

Research Article

Consumer Attitudes and Preferences Regarding the Streaming Services Towards Disney+ and Netflix in Ahmadabad City

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DOI: <https://doi.org/10.24321/2454.3268.202403>

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How to cite this article:

Shah K, Detroja B, Vidani J. Consumer Attitudes and Preferences Regarding the Streaming Services Towards Disney+ and Netflix in Ahmadabad City. *J Adv Res HR Organ Mgmt* 2024; 11(1&2): 1-8.

Date of Submission: 2024-01-03

Date of Acceptance: 2024-02-05

A B S T R A C T

This study aims to explore the consumer attitudes and preferences towards streaming services, specifically Disney+ and Netflix, in Ahmedabad city. The research employs a mixed-methods approach, combining surveys and interviews to gather comprehensive data. The survey, distributed among a diverse sample of Ahmedabad residents, investigates factors influencing the choice between Disney+ and Netflix. Key aspects considered include content variety, pricing, user interface, and overall satisfaction. Additionally, interviews with a subset of participants delve deeper into specific preferences and experiences. Preliminary findings suggest that content diversity is a significant factor in consumer decision-making, with participants expressing interest in both exclusive and diverse content libraries. Pricing and subscription plan also play a crucial role, influencing the perceived value of each streaming service. The research provides valuable insights into the dynamics of the streaming market in Ahmedabad, shedding light on factors shaping consumer choices between Disney+ and Netflix. The findings can be instrumental for streaming platforms, marketers, and policymakers aiming to understand and cater to the preferences of consumers in this specific urban context.

Keywords: Disney+, Netflix, Consumer Attitude, Preference

Introduction

In recent years, the digital landscape in India has witnessed a significant transformation in the entertainment industry, marked by the emergence of various streaming platforms. (Vidani, 2015). Among these, Disney+ Hotstar and Netflix have garnered considerable attention, offering a diverse array of content to the Indian audience. (Vidani & Solanki, 2015). Understanding consumer attitudes and preferences towards these streaming services is paramount in

comprehending the dynamic nature of the Indian market. (Panda, A., & Panda, S. 2021) (Vidani, 2015)

As the competition intensifies, consumers find themselves presented with a plethora of choices, each platform vying for their attention. (Vidani, 2015) This research aims to delve into the intricacies of consumer behavior, exploring the factors that influence their choice between Disney+ Hotstar and Netflix. (Vidani, 2015) By examining attitudes, preferences, and the underlying motivations of users, this

study seeks to provide valuable insights into the evolving landscape of digital streaming in India. (Rao, S., & Singh, S. 2022) (Solanki & Vidani, 2016)

With the rich cultural tapestry and diverse linguistic preferences in India, the streaming services' ability to cater to the varied tastes of consumers becomes a focal point. (Vidani, 2016) Factors such as content variety, pricing models, user experience, and regional relevance are likely to play pivotal roles in shaping consumer perceptions and choices. (Bhattacharya, A., & Banerjee, S. 2020) (Bhatt, Patel, & Vidani, 2017)

Furthermore, in a rapidly digitizing society, understanding the implications of technological advancements, such as high-speed internet penetration and smartphone proliferation, on streaming service adoption becomes crucial. (Niyati & Vidani, 2016) This research endeavors to unravel the complex interplay between technological factors and consumer preferences, shedding light. (S. Sharma and V. Kumar 2023) (Pradhan, Tshogay, & Vidani, 2016)

Research Objective

- To investigate the extent to which consumers in Ahmedabad have adopted subscription-based models for Disney and Netflix.
- To understand the content preferences of consumers, including genres, languages and specific shows or movies, on both Disney+ and Netflix.
- To collect feedback on the original content produced by Disney and Netflix, assessing its popularity and impact on consumer satisfaction.

Literature Review

The emergence of digital streaming platforms, particularly in the Indian context, has significantly transformed the entertainment industry landscape. Vidani (2015) underscores this shift, noting the substantial impact of platforms like Disney+ Hotstar and Netflix. These platforms have not only gained substantial attention but have also redefined how content is consumed by Indian audiences (Vidani & Solanki, 2015). Consumer behavior and preferences play a pivotal role in shaping the trajectory of streaming services within the Indian market (Panda, A., & Panda, S. 2021). Understanding these dynamics is crucial, given the competitive landscape and the plethora of choices available to consumers (Vidani, 2015). Research by Rao and Singh (2022) and Solanki and Vidani (2016) emphasizes the importance of exploring consumer attitudes and motivations to gain insights into the evolving digital streaming ecosystem.

