

## **A Study on Popularity of Netflix among Youth**

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**Abstract:** The Evolving Television Industry Relies Heavily On The Corresponding Shift In The Audiences That It Addresses. New Practices For Consumption And Production, Particularly The “Disruptive” Force Of Streaming Services Like Netflix, Have Been Evidenced Not Only In The Methods Of The Companies Themselves But Also In The Content They Have Begun To Offer. Netflix Is The Absolute And Categorical Media Company Of A Hybrid Nature In The 21st Century. It Is Now One Of The Leading Providers Of Digitally Delivered Media Content And Is Continually Expanding Access Across A Host Of Platforms And Mobile Devices. Despite Its Transformative Role, However, Netflix Has Drawn Very Little Critical Attention-Far Less Than Competitors Such As You Tube, Apple, Amazon, Comcast, And H b o. This Paper Tends To Study The Popularity Of Netflix Among Youth With The Help Of Primary Research.

**Keywords:** Netflix, Media, Video Streaming Platform, Online Streaming Services In India.

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### **DESCRIPTION OF RESEARCH PAPER**

#### **Objective:**

The Main Objective Of This Paper Is To Highlight Findings Of The Study In The Context Media Popularity Especially Netflix Among The Youth.

**Methodology:** This Paper Is Mainly Based On Primary Data Collected By The Author. The Articles Which Are Published On Ott (Over-The-Top) Media And Perceptions Of The Users (Of Ott) About Their Usage And Experiences Have Been Studied For The Study.

### **1. Introduction**

What Is Netflix?

Netflix Is An Online Streaming Service Which Offers Popular Movies, Tv Shows, And Documentaries Users Can Watch Over The Internet. It Has Over 100 Million Members Across 190 Countries And Began As A Mail-Order Dvd Rental Service In 1997. The Platform Launched In India In Early 2016 And Has Steadily Growing Ever Since. Netflix, An Online Video Streaming Platform, Broke The Traditions For The Last Twenty Years And Has Been Changing The Way World Watches Anything Today. India Is A Land Where Humanity Presents Itself In The Most Creative Burst Of Culture And Religions, Races And Languages. It Is Indeed A Challenging Platform For Netflix To Sustain In The Indian Markets (Akhil Et. Al., 2018) [1].

Netflix in India (News1, 2019) [2] Already Wrestling With Global Giants Such As Walt Disney Co. And Amazon.Com Inc., Netflixnow Also Contends With Broadcasters And bollywood Powerhouses Allied With Billionaire backed wireless Carriers, Who Are Luring Users With Free Offers Or As Low As 40 Cents A Month .That Tactic Has Put Them Directly In The India Growth Path Of The World’s Largest Paid Online streaming Service. The Intense Competition Could Derail Chief Executive Officer Reed Hastings’s Goal Of 100 Million Customers In India -- Almost 25 Times netflix’s Estimated Subscriber Base There This Year. The World’s Second-Most Populous Country Is A Priority For The Streaming Service, Which Is effectively Blocked In China. The Second-Quarter Loss Of 130,000 Users In The U.S., Reported Recently, Makes Winning In India All The More pressing .Netflix Has Amassed More Than 150 Million Subscribers Worldwide, Giving It The Largest Paid Customer Base. The U.S., Brazil And Canada Arethree Of Its Largest Markets, While Australia Is The Company’s Biggest Success Story In The Asia-Pacific Region. India Differs From Most Of These markets, However, In Its Population’s Sensitivity To Price. The Los Gatos, California-Based Firm Has Responded To Competition In India By Offering A Mobile-Only Service At Less Than Half The Typical subscription Price than In Any Other Market. While It’s Still Lagging Behind Amazon Prime And Disney’s Hotstar, The Price Cuts Are Helping It Outpace The Growth Of Its Biggest Rivals, While raising Questions About Sustainability And Margins. Hotstar Built Its Base By Streaming Cricket Matches That Are Wildly Popular In The Former british Colony. Netflix Will Probably Almost Triple Subscribers In India This Year To 4.1 Million, Within Striking Distance Of Amazon Prime’s 4.4

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Million, According to Estimates by Researcher Ihs Markit. That's Faster Than Amazon Or Hotstar Premium, Two Of Netflix's Biggest Competitors.

