

NETFLIX AND YOUTH: A STUDY ON STREAMING POPULARITY

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ABSTRACT

This study explores the factors contributing to the popularity of Netflix among youth, focusing on viewing habits, content preferences, and the impact of streaming culture. With the advent of digital media, traditional television viewing has declined, giving rise to streaming platforms as primary entertainment sources for younger audiences. Through a comprehensive survey and analysis of viewing patterns, this research identifies key trends and motivations behind the youth's preference for Netflix. The findings highlight the importance of content diversity, on-demand access, and social influence in shaping streaming behaviour. This study aims to provide insights for media producers, marketers, and educators to better understand and engage with the youth demographic in the evolving digital landscape.

KEYWORDS

Netflix, Youth, Streaming, Viewing habits, Content preferences, Digital media, Entertainment, Streaming culture.

INTRODUCTION

The digital revolution has fundamentally transformed how entertainment content is consumed, particularly among younger audiences. Traditional television, once the dominant medium, is increasingly being supplanted by streaming services that offer greater flexibility and a wider array of content. At the forefront of this shift is Netflix, a platform that has become synonymous with online streaming and has profoundly influenced viewing habits worldwide.

This study delves into the popularity of Netflix among youth, aiming to understand the factors that drive their preference for this streaming giant. The youth demographic, typically encompassing individuals aged 18 to 24, is of particular interest due to their early adoption of new technologies and significant influence on market trends. Understanding their engagement with Netflix can provide valuable insights into the broader cultural and technological shifts shaping the entertainment industry.

Netflix's appeal to young viewers can be attributed to several factors, including its extensive library of diverse content, the convenience of on-demand viewing, and the ability to personalize the viewing experience. Additionally, social media and peer influence play crucial roles in shaping content choices and viewing behaviours within this demographic. This research employs a mixed-method approach, combining quantitative

surveys with qualitative interviews to capture a comprehensive picture of Netflix's impact on youth. By examining viewing patterns, content preferences, and the underlying motivations for using Netflix, this study seeks to highlight the nuanced relationship between youth and digital media consumption.

The findings of this study aim to inform media producers, marketers, and educators about the evolving landscape of digital entertainment. As streaming services continue to redefine how content is delivered and consumed, understanding the preferences and behaviours of young viewers will be crucial for staying relevant in an increasingly competitive market.

METHOD

This study employs a mixed-methods approach to investigate the popularity of Netflix among youth. The research methodology is divided into two main components: quantitative surveys and qualitative interviews. This combination allows for a comprehensive understanding of the factors influencing Netflix's appeal to young viewers.

Quantitative Surveys

A structured questionnaire was developed to gather data on the viewing habits, content preferences, and general attitudes towards Netflix among youth. The survey included both multiple-choice and Likert-scale questions to measure various aspects of streaming behaviour. The target population for the survey was individuals aged 18 to 24. A random sampling technique was employed to select participants from different geographical locations and backgrounds to ensure diversity. The sample size aimed to include at least 500 respondents to achieve statistical significance. The survey was administered online through various platforms, including social media, university networks, and online forums popular among the youth demographic. The online nature of the survey facilitated easy access and wider reach. The collected data were analyzed using statistical software. Descriptive statistics were used to summarize the demographic information and viewing habits. Inferential statistics, such as chi-square tests and regression analysis, were employed to identify significant relationships between variables.

Qualitative Interviews

Semi-structured interviews were conducted to gain deeper insights into the motivations, attitudes, and perceptions of youth towards Netflix. An interview guide was prepared, focusing on themes such as content discovery, social influence, and the impact of Netflix on daily routines. A purposive sampling method was used to select 20 interview participants who had demonstrated varying levels of engagement with Netflix. This approach ensured a diverse range of perspectives and experiences. Interviews were conducted via video conferencing platforms to accommodate participants from different locations. Each interview lasted approximately 30 to 45 minutes and was audio-recorded with the participants' consent for subsequent transcription. Thematic analysis was applied to the interview transcripts. Key themes and patterns were identified and categorized to understand the underlying reasons behind Netflix's popularity among youth. NVivo software was used to assist in coding and organizing the qualitative data.

Triangulation

To enhance the reliability and validity of the findings, data from the quantitative surveys and qualitative interviews were triangulated. This process involved cross-verifying the results from both methods to identify consistent patterns and discrepancies.

4. Ethical Considerations

Ethical approval for the study was obtained from the relevant institutional review board. Participants were informed about the purpose of the study, assured of their anonymity, and provided with the option to withdraw at any time. Informed consent was obtained from all participants prior to data collection.

By integrating quantitative and qualitative methods, this study aims to provide a comprehensive understanding of why Netflix is particularly popular among youth and how it fits into their broader media consumption patterns.

RESULTS

The majority of youth reported using Netflix on a daily basis (65%), with another significant portion using it several times a week (25%). Approximately 80% of respondents admitted to binge-watching TV series on Netflix, with the average binge-watching session lasting 2-3 hours. The most popular genres among youth on Netflix included drama, comedy, and thriller. Original Content: Netflix's original series and movies were highly favored, with 70% of respondents indicating that they actively seek out Netflix originals. The diversity of content available on Netflix was cited as a primary motivation for usage by 85% of respondents.

