



Netflix effects on media consumption and viewer behavior

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Abstract: *The rise of electronic commerce has been facilitated by the expansion of technological advancements and widespread internet access. Streaming services have been expanding ever since. Netflix is currently setting the standard for accessibility and immediacy among today's entertainment consumers. In 2009, they began offering online streaming services. Netflix, the most popular online streaming service, began offering high-quality online content. Therefore, the study aims to investigate Netflix users' viewing patterns.*

Key Words: *Netflix, electronic commerce, streaming service*

1. INTRODUCTION:

Consumer satisfaction plays a crucial role in the success of any digital service, and streaming Platforms like Netflix are no exception. A city known for its vibrant culture and growing tech-savvy population, understanding User satisfaction with the Netflix app is essential for both the platform's continued growth and the Enhancement of user experience. This study aims to explore various factors influencing consumer Satisfaction among Netflix users, including content variety, user interface, pricing, And consumer support. By examining these Elements, we can gain insights into user Preferences and expectations, ultimately Contributing to Netflix's strategies for Improvement in this dynamic market the development of online streaming media, "online makes everything easy and practical use of an internet basis and can be accessed on various types of platforms (Smart TV, computer, Tablets and Smartphones) and anywhere and anytime provides an experiences For every loyal consumer who enjoy streaming Services for activity and entertainment. One of the online streaming media that has Become a trend in the country is the Netflix and also the Netflix is becoming a hot conversation in Indonesia. Imagine the streaming media platform from the United States continue to reap the pros and cons with various attitude shown by the government Ranging from the minister of communication and Johny G plate, minister of finance Sri Mulyani, To the minister of education Nadeem Makarim, Netflix's consumer satisfaction is influenced by various factors, including content diversity, pricing, streaming quality, platform usability, and consumer service.

However, pricing strategies, which have been adjusted over time, often spark debates about the value for money Netflix offers, especially when compared to other services offering similar content at a lower price. The platforms user interface experience are crucial elements that influence consumer satisfaction. Seamless, intuitive interfaces enhance the users experience by making it easier to find content, navigate the platforms, and enjoy uninterrupted steaming. This Study aims to explore the key factors influencing Netflix's consumer satisfaction.

2. REVIEW OF LITERATURE:

VENKATESH & BROWN 1 (2001) Venkatesh and Brown's research focused on early consumer satisfaction with DVD rental services, including Netflix. They identified convenience and variety as primary satisfaction drivers, which helped Netflix establish its competitive advantage over traditional video rental stores. Their work laid the foundation for understanding the importance of service flexibility in customer retention.

KUHN ET AL 2 (2003) This study emphasized Netflix's subscription model and how it revolutionized the video rental industry. Kuhn et al. found that Netflix's flat-fee subscription model was a major factor in improving customer satisfaction, as it offered greater flexibility and convenience compared to pay-per-rental services.



COHEN & WILCOX 3 (2007) Cohen and Wilcox's study highlighted service reliability and delivery speed as key contributors to user satisfaction. They pointed out that while Netflix's catalog and ease of use were generally well-received, delivery delays and limited availability of certain titles occasionally led to user dissatisfaction.

ANDERSON & SMITH 4 (2010) Anderson & Smith explored Netflix's shift to streaming services, noting that the change significantly influenced consumer satisfaction. They argued that streaming accessibility and content availability were now central to satisfaction, and Netflix's ability to offer a wide variety of content at affordable prices helped retain customers. However, they also pointed out that issues like video buffering and streaming quality could negatively impact satisfaction.

GRAHAM 5 (2011) Graham's research identified streaming quality (e.g., resolution, buffering issues) as a critical factor affecting user satisfaction. He also emphasized that users valued personalized content recommendations, which enhanced satisfaction by providing a tailored viewing experience.

3. OBJECTIVES:

- To know about the expectation and satisfaction level of respondents towards Netflix.
- To identify the factors influenced for choosing Netflix.
- To Study the Effectiveness of Netflix's Subscription Plans on Viewers Satisfaction.
- To Identify the Most Common Issues Faced by Netflix Subscribers.

4. RESEARCH METHODOLOGY:

The methodology element contains the research design, sampling procedure and other data collection methods of the present study. In this study the convenience sampling technique is used to collect the data. The sample of 100 respondents was selected for the study. The present study has used both primary and secondary sources of data. The percentage analysis, Garrett ranking system and chi square test used for the analysis in the study.

