A Study on Consumer Behavior of GenZ's towards Netflix Subscription Services in Ludhiana

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ABSTRACT:

This research study aims to explore and analyze the consumer behavior of Generation Z (Gen Z) towards Netflix subscription services in the city of Ludhiana. As digital natives, Gen Z individuals exhibit unique preferences and behavioral patterns when interacting with Over-the-Top (OTT) streaming platforms. The study investigates key factors such as content quality, user interface, pricing strategies, social media influence, and psychological motivations behind binge-watching behavior. Using a descriptive research design, data were collected from 200 Gen Z respondents through structured questionnaires. The findings reveal that while Netflix enjoys significant popularity and market presence among Gen Z in Ludhiana, consumer preferences are heavily influenced by content diversity, peer recommendations, platform usability, and perceived affordability. The study also highlights that although binge-watching is prevalent, it is largely motivated by enjoyment of storytelling and curiosity rather than excessive or compulsive use. Furthermore, the research identifies a notable price sensitivity among users, with many expressing openness to switching platforms for better value. Social media, particularly Instagram, emerges as a major channel for Netflix content discovery, underscoring the importance of peer influence and digital marketing. The study applies theoretical frameworks such as the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), and the Consumer Decision-Making Process to interpret the findings. This research contributes to the understanding of Gen Z's digital consumption behavior and offers practical insights for streaming platforms to enhance user engagement, satisfaction, and loyalty in regional markets. It also sets the foundation for further studies exploring the evolving dynamics of OTT services in Tier-II Indian cities.

KEYWORDS: Consumer Behavior, Generation Z, Netflix, Ludhiana, Subscription services, Binge-watching

1. INTRODUCTION

In recent years, the digital entertainment landscape has witnessed a paradigm shift with the emergence and widespread adoption of Over-the-Top (OTT) platforms. Among these, Netflix has

established itself as a market leader, fundamentally transforming the way audiences consume content. With its global presence, high-quality original programming, and personalized recommendation algorithms, Netflix caters to a vast demographic—yet it is the Gen Z population, born between the mid-1990s and early 2010s, that exhibits the most unique and dynamic consumption behavior in this space.

As digital natives, Gen Z individuals have grown up in a technologically saturated environment, where instant access to content is not a luxury but an expectation. Their consumption behavior is heavily influenced by factors such as peer recommendations, social media trends, content diversity, user experience, and pricing. According to Nguyen and Simkin (2022), Gen Z consumers are highly selective in their brand engagements and tend to favor platforms that offer authenticity, personalization, and social relevance. In this context, studying their interaction with Netflix becomes vital to understanding broader behavioral trends in the streaming economy. Originally launched as a DVD rental service in 1997, Netflix transitioned into a streaming platform in 2007 and has since evolved into a global powerhouse with over 230 million subscribers worldwide. The shift from traditional cable television to digital streaming services like Netflix marks a significant cultural and behavioral transition. Research by Saldanha and Aranha (2022) underscores how Netflix's success in India is driven by its diverse content library, including regionally tailored content and affordable mobile-only plans tailored to young, tech-savvy viewers. OTT platforms thrive due to their convenience, user autonomy, and on-demand access, which are especially appealing to Gen Z. As per Luthra (2021), the COVID-19 pandemic further accelerated the shift towards OTT consumption, making streaming platforms an integral part of everyday entertainment, education, and even socialization. Netflix, in particular, has benefited from this trend, leveraging algorithms and user data to offer hyper-personalized content, a key driver of satisfaction and loyalty among Gen Z users. Understanding consumer behavior is essential for identifying the drivers behind subscription choices, content preferences, and platform loyalty. Generation Z represents a distinct cohort marked by their constant connectivity, social consciousness, and short attention spans. According to Bhattacharya et al. (2022), Gen Z's choices are shaped by a blend of emotional and functional needs, including escapism, social belonging, entertainment quality, and interactive experiences.

Past studies have illustrated how factors such as content variety, ease of access, platform aesthetics, pricing, and social media influence significantly impact Gen Z's streaming behavior. For instance, Annisa et al. (2020) found that Netflix subscribers prioritize content quality and interface usability when choosing a subscription service. In addition, Trung (2023) noted that Netflix's curated recommendations and availability of global content play a pivotal role in retaining young viewers.

Moreover, Gen Z's high level of skepticism and preference for authentic brand communication require platforms like Netflix to go beyond mere marketing and focus on value-based content strategies. Ong et al. (2024) emphasized that interactivity, cross-device accessibility, and socially relevant narratives boost user engagement among younger demographics. India represents one of the fastest-growing OTT markets globally, with a diverse user base and an expanding middle class. As per a study by Nagarkoti et al. (2021), Indian consumers, especially youth, increasingly gravitate towards platforms offering flexible pricing, content diversity, and localized narratives. Ludhiana, being a major industrial and educational hub in Punjab, has a sizable urban Gen Z population actively engaged with digital platforms.

