



Analysing The Factors Influencing Customer Satisfaction Of Netflix Users In Chennai.

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ABSTRACT

There will be an increase in the level of rivalry between traditional cable television and internet streaming services as the digital media industry continues to see fast development. To win new consumers in today's market, you need to do more than just advertise; rather, you need to modify the objectives of your company so that they align with the expectations and preferences of your clientele. In an effort to get a better understanding of the connection between the expansion of cable and internet media and critical elements such as cost, ease of use, and societal shifts, a number of studies have been conducted to study the relationship between these two phenomena. We explore a number of factors that customers take into account when making a decision between the many streaming options available via cable television and online streaming services as part of the scope of this research project. Samples of data were collected using a survey questionnaire in the format of a questionnaire and were obtained at a large public university. The development of multivariate regression models was undertaken with the purpose of elucidating the factors that are significant to each option. Both models provided evidence that substantiated the statistical significance. According to the results of the regression model for cable TV, additional purchases, unfavourable societal trends, high expenses, and poor customer service were all factors that accounted for a large portion of the total variance. The regression model for internet streaming discovered, in contrast to cable TV, that the only factors that mattered were the social trend and the alternatives that were readily available. The fact that there were several other options for media consumption was only moderately significant. In terms of demographics, there was no discernible effect played by gender, and there was only a small impact shown by age on the decision to choose internet streaming over cable television. Both of these factors are related to the decision to cut the cord and watch television online rather than through a cable subscription.

KEYWORDS: Social Trends, Available Options, Media Options, Customer Age, Cable Television

1. INTRODUCTION:

An American entertainment network is provided by Netflix, Inc., a firm that has its headquarters in Los Gatos, California. Reed Hastings and Marc Randolph established the first version of Netflix in the Scotts Valley location in the year 1997. A subscription-based streaming service, which may or may not include original content produced in-house, is the primary source of revenue for the company. This service offers online streaming of film and television series libraries. One hundred ninety-five million paid memberships were reported across the world, with seventy-three million of those reported in the United States. It is not available in the following countries: mainland China (due to various local limitations), Syria, North Korea, or Crimea. However, it is available everywhere else in the globe (due to some of the US sanctions). In the year 2020, it was disclosed that Netflix had an operating income of \$1.2 billion. The company's headquarters are located in England, and it also has offices in France, Brazil, India, Japan, the Netherlands, and South Korea. Netflix is a participant in the Motion Picture Association (MPA), an organisation that creates and distributes content originating from countries all over the world. Since 2012, Netflix has assumed a more active position as a producer and distributor for both movies and television series, and the company's streaming library now offers a variety of "Netflix Original" content to that purpose.

1.1 Pricing issues in Netflix

The cost of a typical lunch in the United States is \$10, while a monthly membership to Netflix costs \$7.99. Netflix first launched in India at a price of 500 per month, which is quite close to the pricing in the United States. The average income in the United States is seventeen times that of India's. Even in urban regions, the average annual income of an Indian citizen is less than one lakh rupees. The majority of pay-TV packages start around \$100 per month on average. In India, only a very small percentage of households have a smart television. On top of that, Hotstar charges a monthly fee of 200 for access to the newest blockbusters and the most viewed programming on television, in addition to 45 original episodes produced by HBO, including "Game of Thrones."

1.2 Free quality of Netflix

Indian entertainment networks have rapidly adopted the advertisement-based business model utilised by YouTube. Both the popularity and the level of quality of homegrown web shows have skyrocketed in recent years. The most popular pieces of television material to be found on the internet are web series such as "Permanent Roommates" and "Pitchers." YouTube at this time provides access to this video without charging users a fee.

The popularity of online streaming services continues to rise on a daily basis. It facilitates gaining access to digital information, whether in the form of films or audio, far quicker and less difficult. Users are able to stream material without having to download the content first; instead, they may view it online when it is being streamed. The consumer is going to need a reliable Internet connection in addition to a dependable service provider. Netflix is where you should turn in this situation. There are several service providers, including Netflix, that offer access to an infinite amount of material for a predetermined cost every month.

