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## STUDY ON CUSTOMER SATISFACTION TOWARDS NETFLIX IN PUNE.

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### Executive Summary:

As technology is evolving, so are we, too. Talking about TV, there was a time when there was just one TV in the whole region and everybody used to sit and watch at the same time, although today it is the age of Netflix where every person has a phone where they can watch any form of content at any time. With bigger companies including Netflix, India's streaming market is one of the largest and fastest-growing in the world. The video market in the country is estimated at \$700 million and is expected to rise to \$2.4 billion, with Netflix predicted to have the fastest growth by 2023. There would be a pattern of people watching multiple entertainment outlets at the same time, along with demand for fresh and more exclusive content. Instead of Cinema Halls, the big budget producers and directors will be forced to release films directly on Netflix. Quality content on Netflix is in great demand in the lockdown era. It offers more diversity in films, so we are encouraged to think that in the future if this dynamic viewing experience will impact the footfalls of the cinema hall after the lockdown period?

This research is focused on Netflix's customer satisfaction in India. Within your business, customer satisfaction plays an important role. It is not only the leading metric for assessing consumer satisfaction, recognizing dissatisfied customers, minimizing turnover, and increasing revenue; it is also a crucial point of differentiation that allows you in competitive market environments to gain new customers. In dynamic market conditions, consumers.

In the last few years, online streaming giant Netflix has been spending billions of dollars on original content. The standard of its original content in general, which has been the key reason why it has been able to build a massive fan base around the world, is one thing that Netflix has been consistent with.

For original material, Netflix is expected to put in more money. Ted Sarandos, head of marketing for the company, said last year that the company could spend as much as \$15 billion this year on content, and about 85 percent of that will be used for original content. Although this will drain the free cash flow and balance sheet strength of the company in the short term, it will possibly pay the company rich dividends. In the long run, for the company.

Streamers gave Netflix's original content a score of 81 out of 100, as of February 2018, an improvement of 2.5 percent since the ACSI survey in May 2018, according to a recent study by the American Customer Satisfaction Index (or ACSI).

In the same time, Netflix's competitor, AT&T's HBO, had a score of 79, an improvement of 2.6 percent. Prime Video from Amazon had a ranking of 76, a 4 percent rise. Hulu's original material, meanwhile, drew a score of 75, an improvement from the May study of 1.4 percent.

During the holiday season, Netflix launched a variety of new originals as it continues to add more to compensate for the Disney material that it will lose this year, as the media giant releases its own streaming service later this year.

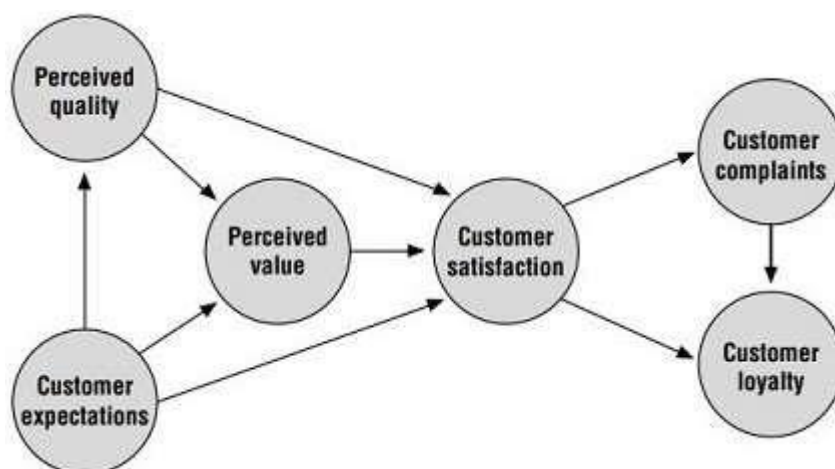
## Introduction:

Netflix, Inc., a company based in Los Gatos, California, is an American entertainment network. In 1997, Reed Hastings and Marc Randolph originally created Netflix in the Scotts Valley. The key business of the company is a subscription-based streaming service, including those created in-house, providing online streaming for film and television series libraries. Globally, one hundred and ninety-five million subscriptions were paid, including seventy-three million in the U.S. Except in the following countries, it is available worldwide: mainland China (due to certain local restrictions), Syria, North Korea, and Crimea (due to some of the US sanctions). It was announced in 2020 that Netflix's operating income is \$1.2 billion. In England, the company has headquarters, France, Brazil, India, Japan, the Netherlands, and South Korea.



Netflix is a member of the Motion Picture Association (MPA), which produces and distributes material from nations around the world. The Netflix has taken more of an active role as producer and distributor for both film and television shows since 2012, and through its streaming library provides a range of "Netflix Original" material to that end. Netflix services served in more than one hundred and ninety countries over the duration of January 2016. An record 126 original series and films were released by Netflix in 2016, more than Any other cable channel or network. Their attempts to create new content, acquire additional content rights and diversify across 190 countries have resulted in the company racking up billions in debt: \$21.9 billion as of September 2017, up from September 2017 From \$16.8 billion the year before. Of this, \$6.5 billion is long-term debt, with the remainder in long-term commitments. Customer happiness is the priority of Netflix. Let's see, first of all, what is customer satisfaction? Customer satisfaction is described as an assessment that indicates how happy customers are with the goods and services of the business. Information on customer satisfaction, including surveys and reviews, will help a

business decide how best to enhance or improve its goods and services. One corporate body emphasis should be on pleasing clients. This also refers to manufacturing firms, retail and wholesale companies, government entities, utility companies, non-profit organizations, and any subgroup within an enterprise.



With the advent of Disney+ and Apple TV+, the world's subscription streaming market is heating up. Customers demand more and the figures prove that from premium streaming services. Disney has become the industry's most dominant driver of consumer loyalty, while Netflix has lost its top spot.