This localized study on Ludhiana helps bridge the research gap by providing insights into regional consumer dynamics often overlooked in national-level analyses. While many studies such as Oliveira et al. (2023) and Martins & Riyanto (2020) have explored Netflix user behavior in Brazil, Portugal, and Indonesia, there is limited research focused specifically on Tier-II Indian cities, where digital infrastructure and youth preferences continue to evolve uniquely. To comprehensively analyze Gen Z's consumer behavior towards Netflix in Ludhiana, various theoretical frameworks are applicable. The Technology Acceptance Model (TAM), introduced by Davis (1989), helps understand how perceived usefulness and ease of use impact platform adoption. Similarly, the Theory of Planned Behavior (TPB), proposed by Ajzen (1991), explores how attitudes, subjective norms, and perceived control influence user intention. Both models have been used effectively in recent research to assess digital platform adoption (Masao & Salehudin, 2023).

The author's arguments align well with contemporary academic literature. For instance, Annisa et al. (2020) found that content quality and personalized recommendations were central to user satisfaction on Netflix, a finding echoed in the present study. Likewise, Bhattacharya et al. (2022) observed that authenticity and social engagement play crucial roles in influencing young consumers, which resonates with the study's findings regarding the influence of peer recommendations and social media visibility.

Moreover, the study's observation that many respondents perceive Netflix's pricing as relatively high reflects a critical insight into consumer sensitivity—an issue also discussed by Saldanha and Aranha (2022), who examined the pricing challenges Netflix faces in the Indian market. Despite this concern, the platform's content diversity and streaming convenience continue to make it an attractive option for Gen Z users. The inclusion of psychological drivers, such as escapism and emotional connection with content, highlights a deeper layer of consumer engagement. Studies by Susanto et al.

(2019) and Rahman & Arif (2021) similarly observed that binge-watching behaviours are often motivated by emotional and social needs, which aligns with the author's findings.

2. REVIEW OF LITERATURE

- Ong, A. K. S., (2024). This paper evaluated consumer usage behaviour for interactive entertainment platforms like Netflix. The researchers used a survey and usage behaviour analysis to understand patterns of engagement, content preferences, and factors driving consumer adoption. The findings provide insights into the key drivers of interactive entertainment consumption, such as content personalization, social features, and device compatibility. The study is limited to a specific set of entertainment platforms and may not capture the broader landscape of the industry.

- Oliveira, A. D. F , et., al. (2023) investigated Netflix user behaviour in Brazil and Portugal, with the aim of understanding regional differences in streaming preferences. The researchers used a quantitative analysis of user surveys to identify consumer behaviour patterns in the two countries. The findings provide insights into how Netflix consumption varies across the Brazilian and Portuguese markets, which can inform the platform's regional strategies and content curation.

- Yang, H., & Yu, M. (2023) reviewed existing research on how Netflix influences consumer behaviour, with the goal of identifying key trends and gaps in the literature. The researchers conducted a qualitative synthesis to provide an overview of Netflix's impact on consumer preferences, engagement, and decision-making. The findings highlight the need for more empirical studies to understand the nuances of consumer behaviour in the Netflix ecosystem.

- SOPHIA, A., & ANILKUMAR, A. (2023) examined the impact of the COVID-19 pandemic on 24 subscription-based business models and promotional strategies of Netflix, Spotify, and Disney+. The researchers used a comparative analysis and case studies to evaluate the changes in customer behaviour, subscription trends, and platform strategies during the pandemic. The findings provide insights into the evolution of the streaming industry and the need for post-pandemic trend analysis to inform business model and marketing adaptations.

- Ariesmandi, D., Ridwanysah, A., & Supriono, D. (2023). This paper investigated the drivers of customer advocacy for subscription-based digital entertainment services. The researchers used a survey and advocacy analysis to explore how customer advocacy affects the adoption and usage of these services. The findings suggest that factors like content quality, personalization, and social features significantly influence customer advocacy, which in turn impacts service adoption. The study provides valuable insights into the role of customer

advocacy in the digital entertainment industry, but it may be limited to a specific market or service category.

- Li, Q., & Yi, Z. (2023) analyzed user behaviour and optimized business strategies for the International Journal of Management (IJM) in the post-COVID-19 era. The researchers used a survey and business strategy analysis to identify shifts in user behaviour and develop strategies to adapt to the changing landscape. The findings provide insights into the evolving needs and preferences of journal users, as well as the strategic adjustments required to ensure the journal's continued success. The study is limited to a specific academic journal and may not be directly applicable to other business contexts.

