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A Study on Digitized Entertainment: Factors Influencing Consumer Adoption of OTT Platforms.

Ms. Jenifer Mercy J, Research Scholar, Sri Krishna Arts and Science College, Coimbatore, and

Dr. Mary Saranya J, Assistant Professor and Head of the Department of Management Science, Sri Krishna Arts and Science College, Coimbatore.

Ms. Nisha V, Assistant Professor, VLB Janakiammal College of Arts and Science, Coimbatore.

Abstract

The rise of digital technology has transformed how people consume and enjoy entertainment. In recent years, Over-The-Top (OTT) platforms have gained significant popularity by enabling consumers to access movies, web series, TV shows, and other digital content from any location at any time. This study aims to understand the factors that drive consumers to adopt and utilize OTT platforms. The study investigates various factors, including content quality, content variety, subscription cost, convenience, accessibility, streaming quality, personalized recommendations, and ease of use. These factors can shape consumer preferences, satisfaction levels, and the likelihood of continued use of OTT services. The study also examines how shifts in entertainment habits, alongside the rising adoption of smartphones and internet services, have driven the expansion of OTT platforms. This study draws on consumer responses and opinions concerning their OTT usage and preferences. The findings are anticipated to offer deeper insights into the factors that drive consumer choices when selecting an OTT platform. The study could also assist OTT service providers in better understanding consumer expectations and enhancing their content, pricing strategies, and overall user experience. In summary, the study underscores the increasing significance of digital entertainment and identifies the key drivers behind consumer adoption of OTT platforms within an evolving media landscape.

Introduction

Entertainment has become an integral part of daily life, and the methods by which people consume it have transformed significantly due to advancements in digital technology. Historically, individuals primarily relied on television, theaters, radio, and other conventional entertainment formats. Today, the proliferation of smartphones, affordable internet access, and digital services enables people to watch their favorite movies, series, shows, and other content anytime and anywhere. A significant shift in the entertainment industry is the increasing popularity of Over-The-Top (OTT) platforms. OTT platforms enable users to access a diverse array of content via the internet, reducing reliance on traditional television or cinema. Services like Netflix, Amazon Prime Video, Disney+, and Hotstar have become a popular option for many consumers. The primary driver behind this shift is the convenience provided by OTT platforms. Viewers have the freedom to select their preferred content, determine the viewing time, and access it across a variety of devices, including smartphones, laptops, tablets, and smart TVs. The presence of multiple languages, diverse genres, varied programming, tailored recommendations, and adaptable subscription options has also enhanced the appeal of OTT platforms to consumers. Simultaneously,

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consumers evaluate multiple factors prior to selecting an OTT platform. Factors such as content variety and quality, subscription cost, streaming performance, user-friendliness, convenience, personalized recommendations, and the availability of fresh and engaging programs can all influence their decision. Individual preferences and evolving entertainment habits also significantly influence whether consumers continue to use an OTT service.

Consequently, grasping these elements is crucial for OTT service providers aiming to draw in new users and keep their current ones. This study examines the digitized entertainment factors that influence consumer adoption of OTT platforms. The study seeks to identify the key factors influencing consumer adoption of OTT platforms and to analyze how evolving digital entertainment habits shape their preferences and usage patterns.

OBJECTIVES OF THE STUDY

The study attempts to address the questions raised in the problem statement. Consequently, the following objectives have been established.

- To examine the socioeconomic profile of the respondents.
- To examine the preferences of the general public in Coimbatore district regarding Over-The-Top (OTT) platforms.
- To identify the factors that influence the adoption of OTT platforms.
- To evaluate consumer satisfaction with online streaming services.
- To offer appropriate recommendations for enhancing consumer satisfaction.

SCOPE OF THE STUDY

One of the study's primary objectives is to investigate user perceptions and satisfaction levels regarding online streaming services. Current technology is underpinned by a robust internet infrastructure that fosters a wide array of creative endeavors. One such example is the widespread adoption of online streaming services like Netflix, Disney+, Hotstar, and Amazon Prime as the foundation for streaming media strategies. This research will examine the user experience and customer satisfaction of Netflix, Disney+ Hotstar, and Amazon Prime Video.

LIMITATIONS OF THE STUDY

- Since the study relies on primary data gathered through questionnaires, the results are subject to all the inherent limitations of primary data.
- The data collected from the respondents are from residents of Coimbatore City.
- These findings apply exclusively to the respondents from Coimbatore City.
- Therefore, caution must be exercised when generalizing these findings to other domains.

