

How to Cite:

Saiprasad, K., & Meenakshi, A. (2022). A study on amazon prime video services in Chennai evaluating consumer preferences over others. *International Journal of Health Sciences*, 6(S5), 1524–1535.
<https://doi.org/10.53730/ijhs.v6nS5.8995>

A study on amazon prime video services in Chennai evaluating consumer preferences over others

K. Saiprasad

Research scholar, Department of Commerce, Vels Institute of Science, Technology & Advanced Studies.

Email: Saikittu03@gmail.com

Dr. A. Meenakshi

Associate Professor, Department of Commerce, Vels Institute of Science, Technology & Advanced Studies.

Email: meenakshi.sms@velsuniv.ac.in

Abstract--Consumers nowadays are looking for convenience. Apps have made it easier for individuals to seek for their favorite movies and music since it is all only a few clicks. They prefer to watch movies on their mobile phones rather than together as a family, and this trend is spreading. Online video streaming service providers like Netflix, Amazon Prime, etc., are able to meet these types of personal requirements. As for online streaming services, Amazon Prime is the most popular in India. In the wake of Netflix's entry into the market, Amazon Prime has grown to over 40 million customers globally. To better understand how people in Chennai feel about the Amazon Prime platform, we have conducted this survey. The research also aims to determine the elements that influence customers' choice of Amazon Prime platform and their degree of satisfaction with the services of Amazon Prime platform.

Keywords---Amazon Prime, Platforms, OTT, Customer Satisfaction and Providers.

Introduction

It is becoming more popular to watch content online, both in the United States and in India. To do this, information technology and web 2.0 have been developed, which in turn have led to the rise of mobile and online apps. Consumerism has been affected by them, from internet sales to movie streaming. Using an app on a smartphone or other mobile device, customers may now access their preferred movie or music content on the go. Consumers are looking for

convenience in today's market place. Even looking for their favorite movie or music has become tedious for them, but due to the applications, everything is now only a click away. Individuals in a household are increasingly choosing to watch movies on their mobile phones rather than together. There are a number of internet video streaming service providers that cater to these types of particular demands. In the past, watching TV on time required viewers to put aside other commitments. Those days are long gone. They can now watch their favorite movies and TV episodes from the comfort and convenience of their own homes thanks to internet video streaming service providers. Amazon Prime is the most popular online streaming service in India out of all of the options. Revised Manuscript received on April 16, 2020 was the first to be streamed on the Internet. Students of Amrita Vishwa Vidyapeetham's MBA program, Haritha Haridas. a service provider that joined the market in 2007 and is a current MBA student at Amrita Vishwa Vidyapeetham. Currently, the service has more than 150 million customers in over 150 countries worldwide. Over 40 million people worldwide have signed up for Amazon Prime since it launched in the market after Netflix's entry in 2013. Both of them are vying for the attention and wallets of viewers. Therefore, it is critical to understand how viewers feel about both service providers in this kind of circumstance Viewers' feedback will help service providers improve their offerings and deliver a better watching experience for the audience. On social media networks, viewers are now able to share their opinions. However, even though it has allowed viewers to score their programs, this is not enough for many viewers who like to voice their thoughts on the subject matter. Web 2.0 has offered consumers the ability to share their thoughts and opinions on goods and services on a variety of online platforms, including as Twitter, Instagram, blogs, and Facebook. As a result of these evaluations, many would-be moviegoers rely on them while making their selections. In order to get a sense of how people feel about Amazon Prime, researchers gathered 300 evaluations from a variety of social media sites. After the reviews had been gathered, they were examined in relation to e-service quality For the provider's competitive advantage, it is critical to build client loyalty and trust via providing high-quality services. Because of this, service quality has been widely investigated and employed in a wide range of service businesses. Customer expectations of how a certain service provider should perform are compared to the provider's actual performance in order to determine how well the service provider is doing. However, it cannot be used to the analysis of online services such as online shopping and online video streaming services since they are distinct from the conventional service contexts. The absence of human connection or very limited human engagement in online service contexts explains why this is happening. Consumers spend more time interacting with technology than with people. Online service providers have unique service quality characteristics, which are distinct from those of conventional service providers. It is the goal of this research to investigate the link between e-service quality and consumers' desire to watch movies online. Viewers' impressions were tested against the content, video and audio quality, simplicity of use, and pricing aspects of e-service quality. Various social media sites were used to get user feedback on the above-mentioned quality characteristics of e-service.