For Netflix, why is customer satisfaction important? For Netflix, customer loyalty is important because:

- Retaining clients is much easier than obtaining new clients.
- The Reputations are successful
- A very crowded marketplace
- Customer fulfillment drives growth
- Customer satisfaction increases the morale of employees

**Keywords:** Netflix, customer satisfaction, market segment, advertising, marketing strategy, viewer, market research.

### Literature review:

The media form an integral part of the superstructure of almost every society. It plays a major part in the dissemination of information. Technology has undeniably been the driving force behind the living diversity of people, especially in the rapidly evolving world media over the last five years. The national lockdown scenario resulted in a sudden rise in the percentage of online viewing. Marketing in a survey conducted by InMobi There was a 46 percent increase in online video streaming, a marketing medium for smartphones. In the Netflix consumption prime time, which changed from 10 pm to 12 am to 7 pm, there was a transition. You remember, when we say Netflix and chill? More like Netflix, the number of global viewers subscribing to video streaming service is growing. Movies and TV shows are distributed by the world's largest internet entertainment firm. With almost 183 million paying subscribers in more than 190 countries, a number of genres and languages are available. Netflix produces its own content and partners with distributors to sell the programming rights. It deploys algorithms to anticipate audience tastes and make suggestions about what to watch in order to gain opinions. Netflix still sends DVDs via mail to US customers, while Legacy Every year, business gets much smaller. Netflix mainly tests customer loyalty through customer interaction and hours observed. A critical metric that drives everything from

programming decisions and content investment to algorithm enhancement is how long users watch content.

### Need of research:

- To study the notoriety of OTT media stages as for Netflix in India.
- To look at the ramifications, it will have on the substance creation and dispersion opposite the adjustment in utilization propensities for crowd.
- To evaluate the consumer loyalty to this OTT stage.
- Study of progress in promoting systems explicitly by this stage in the pandemic time frame.
- Study the showcasing procedures utilized by stages like Netflix to advance themselves and make such progress.
- To comprehend the watch example of individuals regarding Netflix.
- Understanding showcasing procedures of Netflix, concerning how it is developing in spite of excessive costs.
- Analyse development of Netflix in India in any event, when a great deal of substance isn't accessible in Pune.
- To comprehend purchasing behavior of watchers in Pune.
- To comprehend what the purchasers of Netflix truly need.
- To comprehend viewers' opinion about Netflix administrations and substance, client administrations, and so on.
- To make an examination of Netflix to one of its competitor (Amazon Prime).
- To break down a scale regarding consumer loyalty of watchers towards Netflix.
- To realize why individuals picked Netflix over different stages.
- To identify and understand the underlying dominant dimensions of customer satisfaction variables.
- To examine the significant differences among customer satisfaction factors with personal profile of the respondents.[3]

### Research Methodology:

Research methodology is a particular cycle or procedure used to recognize, select, measure, and break down effective data. In exploration papers, the technique area permits perusers to fundamentally assess the legitimacy and by and large unwavering quality of the examination. This investigation depends on a blend of examination techniques that include: perception, gathering information through poll and translation of the reactions.

- **GEOGRAPHICAL AREA OF RESEARCH:** Traditional topographical examination for the most part investigates where, and to an enormous degree why, occasions and wonders happen, and the thought of room is at the center of what we consider as the control of topography. This investigation is led in Pune.

- **PERIOD OF COVERAGE:** Period of inclusion is the time span needed to finish the exploration. The length to do this undertaking is around 2 Months. Initial, a model was made, the division of work was finished. From that point forward, a poll was set up to lead the study. The poll has covered all potential inquiries to comprehend and dissect the clients concerning Netflix, in the event that they are adequately fulfilled, their input, their perspectives on substance, sound video quality, and so forth The discoveries are examined later in the exploration paper.

- **RESEARCH DESIGN:** The Research Design utilized is Descriptive Research Design.

- **Descriptive Research Design:**

- i. It is very much Structured.
- ii. It is utilized in deciding the connection between at least two factors.
- iii. It is conservative.
- iv. Problems are found after the planning of Questionnaire.
- v. It takes less time.

- **SAMPLE DESIGN:**

- **Population:** The examination was led on viewers of Netflix in Pune.
- **Sample Size:** The example size is of 46 viewers.
- **Sample Unit:** 46 people from Pune.

Data collection methods:

- **PRIMARY DATA:** Primary information is information gathered from pre-customized overviews utilizing highlights, for example, studies, surveys, meetings, or trials. It was composed to discover the clerk straightforwardly without any preparation. As opposed to the expression "helper information", this term is utilized. In this examination, the primary information were gathered utilizing surveys. Surveys are utilized to collaborate with clients.

• **SECONDARY DATA:** Secondary information alludes to information gathered by optional gatherings other than clients. Basic wellsprings of sociology optional information are explanations, information gathered by government offices, authoritative archives, and information that are basically utilized for other examination purposes. Nonetheless, the way analysts gather the crude information is unique. In this examination, optional information was gathered from organization profiles, organization sites, and the Internet.