Some Others estimates Put Netflix's Base In India At Between 1 Million And 2 Million. The Company Doesn't Provide Data For Individual Markets.

While Netflix Is Speeding Up Its Investment, Indian Rivals Including Zee Entertainment Enterprises Ltd. And Balaji Telefilms Ltd. Are Betting On bundling Their Content With Mobile Phone Services. The Tv Network And Bollywood Producer Are Allying With Billionaire Mukesh Ambani's Jio wireless Service And Bharti Airtel Ltd., Two Of The Country's Three Biggest Carriers, To Offer Decades Of Content To Subscribers.

How Netflix Is Changing The Way We Consume Entertainment (Deb, 2019) [3] The Theatre Or The Tv Controls Your Time But With A Service Like Netflix, The Control Is Yours. Yes, Netflix Is Dramatically Changing The Way We Consume Entertainment In India. It Is Giving Us Enormous Choice, The Ability To Watch At Our Convenience And, Of Course, It Gives Us The Pleasure Of Binge-Watching. Who Wants To Wait For One Whole Week For The Next Episode To Know What Happened Next? We Want To Know It Now. (Here It Is Mentioning Only Netflix Because, In Our English-Speaking Demographic, It Certainly Seems To Be The Most Popular Ott (Over-The-Top) Media Service For Entertainment—Prime Video Is Only A Part Of The Amazon Prime Package, And Hotstar Has The Indian Premier League, Which Gives It An Outsized Viewership Figure.) Netflix Is Different Way Of Viewing The Media. To Put In Other Words, The Film In The Theatre (Or The Serial On Tv) Controls Your Time. A Service Like Netflix Completely Inverts That. You Control Your Time—When And How Much. You Can Spend Nine Hours On A Weekend And Finish Off The Full Season Of A Serial. Or You Could Watch A Few Episodes Of A Thriller, Take A Break With A Romcom For A Few Evenings, And Then Go Back To The Mayhem. Netflix And Amazon Prime Have Changed The Viewer Concept Of Tv Viewership. The Format Gives The Viewer Unmatched Freedom, And The Content Gives More Highs Than Indian Television Has Ever Given.

### 2. Literature Review

Nover, S. (2018) [4] Discusses On The Emergence Of Visual Media Was From The 20th Century. The Evolution Of Technology Paved Netflix To Offer Certain Facilities To The Public, The Decision To Launch Video Streaming Platform Was One Of Them From The Conventional Dvd Rental Program Which They Had Previously Followed. Adoptions Of New Policies Had Helped Netflix To Gain A Role In The Competitive Market. Thomas (2018) [5] In His Interview With Netflix Ceo Reed Hastings, For Business Line, Mentioned About Their Entry In India. He Appreciated The Fantastic Membership Growth In India And Said That Netflix Wants To Create Movies And Tv Shows That Indians Are Waiting For. Supporting Different Languages, Making Better Mode Of Payments, Developing Amazing Content Are The Different Challenges To Be Dealt Within India, He Said. Chawla (2018) [6] In His Article Briefs About The Challenges Faced By Netflix In The Growing Indian Video Streaming Platform. The Article Discusses On The Recent Survey In Which Netflix Is Positioned Last Among The Top Five Over-The-Top Online Video Streaming Services In India And Finds Hotstar, Amazon Prime, Voot And Youtube To Be The Major Competitors. Poor Internet Connectivity And Bandwidth Are Considered To Be The Major Challenges In India. The Article Also Suggests Netflix To Work More On Its Content. Bhattacharya (2018) [7] Discusses On How Amazon Prime Is Keeping Up Its Top Position In The Indian Market. India's Growth Is Found To Be The Fastest Among The 16 Countries Where Amazon Prime Is Available. Indians Stick On To Their Regional Languages And This Has Helped Amazon In Increasing The Number Of Their Subscribers. Entertainment Is Fast Becoming An All-You-Can-Eat Buffet. Call It The Netflix Effect. The Theatre Or The Tv Controls Your Time But With A Service Like Netflix, The Control Is Yours. In The Indian Context Ott Still Largely A Youth And Metro Phenomenon In India, As India's Top Five Metros Account For More Than Half Of Its Ott User Base (Mitter, 2019) [8]. Despite The Proliferation Of Ott Apps In The Past One And Half Years, Video-Streaming In India Remains Largely A Metro Phenomenon. A Recent Consumer study By Counterpoint Research Reveals That The Top Five Metros Account For About 55% Of Ott Users In The Country, While Tier I Cities Bring In 36% Of The Audience. Besides Being A Big-City Trend, Video Consumption On Ott Platforms Is Primarily A Youth Thing Too, With A Massive 89% Of Users Coming From The 16-35 Years Age Group. Salaried Employees Are The Largest Consumer Group, Followed By Students, Business Owners, Housewives, And Others, The Report Added. Interestingly, Most Of These Users Are Male.

