

CUSTOMER SATISFACTION OF AMAZON PRIME

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ABSTRACT:

The massive surge in subscription rates of Over the top (OTT) platforms was a big windfall in the film business during the Covid 19 epidemic. Film theatres and filming have all been halted, prompting individuals to consider other ways to watch movies without going out. People began subscribing to the service and began viewing movies at home.

This investigation looks at Amazon Prime Video's current consumer happiness as well as the service's shortcomings. A quantitative survey of 206 subscribers to various sites is done, and the results are analyzed. The survey also sought to identify the issues that clients were having. The samples are chosen using a probability sampling approach, and they are chosen at random. The questionnaire is disseminated over the internet.

The results of this poll indicated that Amazon Prime Video is superior than competing OTT platforms. It also revealed that 56.8% of Amazon Prime subscribers still like watching movies. Amazon Prime Video quality is superior than competing OTTs, according to 51 subscribers. Keywords: Over-the-Top, Customer Satisfaction, Amazon Prime Video, Online Streaming.

INTRODUCTION:

Consumer satisfaction is being compelled to change because of innovative advancements in the broadcast communications foundation, expanded smart TV proprietorship, fair web costs, etc. The presentation of online video streaming applications like Netflix, Amazon Prime, and Hot Star, and so on has revolutionized the visual diversion media area. Chiefly millennial consumers are moving from customary streaming to OTT video streaming platforms. The report of information sciences division of Dentsu Aegis Network (DAN) India, 65% of like to utilize video content on an Online video streaming stage. Today individuals are watching numerous media diversion outlets simultaneously. In COVID 19 pandemic and lockdown the enormous financial plan makers and chiefs delivered films straightforwardly on OTT platforms like Amazon prime video. This project focused on the satisfaction of customers of Amazon prime video platform.

2. RESEARCH METHODOLOGY

Research Design - The research design used for the study is the descriptive research design.

Descriptive research describes the characteristics of a particular individual or a group. The study tried to explain and understand the customer satisfaction of Amazon Prime Video.

Sampling Design - The sampling design involves purposive sampling under Non-Probability Sampling Method since we have already decided the sample based on the understanding that every people selected for the survey purpose.

Sampling Size - The respondents are students, employee, self-employee and house maker, and a total of 206 Responses have been collected from the people of various occupations.

Data Collection - Data is collected through online mode using Google form where structured questionnaires are distributed among the people to various occupations. The research depends purely on primary data which are reliable and collected from authentic sources.

Measuring Instruments - Structured questionnaire was prepared based on the variables found in the literature review. The questionnaire comprised of 8 items with 5-point Likert Scale (where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree) that

indicates the person's degree of acceptance to the statement.

3.DATA ANALYSIS AND INTERPRETATION

THE STATISTICAL TOOLS USED FOR DATA ANALYSIS

The Data Analysis was done with the SPSS Software IBM Statistics version 27, The data was analyzed using Correlation, Regression, chi – square and other statistical tools in SPSS.

ANALYSIS AND INTERPRETATION

3.1.FREQUENCY

Statistics						
		Gender	Age	Marital Status	Occupation	Family Monthly Income
N	Valid	206	206	206	206	206
	Missing	0	0	0	0	0

TABLE 4.1.1

INTERPRETATION:

From the total 206 responses 59.2% are male and 40.8% are female.

3.2.FREQUENCY STATISTICS

3.2.1.GENDER

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	84	40.8	40.8	40.8
	Female	122	59.2	59.2	100.0
	Total	206	100.0	100.0	

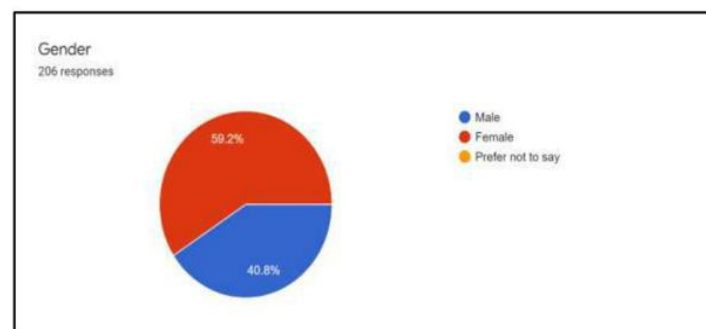


FIGURE 4.2.1

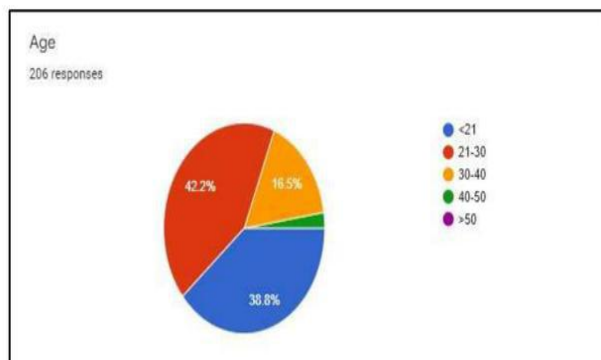
INTERPRETATION:

From the total 206 responses 59.2% are male and 40.8% are female.

