

A STUDY ON CUSTOMER PERCEPTION TOWARDS NETWORK STREAMING PROVIDERS WITH SPECIAL REFERENCE TO AMAZON PRIME AND NETFLIX

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ABSTRACT:

Online streaming is becoming hugely popular across the world and also in India. This has been possible because of the development of information technology and web 2.0 which in turn has facilitated the emergence of mobile and web applications. They have touched all aspects of consumerism from online sale of products to online movie streaming. The main objective of the study is to analyse the preference towards online streaming services among the masses of Coimbatore district. Online video streaming services like Amazon Prime and Netflix have redefined the thought of movie watching and entertainment. They encompass develop into enormously popular worldwide. Their subscribers are increasing day by day. There is also intense rivalry between the two for getting viewer attention. In this context, the study aims at accepting the viewer perception about the two online service providers through viewer opinions collected from different social media platforms like Instagram, Facebook, Twitter, blogs, discussion forums, etc. Viewer opinions expressed online becomes electronic word-of-mouth for potential viewers who often assess the two platforms using the reviews of their peers.

Keywords : Online streaming, Amazon Prime, Netflix, Entertainment.

INTRODUCTION:

Online streaming is gaining popularity globally and in India due to the development of information technology and web 2.0. This has led to the emergence of mobile and web applications, allowing consumers to access their favourite movies and music at the touch of an app on their devices. Convenience is now a priority, and even searching for movies has become easier. Online video streaming service providers like Hotstar, HBONOW, Netflix, and Amazon Prime fulfil these personal needs, allowing viewers to watch their favourite shows anytime and anywhere from the comfort of their homes. Netflix, Disney+ Hotstar, and Amazon Prime are the most popular online streaming service providers in India, with over 150 million subscribers worldwide. Both competitors are fierce for viewers' time and money, and understanding their perception is crucial for service providers to improve their services and enhance viewing experiences. Viewers often express their views on social media platforms, and reviews from these platforms serve as guiding lights for potential viewers

Online streaming is becoming hugely popular across the world and also in India. This has been possible because of the development of information technology and web 2.0 which in turn has facilitated the emergence of mobile and web applications. They have touched all aspects of consumerism from online sale of products to online movie streaming. They have given consumers the freedom to tune in to their favorite movie or music at the tap of an app on their smart phone or allied devices. Convenience is the need for consumers now. Even searching for their favorite movie or music has become cumbersome for them, but thanks to the apps everything is now just a click away. The quality of service provided plays an important role in developing customer loyalty, trust, and competitive advantage for the service provider. For this reason, service quality has been extensively studied and used in various service industries. Service quality is the evaluation of service providers in terms of customer expectation of how a particular service provider should perform with the actual performance of the provider. However, it cannot be applied as such to the study of online services like online shopping and online video streaming services because it is different from traditional service environments.

This is because there is a lack of human interaction or very limited human interaction in online service environments. Consumers interact more with technology than humans. Therefore, factors influencing

the service quality of online service providers are different from those of traditional service providers. The aim of this study is to explore the relationship between e-service quality and viewers' intention to watch movies online. The study intends to see which of the two online streaming video service providers, Netflix or Amazon Prime, is favored by the viewer more. Viewers' perceptions were checked against content, video and audio quality, ease of use, and price dimensions of e-service quality. Viewer opinions expressed for the above-mentioned e-service quality dimensions were collected from various social media platforms.

REVIEW OF LITERATURE:

Tanaya Upganlawar and Sarthak Pawar (2024) in their study on Customer Satisfaction towards Netflix in Pune examined that Netflix's customer satisfaction in India, focusing on its efforts to build a massive fan base. Netflix has been investing billions in original content, which has helped it maintain a strong global fan base. However, the company faces competition from Amazon Prime and Disney Hotstar, who offer similar packages at a 40% lower cost. Netflix is now targeting the Indian market, which is among the largest users of paid online streaming services, as it struggles to maintain its market share in the US.

Vasudevan and Amudhanila (2023) in their study entitled that "Customer Gratification towards Netflix – A Study with Special Reference to the Users in Chennai City". The research used a survey method and data from 150 respondents, collected through a structured questionnaire. The results showed that age significantly influenced content, accessibility, and security preferences. Customers were more aware of Netflix through word-of-mouth than any other source of information. The study identified fifteen variables influencing people's intention to use Netflix services, with content being the most presiding factor, followed by accessibility and security. The findings suggest that Netflix's content, accessibility, and security are the most important factors for customers in Chennai City.

