

13. Netflix - The Disruptive Innovator

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Introduction

Netflix the streaming giant which was launched in India in 2016 has been growing by leaps and bounds. It has managed to get the youth of the country completely mesmerized by its spell. This service provider has become increasingly popular in India and it is working very hard to develop content that appeals to the Indian market.

The company was founded by Reed Hastings and Marc Randolph. It started as an online DVD rental company in 1998 and started streaming content in 2007. There has been no looking back for Netflix after it started streaming content. The users can view the content on various devices such as television, computers and even on mobiles. Netflix became very popular with Indian viewers with the television series 'Sacred Games.' It got a lot of laurels from the Indian audience and became an instant hit with the youth.

Objectives

1. To understand the disruptive innovation and its pros and cons.
2. To apprehend the customer satisfaction with Netflix on the basis of content, service and its place in the market with respect to its competitor.
3. To describe the strategies followed by Netflix

Methodology

The researcher has used both primary and secondary data for the search. The researcher collected primary data through questionnaire and focus group discussion. A sample size of forty youth in the age group of 21 to 25 was given the questionnaire.

Literature Review

A disruptive innovation is an innovation that creates a new market and value for the customer and ultimately displaces the existing market leaders, companies, products and alliance. The term was defined and first analyzed by the American scholar Clayton M. Christensen and his collaborators beginning in 1995.