CONSUMER PERSPECTIVES ON STREAMING PLATFORMS: INSIGHTS INTO DIGITAL ENTERTAINMENT SERVICES

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ABSTRACT

This study explores consumer perspectives on digital streaming platforms, focusing on factors influencing platform choice, subscription awareness, satisfaction levels, and perceptions of freemium and premium models. Data was collected through Google Forms and analyzed using percentage analysis, Chi-square tests, and ANOVA. Findings highlight that content variety, pricing, and user experience significantly shape consumer behavior. The study provides insights useful for streaming platforms aiming to improve customer engagement and refine subscription strategies.

INTRODUCTION

The evolution of digital technology has revolutionized media consumption patterns, giving rise to streaming platforms as a dominant mode of entertainment. Services such as Netflix, Amazon Prime Video, YouTube, and Spotify have transformed how consumers access and interact with content, offering convenience, personalization, and a vast content library. The growing reliance on these platforms, combined with the availability of both freemium and premium subscription models, has introduced new challenges in understanding consumer preferences and satisfaction.

As competition among platforms intensifies, it becomes crucial to analyze the factors that drive consumer engagement, loyalty, and willingness to pay. This study investigates consumer behavior in the digital streaming space, focusing on preferences, awareness of subscription costs, usage patterns, and perceptions toward freemium and premium offerings. By gaining deeper insights into these aspects, the research aims to contribute to the development of user-centric strategies for streaming service providers and enhance the overall digital entertainment experience.

STATEMENT OF THE PROBLEM

The rapid expansion of digital streaming platforms has transformed the entertainment industry, offering consumers a wide range of choices in content and subscription models. However, with increasing competition and overlapping services, it has become challenging to understand the key factors that influence consumer preferences and satisfaction. Many users now subscribe to multiple platforms, raising concerns about subscription fatigue, cost awareness, and perceived value. Additionally, the rise of freemium and premium models has further complicated consumer decision-making. This study seeks to examine the factors that drive platform choice, assess consumer awareness of subscription costs, analyze satisfaction levels, and explore perceptions toward different pricing models, in order to provide a comprehensive understanding of consumer behavior in the digital entertainment space.

OBJECTIVES

1. Examine the Factors Influencing Consumer Preferences for Digital Streaming Platforms
2. Explore Consumer Awareness of Multiple Subscription Costs and Overall Platform Usage.
3. Analyze the Satisfaction Levels of Consumers with Digital Entertainment Platforms
4. Investigate the Consumer Perception Toward Freemium and Premium Subscription Models.

RESEARCH METHODOLOGY

This study follows a **quantitative approach** using a **structured questionnaire** shared via **Google Forms**. It targeted a diverse group of respondents to gather data on **consumer preferences, satisfaction, subscription awareness**, and **views on freemium vs. premium models**.

Data was analyzed using **Percentage Analysis**, **Chi-Square Test** to find associations between variables like age and gender, and **ANOVA** to assess differences in satisfaction levels across user groups. This method provided clear insights into consumer behavior on digital streaming platforms.

ANALYSIS AND INTERPRETATION

Ob 1: Examine the Factors Influencing Consumer Preferences for Digital Streaming PlatformS.

WHICH DIGITAL STREAMING PLATFORMS DO YOU CURRENTLY USE

To understand consumer preferences in the digital entertainment space, respondents were asked about the types of streaming platforms they currently use. The options included video, music, gaming, podcasts/audiobooks, and news/magazine subscriptions. The responses provide insights into the most popular forms of digital content consumption among users.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Video streaming (e.g., Netflix, YouTube Premium, Amazon Prime Video)	91	69.5	69.5	69.5
	Music streaming (e.g., Spotify, Apple Music, YouTube Music)	16	12.2	12.2	81.7
	Gaming subscriptions (e.g., Xbox Game Pass, PlayStation Plus)	13	9.9	9.9	91.6
	Podcast/Audiobook platforms (e.g., Audible, Spotify Podcasts)	8	6.1	6.1	97.7
	News/Magazine subscriptions (e.g., The New York Times, Kindle Unlimited)	3	2.3	2.3	100.0
	Total	131	100.0	100.0	

INTERPRETATION

The data clearly indicates that **video streaming dominates user preferences**, reflecting a strong demand for visual content. Other platforms like music, gaming, and podcasts show lower usage, suggesting they cater to more **niche audiences**. The minimal use of news and magazine subscriptions highlights that **informational content is less prioritized** among current digital streaming users.