Review of Literature

Online platforms that facilitate peer-to-peer sharing and collaboration are already commonplace because to the widespread use of the internet and its accompanying increase in Web 2.0. (Kaplan & Haenlein, 2010). Open source software, encyclopedias, music, and movies are just a few of the things that may be shared. It is now an element of the sharing economy to use the internet to share things with others. Technology advancements have made it easier to share both physical and nonphysical goods and services, making the sharing economy a byproduct. The sharing economy, also known as collaborative consumption or peer-to-peer sharing, is growing more popular because individuals choose to rent or borrow items rather than purchase or own them (Botsman & Rogers, 2010).

Researchers observed that there are two primary sorts of behaviors connected to sharing ownership in a research of 254 CC platforms. Access to ownership is one thing, and sharing ownership is quite another thing altogether. For example, lending money online is a kind of access to ownership, whereas contributing is a form of ownership transfer. Netflix is an online movie streaming service provider that enables customers to rent movies for a monthly price through the internet. Fans are encouraged to rate the movies they see. Almost 1.9 billion movie reviews have been gathered from 11.7 million customers since October 1998, when the site was launched (Bennett & Lanning, 2007).

Similarly, Amazon, another online movie streaming service provider, too has a large subscriber base. A monthly charge is required, although the library of TV series and films is extensive. Original video programs produced by Amazon and Netflix are likewise very well received by the general public. Netflix has an advantage in terms of content and video quality over Amazon, according to research, but Amazon has an advantage in terms of price over both service providers (ICFAI, 2018).

When it came to film selection and watching medium, viewers were swayed by their peers' opinions. (ICFAI, 2018). Consumers place a high value on the reliability and quality of streaming services like Amazon and Netflix. On the RATER service quality scale, R represents for dependability, A stands for assurance, T stands for tangibility, E stands for empathy, and R stands for responsiveness (Parasuraman et al., 1988). Video and audio quality, content, convenience, and pricing are all included in this study's evaluation of customer satisfaction with Amazon.

Objectives of the study

- To study the preferences of consumers for OTT Platforms and DTH
- Services in the marketplace.
- To learn what influences customers' decision to use the Amazon
- Prime platform.
- To determine how satisfied customers are with Amazon Prime
- Platforms.

Research Methodology

For this study, data collection and analysis will be the primary emphasis of the research approach used. Through a systematic questionnaire, primary data was gathered. It is a descriptive study that takes place in the city of Chennai, India. It was necessary to apply the right tools and methodologies to analyze the data that was collected in the research. Excel and SPSS were also utilized for data analysis, as was MS Word and Google Docs.

Data Analysis and Interpretation

Age - Gender (Cross Tabulation)

Table 1: Age – Gender (Cross Tabulation)

Age	Male	Female	Total
Below 18	6	0	6
Between 18 -25	31	49	80
Between 26-32	1	9	10
Above 32	3	1	4
Total	41	59	100