RESEARCH METHODOLOGY

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This section outlines the methodology employed in the study. The methodology encompasses the data sources, sample size, study area, and analytical framework.

RESEARCH DESIGN

The research design serves as the blueprint for collecting, measuring, and analyzing data. It is the study's strategy and the plan for executing that strategy.

The project employs a descriptive research design to characterize the data and attributes of the mobile phone-using population. Descriptive research is employed to gather data on the current state of a phenomenon, thereby describing "what exists" regarding specific variables within a particular context.

SAMPLING METHOD

The study employed a convenience sampling method. The researcher selected this sampling method for its convenience in terms of accessibility. A pilot study was conducted to validate the questionnaire and confirm the feasibility of the research. Based on the pilot study, the questionnaire was appropriately modified to elicit responses from the sample group.

SAMPLING SIZE

A sample of 200 respondents was drawn from various locations within and around Ukkadam, Coimbatore South. For the study, samples are selected using a systematic approach.

SAMPLING DESIGN

The study utilized both primary and secondary data for analysis. To collect primary data, a field survey was conducted in Coimbatore South. A well-structured questionnaire was also employed to gather the primary data.

METHOD OF DATA COLLECTION

The data for this study are of two types:

• Primary data

• Secondary data

PRIMARY DATA

Primary data is information collected directly from respondents for the first time.

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It is original in nature.To collect primary data, a well-structured questionnaire was created and completed by the respondents.The questionnaire includes both close-ended and open-ended questions.Close-ended questions use checklist and multiple-choice formats.

SECONDARY DATA

Secondary data is gathered from sources such as books, magazines, and websites.

The questionnaire used for collecting this data also includes both open-ended and close-ended questions.

STATISTICAL TOOLS

The following statistical tools are used in the study

- Percentage Analysis
- Chi – square test
- ANOVA

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

Demographic Variables	Particulars	No of Respondents	Percentage
Age	Below 20 years	52	26
	21- 30 years	112	56
	31-40 years	18	9
	Above 41 years	18	9
	Total	200	100
Gender	Male	70	35

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	Female	130	65
	Total	200	100
Area of residence	Rural	108	54
	Urban	64	32
	Semi urban	28	14
	Total	200	100
Educational Qualification	Illiterate	26	13
	School Level	26	13
	Under Graduate	114	57
	Post Graduate	34	17
	Total	200	100
Occupation	Student	86	43
	Business	44	22
	Profession	28	14
	Home Maker	42	21
	Total	200	100
Type of Family	Joint	164	83
	Nuclear	36	18
	Total	200	100
Size of the Family	Below 2 members	50	25
	3-4 members	100	50
	5-6 members	34	17
	Above 7 members	16	8
	Total	200	100
Monthly Income of the family	Less than Rs.10,000	64	32
	Rs 10,001-Rs.20,000	76	38
	Rs.20,001-Rs.30,000	26	13
	Above Rs.30,001	34	17
	Total	200	100

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Demographic Variables	Particulars	No of Respondents	Percentage
Frequency of online video streaming consumption	Daily	36	18
	5-6 times a week	66	33
	2-4 times a week	42	21
	Once a week	36	18
	Once a month	12	6
	Less than once a month	8	4
	Total	200	100
Sources of Device	Television	30	15
	Laptop/Computer	42	21
	Tablet	18	9
	Phone	110	55
	Total	200	100
Factors influencing to choice of streaming service	Price	10	5
	Content	96	48
	Friend/Family Recommendation	58	29
	Shared Account Availability	8	4
	Advertising	10	5
	Trust in service provider	8	4
	Others	10	5
	Total	200	100
Duration of using	Less than a year	64	32
	1 to 5 years	102	51
	More than 5 years	34	17
	Total	200	100
Preference of online streaming service provider	Amazon prime	46	23
	Netflix	114	57
	Disney+Hotstar	40	20
	Total	200	100
	Less than Rs.200	88	44

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Cost to spend	Rs.201-Rs.300	70	35
	Rs.301-Rs.500	16	8
	Above Rs.501	26	13
	Total	200	100
Reason to subscribe selected online streaming providers	Unbelievable selection of movies and TV shows	28	14
	Ease of use	74	37
	It is inexpensive	10	5
	30 days trial feature	18	9
	Watch movies instantly	50	25
	No late fees charged	8	4
	100% unedited movies	12	6
	Total	200	100
Level of satisfaction	Highly Satisfied	64	32
	Satisfied	100	50
	Dissatisfied	18	9
	Highly Dissatisfied	18	9
	Total	200	100

CHI – SQUARE TEST

The chi square test is an important test among the several tests of significance developed by statisticians. Symbolically written as χ^2 is a statistical measure used in the context of hypothesis testing. It can also be used to make a comparison between theoretical population and actual data when categories are used. By comparing calculated value with the table value of χ^2 for degrees of freedom at a given level of significance.