Which digital streaming platforms do you currently use? (Select all that apply)
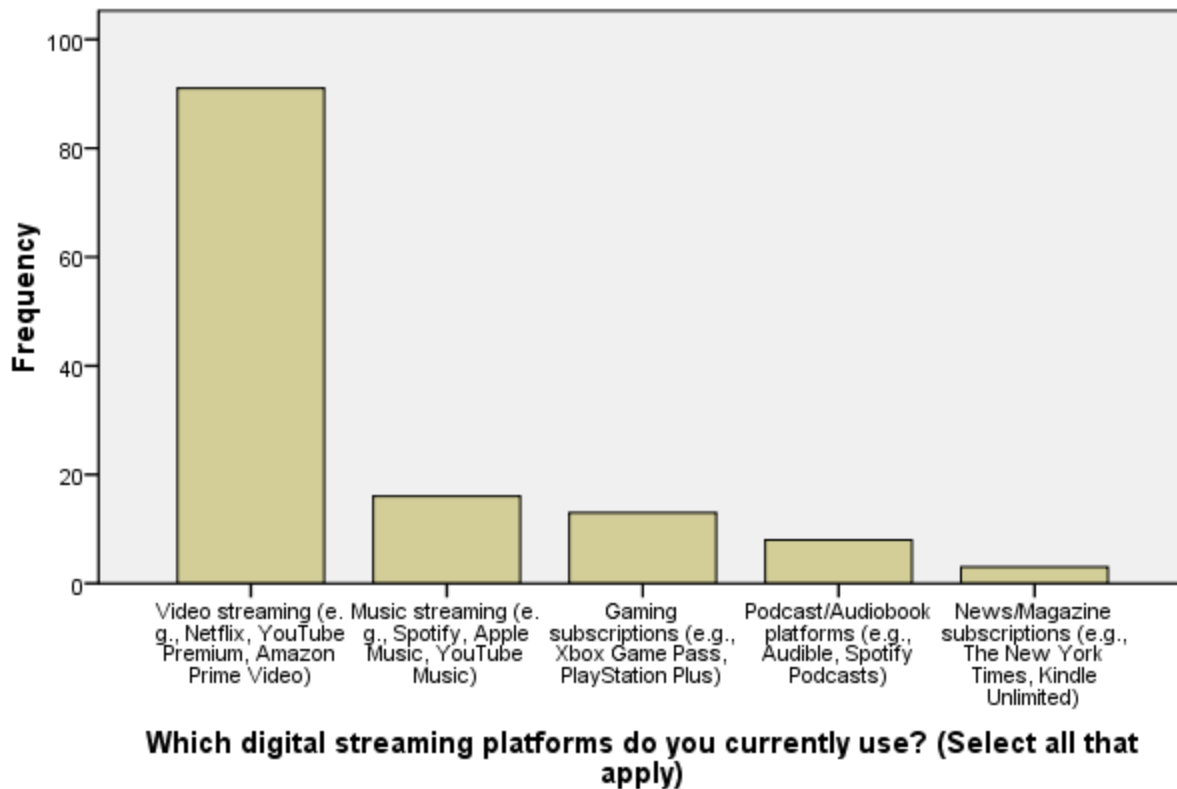
The majority of respondents (**69.5%**) use **video streaming platforms**, making it the most preferred category. **Music streaming** is used by **12.2%**, followed by **gaming subscriptions** at **9.9%**. **Podcasts and audiobooks** are accessed by **6.1%**, while **news and magazine subscriptions** are the least popular at **2.3%**. This indicates a strong consumer preference for **visual entertainment**, with other forms of digital content having comparatively lower engagement.

