

“A Comparative Analysis of Consumer Preference with Special Reference to Netflix and Amazon Prime Video”

HIRDIKAA GUPTA

MBA Student, Tecnia Institute of Advanced Studies Email: guptahirdikaa@gmail.com

DR. POOJA SHARMA

Associate Professor, Tecnia Institute of Advanced Studies

Abstract

The rapid expansion of Over-the-Top (OTT) streaming platforms has transformed consumer entertainment habits globally. India represents one of the world's fastest-growing OTT markets, with Netflix and Amazon Prime Video emerging as leading subscription-based competitors. This study examines consumer preferences between these two platforms by analyzing factors such as content library, user interface, original content, pricing, and recommendation algorithms. A structured questionnaire was administered to 115 respondents, followed by descriptive statistical analysis. The findings reveal that consumers prefer Netflix for its superior original content, user-friendly interface, and diverse content library, while Amazon Prime Video is perceived as more affordable and value-driven. The study contributes to existing literature by presenting a contemporary comparison of consumer behaviour towards the two dominant OTT platforms in India. The paper concludes with managerial implications, limitations, and future research scope.

Keywords:

OTT platforms, Netflix, Amazon Prime Video, Consumer Preference, Streaming Services, User Experience, Digital Entertainment

1. INTRODUCTION

The emergence of Over-the-Top (OTT) streaming platforms has revolutionized how users consume audio-visual content. Consumers who previously depended on traditional cable or satellite television services now prefer digital platforms due to convenience, content personalization, and global accessibility. The COVID-19 pandemic further accelerated this shift as home entertainment became essential during lockdowns.

Consumer preference refers to the subjective evaluation and selection of a product or service based on utility, affordability, quality, and satisfaction. In media consumption, preference is shaped by content attractiveness, price sensitivity, quality of service, recommendation accuracy, and ease of access. Given that India is now one of the world's fastest-growing OTT markets, analysing consumer preferences becomes crucial for both practitioners and scholars.

Netflix and Amazon Prime Video dominate India's subscription-based streaming market.

While Netflix emphasizes original global-quality content and personalized recommendations, Amazon Prime Video adopts a value-based strategy by combining video streaming with other Amazon services such as Prime delivery and

Prime Music. This study examines these two platforms from a consumer preference perspective.

Logos of both OTT platforms:

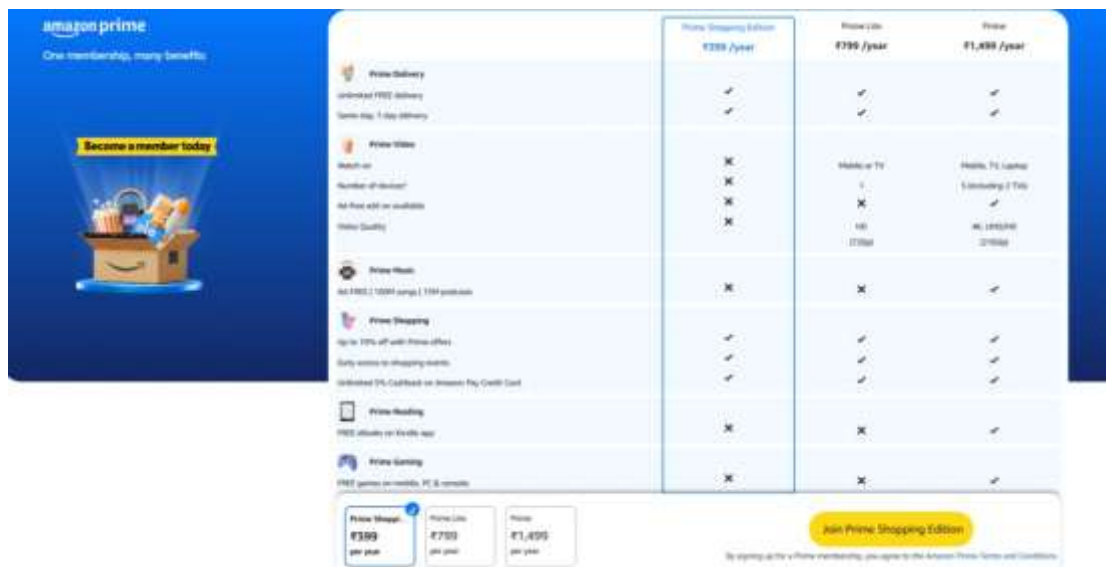


OTT video streaming platforms including the likes of Netflix, Amazon Prime, Hotstar, Voot, Disney+, Sony Liv, MX Player, etc gained more popularity in India.

The main advantage of OTT Platforms is that through one membership the entire family can watch the contents and that too in their homes saving a lot of time and money.

