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The Impact of Netflix on Viewer Behaviour and Media Consumption: An Exploration of the Effects of Streaming Services on Audience Engagement and Entertainment Preferences

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Abstract: ***Online video streaming platforms have swept the globe. Traditional form of entertainment like Television is now being replaced by video on demand services providers such as Netflix, Amazon Prime, Hulu, Disney Hotstar, to name a few. These service providers have now established themselves as a serious rival to the broadcasting and television industry. The demand for regular television broadcasting is declining as these platforms are providing high quality original productions at the ease of the customer's home. The impact of streaming services, specifically Netflix, on viewers behaviour and media consumption has been explored using both primary and secondary data sources. Primary data source include survey with OTT platform users, while secondary data source encompass studies and reports by media research firms and industry analysts. This combination of data sources provides a comprehensive view of the changes brought about by streaming services. The analysis of both primary and secondary data highlights the shift from linear Tv to on demand viewing, the rise in binge-watching, and the increase in diversity of content due to original programming. The data also shows that personalized recommendation have made it easier for viewers to discover new shows and movies. Overall, the data supports the conclusion that streaming services have transformed the way people engage with and consumer media.***

Keywords: ***Netflix, Online Video Streaming Platform, Binge-Watching, Media Consumption, User Experience, Audience Engagement.***

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1. INTRODUCTION

Video streaming is a technique for providing video content in real time over the internet without requiring users to first download the whole video file. Video streaming is popular for many uses, including watching movies, TV shows, playing video games, and watching live events. Services like YouTube, Netflix and Twitch allows users to stream video content over the internet to their devices, whether that be a smartphone, tablets, smart TV, or computers.
With video streaming, users can watch video content from anywhere, and anytime on any device, provided they are connected to the internet. The use of this service has greatly increased in recent years because of the widespread availability of high-speed internet and with the increase in the popularity of connected devices like Smart televisions. This has led a shift in the traditional television broadcasting and towards internet-based video content delivery.

Other method of delivering video content over the internet to the end users is Video on Demand (VOD). In this service, the users can select and watch video content whenever they want rather than at a scheduled broadcasting time. VOD service typically allows users to browse and select any movies, television shows, and other video content from the library and then stream the chosen content on their device. Some Video Streaming Services allows their users to download the content available with them to watch it offline. Popular example of VOD services includes- Netflix, Amazon Prime Video, Disney Hotstar+, Apple TV, to name a few.
The way we watch video material on the platform of our choice has been revolutionised by both video streaming and video on demand.

The global entertainment sector has been significantly impacted by Netflix, which has played a major role in popularising video streaming and video on demand services. Netflix is a well-known streaming service that gives its customers access to a huge selection of TV episodes, films, and original material. It was founded in 1997 as a DVD by mail service and had since evolved into one of the largest and most saucerful streaming service in the world. The company quickly gained popularity, as it provided a more convenient and affordable alternative to traditional brick and mortar video rental stores. As the speed of the internet increased and more and more households became connected, Netflix saw an opportunity to transition into world of online video streaming. So, in 2007 the company launched its streaming service, which allows subscriber to watch movies, television shows instantly over the internet. As people got to know its services, more and more individuals started adopting the services, and it soon became one of the largest streaming service in the world.

While it started as a small DVD-by-mail service, it The Netflix collection offers viewers a wide selection of films and television programmes, including its own original, award-winning programming like "Stranger Things," "The Crown," and "Orange is the New Black." . Netflix has won numerous awards for its original programming and its content has been praised for its high production values and compelling storytelling.

Netflix operates on a subscription-based model, where users must pay a monthly fee to access its assortment of unique programming. The company uses sophisticated algorithms of

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recommending content to its users based on their viewing history or pattern and preferences, making it easier for them to find new and relevant content.
Netflix has helped popularize the concept of “binge watching” by releasing entire seasons of its original series at once. The term "binge-watching pattern" has grown in popularity among young people since 2013, and it is considered to be one of the most common pastimes. Entertainment is evolving quickly and turning into an unlimited smorgasbord. When attempting to comprehend binge watching, there are actually two perspectives. The first has to do with amusement, which involves good feelings, thinking, and having leisure time. The second viewpoint, which also focuses the negative effects of frequent binge-watching, highlights behavioural addiction symptoms.