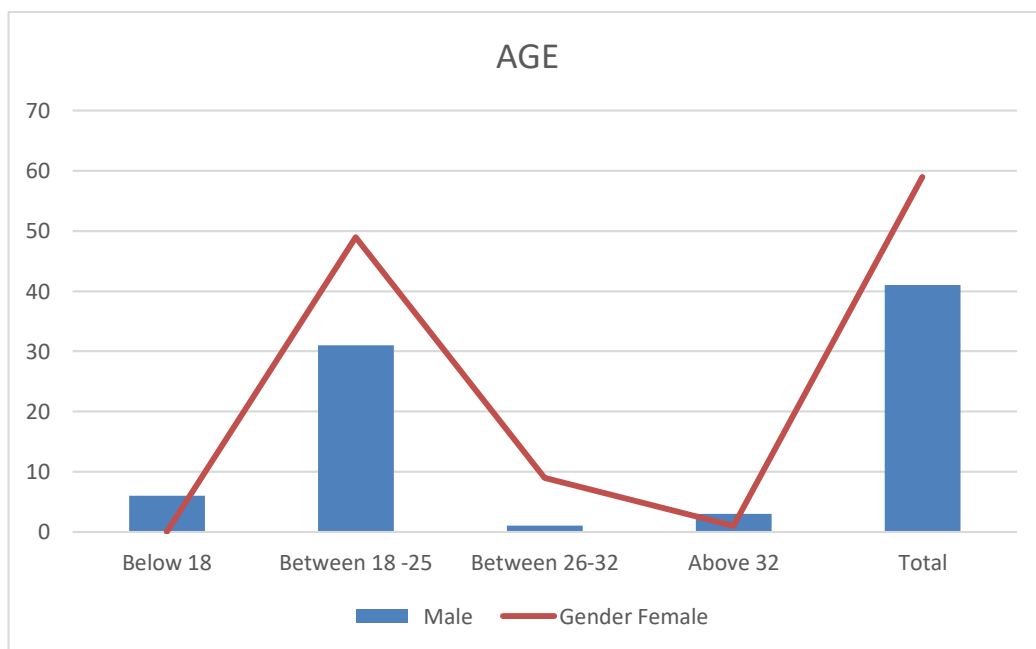


Figure 1: Age – Gender

Age and gender cross tabulations are shown in Table No.1 above. Males outnumber females by six to one in the age bracket of 18 and under. 31 male and 49 female respondents between the ages of 18-25 years, one male and nine

female respondents between the ages of 26-32 years, and three male and one female respondents above the age of 32 years are the following:

Table 2: Consumer Preference towards OTT and DTH Platforms

Consumer Preference	Frequency	Percent	Cumulative Percent
OTT Platform	42	42.0	42.0
DTH Platform	8	8.0	50.0
Both	50	50.0	100.0
Total	100	100.0	

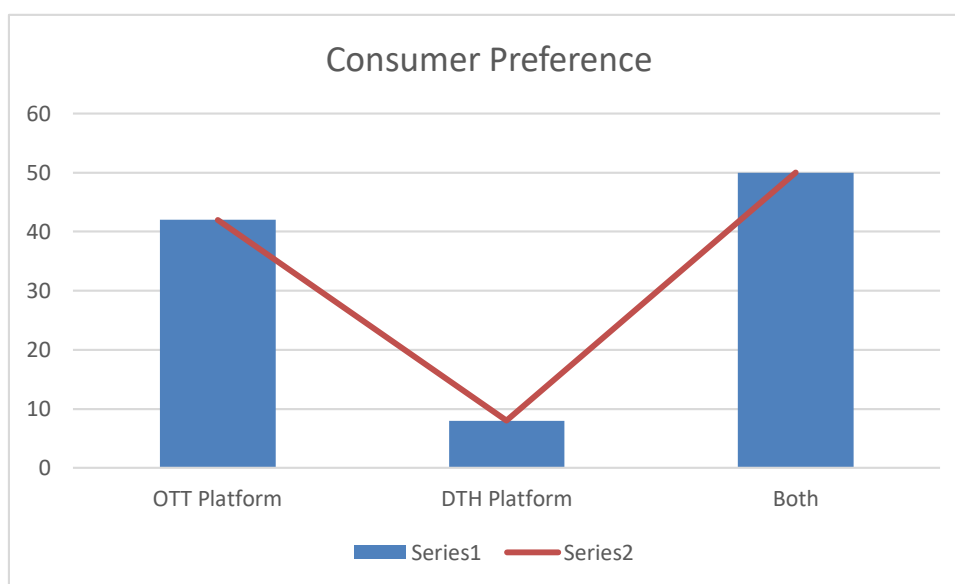


Figure 2: Consumer Preference towards OTT and DTH Platforms

There is a clear preference among consumers for either an OTT or DTH platform, as seen in the figures in Tables 2 and 3. Of those polled, 42 percent chose over-the-top (OTT) platforms, 8 percent selected DTH platforms, and 50 percent selected both.