The main reasons for growth of OTT platforms are:

- **Affordable Price Model:** Innovative price models adopted by several OTT platforms have helped to attract the customers. In almost every home, at least 1-2 people have purchased the subscription of any platform.
 - **Netflix:** The starting rate is **₹149/month** for the **Mobile Plan**, which limits streaming to a single mobile or tablet screen at 480p (SD) resolution.
 - **Amazon Prime Video:** The starting rate is **₹299/month** for the **Full Prime** membership, which includes Prime Video access (with limited ads) plus benefits like free, fast shipping and Prime Music. A yearly **Prime Lite** plan is available for **₹799/year**.
- **Easy -Accessible:** Customers have started gaining access to content on their smartphones. Customers can watch the content anytime, anywhere and on the choice of their choice of their device. Mobile channels are quickly emerging.



	Prime Shipping Edition ₹399 /year	Prime Lite ₹799 /year	Prime ₹1,499 /year
Prime Delivery			
Unlimited FREE delivery	✓	✓	✓
Same day, 1-day delivery	✓	✓	✓
Prime Video			
Watch on	×	Mobile & TV	Mobile, TV, Laptop
Number of screens*	×	1	5 (including 2 TVs)
Ad-free ads on available	×	×	✓
Video Quality	×	HD (720p)	4K, HDR10+ (720p)
Prime Music			
Ad-free 100,000 songs & 10M podcasts	×	×	✓
Prime Shipping			
Up to 10% off with Prime offers	✓	✓	✓
Early access to shipping events	✓	✓	✓
Unlimited 0% Cashback on Amazon Pay Credit Card	✓	✓	✓
Prime Reading			
FREE delivery on Kindle text	×	×	✓
Prime Gaming			
FREE games on mobile, PC & console	×	×	✓

Prime Shipping: ₹399 per year | Prime Lite: ₹799 per year | Prime: ₹1,499 per year

Join Prime Shipping Edition

By signing up for a Prime membership, you agree to the Amazon Prime Terms and Conditions.



Netflix India plans get cheaper, now start from Rs 149

Plan Name	Old Price	New Price
Mobile plan	₹199	₹149
Basic plan	₹499	₹199
Standard plan	₹649	₹499
Premium plan	₹799	₹649

NETFLIX

LITERATURE REVIEW

1.1 Growth of OTT Platforms

Researchers highlight that the pandemic significantly accelerated OTT adoption in India (Jhala & Patadiya, 2021). Once considered a luxury, OTT platforms are now viewed as a daily necessity.

1.2 Impact of OTT on Viewing Behavior

Raj and Nair (2021) found that OTT platforms alter viewing patterns due to convenience, affordability, and personalized experiences. Users increasingly prefer digital content over theaters and cable TV.

1.3 Comparative Studies on Streaming Platforms

Song (2021) compared Netflix and Amazon Prime Video, observing that Netflix holds a competitive advantage in personalization and global appeal, while Amazon Prime Video performs better in localized and bundled services.

1.4 Customer Satisfaction Toward Netflix

Upanlawar et al. (2021) examined Netflix's popularity during COVID-19, concluding that content quality and seamless streaming significantly influence satisfaction.

1.5 Branding and Content Strategy in OTT

Wayne (2017) argued that branded content is central to platform success. Netflix's investment in original productions creates differentiated value, whereas Amazon's strategy focuses on bundled ecosystem advantages.

Literature Gap:

While previous studies examine OTT adoption, there is limited contemporary research comparing Netflix and Amazon Prime Video specifically in the Indian context using primary data. This study fills that gap.

2. RESEARCH OBJECTIVES

1. To study consumer preference between Netflix and Amazon Prime Video.
2. To analyse the factors influencing consumers' choice of streaming platform.

3. RESEARCH METHODOLOGY

3.1 Research Design

A **descriptive research design** was adopted to understand user behaviour, preferences, and perceptions.

3.2 Data Collection Method

- **Primary Data:** Collected through a structured online questionnaire circulated among OTT users.
- **Sample Size:** 115 respondents.
- **Sampling Technique:** Convenience sampling.
- **Instrument:** Questionnaire with multiple-choice, rating-scale, and preference-based questions.

3.3 Data Analysis Tools

Descriptive statistics such as frequency distribution and percentage analysis were used to interpret results.