### 3. Need of the Study

**Statement of The Problem:** The Problem Of This Research Is To Find Out Any Relation Between The Respondent And Their Awareness And Use Of Netflix Services. The Purpose Of This Study Is To Develop A Better Understanding Of Respondent Use And Awareness About Netflix Services.

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### 4. Objectives Of The Study

- To Study The Popularity Of Netflix Among Youth.
- To Study The Potential Competitor Of Netflix.
- To Study The Impact Of Netflix On Various Age Groups.

### 5. Data Collection Method

This Empirical Research Is Basically Based On Primary Data Collected By The Author From Various Respondents.

Methods and Materials:

- Primary Data: A Structured Questionnaire Was Prepared And Distributed Among Youth People. Data Collected From 119 Respondents By Online Method (Using Questionnaire In Google Forms Format).

- Secondary Data: The Researcher Gathered Required Information From Various Books, Journals And Published Articles, Besides Gathering Data From The Internet.

Tools Used:

- Suitable Statistical Technique Was Used For Testing The Hypothesis.

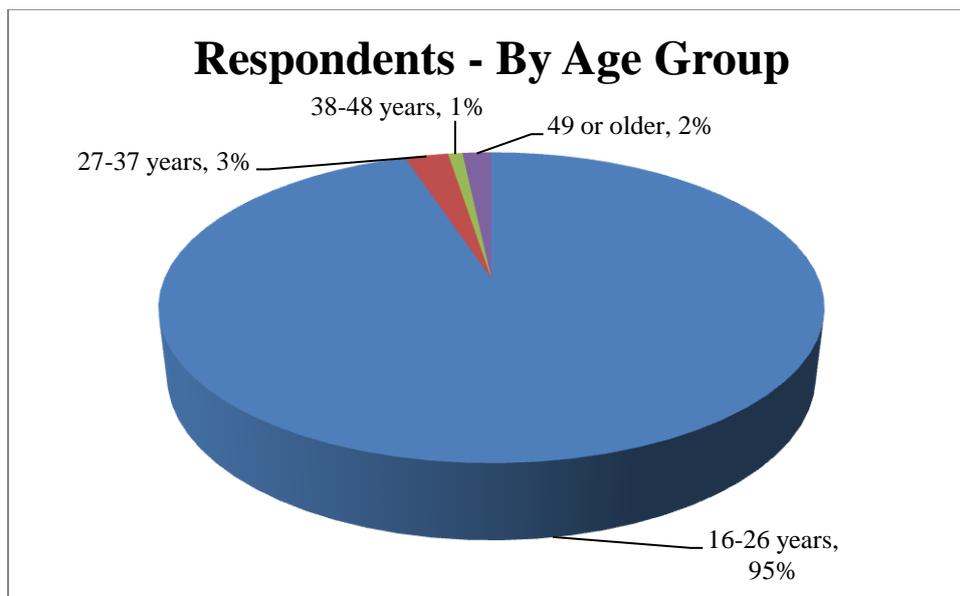
### 6. Data Analysis

The Data Collected Has Been Analyzed With The Help Of Suitable Statistical Tests. Appropriate Statistical Techniques Such As Percentage And Chi Square Test Were Used For Hypothesis Testing. Hypotheses: Hypothesis 1: There Is No Significant Difference Between The Gender And Awareness / Use Of Netflix (Among The Youth Respondents).

Hypothesis 2: Use Of Netflix Differs For Different Age Groups (Among The Youth Respondents). Analysis Of Survey Data Understanding The Views And Opinions Of The Respondents Is One Of The Most Important Aspects To Be Considered Which Helps In Understanding Their Behaviour In The Context Of Usage Of Netflix Services. It Is Helpful In Knowing Whether They Watch Netflix Or Not, And Their Views About The Content Shown On Netflix.