Netflix's user interface and other customer-related support functions are available in one of eighteen different languages. Netflix reported having close to 29.4 million customers at the end of the first quarter of 2012. This figure has shown no signs of stopping its upward trend. Netflix had 86.74 million active customers as of the third quarter of 2016. The fact that Netflix produces its own original programming is what sets the company apart from its rivals. Original material on Netflix is any of the following: content that is created or co-produced by Netflix; content that is delivered exclusively by Netflix. Shows like "House of Cards," "Orange is the New Black," "Jessica Jones," and others are examples of the network's original programming. On January 6, 2016, Netflix was made available to users in India. In the beginning, there was a great deal of enthusiasm among the people. A large number of people expressed interest in testing out this eagerly anticipated new service. But as the weeks and months went by, or as soon as their free trial period came to an end, consumers stopped subscribing to the programme. The monthly charge begins at 500 and can go as high as 800 if the user chooses to log in using all four screens. The number of subscribers is far lower than they had anticipated. Our goal in doing this research is to gain an understanding of the myriad of variables that are contributing to the low number of Netflix subscribers in India.

2. OBJECTIVES:

1. To study on majority of customers have a strong preference for either the Netflix.
2. To analysis Netflix customers in India is growing, despite the fact that the Indian operation of Netflix.
3. To Study the factors influencing customer satisfaction of Netflix.

3. RESEARCH METHODOLOGY:

The methodology of research refers to a certain cycle or approach that is used to identify, select, measure, and break down effective data. In research articles, the methodology section enables readers to essentially evaluate the authenticity and generally consistent quality of the investigation. This inquiry is based on a combination of many examination methods, some of which include perception, the collecting of information through polls, and the translation of the responses. It is essential to employ a robust research approach if one want to get useful insights from the issue description that was provided. Determined first and foremost is the kind of the study that will be conducted. The sort of research being conducted is known as Applied Research because the sole topic being investigated is Netflix and its affordable subscriptions. Through exploratory research, we are attempting to uncover the factors that contribute to Chennai relatively low subscription rate. For the aim of this study, we drew upon both primary and secondary sources of information. The secondary data that was used in this analysis came from a variety of online publications and papers pertaining to commercial enterprises that may be found on the internet. The primary data, both in the form of qualitative and quantitative data, has been acquired through extensive web research and focus group talks. It is necessary to do research to verify the theory that was developed previously. Using the information obtained from the questionnaire, this is something that can be done. We distributed the questionnaire that we had produced to customers that we knew, both inside and outside of SPJIMR. The questionnaire for the survey was developed with the following considerations in mind

4. DATA ANALYSIS:

Age - Gender (Cross Tabulation)

Table 1: Age – Gender (Cross Tabulation)

AGE	MALE	FEMALE	TOTAL
BELOW 18	6	0	6
BETWEEN 18-25	31	49	80
BETWEEN 26-32	1	9	10
ABOVE 32	3	1	4
TOTAL	41	59	100

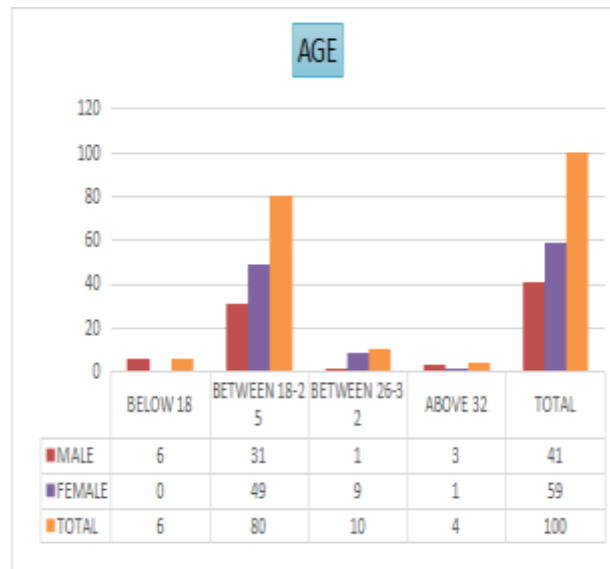
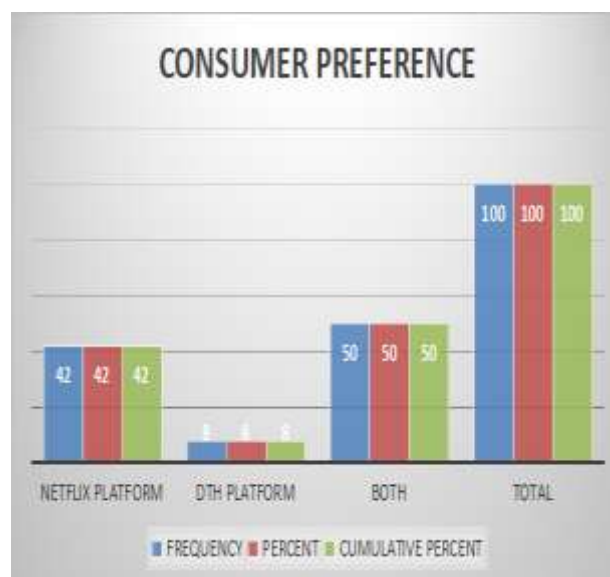