3.4 Scope of the Study

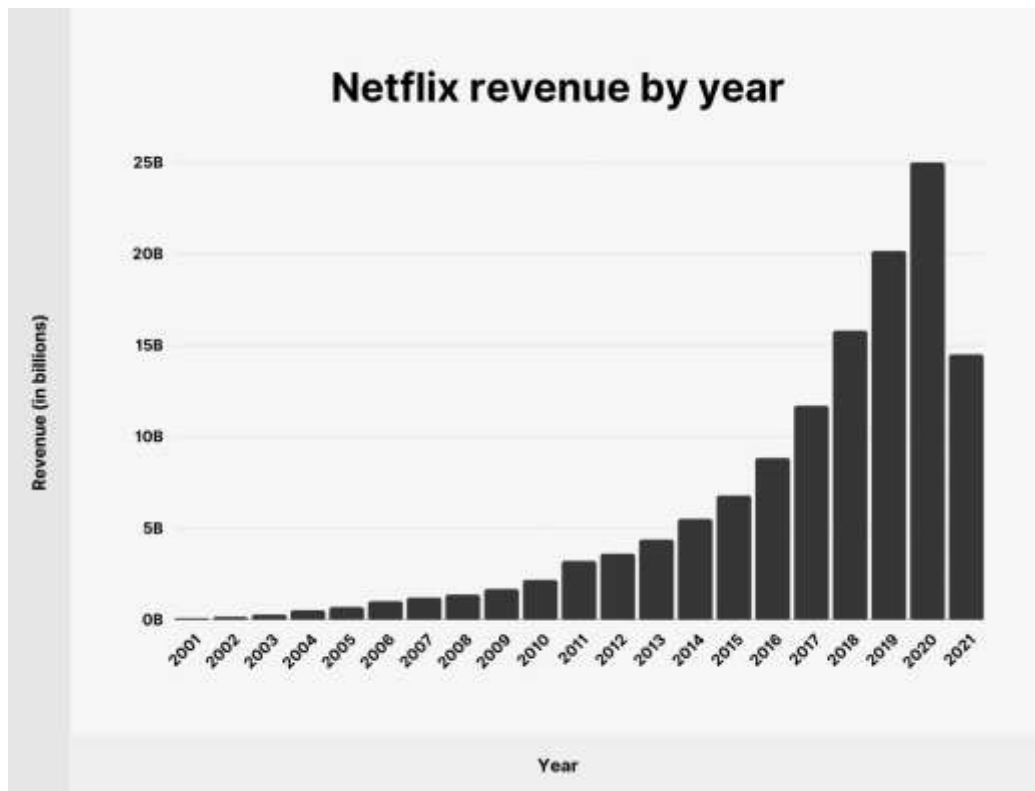
The study focuses primarily on urban Indian OTT consumers familiar with both Netflix and Amazon Prime Video.

4. DATA ANALYSIS AND INTERPRETATION

Rating Comparison

Comparison of User Interface Ratings for Netflix and Amazon Prime Video

Rating Scale (1–5)	Netflix (%)	Amazon Prime Video (%)
Poor (1)	7.8	10.4
Fair (2)	-	-
Good (3)	-	-
Very Good (4)	-	-
Excellent (5)	47.8	17.4

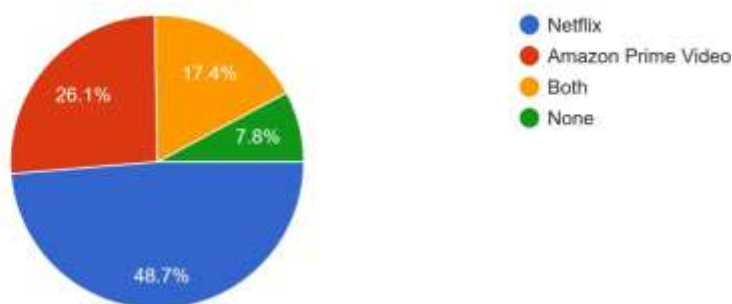


Subscription Preference

48.7% of respondents subscribed to Netflix, 26.1% to Amazon Prime Video, and 17.4% used both. Netflix holds a larger subscription share.

Which streaming platform do you currently subscribe to?

