

Customer Satisfaction Towards The Netflix App with Special Reference to Coimbatore City

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ABSTRACT

This study explores customer satisfaction regarding the Netflix app among users in Coimbatore city. With the rapid growth of streaming services, understanding user preferences and experiences is crucial for maintaining competitive advantage. Through a survey of diverse demographic groups, the research examines key factors influencing satisfaction, including content variety, user interface, streaming quality, and customer support. Findings indicate that while the vast library of content significantly enhances user satisfaction, issues related to pricing and regional content availability persist. The study provides insights for Netflix to tailor its offerings to better meet the needs of Coimbatore users, ultimately aiming to improve overall customer experience and loyalty.

Keywords: Netflix App, Customer Satisfaction, Streaming, Media.

INTRODUCTION

Customer satisfaction plays a crucial role in the success of any digital service, and streaming platforms like Netflix are no exception. In Coimbatore, a city known for its vibrant culture and growing tech-savvy population, understanding user satisfaction with the Netflix app is essential for both the platform's continued growth and the enhancement of user experience. This study aims to explore various factors influencing customer satisfaction among Netflix users in Coimbatore, including content variety, user interface, pricing, and customer support. By examining these elements, we can gain insights into user preferences and expectations, ultimately contributing to Netflix's strategies for improvement in this dynamic market.

OBJECTIVE OF THE STUDY

- To analyze customer satisfaction varies across different demographic groups within Coimbatore.

- To identify the key factors that influence customer satisfaction, such as pricing, content relevance, and customer support.
- To explore usage patterns, including viewing habits and preferences, and how they relate to satisfaction levels.
- To evaluate the overall user experience of Netflix among customers in Coimbatore, including ease of navigation, content variety, and streaming quality.

STATEMENT OF THE PROBLEM

In recent years, Netflix has emerged as a dominant player in the streaming service industry, significantly impacting consumer viewing habits. However, despite its popularity, customer satisfaction can vary based on geographic and demographic factors. This study focuses on understanding customer satisfaction with the Netflix app specifically in Coimbatore city.

SCOPE OF THE STUDY

- The study focused on the in-depth issues regarding the nature and satisfaction level of services provided by NETFLIX.
- Secondly, it assesses the quality and effectiveness of the streaming platforms to ensure that they provide high-quality content and meet the needs of subscribers.
- Development of strategies for Netflix to enhance user satisfaction based on the study findings.

LIMITATIONS OF THE STUDY

- The findings of the study were based on the assumption that the respondents gave their true and unbiased information.
- The respondents were restricted to the Netflix customer.
- The sample size was 70 respondents.
- The duration of the study was finished in a limited period of time.

RESEARCH METHODOLOGY

Research methodology is defined as tools or instruments used to accomplish the goals and attributes of study.

METHODS OF DATA COLLECTION

The data was collected for the study is

- **PRIMARY DATA:** The primary data are those that are collected as fresh for the primary time. The primary data for this study is collected using Structured Questionnaire.
- **SECONDARY DATA:** Secondary data is collected from journals, magazines, books, newspapers, and the internet.
- **AREA OF STUDY:** The study was conducted in Coimbatore.
- **SAMPLE SIZE:** The sample size is 70.

- **TOOLS USED FOR ANALYSIS:** Data are analyzed using tools such as simple percentages and chi-square tests.
- **CHI-SQUARE ANALYSIS**
Formula: $\chi^2 = \sum (O-E)^2/E$
Degree of Freedom: $(r-1)*(c-1)$.

REVIEW OF LITERATURE

- With the article “The Netflix Effect and defining Bings-Watching, (Davis, 2016) through her study over beings watching due to the impact of Netflix over their subscribers proves that Netflix generates the addictive qualities of Bings watching where an individual watches two to six episodes of a new series in one sitting out of a curiosity to understand what happens in the next episode .
- In a research article (The Netflix: Impact of the streaming model on television story telling Emphasizes on explain that the shift in entertainment technology has promoted the change in the structure of media market due to the modification in the way of people viewing and scripting the series).In the media streaming service providing Apps the disruption is more in comparison to the traditional media platforms. Netflix intentionally is not aiming to replace the television in entertainment Industry but is creating the disruption for the traditional entertainment platforms.
- The article “with an animated series, Netflix aims for kids by(Bachman,2013) it was reported that Netflix has been partnering with the Walt Disney for launching the animated series of movies and shows for increasing their customer base by attracting kids to watch the Netflix programs and distinguish themselves from Amazon prime and other media based subscription services providers.