One factor contributing to Netflix's success in promoting binge-watching is its economic model. Unlike traditional TV networks that release one episode per week, Netflix releases entire seasons of its original shows all at once. This allows viewers to watch as many episodes as they want in one sitting, without having to wait for the next week's episode to air. This "all-you-can-watch" approach has made it easier for viewers to become emotionally invested in the storylines and characters of their favourite shows.

Another factor that has contributed to the binge-watching trend on Netflix is the quality of its original programming. Over the years, Netflix has produced many critically acclaimed shows that have become fan favourites, such as "Stranger Things," "Narcos," and "The Crown." These shows are known for their compelling storylines, complex characters, and high production values, which makes them ideal for binge-watching.

Additionally, Netflix has made it easy for viewers to binge-watch its shows by implementing auto-play features. When one episode ends, the next one starts playing automatically, which makes it easy for viewers to keep watching without having to manually start each episode. This feature has been a key factor in keeping viewers engaged and encouraging them to watch multiple episodes in one sitting. These elements have made Netflix one of the most widely used streaming services worldwide and have influenced the binge-watching phenomena.

We've all put off chores and night to watch one more episode of The Wire or Homeland, an immersive experience that has become the norm for watching some TV shows that is thrilling, draining, and influences dreams. It was noted that 10% of viewers completed the entire season of the new Arrested Development show on Netflix in just one day when all episodes were published in the summer of 2013. This was not the first time that Netflix had simultaneously published a whole season of an original series, sparking a video-on-demand frenzy across the country. When House of Cards and Orange is the New Black debuted in 2013, a significant portion of Netflix subscribers watched consecutive episodes and finished a whole season in a matter of days. Even though one of these programmes is a sitcom and the other is an adult-themed melodrama, they all share a huge amount of appeal with the millennial generation, who makes up the bulk of Netflix subscribers. These shows inspired widespread marathon viewing sessions among Netflix's younger consumers and viewers in the eighteen to thirty-four age range when an entire season's episodes were published all at once.. Many of these binge viewers

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then posted their (generally favourable) opinions of the company's initial attempts to create original TV content on social media after finishing their binge-watching sessions.

Other famous original shows of Netflix who contributed to the trend of binge-watching are- "Strangers Things" the first season of this series was a huge hit in 2016, and it quickly became a cultural phenomenon. According to a survey conducted by Netflix in 2017 16% of viewers binge-watched the entre first season within four days of its release, Indicating that many people were hooked on the show from the start.
"Narcos" a crime based drama that tells the story of a notorious drug lord Pablo Escobar. The shows fast-paced storytelling and intense action make it a popular choice for binge-watching. A survey conducted by Netflix released that 73% of viewers who watched the first season finished it within a week of its release, indicating that the show was binge-able.
The last and final show that demonstrated binge-watching is "Breaking Bad" which is not a Netflix original, but it became a popular show to binge-watch on the platform. According to Netflix 73% of viewers who started watching the show ended up watching all five season in a row, indicating that this series was a popular binge-watch choice before Netflix became known for its original programming.
Form tots, to teens television viewers have expectations that every episode of every show is available anytime. They don't know a world where they have to wait for an episode to be released.

When it first started, Netflix had a lot of difficulties competing with well-established video rental shops. One of the major challenges was persuading film companies to authorise internet streaming of their content because many of them were apprehensive of the new technology. By highlighting the advantages of the platform, Netflix was able to persuade content creators (such as film studios) to agree to let their work be broadcast online. Netflix concentrated on forming alliances and fostering connections that would be advantageous to both parties in order to allay the worries of video owners. In order to comprehend their requirements and develop economic models that appealed to both movie studios and content owners, the organisation worked closely with them. Netflix also emphasised the advantages of streaming for video producers, such as their increased audience reach and potential for new revenue sources. Netflix was able to acquire the trust and cooperation of video owners by providing alluring terms and a dedication to marketing and promoting their content. Today Netflix is available in over 190 countries around the world, offering localized content and support for a variety of languages. Overall, Netflix's ability to convince video owners to allow their content to be streamed online was a result of a combination of factors, including its commitment to partnerships, its focus on user experience, and its willingness to invest in technology and infrastructure.