3.2.2.AGE

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<21	80	38.8	38.8	38.8
	21-30	87	42.2	42.2	81.1
	30-40	34	16.5	16.5	97.6
	40-50	5	2.4	2.4	100.0
	Total	206	100.0	100.0	

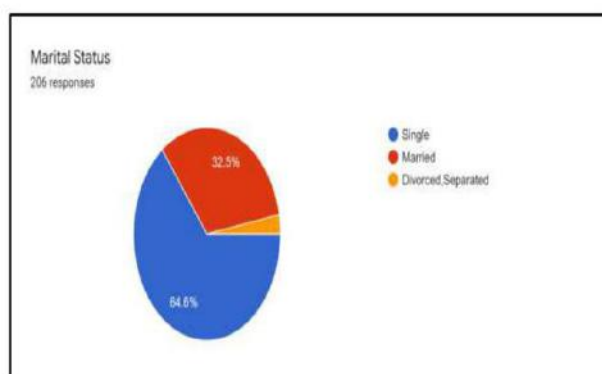
TABLE 3.2.2

**FIGURE 3.2.2****INTERPRETATION:**

From the total of 206 responses, 38.8% are below 21, 42.2% are between 21-30, 16.5% are 30-40, 2.4% are between 40 – 50 age group.

3.2.3.MARITAL STATUS**TABLE 3.2.3**

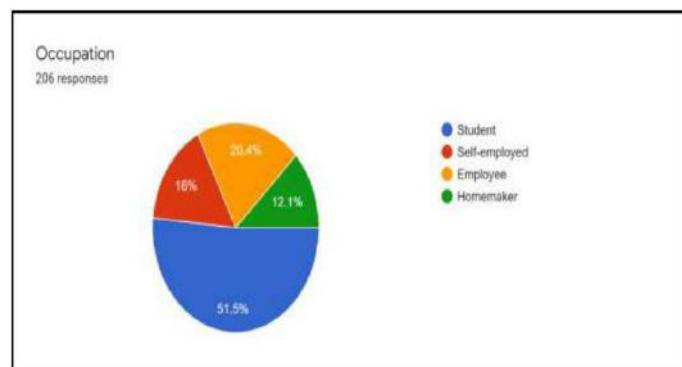
Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	133	64.6	64.6	64.6
	Married	67	32.5	32.5	97.1
	Divorced, Separated	6	2.9	2.9	100.0
	Total	206	100.0	100.0	

**FIGURE 3.2.3****INTERPRETATION:**

Among 206 responses 64.6% are single, 32.5% are married and 2.9% are divorced or separated.

3.2.4.OCCUPATION**TABLE 3.2.4**

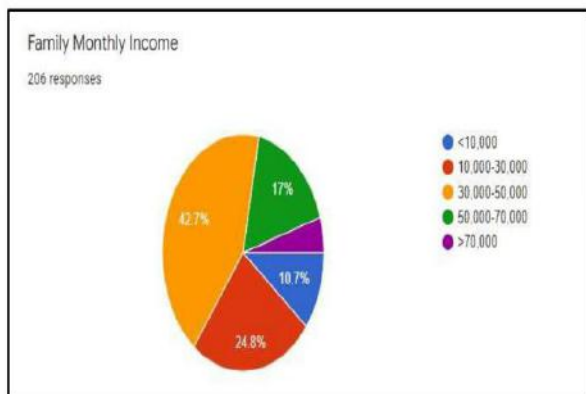
Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	106	51.5	51.5	51.5
	Selfemployed	33	16.0	16.0	67.5
	Employee	42	20.4	20.4	87.9
	Homemaker	25	12.1	12.1	100.0
	Total	206	100.0	100.0	

**FIGURE 3.2.4****INTERPRETATION:**

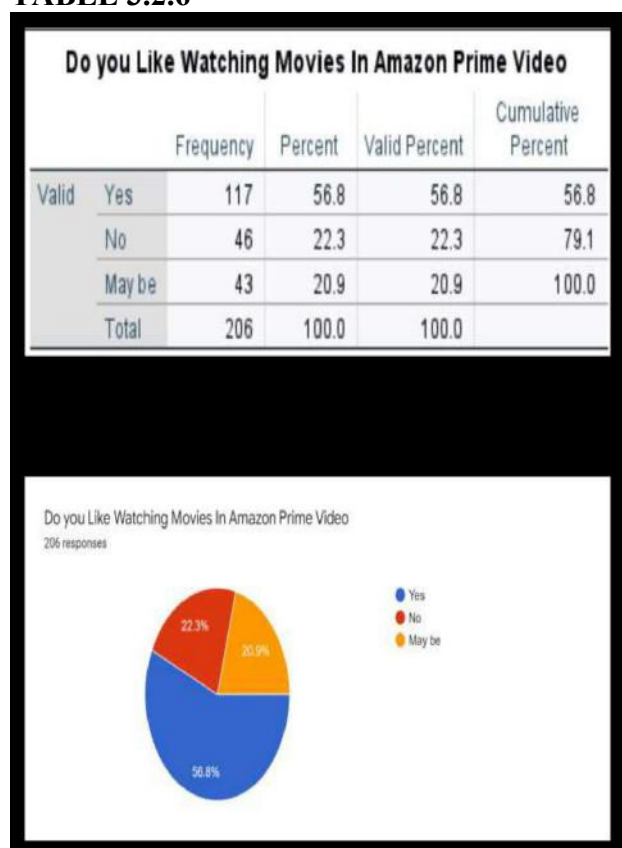
Among 206 responses 51.5% are students, 16% are Self-employed, 20.4% are Employee and 12.1% are Homemaker.