S. NO	Demographic	No of Respondents	Percentage
1.	Age in years	18 – 25	31 44.9%
		25 – 35	21 30.4%
		35 – 45	11 15.9%
		Above 45	6 8.7%
2.	Gender	Male	34 48.6%
		Female	36 51.4%
3.	Device used	Smartphone	23 32.9%
		Tablet	18 25.7%
		SmartTV	18 25.7%
		Laptop/Pc	11 15.7%
4.	Subscription paid	Basic	25 36.2%
		Standard	26 37.7%
		Premium	18 26.1%

ABOUT NETFLIX

Netflix is a leading subscription-based streaming service that offers a vast library of movies, TV shows, documentaries, and original content. It allows users to watch content on various devices, including smart phones, tablets, smart TVs, and computers.



**ANALYSIS AND INTERPRETATION
 PERCENTAGE ANALYSIS**

TABLE 1: Showing Demographic Profile of the Respondent

INTERPRETATION

Table 1 clearly state the demographic of the respondents. Most of them are Female. Majority of

the respondents in the age group (18-25) years. Majority of them are using smartphones. Majority of the respondents were subscribed standard plan.

TABLE 2: CHI-SQUARE ANALYSIS

Factor s	Very Satisfie d	Satisfi ed	Not Satisfi ed	Very Dissatisfi ed	T
Male	10	10	9	4	33
Female	9	14	10	4	37
T	19	24	19	8	70

HYPOTHESIS:

H₀ = There is no significant relationship between Gender and Level of Satisfaction.

H₁ = There is significant relationship between Gender and Level of Satisfaction.

TABLE 3:

Variable	Degree of Freedom	Calcul ated Value	Table Value	Accepted / Rejected
Gender & level of satisfacti on	3	0.525	7.815	H ₀ Accepted

Source: Primary source

Significance level: 0.05

RESULT:

The calculated chi – square value is (0.525) is lesser than (7.815) table value. Hence, the hypothesis is Accepted. Therefore, there is no significant relationship between Gender and level of Satisfaction.

FINDINGS

1. The majority 51.4% of the respondents are female.
2. The majority 44.9% of the respondents ages fall between 18 and 25 years.
3. The majority 32.9% of the respondents are using smart phone.
4. The majority 37.7% of the respondents subscribes in standard plan.
5. The majority 37.1% of respondents find it easy to navigate Netflix app.

6. The majority 42.9% of the respondents perceptions through digital visual were very good.
7. The majority 34.3% of respondents said that quality of the content is satisfied.
8. The majority 36.2% of respondents are usually satisfied with the quality and performance of the app.
9. The majority 37.7% of respondents are usually entertained to use the app regularly.
10. The majority 40% of the respondents said that the customer support is very effective when they encounter issues.
11. The majority 32.9% of the respondents like the user experience of the app.
12. The majority 31.4% of the respondents suggest the inclusion of better user interface for app improvement.
13. The majority 37.1% of the respondents are very satisfied with the community features.
14. The majority 42.9% of the respondents rates the app performance as good.
15. The majority 38.6% of the respondents are very likely to continue using the app in the future.

SUGGESTION

To enhance customer satisfaction for the Netflix app in Coimbatore, it is crucial to focus on localized content, such as Tamil films and series, which resonate with the regional audience. Offering city-specific promotions and discounts, particularly for students, can attract more subscribers. Additionally, improving the app's interface to support local languages will make navigation easier for users. Collaborating with local internet service providers to enhance streaming quality and reduce buffering will further improve the viewing experience. Engaging with the community through local events and screenings can foster a sense of belonging and allow for direct feedback. Lastly, establishing dedicated customer support channels in Tamil will ensure users receive timely assistance, ultimately leading to a more satisfying experience on the platform. Finally, implementing these strategies

can significantly improve the overall experience and satisfaction of customer's using Netflix app.

CONCLUSION

In conclusion, enhancing customer satisfaction for the Netflix app in Coimbatore requires a multifaceted approach that prioritizes local preferences and community engagement. By offering a rich library of Tamil content, implementing targeted promotions, and ensuring a user-friendly interface in regional languages, Netflix can significantly improve its appeal to the local audience. Additionally, collaborating with internet service providers to enhance streaming quality, hosting community events, and providing dedicated customer support in Tamil will create a more personalized and enjoyable user experience. These initiatives not only foster loyalty but also strengthen Netflix's position as a preferred entertainment platform in Coimbatore.

REFERENCES

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- This study analyzes customer satisfaction with OTT platforms in Coimbatore. It aims to understand which OTT platforms are most popular, and what factors influence people to prefer them.
- Check app stores and review sites for user feedback specific to the Netflix app in Coimbatore.
- <https://en.wikipedia.org/wiki/Netflix>
- <https://www.vault.com/company-profiles/media-entertainment/netflix>