Ob 2:Explore Consumer Awareness Of Multiple Subscription Costs And Overall Platform Usage.

STREAMING PLATFORMS CURRENTLY SUBSCRIBERS

To assess consumer awareness of multiple subscription costs and overall platform usage, respondents were asked how many streaming platforms they are currently subscribed to. This data was analyzed in relation to their **family income levels** using **ANOVA and post hoc tests** to determine whether income influences the number of subscriptions a consumer holds.

Post Hoc Tests

(I) Family Income	(J) Family Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10000-20000	20001-30000	.06905	.22658	.990	-.5208	.6589
	30001-40000	-.43095	.22658	.232	-1.0208	.1589
	40001 and above	-.15646	.17537	.809	-.6130	.3001
20001-30000	10000-20000	-.06905	.22658	.990	-.6589	.5208
	30001-40000	-.50000	.26373	.235	-1.1866	.1866
	40001 and above	-.22551	.22130	.739	-.8016	.3506
30001-40000	10000-20000	.43095	.22658	.232	-.1589	1.0208
	20001-30000	.50000	.26373	.235	-.1866	1.1866
	40001 and above	.27449	.22130	.602	-.3016	.8506
40001 and above	10000-20000	.15646	.17537	.809	-.3001	.6130
	20001-30000	.22551	.22130	.739	-.3506	.8016
	30001-40000	-.27449	.22130	.602	-.8506	.3016

INTERPRETATION

Although there is a visible trend showing that individuals from **higher income groups tend to subscribe to more streaming platforms**, the differences are **not statistically significant**. This suggests that **family income does not strongly impact consumer behavior** when it comes to subscribing to multiple streaming services. Users across all income levels appear to have a **similar level of awareness and engagement**, highlighting the **broad accessibility and appeal** of digital streaming platforms.

Homogeneous Subsets

Family Income	N	Subset for alpha = 0.05 1
20001-30000	20	1.5500
10000-20000	42	1.6190
40001 and above	49	1.7755
30001-40000	20	2.0500
Sig.		.120

Means for groups in homogeneous subsets are displayed.

The analysis revealed that the **average number of streaming platform subscriptions** tends to increase with **family income**. Respondents from the **₹30,001–40,000 income group** had the **highest average subscriptions (2.05)**, while those in the **₹20,001–30,000 group** had the **lowest (1.55)**. However, the **post hoc test results showed no statistically significant differences** between income groups (**p > 0.05**), indicating that **income level does not have a strong influence** on the number of streaming services subscribed to.

Ob 3: Analyze The Satisfaction Levels of Consumers With Digital Entertainment Platforms
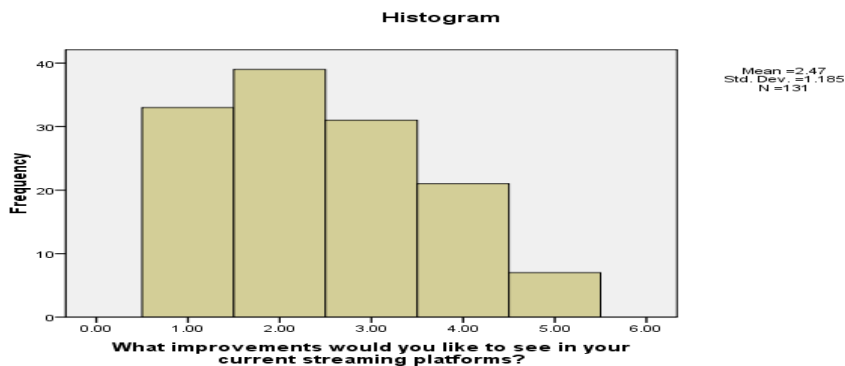
 IMPROVEMENTS IN CURRENT STREAMING PLATFORMS

