CUSTOMER PERCEPTION TOWARDS AMAZONPRIME AND NETFLIX NETWORK STREAMING SERVICE

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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. Among all the online streaming service providers, the most popular ones in India are Netflix and Amazon Prime. Netflix was the first online video streaming service provider that entered the market in 2007.Now it has over150millionsubscribersworldwide. Members of a family now want to watch movies of their personal choice on their mobile phones rather than watching it together. These kinds of personal needs are fulfilled by online video streaming service providers like HBONOW, Netflix, Amazon Prime, etc. Gone are the days when viewers had to sacrifice other activities to watch their favorite TV shows on time

Key words - Perception, Netflix, amazon prime, e- service

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 customers from online sale of products to online movie streaming. They have given customers the freedom to tune in to their favorite movie or music at the tap of an appon their smart phone or allied devices. Convenience is the need for customers 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. Twitter, blogs, Facebook, etc. The reviews of viewers act as guiding lights

to potential viewers who often use them as yardsticks before watching a movie or TV show. This study has collected 300 such reviews from various social media platforms to find out and analyze the sentiments of viewers towards Netflix and Amazon Prime. The collected reviews were analyzed in the backdrop of e-service quality.

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 comer 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. Its 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 to 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.

SCOPE OF THE STUDY

The study an analysis made through survey in this project is within the CoimbatoreCity. The respondents are people of the age 18years-30years who are well aware of Amazon Prime and Netflix services provided by them. Further, this study can be used to analyze customer satisfaction of the customers (users) of Amazon prime and Netflix.

REVIEW OF LITERATURE

Kaplan &Haen1ein **(2010), "Modern** era entertainment **consumption** over **internet"** 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.

Bennett **& fanning, (2007),** "Reviews of the **consumed** streaming services **will** defines the expansion in the market" Netflix is an online movie streaming service providerwhich allows viewers to watch movies on rent for a fixed monthly fee over the internet. Itencourages viewersto rate the movies that they watch.

ICFAI, (2018), "Instead **of procuring** the Shows/movies **from** the **production companies,** they **started producing their** shows / movies as **Originals."** It also comes witha 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 boththe 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).

Wenzel, Mahle, &Pätzmann, (2016), "Viewers give importance to the service quality of online **streaming** channels like Amazon and Netflix" Service quality has been measured on RATER scale where R stands for reliability, A for assurance, T for tangibility, E for empathy, and R for responsiveness (Parasuraman et al., 1988). This study has taken the dimensions of audio and video quality, content, ease of use and price as criteria for assessing service quality perceptions of viewers of Amazon and Netflix.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. It is descriptive in nature.

AREA OF THE STUDY

The study is undertaken in Coimbatore city.

SAMPLE SIZE

The sample size for the study is 122 respondents.

SAMPLING TECHNIQUES

Convenience sampling technique is used for the study.

TIME PERIOD OF THE STUDY

The period for the study is 5 months i.e., January 2022 to May 2022.

METHODS OF DATA COLLECTION

Questionnaire method is used to collect the data from the respondents.

SOURCE OF DATA

The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary data is collected from articles, books, magazines and newspapers.

SIMPLE PERCENTAGE ANALYSIS:

Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study. It is one of the simple forms of analysis which is very easy for anyone to understand the outcome of the research. It is normally used by commercial research organization and pictorially presented with different diagrams.

FORMULA:

$$\text{Respondents Percentage analysis} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} * 100$$

SHOWING THE GENDER OF RESPONDENTS

GENDER	No. OF RESPONDENTS	PERCENTAGE
MALE	50	41
FEMALE	72	59
TOTAL	122	100

INTERPRETATION

The above table 4.1.1 shows that out of the 122 respondents 41% are male and 59% arefemale.

INFERENCE

Majority of the respondents are Female (59%).

AGE GROUP	No. OF RESPONDENTS		PERCENTAGE	
BELOW 18 YEARS	34		27.9	
18 - 25 YEARS	83		68	
26 - 30 YEARS	4		3.3	
ABOVE 30 YEARS	1		0.8	
TOTAL	122		100	

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INTERPRETATION:

The above table 4.1.2 shows that 27.9% of respondents are in the age group of below 18years68% are 18-25 years,3.3% are 26-30 years, 0.8% are above 30 years.