We may either accept or reject the null hypothesis. If the calculated value of χ^2 is less than the table value, the null hypothesis is accepted, but if the calculated value is equal to or greater than the table value, the hypothesis is rejected.

$X^2 = \Sigma (O - E)^2 / E$

O = Observed frequency

E = Expected frequency

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Table 1:

Age and Level of Satisfaction

H_0: There exists no significant association between age of the respondents and their level of satisfaction towards online streaming services.

Age	High	Moderate	Low	Total
Below 20 years	28	8	16	52
21–30 years	62	24	26	112
31–40 years	10	8	0	18
Above 41 years	10	8	0	18
Total	110	48	42	200

Calculated χ^2 Value: 9.194

Degree of freedom: 6

Table Value: Five per cent level: 12.592

INTERPRETATION

Since the calculated χ^2 value (9.194) is less than the table value (12.592), it is concluded that there is no significant association between age of the respondents and their level of satisfaction towards online streaming services. Hence, the Null hypothesis is accepted.

Table 2:

Gender and Level of Satisfaction

H_0: There exists no significant association between gender of the respondents and their level of satisfaction towards online streaming services.

Gender	High	Moderate	Low	Total
Male	30	24	16	70
Female	80	24	26	130
Total	110	48	42	200

Calculated χ^2 Value: 3.906

Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

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Since the calculated χ^2 value (3.906) is less than the table value (5.991), it is concluded that there is no significant association between gender of the respondents and their level of satisfaction towards online streaming services. Hence, Null hypothesis is accepted.

Table 3:

Marital Status and Level of Satisfaction

H_0: There exists no significant association between marital status of the respondents and their level of satisfaction towards online streaming services.

Marital Status	High	Moderate	Low	Total
Married	46	16	24	86
Unmarried	64	32	18	114
Total	110	48	42	200

Calculated χ^2 Value: 2.660

Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

Since the calculated χ^2 value (2.660) is less than the table value (5.991), it is concluded that there is no significant association between marital status of the respondents and their level of satisfaction towards online streaming services. Hence, Null hypothesis is accepted.

Table 4:

Educational Qualification and Level of Satisfaction

H_0: There exists no significant association between educational qualification of the respondents and their level of satisfaction towards online streaming services.

Educational Qualification	High	Moderate	Low	Total
Illiterate	10	16	0	26
School level	18	0	8	26
Under Graduate	64	32	18	114
Post Graduate	18	0	16	34

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Total	110	48	42	200

Calculated χ^2 Value: 25.933

Degree of freedom: 6

Table Value: Five per cent level: 12.592

INTERPRETATION

Since the calculated χ^2 value (25.933) is greater than the table value (12.592), it is concluded that there is a significant association between educational qualification of the respondents and their level of satisfaction towards online streaming services. Hence, Null hypothesis is rejected.

Table 5:

Occupation and Level of Satisfaction

H_0: There exists no significant association between occupation of the respondents and their level of satisfaction towards online streaming services.

Occupation	High	Moderate	Low	Total
Student	44	24	18	86
Business	20	8	16	44
Professional	20	0	8	28
Home maker	26	16	0	42
Total	110	48	42	200

Calculated χ^2 Value: 14.296

Degree of freedom: 6

Table Value: Five per cent level: 12.592

INTERPRETATION

Since the calculated χ^2 value (14.296) is greater than the table value (12.592), it is concluded that there is a significant association between occupation of the respondents and their level of satisfaction towards online streaming services. Hence, Null hypothesis is rejected.

Table 6:

Type of Family and Level of Satisfaction

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H_0: There exists no significant association between type of family of the respondents and their level of satisfaction towards online streaming services.

Type of Family	High	Moderate	Low	Total
Joint	90	48	26	164
Nuclear	20	0	16	36
Total	110	48	42	200

Calculated χ^2 Value: 11.015

Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

Since the calculated χ^2 value (11.015) is greater than the table value (5.991), it is concluded that there is a significant association between type of family of the respondents and their level of satisfaction towards online streaming services. Hence, Null hypothesis is rejected.

