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Analyzing Consumer Preferences in the Platform Economy: A Comparative Study of Netflix and Amazon Prime Video Among Gen Z in Bengaluru

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Theme 5 – Digital Economy, Business Analytics & Strategic Management

Sub-themes: Platform Economy and Business Models | Financial and Marketing Analytics

Abstract - The rise of the platform economy has changed digital media consumption, with over-the-top (OTT) video streaming services becoming important entertainment platforms. Generation Z is a significant consumer group whose preferences shape content consumption, subscriptions and digital engagement. This empirical study compares consumer preferences for Netflix and Amazon Prime Video among Gen Z consumers in Bengaluru. Primary data were collected through an online structured questionnaire, yielding 102 responses in the dataset analyzed for this paper. The study examines overall platform preference, key decision factors, perceived value for money and satisfaction with each platform. Responses were analyzed using frequency counts and percentages and are presented through tables and graphs. The descriptive findings show that the largest group reported equal preference for both platforms, while subscription pricing was the most frequently selected single factor influencing preference. Netflix received a higher number of positive overall-satisfaction responses than Amazon Prime Video in this sample. The findings offer preliminary insights for OTT service providers and digital media marketers seeking to improve customer acquisition, retention and competitive positioning. As the study uses a convenience sample, results should be interpreted as descriptive of the respondents rather than representative of all Gen Z consumers in Bengaluru.

Keywords: OTT Platforms; Consumer Preferences; Generation Z; Netflix; Amazon Prime Video; Platform Economy; Consumer Behavior; Marketing Analytics; Subscription Behavior

1. INTRODUCTION

The platform economy has changed the way consumers search, find, and pay for digital content. Over-the-top (OTT) video platforms are distributing audiovisual content via the Internet. Such platforms as Netflix and Amazon Prime Video are providing movies, series, and other types of video content to consumers. They are competing for customers by offering a variety of content, original movies and shows, subscription cost, recommendation system, and other factors.

Generation Z consumers are one of the most important groups of digital content viewers. Their behavior is characterized by ultra-modern technology use, on-demand access to content, viewing on mobile devices, social media interaction, and comparison of subscription options. However, there is no single characteristic that would define Gen Z consumer behavior towards OTT-platforms. For example, when choosing between Amazon Prime Video and Netflix, the quality and quantity of available content, subscription cost, convenience of use, and other factors are taken into account.

The purpose of this paper is to analyze the differences in consumption patterns of digital video content among Generation Z. This paper will examine these differences using data collected in Bengaluru. The study focuses on comparing the two main OTT-platforms, Netflix and Amazon Prime Video. The research will cover such aspects as customer preference, the most attractive feature, and overall satisfaction. These factors will be analyzed to identify major differences in the perception of Amazon Prime Video and Netflix by Generation Z consumers.

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1.1 Statement of the Problem

Netflix and Amazon Prime are competing for customers who can use both services, switch between them, share subscriptions and account details or only watch on one platform. For this reason it makes sense to establish whether the respondents are biased towards one of the two or see them as equal, which factor influences their choice to a greater extent and whether their satisfaction level is comparable. These questions can be answered by analyzing the gathered data on Gen Z and their preferences.

1.2 Research Gap

Prior studies have investigated OTT adoption, technology acceptance, viewing motives and subscription decision-making. However, consumer preferences might differ across locations, age groups, and the particular compared offerings. This small-scale study contributes a Bengaluru-specific Netflix and Amazon Prime Video comparison based on respondents' stated preferences, the identified primary choice driver and their satisfaction levels, which is descriptive rather than causal or representative of the entire city.

1.3 Research Objectives

1. To compare the overall platform preferences of Gen Z consumers in Bengaluru towards Netflix and Amazon Prime Video.

2. To identify the key factors influencing platform preference, including content quality, content variety, subscription pricing and user interface.

3. To compare consumer satisfaction with Netflix and Amazon Prime Video among Gen Z consumers in Bengaluru.

2. REVIEW OF LITERATURE AND KEY CONCEPTS

2.1 Review of Literature

Nagaraj, Singh and Yasa (2021) examined consumers' willingness to subscribe to OTT video-streaming services in India. The authors identified several factors they found associated with subscription motivations, including content, convenience, features, price, and quality. This information is used to emphasize the importance of price and content-related preferences in the present paper.

Cebeci, Ince and Turkcan (2019) studied intention to use Netflix through an extended Technology Acceptance Model. They also created a link between perceived usefulness and ease of use, as well as users' attitudes toward the intention to use such a platform. It allows to consider the user experience in streamers' choice of a particular online service.