Table 3: Factors Influencing Choice of Amazon Prime

Factors "Influencing Choice of Amazon Prime	Frequency	Percent	Cumulative Percent
Unlimited variety of choice	34	34.0	34.0
Portability	9	9.0	43.0
Latest and Quality Contents	51	51.0	94.0
Cheaper than regular TV	2	2.0	96.0
Catching up on shows that one missed on regular TV	4	4.0	100.0
Total	100	100.0	

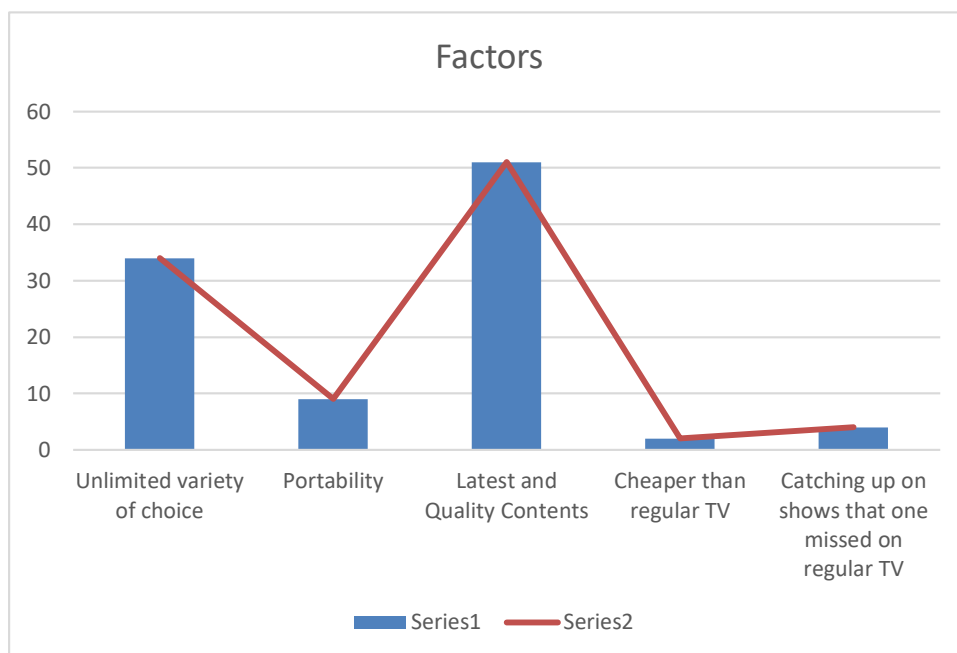


Figure 3: Factors Influencing Choice of Amazon Prime

Table no.3 and Figure no.3 above demonstrate the factors influencing respondents' selection of an OTT platform. More than half of the respondents (51 percent) say they are influenced by the latest and best content, 9 percent are influenced by portability, 2 percent of the respondents are influenced because OTT Platforms cost less than T.V., and 4 percent of the respondents are influenced by the ability to watch shows that they missed on the regular T.V.

Table 4: Age – Factors influencing Choice of Amazon Prime (Cross Tabulation)

Factors Influencing Choice of Amazon Prime (Cross Tabulation)						
Age	Unlimited variety of choice	Portability	Latest and Quality Contents	Cheaper than regular TV	Catching up on shows that one missed on regular TV	Total
Below 18	4	0	1	1	0	6
Between 18 -25	25	7	44	1	3	80
Between 26-32	4	1	4	0	1	10
Above 32	1	1	2	0	0	4
Total	34	9	51	2	4	100

The respondents' ages and genders are shown in the cross-tabulation in Table No.4, above. In other words, people over the age of 32 watch less on Amazon

Prime than those between the ages of 18 and 25, who have 80 respondents; 25 of those respondents' choices were influenced by the factor of unlimited choice; 7 were influenced by the factor of portability; 44 were influenced by the factor of the latest and highest-quality content; and 1 was influenced by the factor of being able to watch on any device.