Video on demand, sometimes known as the "Netflix effect," has created a mediated culture of instant gratification, limitless entertainment possibilities, and immersive experiences in televisual fantasies that merge drama and realism in irresistibly appealing and stunning ways. Netflix defends their practise of creating original content designed for multiple-episode viewing and releasing an entire season of a show at once by citing customer tastes, expectations, and "new norms of viewer control" (Neal). Similar to the "all you can play"

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monthly gaming subscription model on Game Pop, the "all you can read" e-book membership plan on Amazon, and the "all you can listen to" streaming music service on Spotify, this "all the TV you can watch" at-fee method of media consumption.

There has been several studies and discussions on the popular Netflix series, which was in light for its graphics and potentially triggering content. “13 reasons why” is a popular Netflix original series based on a novel of the same name by Jay Asher. The show revolves around the story of a high school girl Hanna Baker, who takes her own life and leaves behind a series of tapes detailing the reasons why she took her own life, the reasons of ending her life.

The display has garnered vast attention and sparked discussions on topics such as suicide, mental health, and sexual attack. It has additionally been the challenge of controversy, with some critics arguing that the show's photo content material ought to have terrible consequences on prone visitors. Despite this, the display stays popular and has been praised for its frank dialogue of essential problems facing younger people nowadays. According to a study conducted by the Annenberg Public Policy Centre at the University of Pennsylvania, the portrayal of suicide in "13 Reasons Why" led to an increase in internet searches related to suicide and suicide prevention. Another study published in the Journal of the American Academy of Child & Adolescent Psychiatry found that the release of "13 Reasons Why" was associated with a 28.9% increase in suicide rates among youth aged 10-17 in the month following the show's release.
Despite the controversies surrounding the show, it remains popular and has garnered a significant following. Some viewers report being drawn to the show's gripping narrative and emotional intensity, while others criticize its portrayal of mental health and its potentially harmful effects on vulnerable viewers.

Binge watching has become more popular as a result of this shift in viewing preferences, with "13 Reasons Why" serving as a prime example of a series that viewers can easily finish in one sitting. Even though binge-watching can be an enjoyable and engrossing experience, it can also be detrimental to one's mental health and general wellbeing.

According to studies, binge watching might cause sleep disturbances, poor focus and productivity, and weariness. As viewers may spend lengthy periods of time alone watching media content, it can also exacerbate feelings of loneliness and isolation. Binge watching can also cause viewers to feel guilty and ashamed since they may believe that they wasted time that could have been used for more worthwhile or beneficial pursuits.

Objectives

- To know the factors influencing the customers to continuing Netflix
- To study how Netflix changed the face of entertainment
- To explore how Netflix gained success by following trends in consumer habits

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- To know how Netflix recommendation systems work

Review of Literature

An exploration of the motivations for binge-watching and the role of individual differences. Shim h., Kim. K. (2017) this research paper talks about the motivations for binge-watching Tv drama series and tried to explore the moderation effects of sensation seeking and need for cognition on binge- watching behavior. The results were based on the data which was collected online of 785 binge- watchers demonstrated that individuals perceive binge-watching to satisfy their desires for enjoyment, efficiency, control, and fandom. In conclusion, this study offers an empirical review of the motivations behind binge-watching television dramas as well as the psychological characteristics associated with this media-consumption behavior.

Biswas, R., and G. Bhatnagar (2022). This study examines how streaming services effect consumer choice using a survey of 300 Indian consumers who use both Netflix and Amazon Prime. Although both systems are well-liked by consumers, the authors find that Netflix is perceived to offer a greater variety of material and a better user interface, which boosts customer satisfaction and loyalty. They learn that factors like content accessibility, price, and user interface are crucial considerations when deciding whether to sign up for a streaming service.

These studies demonstrate how Netflix has drastically altered user behaviour and media consumption, from promoting binge watching to challenging conventional television viewing patterns. Additionally, they contend that the availability of content on streaming services like Netflix has changed how viewers interact with TV series and that binge-watching is a convoluted and equivocal phenomenon.