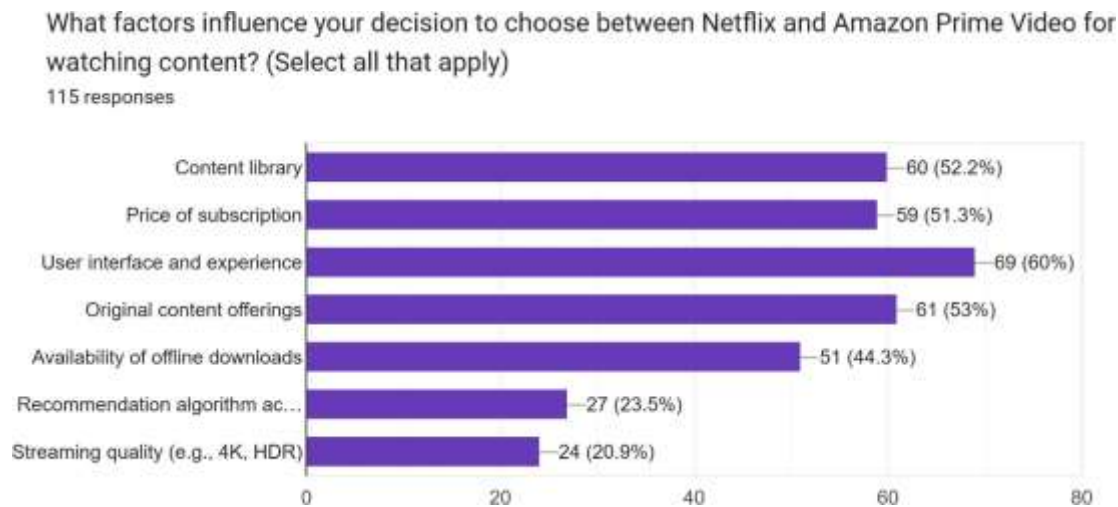
115 responses



4.1 Usage Frequency

41.7% use streaming platforms daily, indicating OTT's embeddedness in modern lifestyle.

4.2 Factors Influencing Choice



Top influencing factors:

- User interface (60%)
- Original content (53%)
- Content library (52.2%)
- Price (51.3%)

Netflix excels in UI and original content, while Amazon performs well in price sensitivity.

4.3 User Interface Ratings

47.8% rated Netflix as "excellent," compared to only 17.4% for Amazon Prime Video.

4.4 Original Content Quality

Netflix is considered superior by 40% of respondents, attributed to its global originals.

4.5 Recommendation Algorithm

37.4% felt both algorithms perform equally well, but 33% preferred Netflix's recommendation accuracy.

4.6 Pricing Satisfaction

33.9% believed both platforms are equally priced, but 24.3% found Amazon Prime Video more affordable.

4.7 Content Library Diversity

39.1% preferred Netflix's library, showcasing its stronger global and regional content portfolio.

4.8 Overall Platform Preference

Netflix is preferred by 38.3% of respondents, followed by Amazon Prime Video at 25.2%.

5. FINDINGS

- Netflix is preferred primarily due to its extensive original content and superior user interface.
- Amazon Prime Video is considered more value-for-money.

- A majority of respondents binge-watch content regularly, reflecting strong OTT dependency.
- Recommendation accuracy influences platform engagement, with Netflix holding an edge.
- The Indian OTT market values affordability, content diversity, and seamless user experience.

6. DISCUSSION

The results indicate that Indian consumers prioritize content quality, platform usability, and value proposition when choosing streaming services. Netflix's higher subscription pricing is justified by users due to better originals and UI. Amazon Prime Video, however, attracts price-sensitive users and offers additional bundle benefits such as delivery and music. Consumer preference is thus segmented:

- **Netflix → Quality seekers**
- **Amazon Prime Video → Value seekers**

The findings align with global trends where Netflix maintains brand dominance due to its heavy investment in original content.

7. CONCLUSION

OTT platforms have become integral to modern entertainment consumption in India. This study concludes that consumers prefer Netflix overall, mainly due to its superior content library, personalized recommendations, and smoother interface. However, Amazon Prime Video remains a strong competitor by offering affordable bundled services. Both platforms hold significant market potential as digital consumption continues to rise.

8. SUGGESTIONS

- OTT platforms must continue investing in **creative and localized content**.
- Personalized recommendation systems should be enhanced using AI.
- Tiered pricing models should cater to different income segments.
- Stronger digital advertising and brand collaborations can attract new users.
- Content moderation and age-appropriate filters should be strengthened.

9. LIMITATIONS

- Limited sample size (115 respondents).
- Survey restricted to digital users, primarily urban consumers.
- Did not analyze competitor platforms like Disney+ or Hotstar.
- Self-reported data may include bias.

10. FUTURE SCOPE

- Compare user engagement across multiple OTT platforms.
- Analyse subscription behaviour using machine learning models.
- Study long-term customer loyalty determinants in OTT markets.
- Explore post-pandemic OTT growth trends.

11. REFERENCES

- Jhala, B., & Patadiya, V. (2021). *A study on consumer behaviour towards OTT platforms in India during Covid era*.
- Raj, A., & Nair, A. (2021). *Impact of OTT platforms on viewing experience*.
- Song, M. (2021). *A comparative study on Over-The-Top platforms Netflix & Amazon Prime Video*.
- Unganlawar, T., Pawar, S., Deshmukh, J., & Syed, F. (2021). *Study on customer satisfaction towards Netflix in Pune*.
- Wayne, M. (2017). *Netflix, Amazon, and branded television content in subscription video on- demand portals*.
- Additional online sources (2024–2025):
myayan.com; uscreen.tv; grabon.in; byjus.com; imore.com. <https://www.amazon.in/amazonprime>
<https://www.netflix.com/>