity of research on the function of television in the realm of popular content in India, making it difficult to show that television cultures are diverse.

Roy Mankekar (2014), In an attempt to discern patterns of media use and their effects, a significant proportion of audience studies in India have mirrored the early positivist approach adopted by behavioural theorists in the United States, overlooking television's contribution – in form and content – to the politics of culture. Critical and cultural theorists such as Mankekar, Roy, and Kumar examined several topics in the Indian television environment, such as gender perceptions in soap opera narratives and the rising popularity of global television, to counter the mass society theory and the universalistic claims made by western scholarship about media audiences residing in the west.

Punathambekar & Kumar, (2012) The inadequacy of the Western informed public/private dichotomy in the Indian context

Punathambekar & Kumar, (2012); Tryon (2015): These new platforms of engaging with television media, largely through smart phones and now through Internet TV/ Video-On-Demand (VOD), give rise to evolving viewing practices and cultures of participation

Laghate, (2018) Taking advantage of a rising audience who has become accustomed to accessing entertainment content on smartphones

Hussain (2018) Users may play, pause, and restart viewing at their leisure, without being interrupted by ads or even the title sequence, thanks to its technological characteristics.

RESEARCH METHODOLOGY

The procedure or strategies used to find, select, process, and analyse information about the issue are referred to as research methodology. A research article's methodology section allows the reader to objectively evaluate the study's overall validity and dependability.

1. Research Design

1.1 Primary Data

The data was gathered using a survey method. Primary data was gathered using a structured questionnaire and a field survey. The subscribers, who are Netflix users, filled out the questionnaire. The sample size is around 120 respondents.

1.2 Secondary Data

Secondary data is the data which has already been collected by someone else for the same purpose or almost similar purpose. This kind of data was collected through various searches, websites and articles.

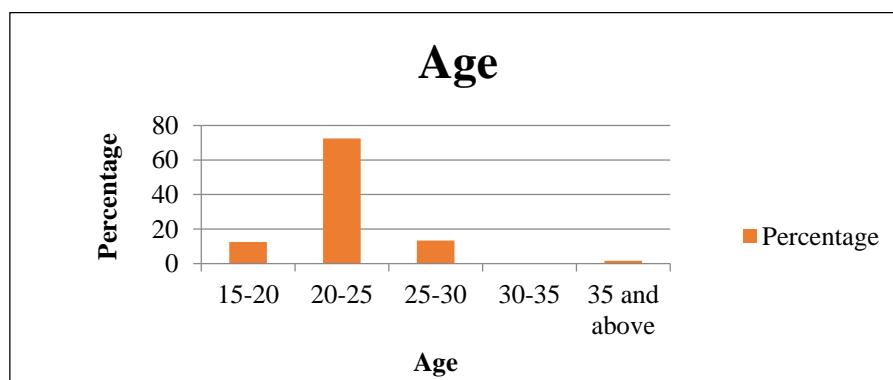
2. Data analysis and Interpretation

For the purpose of our study, we have collected the data from the sample size of around 120 respondents. Data analysis states the techniques used and the data collected on the study undertaken by the researcher are explained. And the researcher collects the data which are analyses with the help of statistical tools or techniques and interpretation for the results.

2.1 Table representing the frequency of Age

AGE	NO OF RESPONDENTS	PERCENTAGE
15-20	15	12.5
20-25	87	72.5
25-30	16	13.33
30-35	0	0
35 and above	2	1.67
Total	120	100

