



CUSTOMER PERCEPTION TOWARDS NETWORKED STREAMING SERVICE PROVIDES WITH REFERENCE TO AMAZON PRIME AND NETFLIX

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Abstract:

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.

Keyword: Amazon Prime, Netflix, Entertainment

I.INTRODUCTION

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 (Amin, 2016).

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.

II. REVIEW OF LITERATURE

Kaplan & Haenlein, 2010 Rapid proliferation of internet among the masses followed by growth of web 2.0 has led to the emergence of online platforms that engage in peer-to-peer sharing and collaboration. The sharing includes open source software to encyclopedias to music and movies. Online sharing has now become a part of the emerging sharing economy.

ICFAI, 2018, It also comes with a subscription fee and has a huge repertoire of TV shows and movies. Amazon and Netflix also produces original video series which are quite popular with the masses. Although there are similarities between both the service providers, studies have found that Netflix wins over Amazon in terms of content and video quality whereas Amazon wins over Netflix in terms of pricing (ICFAI, 2018). Viewers were influenced by the opinion of peers for movie choices and the platform for viewing (ICFAI, 2018).

III. STATEMENT OF THE PROBLEM

Netflix, Inc. has earned a well-deserved reputation as a pioneer and innovator in the home movie industry. After more than ten years in business, Netflix, Inc. is still in growth mode, only just having turned the corner to profitability and still fending off challenges from several heavyweight competitors. It has the advantage of an early start, a strong distribution system, and customer loyalty. However even with tremendous success.

It's the main source of sustainable competitive advantage of Netflix. The system provides value to the DVDs rentals by expanding and customizing the customer's movie preferences. Knowing that one of the basic assumptions about market participants is goal-oriented behavior, where the users are interested in fulfilling their personal goal; this is a good call. In addition the Netflix's rent available title service is beneficial to the revenue growth. • Revenue sharing- the retailer pays a lower price for each DVD in exchange for sharing a portion of the rental revenue with the movie studio.

IV. OBJECTIVES OF THE STUDY

- To study the transition of video streaming industry
- To compare Netflix and Amazon Prime
- To identify perception of Indian consumer based on factors such as Price, Quality, Content, Device friendly for Netflix and Amazon Prime Video

V. RESEARCH DESIGN

Universe of the study- Amazon & Netflix users in Coimbatore City

Data collection- Primary Data and Secondary Data

Sample design- Simple Random sampling

Sample size-125

Tools and techniques- Descriptive statistical techniques, Percentage Analysis, Chi Square

VI. RESULT AND DISCUSSION**Table-1**

Indicate Which Online Streaming / Rental Services You Currently Use

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
NETFLIX	64	51.2
REDBOX	17	13.6
AMAZON PRIME	41	32.8
TOTAL	125	100

INTERPRETATION:

The above table shows that 51.2% of the respondents Use Netflix, 13.6% of the respondents use Redbox And 32.8% of the respondents use Amazon prime.

Table-2

RESPONDENTS PREFERENCE TOWARDS DIGITAL CONTENT

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
ONLINE WEBSITE	23	18.4
TELEVISION	21	16.8
THEATERS, MULTIPLEX	16	12.8
OTT SERVICE PROVIDER (NETFLIX / AMAZON PRIME)	65	52
TOTAL	125	100

INTERPRETATION:

The above table shows that 52% of the respondents prefer OTT Service Provider, & 18.4% of them prefer online website, 16.8% of them prefer television while 12.8% of them prefer Theaters/ multiplex.

CHI-SQUARE ANALYSIS:

Hypothesis: There is no significant relationship between respondent's Gender and Netflix Awareness.

Table-3
GENDER AND NETFLIX AWARENESS

GENDER	NETFLIX AWARENESS		TOTAL
	YES	NO	
MALE	63	7	70
FEMALE	49	5	54
TOTAL	112	12	124

FACTOR	CALCULATE D VALUE	D. F	TABLE VALUE	REMARKS
GENDER	0.19a	1	3.85	ACCEPTED

INTERPRETATION:

The calculated value of chi-square is more than the table value. Hence, the hypothesis is accepted stating that there is no significant relationship between Age and time pressure

VII.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.

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