Figure 1: Age – Gender

A cross-tabulation of ages and genders is presented in the first table, which may be found above. Within the age range of 18 and under, there are approximately six times as many males as there are girls. The following information was provided by 31 male respondents and 49 female respondents who were between the ages of 18 and 25 years old, one male and nine female respondents who were between the ages of 26 and 32 years old, and three male and one female respondent who were over the age of 32 years old:

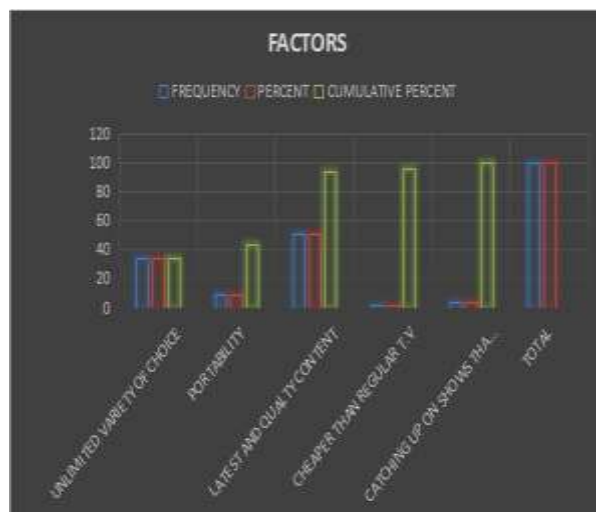
CONSUMER PREFERENCE	FREQUENCY	PERCENT	CUMULATIVE PERCENT
NETFLIX PLATFORM	42	42	42
DTH PLATFORM	8	8	8
BOTH	50	50	50
TOTAL	100	100	100



According to the data shown in Tables 2 and 3, it is abundantly evident that the majority of customers have a strong preference for either the Netflix or DTH platforms. 42% of those questioned said they preferred over-the-top (OTT) platforms, 8% said they preferred direct-to-home (DTH) platforms, and 50% said they preferred both.

Table 3: Factors Influencing Choice of Netflix

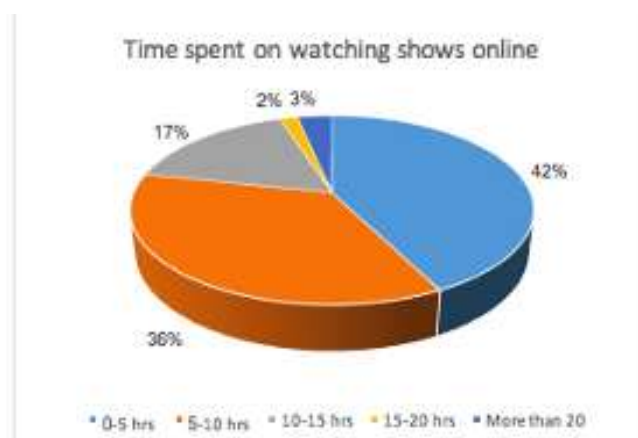
FACTORS INFLUENCING CHOICE OF NETFLIX	FREQUENCY	PERCENT	CUMULATIVE PERCENT
UNLIMITED VARIETY OF CHOICE	34	34	34
PORTABILITY	9	9	43
LATEST AND QUALTY CONTENT	51	51	94
CHEAPER THAN REGULAR T.V	2	2	96
CATCHING UP ON SHOWS THAT ONE MISSED ON REGULAR T.V	4	4	100
TOTAL	100	100	



