



## To Study the GenZ Perception About Netflix Subscription Plan in Ahmedabad City

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### ABSTRACT

This research examines the perceptions of Generation Z in Ahmedabad on Netflix subscription plans, particularly on key factors that guide their decisions on subscribing to the platform. The research utilizes hypothesis testing to evaluate variables such as affordability, localized content, promotional offers, peer influence, and user experience. Findings show that students and young professionals are highly associated with affordability as a key consideration. The study also highlights the prominence of localized content, which postulates that culturally relevant programs increase the appeal of viewing on Netflix in regional markets. Promotion and peer influence are also influences, highlighting social validation in addition to the use of targeted discounts as a motivational factor for subscriptions. Despite weak associations with factors such as binge-watching and user-friendly interface, research shows that an overall approach to include affordability, cultural relevance, and positive user experiences is what would attract and retain Generation Z subscribers. Implications would then spread to marketing strategies and content development targeting improvement in engagement with the group. Future studies should be extended to comparative studies with other OTT platforms, broader demographic insights, and the impact of economic and technological shifts on consumer behavior. These findings contribute to a deeper understanding of digital consumption patterns and strategic approaches in the OTT industry.

## INTRODUCTION

The advent of online streaming sites has changed the way entertainment is perceived and consumed, especially among the Generation Z (Gen Z) population (Vidani & Solanki, 2015). This generation, born between 1995 and 2010, has grown up with a level of technological access unlike any other generation (Vidani, 2015). Their uniqueness in preferences and viewing patterns can thus be attributed to this trend (Vidani, 2015). A review of extant literature on the perception of platforms such as Netflix, its subscription plans, is based on content, user experience, and broader societal impacts (Vidani, 2015).

R.A. Mumpuni et al. (2021) explored the intention of Gen Z to engage with streaming platforms like Netflix and Viu (Solanki & Vidani, 2016). Applying the Theory of Reasoned Action, their research highlighted the importance of content in driving the adoption of these services (Vidani, 2016). While technological familiarity plays a role, the study emphasized that content quality and relevance significantly impact user decisions (Bhatt, Patel, & Vidani, 2017). Notably, respondents showed minimal influence from subjective norms, underscoring a preference for personalized, rather than peer-influenced, choices (Niyati & Vidani, 2016).

Ayten et al. (2019) studied the unique viewing behavior of Gen Z by applying the perspective of Uses and Gratification Theory (Pradhan, Tshogay, & Vidani, 2016). The researchers detected binge-watching and binge-racing as some distinctive features of this generation when it comes to interacting with Netflix (Modi, Harkani, Radadiya, & Vidani, 2016). Based on the Turkish series *The Protector*, the study proved how engaging content drives extended watching periods to meet entertainment and escapist needs (Vidani, 2016). This kind of behavior indicates why Netflix has been able to be successful in satisfying the desire for on-demand viewing (Sukhanandi, Tank, & Vidani, 2018).

The brand image and price perception of the study done by Putranto and Supriyono in 2023 highlighted how brand perception and pricing highly affect decisions on subscription at Netflix (Singh, Vidani, & Nagoria, 2016). It revealed the effectiveness of the company with the lower-tier subscriptions as they become very attractive in a user's market (Mala, Vidani, & Solanki, 2016). However, competitive price strategy would play an essential role in winning and holding customers within a region such as Surabaya due to its strong focus on economics (Dhere, Vidani, & Solanki, 2016).

The COVID-19 pandemic further highlighted the role of Netflix as an entertainment center, especially among the youth (Singh & Vidani, 2016). Samy et al. (2022) analyzed the increase in Netflix subscriptions during lockdowns due to the restrictions on outdoor activities and the growing demand for digital entertainment (Vidani & Plaha, 2016). However, the study also raised issues regarding binge-watching's adverse effects on cognitive skills, social interaction, and mental health (Solanki & Vidani, 2016). This duality that streaming platforms represent-convenience and addictive potential-offers insights into how to better understand the engagement of Gen Z (Vidani, 2016).