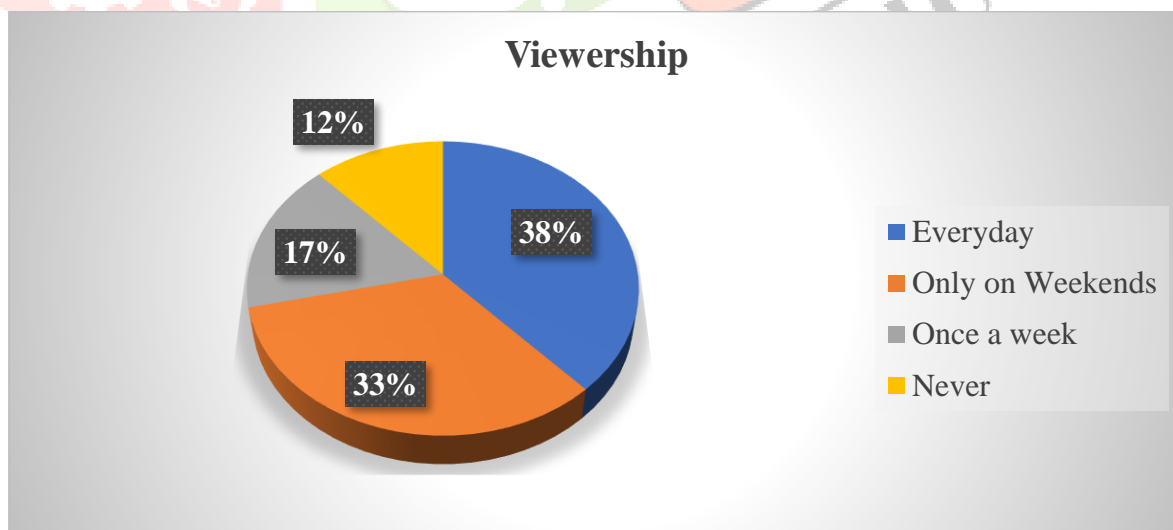
• **RESEARCH INSTRUMENT:**

▪ **QUESTIONNAIRE:** A survey is an examination apparatus that comprises of a progression of inquiries intended to accumulate data from respondents. It is a bunch of printed or composed inquiries with a selection of answers, intended for study or factual exploration. A survey is an examination instrument that comprises of a bunch of inquiries or different sorts of prompts that expects to gather data from a respondent. An exploration survey is normally a blend of close-finished inquiries and open-finished inquiries. Open-finished, long-structure addresses offer the respondent the capacity to expand on their musings. Examination polls were created in 1838 by the Statistical Society of London. The information gathered from an information assortment poll can be both subjective just as quantitative in nature. A poll could conceivably be conveyed as a study, however a review consistently comprises of a survey.[4]

### Findings and Analysis:

#### 1. How often do you use Netflix?

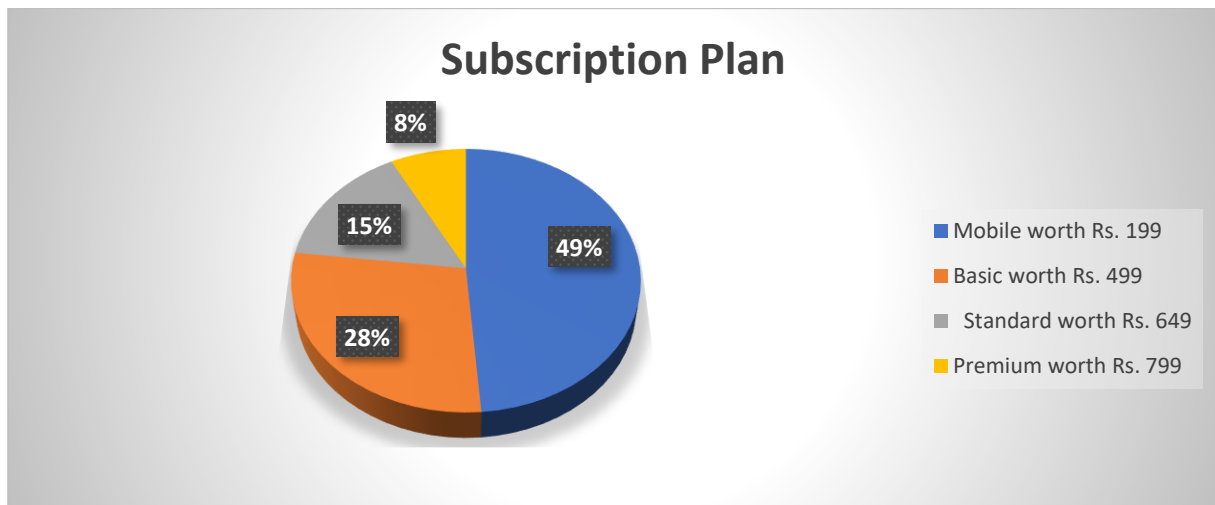
- *Daily*
- *Once in a week*
- *Once in a while*
- *Never*



**FINDINGS:** Out of the total 38% people watch Netflix Every day, 33% people watch only on weekends, 17% people watch once a week and only 12% people Never watch Netflix.

2. Which plan have you subscribed for?

- Mobile worth Rs. 199
- Basic worth Rs. 499
- Standard worth Rs. 649
- Premium worth Rs. 799



FINDINGS: Out of the total 49% people have subscribed for Mobile plan worth Rs.199, 28% people have subscribed for Basic Plan worth Rs.499, 15% people have subscribed for Standard Plan worth Rs.649 and only 8% people have subscribed for Premium Plan worth Rs.799.

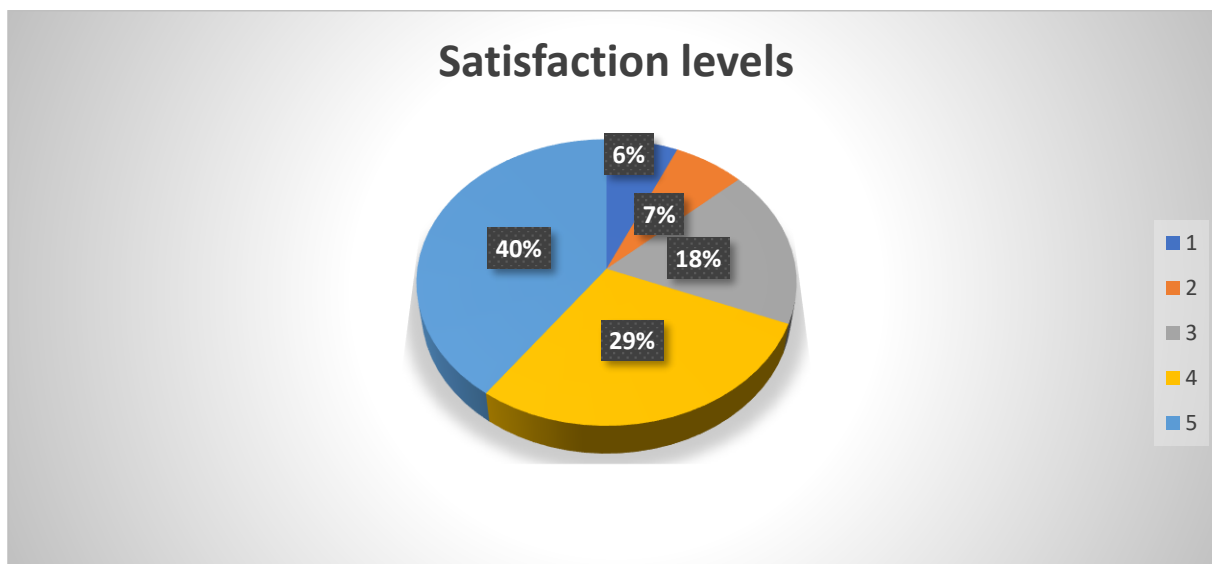
3. Do you think the subscription plans are worth your money?