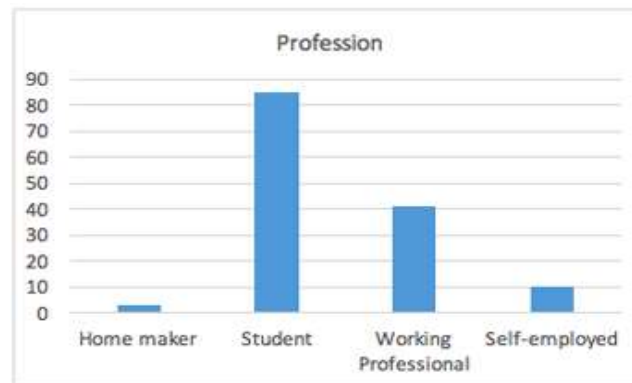
The elements that influence respondents' choice of an OTT platform are displayed in the table no. 3 which can be found above. More than half of the respondents (51 percent) say that they are influenced by the ability to access the most recent and high-quality content; nine percent of the respondents are influenced by the portability of OTT platforms; two percent of the respondents are influenced by the fact that OTT Platforms are less expensive than traditional television; and four percent of the respondents are influenced by the possibility of catching up on television programmes that they had previously missed on traditional television.

Consumer Research

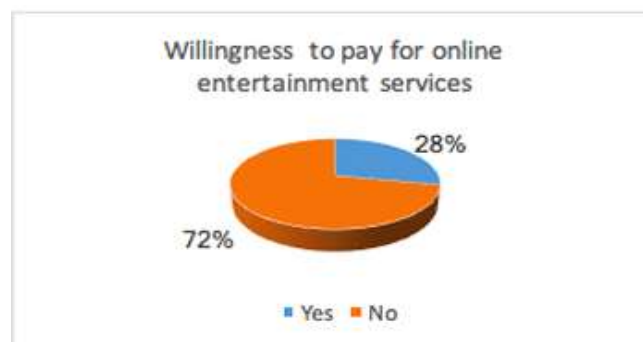
We polled 139 participants, the majority of whom responded using Google forms. We have gathered profiles of the persons who were polled.



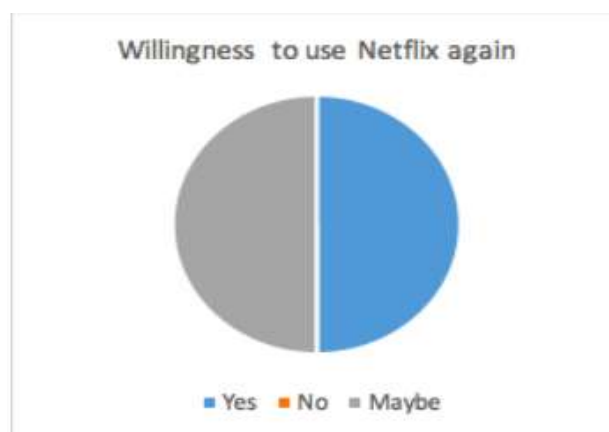
The majority of those who participated in the poll were between the ages of 20 and 30. Approximately 68% of the population was between the ages of 20 and 25. The majority of respondents (61%) were college students, while thirty percent (41) were working professionals earning more than two and a half million rupees annually.



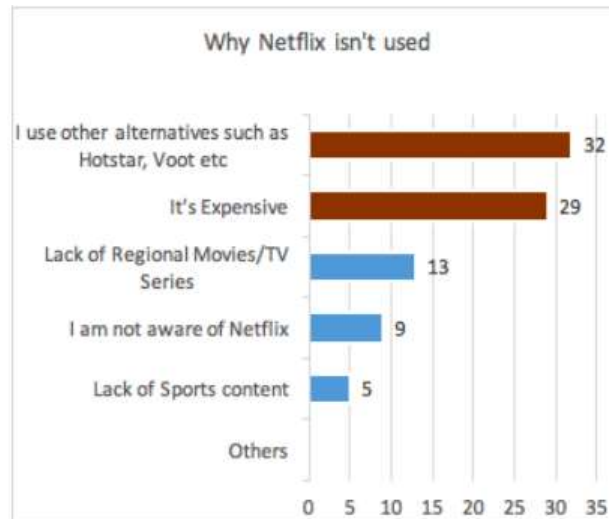
People living in key Indian cities such as Chennai, were represented among the working professionals. The majority of the answers (67). The vast majority of those who participated in the poll either had a bachelor's degree or above. The majority of consumers (51%) spend fewer than five hours each week viewing television series or movies online. Another 41% of internet users watch television programmes online for between 5 and 10 hours each week. 61% of adults have between one and two hours of spare time each day. 41% of those who were working professionals had more than three hours of leisure time in their schedules.