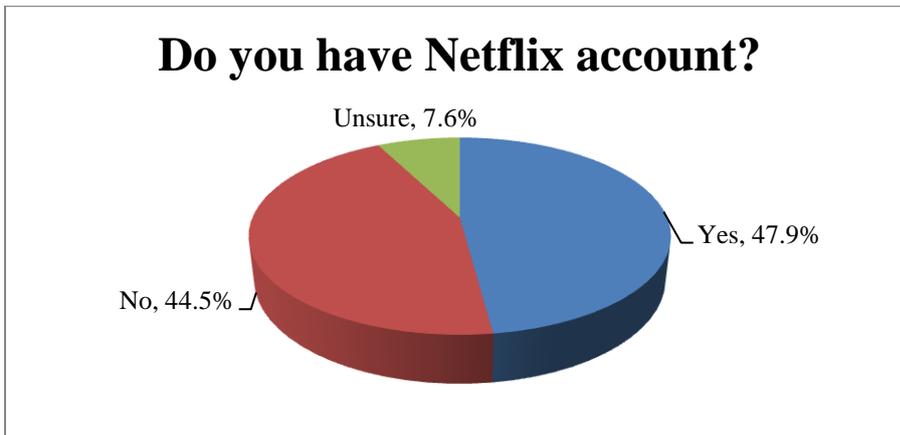
Demographic Profile Views And Opinions Of The Respondents Are Largely Depends On The Demographic Factors Such As Like Gender, Age, As Well As Other Factors Such As Do They Have Netflix Account Or Not? Here Are The Survey Details. Out Of The Total Respondents (N=119), 62% Are Male Respondents While 38% Are Female Respondents.

**Source: Survey Data** Out of the Total Respondents (N=119), 95% Are From The Age Group 16 Years To 26 Years And Thus Are Youth Respondents.

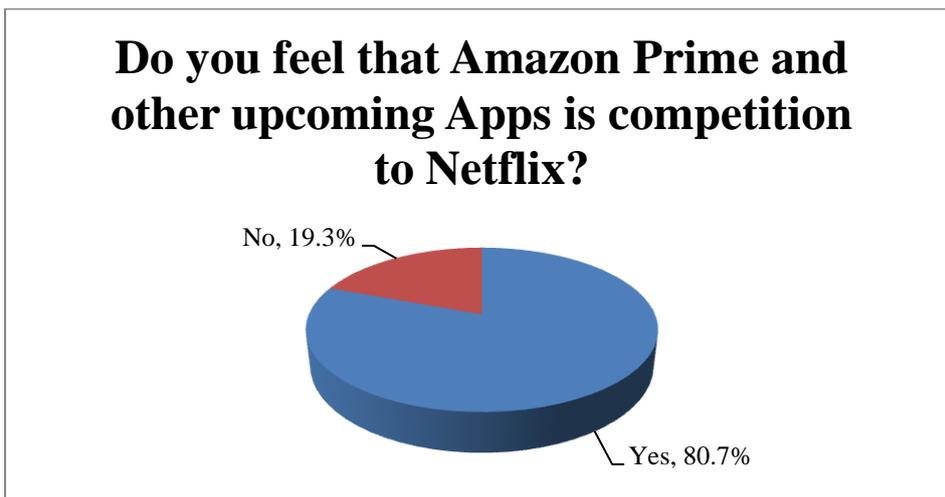


**Source: Survey Data Response To Various Questions** We Have Asked The Respondents To Rate Various Questions Related To Usage Of Netflix Services. There Are Different Numbers Of Responses To Different Questions And Are As Shown Below. Do You Have Netflix Account? (N=119)