Haritha Haridas and Sivapriya Deepak (2022) in their study entitled that "Customer Perception towards Networked Streaming Service Providers with Reference to Amazon Prime and Netflix, explores viewer perceptions of Amazon Prime and Netflix, two popular online video streaming services. The research uses data from various social media platforms to analyse sentiments about content, audio/video quality, ease of use, and price. The study uses sentiment analysis in Python to identify the most favoured service provider in terms of positive viewer reviews. The primary data was collected from reviews and analysed using the Voyant tool online text mining software. The results suggest that ease of use is a crucial aspect of e-service quality, as both Amazon and Netflix are technology-aided platforms.

Rachita Ota and Sushree Sangita Ray (2020) in their research analysed that "An analysis of customer preference towards OTT Platform during a pandemic: A special reference to Jamshedpur Market, reveals that Netflix and Hotstar are the leading OTT platforms in India. With over 500 million users in 2020, India is expected to become the second-largest OTT market after the US. The study used descriptive statistics and a self-designed questionnaire to analyse data, finding that customer acceptance and preference for OTT platforms in Jamshedpur were primarily influenced by Hotstar.

STATEMENT OF THE PROBLEM:

The study intends to see which of the two online streaming video service providers, Netflix, Disney+ Hotstar and Amazon Prime, is favoured by the viewers more. Viewers' perceptions were checked against content, video and audio quality, ease of use, and price dimensions of e-service quality. Viewer opinions expressed for the above-mentioned e-service quality dimensions were collected from various social media platforms. The opinions were subjected to text mining to get an overall idea of viewer perceptions regarding both service providers. Then the opinions were again subjected to sentiment analysis to find out the exact emotion attached with each opinion. The results of this study hold important implications for Netflix, Disney+ Hotstar and Amazon Prime to enhance their service aspects related to the above dimensions.

OBJECTIVES OF THE STUDY:

- To study the Socio-economic profile of the respondents.
- To analyse the preference towards online streaming services among the masses of Coimbatore City.
- To identify various influencing factors for choosing Netflix, Amazon Prime and other streaming services.
- To analyze the satisfaction level of consumers towards online streaming services.
- To provide suitable suggestions for improving the satisfaction level of consumer.

SCOPE OF THE STUDY:

The study's one of the aims is to find out the perception and satisfaction towards online streaming services. Current technology is supported by a strong internet network base that presents various kinds of creativity. One that gets attention is the widespread use of online streaming media as a basis in an online streaming media streaming plan that is Netflix, Disney+ Hotstar and Amazon Prime. This research will discuss where the user experience of Netflix, Disney+ Hotstar and Amazon Prime Online Streaming Media Customer Satisfaction.

RESEARCH METHODOLOGY:

This part explains the methodology used in this study. The methodology includes sources of data.

SAMPLING SIZE:

A sample of 125 respondents from the different locations from in and around of Coimbatore City. Samples for the purpose of the study are selected systematically.

METHOD OF DATA COLLECTION:

The data for this study are of two types: -

- Primary data
- Secondary data

PRIMARY DATA:

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

SECONDARY DATA

Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

TOOLS USED

The following statistical tools are used in the study

- Percentage Analysis
- Chi – square test
- Anova
- Mean Ranking
- Weighted Average Score

LIMITATIONS OF THE STUDY:

- The data collected for the study is primary data, which is based on the questionnaire and hence the result would bear all the limitations of primary data.
- To research is limited by sample size of 125.

ANALYSIS AND INTERPRETATION:

PERCENTAGE ANALYSIS :

Table – 1: Demographic Profile of the Respondents

Demographic Variables		No. of Respondents	Percentage
Age	Below 20 years	30	24.0
	21-30 years	60	48.0
	31-40 years	17	13.6
	Above 41 years	18	14.4
Gender	Male	50	40.0
	Female	75	60.0
Area of Residence	Rural	59	47.2
	Urban	37	29.6
	Semi-Urban	29	23.2
Marital Status	Married	53	42.4
	Unmarried	72	57.6
Education qualification	Illiterate	18	14.4
	School level	23	18.4
	Under Graduate	62	49.6
	Post Graduate	22	17.6
Occupation	Student	48	38.4
	Business	27	21.6
	Professional	19	15.2
	Home maker	31	24.8
Type of the Family	Joint	94	75.2
	Nuclear	31	24.8
Size of the Family	Below 2 members	30	24.0
	3-4 members	55	44.0
	5-6 members	22	17.6
	Above 7 members	18	14.4
Monthly Income	Less than Rs.10,000	37	29.6
	Rs.10,001 - Rs.20,000	43	34.4
	Rs.20,001 - Rs.30,000	23	18.4
	More than Rs.30,001	22	17.6