2. RESEARCH METHODOLOGY

The research methodology used for this research this is a combination and quantitative approach, for which a questionnaire was created and given to a sample of informed viewers to describe the effect of Netflix on viewers' behaviour and media consumption. This methodology was used to gather information on how Netflix consumers engage with the service, their preferred content, and how streaming services are changing the way people consume traditional media. A wide range of 260 replies from viewers in various age groups and demographic backgrounds were received, enabling the collecting of a variety of viewpoints on the influence of Netflix.

For quantitative data google form was used, the sample size of 260 respondents filled the form up containing closed ended questions. Random sampling method was used for this research.

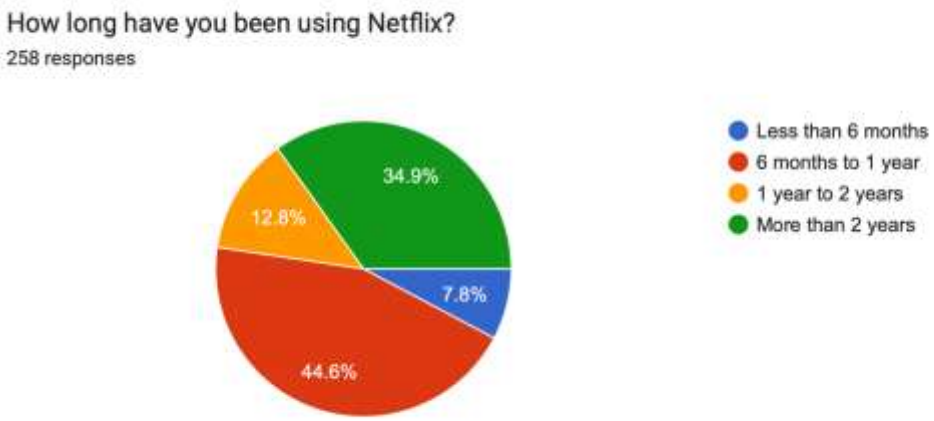
The questionnaire was developed to collect information on a variety of user interactions with Netflix, including frequency of use, types of content viewed, and user interactions. The survey also addressed questions on traditional media consumption behaviours like watching television and going to the movies in order to study how Netflix is affecting these traditional forms of media consumption. The responses were examined in order to identify patterns and trends in the preferences and behaviour of the viewers.

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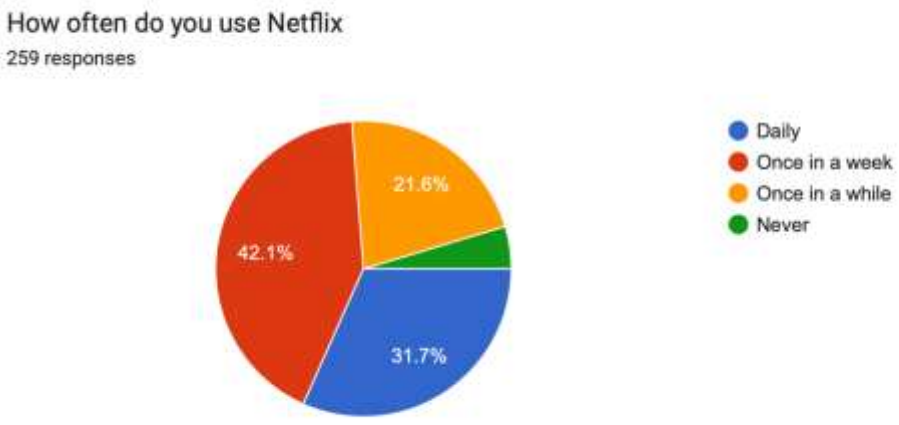
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This study presents the findings of the analysis of the survey responses and provides information on how Netflix has impacted viewers' behaviour and media consumption patterns.

DATA INTERPRETATION



Interpretation: Based on the responses collected 34.9% of the respondent have been using Netflix for over 2 years now, then comes the 44.6% of the respondents which have been using Netflix for the last 6 months to one year. And there are some new commers or new subscribers to Netflix which have been using Netflix less than 6 months. This suggests that there may be a growing number of new subscribers to Netflix, which could have implications for the platform's future growth and development. with a 7.8% of the respondents, and there are also 12.8% of the respondents which have been using Netflix for a period of 1-2 years.