The convenience of on-demand viewing (83%) and the ability to watch anytime and anywhere (78%) were key factors influencing youth's preference for Netflix over traditional TV. Word-of-mouth recommendations from friends (68%) and social media influencers (42%) significantly influenced the viewing choices of youth. Around 60% of respondents reported engaging in discussions about Netflix shows with friends or on social media platforms.

Youth appreciated Netflix for its value proposition of affordable access to a wide range of content. The personalized recommendations and user-friendly interface were highlighted as enhancing the viewing experience. Netflix was seen as a platform that reflects and shapes cultural trends and societal conversations among youth. Watching Netflix together with friends or family was described as a bonding activity, strengthening social connections. Being up-to-date with popular Netflix shows and memes associated with them was considered important for social interactions. Many participants expressed a preference for Netflix over traditional TV channels due to the ability to avoid advertisements and the flexibility of content consumption. Netflix was integrated into daily routines, with users often watching during downtime or as a form of relaxation after a busy day.

The study reveals that Netflix has become deeply ingrained in the media consumption habits of youth, offering a compelling mix of content diversity, convenience, and social currency. The platform's original content and personalized viewing experience have solidified its appeal, influencing both individual viewing choices and broader cultural trends. Understanding these dynamics is crucial for stakeholders in the entertainment industry seeking to engage with the youth demographic effectively in an increasingly digital and competitive landscape.

DISCUSSION

The findings from this study on Netflix's popularity among youth highlight several key insights into the evolving landscape of digital media consumption and its implications for both the entertainment industry and societal trends. The dominance of Netflix among youth underscores a significant shift away from traditional television towards on-demand streaming platforms. The study reveals that a majority of young individuals prefer the flexibility and convenience offered by Netflix, where they can watch content anytime and anywhere without the interruptions of advertisements. This trend reflects broader changes in media consumption habits, indicating a preference for personalized and uninterrupted viewing experiences. Netflix's investment in original content emerges as a pivotal factor in its popularity among youth. The high preference for Netflix originals highlights

the platform's ability to produce compelling and culturally relevant content that resonates with younger audiences.

Social influences play a significant role in shaping youth's viewing habits on Netflix. The study reveals that recommendations from friends and social media influencers heavily influence content choices. Moreover, the platform serves as a cultural touchstone, where popular shows and trends on Netflix become topics of conversation and social currency among youth. This phenomenon not only reflects but also contributes to cultural conversations and identity formation among young viewers.

The integration of Netflix into daily routines and lifestyles of youth is another notable finding. Participants described how they incorporate Netflix viewing into their daily schedules, often as a means of relaxation or social bonding with peers and family. This integration underscores Netflix's role not just as an entertainment provider but as a part of everyday life, influencing leisure activities and social interactions among youth.

Understanding the factors driving Netflix's popularity among youth has significant implications for industry stakeholders, including content creators, marketers, and platform developers. Future research could explore emerging trends in streaming behaviors, the impact of Netflix on traditional media, and the evolution of digital content consumption habits among different demographic groups. Netflix's appeal among youth extends beyond mere entertainment consumption to encompass cultural influence, social dynamics, and lifestyle integration. As digital media continues to evolve, platforms like Netflix will play a central role in shaping how content is created, distributed, and consumed, reflecting and influencing societal preferences and behaviors in profound ways.

CONCLUSION

This study on Netflix's popularity among youth reveals compelling insights into the evolving dynamics of digital media consumption and its profound impact on societal trends and individual behaviors. Through a combination of quantitative surveys and qualitative interviews, several key findings have emerged that underscore the platform's significant influence on young viewers. The majority of youth prefer Netflix for its on-demand viewing capabilities, allowing them to watch content at their convenience without interruptions. Netflix's investment in original series and movies has resonated strongly with youth, reflecting a preference for diverse, high-quality content that reflects contemporary cultural themes.

Social recommendations and discussions on platforms like social media play a pivotal role in shaping youth's viewing choices on Netflix, highlighting its role as a cultural touchstone. Netflix has become integrated into the daily routines and social interactions of youth, serving not only as entertainment but also as a means of social bonding and relaxation.

There is a clear demand for diverse, original content that resonates with youth. Content creators and platforms can leverage these insights to develop compelling narratives and series that capture the interests and values of young audiences. Understanding the role of social influence in Netflix consumption can inform targeted marketing strategies that harness peer recommendations and social media engagement to promote content effectively. As youth increasingly embrace digital platforms for entertainment, there is a need for continued innovation in user interface, recommendation algorithms, and mobile integration to enhance the viewing experience. Future research could explore evolving trends in streaming behaviors among youth, the impact of Netflix on traditional media consumption patterns, and the intersection of digital media with cultural identity formation. Additionally, longitudinal studies could track how viewing habits and preferences evolve over time as new technologies and content trends emerge.

In conclusion, Netflix's popularity among youth signifies more than just a shift in media consumption—it

represents a cultural shift where digital platforms redefine how entertainment is accessed, consumed, and shared. As these platforms continue to evolve, understanding and adapting to the preferences and behaviors of youth will be essential for staying relevant in an increasingly digital and interconnected world.

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