- Trung, P. D. Q. (2023) explored the values that customers derive from subscribing to Netflix, to understand how these values influence their subscription behaviour. The researchers used a survey and value analysis to identify the key drivers of subscription, such as content quality, convenience, and social features. The findings provide valuable insights into the factors that shape customer preferences and subscription decisions in the streaming service industry. However, the study is limited to the Vietnamese market and may not be directly applicable to other regional contexts.

- Masao, M., & Sahehudin, S. (2023) aimed to uncover the dynamics of user expectations, flow, enjoyment, and satisfaction, and analyze their impact on continued subscription intentions in the 26 streaming service industry. The researchers used a survey and dynamic analysis to identify the key drivers of subscription continuity. The findings suggest that factors like content personalization, user experience, and perceived value play a significant role in shaping subscription intentions. The study provides valuable insights into the long-term subscription dynamics, but it may be limited to a specific regional context.

- Ying, J. K. K., et al (2023) analyzed subscription and customer loyalty trends for Netflix before and after the COVID-19 pandemic. The researchers used a comparative analysis and surveys to evaluate the impact of the pandemic on subscription patterns and customer loyalty. The findings suggest that the pandemic has led to changes in subscription and loyalty dynamics, highlighting the need for streaming platforms to adapt their strategies to the evolving market conditions. The study provides valuable insights, but may be limited to the Netflix platform and the specific timeframe of the pandemic.

- Munawarah, N. A., Srikallmah, S., & Mutiarini, Z. (2023) investigated Indonesian customers' willingness to pay for Netflix video streaming services. The researchers conducted a survey and willingness-to-pay analysis to understand the factors influencing customer perceptions

and value proposition for the Netflix platform. The findings offer insights into the Indonesian market's acceptance and pricing preferences for Netflix, which can inform the company's pricing and content strategies in the region.

- Ahmed, I. U., et, al. (2023) analyzed Netflix's subscription-based video-on-demand operations in the Bangladeshi market. The researchers used a case study and subscription analysis to understand the platform's business model, customer preferences, and market dynamics in the region. The findings provide insights into the subscription-based model and its performance in an emerging market, which can inform broader strategies for Netflix and other streaming platforms.

- Saldanha, A., & Aranha, R. (2022) examined Netflix's pricing and content strategies in the Indian market, and the impact on consumer satisfaction and market position. The researchers 27 used a case study approach and strategic analysis to explore the challenges Netflix faced in balancing pricing, content, and market competitiveness in the Indian context. The findings offer valuable insights into the nuances of pricing and content strategies for streaming platforms in emerging markets, but may not be directly applicable to other regional contexts.

- Bhattacharya, S., et, al. (2022) examined the relationship between over-the-top (OTT) features, customer satisfaction, and customer loyalty in the West Bengal region of India. The researchers conducted a survey and satisfaction analysis to understand the key drivers of customer satisfaction and loyalty in the OTT industry. The findings provide insights into the factors that shape customer perceptions and behaviours, but the study is limited to a specific geographical region and may not capture the broader trends in the OTT industry.

- Wongsoroj, R., Tontisirin, N., & Jamieson, I. A. (2022) compared the consumer behaviour of Netflix and VIU (a Thai streaming service) during the COVID-19 pandemic. The researchers used a comparative analysis and survey data to identify differences in consumer behaviour between the two platforms. The findings offer insights into how the pandemic has impacted consumer preferences and usage patterns in the streaming industry, particularly in the Thai market. The study provides a valuable comparison, but its scope is limited to the specific platforms and regional context examined.

- Guo, M. (2022) analyzed the impact of service quality, perceived value, and social influences on video streaming service subscriptions, with a focus on millennials. The researcher used survey data and regression analysis to identify the key factors affecting subscription intentions and behaviours among this demographic. The findings provide insights into the distinct subscription drivers for millennials, which can inform targeted strategies for

streaming platforms. However, the study is limited to the millennial segment and may not capture the broader consumer landscape.

- Tanurwijaya, S., Alamsyah, A., & Ariyanti, M. (2021) developed predictive models to identify potential Netflix customers and target them effectively. The researchers used regression analysis and machine learning techniques to analyze mobile behavioural patterns and demographics, with the aim of informing customer acquisition and engagement strategies for the platform. The findings provide insights into the key factors that can help Netflix better target and retain customers.

- Audity, A., & Hidayat, Z. (2021). This study aimed to identify factors influencing customer engagement among millennials in Indonesia. The researchers conducted a survey and used factor analysis to explore the key drivers of customer engagement, such as interactive content, personalization, and social influence. The findings suggest that these factors significantly impact millennials' engagement with brands on digital platforms. However, the study is limited to the Indonesian context and may not be generalizable to other regions.