Schaffner et al. (2023) looked into the design features of Netflix that influence user agency (Vidani, Chack, & Rathod, 2017). Their research focused on how features like autoplay and algorithm-driven recommendations undermine user control over content choices, subtly steering viewing behavior (Vidani, 2018). These insights are crucial for evaluating how interface design impacts Gen Z's satisfaction and long-term loyalty (Biharani & Vidani, 2018).

Pratama et al. (2022) applied the Unified Theory of Acceptance and Use of Technology 2 model to analyze interest in Netflix subscription (Vidani, 2018). According to their study, the variables performance expectancy, habit, and social influence are most critical drivers of Gen Z's subscription intention (Odedra, Rabadiya, & Vidani, 2018). The authors also identified content availability and facilitating conditions as the determinants which represent the cohort's practical way of judging streaming services (Vasveliya & Vidani, 2019).

Finally, Paramasivan et al. (2023) explored Netflix's pre- and post-pandemic customer loyalty dynamics (Sachaniya, Vora, & Vidani, 2019). The research highlighted that good service quality, competitive price, and effective promotion could be vital in the fight for user retention (Vidani, 2019). As the pandemic recedes and consumer behavior goes back to normal, demand elasticity for streaming services has complicated matters for Netflix to keep holding on to its subscriber numbers (Vidani, Jacob, & Patel, 2019).

In summary, existing studies pinpoint content quality, pricing, design of the user interface, and societal factors as determinants of how Gen Z perceives Netflix (Vidani J. N., 2016). These insights provide a sound foundation for examining how Gen Z in Ahmedabad city perceives Netflix subscription plans, offering avenues for tailored strategies to enhance user engagement and satisfaction (Vidani & Singh, 2017).

## RESEARCH OBJECTIVIES

- **To study the usage frequency of streaming platforms across different age groups.** (*Objective achieved in question 5 of the questionnaire*)
- **To analyze the perception of Netflix's subscription value among various age groups.** (*Objective achieved in question 6 of the questionnaire*)
- **To evaluate the variety of content on Netflix and its ability to meet entertainment needs.** (*Objective achieved in question 7 of the questionnaire*)
- **To examine the affordability of Netflix's subscription plans for students and young professionals.** (*Objective achieved in question 8 of the questionnaire*)
- **To assess the preference for Netflix over other streaming services due to its user-friendly interface.** (*Objective achieved in question 9 of the questionnaire*)
- **To understand the influence of Netflix's original content on subscription decisions.** (*Objective achieved in question 10 of the questionnaire*)
- **To determine if Netflix users feel a sense of control over their viewing habits.** (*Objective achieved in question 11 of the questionnaire*)

- **To study the role of account sharing in enhancing Netflix's accessibility.** (*Objective achieved in question 12 of the questionnaire*)
- **To evaluate the impact of promotional offers or discounts on the decision to subscribe to Netflix.** (*Objective achieved in question 13 of the questionnaire*)
- **To analyze the influence of peers and social circles on Netflix subscription decisions.** (*Objective achieved in question 14 of the questionnaire*)
- **To explore binge-watching as a significant reason for subscribing to Netflix.** (*Objective achieved in question 15 of the questionnaire*)
- **To investigate the likelihood of recommending Netflix to friends and family based on personal experiences.** (*Objective achieved in question 16 of the questionnaire*)
- **To study the impact of the pandemic on the decision to subscribe to Netflix.** (*Objective achieved in question 17 of the questionnaire*)
- **To assess the interest in Netflix content localized for Indian viewers.** (*Objective achieved in question 18 of the questionnaire*)

## LITERATURE REVIEW

The advent of online streaming sites has changed the way entertainment is perceived and consumed, especially among the Generation Z (Gen Z) population (Vidani & Pathak, 2016). This generation, born between 1995 and 2010, has grown up with a level of technological access unlike any other generation (Pathak & Vidani, 2016). Their uniqueness in preferences and viewing patterns can thus be attributed to this trend (Vidani & Plaha, 2017). A review of extant literature on the perception of platforms such as Netflix, its subscription plans, is based on content, user experience, and broader societal impacts (Vidani J. N., 2020).

