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CUSTOMER SATISFACTION TOWARDS NETFLIX APP WITH SPECIAL REFRENCE TO COIMBATORE CITY

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Abstract

Now a days most of them Preferring the Netflix app because it was low in cost through the mobile APP we can watch like movies, documentaries , TV, series etc.It create more demand among the public. The customers are satisfied with Netflix app. the study was about the customer satisfaction towards the Netflix app and number of sample have been taken for the study is 120. The survey focus on the customer satisfaction .

Keywords: Netflix app, customer satisfaction, streaming, media.

Introduction

The development of online streaming media, where customer are facilities with an all-round service "online makes everything easy and practical use an internet basis and can be accessed on various types of platforms (Smart TV, computer, Tablets and Smartphones) and anywhere and anytime provides an experiences for every loyal customer who enjoy streaming services for activity and entertainment.

One of the online streaming media that has became a trend in the country is the Netflix is becoming a hot conversation in Indonesia . Imagine the streaming media platform from the united states continue to reap the pros and cons with various attitude shown by the government ranging from the minister of communication and Johny G plate , minister of finance Sri Mulyani , to the minister of education Nadiem Makarim.

Problem of the study In the current modern days the Netflix app was mostly used by all the people and it create more demand. It is more to use this Netflix app wheather all the people has using app. The cost of subscription is low price**Objectivesof the study**
1**.**To study about the demographic profile of the respondents and the factors influencing satisfaction level of respondents using the Netflix

2.To know wheather the facilities are provided in the Netflix and Having high usage of Netflix in current scenario.

3.To know the satisfaction level of customer service provided in Netflix The study is related to the customer satisfaction.

4.The study of attractive relating the customers and Adding the benefits people satisfaction.

Scope of the study

One of the online streaming media that has became a trend in the country is the Netflix is becoming a hot conversation in Indonesia .

Imagine the streaming media platform from the united states continue to reap the pros and cons with various attitude shown by the government ranging from the minister of communication and Johny G plate , minister of finance sri mulyani , to the minister of education nadiem makarim.

HYPOTHESIS

HO- There is no significant relationship between the age of the respondents and satisfied overall video quality .
HO- There is no significant relationship between the age of the respondents and satisfied overall sound quality .
HO- There is no significant relationship between the age of the respondents and satisfied customer service provide.
HO- There is no significant relationship between the income of the respondents and range of subscription plan offered.

LIMITATION

1.The respondents were restricted only to Netflix customer

2.The duration of the study was finished in a very short period of time

3.Limitation sample size of 120 taken for the survey

Research methodology

Research methodology is defined as the systematic method to resolve problems through data gathering using various techniques.

Method of data collection

The data collected for this study is
Primary Data:

The primary data are those which are called as fresh for primary time.
Secondary Data: Secondary Data is collected from Google from through internet.

Area of Study: The area of study through Coimbatore city.

Sample Size: The sample size is 120.

Sampling method: Convenient Sampling method

Tools used for Analysis: Data analysis tools are simple percentage and Chi-Square test **Analysis & Interpretation**

In this chapter the analysis and interpretation of "Customer satisfaction towards Netflix App with special reference to coimbatore city", is presented based on the opinion of samples of 120 respondents selected from coimbatore city through a questionnaire containing 24 questions. These were analyzed through two different tools and they are as follows,

- Simple percentage analysis

- Chi-Square

LITRATURE OF REVIEW

1.In a research article (The NetflIx: Impact of the streaming model on television story telling ;(sharma,2016)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.

2.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 .

3.In an article "Netflix, Amazon prime and Branded Television content in subscription video on demand portals",(Wayne,2018) has studied on the branding strategies of Netflix and amazon prime where they worked on the subscription video on demand portals (SVOD portals). They focus on the license for the original content. The study in this research paper concluded that the future of branded TV remains unclear whereas Netflix remained the most dominant player as compared to the amazon prime. 4.In an article "6 ways ti find the perfect TV show or movie on Netflix "by (Patterson 2019) the study offers tips on the browsing techniques through the Netflix 's collection of TV programs and movies collection helps to get the suggestion as per our interest and pas t watch history which helps create the watch list for future as per our interest genre.

5.Through 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 subscriptionservices providers.

Demographic profile of respondent

S.NO	Demographic		No.of respondent	Percentage
1	Age	a)18-25	78	60.00
		b)26-35	34	28.33
		c)36-45	9	7.50
		d)above 45	5	4.17
2	Satisfied over all video quality	a)high Satisfaction	50	41.67
		b)satisfaction	43	35.83
		c)neutral	22	18.33
		d)dissatisfaction	3	2.50
		e)high dissatisfaction	2	1.67
3	Satisfied over all sound quality	a)high satisfaction	62	51.67
		b)satisfaction	36	30.00
		c)neutral	17	14.17
		d)dissatisf	5	4.17
			0	0.00

		action e)high dissatisfaction		
4	Satisfied customer service provided	a)high satisfaction b)satisfaction	95 25	79.17 20.83
5	Income	a)10,000-20,000 b)21,000-30,000 c)31,000-40,000 d)above 45,000	38 52 17 13	31.67 43.33 14.17 10.83
6	Range of satisfied plan offered	a)high satisfaction b)satisfaction c)neutral d)dissatisfaction e)high dissatisfaction	47 35 34 3 1	39.17 29.17 28.33 2.50 0.83

CHI-SQAUREANALYSIS

$\chi^2 = \Sigma(O_i - E_i)^2 / E_i$

Degree of Freedom = (r-1)(c-1)

HO-There is no significant relationship between the age of the respondents and satisfied over all video quality and sound quality and customer service provided.