Rate, 1-5



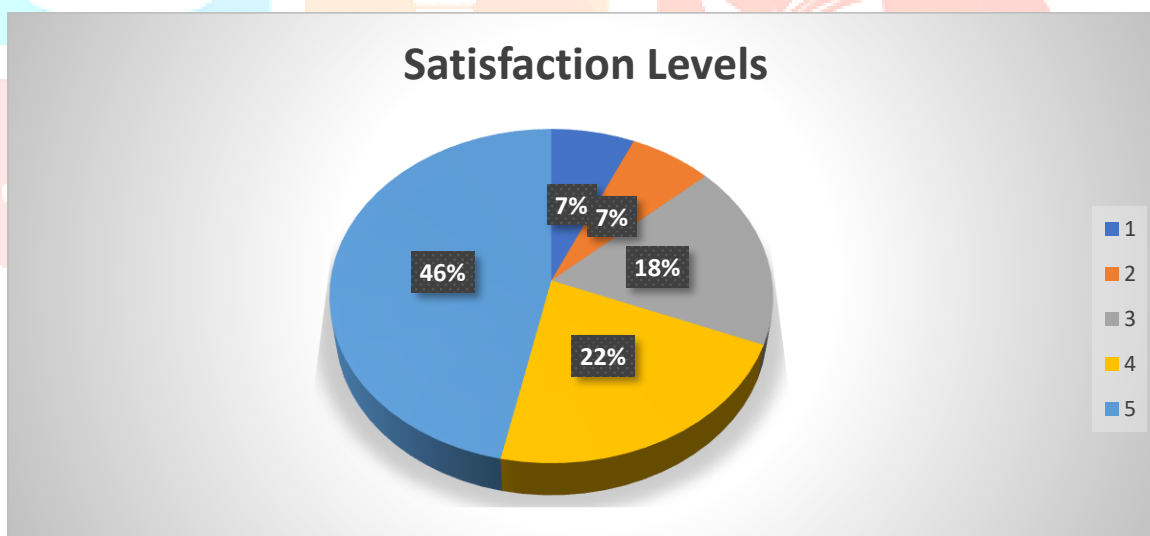
FINDINGS: Out of the total, 31% have rated the worthiness of their subscribed plan with 4/5 ratings, 24% have rated 5/5, 18% have rated 3/5, 16% have rated 1/5 and 11% have rated 2/5.

4. *How satisfied are you with the overall sound quality according to your subscription pack?*  
Rate, 1-5



FINDINGS: Out of the Total, 40% people have rated that they are 5/5 satisfied with the sound quality provided with their subscription, 29% have rated 4/5, 18% have rated 3/5, 7% have rated 2/5 and 6% have rated 1/5.

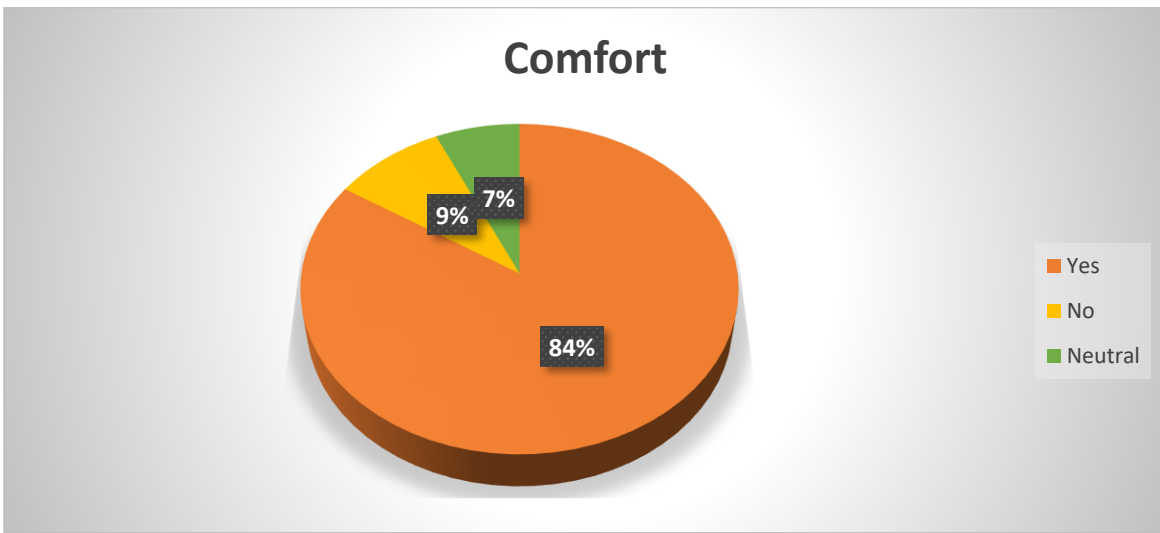
5. *How satisfied are you with the overall video quality according to your subscription pack?*  
Rate, 1-5



FINDINGS: Out of the Total, 46% people have rated that they are 5/5 satisfied with the video quality provided with their subscription, 22% have rated 4/5, 18% have rated 3/5, 7% have rated 2/5 and 7% have rated 1/5.

6. *Were you able to Navigate through the App comfortably?*
- Yes*
  - No*
  - Neutral*