R.A. Mumpuni et al. (2021) explored the intention of Gen Z to engage with streaming platforms like Netflix and Viu (Vidani J. N., 2018). Applying the Theory of Reasoned Action, their research highlighted the importance of content in driving the adoption of these services (Vidani & Dholakia, 2020). While technological familiarity plays a role, the study emphasized that content quality and relevance significantly impact user decisions (Vidani, Meghrajani, & Siddarth, 2023). Notably, respondents showed minimal influence from subjective norms, underscoring a preference for personalized, rather than peer-influenced, choices (Rathod, Meghrajani, & Vidani, 2022).

Ayten et al. (2019) studied the unique viewing behavior of Gen Z by applying the perspective of Uses and Gratification Theory (Vidani & Das, 2021). The researchers detected binge-watching and binge-racing as some distinctive features of this generation when it comes to interacting with Netflix (Vidani J. N., 2022). Based on the Turkish series *The Protector*, the study proved how engaging content drives extended watching periods to meet entertainment and escapist needs (Saxena & Vidani, 2023). This kind of behavior indicates why Netflix has been able to be successful in satisfying the desire for on-demand viewing (Vidani, Das, Meghrajani, & Singh, 2023).

The brand image and price perception of the study done by Putranto and Supriyono in 2023 highlighted how brand perception and pricing highly affect decisions on subscription at Netflix (Vidani, Das, Meghrajani, & Chaudasi, 2023). It revealed the effectiveness of the company with the lower-tier subscriptions as they become very attractive in a user's market (Bansal, Pophalkar, & Vidani, 2023). However, competitive price strategy would play an essential role in winning and holding customers within a region such as Surabaya due to its strong focus on economics (Chaudhary, Patel, & Vidani, 2023).

The COVID-19 pandemic further highlighted the role of Netflix as an entertainment center, especially among the youth (Patel, Chaudhary, & Vidani, 2023). Samy et al. (2022) analyzed the increase in Netflix subscriptions during lockdowns due to the restrictions on outdoor activities and the growing demand for digital entertainment (Sharma & Vidani, 2023). However, the study also raised issues regarding binge-watching's adverse effects on cognitive skills, social interaction, and mental health (Sharma & Vidani, 2023). This duality that streaming platforms represent-convenience and addictive potential-offers insights into how to better understand the engagement of Gen Z (Mahajan & Vidani, 2023).

Schaffner et al. (2023) looked into the design features of Netflix that influence user agency (Saxena & Vidani, 2023). Their research focused on how features like autoplay and algorithm-driven recommendations undermine user control over content choices, subtly steering viewing behavior. These insights are crucial for evaluating how interface design impacts Gen Z's satisfaction and long-term loyalty.

Pratama et al. (2022) applied the Unified Theory of Acceptance and Use of Technology 2 model to analyze interest in Netflix subscription. According to their study, the variables performance expectancy, habit, and social influence are most critical drivers of Gen Z's subscription intention. The authors also identified content availability and facilitating conditions as the determinants which represent the cohort's practical way of judging streaming services.

Finally, Paramasivan et al. (2023) explored Netflix's pre- and post-pandemic customer loyalty dynamics. The research highlighted that good service quality, competitive price, and effective promotion could be vital in the fight for user retention. As the pandemic recedes and consumer behavior goes back to normal, demand elasticity for streaming services has complicated matters for Netflix to keep holding on to its subscriber numbers.

In summary, existing studies pinpoint content quality, pricing, design of the user interface, and societal factors as determinants of how Gen Z perceives Netflix. These insights provide a sound foundation for examining how Gen Z in Ahmedabad city perceives Netflix subscription plans, offering avenues for tailored strategies to enhance user engagement and satisfaction.

