

Comparative Study Of Consumer Awareness Towards Amazon Prime And Netflix

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Abstract

The rapid growth of digital entertainment platforms has significantly transformed the way consumers access movies, web series, television shows, and online video content. This study focuses on a comparative analysis of consumer awareness towards Amazon Prime Video and Netflix, which are among the leading Over-The-Top (OTT) streaming platforms in the global entertainment industry. The research aims to examine consumer awareness, customer preferences, subscription behavior, brand perception, content quality, pricing strategies, and promotional activities associated with Amazon Prime Video and Netflix. The study evaluates factors such as original content, user interface, subscription plans, accessibility, advertising strategies, customer satisfaction, and technological features that influence consumer awareness and platform preference. Both streaming platforms extensively use digital marketing, social media promotions, personalized recommendations, and advanced streaming technologies to attract and retain customers. The research is based on both primary and secondary data collected from consumers, journals, websites, company reports, and entertainment industry publications. The findings indicate that content quality, affordability, promotional strategies, technological convenience, and customer experience significantly influence consumer awareness and subscription preferences. The study concludes that effective digital marketing practices, customer-centric services, innovative content strategies, and technological advancements play a major role in improving customer engagement, brand loyalty, and market competitiveness in the OTT streaming industry.

Keywords: Consumer Awareness, Over-the-Top (OTT) Platforms, Amazon Prime, Netflix, Consumer Perception, Subscription Behavior, Digital Entertainment, Brand Preference, Streaming Services, Customer Satisfaction, User Engagement, Media Consumption.

I. INTRODUCTION

The rapid development of digital technology and internet services has significantly transformed the entertainment industry across the world. Over-The-Top (OTT) streaming platforms have become one of the most popular sources of entertainment by providing online access to movies, television shows, web series, documentaries, and other digital content through internet-based services. Consumers increasingly prefer OTT platforms because of

convenience, flexible subscription plans, personalized recommendations, and accessibility across multiple devices such as smartphones, tablets, laptops, and smart televisions. In the modern digital era, customer awareness, content quality, pricing strategies, user experience, and promotional activities play a major role in influencing consumer preferences towards OTT streaming services. Digital marketing, social media campaigns, influencer promotions, and advanced streaming technologies have further increased customer engagement and

subscription growth in the online entertainment industry.

Amazon Prime Video and Netflix are among the leading OTT streaming platforms that have gained significant popularity among consumers worldwide. Both platforms provide a wide range of entertainment content including original series, movies, documentaries, and regional content to attract diverse customer groups. Amazon Prime Video and Netflix extensively use digital marketing strategies, personalized content recommendations, AI-based algorithms, and customer-centric services to improve customer satisfaction and brand loyalty. While Netflix is widely recognized for its original global content and advanced streaming technology, Amazon Prime Video offers bundled services, regional content, and competitive pricing strategies to attract subscribers. This study focuses on conducting a comparative analysis of consumer awareness towards Amazon Prime Video and Netflix by evaluating customer preferences, subscription behavior, brand perception, content quality, pricing strategies, and promotional activities influencing consumer awareness and platform selection in the OTT streaming industry.

Research Objectives

- To study the concept and growth of OTT streaming platforms in the digital entertainment industry.
- To analyze consumer awareness towards Amazon Prime Video and Netflix.
- To compare customer preferences regarding content quality, subscription plans, and user experience of Amazon Prime Video and Netflix.
- To examine the impact of digital marketing and promotional strategies on consumer awareness and subscription behavior.
- To evaluate the influence of original content and regional content on customer attraction and platform preference.
- To study customer perceptions regarding pricing, accessibility, and technological features of both OTT platforms.
- To analyze the role of personalized recommendations and AI-based streaming technologies in improving customer satisfaction.
- To examine the impact of social media promotions and online advertisements on consumer engagement.
- To identify the strengths and challenges associated with Amazon Prime Video and Netflix in the competitive OTT market.
- To suggest suitable measures for improving customer satisfaction, brand awareness, and competitive advantage in the OTT streaming industry.