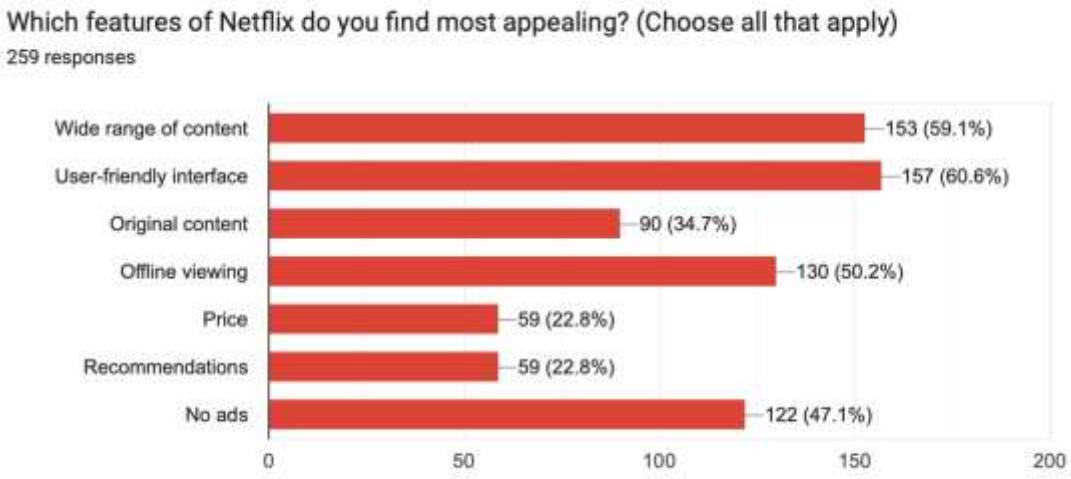


Interpretation: Based on the responses collected 42.1% of the respondents uses Netflix once in a week, 21% of the respondents uses Netflix once in a while, 31.7% of the respondents uses

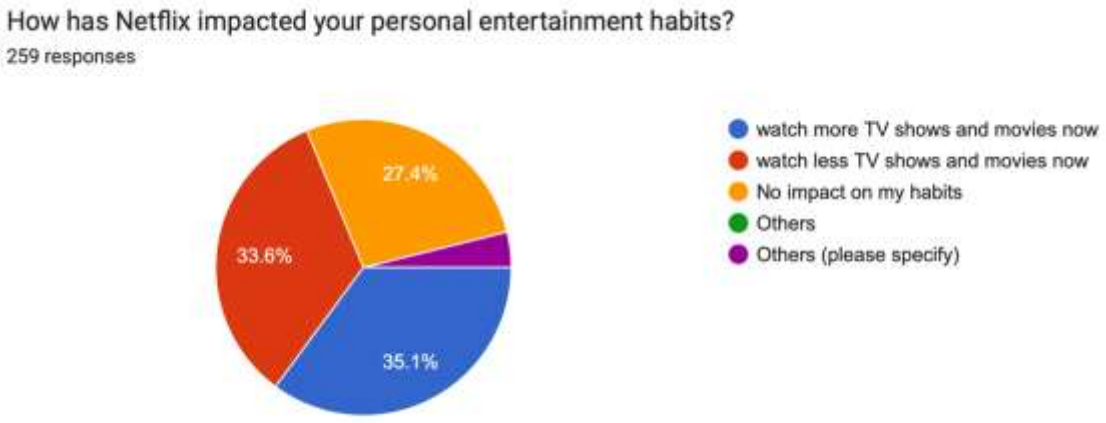
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Netflix daily, and 4.6% of the respondents now don't uses Netflix in there leisure time. may suggest that there are individuals who have either lost interest in the platform or have shifted their viewing habits to other sources of entertainment. However, it is worth noting that this proportion is relatively small, and the vast majority of respondents continue to use Netflix in some capacity.