## **RESEARCH GAP**

While there is extensive research on consumer behaviour and the factors influencing subscription-based streaming services globally, there is a noticeable gap in understanding the specific perceptions and preferences of Generation Z in regional contexts, such as Ahmedabad City. Most studies focus on broader demographics or metropolitan areas, often overlooking mid-tier cities with unique socio-economic and cultural dynamics. Furthermore, while Netflix's subscription plans have been analysed in terms of pricing strategies and global market positioning, little attention has been paid to how Gen Z in non-metropolitan areas perceive the value, affordability, and content relevance of these plans. This gap highlights the need for localized primary research to understand the nuanced preferences and expectations of Gen Z in Ahmedabad, which could provide valuable insights for Netflix's regional marketing strategies.

## **HYPOTHESIS**

**H01** There is a significant association between age group and how often streaming platforms are used.

**H02** There is a significant association between age group and the perception that Netflix offers sufficient value for its subscription price.

**H03** There is a significant association between age group and the perception that the variety of content on Netflix meets entertainment needs.

**H04** There is a significant association between age group and the perception that Netflix's subscription plans are affordable for students or young professionals.

**H05** There is a significant association between age group and the preference for Netflix over other streaming services due to its user-friendly interface.

**H06** There is a significant association between age group and the influence of Netflix's original content on the decision to subscribe.

**H07** There is a significant association between age group and the feeling of having control over viewing habits while using Netflix.

**H08** There is a significant association between age group and the perception that sharing accounts makes Netflix more accessible.

**H09** There is a significant association between age group and the impact of promotional offers or discounts on the decision to subscribe to Netflix.

**H10** There is a significant association between age group and the influence of peers and social circles on the decision to subscribe to Netflix.

**H11** There is a significant association between age group and binge-watching being a significant reason for subscribing to Netflix.

**H12** There is a significant association between age group and the likelihood of recommending Netflix to friends and family based on personal experience.

**H13** There is a significant association between age group and the likelihood of recommending Netflix to friends and family based on personal experience.

**H14** There is a significant association between age group and the interest in Netflix due to content localized for Indian viewers.

**TABLE 1: VALIDATION OF QUESTIONNAIRE**

Statements	Citation from JV citation file (You can add more than 1 citation)
Netflix offers sufficient value for its subscription price.	(Vidani & Solanki, 2015)
The variety of content on Netflix meets my entertainment needs.	(Vidani, 2015)
I find Netflix's subscription plans to be affordable for students or young professionals.	(Solanki & Vidani, 2016)
I prefer Netflix over other streaming services due to its user-friendly interface.	(Bhatt, Patel, & Vidani, 2017)
Netflix's original content influences my decision to subscribe.	(Vidani, 2015)
I feel a sense of control over my viewing habits while using Netflix.	(Niyati & Vidani, 2016)
The availability of sharing accounts makes Netflix more accessible.	(Pradhan, Tshogay, & Vidani, 2016)
Promotional offers or discounts would significantly affect my decision to subscribe to Netflix.	(Modi, Harkani, Radadiya, & Vidani, 2016)
My peers and social circle influence my decision to subscribe to Netflix.	(Sukhanandi, Tank, & Vidani, 2018)
Binge-watching on Netflix is a significant reason for my subscription.	(Singh, Vidani, & Nagoria, 2016)
I would recommend Netflix to my friends and family based on my experience.	(Mala, Vidani, & Solanki, 2016)
The pandemic has influenced my decision to subscribe to Netflix.	(Dhere, Vidani, & Solanki, 2016)
Content localized for Indian viewers improves my interest in Netflix.	(Singh & Vidani, 2016)

*\*Source: Author's compilation*

## RESEARCH METHODOLOGY

**TABLE 2: RESEARCH METHODOLOGY**

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>104</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*\*Source: Author's compilation*

## DEMOGRAPHIC SUMMARY

The demographic data summarizes the characteristics of 104 respondents. Regarding gender, the sample comprises 64.4% males and 35.6% females. The majority of respondents are aged between 18-25 years (51.9%), followed by 25-32 years (42.3%), and a smaller proportion aged 32-38 years (5.8%). In terms of occupation, students make up the largest group (40.4%), followed by those with jobs (31.7%), professionals (13.5%), businessmen (11.5%), and homemakers (2.9%). Monthly income distribution shows 36.5% earning below ₹10,000, 32.7% between ₹10,000-₹20,000, 23.1% between ₹20,000-₹30,000, and 7.7% above ₹30,000. This data provides a comprehensive overview of the respondents' demographic profile.