Pittman and Sheehan (2015) explored uses and gratifications associated with binge-watching through Netflix. Their work provides an insight into the rationale behind the selection of streaming platforms. Moreover, it explains why people choose to use them for entertainment and derive pleasure and satisfaction from doing so.

Camilleri and Falzon (2021) integrated the Technology Acceptance Model with Uses and Gratifications Theory their work suggests that factors concerned with convenience and entertainment are viable analytical categories in understanding the decision-making process of individuals who opt for online streaming services.

Menon (2024) examined uses and gratifications of OTT video-streaming platforms in India, Linking user motivations to affinity, satisfaction and cord-cutting. This gives an Indian context for exploring satisfaction and ongoing usage of OTT services.

2.2 Key Concepts

OTT platforms: Internet-based video delivery services that enable users to access content on-demand.

Platform preference: A respondent's indicated choice or relative preference for Netflix, Amazon Prime Video or both equally.

Subscription pricing and value: The cost of access taken in consideration in relation to the benefits of a service.

Consumer satisfaction: The respondent's overall assessment of their experience of a platform.

Generation Z: The young consumer cohort defined by the age categories included in this questionnaire; this sample is primarily composed of respondents aged 18–20.

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2.3 Significance of the Study

The insights can benefit OTT marketers by highlighting the most important factors in the choice of the platform among the respondents and evaluating how satisfactory the usage is in the given sample. The information can be utilized to optimize the content, pricing strategy, or the user experience, but more data would be needed for a wider application of the results.

3. RESEARCH METHODOLOGY

3.1 Research Design

The study makes use of a descriptive quantitative design. The collected data is presented in terms of frequency counts and percentages and illustrated with charts. No causal claims or representative statements are made.

3.2 Population, Sample and Sampling

The target population of the study is Gen Z consumers in Bengaluru. Upon reviewing the uploaded Excel file with the responses, it appears that there are 102 records in it, which constitute the sample used for this study. Therefore, the size of the sample mentioned in the abstract was modified from 150 to 102 respondents, as the initial abstract was a draft. It appears that the convenience sampling approach was used with a questionnaire administered online; as such, the findings should be considered with this limitation in mind.

3.3 Research Instrument and Data Collection

Primary data were obtained using the structured questionnaire provided for the study. The tool incorporated demographic and usage questions, platform preference, influencing factors, satisfaction, subscription behavior and social-media/peer influence.

3.4 Data Analysis Techniques

Frequency and percentage analysis, compatible with Microsoft Excel, was used for summarizing the responses and bar charts to make interpretation easy. No inferential test is claimed in this paper.

3.5 Data Preparation Notes

The response “Netflix” for Question 10 was standardized to “Netflix” since it is a common misspelling of the video streaming service. One response for Question 21 (‘Disagree’) did not match any of the multiple choice options provided and was therefore excluded from consideration for valid response percentages (valid n=101). Similarly, one response for Question 19 (‘Neutral’) did not match any of the multiple choice options provided and was therefore excluded from consideration for valid response percentages (valid n=101). All other questions were based on all 102 responses

3.6 Limitations

The sample size of the survey is limited to 102 responses, and the results cannot be generalized to all Gen Z consumers in Bengaluru. Due to convenience sampling, there is a possibility of selection bias. Moreover, the responses are self-reported, which means that they reflect individual perceptions rather than actual purchasing behavior. Finally, the analysis is descriptive, and one should not consider the differences between the results reported statistically significant.