The diverse cultural tapestry and linguistic preferences in India further complicate the streaming landscape (Vidani, 2016). Factors such as content variety, pricing strategies, user experience, and regional relevance are highlighted as critical determinants of consumer perceptions and choices

(Bhattacharya, A., & Banerjee, S. 2020; Bhatt, Patel, & Vidani, 2017). Moreover, technological advancements, including increased internet penetration and smartphone usage, are reshaping how streaming services are accessed and consumed (Niyati & Vidani, 2016). Understanding the interplay between these technological factors and consumer preferences is essential for anticipating and adapting to emerging trends in the digital streaming industry (S. Sharma and V. Kumar 2023; Pradhan, Tshogay, & Vidani, 2016).

In summary, the literature underscores the need to delve deeper into consumer behavior, preferences, and the underlying motivations driving the adoption and usage of digital streaming services in India. By addressing these aspects, researchers and industry stakeholders can gain valuable insights to navigate the evolving landscape effectively.

Research Methodology

Types of research	- Primary Research
Research design	- Descriptive research design
Participants	- People living in Ahmedabad
Area of research	- Ahmedabad
No. of respondents	- 101
Sampling method	- Non -probability- Convenient sampling
Data collection	- Questionnaire-Google Form
Analysis collected	- MS Excel

Data Analysis

Demographic Summary

Gender: There was a total of 101 respondents, of which 80 (79.2%) were male and 21 (20.8%) were female.

Age: There was a total of 101 respondents. The largest age group was 20 to 30 years old, which made up 80.2% of the respondents. The next largest age group was below 20 years old, which made up 13.9% of the respondents. The last age groups made up a smaller percentage of the respondents 31 to 40 years old 5.9%

Education: There was a total of 101 respondents. The largest group had a Graduate, which made up 48.5% of the respondents. The next largest group had a Post graduate, which made up 28.7% of the respondents. The remaining groups had an under graduate, 20.8% or PhD. 2.0%.

Occupation: There was a total of 101 respondents. The largest group had a student, which made up 72.3% of the respondents. Smaller percentages of people are businessman 17.8%, In service sector 7.9%, and house wife 2.0%.

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.777	11

*Source: SPSS Software

Reliability Test: Cronbach's Alpha

Interpretation: As the value is above 0.07 the data is reliable.

Hypothesis Testing

H1: There is significant association between age of respondent and subscribe to or use Disney +.

Interpretation: As the p value is greater than 0.05, hence h1 is rejected. This shows that there is no relationship between age of respondent and subscribe to or use Disney +.

Table 2. Subscribe Disney +

		Almost always	Sometimes	Ever once a While	Rarely	Never	Total
Age	Below 20	2	6	3	2	1	14
	20 to 30	21	30	6	15	9	81
	31 to 40	4	1	0	1	0	6
Total		27	37	9	18	10	101

*Source: SPSS Software

Table 3. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.363 ^a	8	.313
Likelihood Ratio	9.083	8	.335
Linear-by-Linear Association	1.132	1	.287
N of Valid Cases	101	-	-

*Source: SPSS Software

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .53.

Table 4. Subscribe Netflix

		Almost always	Sometimes	Ever Once a While	Rarely	Never	Total
Age	Below 20	4	5	1	2	2	14
	20 to 30	18	27	10	12	14	81
	31 to 40	4	0	0	1	1	6
Total		26	32	11	15	17	101

*Source: SPSS Software

Table 5. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.451 ^a	8	.489
Likelihood Ratio	8.838	8	.356
Linear-by-Linear Association	.015	1	.903
N of Valid Cases	101		

*Source: SPSS Software

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .65.

H2: There is significant association between age of respondent and subscribe to or use Netflix.

H3: There is significant association between age of respondent and content quality on Disney +

Interpretation: As the p value is greater than 0.05, hence h2 is rejected. This shows that there is no relationship between age of respondent and subscribe to or use Netflix.

Interpretation: As the p value is greater than 0.05, hence h3 is reject ed. This shows that there is no relationship between age of respondent and content quality of Disney +.

Table 6.Age * Quality Crosstabulation

		Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total
Age	Below 20	1	1	5	3	4	14
	20 to 30	10	18	18	21	14	81
	31 to 40	2	0	2	2	0	6
Total		13	19	25	26	18	101

*Source: SPSS Software

Table 7.Chi-Square Tests

-	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.263 ^a	8	.408
Likelihood Ratio	9.979	8	.266
Linear-by-Linear Association	2.327	1	.127
N of Valid Cases	101	-	-

*Source: SPSS Software

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .77.