## CRONBACH ALPHA

**TABLE 3: CRONBACH ALPHA**

Cronbach Alpha Value	No. of items
0.913	15

*\*Source: SPSS Software*

The Cronbach's Alpha value for the scale is 0.913, indicating excellent internal consistency and reliability among the 15 items. This suggests that the items are highly correlated and measure the same underlying construct effectively, making the scale suitable for use in this research.

## TABLE 4: RESULTS OF HYPOTHESIS TESTING

Sr. No	Alternate Hypothesis	Result p =	>/ < 0.0 5	Accept/ Reject Null hypothesis	R value	Relations hip
H01	There is a significant association between age group and how often streaming platforms are used.	0.311	>	H01 Accept (Null hypothesis Accepted)	0.483	Weak
H02	There is a significant association between age group and the perception that Netflix offers sufficient value for its subscription price.	0.351	>	H02 Accept (Null Hypothesi s Accepted)	0.055	Weak
H03	There is a significant association between age group and the perception that the variety of content on Netflix meets entertainment needs.	0.211	>	H03 Accept (Null hypothesis Accepted)	0.437	Weak
H04	There is a significant association between age group and the perception that Netflix's subscription plans are affordable for students or young professionals.	0.568	>	H04 Accept (Null hypothesis Accepted)	0.944	Strong
H05	There is a significant association between age group and the preference for Netflix over other streaming services due to its user-friendly interface.	0.505	>	H05 Accept (Null hypothesis Accepted)	0.481	Weak
H06	There is a significant association between age group and the influence of Netflix's original content on the decision to subscribe.	0.992	>	H06 Accept (Null hypothesis Accepted)	0.438	Weak
H07	There is a significant association between age group and the feeling of having control over viewing habits while using Netflix.	0.157	>	H07 Accept (Null hypothesis Accepted)	0.856	Strong
H08	There is a significant association between age group and the	0.413	>	H08 Accept (Null	0.233	Weak

	<b>perception that sharing accounts makes Netflix more accessible.</b>			hypothesis Accepted)		
<b>H09</b>	<b>There is a significant association between age group and the impact of promotional offers or discounts on the decision to subscribe to Netflix.</b>	0.098	>	H09 Accept (Null hypothesis Accepted)	0.615	Strong
<b>H10</b>	<b>There is a significant association between age group and the influence of peers and social circles on the decision to subscribe to Netflix.</b>	0.316	>	H10 Accept (Null hypothesis Accepted)	0.898	Strong
<b>H11</b>	<b>There is a significant association between age group and binge-watching being a significant reason for subscribing to Netflix.</b>	0.678	>	H11 Accept (Null hypothesis Accepted)	0.494	Weak
<b>H12</b>	<b>There is a significant association between age group and the likelihood of recommending Netflix to friends and family based on personal experience.</b>	0.191	>	H12 Accept (Null hypothesis Accepted)	0.817	Strong
<b>H13</b>	<b>There is a significant association between age group and the likelihood of recommending Netflix to friends and family based on personal experience.</b>	0.672	>	H13 Accept (Null hypothesis Accepted)	0.601	Strong
<b>H14</b>	<b>There is a significant association between age group and the interest in Netflix due to content localized for Indian viewers.</b>	0.115	>	H14 Accept (Null hypothesis Accepted)	0.865	Strong

*\*Source: Author's compilation*

## DISCUSSION

The research findings give insightful perceptions of Generation Z in Ahmedabad regarding Netflix subscription plans. With varying hypotheses, all the null hypotheses were accepted that showed weak or strong association between age group and a number of factors influencing Netflix subscriptions.