Table 5: Mostly watched in Amazon Prime

Mostly watched in Amazon Prime	Frequency	Percent	Cumulative Percent
Original Content	70	70.0	70.0
Movies	27	27.0	97.0
Sports	1	1.0	98.0
Others	2	2.0	100.0
Total	100	100.0	

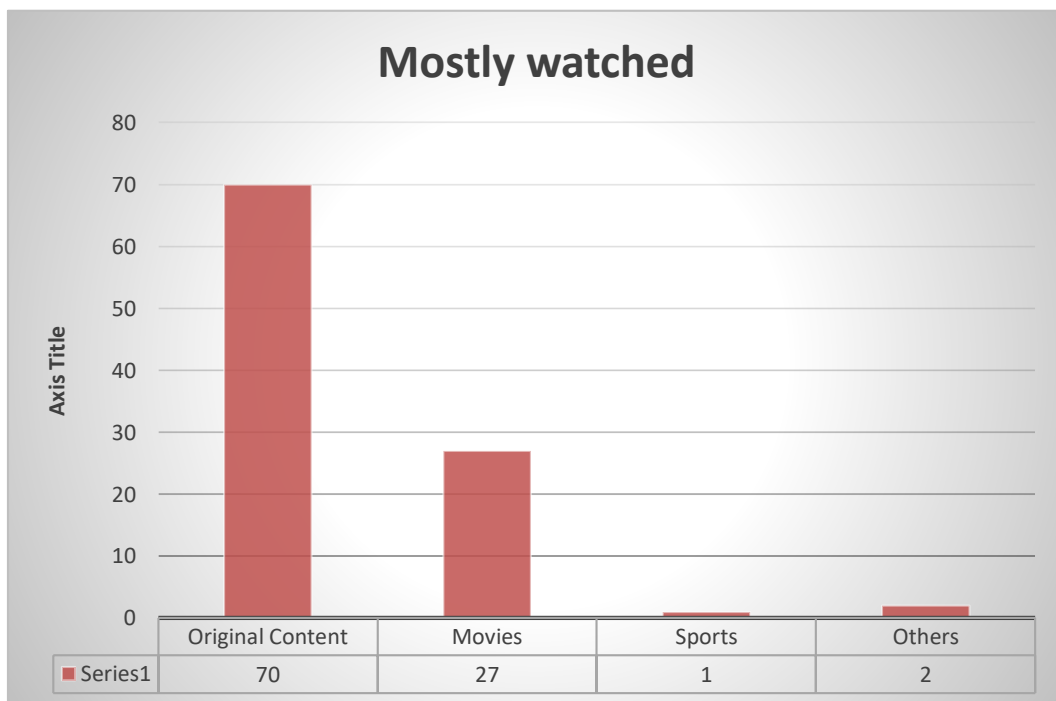


Figure 4: Mostly Watched in Amazon Prime

As a result of the survey respondents' comments, we have come up with some intriguing results in Table 5 and Figure 4. According to a poll, 70% of respondents watch original content such as web series, short films, etc., 27% watch movies, 1% watch sports, and the remaining 2% watch other things.

Table 6: Pandemic and Amazon Prime

Pandemic and Amazon Prime	Frequency	Percent	Cumulative Percent
Yes	76	76.0	76.0
No	24	24.0	100.0
Total	100	100.0	