INFERENCE:

Majority of the respondents belong to the age group of 18-25 years (68%).

WEIGHTED AVERAGE METHOD

Table indicating about respondent opinion about Amazon Prime.

OPINION	RANK 1	RANK 2	RANK 3	RANK 4
SERVICE	46	9	32	17
POSITIVE	35	31	34	4
NEGATIVE	22	23	50	10
NEUTRAL	18	20	55	10
OTHERS	18	11	51	22

RANK WEIGHTED AVERAGE SCORE

RANK	WEIGHTED AVERAGE	ATTRIBUTES
1	2.50	POSITIVE
2	2.39	SERVICE
3	2.18	NEGATIVE
4	2.06	NEUTRAL
5	1.87	OTHERS

INTERPRETATION:

The above table shows that first rank goes to positive, second rank goes for service, third ranktonegative, fourth rank for neutral, fifth rank to others.

INFERENCE:

It can be inferred that most of the respondents

HENRY GARRETT RANKING

THE TABLE DESCRIBE THE OPINION ABOUT

AMAZON PRIME

Rank scale	1	2	3	4	Total	Total score	Average	Rank
Factors	**82**	**70**	**63**	**58**				
Service	47	33	20	22	122	8700	71.31	2
	3854	**2310**	**1260**	**1276**				
Positive	24	30	43	25	122	8227	67.43	4
	1968	**2100**	**2709**	**1450**				
Negative	30	22	60	10	122	8360	68.52	3
	2460	**1540**	**3780**	**580**				
Neutral	40	33	30	19	122	8582	70.34	1
	3280	**2310**	**1890**	**1102**				
Others	30	20	30	42	122	8186	67.10	5
	2460	**1400**	**1890**	**2436**				

INTERPRETATION:

From the above table respondents are neutral (70.34%) with the amazon prime. Follow byservices (71.31%). Follow by negative (68.52%). Follow by positive responses (67.43%).followed by other responses (67.10%)

FINDINGS OF THE STUDY

- 59% of respondents are female.

- 68% of respondents are in 18 to 25 years of age group.96.7% ofrespondents are unmarried.

- 56.6% of respondents completed undergraduate.

- 49% of respondents earns 20000 to 30000 salary per month

- Majority of the respondents are living in urban areas (60.8%).85.1% of the respondents arestudents

- 38.5% of the respondents use Netflix as online streaming services.

- 70.5% of the respondents are aware about Netflix.

- 49.2% of the respondents just heard about Netflix.

- 50.8% of respondents have Netflix subscription.

- Majority of the respondents Know about Amazon prime (91.2%)

- Majority of the respondents use Netflix once a week is (37.5%).

- Majority of the respondents are satisfied on Netflix Subscription (73.3%).

- 38.5% of respondents prefer digital content as OTT service provider.

- 61.2% of the respondents are aware about cost of amazon prime

- 47.1% of the respondent opinion about subscription price of amazon primeas moderate.

- It can be inferred that most of the respondents like positive.

SUGGESTIONS:

- No commercial, that means when you find a film or a show you want to watch andclick pay, you will watch it without being interrupted by ads.
- You can download the content and watch it offline This is such a great option,especially if you are planning to go on a road trip
- Different membership plans, there are three plans: basic, standard, and premium.

- Each plan comes with different options.

- Amazon Prime has more regional content than Netflix. You will find Tamil, Telugu, and similar more regional movies on Prime but not on Netflix.
- **No extra cost for HD or 4K** Amazon does not charge you extra for the 1080p Full HD and 4K Ultra HD resolutions on any of its plans, whereas in Netflix you have to pay for 1080p and 4K Ultra HD video quality unless you go for the Rs 800 plan.
- **You also get Amazon Prime Music:** Not just video streaming, Prime also offers music streaming services with its Prime Music. It has music library across 12 languages
- Fantastic experience, once you try Netflix, you will come to the conclusion it really offers a fantastic experience. If you choose the standard basic membership plan, you can watch movies and TV shows in HD or Ultra HD.

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 18-25 and least by people aged above 30. On-demand video streaming channels are independent on gender of the consumer.

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