- Nagarkoti, S., Singh, S., & Verma, V. R. (2021). This study explored the factors affecting consumers' willingness to subscribe to over-the-top (OTT) video streaming services in India. The researchers conducted a survey and used regression analysis to identify the key drivers, such as content quality, pricing, and device compatibility. The findings suggest that these factors significantly influence consumer adoption and subscription to OTT services in the Indian market. However, the study is limited to the Indian context and may not capture the nuances of other regional markets.

- Weber Pedersen, S., & Julin, J. (2021) investigated the factors affecting consumer behaviour towards streaming and TV services, with the aim of understanding the impact of different consumer perceptions. The researchers conducted a survey and behavioural analysis to identify the key drivers, such as content quality, pricing, and device compatibility. The findings provide insights into how consumer perceptions influence their adoption and usage of streaming and TV services. However, the study is limited in its scope and may not capture the full complexity of the industry.

- Luthra, S. (2021) assessed the impact of the COVID-19 pandemic on consumer perceptions of over-the-top (OTT) streaming services. The researchers used a survey and impact assessment to evaluate the shifts in consumer behaviour and preferences. The findings suggest that the pandemic has significantly influenced consumer perceptions and usage patterns of OTT services, as people sought more entertainment and content during

lockdowns. The study provides valuable insights into the evolving consumer landscape in the OTT industry, but it may be limited to the specific timeframe of the pandemic.

- Malhotra, P., Kumar, A., & Yadav, A. (2021) analyze consumer behaviour and analytics trends regarding the rise of over-the-top (OTT) platforms. The researchers conducted a survey and market analysis to identify key trends and patterns in consumer usage of OTT services. The findings provide insights into the factors driving the growth and adoption of OTT platforms, such as content preferences, pricing, and device compatibility. However, the study is limited to a specific market and may not capture the broader global landscape of the OTT industry.

- ANALYTICS, P. B. (2021) explored customer perceptions of over-the-top (OTT) platforms, with the aim of identifying factors affecting user satisfaction and engagement. The researcher conducted a survey and perception analysis to understand the key drivers of user perceptions, such as content quality, platform features, and customer service. The findings provide insights into the factors shaping customer perceptions and engagement with OTT services, but the study is limited to a specific academic context.

- Nair, A. R. (2021) assessed the impact of over-the-top (OTT) platforms on the viewing experience of consumers, with the aim of exploring how OTT features influence viewer preferences. The researcher conducted a survey and impact assessment to understand the key factors shaping the viewing experience on OTT platforms. The findings provide insights into the influence of OTT features on consumer preferences, which can help platform providers optimize their offerings. However, the study is focused on a specific aspect of the OTT industry and may not capture the broader consumer behaviour and market dynamics.

- Amoroso, S., Pastaglia, S., & Khan, I. (2021) examined the perceptions of brand experience among millennials with regards to Netflix. The researchers used a cluster analysis and survey to identify distinct clusters based on brand experience perceptions. The findings suggest that 29 millennials exhibit diverse perceptions and preferences when it comes to the Netflix brand, highlighting the need for targeted strategies to engage this demographic. The study provides valuable insights, but is limited to the Netflix platform and the millennial segment.

- Rahman, K. T., & Arif, M. Z. U. (2021) analyzed the effects of binge-watching Netflix during the COVID-19 pandemic, particularly on mental health and viewing habits. The researchers used a survey and impact analysis to understand the long-term implications of increased binge-watching behaviours. The findings provide valuable insights into the

changing consumer behaviours and the potential impacts on mental well-being, which can inform platform strategies and content curation during evolving market conditions.

- Annisa, I., Sulistiawati, W., Suseno, N., & Hartanto, N. A. (2020) analyzed consumer preferences for Netflix content and features, with the goal of determining the factors driving user subscriptions. The researchers used a survey and preference analysis to understand how factors like content quality, personalization, and social features shape consumer preferences on the Netflix platform. The insights generated can inform the platform's content strategy and user experience optimization.

- Sundravelu, E., & Elangovan, N. (2020) analyzed the emergence and future trends of over-the-top (OTT) video services in the Indian market. The researchers used analytical research methods to evaluate market dynamics and growth predictions for OTT platforms in India. The findings provide an overview of the OTT market trends and future service projections, which can 28 inform business strategies and product development in this rapidly evolving industry. However, the study is limited to the Indian context and may not capture the broader global landscape of the OTT industry.

- Martins, M. A. J., & Riyanto, S. (2020) explored how user experience affects customer satisfaction with Netflix streaming in Indonesia. The researchers used survey and user experience analysis to understand the key factors shaping customer satisfaction on the Netflix platform. The findings suggest that user experience significantly impacts customer satisfaction in the Indonesian market, providing insights that can inform platform optimization and customer engagement strategies. The study is focused on the Indonesian context, but the insights may be applicable to other regional markets as well.