3.2.5.FAMILY MONTHLY INCOME**TABLE 3.2.5**

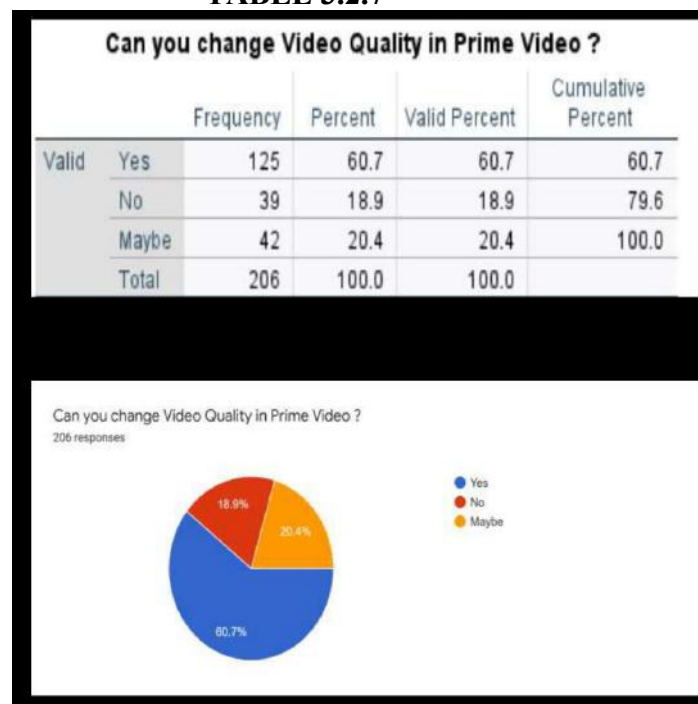
Family Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<10,000	22	10.7	10.7	10.7
	10,000-30,000	51	24.8	24.8	35.4
	30,000-50,000	88	42.7	42.7	78.2
	50,000-70,000	35	17.0	17.0	95.1
	>70,000	10	4.9	4.9	100.0
	Total	206	100.0	100.0	

**FIGURE 3.2.5****INTERPRETATION:**

Among 206 responses, 10.7% are below 10,000, 24.8% are between 10,000 – 30,000, 42.7% are between 30,000 – 50,000, 17% are between 50,000 – 70,000 and 4.9% are above 70.

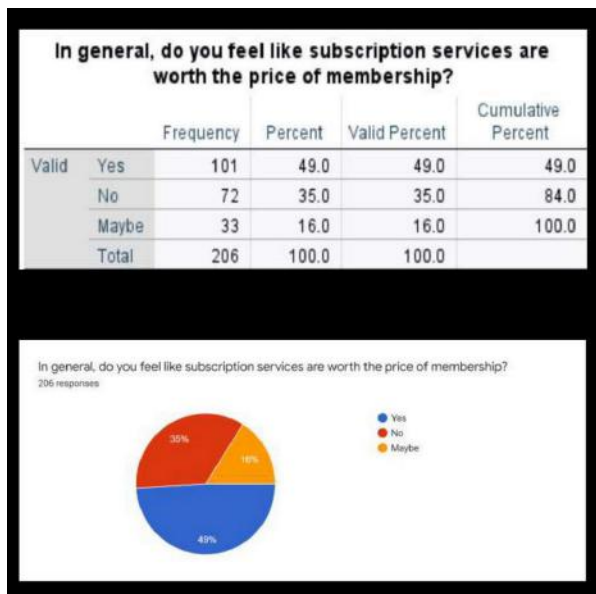
**3.2.6.DO YOU LIKE WATCHIN
MOVIES IN AMAZON PRIME VIDEO?**
TABLE 3.2.6
**FIGURE 3.2.6****INTERPRETATION:**

Among 206 responses 56.8% said Yes, 22.3% said No, 20.9% said may be.

**3.2.7.HOW MANY HOURS PER DAY DO
YOU SPEND ON AMAZON PRIME
VIDEO?**
TABLE 3.2.7**INTERPRETATION:**

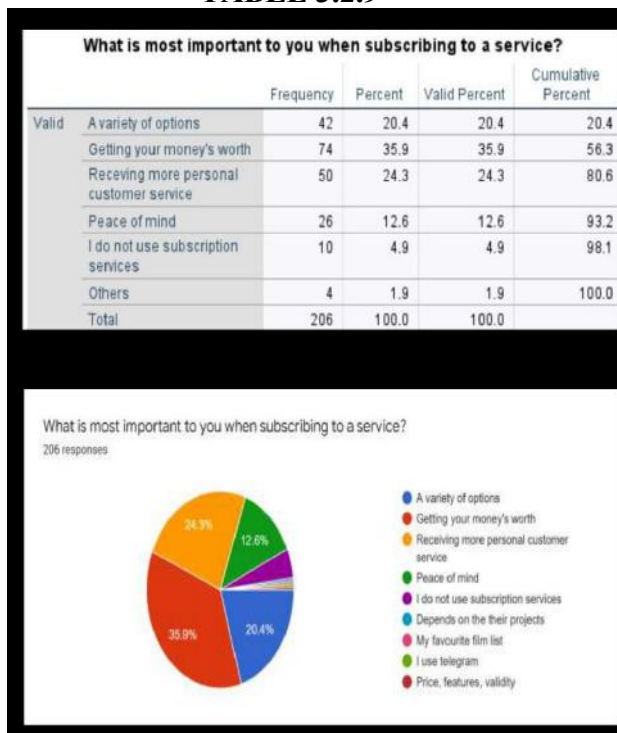
Among 206 responses, 36.9% are watching between 1-2 hours, 35% are watching between 2-3 hours, 18.4% are watching between 3-4 hours, 8.3% are watching between 4-5 hours and 1.5% are watching more than 5 hours.