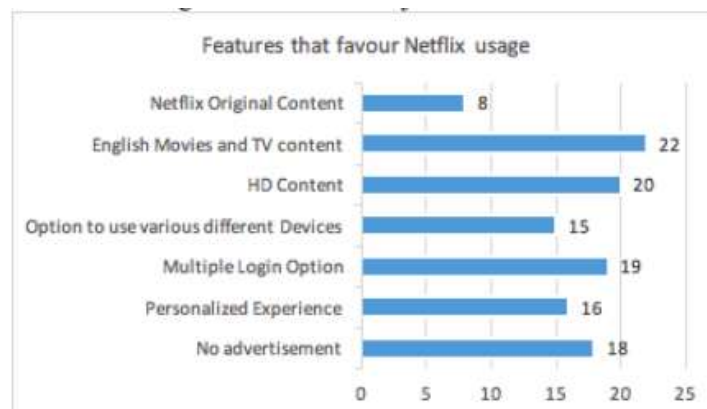
For their online entertainment needs, around 97 individuals, or almost 70 percent, utilise either YouTube or hotstar. It was discovered that just about 25% of individuals utilise Netflix. It was discovered that almost everyone uses the web services to watch television shows, movies, and other forms of entertainment content including music videos. Only roughly 28 percent of respondents were prepared to pay for various forms of internet entertainment. From a total of 70 replies, 29% of people indicated that they would be willing to test out Netflix in the near future, while 63% replied "Maybe." Roughly half of all respondents said that they would be prepared to pay up to Rs 400 for the services. The majority of people don't use online entertainment services because they have a slow internet connection and they don't have enough spare time.



There were around 26 people who were active Netflix subscribers in the past but have since terminated their subscriptions. It was discovered that 25 out of 26 people had utilised the services offered by Netflix during the initial trial month. On the other hand, half of Netflix's previous users said that they would consider using the service once more in the near future. The remaining fifty percent of people were still confused about it. When asked about the reasons for discontinuing use of Netflix, the availability of free content elsewhere online, the expiration of the free trial period, and a general perception that the service is too pricey appeared to be the most common responses.



The numerous available options and the high cost of a Netflix subscription were the two primary factors in the decision not to use Netflix. It was also discovered that there was a significant absence of local content as one of the primary factors.



A comprehension of the users now in use:

- Currently, just 14 percent of individuals subscribe to Netflix.
- The majority of Netflix customers currently spend between 0 and 2 hours each day using the service.
- They watch Netflix on their computers or smartphones more often than anything else

5. CONCLUSION:

The purpose of this study was to determine the patterns of usage and level of knowledge of Netflix among young people. This research led us to the conclusion that there is no statistically significant connection between gender and the amount of time spent watching episodes on Netflix. The purpose of this study was to determine the patterns of usage and level of knowledge of Netflix among young people. According to the findings of this investigation, there is a direct correlation between one's degree of income and the extent to which they derive overall enjoyment from their use of Netflix. According to the findings of the Factor Analysis, we have determined that the Varieties of Shows, the Offline Viewing Option, and the Highest Quality Videos are the Factors that Have the Greatest Impact. The high cost was the primary factor in people's decision not to use the service. In order to address this issue, Netflix has begun making adjustments to the way prices are structured in Chennai and has enabled screen sharing. The number of Netflix customers in Chennai is growing, despite the fact that the Indian operation of Netflix is profitable. The capability of screen sharing was the primary driving force behind this decision. According to the findings of the survey,

Amazon Prime is a significant challenger to Netflix's dominance in the market for subscription streaming services. And one of the primary reasons was that they offered a wide choice of programmes for a reasonable monthly charge. As a result, Netflix has to rev up its marketing techniques in order to maintain its current market share.

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