4. DATA ANALYSIS AND INTERPRETATION

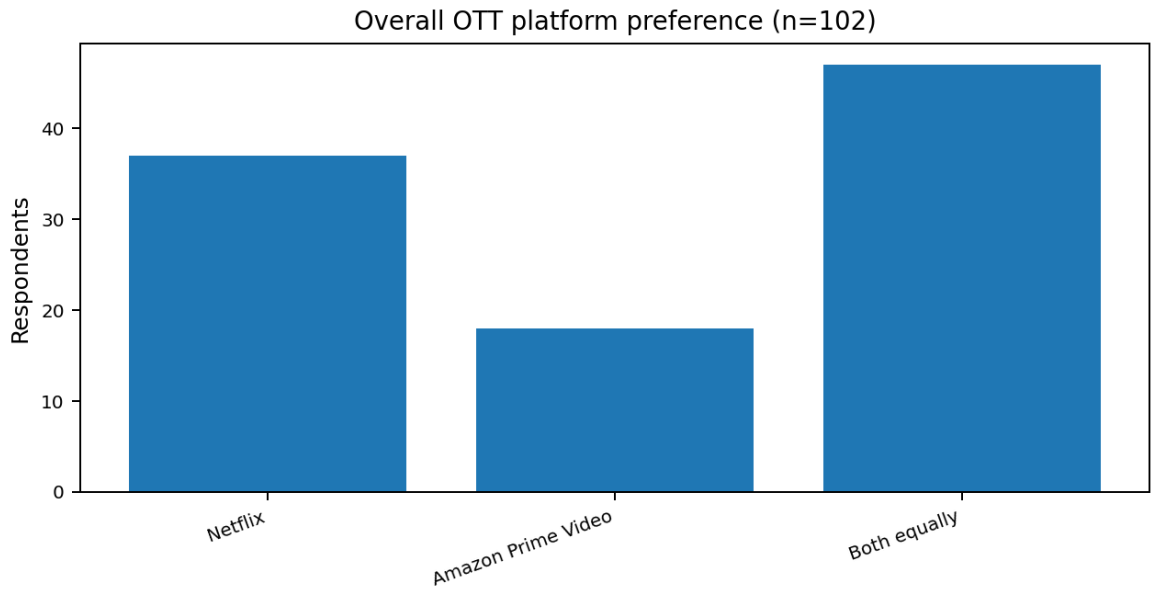
4.1 Objective 1: Overall Platform Preference

Question 10 asked respondents which OTT platform they preferred overall. The results are presented below.

Response	Frequency	Percentage
Netflix	37	36.3%
Amazon Prime Video	18	17.6%
Both equally	47	46.1%

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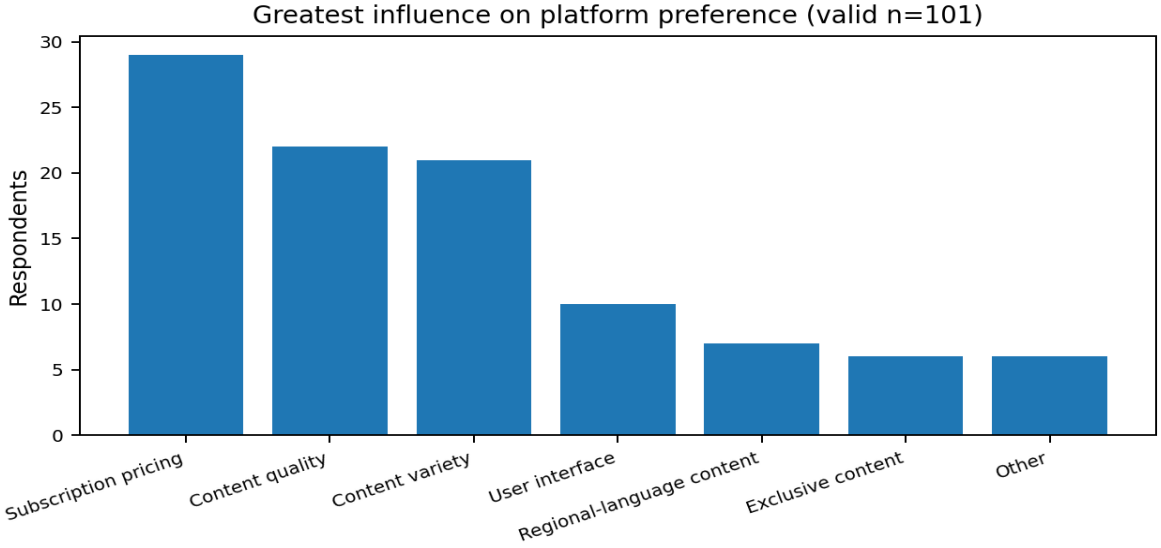


Interpretation: The majority of respondents (47 out of 102) indicated that their preferred streaming platform was both. This accounts for 46.1% of all respondents. Netflix was selected by 37 respondents (36.3%), and 18 (17.6%) selected Amazon Prime Video. This indicates that equal preference is the primary response in this sample, with Netflix being the more popular single choice.

4.2 Objective 2: Main Factor Influencing Preference

Question 21 asked respondents to identify the single factor that most influenced their preference between Netflix and Amazon Prime Video.