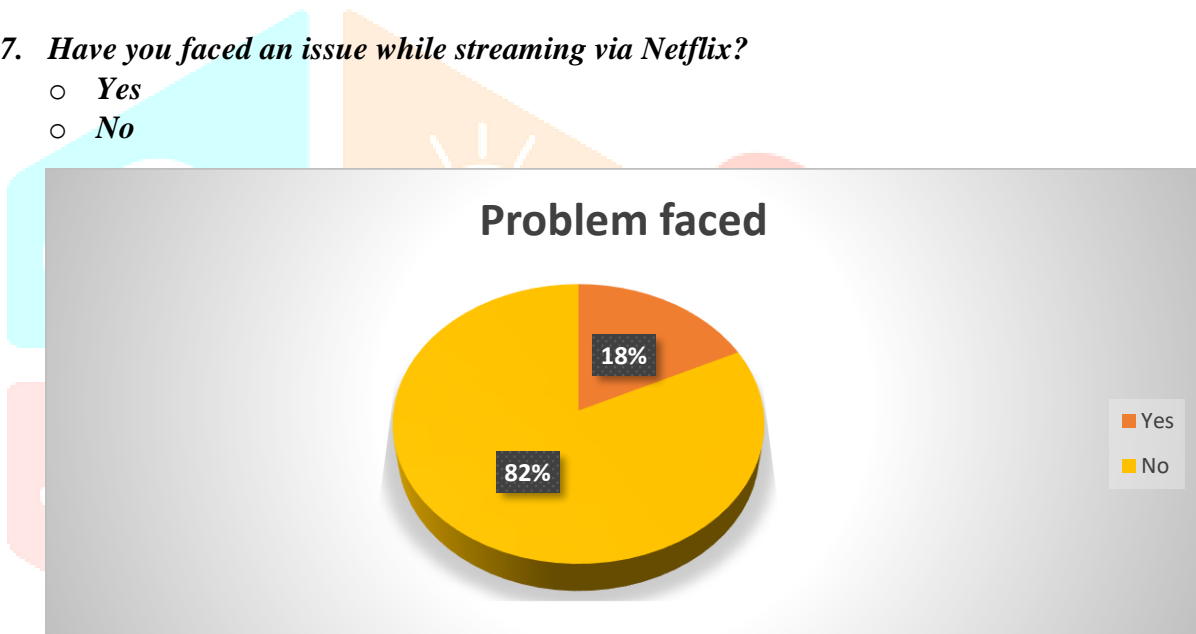




FINDINGS: Out of the Total, 84% people were comfortable while navigating through the App, 9% people faced difficulties and 7% people are Neutral.

7. *Have you faced an issue while streaming via Netflix?*

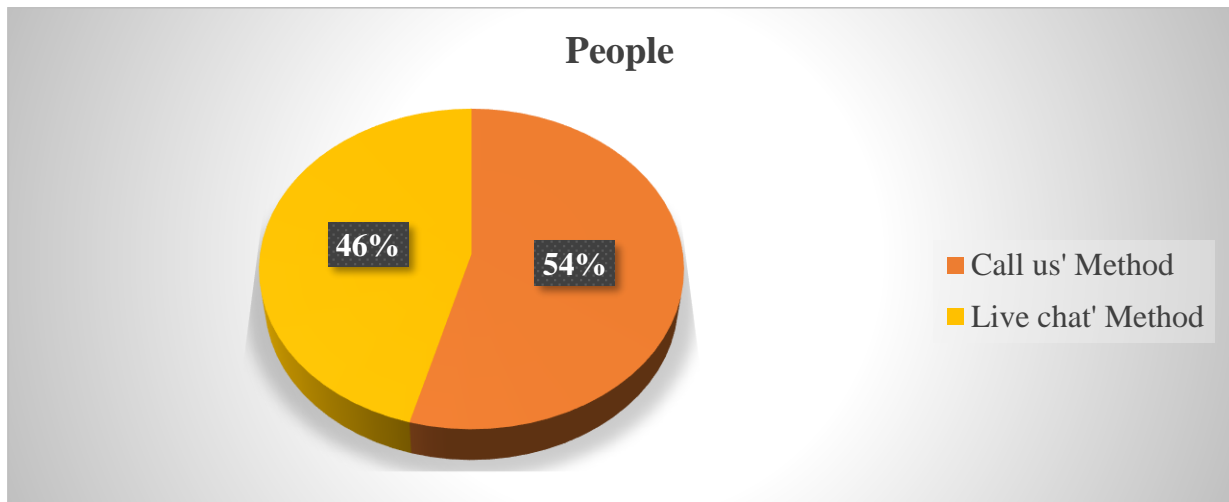
- Yes*
- No*



FINDINGS: Out of the Total, 82% people never faced any problem while streaming on Netflix and 18% people faced some problems.

8. *What was the mode of communication between customer service and you?*

- *Call us' method*
- *Live chat' method*



FINDINGS: Out of the Total who faced a problem, 54% people used Call us' Method and 46% people used Live Chat' Method.

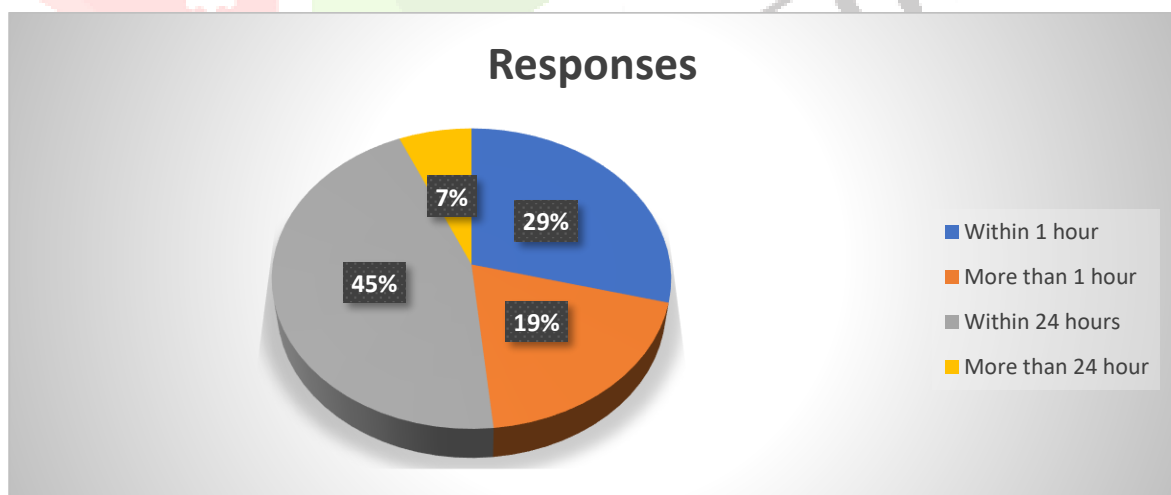
9. *What was your issue?*

- \_\_\_\_\_

FINDINGS: People reported issues like Lagging, regarding subscription pack, absence of details icon on featured drama on homepage, costly plans, coupon not applied, Payment issues, No access to latest movies, Bad IVR.