Research Methodology

- The study is based on a descriptive research design to analyze consumer awareness towards Amazon Prime Video and Netflix in the OTT streaming industry.
- The research is analytical in nature as it involves interpretation and evaluation of customer preferences, subscription behavior, promotional activities, and streaming service features of both platforms.
- Both primary and secondary data were used for conducting the study.
- Primary data was collected through questionnaires, online surveys, interviews, and discussions with consumers using OTT streaming platforms.
- Secondary data was collected from company reports, journals, websites, research articles, entertainment industry publications, and online media sources.
- The study mainly focuses on analyzing consumer awareness, content quality, subscription plans, pricing strategies, promotional activities, and technological features of Amazon Prime Video and Netflix.
- Convenience sampling method was used for selecting respondents for the study.
- A sample size of 50 respondents was selected for collecting opinions

- regarding OTT streaming services and customer preferences.
- The collected data was classified and organized systematically using tables and statistical methods.
 - Percentage analysis, comparative analysis, graphs, and charts were used for interpretation and presentation of data.
 - The study focused on analyzing factors such as original content, regional content, customer satisfaction, personalized recommendations, user interface, social media promotions, and subscription affordability.
 - The research period covered the collection and analysis of customer responses and OTT platform information for selected months.
 - Graphs and charts were used for better understanding and visual representation of consumer awareness and platform preference patterns.
 - The methodology helped in understanding the effectiveness of promotional strategies and technological features in influencing customer awareness and subscription decisions.
 - The study also focused on evaluating the role of digital marketing and AI-based recommendation systems in improving customer engagement and satisfaction.
 - Certain limitations were faced during the study due to limited time, changing consumer preferences, and restricted access to confidential company and customer subscription data.

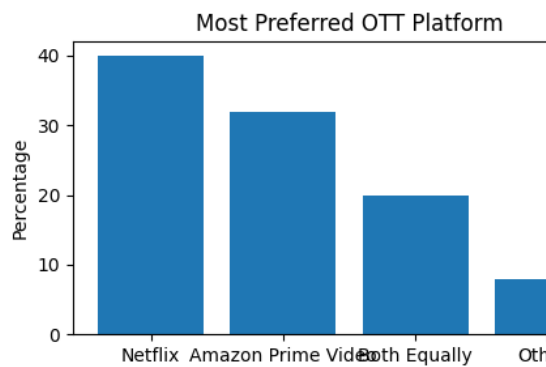
II. REVIEW OF LITERATURE

The rapid growth of OTT streaming platforms has attracted significant attention from researchers and marketing professionals due to changing consumer entertainment preferences and technological advancements. Several researchers have emphasized that digital streaming services such as Amazon Prime Video and Netflix have transformed the traditional entertainment industry by providing convenient, flexible, and personalized online content services. Previous studies

indicate that factors such as content quality, subscription affordability, original content, accessibility, user interface, and streaming technology significantly influence consumer awareness and subscription decisions. Researchers have also highlighted that digital marketing strategies, social media promotions, influencer marketing, and personalized recommendations positively affect customer engagement, brand awareness, and customer loyalty in the OTT industry. Effective promotional activities and technology-driven services help OTT platforms maintain competitive advantage and improve customer satisfaction.

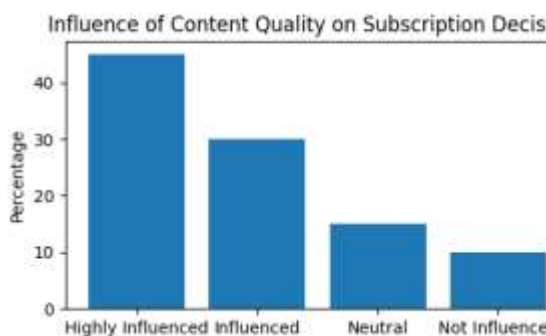
Several studies conducted on consumer behavior towards OTT platforms reveal that customer satisfaction is highly influenced by content variety, regional content availability, streaming quality, pricing strategies, and technological convenience. Research related to Amazon Prime Video and Netflix indicates that both platforms extensively use AI-based recommendation systems, data analytics, and customer-centric marketing strategies to improve user experience and subscription growth. Researchers have observed that Netflix is widely recognized for its original global content and personalized recommendations, while Amazon Prime Video attracts customers through bundled subscription services, regional content, and competitive pricing. Literature also highlights that social media advertising, online reviews, and word-of-mouth communication significantly influence customer awareness and platform preference. The existing literature provides valuable insights into digital entertainment trends, customer engagement practices, subscription behavior, and technological innovations, forming a strong foundation for conducting a comparative study of consumer awareness towards Amazon Prime Video and Netflix in the OTT streaming industry.