**3.2.8.CAN YOU CHANGE VIDEO QUALITY
IN PRIME VIDEO?**
TABLE 3.2.8

**INTERPRETATION:**

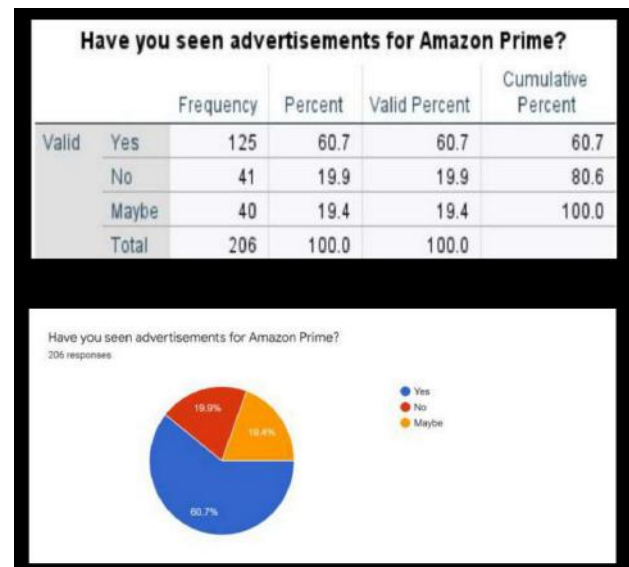
Among 206 responses, 60.7% said Yes, 18.9% said No and 20.4% said may be.

3.2.9. IN GENERAL, DO YOU FEEL LIKE SUBSCRIPTION SERVICES ARE WORTH THE PRICE OF MEMBERSHIP?

TABLE 3.2.9

INTERPRETATION: Among 206 responses, 49% said Yes, 35% said No and 16% said may be.

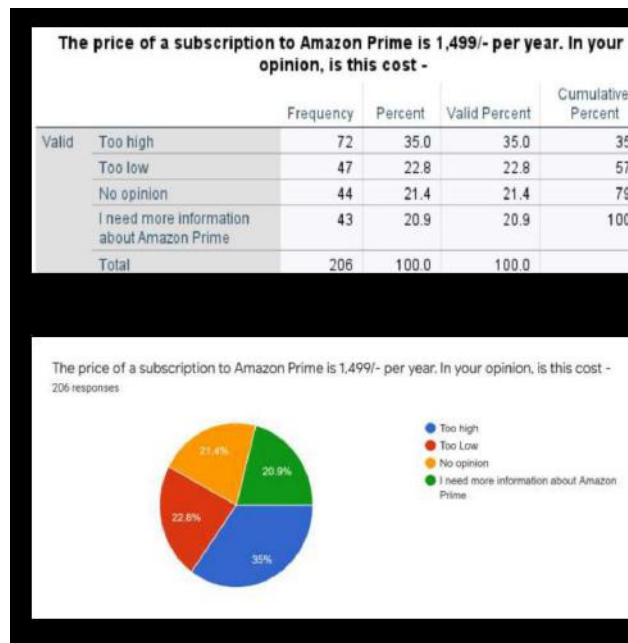
3.2.10. WHAT IS MOST IMPORTANT TO YOU WHEN SUBSCRIBING TO A SERVICE?

TABLE 3.2.10

INTERPRETATION: Among 206 responses, 20.4% said a variety of options, 35.9% said getting your money worth, 24.3% said receiving more personal customer service, 12.6% said peace of mind, 4.9% said I do not use subscription services and 1.9% said other options.

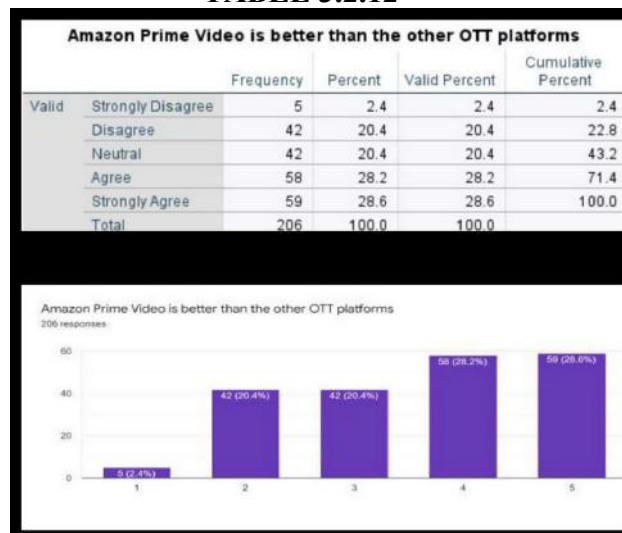
3.2.11. HAVE YOU SEEN ADVERTISEMENTS FOR AMAZON PRIME?

TABLE 3.2.11

**INTERPRETATION:**

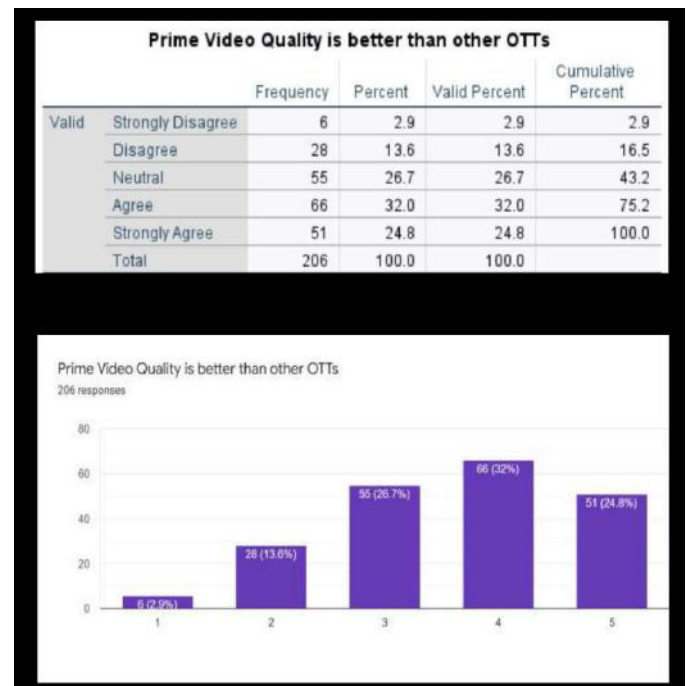
Among 206 responses, 60.7% said Yes, 19.9% said No and 19.4% said may be.