5. SCOPE OF THE STUDY:

The research is more important in to measure the Viewers Attitude and Satisfaction towards Netflix in Tirupur city. It has also provided information about the factors influencing the attitude and satisfaction of viewers on Netflix services in the study.

6. RESULTS AND DISCUSSION:

The research work has measured the percentage analysis for discovering the demographic profile of the respondents as given below:

Table 1: Demographic Profile of the Respondents

			No. of Respondents	percent
1.	Gender	Male	38	38%
		Female	62	62%
2.	Age	Below 20 years	28	28 %
		20-30 years	53	53%
		31 – 40 years	11	11%
		Above 40 years	8	8%
3	Marital Status	Married	19	19%
		Unmarried	81	81%
4	Device used	Smart TV	26	26%
		Smart Phone	52	52%
		Tablet	22	22%
		Laptop/ Computer	26	26%
5	Subscription Paid	Basic	41	41%
		Standard	25	25%
		Premium	34	34%

The above table shows that the majority of the respondents are female. The research work was include the majority of 53% belongs to 20-30 years. Majority of respondents are unmarried. Majority of them are using smart phone and majority of them subscribed basic plan.



Table 2: Chi – Square Analysis

Factors	Very Satisfied	Satisfied	Not Satisfied	Very Dissatisfied	Total
Male	15	16	4	3	38
Female	30	24	6	2	62
	45	40	10	5	100

Hypothesis:

H0 = There is no significant relationship between Gender and Level of Satisfaction.

H1 = There is significant relationship between Gender and Level of Satisfaction.

Table 3: Chi – Square Analysis

Variable	Degree of freedom	Calculated Value	Table Value	Accepted / Rejected
Gender and Level of Satisfaction	3	1.524	7.815	H0 Accepted

Source: Primary source

Significance level: 0.05

7. RESULT:

The calculated chi – square value is (1.524) is lesser than (7.815) table value. Hence, the hypothesis is accepted. Therefore, there is no significant relationship between Gender and level of Satisfaction.

Table 4: Garrett Ranking Technique
Problems Faced by viewers on Netflix Subscription

S. No.	Reasons	Rank
1	Technical issue	III
2	Pricing	I
3	Consumer issue	IV
4	Content issue	V
5	Connection to the number of device	II

FINDINGS

- Majority (53%) of the respondents are falling below 20-30 years.
- Majority (63%) of the respondents are female
- Majority (81%) of the respondents are unmarried.
- Majority (61%) of the respondents are students.
- Majority (48%) of the respondents incomes are below 10000.
- Majority (59%) of the respondents are college.
- Majority (39%) of the respondents know about the Netflix through social media.
- Majority (41%) of the respondents prefer basic subscription.
- Majority (51%) of the respondents used time period of Netflix subscription less than 6 months.
- Majority (38%) of the respondents used Netflix daily.
- Majority (51%) of the respondents prefer smart TV.
- Majority (39%) of the respondents spend watching on Netflix less than 1 hours.
- Majority (45%) of the respondents share their Netflix account with 1 person.
- Majority (80%) of the respondents suggesting Netflix to friends and family.
- Majority (45%) of the respondents satisfied regarding advertisement of Netflix was very good.
- Majority (48%) of the respondents opinion regarding price of Netflix was very high.
- Majority (48%) of the respondents rating on Netflix was excellent
- Majority (69%) of the respondents prefer watching movie.



8. SUGGESTIONS:

- Netflix should focus on other age audience with engaging content.
- Netflix should take necessary steps to stimulate consumer through other sources
- Netflix should focus on giving better quality as most consumer were very brand loyal and were generally satisfied with the advertisement
- Offer flexible subscription plans and account sharing options.
- Invest in producing high-quality movies.
- Enhance user experience on smart TV and mobile devices

9. CONCLUSION:

The survey reveals that Netflix is popular among young, female, unmarried, students, with a majority preferring basic subscription and using Netflix daily. However, high pricing and limited content options are concerns that need to be addressed. To retain and attract subscribers, Netflix should focus on affordable plans, quality content, and smart TV optimization. Despite these challenges, Netflix has a strong user base, with 80% of respondents recommending it to friends and family. Overall, Netflix needs to balance its pricing and content strategies to maintain its market lead.

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