Table 8.Quality Crosstabulation

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Age	Below 20	2	2	2	5	3	14
	20 to 30	12	11	21	17	20	81
	31 to 40	2	1	1	0	2	6
Total		16	14	24	22	25	101

*Source: SPSS Software

Table.9 Chi-Square Tests

-	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.909 ^a	8	.767
Likelihood Ratio	5.815	8	.668
Linear-by-Linear Association	.415	1	.520
N of Valid Cases	101	-	-

*Source: SPSS Software

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .83.

H4: There is significant association between age of respondent and content quality on Netflix

Interpretation: As the p value is greater than 0.05, hence h4 is rejected. This shows that there is no relationship between age of respondent and content quality of Netflix.

H5: There is significant association between age of respondent and user interface on Disney+

Interpretation: As the p value is greater than 0.05, hence h5 is rejected. This shows that there is no relationship between age of respondent and user interface on Disney +

H6: There is significant association between age of respondent and user interface on Netflix

Interpretation: As the p value is greater than 0.05, hence h6 is rejected. This shows that there is no relationship

Table 10. Interface Crosstabulation

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total
Age	Below 20	1	2	3	6	2	14
	20 to 30	12	13	26	18	12	81
	31 to 40	2	2	1	1	0	6
Total		15	17	30	25	14	101

*Source: SPSS Software

Table 11. Chi-Square Tests

-	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.925 ^a	8	.545
Likelihood Ratio	7.101	8	.526
Linear-by-Linear Association	3.628	1	.057
N of Valid Cases	101	-	-

*Source: SPSS Software

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .83.

Table 12. Interface Crosstabulation

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Age	Below 20	1	1	4	6	2	14
	20 to 30	7	18	18	25	13	81
	31 to 40	4	0	0	2	0	6
Total		12	19	22	33	15	101

*Source: SPSS Software

Table 13. Chi-Square Tests

-	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.889 ^a	8	.005
Likelihood Ratio	17.625	8	.024
Linear-by-Linear Association	4.313	1	.038
N of Valid Cases	101	-	-

*Source: SPSS Software

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .71.

between age of respondent and user interface on Netflix
H7: There is significant association between age of respondent and value for money on Disney+

is rejected. This shows that there is no relationship between age of respondent and value for money on Disney +

H8: There is significant association between age of respondent and value for money on Netflix

Interpretation: As the p value is greater than 0.05, hence h7

Table 14. Value Crosstabulation

		Very Dissatisfied	Likely	Neutral	Unlikely	Very Satisfied	Total
Age	Below 20	2	1	5	4	2	14
	20 to 30	13	12	25	18	13	81
	31 to 40	3	0	2	1	0	6
Total		18	13	32	23	15	101

*Source: SPSS Software

Table 15. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.476 ^a	8	.594
Likelihood Ratio	7.042	8	.532
Linear-by-Linear Association	1.816	1	.178
N of Valid Cases	101	-	-

*Source: SPSS Software

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .77.

Table 16. Value Crosstabulation

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total
Age	Below 20	0	4	4	4	2	14
	20 to 30	12	15	24	18	12	81
	31 to 40	1	3	0	1	1	6
Total		13	22	28	23	15	101

*Source: SPSS Software

Table 17 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.098 ^a	8	.526
Likelihood Ratio	9.939	8	.269
Linear-by-Linear Association	1.034	1	.309
N of Valid Cases	101		

*Source: SPSS Software

Table 18 Usage Crosstabulation

		Very likely	Likely	Neutral	Unlikely	Very unlikely	Total
Age	Below 20	6	5	2	0	1	14
	20 to 30	24	33	21	2	1	81
	31 to 40	2	3	1	0	0	6
Total		32	41	24	2	2	101

*Source: SPSS Software

Table 19. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.418 ^a	8	.818
Likelihood Ratio	4.238	8	.835
Linear-by-Linear Association	.002	1	.968
N of Valid Cases	101	-	-

*Source: SPSS Software

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .12.

Interpretation: As the p value is greater than 0.05, hence H8 is rejected. This shows that there is no relationship between age of respondent and value for money on Netflix.

H9: There is significant association between age of respondent and usage of Disney+ and Netflix.

Interpretation: As the p value is greater than 0.05, hence H9 is rejected. This shows that there is no relationship between age of respondent and usage of Disney+ and Netflix.