3.2.12.THE PRICE OF A SUBSCRIPTION TO AMAZON PRIME IS 1,499/- PER YEAR. IN YOUR OPINION, IS THIS COST –

TABLE 3.2.12

INTERPRETATION: Among 206 responses, 35% said it costs high, 22.8% said it costs low, 21.4% said no opinion, 20.9% said they need more information about Amazon Prime.

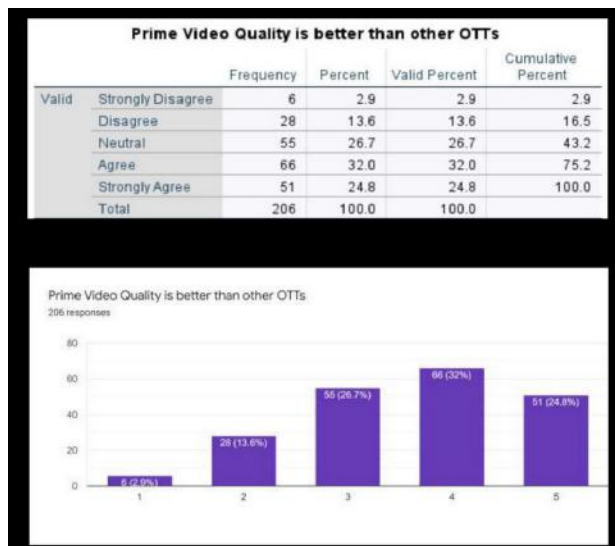
3.2.13.AMAZON PRIME VIDEO IS BETTER THAN THE OTHER OTT PLATFORMS

TABLE 3.2.13

INTERPRETATION: Among 206 responses, 59 (28.6%) are strongly agreed to above question, 58 (28.2%) are agreed to the question, 42 (20.4%) have responded neutral as they were not very sure about the question, 42 (20.4%) are disagreed to the question, 5 (2.4%) are strongly disagreed to the question.

3.2.14.PRIME VIDEO QUALITY IS BETTER THAN OTHER OTTS

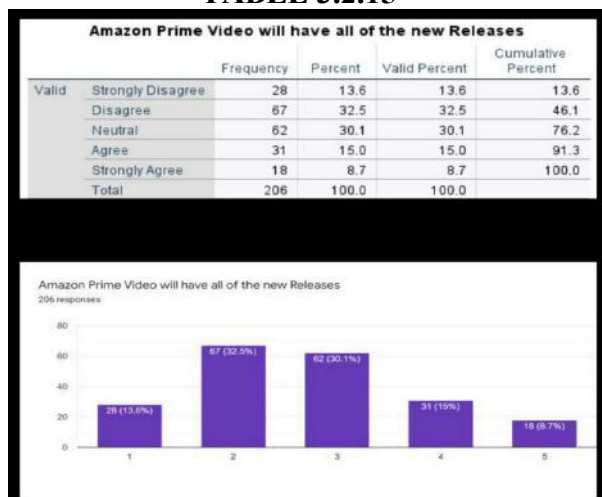
TABLE 3.2.14



INTERPRETATION: Among 206 responses, 5 (2.9%) are strongly disagreed to the question, 28 (13.6%) are disagreed to the question, 55 (26.7%) have responded neutral as they were not very sure about the question, 66 (32.0%) are agreed to the question, 51 (24.8%) are strongly agreed to the question.

3.2.15.PRIME VIDEO COST IS VERY REASONABLE

TABLE 3.2.15

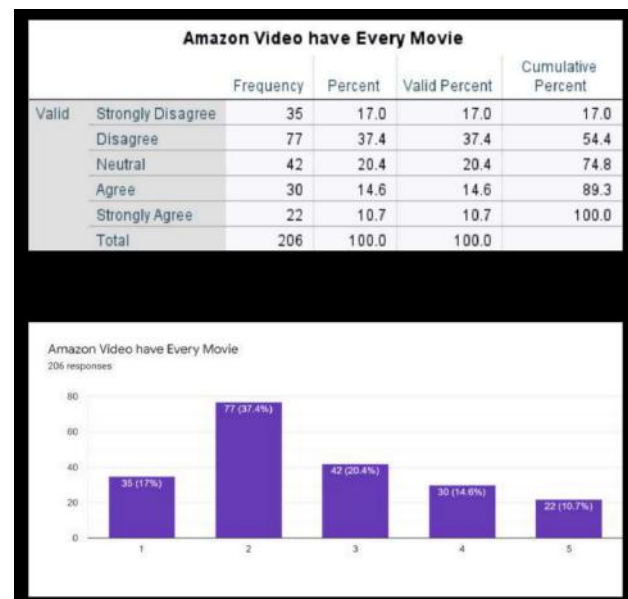


INTERPRETATION: Among 206 responses, 18 (8.7%) are strongly agreed to above question, 31 (15.0%) are agreed to the question, 62 (30.1%) have responded neutral as they were not very sure about the question, 67 (32.5%) are disagreed to the question, 28 (13.6%) are strongly disagreed to the question.

question, 51 (24.8%) are disagreed to the question, 10 (4.9%) are strongly disagreed to the question.