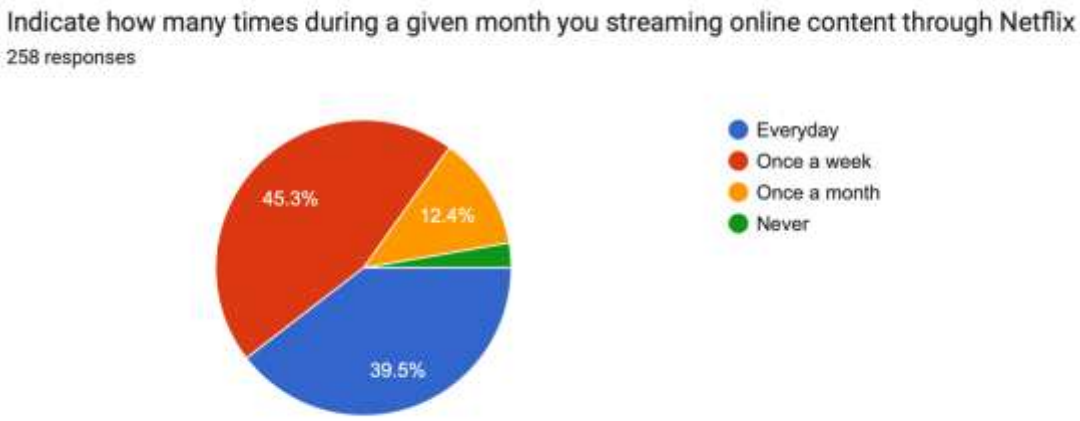
Interpretation: In this question the respondents had to choose as many options as well, which according to them suits them the best. 153 respondents and 157 respondent choose that Netflix have wide range of content and User-friendly interface respectively This suggests that users value the ease of use and the diversity of content available on the platform. There is also a same number of respondents on the option of Price, and Recommendations with 59 respondents. There is a certain number of respondents of 122 who have chosen No ads as an appealing feature of Netflix. 130 respondents have chosen offline viewing option that Netflix has, and the rest 90 respondents have chosen original content as an appealing feature of Netflix.



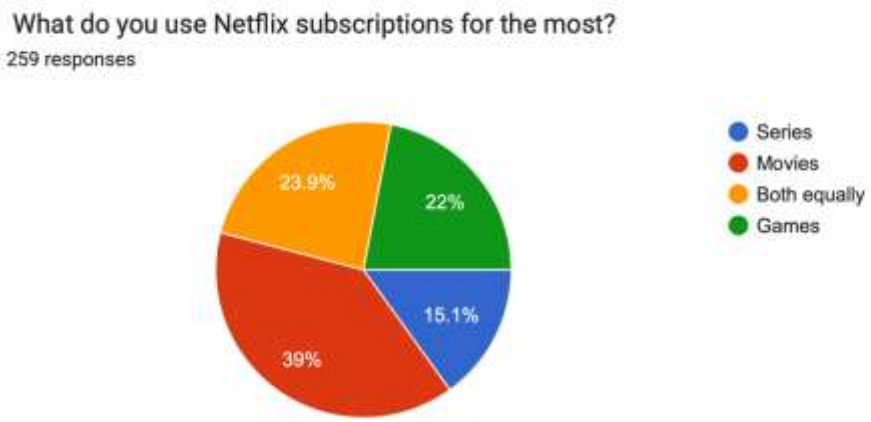
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Interpretation: Based on the responses collected, 35.1% of the respondents believe that Netflix have impacted their personal entertainment habits that they are watch more TV shows and movies now. But there are also 33.6% of the respondents believe that now they watch less TV shows and movies now, and 27.4% of the respondents believe that there is no impact of Netflix on their personal entertainment habits. These varied responses indicate that the impact of Netflix on individual entertainment habits is subjective and varies from person to person.



Interpretation: According to the replies gathered, 39.5% of respondents stream online video through Netflix every day, and 45.3% of respondents do so once a week. This shows that Netflix is a well-liked option for watching internet entertainment among the respondents. However, 2.7% of respondents do not stream Netflix for their online entertainment, and the remaining 12.4% of respondents do so once a month.