2.1 Diagram representing the frequency of Age



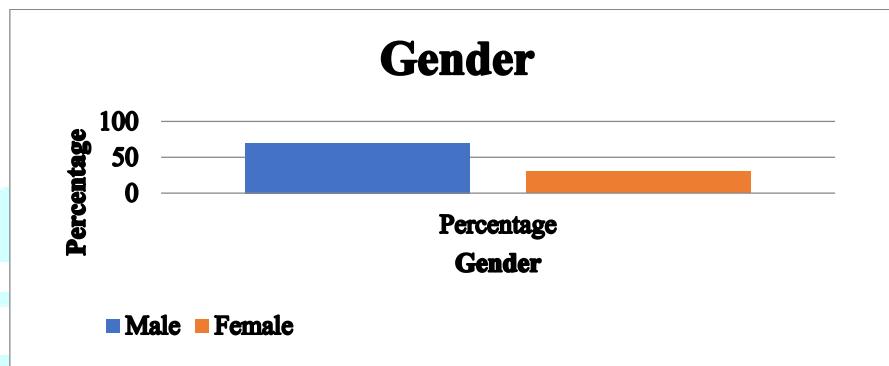
The above table and diagram show that 72.5% of the respondents are between the age group 20-25, 13.3% of the respondents are between the age group of 25-30, 12.5% of the respondents are between the age group of 15-20 and 1.7 percentage of the respondents are from the age group of 35 and above.

It is found that the majority 72.5% of the respondents are between the age group 20-25.

2.2 Table representing the frequency of Gender.

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	84	70
Female	36	30
Total	120	100

2.2 Diagram representing the frequency of Gender.



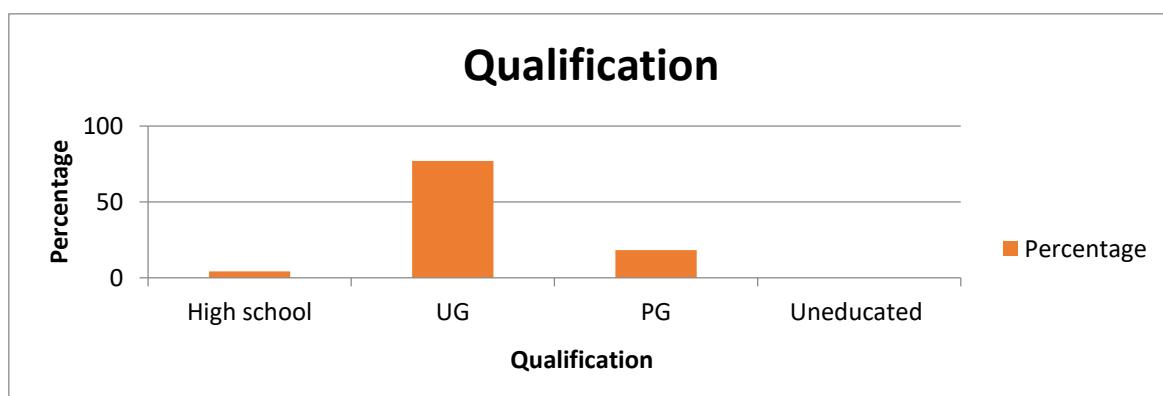
The above table and diagram show that 70% percentage of the respondents are male and 30% of the respondents are female.

It is found that the majority 70% of the respondents are male.

2.3 Table representing the frequency of Educational Qualification

QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
High school	5	4.2
UG	93	77
PG	22	18.3
Uneducated	0	0
Total	120	100

2.3 Diagram representing the frequency of Educational Qualification



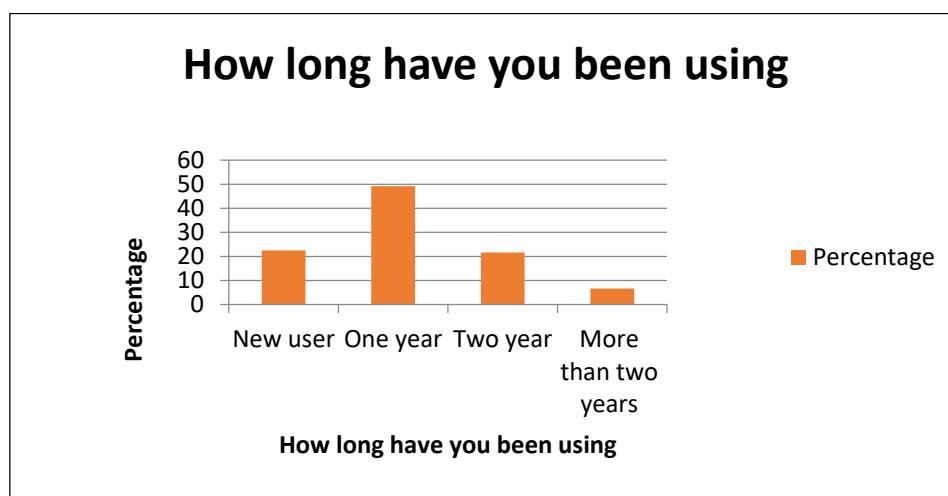
The above table and diagram show that 77.5% of respondents come under UG, 18.3% of the respondents come under PG and 4.2% of the respondents come under high school.