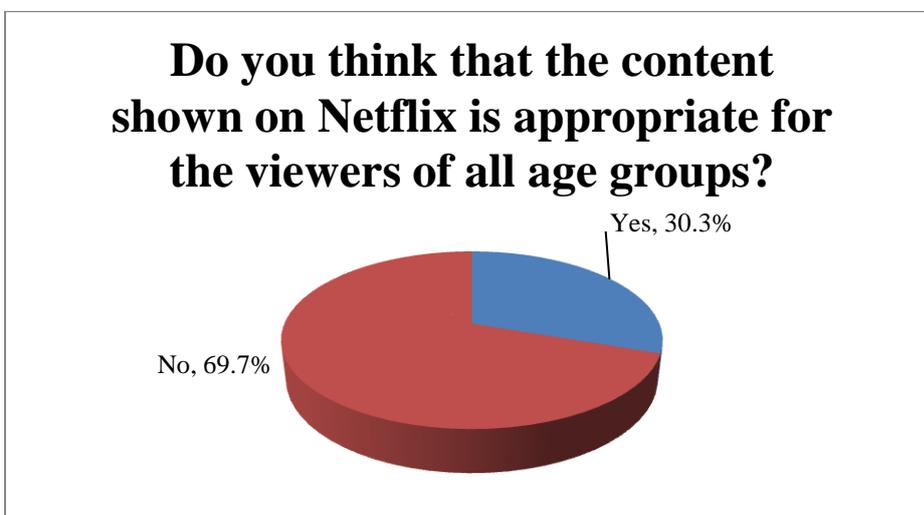
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**Source: Survey Data** From The Above, It Is Clear That About 47.9% Of The Respondents Have Netflix Account While 47about 44.5% Of The Respondents Do Not Have Netflixaccount. Do You Feel That Amazon Prime And Other Upcoming Apps Is Competition To Netflix? (N=119)



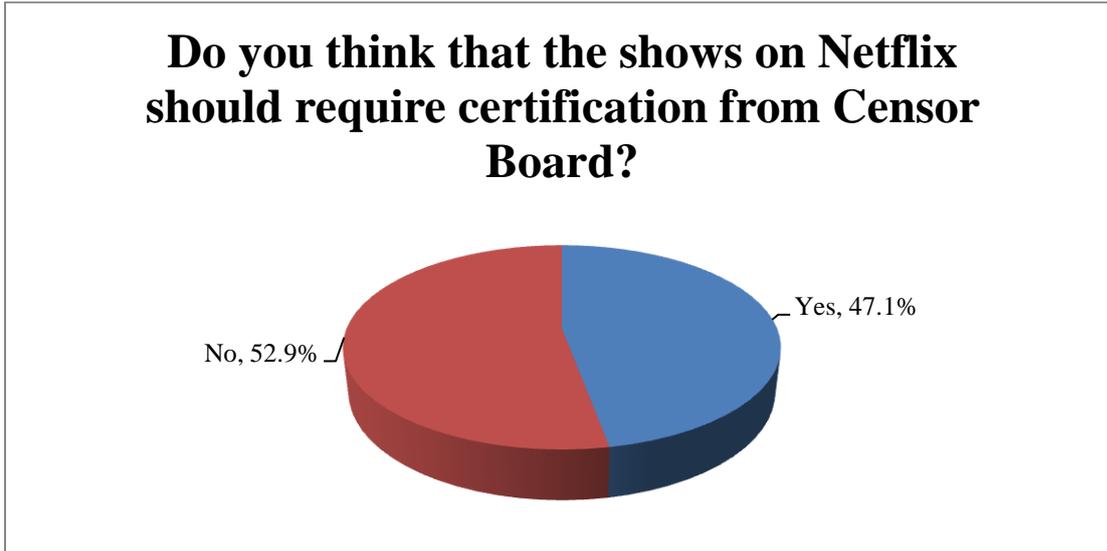
**Source: Survey Data** Netflix Faces Competition From Amazon Prime And Various Other Apps. Majority Of Our Survey Respondents (About 80.7%) Feel That Amazon Prime And Other Upcoming Apps Iscompetitor To Netflix.Do You Think That The Content Shown On Netflix Is Appropriate For The Viewers Of All Age Groups? (N=119)