CHI-SQAURE TABLE

O	E	(O-E) ²	(O-E)²/E
25	30	25	0.833
37	25.8	125.44	4.862
9	13.2	17.64	1.336
1	1.8	0.64	0.355
0	1.2	1.44	1.2
22	14.1	62.41	4.426
2	12.2	102.01	8.430
10	6.2	14.44	2.329
0	8.5	0.64	0.007
0	0.5	0.25	0.5
2	3.7	1.7	2.89
3	3.2	0.2	0.04
2	1.6	0.4	0.16
1	0.2	0.8	0.64
1	0.1	0.9	0.81
1	2.0	1	1
1	1.7	0.7	0.49
1	1.9	0.9	0.81
1	0.1	0.9	0.81

1	0.0	1	1
		Total	**47.711**

Source: prime   data

Significant   :   0.05

Result : calculation of the chi square value is (47.711) is greater than (3.841) table value hence the hypothesis is rejected . it does not found that there is no significant relationship between age and satisfied over all video quality.**HO**: There is no significant relationship between age of the over all video quality.   **Chi square table**

O	E	(0-E)²	(O-E)²/E
34	37.2	10.24	0.275
23	21.6	1.96	0.090
13	10.2	7.84	0.768
2	3.0	1	0.333
0	0	0	0
20	17.5	6.25	0.357
10	10.2	0.04	0.003
2	4.8	7.84	1.633
2	1.4	0.36	0.257
0	0	0	0
6	4.6	1.96	0.426
1	2.7	2.89	1.070
1	1.2	0.04	0.033
1	0.3	0.49	1.633
0	0	0	0
2	2.5	0.25	0.1
2	1.5	0.25	0.166
1	0.7	0.3	0.09
0	0.2	0.2	0.04
0	0	0	0
		Total	**8.624**

Source: prime   datasignificant   :0.05

Result: Calculation of the chi square value is (8.624) is greater than (16.191) table value the hypothesis is rejected it does not found that there is no significant relationship between age and satisfied overall sound quality .**Chi square table**

0	E	(O-	(O-

		E)²	E)²/E
60	57	9	48
12	15	8	6
30	7.0	529	17.6333
4	7.1	9.61	1.353
2	3.9	3.61	0.925
7	1.0	36	36
3	3.9	0.81	0.207
2	1.0	1	1
		Total	**111.118**

Source :primary data

Significant:(0.05)

Result : Calculation of the chi square value is (111.118) is greater than (16.191) table value the hypothesis is rejected it does not found that there is no significant relationship between age and satisfied overall customer service provided .

Chi square table

O	E	(O-E)²	(O-E)²/E
7	14.8	60.84	46.04
20	11.8	67.24	55.44
19	10.7	68.89	58.19
1	0.9	0.01	0.89
1	0.3	0.49	0.19
20	20.3	0.09	20.21
10	15.1	26.01	10.91
11	14.7	13.69	1.01
1	1.3	0.09	1.21
0	0.4	0.16	0.24
10	6.6	11.56	4.96
3	4.9	3.61	1.29
3	4.8	3.24	1.56
1	0.4	0.36	0.04
0	0.1	0.01	0.09
10	5.9	0.34	5.56
2	3.7	2.89	0.81
1	3.6	6.76	3.16
0	0.3	0.09	0.21
0	0.1	0.01	0.09
		Total	**211.09**

Source   :primary   data

Significant:(0.05)

Result : Calculation of the chi square value is (211.09) is greater than (16.191) table value the hypothesis is rejected it does not found that there

is no significant relationship between income and range of subscription plan offered.

RESULT AND DISSCUSSION

1. majority 57.50% respondents of the respondents are female.

2. majority 60% of respondents age fall between (18-25 years).

3. majority 35.83% of respondents are working people.

4. majority 43.33% of respondents are earning monthly income (21,000 – 30,000).

5. majority 42.50 % of respondents are falls in the family 2-4 members.

6. majority 51.67 % of respondents are married people.

7.majority 38.33% of respondents of prefer traditional recreated sources.

8. majority 39.17% of respondents prefer to view is online webseries.

9. majority 86.67% of respondents to used current Netflix.

10. majority 40.00% of respondents of often do you Netflix.

11. majority 48.331% respondents of have subscribed plan to Rs.199/-.

12. majority 90.00% of respondents satisfied with subscription plan.

13. majority 85.00 % respondents of navigate through the APP comfortably.

14. majority 41.67% of respondents satisfied overall video quality.

15. majority 51.67 of respondents satisfied overall sound quality.

16. majority 79.17% of respondents satisfied with the customer service provided.

17. majority 39.17% respondents satisfied with the range of subscribed plans offered.

18. majority 81.67% of respondents faced issued used in Netflix.

19. majority 30.00% ofrespondents to the issued faced by the streaming issues.

20. majority 86.67% of respondents are mode of communication between customer service of call us method.21. majority 53.33% of respondents of customer service team take to resolve issues of within 1 hour.

22. majority 75.00% of respondents of overall rate experience using Netflix if average.

SUGGESTION

- Attractive videos, movies, documentaries include emotional contents attract the users. Hence the Netflix App can give importance to adding entertainment element in their streaming video.

- More streaming video can be given during the prime time

- As most of the respondents watch Netflix App for less than monthly once, Interesting streaming video watch within the weekly once ,mostly the customer can entertainment programs influences the users.

CONCLUSION

Based on this research, there are many findings that almost all respondents of this study are very enthusiastic about the Netflix online streaming media user experience. Netflix users are almost dominated by millennials. In the study also, all indicators of the variable with other variables. In this study also shows that all hypothesis testing can be accepted in this study. In this research, most users are very satisfied with what Netflix provides in the experience of enjoying online streaming shows through Netflix.

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