III. DATA ANALYSIS & INFERENCES



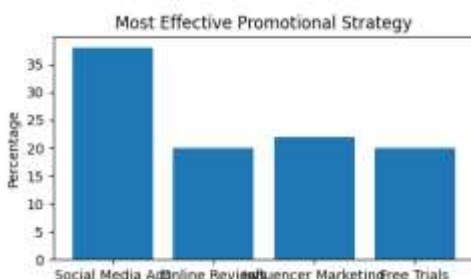
Interpretation:

The graph represents consumer preference towards OTT streaming platforms. Netflix is preferred by 40% of respondents due to its original content and user experience, while Amazon Prime Video is preferred by 32% because of affordable pricing and bundled services. 20% of respondents use both platforms equally. The findings indicate strong market competition between both OTT platforms.



Interpretation:

The graph shows the influence of content quality on consumer subscription decisions. Most respondents are highly influenced by original content, web series, and entertainment quality while selecting OTT platforms. The findings indicate that content quality plays a major role in customer attraction and subscription preference.



Interpretation:

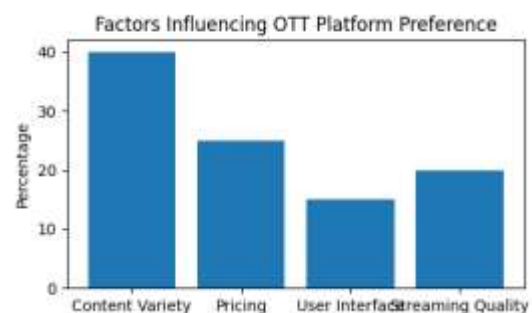
The graph represents the most effective promotional strategies influencing consumer

awareness towards OTT platforms. Social media advertisements are considered the most effective strategy followed by influencer marketing and online reviews. The findings indicate that digital promotional activities significantly improve customer awareness and engagement.



Interpretation:

The graph indicates customer satisfaction regarding OTT streaming services provided by Netflix and Amazon Prime Video. Most respondents are satisfied due to content variety, streaming quality, convenience, and personalized recommendations. The findings highlight the importance of customer-centric services and technological innovation in OTT platforms.



Interpretation:

The graph represents the major factors influencing consumer preference towards OTT platforms. Content variety is considered the most important factor followed by pricing and streaming quality. The findings indicate that consumers prefer platforms offering diverse entertainment content and affordable subscription plans.

IV. Findings

- Netflix is slightly more preferred by consumers compared to Amazon Prime Video due to its original content and user experience.

- Amazon Prime Video attracts customers through affordable subscription plans, bundled services, and regional content availability.
- Content quality is one of the most important factors influencing consumer subscription decisions towards OTT platforms.
- Most consumers are highly influenced by original web series, movies, and exclusive entertainment content while selecting OTT platforms.
- Social media advertisements are considered the most effective promotional strategy for improving consumer awareness and engagement.
- Influencer marketing and online reviews positively influence customer perceptions and subscription behavior.
- Most respondents are satisfied with OTT services due to convenience, streaming quality, personalized recommendations, and content variety.
- Content variety significantly influences customer preference towards Amazon Prime Video and Netflix.
- Pricing strategies and affordable subscription plans positively affect customer attraction and customer retention.
- Personalized recommendations and AI-based streaming technologies improve customer satisfaction and user experience.
- User-friendly interfaces and easy accessibility contribute to increased customer engagement and platform usage.
- Digital marketing campaigns and online promotional activities strengthen brand awareness and market competitiveness.
- Streaming quality and uninterrupted viewing experience positively influence customer loyalty.
- Customers increasingly prefer OTT platforms due to flexibility, convenience, and availability of entertainment content across multiple devices.
- Technological advancements and digital communication systems significantly improve customer engagement in the OTT industry.

- The study indicates that effective promotional strategies, technological innovation, content quality, and customer-centric services significantly contribute to customer awareness, subscription growth, and competitive advantage in the OTT streaming industry.

V. CONCLUSION

The comparative study on consumer awareness towards Amazon Prime Video and Netflix concludes that OTT streaming platforms have become an important source of digital entertainment due to technological advancements, internet accessibility, and changing consumer preferences. The analysis revealed that content quality, original web series, pricing strategies, streaming quality, personalized recommendations, and promotional activities significantly influence consumer awareness and subscription decisions. Netflix is highly preferred for its original global content, advanced user experience, and personalized streaming services, whereas Amazon Prime Video attracts consumers through affordable subscription plans, regional content, and bundled service benefits. The study also found that social media marketing, influencer promotions, and digital advertisements positively influence customer engagement and brand awareness in the OTT streaming industry. Most consumers expressed satisfaction with both platforms due to convenience, accessibility, content variety, and technological features. Overall, the study highlights that effective digital marketing strategies, customer-centric services, innovative content creation, and technological innovation are essential for improving customer loyalty, market competitiveness, and long-term growth in the OTT entertainment industry.

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