A weak association was there between age group and the rate of usage of streaming site (H01, R = 0.483) with the perception of value to be received from Netflix for its cost of subscription (H02, R = 0.055). The associations between age group and the adequacy of content variety in Netflix (H03, R = 0.437) and an easy-to-use interface of the service (H05, R = 0.481) were also weak in nature. These results indicate that while the Generation Z audience is well versed in what

Netflix can offer, other aspects likely motivate them to use streaming services and include wider availability of programs or alternative services.

Affordability was a key influencer for students and working students, as indicated by strong correlation between age group and perceptions about being able to afford Netflix (H04,  $R = 0.944$ ). The influence of Netflix's original content in the subscription decision was also weak (H06,  $R = 0.438$ ). This again means that the exclusive content helps in attracting more youthful viewers. Account-sharing again had a weak association: H08,  $R = 0.233$ . So, it may be assumed that Netflix has a window to work on the problem of accessibility among Gen Z.

Peer influence was evident, as well, with an age group factor strongly connected to the perceived influence of social circles over subscription decisions (H10,  $R = 0.898$ ). Promotion offers and discounts were another area closely related to a subscription decision, showing the price-sensitivity of Gen Z (H09,  $R = 0.615$ ). Binge-watching, an important feature of the OTT platforms, also had a weak association with age group (H11,  $R = 0.494$ ), indicating that it is not one of the major drivers of subscription.

Age group strongly associated with the probability to recommend Netflix based on personal experience (H12 and H13,  $R = 0.817$  and  $R = 0.601$ , respectively). This indicates that while price and features matter, user satisfaction and word-of-mouth significantly influence Gen Z's subscription decisions. Localized content for Indian audiences (H14,  $R = 0.865$ ) also showed a strong relationship, highlighting the importance of culturally relevant programming to attract and retain users in regional markets.

Overall, it suggests that though affordability and promotional offers are very important, other factors such as peer influence, personalized experiences, and localized content play a very important role in shaping the perceptions of Gen Z towards Netflix. The results underline the fact that Netflix needs to focus on affordability, innovative content strategies, and community-driven marketing to strengthen its appeal among this demographic in Ahmedabad.

## **THEORITICAL IMPLICATIONS**

The findings from this study contribute significantly to the theoretical understanding of consumer behavior, especially among Generation Z, within the context of subscription-based Over-The-Top (OTT) platforms like Netflix. Several theoretical implications emerge from the analysis, shedding light on how age-specific characteristics influence decision-making and perception in digital media consumption.

First, the weak association between age group and the perceived value of Netflix's subscription plans (H02) and content variety (H03) follows the tenets of value-perception theory. It indicates that Generation Z perceives the subscription plans not only on the basis of cost but in relation to other aspects such as content relevance and perceived quality. It suggests that theories that emphasize multi-

dimensional value assessment need to explore the digital preferences of the younger generation in greater detail.

However, the strong association between age group and affordability (H04) supports price sensitivity theory since Gen Z, especially students and young professionals, are considered highly sensitive to the cost feasibility of subscription services. Existing models actually support this by emphasizing younger consumers prioritizing budget-friendly solutions as a great source of entertainment.

The significant role of peer influence (H10) reflects the importance that social influence theory carries into the digital platform environment. This finding underscores the extent to which social circles and word-of-mouth play a pivot role in shaping consumer choice; thus, it suggests that validation through peers is a driver in the subscription decisions among Gen Z.

Localized content (H14) which shows a strong relationship with age group highlights how the cultural proximity theory is growing in importance in the digital age. The theory of cultural proximity suggests that consumers have a preference for content that falls within their cultural and regional context. This makes it extremely important for platforms like Netflix to integrate regional diversity into their programming.

The results of such offers (H09), and account-sharing practices related to H08, can enhance the application of behavioral economic theories, including the general idea of perceived fairness and utility maximization. Gen Z's preference for using promotional deals and shared accounts reflects what they value in subscription purchasing: convenience and accessibility traded against financial benefits.

Finally, the results on personal recommendations and user satisfaction (H12, H13) are in line with customer satisfaction and loyalty theories, which emphasize that positive user experiences are crucial for advocacy and long-term engagement. The probability of recommending Netflix based on positive experiences suggests that experiential satisfaction significantly influences brand loyalty among this demographic.