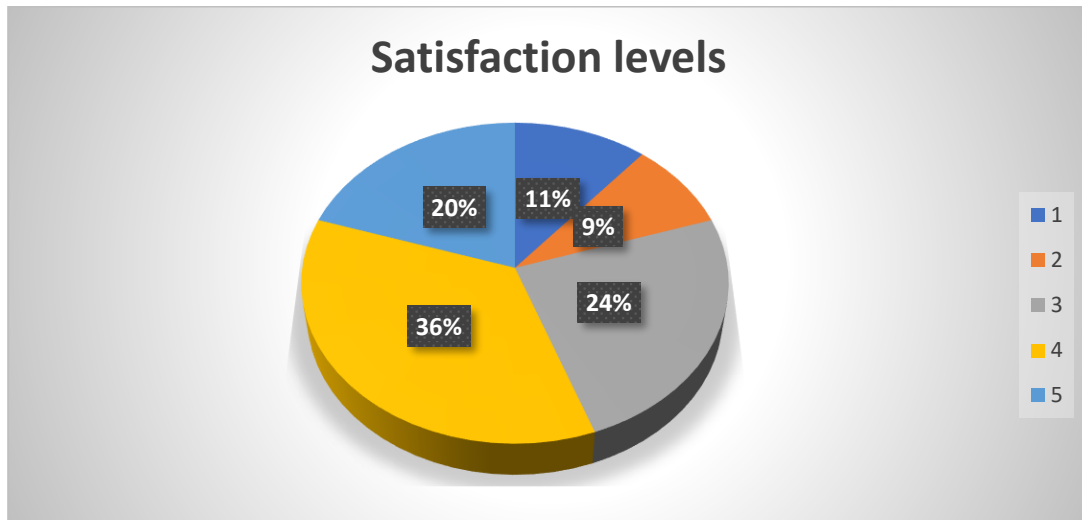
10. *How much time did the customer service team take to resolve your issue?*

- *Within 1 hour*
- *More than 1 hour*
- *Within 24 hours*
- *More than 24 hours*



FINDINGS: Out of the Total, 45% people got their problem resolved within 24 hours, 29% people got it resolved within 1 hour, for 19% people it took more than 1 hour and for only 7 % people it took more than 24 hours.

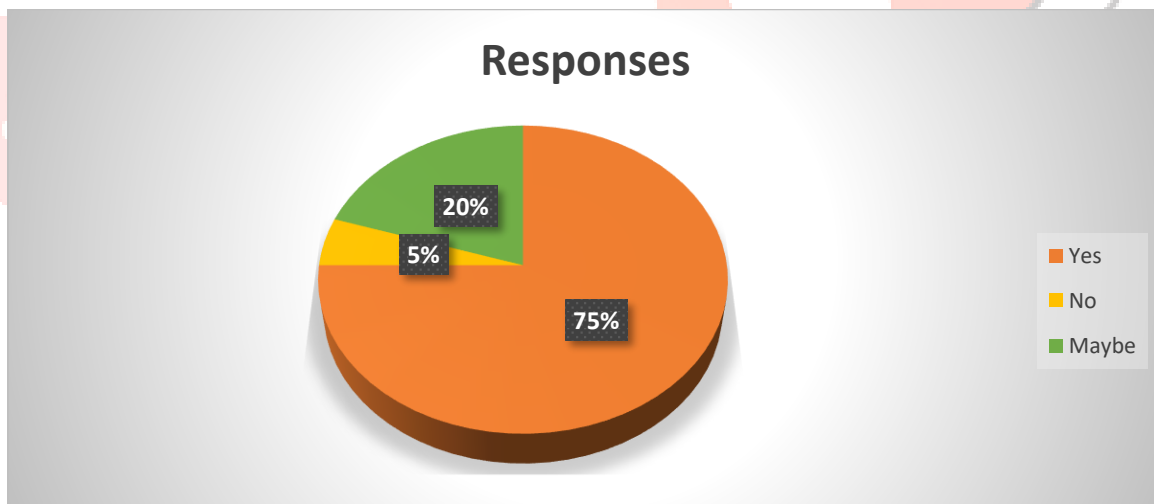
**11. How satisfied were you with the customer service provided to you?  
Rate, 1-5**



FINDINGS: Out of the total, 20% people are satisfied with the customer service provided to them and have rated it as 5/5, 36% people have rated 4/5, 24% people have rated 3/5, 9% people have rated 2/5 and 11% have rated 1/5.

**12. Do you think Netflix should continue to collaborate with telecom companies to provide 3 months free trials to the users?**

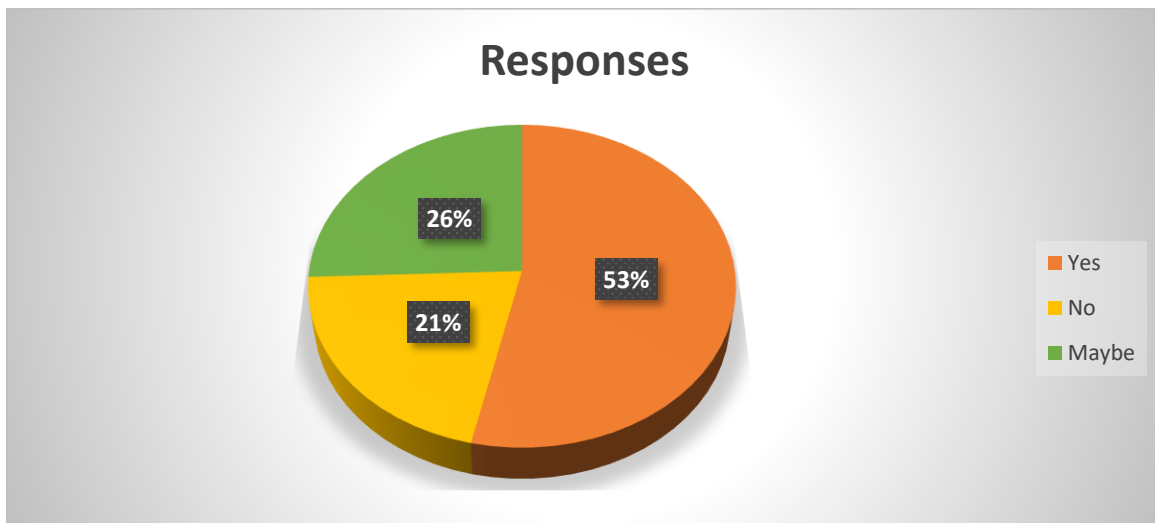
- Yes
- No
- Neutral



FINDINGS: Out of the total, 75% people agree that Netflix should provide 3 months free trials with the telecom companies, 20% people say maybe and 5% people do not agree.