Table 7:

Monthly Income of the Family and Level of Satisfaction

H_0: There exists no significant association between monthly income of the respondents and their level of satisfaction towards online streaming services.

Monthly Income of the Family	High	Moderate	Low	Total
Less than Rs.10,000	48	8	8	64
Rs.10,001 - Rs.20,000	34	24	18	76
Rs.20,001 - Rs.30,000	10	0	16	26
More than Rs.30,001	18	16	0	34
Total	110	48	42	200

Calculated χ^2 Value: 28.248

Degree of freedom: 6

Table Value: Five per cent level: 12.592

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INTERPRETATION

Since the calculated χ^2 value (28.248) is greater than the table value (12.592), it is concluded that there is a significant association between monthly income of the respondents and their level of satisfaction towards online streaming services. Hence, Null hypothesis is rejected.

ANOVA

A statistical analysis tool that separates the total variability found within a data set into two types, random and systematic factors. The random factors do not have any statistical impact on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis.

Table 1:Anova Table Showing the Difference in Mean Scores Between Gender of the Respondents & Level of Satisfaction

H_0: There is no significant relationship between gender of the respondents and their level of satisfaction towards online streaming services.

H_1: There is a significant relationship between gender of the respondents and their level of satisfaction towards online streaming services.

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.289	2	0.645	1.099	0.335
Within Groups	115.591	197	0.587		
Total	116.880	199			

INTERPRETATION

The above table shows that the P value (0.335) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction and gender of the respondents. It is inferred that gender of the respondents does not influence online streaming services.

Table 2:

Anova Table Showing the Difference in Mean Scores Between Age of the Respondents & Level of Satisfaction

H_0: There is no significant relationship between age of the respondents and their level of satisfaction towards online streaming services.

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H_1: There is a significant relationship between age of the respondents and their level of satisfaction towards online streaming services.

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.178	2	0.089	0.133	0.875
Within Groups	131.822	197	0.669		
Total	132.000	199			

INTERPRETATION

The above table shows that the P value (0.875) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction and age group of the respondents. It is inferred that age group of the respondents does not influence online streaming services.

Table 3:

Anova Table Showing the Difference in Mean Scores Between Marital Status of the Respondents & Level of Satisfaction

H_0: There is no significant relationship between marital status of the respondents and their level of satisfaction towards online streaming services.

H_1: There is a significant relationship between marital status of the respondents and their level of satisfaction towards online streaming services.

Marital Status	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.270	2	0.135	0.556	0.574
Within Groups	47.730	197	0.242		
Total	48.000	199			

INTERPRETATION

The above table shows that the P value (0.574) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction and marital status of the respondents. It is inferred that marital status of the respondents does not influence online streaming services.

Table 4:

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Anova Table Showing the Difference in Mean Scores Between Monthly Income of the Respondents & Level of Satisfaction

H_0: There is no significant relationship between monthly income of the respondents and their level of satisfaction towards online streaming services.

H_1: There is a significant relationship between monthly income of the respondents and their level of satisfaction towards online streaming services.

Monthly Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.003	2	1.002	4.154	0.017
Within Groups	47.497	197	0.241		
Total	49.500	199			

INTERPRETATION

The above table shows that the P value (0.017) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on level of satisfaction with respect to monthly income of the respondents. It is inferred that monthly income of the respondents influences online streaming services.

FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

Percentage Analysis:

- Majority of 56% of the respondents are in the age group of 21 to 30 years.
- Majority of 65% of the respondents are female.
- Majority of 54% of the respondents live in rural areas.
- Majority of 57% of the respondents are unmarried.
- Majority of 57% of the respondents are graduates.
- Majority of 43% of the respondents are students.
- Majority of 82% of the respondents are from joint families.
- Majority of 50% of the respondents have families with 3 to 4 members.
- Majority of 38% of the respondents earn between Rs. 10,001 and Rs.20,000 monthly.
- Majority of 57% of the respondents prefer Netflix for streaming.
- Majority of 55% of the respondents use their phones to stream videos.

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- Majority of 33% of the respondents use online streaming 5 to 6 times a week.
- Majority of 48% of the respondents choose streaming services based on content.
- Majority of 51% of the respondents have used online streaming for 1 to 5 years.
- Majority of 44% of the respondents spend less than Rs.200 per month on online streaming.
- Majority of 37% of the respondents choose streaming services for their ease of use.
- Majority of 50% of the respondents are satisfied with their current streaming service.
- Majority of 92% of the respondents would recommend online streaming to others.