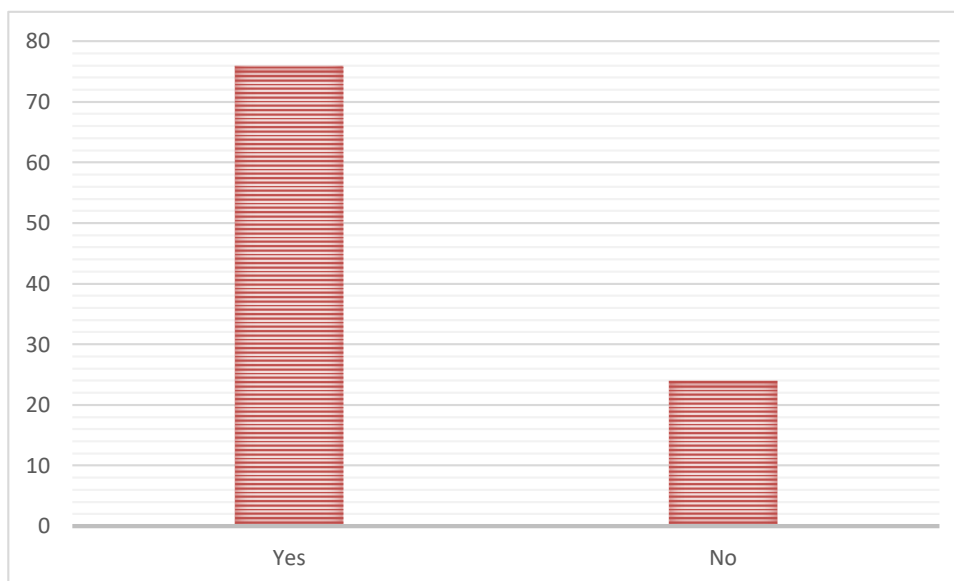


Figure 5: Pandemic and Amazon Prime

Table 6 and Figure 5 indicate the impact of the pandemic on people's decision to subscribe to Amazon Prime. Since COVID-19 is the Pandemic, 76% of respondents' choices have been affected by it, while only 24% of respondents' choices have not been affected.

Table 7: Choice of Platforms for Watching Amazon Prime

Choice of Platforms for Watching Amazon Prime	Frequency	Percent	Cumulative Percent
TV	18	18.0	18.0
Laptop	22	22.0	40.0
Tablet	3	3.0	43.0
Mobile Phone	57	57.0	100.0
Total	100	100.0	

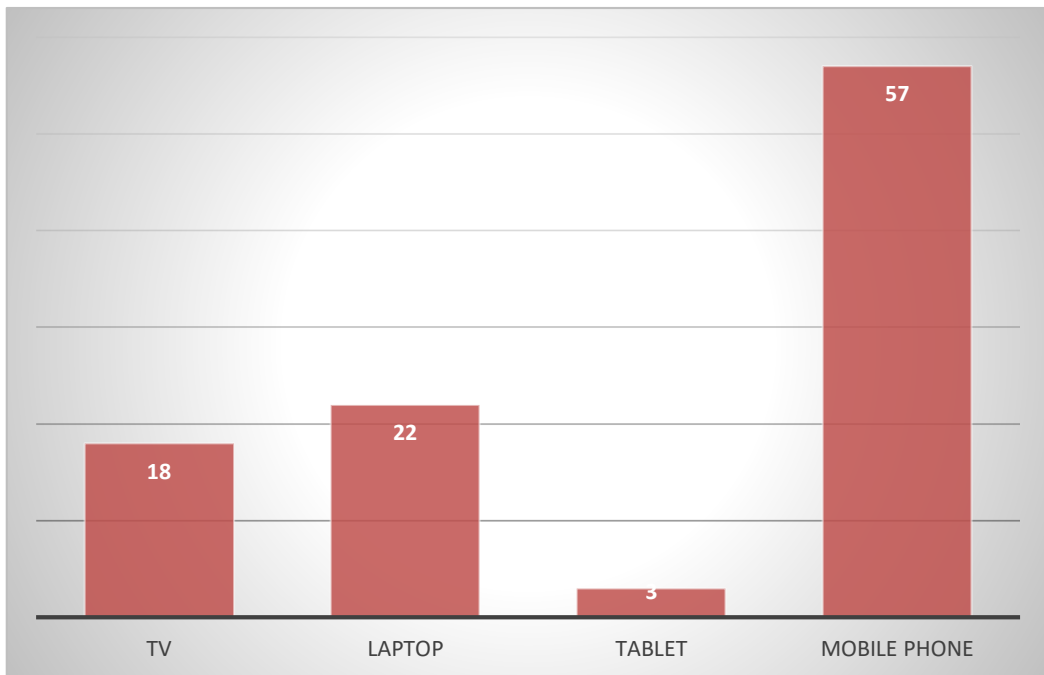


Figure 6: Choice of Platforms for watching Amazon Prime

Participants' preferences for Amazon Prime channels are shown in Table 7 and Figure 6, respectively. More than half of the people polled prefer to view OTT video on their smartphones, followed by laptops (22 percent), television (18 percent), and tablets (three percent).

Table 8: Consumer's Satisfaction over Amazon Prime

Consumer's Satisfaction over Amazon Prime	Frequency	Percent	Valid Percent	Cumulative Percent
Neutral	26	26.0	26.0	26.0
Satisfied	59	59.0	59.0	85.0
Highly Satisfied	15	15.0	15.0	100.0
Total	100	100.0	100.0	



Figure 7: Consumer's Satisfaction over Amazon Prime

Amazon Prime's customer satisfaction is shown in the following Table 8 and Figure 7. As can be seen, 26% of those polled expressed a level of satisfaction that might be classified as Neutral. 59% of respondents are satisfied, and 16% of respondents are very satisfied, according to the survey results.