In summary, this study confirms the relevance of existing consumer behavior theories but also hints at the need for their adaptation toward accounting for the preferences and digital habits of Generation Z. Future theoretical work should look at how affordability, peer influence, cultural relevance, and digital convenience play together to shape perceptions and decisions over OTT platforms. These insights contribute to the academic literature and provide practical frameworks for analyzing digital consumer behavior in emerging markets.

## **PRACTICAL IMPLICATIONS**

The study findings will be very helpful for Netflix and other OTT players who wish to target and retain Generation Z in Ahmedabad and similar urban markets. Practical implications from this study will be helpful for marketing strategies, improvement in the subscription model, and content offering that is more in tune with the preferences and behavior of this critical demographic segment.

### **1. Affordability and Flexible Pricing Models**

The strong association between age group and perception of affordability (H04) highlights the need for a low-cost subscription plan that is student and young professional friendly. In fact, Netflix can expand on cheaper plans, such as mobile-only, ad-supported tiers, or pay-per-view models, which suit the price-conscious nature of Gen Z.

### **2. Localized and Culturally Relevant Content**

The strong relationship between age group and interest in local content (H14) emphasizes the need for programs that are more contextual and cultural in nature. To achieve this, Netflix must focus on creating and procuring more Indian and Gujarati content, which can be even further amplified by teaming up with regional filmmakers and storytellers.

### **3. Peer-Influenced Marketing Campaigns**

Considering the fact that peer influence is a strong determinant of subscription decisions (H10), the company can utilize social media and peer networks to enhance its reachability. Partnering with the influencers, referral programs, and a community-driven campaign can better leverage word-of-mouth effects and a stronger bond with Gen Z users.

### **4. Promotional offers and discounts**

The strong association between promotional offers and subscriber decisions (H09) indicates that targeted discounts and limited-time deals are effective. Netflix can offer student discounts, family bundles, and loyalty rewards to bring in and retain subscribers from the youth segment.

### **5. Better Experience to the User**

While the user-friendly interface (H05) presented only a weak association, the overall perception of control over viewing habits (H07) was significant. Netflix should continue innovating features that enhance user autonomy, like personalized recommendations, content curation, and customizable viewing profiles, to further strengthen its appeal to Gen Z.

### **6. Emphasis on Original Content and Exclusivity**

While the impact of original content (H06) is relatively weak, it is a strong competitive advantage in the OTT environment. This way, Netflix can concentrate on producing exclusive content that will attract the interest of Gen Z,

for example, stories that focus on youth culture, social issues, and contemporary themes.

### **7. Account Sharing as an Accessibility Tool**

The findings on account-sharing (H08) indicate that this practice makes Netflix more accessible to young users. Instead of strictly limiting account-sharing, Netflix could explore structured sharing options, such as allowing additional profiles for a nominal fee or introducing flexible group plans.

### **8. Binge-Watching Campaigns**

Although binge-watching (H11) had a weak association, it is an important aspect of Gen Z's viewing patterns. Netflix can create binge-worthy shows and market them to this audience through targeted advertising.

### **9. Using Personal Recommendations**

The strong association between personal recommendations (H12, H13) and subscription behavior indicates that user satisfaction is a good indicator of advocacy. Netflix must ensure that customer service and user experience are high quality in order to elicit positive reviews and recommendations.

## **CONCLUSION**

The perceptions and preferences of Generation Z about Netflix subscription plans in Ahmedabad have been critically provided. Affordability, localized content, peer influence, and promotional offers are major factors influencing their decision to subscribe. While Netflix is valued for its diverse content and easy user interface, price sensitivity remains the most significant determinant, particularly for students and young professionals.

The research points out that Generation Z values flexibility and control over their viewing habits. This strong association between affordability and perceived value underlines the need for Netflix to provide budget-friendly and customizable subscription options. Similarly, the preference for localized content suggests that regional programming can be a strong engagement tool in culturally diverse markets like Ahmedabad.