3.2.16.AMAZON PRIME VIDEO WILL HAVE ALL OF THE NEW RELEASES

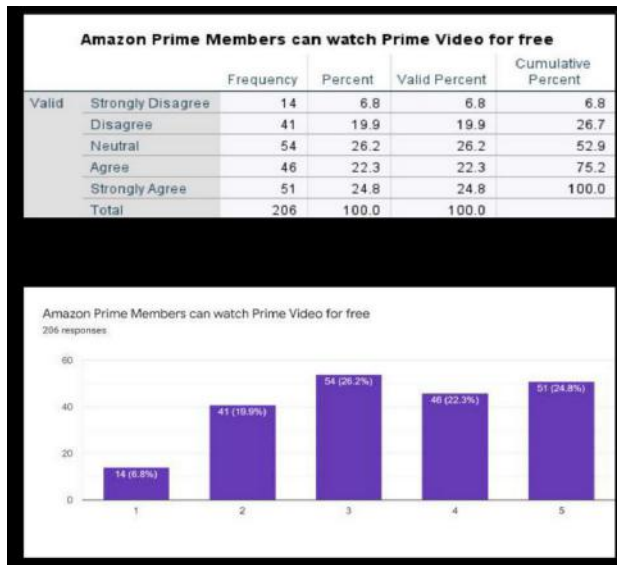
TABLE 3.2.16



INTERPRETATION: Among 206 responses, 18 (8.7%) are strongly agreed to above question, 31 (15.0%) are agreed to the question, 62 (30.1%) have responded neutral as they were not very sure about the question, 67 (32.5%) are disagreed to the question, 28 (13.6%) are strongly disagreed to the question.

3.2.17.AMAZON VIDEO HAVE EVERY MOVIE

TABLE 3.2.17

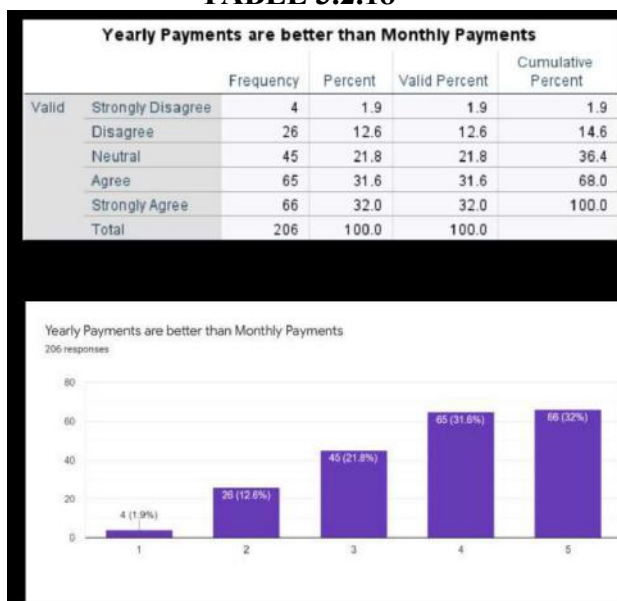


INTERPRETATION: Among 206 responses,22(10.7%) are strongly agreed to above question,30(14.6%) are agreed to the question,42(20.4%) have responded neutral as they were not very sure about the

question,77(37.4%) are disagreed to the question,35(1%) are strongly disagreed to the question.

3.2.18.AMAZON PRIME MEMBERS CAN WATCH PRIME VIDEO FOR FREE

TABLE 3.2.18

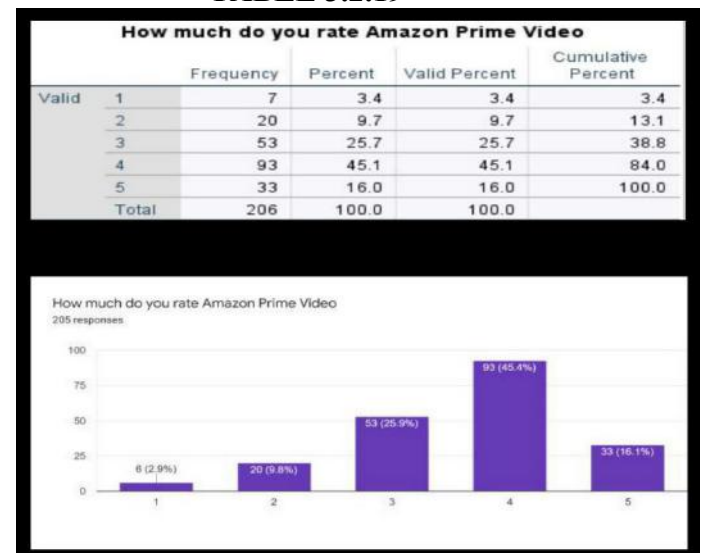


INTERPRETATION: Among 206 responses,521(24.8%) are strongly agreed to above question,46(22.3%) are agreed to the question,54(26.2%) have responded neutral as they were not very sure about the

question,41(19.9%) are disagreed to the question,14(6.8%) are strongly disagreed to the question.

3.2.19.YEARLY PAYMENTS ARE BETTER THAN MONTHLY PAYMENTS

TABLE 3.2.19



INTERPRETATION: Among 206 responses,33(16.1%) rated to above question,93 (45.4%) rated to above question ,53(25.9%) have responded neutral as they were not very sure about the question,20(9.8%) are disagreed to the question,6(2.9%) are strongly disagreed to the question.