The above table shows that, out of 125 respondents, 48% of the respondents are belong to the age group between 21 - 30 years, 60% of the respondents are female respondents, 47.2% of the respondents are residing in rural area, 57.6% of the respondents are unmarried, 49.6% of the respondents are under graduate holders, 38.4% of the respondents are Student, 75.2% of the respondents are belongs to joint family, 44% of the respondents have between 3-4 members in their family, 34.4% of the respondents monthly income is between Rs.10,001 – Rs.20,000.

Table – 2 : Main Service Providers of Online Streaming

Service Providers	No. of Respondents	Percentage
Amazon Prime	33	26.4
Netflix	62	49.6
Disney+ Hotstar	30	24.0
Total	125	100

The above table shows that, out of 125 respondents, 26.4% of the respondents had preferred Amazon Prime, 49.6% of the respondents had prefers Netflix streaming and the remaining 24% of the respondents had prefers Disney+ Hotstar platforms. The majority 49.6% of the respondents had preferred Netflix streaming.

Table – 3 Sources of Devices use Video Content

Sources of Devices	No. of Respondents	Percentage
Television	20	16
Laptop / Computer	26	20.8
Tablet	19	15.2
Phone	60	48
Total	125	100

From the above table it is inferred that, out of 125 respondents, 16% of the respondents have used to stream video content through television, 20.8% of the respondents have used to stream video content through laptop and computer, 15.2% of the respondents have used to stream video content through tablet and the remaining 48% of the respondents have used to stream video content through phone. The majority 48% of the respondents have used to stream video content through phone.

Table – 4 : Frequency of Online Video Streaming

Frequency	No. of Respondents	Percentage
Daily	61	48.8
Once a week	44	35.2
Once a month	11	8.8
Less than once a month	9	7.2
Total	125	100

From the above table it is clear, out of 125 respondents, 48.8% of the respondents had daily used online streaming video, 35.2% of the respondents had once a week to use online streaming video, 8.8% of the respondents had once a month to use online streaming video and the remaining 7.2% of the respondents had less than once a month to use online streaming video. The majority 48.8% of the respondents had daily to use online streaming video.

Table – 5 : Factors influencing the choice of Streaming Service

Factors	No. of Respondents	Mean	Rank
Price	10	0.08	IV
Content Availability	50	0.4	I
Friend / Family Recommendation	32	0.256	II
Shared Account Availability	14	0.111	III
Advertising	10	0.08	IV
Trust in Service Provider	9	0.072	VI
Total	125		

From the above table reveals that the factors influencing the choice of streaming services, content availability is the most significant factor, ranking first with a mean score of 0.4, Friend and family recommendations hold the second rank (0.256), showing that personal referrals play a crucial role in decision-making. Shared Account Availability ranks third (0.111), suggesting that users value the ability to share accounts for cost-effectiveness. Price and Advertising are both ranked fourth (0.08), indicating that while cost matters, it is not the primary driver of choice. Lastly, trust in the service provider ranks the lowest (0.072), implying that while reliability is a factor, it is less influential than content and social recommendations. Overall, content remains the dominant factor in determining streaming service preference.

Table – 6 : Duration of Using Online Streaming Service

Duration of Using	No. of Respondents	Percentage
Less than a year	37	29.6
1 to 5 years	56	44.8
More than 5 years	32	25.6
Total	125	100

The above table shows that, out of 100 respondents, 29.6% of the respondents had less than a year using online streaming service, 44.8% of the respondents had between 1 to 5 years using online streaming service and the remaining 25.6% of the respondents had more than 5 years using online streaming service. The majority 44.8% of the respondents had between 1 to 5 years using online streaming service.

Table – 7 : Amount Spent on Online Streaming in one Month

Amount Spent	No. of Respondents	Percentage
Less than Rs.200	49	39.2
Rs.201 to Rs.300	40	32
Rs.301 to Rs.500	20	16
Above Rs.501	16	12.8
Total	125	100

The above table shows that, out of 125 respondents, 39.2% of the respondents said cost of spend online streaming per month is less than `200, 32% of the respondents said spend between `201-`300, 16% of the respondents spend between `301-`500 and the remaining 12.8% of the respondents spend above `501. Hence, it could be inferred that the majority 39.2% of the respondents said cost of spend online streaming per month is less than `200.