- Susanto, R., Phedra, R., & Mulyani, I. A. (2019) identified the key factors influencing the intention to spend more time binge-watching Netflix. The researchers conducted a survey and factor analysis to understand the drivers of increased binge-watching behaviours. The findings suggest that factors such as content quality, social influences, and personal preferences play a significant role in shaping binge-watching intentions, which can inform content and engagement 30 strategies for the platform.

- Wayne, M. L. (2018) compared the branded content strategies of Netflix and Amazon in subscription video-on-demand services. The researchers conducted a comparative content analysis to evaluate the impact of these strategies on consumer preferences. The findings provide insights into how different branded content approaches can influence consumer

engagement and preferences. However, the study is limited to these two specific platforms and may not capture the broader landscape of the media and entertainment industry.

2.1 RESEARCH GAP

While several studies explore consumer behavior toward Netflix on a global or national scale, there is limited research focused on tier-II Indian cities like Ludhiana. Urban centers beyond metros are rapidly emerging as key digital markets, yet their behavioral patterns remain underexplored. Although many studies analyze "young consumers" or "millennials," there is insufficient segmentation of Gen Z as an independent demographic with unique digital consumption patterns, motivations, and attitudes toward brand engagement and entertainment platforms. Several papers mention binge-watching as a behavioral trend, especially during the COVID-19 pandemic (e.g., Rahman & Arif, 2021), but few delve deeply into the psychological triggers and emotional outcomes behind this habit among Gen Z. While digital marketing and social media advertising are often discussed in general terms, there is insufficient investigation into peer recommendations, influencer culture, and platform-specific influence (like Instagram) on content consumption decisions among Gen Z. Many global studies focus on user satisfaction or engagement, but few investigate how pricing affects Gen Z's loyalty and their likelihood to switch platforms—especially in cost-sensitive markets like India.

3. RESEARCH OBJECTIVES

The objective of the study is to:

1. To assess the impact of content quality, user interface, and pricing strategies on consumer satisfaction in Ludhiana.
2. To analyze the key factors influencing consumer preferences for Netflix subscription services among Gen Z.
3. To investigate the extent of binge-watching behavior and the psychological motivations behind it among Gen Z viewers.

4. RESEARCH METHODOLOGY

To achieve the above objectives, a descriptive research design was adopted, suitable for examining existing patterns and understanding the characteristics of a target population. This design enabled a structured analysis of consumer behaviour through both quantitative and qualitative data. The study utilized both primary and secondary data collection methods. Primary data was collected using a

structured questionnaire. This questionnaire was designed to capture insights into user satisfaction, viewing habits, content preferences, pricing perceptions, and social media influence. In addition, secondary data was gathered from academic journals, prior research studies, and articles related to OTT platforms, Gen Z behaviour, and Netflix's market strategy. These sources supported the theoretical framework and helped contextualize the findings.

The sampling universe for this study consisted of Generation Z individuals aged between 18 to 24 years, residing in Ludhiana, Punjab. This group was selected due to their active engagement with digital platforms and their significant influence on entertainment consumption trends. The sampling technique used was convenience sampling, a non-probability method that allowed for easy access to respondents within the defined demographic. While this method may have limitations in generalizability, it was appropriate given the study's exploratory nature and time constraints. A total of 200 respondents were surveyed for this study. These participants included a mix of college students, young professionals, freelancers, homemakers, and early-stage entrepreneurs, remote workers, unemployed adults—all of whom either currently subscribe to Netflix or have used the service in the past. This demographic diversity within the Gen Z bracket ensured a more holistic understanding of behavior patterns.

The geographical focus of the study was Ludhiana, a major industrial and educational hub in the state of Punjab. Ludhiana represents a growing urban population with increasing access to digital services, making it a relevant and meaningful context for understanding OTT consumption behaviour among youth. The population of interest was therefore defined as Gen Z individuals within Ludhiana who are either existing Netflix users or potential subscribers. This localized focus helps bridge the gap in existing literature, which often overlooks consumer behavior in Tier-II cities.

5. DATA ANALYSIS AND INTERPRETATION

❖ Demographic Profile of Respondents

The demographic composition reveals a male-majority sample (63.3%), with females constituting 36.2% and 0.5% preferring not to disclose their gender. While the gender distribution is skewed, it provides useful insights into male engagement with digital platforms like Netflix. The predominant age group is 21–24 years (38.5%), suggesting that college students and young professionals represent the most active Netflix users in Ludhiana. This finding aligns with previous literature indicating that young adults, particularly those in higher education or early employment, are key drivers of OTT consumption (Bhattacharya et al., 2022).