**13. Is there enough content available in your preferred genre?**

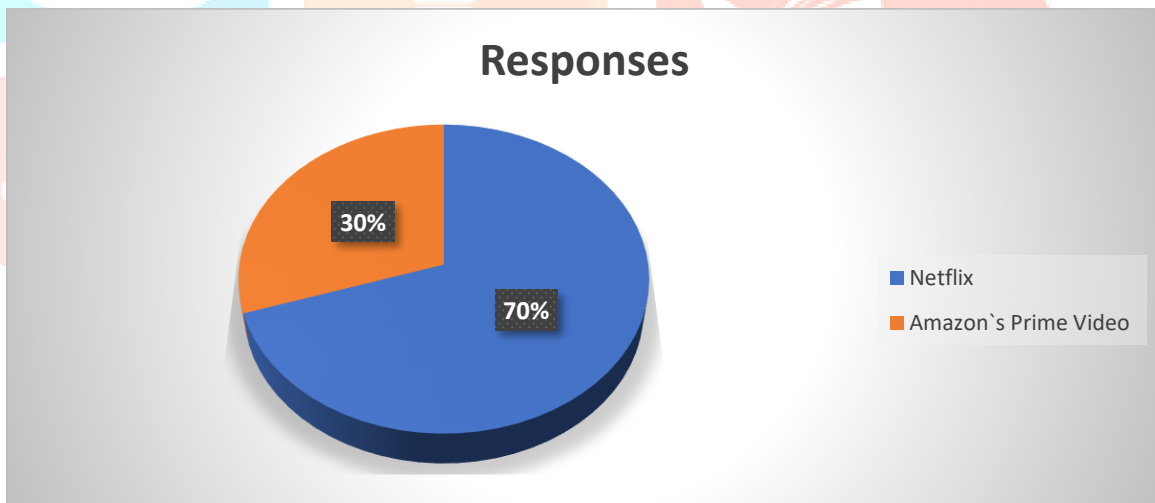
- Yes*
- No*
- Maybe*



FINDINGS: Out of the total, 53% people agree that there is enough content available in their preferred genre, 26% people say maybe and 21% people do not agree.

**14. Who according to you is the better content provider?**

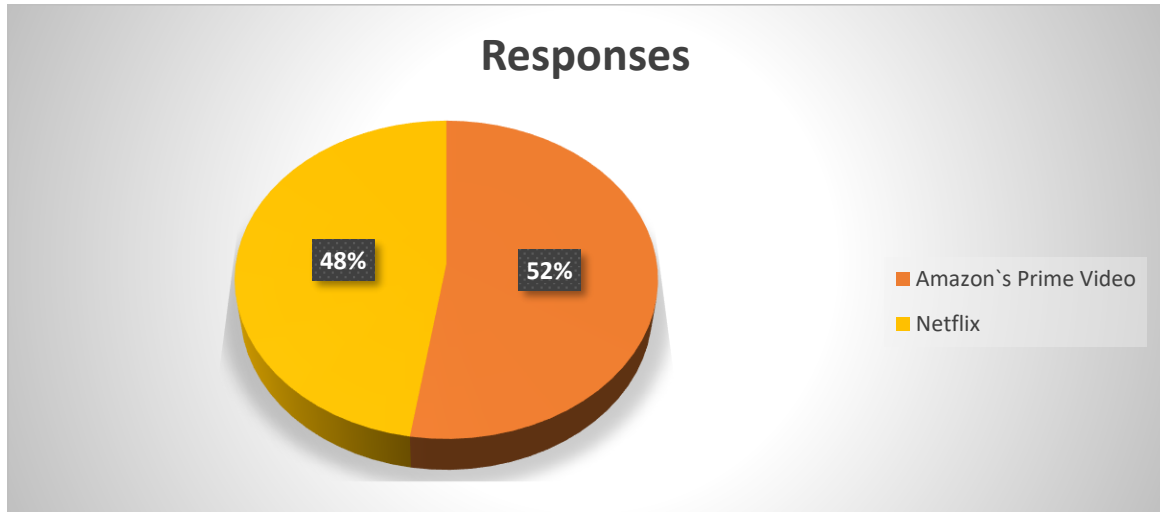
- Amazon`s Prime Video*
- Netflix*



FINDINGS: Out of the total, 70% people think that Netflix is a better content provider and 30% people voted for Amazon`s Prime Video.

15. Who according to you provides better value for money?

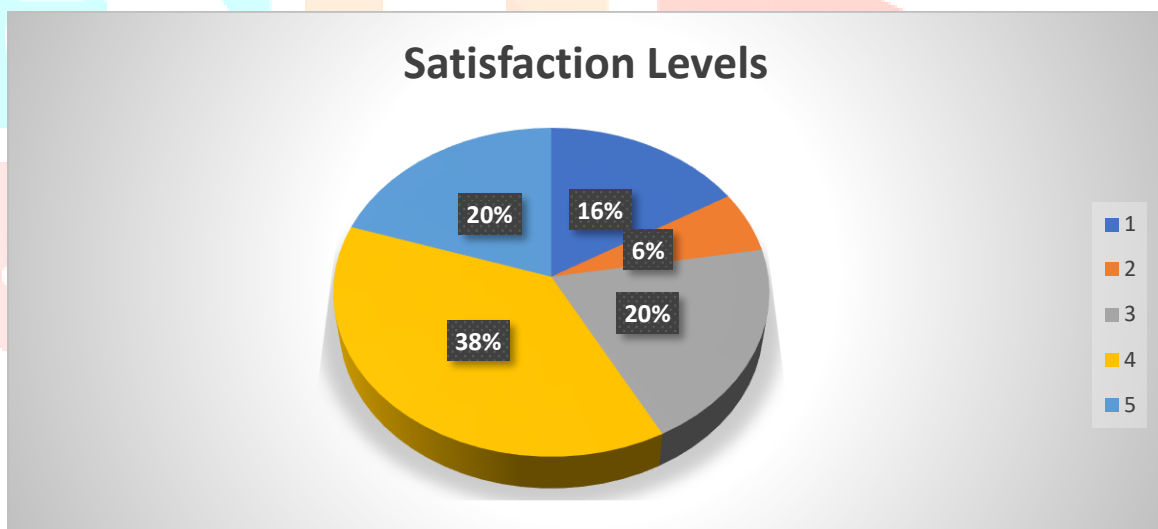
- Amazon`s Prime Video
- Netflix



FINDINGS: Out of the total, 52% people think that Amazon Prime Video provides a better value for money and 48% people think that Netflix is better.