It is found that the majority 77.5% of the respondents have completed UG.

2.4 Table representing the frequency of the Duration of Netflix Usage

FOR HOW LONG HAVE YOU BEEN USING NETFLIX	NO OF RESPONDENTS	PERCENTAGE
New user	27	22.5
One year	59	49.17
Two year	26	21.67
More than two years	8	6.67
Total	120	100

2.4 Diagram representing the frequency of the Duration of Netflix Usage



The above table and diagram show that 49.2% of the respondents are using Netflix for one year, 21.7% of the respondents have used Netflix for two years, 6.7% of the respondents have used Netflix for more than two years and 22.5% of the respondents are new users

It shows that the majority 49.2% of the respondents are using Netflix for one year.

2.5 Hypothesis interpretation

2.5.1 H1: There is no significant difference between monthly income and cost of subscription

PERSONAL FACTOR	PEARSON CHI SQUARE	DEGREE OF FREEDOM	P VALUE
MONTHLY INCOME	25.230 ^a	8	.001

From the above table it is found that, the calculated value is less than the tabulated value at 5% level of significance, so the null hypothesis is rejected. Thus, it is evident that personal factors such as monthly income have not significant relationship with cost of subscription.

2.5.2 H2: there is significant difference between age and period of usage.

PERSONAL FACTOR	PEARSON CHI SQUARE	DEGREE OF FREEDOM	P VALUE
AGE	7.020 ^a	9	.635

From the above table it is found that, the calculated value is less than the tabulated value at 5% level of significance, so the null hypothesis is accepted. Thus, it is evident that personal factors such as age have significant relationship with period of using.

RESULTS AND CONCLUSION

Results of the study:

- From the analysis it is found that, the calculated value is less than the tabulated value at 5% level of significance, so the null hypothesis is accepted. Thus, it is evident that personal factors such as occupation have significant relationship with economical satisfaction.
- From the above table it is found that, the calculated value is less than the tabulated value at 5% level of significance, so the null hypothesis is accepted. Thus, it is evident that personal factors such as age have significant relationship with period of using.

Conclusion And Suggestion:

From the study it shows that majority of the customers are using Netflix over an year and the loyal audience can be given some offer on subscription cost for two or three times and Netflix has spent more than 15 billion on its original contents, as the results of the study shows that subscribers prefer to watch its original contents sometimes only so that they can reduce their cost over the original contents and can concentrate over its content quality as the subscribers choose Netflix over other online streaming platforms because of the content quality on Netflix. The subscribers aren't aware of the cancellation of the free trial plan in India according to the study and they are satisfied with the new mobile plan by for single user subscribers.

This study set off to research the pretended by Netflix in the scholarly and recreation lives of metropolitan Indian youthful grown-ups. The examination is viewed as particularly important for its attention on new media advancements from a non-western viewpoint. It moved toward the examination utilizing the insightful apparatus of training hypothesis that views at Netflix as both text and item and utilized topical investigation to decipher how respondents haggle between their inspirations and the philosophies of Netflix's substance and innovation. This study states the economic satisfaction level of Netflix and it is found that most of the young adults and teenagers are into binge watching and the new mobile plan by Netflix attracts more subscribers than the free trial plan and it is found that most of the subscribers in India are not aware of the cancellation of free trial plan.

As the new age of streaming culture develops new competitors enter into the market but still people prefer to use Netflix over other apps because of its content quality.

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