Response	Frequency	Percentage
Subscription pricing	29	28.7%
Content quality	22	21.8%
Content variety	21	20.8%
User interface	10	9.9%
Regional-language content	7	6.9%
Exclusive content	6	5.9%
Other	6	5.9%



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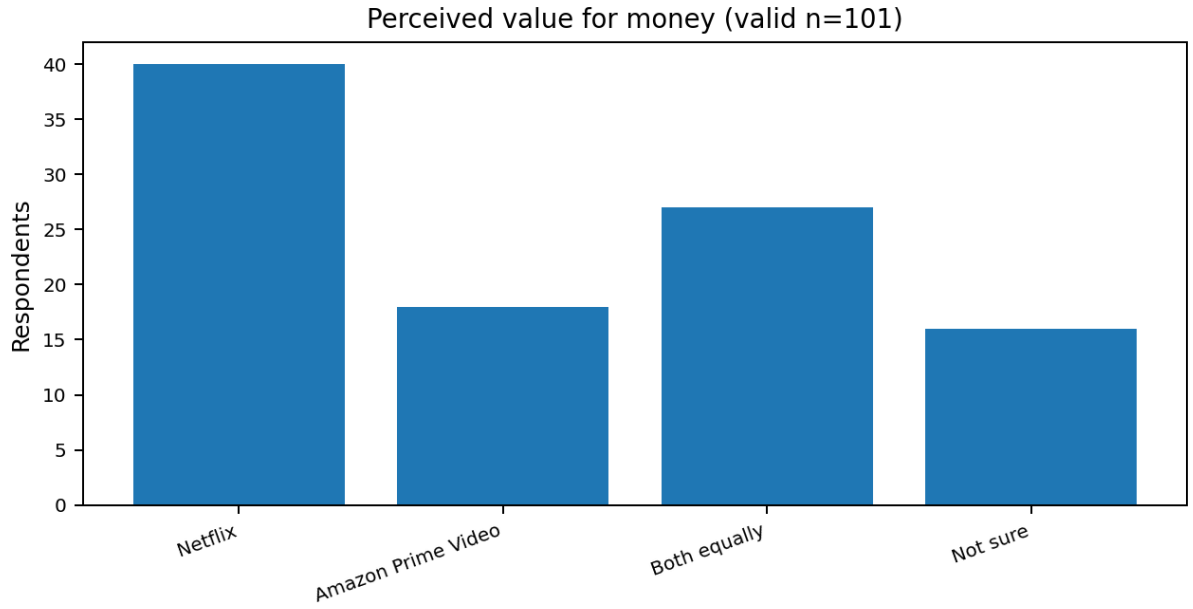
Interpretation: Subscription pricing was the most popular factor (29 out of 101 valid responses; 28.7%), followed by content quality (22; 21.8%) and content variety (21; 20.8%). Less important were user interface and regional-language content. Interpretation: Price was the most common single factor, while content remained an important consideration

4. DATA ANALYSIS AND INTERPRETATION (CONTINUED)

4.3 Perceived Value for Money

Question 19 asked which platform respondents believed offered better value for money.

Response	Frequency	Percentage
Netflix	40	39.6%
Amazon Prime Video	18	17.8%
Both equally	27	26.7%
Not sure	16	15.8%



Interpretation: The preference for Netflix as the best value for money was selected by 40 valid respondents (39.6%), making it the most common choice. Further, 27 (26.7%) chose the options as equal, and 18 (17.8%) selected Amazon Prime Video. This is a perception based on this sample, not an objective evaluation of the subscription cost versus additional benefits.