3.3. DESCRIPTIVE STATISTICS

TABLE 3.3.1

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	206	1	2	1.59	.493
Age	206	1	4	1.83	.789
Marital Status	206	1	3	1.38	.544
Occupation	206	1	4	1.93	1.098
Family Monthly Income	206	1	5	2.81	1.003
Valid N (listwise)	206				

Correlations					
		customersatisfaction	interrogativeconstruction	likertscale	opinionbasedquestions
customersatisfaction	Pearson Correlation	1	-.431**	.640**	-.185**
	Sig. (2-tailed)		<.001	<.001	.008
	N	206	206	206	206
interrogativeconstruction	Pearson Correlation	-.431**	1	-.507**	.398**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	206	206	206	206
likertscale	Pearson Correlation	.640**	-.507**	1	-.313**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	206	206	206	206
opinionbasedquestions	Pearson Correlation	-.185**	.398**	-.313**	1
	Sig. (2-tailed)	.008	<.001	<.001	
	N	206	206	206	206

** Correlation is significant at the 0.01 level (2-tailed).

Table 3.4.1

Table 3.3.1 shows that the mean and SD of Gender, Age, Marital Status, Occupation and Family Income to recommend were (1.59,0.493), (1.83,0.789), (1.38,0.544), (1.93,1.098), (2.81,1.003).

3.4.CORRELATION

Table 3.4.1 shows that there is a negative relationship between Customer satisfaction and other 3 Variables i.e., Interrogative construction, Likert scale and opinion-based questions is < 0.01 .

3.5 REGRESSION

TABLE 3.5.1

TABLE 6.6.1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	opinionbasedquestions, likertscale, interrogativeconstruction ^b		Enter

a. Dependent Variable: customersatisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.420	.74712

a. Predictors: (Constant), opinionbasedquestions, likertscale, interrogativeconstruction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.396	3	28.132	50.399	<.001 ^b
	Residual	112.754	202	.558		
	Total	197.150	205			

a. Dependent Variable: customersatisfaction

b. Predictors: (Constant), opinionbasedquestions, likertscale, interrogativeconstruction

TABLE 3.5.2

TABLE 3.5.3

TABLE 3.5.4

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients		Sig.
	B	Std. Error		Beta	t	
1	(Constant)	1.200	.462		2.665	.009
	interrogativeconstruction	-.300	.119	-.163	-2.525	.012
	likertscale	.814	.086	.576	9.240	<.001
	opinionbasedquestions	.090	.087	.060	1.027	.306
a. Dependent Variable: customersatisfaction						

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * The price of a subscription to Amazon Prime is 1,499/- per year. In your opinion, is this cost-	206	100.0%	0	0.0%	206	100.0%

TABLE 3.6.1

3.6.CHI SQUARE

Table 4.5.4 shows that the significant value of regression said to be less than 0.01. From the table we can understand that interrogative construction, Likert scale, opinion-based questions have not influence on customer satisfaction since their significant value is less than 0.01.

TABLE 3.6.2

Gender * The price of a subscription to Amazon Prime is 1,499/- per year. In your opinion, is this cost - Crosstabulation						
The price of a subscription to Amazon Prime is 1,499/- per year. In your opinion, is this cost -						
			Too high	Too low	No opinion	I need more information about Amazon Prime
Gender	Male	Count	34	22	18	10
		Expected Count	29.4	19.2	17.9	17.5
Female	Count	38	25	26	33	122
		Expected Count	42.6	27.8	26.1	25.5
Total	Count	72	47	44	43	206
		Expected Count	72.0	47.0	44.0	43.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.413 ^a	3	.060
Likelihood Ratio	7.795	3	.050
Linear-by-Linear Association	5.857	1	.016
N of Valid Cases	206		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.53.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.190	.060
	Cramer's V	.190	.060
N of Valid Cases		206	

Table 3.6.2. shows that there is no association between male and female.

TABLE 3.6.3**TABLE 3.6.4****5. FINDINGS**

The survey conducted on the Customer Satisfaction of Amazon Prime Video was filled out by 206 members. Of the 206 members here, 40.8% are men and 59.2% are female. The age limit between <21 to >50, and the highest percentage filled here are members of the 21-30 years old age group. Here in this 64.6% of the singles who filled the form, 32.5% are married and Divorced and Separated are 2.9%. Most of the surveys are filled out by students in the industry, while some are self-employed,

Employee and Homemaker. The monthly income of survey members is highest between 30,000 -50,000, and some are between 10,000 – 30,000, some have below

10,000 and some have above 50,000. 56.8% like to watch movies in Amazon Prime Video and 22.3% don't like to watch in Prime Video, 20.9% of the people answered may be. Among 206 responses people use Prime video for 1-2 hours, some are 2-3 hours, 3-4 hours will watch by 18.4%, 4-5 will watch by 8.3%, above 5 hours watched by 1.5%. Among 206 respondents' maximum people of 57.8% said that prime video can connect to TV, 23.8% said no and 18.4% don't know whether it will connect to tv or not. Of the 206 respondents 60.7% said that video quality will change, 18.9% said no, 20.4% don't know whether it will change or not.

Of the 206 respondents 49% said yes for subscription service are worth, some said no and some said it might be. Among 206 respondents 60.7% watched advertisements of Prime video 19.9% didn't watched some people said it might be. Of the 206 respondents 35% of the respondents said amazon prime video cost is high, some said 22.8% are said its low, some said no opinion (21.4%). 20.9% said they need more information about Amazon Prime.

➤Amazon Prime Video is rated higher than other Ott platforms by 59 members with a rating of 5, 58 members with a rating of 4, 42 members with a rating of 3, 42 members with a rating of 2, and 5 users with a rating of 1.