Table – 8 : Reasons to Subscribe the selected Online Streaming Provider

Reasons	No. of Respondents	Percentage
Unbelievable Selection of Movies and TV Shows	19	15.2
Ease of Use	37	29.6
Inexpensive	10	8
30 Days Trial Feature	14	11.2
Watch Movies Instantly	25	20
No Late Fees Charged	9	7.2
100% Unedited Movies	11	8.8
Total	125	100

The above table shows that, out of 125 respondents, 15.2% of the respondents said unbelievable selection of movies and TV shows reason to subscribe selected online streaming providers, 29.6% of the respondents said ease of use reason to subscribe selected online streaming providers, 8% of the respondents said inexpensive reason to subscribe selected online streaming providers, 11.2% of the respondents said 30 days trial feature reason to subscribe selected online streaming providers, 20% of the respondents said watch movies instantly reason to subscribe selected online streaming providers, 7.2% of the respondents said no late fees charged reason to subscribe selected online streaming providers and the remaining 8% of the respondents said 100% unedited movies reason to subscribe selected online streaming providers. The majority 37% of the respondents said ease of use reason to subscribe selected online streaming providers.

Table – 9 : Level of Satisfaction about Current Online Streaming Service Providers

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	42	33.6
Satisfied	50	40
Dissatisfied	19	15.2
Highly Dissatisfied	14	11.2
Total	125	100

The above table shows that, out of 125 respondents, 33.6% of the respondents are highly satisfied with current online streaming service provider, 40% of the respondents are satisfied with current online streaming service provider, 15.2% of the respondents are dissatisfied with current online streaming

service provider and the remaining 11.2% of the respondents are highly dissatisfied with current online streaming service provider. The majority 40% of the respondents are satisfied with current online streaming service provider.

CHI SQUARE ANALYSIS:

H₀: There is no significant relationship between the Demographic Variables of the respondents and Frequency of Online Video Consumption.

Table – 10: Demographic Variables * Frequency of Online Video Consumption

S. No	Demographic Variables	p Value	Significance
1.	Age	0.343	Not Significant
2.	Gender	0.050	Significant
3.	Area of Residence	0.016	Significant
4.	Marital Status	0.141	Not Significant
5.	Education Qualification	0.009	Highly Significant
6.	Occupation	0.168	Not Significant
7.	Monthly Income	0.030	Significant

The Chi Square Test examines that the relationship between Demographic Variables of the respondents and Frequency of Online Video Consumption. Age ($p = 0.343$), Marital Status ($p = 0.141$) and Occupation ($p = 0.168$) indicates that there is no significant relationship between Demographic Variables of the respondents and Frequency of Online Video Consumption. Gender ($p = 0.050$), Area of Residence ($p = 0.016$) and Monthly Income ($p = 0.030$) indicates that there is a significant relationship between Demographic Variables of the respondents and Frequency of Online Video Consumption. Educational Qualification ($p = 0.009$) is a highly significant relationship between Demographic Variables of the respondents and Frequency of Online Video Consumption.

ANOVA:

H₀: There is no significant relationship between the Demographic Variables of the respondents and the Sources of Information.

Table – 11 : Demographic Variables * Amount Spent on Online Streaming Per Month

Age		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	1.311	1	1.311	1.336	0.250
	Within Groups	120.689	1230	0.981		
	Total	122.000	124			
Gender		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	1.160	1	1.160	1.181	0.279
	Within Groups	120.840	123	0.982		
	Total	122.000	124			
Area of Residence		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	0.046	1	0.046	0.047	0.830
	Within Groups	121.954	123	0.991		
	Total	122.000	124			
Marital Status		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	1.094	2	0.547	0.552	0.557
	Within Groups	120.906	122			
	Total	122.000	124			
		Sum of Squares	Df	Mean Square	F	Sig.

Educational Qualification	Between Groups	1.368	3	0.456	0.457	0.713
	Within Groups	120.632	121	0.997		
	Total	122.000	124			
Occupation		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	2.255	1	2.255	2.316	0.131
	Within Groups	119.745	123	0.974		
	Total	122.000	124			
Monthly Income		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	7.030	2	3.515	3.730	0.027
	Within Groups	114.970	122	0.942		
	Total	122.000	124			

The hypothesis (H₀) states that there is no significant relationship between the demographic variables of the respondents and the amount spent on online streaming per month. Based on the ANOVA results, most demographic variables, including age ($p = 0.250$), gender ($p = 0.279$), area of residence ($p = 0.830$), marital status ($p = 0.557$), education qualification ($p = 0.713$), and occupation ($p = 0.131$), do not show a statistically significant impact on spending, as their p-values are greater than 0.05. However, monthly income ($F = 3.730$, $p = 0.027$) has a significant effect, indicating that spending on online streaming varies based on income levels. Since only one demographic variable (monthly income) has a significant relationship with the dependent variable, the null hypothesis is partially rejected, meaning that while most demographic factors do not influence online streaming expenditure, income does play a role.