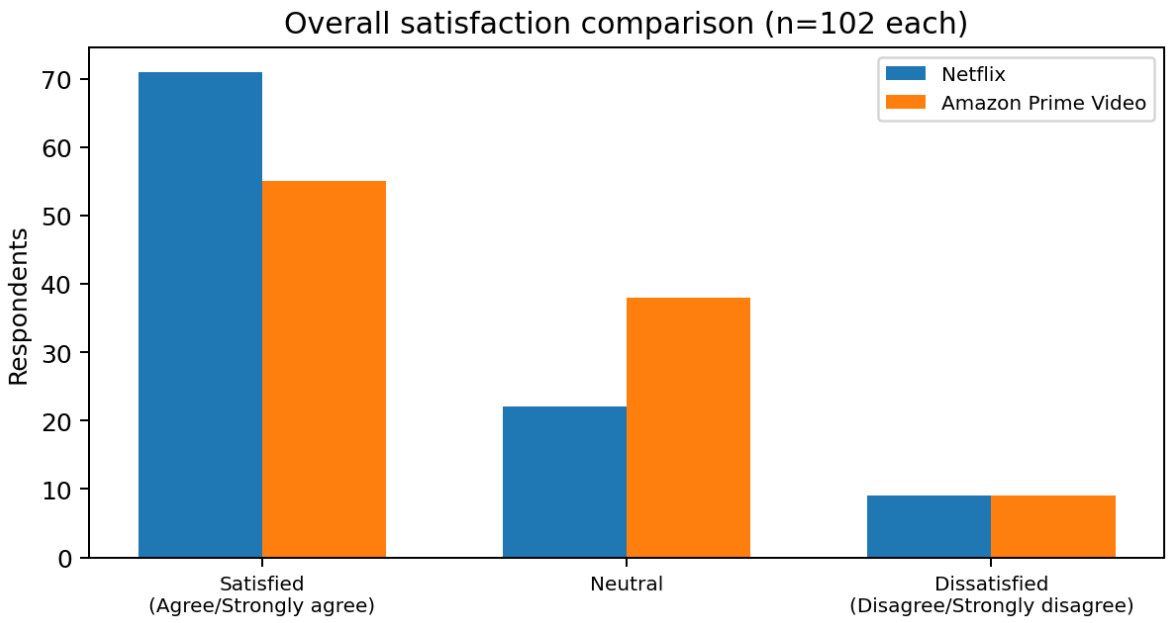
4.4 Objective 3: Overall Satisfaction Comparison

Questions 25 and 29 measured overall satisfaction with Netflix and Amazon Prime Video respectively. Responses are grouped into positive (Agree/Strongly agree), neutral and negative (Disagree/Strongly Disagree) categories for comparison.

Platform	Positive n	Positive %	Neutral n	Neutral %	Negative n	Negative %
Netflix	71	69.6%	22	21.6%	9	8.8%
Amazon Prime Video	55	53.9%	38	37.3%	9	8.8%

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Interpretation: Overall satisfaction was positively perceived by 71 respondents for Netflix (69.6%) and 55 for Amazon Prime Video (53.9%). Therefore, Netflix had a higher share of positive satisfaction by 15.7% in this sample. Amazon Prime Video had more neutral ratings, meaning that a significant number of respondents neither agreed nor disagreed that they were satisfied. These are only descriptive differences.

4.5 Summary of Analysis

Three trends were identified: the largest overall-preference category was equal preference for both platforms; the most common single influence was subscription pricing; and Netflix had a higher proportion of positive overall-satisfaction ratings than Amazon Prime Video among respondents who provided answers in the submitted data set. These conclusions apply only to the respondents who provided answers to the questionnaire.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Major Findings

• Equal preference for Netflix and Amazon Prime Video was the largest single response category (47 of 102; 46.1%).

• Netflix was more likely than Amazon Prime Video to be selected as a preferred platform by respondents asked to name one (37 versus 18).

• Subscription cost was the most frequently selected leading influence among valid responses to Question 21 (29 of 101; 28.7%).

• Netflix was most often selected as offering better value for the cost (in this sample), but many respondents selected both equally or were unsure.

• Positive overall satisfaction was higher for Netflix than Amazon Prime Video (69.6% versus 53.9%).

5.2 Suggestions

• OTT providers must be transparent about their pricing and the benefits that come along with the subscription plans.

• Both firms must keep on investing in different and high-end content so that they can satisfy every palette.

• Both firms should keep on testing their user-interfaces, search, and discovery tools, and the inclination of recommendations.

• Amazon Prime Video can think of ways to improve or advertise the aspects of their services that could tilt the opinion of neutral viewers toward their platform.

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• The future studies can have an extended sample size and demographic spread, spanning age groups and localities in Bengaluru.

5.3 Conclusion

In this study, the comparison of Gen Z's preference for the streamers Netflix and Amazon Prime Video in Bengaluru was carried out by distributing 102 questionnaires. As a result, it was found that the equal preference for the two streamers was a common site, the subscription fee was their primary differentiating factor, and Netflix had a higher percentage of positive overall satisfaction in the sample. The results can provide some descriptive insights into the preference formation of Gen Z customers in terms of pricing and content. Yet, it should be noted that due to the sample size and the sampling method, the findings cannot be extrapolated beyond the population of interest. Further research on the same topic with a bigger and more substantial sample size could be a helpful exercise to see whether the trends identified in this research would appear across different segments.

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