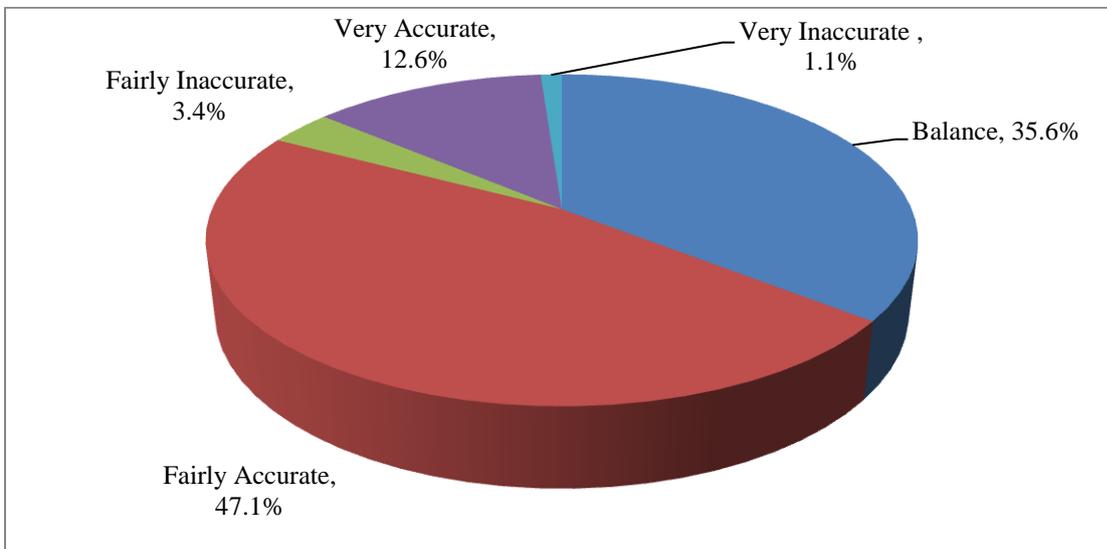
**Source: Survey Data** Easy Accessibility Of Internet Provides An Easier Access To The Content Available On Netflix, Making Available All Forms Of Content For All Age Groups. About Less Than One Third Of The Survey Respondents (About 30.3%) Agree To The Statement That The Content Shown In Netflix Is Appropriate For All Age Groups. Majority Of Them (About 69.7% Of The Respondents) Have Expressed Their Opinion As The Content Shown In

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Netflix Is Not Appropriate For All Age Groups. Do You Think That The Shows On Netflix Should Require Certification From Censor Board? (N=119)



**Source: Survey Data** In Line With Above Response, Majority Of Our Respondents (About 47.1%) Have Agreed To The Idea Of Censor Certification For The Shows That Are Broadcasted on Netflix. In General, How Appropriate Would You Say Netflix's Recommendations Have Been To Your Taste? [If You Are Not The Subscriber, Leave Blank] (N=87)



In Line With Above Response, About 47.1% Of The Respondents Have Expressed Opinion That Netflix's Recommendations Were 'Fairly Accurate' To Their Taste. Another 35.6% Of The Respondents Have Expressed Opinion That Netflix's Recommendations Were 'Balance' To Their Taste. Very Few Respondents (About 12.6%) Have Expressed Opinion That Netflix's Recommendations Were 'Very Accurate' To Their Taste.

**Hypothesis Testing** Summary Of Hypothesis Testing Is As Shown Below.

### Summary Of Hypothesis Testing

Hypothesis	Hypothesis Description	Test Used	Inference
Hypothesis 1	There Is No Significant Difference Between The Genders(Of The Respondents) And Awareness / Use Of Netflix (Among The Respondents).	Chi Square Test	Accepted
Hypothesis 2	Use Of Netflix Differs For Different Age Groups (Among The Respondents).	Chi Square Test	Accepted

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The Details Of Testing Are As Given Below.

**Hypothesis 1** Null Hypothesis There Is No Significant Difference Between The Genders (Of The Respondents) And Awareness / Use Of Netflix (Among The Respondents). Alternative Hypothesis There Is Significant Difference Between The Genders (Of The Respondents) And Awareness / Use Of Netflix (Among The Respondents).