Occupationally, students (34.5%) and working professionals (27.5%) form the largest share of respondents, which further supports the view that individuals with greater exposure to academic or professional digital environments are more inclined toward digital streaming platforms. A notable proportion of freelancers (17%) and homemakers (20%) also demonstrates that Netflix is reaching users with diverse lifestyle patterns.

❖ Subscription and Usage Behavior

The data shows that 59% of respondents currently hold an active Netflix subscription, indicating a strong market presence among the Gen Z cohort in Ludhiana. However, the remaining 41% without subscriptions may reflect factors such as cost sensitivity or content-sharing behavior, commonly observed among young consumers.

In terms of subscription tenure, a significant portion (32%) have been subscribers for less than a year, while 20.5% have maintained subscriptions for over six years, suggesting both a steady influx of new users and long-term brand loyalty. This supports the notion of a growing and maturing user base for Netflix in the region.

Regarding viewing frequency, 33.5% watch weekly, and 21% engage with the platform daily, pointing toward consistent usage patterns. The 24% who rarely watch may be occasional users relying on shared accounts or less frequent viewers due to academic or professional commitments.

Device preferences indicate that smartphones (30.5%) and smart TVs (27.5%) are the most common mediums for consumption. This demonstrates Netflix's success in optimizing its platform for multi-device accessibility and reflects Gen Z's preference for mobile-first digital experiences, a pattern supported by prior studies (Malhotra et al., 2021).

YEARS	PERCENTAGE (%)
Less than a year	32
1-3 years	27
3-6 years	20.5
More than 6 years	20.5
TOTAL	100

Table no. 1 Holding a Netflix subscription

WATCH FREQUENCY	PERCENTAGE (%)
Daily	21
Weekly	33.5
Monthly	6
Occasionally	15.5
Rarely	24
TOTAL	100

Table no. 2 Watch frequency

DEVICE	PERCENTAGE (%)
Smartphone	30.5
Smart TV	27.5
Tablet	21.5
Laptop/PC	20.5
TOTAL	100

Table no. 3 Device preferences

❖ Evaluation of Netflix Services

With respect to content quality, 89% of respondents rated it as "Good" or "Excellent", suggesting a high level of satisfaction with Netflix's offerings. This affirms the platform's continued investment in original and localized content, as emphasized in research by Annisa et al. (2020). However, the combined 5% rating it as "Poor" or "Very Poor" indicates the presence of unmet expectations among a minor segment.

The user interface received slightly lower ratings, with 28% expressing dissatisfaction. This feedback points toward usability issues or a lack of intuitive features that could hinder the viewing experience. Continuous interface optimization, especially for mobile and low-bandwidth users, could address these concerns.

Respondents were also asked about the importance of original Netflix shows in their subscription decisions. While 40% remained neutral, a significant portion (49%) acknowledged that original content influences their decision to subscribe. This implies that Netflix's exclusive content remains a competitive advantage but must be supplemented by other value-driven features such as affordability and user-friendliness.

A high level of satisfaction was observed in relation to genre variety, with 72.5% expressing satisfaction or high satisfaction. This reinforces the importance of content diversity in engaging Gen Z audiences, who often seek tailored and mood-specific entertainment options.

❖ Perception of Pricing and Switching Intentions

One of the most critical insights from the study relates to the perception of Netflix's pricing. A majority of respondents (56.5%) believe that Netflix is priced "Higher" or "Much Higher" than its competitors. This pricing perception, when juxtaposed with the demographic's high representation of students and early-career professionals, suggests that Gen Z users are cost-sensitive and expect value-aligned pricing models.

When asked if they would switch to an alternative platform offering similar content at a lower price, 39.5% stated "Maybe" and 36% stated "Yes", indicating that a large portion of Gen Z users is open to shifting platforms if offered more competitive pricing. This aligns with Nagarkoti et al. (2021), who emphasize the growing importance of affordability in India's OTT market.

Furthermore, only 13.5% of users frequently utilize promotional offers, while 26.5% never do, implying that Netflix's promotional strategies are either underutilized or not effectively reaching the target audience. The ₹100–₹500 price range, deemed acceptable by 60% of respondents, highlights a potential benchmark for Netflix's future tiered pricing strategies in price-sensitive markets like Ludhiana.

PRICE RANGE	PERCENTAGE (%)
Less than Rs.100	29
Rs. 100- Rs. 500	60
Rs. 500- Rs. 1000	8
More than Rs. 1000	33
TOTAL	100

Table no. 4 Pricing perception

❖ Role of Social Media and Peer Influence

In the current digital landscape, social media serves as a major touchpoint for content discovery and audience engagement, particularly among Generation Z, who are characterized by their constant connectivity and active online presence. This study highlights the significant role that social media platforms play in shaping Netflix consumption behavior in Ludhiana.