➤For this question, Prime video quality is superior than another Ott's. 51 members was awarded 5, 66 members was rated 4, 55 members was rated 3, 28 members was rated 2, and 6 members was given 1.

➤The cost of Prime video is very reasonable for these 52 members rated 5, 63 members rated 4, 30 members rated 3, 51 members rated 2, 10 members rated 1.

➤Amazon Prime video have all the new releases for this question 18 members rated 5, 31 rated 4, 62 members rated 3, 67 rated 2 and 28 members rated 1.

➤Amazon Video have every movie for this question 22 members rated 5, 30 members rated 4, 42 embers rated 3, 77 members rated 2 and 35 members rated 1.

➤Amazon Prime Members can watch Prime Video for free for these 51 members rated 5, 46 members rated 4, 54 members rated 3, 41 members rated 2 and 14 members rated 1.

➤Yearly payments are better than monthly payments for these 66 members rated 5,65

members rated 4,45 members rated 3,26 members rated 2,4 members rated 1.

➤93 members of them rated 4 for Amazon prime video,33 members rated 5, 53 members rated 3,20 members rated 2 and 6 members rated 1.

5.2 SUGGESTIONS

➤Amazon Prime Video should put a greater emphasis on consumer satisfaction.

➤The majority of respondents claimed that Amazon Prime Video cannot modify video quality, thus it should be brief.

➤To attract more consumers, Amazon Prime could introduce certain offers.

➤It needs to promote itself more.

➤According to poll respondents, it costs a lot of money because it doesn't include every movie.

➤To maintain their brand image, new films must be released.

➤While Amazon Video has a lot of great original material, it often falls short in terms of quantity and quality of content.

Several adjustments may be made to improve the user experience and address the issues described above, including:

➤**Introducing a user rating system**, which would aid in the improvement of recommended material based on user evaluations and ratings (collected at the conclusion of each movie/TV series). Because IMDb is an Amazon product, the team may utilise these ratings to update them on IMDb using universal login.

➤**Developing a specialized search filter** that allows users to do more than just distinguish between movies and television shows. Filtering content by IMDb rating, year of release, language, genre, or Amazon Maturity Rating, for example, would be a wonderful feature.

➤**Adding a sorting function** that allows users to arrange material by IMDb ratings, year of release, and other factors. ➤**Profile Feature**

and Platform User Experience, Customers believe that profile choices are a key feature that Amazon Prime Video's platform lacks, especially

when competitors such as Netflix and Hulu provide profile options and even a kid profile option.

Personalization, such as profiles, is a key component of a good user experience. Adding a profile feature and improving the platform with video previews and additional content recommendations will boost Prime Video's appeal and help it compete with similar services.

CONCLUSION

The research focused on the characteristics of Amazon customer happiness as well as site consumer satisfaction. Overall, the majority of participants in this survey paper gave Amazon Prime video a five-star rating, indicating that it is well-known in the internet streaming video sector based on the number of members. They expanded their network as much as possible in order to reach as many clients as feasible with advertisements. According to the findings recommendations are given.

Despite being well-positioned among similar services, prime video is susceptible due to flaws. Platform and application systems need to be improved to improve user experience and ease. According to the conclusions of the study paper, Prime Video required to focus on customer happiness and brand image.

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➤ https://www.researchgate.net/publication/358639017_MILLENNIAL_SATISFACTION_ON_AMAZON_PRIME_VIDEO_PLATFORM_WITH_SPECIAL_REFERENCE_TO_THRISSUR_DISTRICT

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➤ <https://www.ijrte.org/wp-content/uploads/papers/v9i1/A1911059120.pdf>

ANNEXURE

SURVEY QUESTIONS Guideline: This survey is for academic purposes, and all replies will be kept anonymous and used solely for the purposes of the study, so please answer all questions honestly and to the best of your knowledge.

PART I

PERSONAL PROFILE Dear Participant The following questions will give you an opportunity to tell us more about Amazon Prime. Please answer openly and truthfully.

Instruction: Please answer each question by checking each question based on your personal profile. After you complete this page, please move to "Go to Part II"

Gender:

Male Female Prefer not to say

Age:

<21 21-30 30-40 40-50 >50

Marital Status:

Single Married Divorced, Separated

Occupation:

Student Self-employed Employee Homemaker

Family Monthly Income:

<10,000 10,000-30,000 30,000-50,000 50,000-70,000 >70,000

Do you Like Watching Movies in Amazon Prime Video:

Yes No May be

How many hours per day do you spend on Amazon Prime Video?

1-2 2-3 3-4 4-5 >5

Can Amazon Prime Video connect to TV?

YesNoMaybe

5 Amazon Video have Every Movie

Can you change Video Quality in Prime Video?

Yes No Maybe

In general, do you feel like subscription services are worth the price of membership?

Yes No Maybe

What is most important to you when subscribing to a service?

A variety of options Getting your money's worth

Receiving more personal customer service
Peace of mind

I do not use subscription services Other:

Have you seen advertisements for Amazon Prime?

Yes No Maybe

The price of a subscription to Amazon Prime is 1,499/- per year. In your opinion, is this cost –

Too highToo LowNo opinionI need more information about Amazon Prime

PART II

Strongly Disagree Disagree Neutral Agree

1 2 3

Strongly Agree

4 5

Statement SD D N A SA

1 Amazon Prime Video is better than the other OTT Platforms

2 Prime Video Quality is better than other OTTs

3 Prime Video cost is very reasonable

4 Amazon Prime Video will have all of the new Releases