Findings of the Study

Using 100 questionnaires, researchers have gathered and evaluated data for the study. Out of a total of 100 responders, the majority are between the ages of 18 and 25. Nearly eighty percent of those who took the survey are women, and the vast majority have earned a bachelor's or higher degree. The majority of those polled are students, and the average monthly salary is less than \$10,000 for the vast majority of those polled. Of the respondents, half picked OTT services over DTH systems, the study showed. This demonstrates the dominance of OTT services over traditional pay-tv providers. For 51% of those polled, Amazon Prime is a must-have because of the fresh, high-quality material it offers. TV programming, movies, sports, and more are preferred by Amazon Prime subscribers over other platforms. Amazon Prime platforms are used by 70 percent of the respondents to view original material, such as web series and short films. Of those polled, 57% prefer mobile phones over other platforms for watching Amazon Prime content. A whopping 76% of those polled said the continuing pandemic scenario affected their choice to view material on Amazon Prime's platform. At least 58% of those polled said they were happy or somewhat satisfied (out of a possible 100) with their experiences with service providers in the Chennai region.

Conclusion

OTT platforms are more popular with young people and the working class, respectively, according to a new study. When it comes to picking what to watch, individuals choose OTT platforms over DTH systems because they have more control over the information they consume. Students are the primary audience for OTT services, since they are more affordable than traditional media. Amazon Prime's social media initiatives and high-quality content have been instrumental in attracting millions of new customers over the last five years. The typical person spends between 2 and 4 hours a day on these sites. There are more people using these channels as the digital media industry grows. For the OTT platforms, COVID-19 has been a boon in anticipation of the closure, many users have signed up for the sites in order to pass the time. Consumers were spending a significant portion of their internet data on these sites, which has helped the telecoms sector. Due to the ability to distribute films online on various platforms and generate cash at this time of economic uncertainty, the film industry has reaped the benefits of this. Because their money is created and spent in India, these platforms have had an impact on the economy of India as a whole. It was during the lockdown time of COVID-19 that OTC platforms flourished significantly in India. A number of production companies began to distribute their films on OTT platforms directly because of this trend. It is possible that these platforms may totally replace DTH in the future years as competition intensifies amongst them.

References

- A, P., V.A, Z., & A, M. (1988). SERVQUAL : A multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64.
- A.M, K., & M, H. (2010). The Challenges and opportunities of social media. *Business Horizon*, 53.
- Bennet, J., & Lanning, S. (2007). The Netflix Price. *KDDCUP'07*, 4.
- Doh, S.-J., & Hwang, J.-S. (2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. *Cyber Psychology and Behaviour*, 13.
- F, B., & G.M, E. (2012). Access Based Consumption : The Case Of Online Streaming . *Journal of consumer Research*, 39.
- Hamari, J., Sjoekint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the association for information science and technology*, 13.
- J, C., & B.G, D. (2001). Service quality and E-commerce: A exploratory analysis . *Managing service quality*, 11.
- M, A. (2016). Internet banking service quality and its implication on E-customer satisfaction and E-Customer loyalty. *International journal of bank marketing*, 34.
- Peter, W., Ireene, M., & U, P. J. (2016). Streaming service and service design : An analysis of Netflix and Amazon video based on the gap model by Parasuraman, Berry & Zeithamn. *ECONSTOR*, 13.
- Rose, A. T., S, C., Jose, M., & Rajan, R. A. (2019). Service Quality Dimensions: An analysis of Netflix and their sustainability in India's online video streaming platform. *International Journal of Management and Commerce Innovations*, 6.

- T.W.D, K., & W.T, I. (2016). The relationship between perceived E-Service quality and brand equity : A simuntaenous equation ssystem approach. *Computers in Human Behaviour*, 57.
- Thomasan, Bruce, Cook, & Colleen. (2000). Reliability and Validilty of SERVQUAL scores used to evaluate perceptions of library service quality. *South West Educational Research Association*, 35.