Findings indicate that 35.5% of respondents frequently encounter Netflix-related content on social media, and an additional 29.5% see such content occasionally, making social media one of the most effective channels for exposure. Notably, Instagram emerged as the most dominant platform for Netflix content discovery, used by 60.5% of respondents, followed by YouTube (26%) and Twitter (9.3%). This reflects a strong preference for visually-driven, short-form content formats that are typical of platforms like Instagram, where promotional trailers, memes, and influencer reviews are frequently shared.

However, despite the high exposure, 44.5% of respondents reported that social media advertisements have no direct impact on their decision to subscribe to Netflix. This suggests that while social platforms serve as important awareness tools, actual conversion may be more dependent on peer influence and organic content sharing rather than traditional advertising. Only 32.5% (a combination of those who said "likely" and "very likely") acknowledged being influenced by such advertisements, which implies a need for more authentic and engaging marketing strategies.

Peer influence emerged as an even more critical factor, with 64% of respondents (combining those who selected 4 and 5 on a 5-point scale) reporting that recommendations from friends or family strongly influence their viewing decisions. This confirms that word-of-mouth remains one of the most powerful drivers of content engagement for Netflix, particularly among Gen Z audiences who rely on social validation and shared experiences in their consumption choices. The emotional and social satisfaction derived from watching and discussing trending shows with peers adds to the platform's value proposition.

SOCIAL MEDIA PLATFORMS	PERCENTAGE (%)
Instagram	60.5
You tube	26
Twitter	9.3
Other	4.3
TOTAL	100

Table no. 5 Platform for content discovery
   ❖ Binge-Watching Behavior and Psychological Motivation

Contrary to popular assumptions about Gen Z's compulsive streaming habits, the findings show that only 12% of respondents binge-watch "Very Often," while 56.5% do so only occasionally or rarely.

This challenges the stereotype of digital addiction and instead presents a more moderate and self-regulated consumption pattern.

The primary motivations for binge-watching were:

- Enjoyment of the storyline (35.2%)

- Curiosity (24.6%)

- Escapism from daily stress (18.7%)

These results suggest that Netflix serves as both a recreational outlet and a form of emotional coping, though it is largely driven by content engagement rather than compulsion.

Regarding psychological effects, 22.5% acknowledged a noticeable impact, while 46.5% did not, and 31% were uncertain. These mixed perceptions suggest a need for further exploration into the psychological dynamics of binge-watching among young users.

Despite some acknowledging emotional influence, most users reported neutral or positive feelings after binge sessions, and only 10.5% indicated that binge-watching frequently interferes with daily responsibilities, implying that, for most, streaming remains a balanced leisure activity.

RESPONSE	PERCENTAGE (%)
Enjoyment of the storyline	35.2
Escapism from daily stress	18.7
Curiosity of what happens next	24.6
Social interaction	13.7
Lack of other engaging activities	7.7
TOTAL	100

Table no. 6 Primary motivations

- ❖ Content Preferences

Among the respondents, comedy (17.2%) and action (16.9%) were the most preferred genres, indicating a strong inclination toward entertainment that is either emotionally light or adrenaline-fueled. These genres are known for their mass appeal and are frequently featured in Netflix's top-trending lists, including popular shows like Brooklyn Nine-Nine, The Umbrella Academy, and Extraction. Drama (14.2%) and thrillers (11.4%) followed closely, suggesting a demand for emotionally engaging, character-driven narratives. Shows such as Breaking Bad, Stranger Things, and You often cater to this segment, combining suspense, character arcs, and binge-worthy plots.

These findings reflect Gen Z's appetite for immersive storytelling, which supports longer viewing durations and increased content engagement. Documentaries and docu-series (11.7%) were also notably favored, highlighting a trend where younger audiences seek informational content that is also entertaining. This aligns with the rise of "edutainment," where Gen Z consumes media not just for leisure but also for learning and awareness—especially on topics such as true crime, environment, mental health, and global cultures (The Social Dilemma, Our Planet, etc.).

Surprisingly, sci-fi/fantasy and romance each garnered 9.8%, indicating moderate interest in speculative and relationship-driven content. The relatively lower preference for horror (9%) may suggest that intense emotional content or genre fatigue could be limiting interest in this category.