Data From The Survey

### Association Between Gender Of Respondents And Awareness / Use Of Netflix Service

Gender	Do You Have A Netflix Account? (Awareness / Use Of Netflix Services)			Total
	Yes	No	Unsure	
Male	40 (34%)	30 (25%)	4 (3%)	74 (62%)
Female	30 (25%)	10 (8%)	5 (4%)	45 (38%)
Total	70 (59%)	40 (33%)	9 (7%)	119 (100%)

### Chi-Square Tests

	Value	Df	P Value Asymp. Sig. (2-Sided)
Pearson Chi-Square Value (Statistics Value)	4.7548	2	0.0928
Critical Value Of Chi-Square	5.9915	2	0.05

Df= Degrees Of Freedom Above Table shows Results Of The Data About gender Of Respondents And Awareness / Use Of Netflix Service. Results Showed That Pearson Chi-Square Value (Statistics Value) For Association Between Gender Of The Respondents And Their Awareness / Use Of Netflix Services 4.7548atdf = 2 Which Is Not Greater Than (I.E. Less Than) The Critical Value Of Chi-Square (5.9915) At Significant Level 0.05 For Df= 2. This Indicates Acceptance Of Null Hypothesis. This Means That There Is No Significant Difference Between The Genders (Of The Respondents) And Awareness / Use Of Netflix (Among The Respondents). The Null Hypothesis Stands Accepted.

**Hypothesis 2:** Null Hypothesis Use Of Netflix Does Not Differ For Different Age Groups (Among The Respondents). Alternative Hypothesis Use Of Netflix Differs For Different Age Groups (Among The Respondents). Data From The Survey

### Association Between Age Groups Of Respondents And Awareness / Use Of Netflix Service

Gender	Do You Have A Netflix Account? (Awareness / Use Of Netflix Services)			Total
	Yes	No	Unsure	
16 To 26 Years	54 (45%)	52 (44%)	7 (6%)	113 (95%)
27 To 37 Years	3 (3%)	0 (0%)	0 (0%)	3 (3%)
38 To 48 Years	0 (0%)	0 (0%)	1 (1%)	1 (1%)
49 Or Older	0 (0%)	1 (1%)	1 (1%)	2 (2%)
Total	57 (48%)	53 (45%)	9 (8%)	119 (100%)

### Chi-Square Tests

	Value	Df	P Value Asymp. Sig. (2-Sided)
Pearson Chi-Square Value (Statistics Value)	21.5547	6	0.0015
Critical Value Of Chi-Square	12.5916	6	0.05

Df= Degrees Of Freedom Above Tables Shows Results Of The Data Aboutage Group Of The Respondents And Awareness / Use

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Of Netflix Service. Results Showed That Pearson Chi-Square Value (Statistics Value) For Association Between Gender Of The Respondents And Their Awareness / Use Of Netflix Services 21.5547 at  $df = 6$  Which Is Greater Than The Critical Value Of Chi-Square (12.5916) At Significant Level 0.05 For  $Df = 6$ . This Indicates Non-Acceptance (I.E. Rejection) Of Null Hypothesis. This Means That Use Of Netflix Differs For Different Age Groups (Among The Respondents). The Alternative Hypothesis Stands Accepted.

### 7. Conclusion

Based On The Analysis Of The Data For This Study It May Be Concluded That Netflix Services Are Used By The Youth. Some Of The Findings Of The Survey Are As Listed Below.

- Netflix Has Turned Out To Be That One Thing That Is Touching Many Lives In Different Areas And Continues To Remain The Most Prevalent Facility In The Teenage Segment, But Amazon Prime Video And Now Tv Are Also Gaining Ground With A Snowballing Market Share.
- Many Respondents Also Felt That An Easy Accessibility To Netflix Also Requires Certification From The Censor Board.
- Around 80.7% Respondents Felt That Amazon Prime & Other Forthcoming Applications Is A Rival To The Netflix Service.
- Netflix Services Have Its Own Pros And Cons, Though It Continues To Be Leader In Its Business Domain. The New And Potent Entrants Might Have Disturbed Netflix A Bit, But It Still Has A Target Audience And Has Successfully Restored Its Goodwill Since Decades. Hence, It May Be Concluded That Even Though Netflix Faces Ethical Issues And Faces A Lot Of Customer Complaints, It Is Still A Leader In Showbiz Arena.
- According To The Author's Opinion, Netflix Must Continue To Recognize Consumer Trends Before Their Competition, And Adjust Their Strategy To Best Take Advantage Of Those Trends.
- As More And More People 'Cut The Cord' And Opt For Alternatives Like Netflix, Netflix Will Continue To See Increased Competition, Including Services That Already Exist Such As Amazon Prime And Others. If Netflix Is Not Able To Innovate And Offer A Better Experience Than Their Competition In The Eyes Of Their Customers, Then They Face The Risk Of Losing Their Spot At The Top Of The Market.

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