WEIGHTED AVERAGE SCORE ANALYSIS :

Table – 12 : Level of Satisfaction about the Online Streaming

Factors	Total Score	Weighted Score	Rank
Variety of Content	435	10.53	V
Easy to Use Technology	437	10.58	IV
Access to Movies	450	10.90	III
Accessibility / Search of Desired Content	503	12.18	I
Access to Local Programming	391	9.47	VII
Resolution Option Available	384	9.30	VIII
Ability to Record And Control Playback of Content	414	10.02	VI
Access to Specific Network Programming	329	7.97	IX
Access to Live Sports Event	464	11.23	II
Access to Skinny Bundle Offerings	323	7.82	X

Table 12 indicates that the overall satisfaction about the Online Streaming, the highest ranked factor is "Accessibility/Search of Desired Content" with a Weighted Average Score of 12.18, "Access to Live Sports Events" follows closely with a score of 11.23, highlighting the importance of real-time sports availability. "Access to Movies" secures the third position with a score of 10.90, emphasizing the demand for a rich movie library. Technology Usability also plays a crucial role, as seen with "Easy to use technology" ranking fourth (10.58), ensuring that a seamless user experience is essential. "Variety of Content" ranked fifth (10.53), followed by "Ability to record and control playback" (10.02) and "Access to local programming" (9.47).

SUGGESTIONS:

- The information we gathered after the survey of customer satisfaction for Netflix which is mentioned above is that Netflix is struggling with the pricing strategies it gives to the customers.
- It although provides cheaper services with access to every content for 200/- Rs a month but it only allows one screen at a time whereas others provides at least 5-6 screen shares at the same or less prices the suggestion here would be to compete with its close rival Amazon Prime.
- Attract the customer base by at least giving the service to provide 5-6 screen at a time to have a stand in India.
- Providing more free trials for the customers to have an experience to atleast have a look to what you will be paying for as other content provider does like Amazon Prime
- This is the point where Netflix can't compete with other players as it should introduce one descent pricing plan whose monthly cost would be the same but discounting on the yearly memberships as other players such as Amazon Prime does.
- As per the issues faced by the people the most of them wrote about lack of details and info about the series as the Amazon prime provides in the corner section which is 'general trivia' and the cast information. Netflix should atleast provide with such information in the future.

CONCLUSION :

Media and Entertainment industry is ruled by consumer choices of content and accessibility all over the world. In India, however, unlike its global counterparts, traditional media has not been disrupted by technology but still there has been tremendous growth in the digital media in the past few decades. The video streaming service market in India is still maturing and it won't be a wise decision to call out a specific service as the best streaming service. Mostly, because, each one of them has its own pros and cons. But out of all the options available for on-demand online video streaming channels Netflix and Amazon Prime are the major subscription players in India. Content is said to be the king when it comes to on-demand online video streaming channels and Netflix has a slight edge over Amazon Prime in terms of content. Indian consumer is always said to be price sensitive and thus Amazon Prime is preferred when it comes to pricing.

On-demand video streaming channels are dependent on age of the consumer and the product is consumed mostly within the age group of 20-30 and least by people aged above 40. On-demand video streaming channels are independent on gender of the consumer. Original content is the most important influential factor for people to have a paid subscription to the channels and marketers should make sure that the advertising and promotion is based on the same line in order to attract more consumers. The three big competitors of Netflix, Disney+ Hotstar and Amazon Prime Video. While the former charges Rs.129/- per month, the latter charges Rs. 99/- per month or Rs.999/- per year. Netflix currently has three streaming plans available for customers. The first, available is basic plan Rs.500 per month, lets you watch on one screen at a time in SD quality. The second plan is Rs.650 per month which lets the user to watch in two screens at a time in HD. The third plan is Premium which is Rs.800 per month that will allow the users to access from four screens in high definition and ultra high definition. Despite customers having an unfavourable opinion on the price charged by Netflix, they intend and prefer to choose Netflix because it is constantly updating its library, adding and removing uploads, providing quality content, vast genres of shows which are generation specific, probably not every day.

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