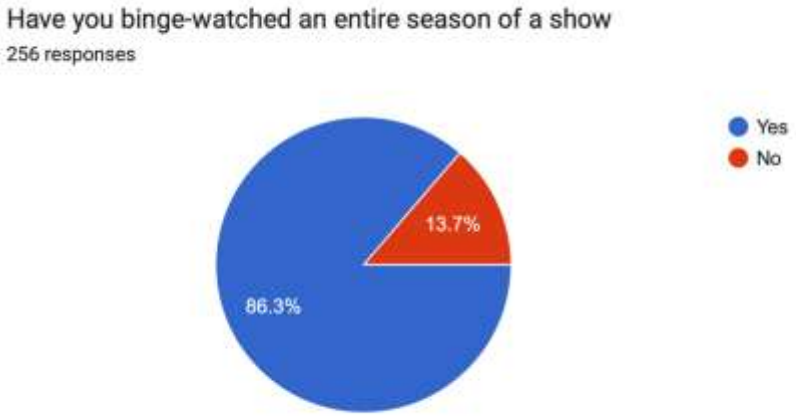


Interpretation: Based on the responses collected 39% of the respondents have subscribed Netflix for the vide variety of movies/genres it have, 23.9% of the respondents have subscribed Netflix for entertaining series options it provides its viewers and 15.1% of the respondents use

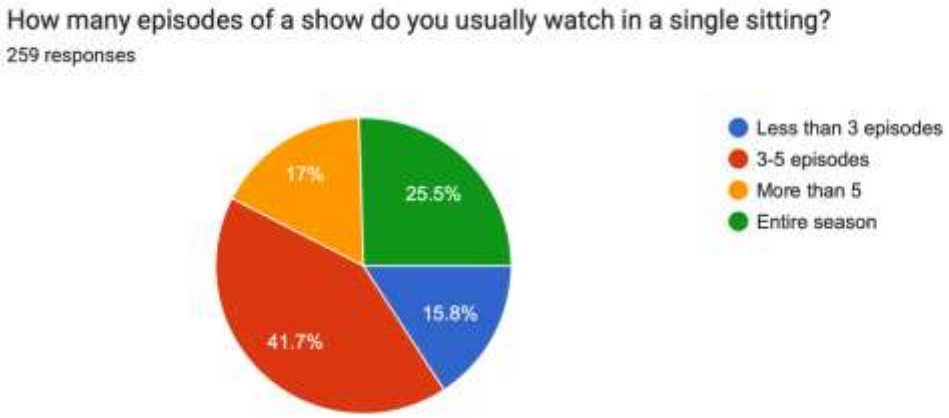
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Netflix for both movies and series. The fact that some respondents(22%) use Netflix for games highlights the platform's efforts to expand beyond traditional content and branch into other forms of entertainment.



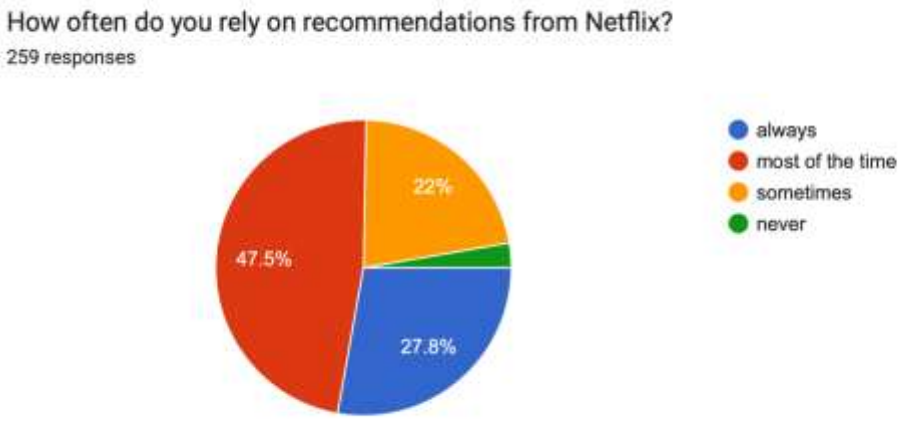
Interpretation: Based on the responses collected, 86.3% of the respondents have opted for the option Yes, that they have binged-watched, which refers to watching multiple episodes of a TV series in a single sitting or within a short period of time. This finding suggests that binge-watching is a common behaviour among Netflix users and highlights the potential influence of the streaming service on viewers' watching habits. It also underscores the importance of understanding the factors that contribute to this behaviour, such as the availability of entire seasons and the absence of advertisements. And the rest 13.7% of the respondents have chosen no, as they have not binged-watched any of the series in one sitting, which suggests that this behaviour may not be universal and that there may be individual differences in viewers' consumption patterns.