Chi-Square test

• There is no significant link between the respondents' age and their satisfaction with online streaming services.

Hence, the null hypothesis is accepted.

• There is no significant link between the respondents' gender and their satisfaction with online streaming services.

Hence, the null hypothesis is accepted.

• There is no significant link between the respondents' marital status and their satisfaction with online streaming services.

Hence, the null hypothesis is accepted.

• There is a significant link between the respondents' educational qualification and their satisfaction with online streaming services.

Hence, the null hypothesis is rejected.

• There is a significant link between the respondents' occupation and their satisfaction with online streaming services.

Hence, the null hypothesis is rejected.

• There is a significant link between the type of family the respondents belong to and their satisfaction with online streaming services.

Hence, the null hypothesis is rejected.

• There is a significant link between the size of the family the respondents belong to and their satisfaction with online streaming services.

Hence, the null hypothesis is rejected.

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• There is a significant link between the respondents' monthly income and their satisfaction with online streaming services.

Hence, the null hypothesis is rejected.

ANOVA

- The P value (0.335) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction and gender of the respondents.
- The P value (0.875) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction and age group of the respondents.
- The P value (0.574) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction and marital status of the respondents.
- The P value (0.017) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on level of satisfaction with respect to monthly income of the respondents.

SUGGESTIONS :

A few measures have been suggested to improve the level of satisfaction of online streaming services.

- 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 other providers 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.
- 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.
- In this research, most users are very satisfied with what Netflix provides in the experience of enjoying online streaming shows through Netflix.
- 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.

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CONCLUSION

The three big competitors of Netflix, Disney+ Hotstar 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, but mostly once in a week.

Based on the results, we can assume that the biggest strength of the Netflix is its service. This is supported by the fact that the most frequent words are related to how they provide service to the customers. These include “good,” “love,” “movies,” “great,” and “excellent.” Most of the people were also neutrally satisfied with Amazon Prime.

ANOVA

- The P value (0.335) is higher than 0.05, which means there is no big difference in the average scores of the people based on their level of satisfaction and their gender.
- The P value (0.875) is also higher than 0.05, indicating there is no big difference in the average scores based on their level of satisfaction and their age group.
- The P value (0.574) is more than 0.05, so there is no big difference in the average scores based on their level of satisfaction and marital status.
- The P value (0.017) is less than 0.05, which shows there is a significant difference in the average scores based on their level of satisfaction and their monthly income.

SUGGESTIONS:

- Some ideas have been suggested to improve the satisfaction level of online streaming services.
- From the survey on customer satisfaction for Netflix, we found that Netflix is having trouble with its pricing strategies.
- It offers cheaper services with access to all content for 200 rupees a month, but it only allows one screen at a time, while other providers offer at least 5 to 6 screen shares for the same or lower prices.
- So, Netflix should compete with its main rival, Amazon Prime.
- To attract more customers, Netflix should offer at least 5 to 6 screen shares at the same time to stay competitive in India.
- They should also provide more free trials for customers to experience the service before paying.
- Other content providers like Amazon Prime do this.

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- Netflix can't compete with other players in this area unless it introduces a decent pricing plan where the monthly cost is the same but offers discounts on yearly memberships, as other players like Amazon Prime do.
- Many people mentioned that they lack information about the series, such as details and cast information, which Amazon Prime provides in the "general trivia" section.
- Netflix should include such details in the future.
- In this research, most users are very happy with what Netflix offers in terms of online streaming experience.
- On the positive side, users generally have good experiences with the content, no issues while streaming, and the app is easy to use.
- Only a few small changes are suggested.

CONCLUSION

The three main competitors of Netflix are Disney+ Hotstar and Amazon Prime Video.

While Disney+ Hotstar charges 129 rupees a month, Amazon Prime Video charges 99 rupees a month or 999 rupees a year.

Netflix currently has three streaming plans: the basic plan costs 500 rupees a month and allows watching on one screen in SD quality.

The second plan costs 650 rupees a month and allows watching on two screens in HD.The third plan is premium, costing 800 rupees a month, and allows watching on four screens in HD and UHD.Even though customers are not happy with the price, they still prefer Netflix because it keeps updating its library, adding and removing content, and offering quality shows across various genres.

Based on the results, the biggest strength of Netflix is its service. This is supported by the fact that the most common words used are related to how it serves customers.These include "good," "love," "movies," "great," and "excellent." Most people are also neutrally satisfied with Amazon Prime.

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