GENRES	PERCENTAGE (%)
Action	16.9
Comedy	17.2
Horror	9
Drama	14.2
Documentary	11.7
Sci-Fi/ Fantasy	9.8
Romance	9.8
Thriller	11.4
TOTAL	100

Table no. 8 Netflix genres

6. COMPARISON WITH PREVIOUS STUDIES

The present study, focused on Gen Z consumers in Ludhiana, diverges from earlier research by offering a region-specific perspective that is often absent in existing literature. While many studies such as Oliveira et al. (2023) and Martins & Riyanto (2020) provide a global or national outlook on Netflix consumption, they lack localized insights into consumer behavior in Tier-II Indian cities. This study fills that gap by examining urban youth from Ludhiana, thereby offering practical implications for Netflix's regional market strategies in India. In contrast to studies like that of Bhattacharya et al. (2022), which broadly analyze digital consumer behavior among young people, this research distinctly isolates Gen Z as a unique demographic group. It emphasizes that their behaviors are not only different from millennials but are also shaped by more dynamic factors such as short attention spans, high reliance on peer validation, and multitasking habits. This adds a fresh lens to the existing literature, which often generalizes youth behavior without delving deeply into age-specific nuances.

The research further differentiates itself by exploring binge-watching behavior not just as a trend but as a psychological experience, revealing that most respondents binge-watch for storyline satisfaction or curiosity rather than addiction. This is in partial alignment with Susanto et al. (2019), who explore binge-watching among Indonesian youth; however, the present study goes a step further by gauging the psychological and emotional impact, something largely unexplored in Indian literature. It reveals a moderate and self-controlled pattern of binge-watching, which challenges popular media narratives portraying Gen Z as compulsive viewers. Unlike previous works such as those by Annisa et al. (2020), which largely focus on content satisfaction and user interface in an international context, this research adds a layer of pricing sensitivity that is particularly relevant in the Indian scenario. A key differentiator is the emphasis on how pricing influences subscription decisions and platform-switching behavior, with a significant portion of respondents open to shifting to more affordable services. This positions the study to better inform pricing models tailored for value-conscious Gen Z users in India.

Where most prior studies highlight digital marketing as a strong influencing factor, the current research uncovers a more nuanced role of social media, showing that while platforms like Instagram dominate in visibility, actual subscription decisions are more significantly shaped by peer influence and word-of-mouth rather than direct advertisements. This contrasts with studies such as Ong et al. (2024), which emphasize influencer-based marketing and sponsored ads as key drivers of streaming service adoption. Furthermore, the study applies behavioral models like TAM and TPB in a regional Indian context, thereby advancing the academic conversation. While Masao & Salehudin (2023) and Ariesmandi et al. (2023) used similar models in broader or international contexts, this study effectively adapts them to measure intent and perception among young urban Indian users— particularly addressing gaps in theory-to-practice translation within the Indian OTT ecosystem. Lastly, the emphasis on genre preferences and content mood alignment adds a creative and user-centric layer to the analysis. While earlier works typically quantify genre popularity, this study interprets genre preferences as reflections of psychological states, entertainment goals, and social trends. This holistic interpretation enriches the understanding of how Gen Z interacts with content not only for leisure but also for emotional connection and identity expression.

7. CONCLUSION

The study focused on understanding how Generation Z in Ludhiana engages with Netflix, a leading OTT platform that has become an integral part of everyday media consumption. The research sought to move beyond generic assumptions and instead provide a deeper, more localized perspective on

what truly drives Gen Z's subscription behavior, preferences, and loyalty. Through primary data collected from 200 respondents, the study uncovered several key findings. First and foremost, content quality remains the strongest appeal of Netflix, with genres like comedy, action, and drama being particularly popular. However, it was interesting to note that Gen Z's choices are not purely entertainment-driven. Many respondents revealed that their viewing behavior is emotionally motivated—often influenced by curiosity, stress relief, or the need to unwind. This supports existing literature which suggests that emotional value and user engagement are deeply intertwined in digital media consumption (Bhattacharya et al., 2022; Susanto et al., 2019). From a strategic marketing perspective, one of the more critical insights was the high level of pricing sensitivity. While Netflix enjoys strong brand recognition and platform loyalty, a significant percentage of users perceive it as expensive. Many indicated they would consider switching to a more affordable alternative. This opens up meaningful discussions around value-based pricing models and segmented offerings tailored to cost-sensitive users in Tier-II cities—an aspect that platforms often overlook. Another important takeaway is the role of social influence. Instagram emerged as the most influential platform for content discovery, and peer recommendations played a crucial role in decision-making. However, traditional social media advertisements were found to be less effective. This reflects a broader shift in digital consumer behavior where authenticity, relatability, and community-based engagement often hold more value than paid promotions (Ong et al., 2024). While prior research has often looked at Netflix consumption from a global or national lens, this study fills a noticeable gap by focusing on Ludhiana—a growing urban center that reflects the aspirations and challenges of modern Indian youth. In doing so, it contributes to both academic understanding and practical business strategies. It reinforces the relevance of behavioral models like the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB), which were useful in interpreting how perceptions, attitudes, and social norms influence subscription behavior. In conclusion, this research offered a valuable opportunity to explore the intersection of marketing, psychology, and technology in a real-world context.

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