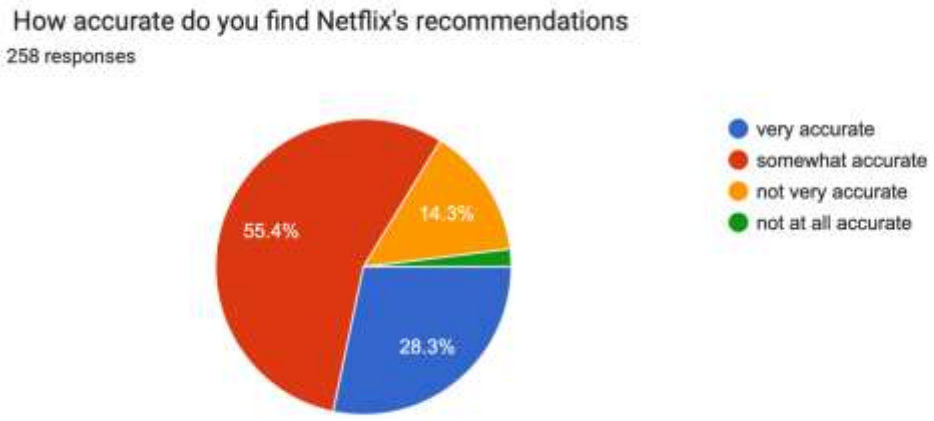
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Interpretation: Based on the responses collected, 41.7% of the respondents have watched 3-5 episodes of a series of their liking which suggests that viewers are often willing to invest a significant amount of time in a series in one sitting, and 25.5% of the respondents have finished an entire season of a particular series in one sitting, indicating a high level of engagement and interest in the content. 17% of the respondents have watched more than 5 episodes where as 15.8% of the respondents have watched less than 3 episodes of a show.



Interpretation: Based on the responses collected, 47.5% of the respondents rely most of the time on the recommendations/ suggestion from Netflix, This could indicate that the algorithm used by Netflix to suggest content is effective in helping viewers find content that they enjoy, 22% of the respondents sometimes rely, whereas 27.8% of the respondents always rely on recommendations or suggestion from Netflix which suggests that they place a high level of trust in Netflix's suggestions.. And only 2.7% of the respondents never rely on the recommendations from Netflix, indicate that some viewers find them less helpful or prefer to explore content on their own.



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Interpretation: Based on the responses collected 55.4% of the respondents find the Netflix recommendation's somewhat accurate, while 28.3% of the respondents find Netflix recommendation's very accurate. indicating that the algorithm is effective for a significant portion of the user base. Overall, the findings suggest that the Netflix recommendation system is generally well-received and seen as a helpful feature by a majority of users. But there were 14.3% of the Netflix users that believes that the Netflix's recommendation's are not very accurate for them.

3. CONCLUSION

In conclusion, the aim of this study was to understand consumer attitudes about Netflix, the most popular streaming service online. A review of the survey responses reveals that Netflix has made a name for itself in the online streaming business, with a sizable user base that values its selection of content, user-friendly interface, and affordable pricing options. The study also showed that Netflix, by producing original content, offering a wide range of content, and developing a powerful recommendation engine, has successfully followed consumer trends. The study does have certain limitations, though, and further investigation might be done to ascertain the impact of Netflix on the entertainment industry and society as a whole. In general, Netflix has altered the way we consume entertainment and is poised to do so.

Overall, the study revealed that Netflix has successfully followed consumer trends and preferences by offering a range of content, a user-friendly interface, no commercials, and offline viewing options. The overwhelming majority of respondents said they use Netflix to find new episodes to watch and that it has influenced their own entertainment preferences.

The survey also identified a few areas where Netflix might improve its performance, including sharpening the focus of its recommendations, offering more affordable price options, and addressing concerns about the calibre and application of its original content.

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