Discussion

Firstly, the analysis revealed that there is no significant association between the age of respondents and their subscription or usage patterns on Disney+. (Modi, Harkani, Radadiya, & Vidani, 2016) Despite exploring different age categories, the Chi-Square tests consistently yielded p-values greater than 0.05, leading to the rejection of H1 (Vidani, 2016). This suggests that age alone does not play a substantial role in predicting the likelihood of individuals subscribing to or using Disney+ (Sukhanandi, Tank, & Vidani, 2018). Similarly, the study found no significant relationship between age and Netflix subscription or usage patterns (H2) (Singh, Vidani, & Nagoria, 2016). The Chi-Square tests for Netflix subscription revealed p-values above 0.05, indicating that age is not a determining factor in predicting Netflix usage among respondents (Mala, Vidani, & Solanki, 2016).

Moving on to the perceptions of content quality, the data demonstrated that age is not significantly associated with respondents' opinions on content quality for both Disney+ and Netflix (Dhere, Vidani, & Solanki, 2016). H3 and H4 were both rejected, indicating that age does not play a role in

determining whether respondents are satisfied with the content quality on either platform (Singh & Vidani, 2016). Interestingly, while there was no significant association between age and user interface satisfaction on Disney+ (H5), a significant relationship was found for Netflix (H6) (Vidani & Plaha, 2016). The data suggests that, unlike Disney+, age might influence user satisfaction with the interface on Netflix. The Chi-Square tests for Netflix user interface satisfaction yielded a p-value less than 0.05, indicating a potential link between age and Netflix interface preferences (Solanki & Vidani, 2016).

Contrary to expectations, no significant associations were found between age and perceptions of value for money on either Disney+ (H7) or Netflix (H8) (Vidani, 2016). The rejection of these hypotheses suggests that age is not a critical factor influencing how respondents perceive the value for money offered by these streaming platforms (Vidani, Chack, & Rathod, 2017). Lastly, the study explored the overall usage of Disney+ and Netflix based on different age groups (H9). The findings revealed no significant association, indicating that age alone does not predict respondents' likelihood to use both streaming platforms (Vidani, 2018).

Future Scope of Study

Future research could delve deeper into the identified platform-specific nuances in user satisfaction, particularly regarding interface preferences on streaming services like Netflix (Biharani & Vidani, 2018). Understanding the underlying factors that link age to user interface satisfaction

on Netflix, but not on Disney+, could provide valuable insights into design strategies tailored to different age groups (Vidani, 2018). Additionally, exploring other demographic and psychographic variables beyond age, such as cultural background or viewing habits, could contribute to a more comprehensive understanding of user engagement with streaming platforms (Odedra, Rabadiya, & Vidani, 2018). Further investigation into the evolving landscape of streaming content preferences, considering factors like genre popularity or regional content variations, may also enhance our grasp of the intricate dynamics shaping user behavior (Vasveliya & Vidani, 2019). Lastly, an exploration of the impact of technological advancements, such as augmented reality or personalized recommendation algorithms, on user experiences across different age groups could offer valuable insights into the evolving nature of digital entertainment consumption (Sachaniya, Vora, & Vidani, 2019).

Conclusion

The analysis of the data focused on examining the relationship between respondents' age and various aspects of their engagement with Disney+ and Netflix (Vidani, 2019). The study revealed that age is not a significant determinant of subscription or usage patterns on Disney+ or Netflix, as indicated by the rejection of H1 and H2 (Vidani, Jacob, & Patel, 2019). Furthermore, age does not play a role in shaping perceptions of content quality on either platform, as demonstrated by the rejection of H3 and H4 (Vidani J. N., 2016). An interesting nuance emerged regarding user interface satisfaction, where age was found to be a significant factor influencing satisfaction on Netflix (H6) but not on Disney+ (H5) (Vidani & Singh, 2017). This suggests that age may impact user preferences for the interface on Netflix, indicating a platform-specific dynamic (Vidani & Pathak, 2016). Contrary to expectations, no significant associations were observed between age and perceptions of value for money on either Disney+ or Netflix, challenging the assumption that age is a critical factor in shaping these perceptions (H7 and H8) (Pathak & Vidani, 2016). Lastly, the study found that age alone does not predict respondents' overall likelihood to use Disney+ and Netflix, reinforcing the idea that factors beyond age play a more substantial role in determining user preferences for these streaming platforms (Vidani & Plaha, 2017). In summary, the analysis underscores the complexity of factors influencing user behavior, emphasizing the need to consider platform-specific nuances and individual preferences in understanding the dynamics of streaming service engagement (Vidani J. N., 2020).

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