To assess consumer satisfaction with digital streaming platforms, respondents were asked to share the **improvements they would like to see** in their current subscriptions. This helps identify specific areas where platforms may fall short and provides insight into **user expectations and priorities**.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better content recommendations	33	25.2	25.2	25.2
	Lower subscription prices	39	29.8	29.8	55.0
	More exclusive/original content	31	23.7	23.7	78.6
	Improved interface and usability	21	16.0	16.0	94.7
	Better customer support	7	5.3	5.3	100.0
	Total	131	100.0	100.0	

INTERPRETATION

The results indicate that **cost is a key concern** for users, with nearly **30%** wanting **lower subscription prices**. Additionally, a significant portion of respondents desire **better content recommendations** and **more exclusive or original content**, highlighting the importance of **personalization and unique offerings**. While fewer users emphasized interface improvements and customer support, these areas still contribute to overall satisfaction. This suggests that for streaming platforms to improve user experience, they should focus on **affordability and content quality** above all.

Histogram

Mean =2.47
Std. Dev. =1.185
N =131

What improvements would you like to see in your current streaming platforms?

Among the 131 respondents, the most requested improvement was **lower subscription prices** (29.8%), followed by **better content recommendations** (25.2%) and **more exclusive or original content** (23.7%). Additionally, **16%** of users wanted **improved interface and usability**, while a smaller group (**5.3%**) emphasized the need for **better customer support**. These responses highlight that **cost and content quality** are the top priorities for most users.

Ob4: INVESTIGATE THE CONSUMER PERCEPTION TOWARD FREEMIUM AND PREMIUM SUBSCRIPTION MODELS.

PREFERENCE OF A FREEMIUM (AD-SUPPORTED) OR PREMIUM (AD-FREE) SUBSCRIPTION MODEL

To evaluate consumer satisfaction with digital entertainment platforms, the study examined user preferences between **freemium (ad-supported)** and **premium (ad-free)** subscription models. The responses were analyzed in relation to **family income** to understand whether financial background influences subscription choices and overall satisfaction levels.

Count

		Family Income				
		10000-20000	20001-30000	30001-40000	40001 and above	Total
Do you prefer a freemium (ad-supported) or premium (ad-free) subscription model?	Freemium (ad-supported)	7	8	5	9	29
	Premium (ad-free)	19	8	8	13	48
	both	8	2	6	21	37
	No preference	8	2	1	6	17
Total		42	20	20	49	131

Among the 131 respondents, **48 preferred premium (ad-free) subscriptions**, making it the most popular choice. **29 respondents opted for freemium (ad-supported)** models, while **37 preferred both**, and **17 had no specific preference**. Across income groups, premium was most preferred, particularly by higher-income respondents. However, a significant number from the highest income group also indicated comfort using **both models**. The **Chi-Square test result (p = 0.070)** suggests that while there is a **visible**

trend, the association between **family income** and **subscription model preference** is **not statistically significant**.

Chi-quare TestsS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.848[a]	9	.070
Likelihood Ratio	16.042	9	.066
Linear-by-Linear Association	.468	1	.494
N of Valid Cases	131		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.60.

INTERPRETATION

The analysis shows that while **premium (ad-free) subscriptions are generally more preferred**, there is also a notable interest in **both freemium and premium models**, especially among higher-income groups. However, the **Chi-Square test result (p = 0.070)** indicates that there is **no statistically significant relationship** between **family income** and **subscription model preference**. This suggests that consumer satisfaction and subscription choices are influenced more by **personal preference and usage behavior** than by income level.

CONCLUSION

The study reveals that consumers are highly engaged with digital entertainment platforms, with **video streaming** being the most widely used. While **premium subscriptions** are generally preferred, many users also show flexibility between freemium and premium models. **Income levels** have minimal impact on platform usage and subscription choices, indicating that digital streaming is widely accessible. Key areas for improvement include **lower subscription costs**, **better content recommendations**, and **more exclusive content**, reflecting user demand for both **affordability and personalized experiences**. Overall, consumer satisfaction is shaped more by **content quality and value** than by demographic factors.

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