16. How would you rate Netflix based on your overall experience?

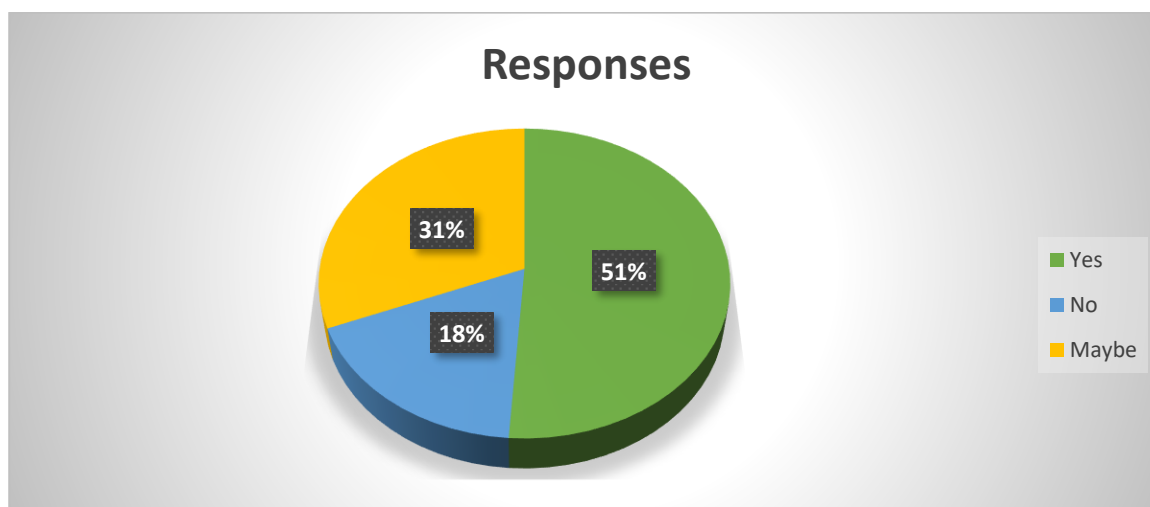
Rate, 1-5



FINDINGS: 20% people have rated their overall experience on Netflix as 5/5, 38% have rated 4/5, 20% have rated 3/5, 6% have rated 2/5 and 16% have rated 1/5

### 17. Would you prefer Netflix over other content providers?

- *Yes*
- *No*
- *Maybe*



**FINDINGS:** Out of the total, 51% people say they would prefer Netflix over other content providers, 31% say maybe and 18% people say they won't.

### **Suggestions for Netflix to improve its customer satisfaction:**

Netflix is already in a threat as it is losing its market in USA continuously after 2011 and now it is targeting to try its bet on Indian market. The direct competitors of Netflix in India are Amazon prime and Disney hot-star which are providing around same packages for around 40% less amount. Netflix entered into the Indian market which is among the largest user of paid online streaming services. As the usage of smartphone users is increasing the number of OTT platforms has also emerged and providing nearly same services at low costs compared to Netflix's. Keeping this points in mind Netflix need to work upon the pricing strategies to compete in the Indian market.[5]

### **General suggestions based on Secondary data:**

- 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 atleast 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 atleast giving the service to provide 5-6 screen at a time to have a stand in India.
- Some of the Series and shows cannot be seen on Netflix for Indian region but can be viewed in the USA which is big question to worry as the viewer will feel cheated on the subscription he/she is paying for. Not only Netflix but Indian Democratic Government also.
- 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 and Zee 5.

- As Zee5 has tie-ups with Vodafone-Idea and Airtel, that if the customers opts for premium plans then the membership will come mandatory with the membership of certain time period. Netflix should also adopt this
- For example, Criminal Minds is a series which is not available in India but available in USA Netflix screens.

### **Suggestions based on primary data:**

- The survey tells us that the viewership of Netflix in Pune region is 38% of people watches Netflix everyday which is a huge number and cannot be neglected. The viewership can be increased if the tariff pattern would be humble for the pockets of Indians.
- In India people look for more economical options and is reflecting in the survey that 49% of the users are using 199/- Rs plan, 28% for basic plan(499/-Rs) and other remaining for standard and premium plans.
- 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.
- 75% of the people wanted to have partnership with the telecom partners and to provide 3 months free trials as to promote its content as other players do. The provide mandatory free trials for around 1 month to get used to for the interface and content on their platform. Such strategies can be adopted by Netflix.
- Talking about the value for money then Amazon Prime wears the crown as it is economical in many ways as it also benefits in free deliveries of products on Amazon.in which clearly is a value for money. Since, the competition is not so brutal among them only gap 4% can be observed.
- Talking about the positive remarks which are overall experiences, content, no issues were faced while streaming, and using the app comfortably. In this categories Netflix has ball in its court and little manipulations are suggested.

### **Conclusion:**

The increasing demand of OTT platforms in India has also let other competitors to enter into the pool of market which Netflix needs to counter. We know Netflix is losing its share in the USA and trying its hand on India. India being huge market comes with huge competition to deal with so providing value for money 50 the customers by providing better content then others in comparable prices will be n better option. The above research tells us that Netflix needs to gear up for the upcoming competition it has to face in the

coming era of digital India in the future. No doubt Netflix has an extra ordinary subscriber base in India but needs to be maintained by providing content which are available for multiple locations.

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