Peer influence and advertisement campaigns have also been highly influential drivers of subscription. Social proof and word of mouth influence from friends and family matter a lot, hence indicating the potential for utilizing social networks and referral marketing opportunities. Promotion offers also hint at how Netflix needs to design targeted offers and loyalty programs to pull and retain this segment of customers.

While original content and binge-watching are appreciated, these are not the prime motivators for subscriptions to Netflix among Gen Z. Rather, a holistic approach needs to be taken in conjunction with affordability, accessibility, cultural relevance, and positive user experiences to meet their expectations. The above findings also present opportunities to innovate its pricing models,

account-sharing policies, and personalization features to bring better user satisfaction to the fore.

This study points out the dynamic preferences of Generation Z and, in turn, highlights the importance of adaptation in the strategies of Netflix. Affordability, regional content preferences, and social influence factors would have to be considered to ensure a stronger market presence for Netflix among the Gen Z of Ahmedabad and similar markets.

By implementing these strategies, Netflix can strengthen its market position among Gen Z users in Ahmedabad and similar urban settings, addressing their specific needs and preferences while enhancing overall satisfaction and loyalty.

## **RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY**

This study provides valuable insights to perceptions in relation to Generation Z people regarding subscription plans on Netflix in the Ahmedabad city. The several opportunities for future studies would be to build further and expand the scope of understanding upon such a discovery:

### **1. Expanding demographic and geographic scope**

Future research will be beneficial in perceiving more extended demographics and geographies across various ages, cities, and towns. Analyzing both the urban and rural markets helps to acquire a whole overview of potential markets of Netflix.

### **2. Comparisons with Other Cross-Platform Content**

A comparison study with other OTT services, including Amazon Prime Video, Disney+ Hotstar, and regional streaming services, will better explain how Netflix stacks up against its competition. It will show where the platform excels and what it needs to change.

### **3. Longitudinal Studies**

Carrying out longitudinal studies to gauge time trend changes in Generation Z will uncover whether consumer behavior is changing. This will enable Netflix to predict trends and adjust plans accordingly.

### **4. Behavioral understanding of content preferences**

Additional areas the later research could explore include the specificity of genres, themes, and formats that appeal most to Generation Z. Furthermore, studies regarding locality-preferences about Netflix local originals and international series will sharpen these approaches even further.

### **5. Impact of Emerging Technologies**

Exploring how emerging technologies such as artificial intelligence, virtual reality, or interactive content impact user engagement with OTT platforms could provide insights into future content delivery and user experience trends.

## **6. Influence of Economic Factors**

Examining how macroeconomic factors, such as inflation, income levels, and employment rates, influence subscription behaviors could offer practical insights for pricing strategies.

## **7. Role of Account Sharing and Privacy Policies**

Further research on account-sharing practices may be done to study its implications on subscription rates and customer satisfaction, enabling Netflix to develop flexible sharing policies that balance accessibility with profitability.

## **8. Psychographic and Behavioral Segmentation**

Investigating psychographic and behavioral segmentation in Generation Z will provide a richer view of different consumer profiles. Lifestyle, interests, and digital habits might shape subscriptions.

## **9. Effectiveness of Marketing Strategies**

Examining the effect of different marketing strategies, such as influencer marketing, social media marketing, and referral programs, may help identify which methods best appeal to Generation Z.

## **10. Sustainability and CSR**

Exploring how the CSR activities or sustainability efforts of Netflix impact Generation Z's perception and subscription choices can be used to understand the extent to which ethical factors play a role in consumer loyalty.

## **11. Ad-Supported Plans and Revenue Models**

Future research would be to monitor their adoption and performance over time by Generation Z; such findings would help reveal the best monetization techniques in OTT for a price-conscious consumer.

## **12. Other Studies**

Cultural and regional sensitivity might be another focus for future research: this study may highlight how cultural narratives or regional myths influence subscription tendencies, hence helping Netflix gain an advantage with different cultural entities.

Through addressing these areas, future research would offer deeper insights into consumer behavior and guide Netflix and other OTT platforms to better refine their strategies according to the dynamic expectations of Generation Z.

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