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Assessment Of Film Preferences on Netflix Online Streaming Platform Among Undergraduates of Imo State University

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Abstract

The study was centered on assessing film preferences on Netflix online streaming platform among undergraduate students of Imo State University. The theory of reasoned action forms the theoretical underpinning for the study. The survey approach was used to accomplish the study's goals since it was suitable for a study of this kind that aimed to gather opinions from 26,000 Imo State University undergraduate students. Utilising the Wimmer and Dominick online sample size calculator, the study's manageable sample size of 379 was established. The multi-stage sampling method was used in the investigation. Communication expert face-validated the questionnaire which was used as the data collection tool. The results of this investigation showed that a lot of Imo State University undergraduate students are aware of the Netflix streaming service. Further findings revealed that undergraduate students of Imo State University prefer Netflix online streaming platform to other available platforms. This study concludes that the film preference on Netflix online streaming platform by Imo State University undergraduates is dependent on their level of exposure to the platform. Therefore, this study suggests that online streaming platforms be designed to accommodate user preferences because users value platforms that are aware of their preferences and offer content recommendations that are specific to them, making streaming more pleasurable and engaging.

Keywords: Film Preferences, University Undergraduates, Netflix Online, Streaming Platform,



Introduction

An online streaming platform, sometimes referred to as a streaming service, is a company that offers entertainment content, including movies, TV shows, and music, to users' devices via the Internet so they can watch or listen to it right away without having to download anything. Through online or offline media players, this service enables users to continually access multimedia content (Evens et al, 2023).

Initially, the only way to consume multimedia content (audio or video) was through stationary platforms like radios, televisions, and other gadgets. With the emergence of online streaming platforms known as Over-The-Top (OTT) services, such as Netflix, Amazon Prime, and Disney+, among others, the quick advancement of technology has completely changed how people watch these days. At the core of the shifts in video consumption habits are these platforms, which provide hundreds of thousands of hours of material. The global OTT market size was estimated at \$121.61 billion in 2019 and is expected to grow at a compound annual growth rate of 29.4% from 2020 to 2027, demonstrating the substantial economic impact of OTT services (Friederichet al 2024).

The fact that Netflix is still a leading over-the-top (OTT) provider and that its content is regularly updated and popular may open up new avenues for regional filmmakers to submit their work for Netflix streaming. However, they may be impacted by the calibre of the films that are screened on these channels. Research in the sector highlights the fact that viewing habits and styles are evolving. Instead of using traditional televisions to watch films or television shows, people are now using laptops and smartphones. Additionally, people spend a few days binge-watching a series' seasons. In this situation, some shows are being filmed on large budgets, with few episodes and later releases of new seasons. These methods also demonstrate how good the series is (Ormanli, 2019).

Online streaming has altered the way that people in Nigeria watch movies by giving them an alternative to going to the movies theatre. Nigerians have adopted a new method of media consumption as a result of the expansion of streaming services and the general accessibility of high-speed Internet. With the emergence of on-demand streaming services and changes to traditional watching habits, technological improvements have changed how viewers consume material (Peng, 2022). It is crucial to take into account the regulatory framework that oversees the Nigerian film industry's operations as it navigates this possible technological transition. Any business's trajectory is greatly influenced by rules and regulations, and the film industry is no exception (Heydenrych& Luiz, 2018).

The Nigerian film industry and its content are governed and controlled by a number of acts. These laws include the Nigeria Film Corporation Act of 2004, which governs film content to make sure it complies with cultural sensitivities and societal values, and the Film and Cyber Acts, which control the Internet and information and communication technology (ICT).

Examining the cultural viewpoint of cinema viewing in Nigerian society, particularly among undergraduates, requires an understanding of the provisions of these legislation. Watching films online or through streaming services, which are not subject to regulations, differs significantly from watching films on TV screens and in theatres, which are governed and filtered by the Nigerian Film Corporation (NFC), National Film and Video Censor Board (NFVCB), Association of Movie Producers (AMP), Directors Guild of Nigeria (DGN), and others. Important concerns regarding the cultural effects of online streaming in Nigeria are brought up by this regulatory discrepancy. Based on this assumption, the researchers sought to examine the movie choices of Imo State University undergraduates on the Netflix online streaming service.

The main objective of this study is to assess the film preferences on Netflix online streaming platform among undergraduates of Imo State University. Thus, the objectives of this study will be to;



1. Evaluate the level of awareness of Imo State University undergraduates of the Netflix online streaming platform.
2. Ascertain the level of exposure to the Netflix online streaming platform by Imo State University undergraduates.
3. Investigate the perception of Imo State University undergraduates on the Netflix online streaming platform.
4. Assess the film preferences on the Netflix online streaming platform among undergraduates of Imo State University.

Theoretical Framework

This study was anchored on the Theory of Reasoned Action. The theory was propounded by Fishbein and Ajzen in the year 1975. According to the theory, the majority of socially significant behaviours are controlled by volition, and the intention of an individual to engage in a behaviour is the primary predictor of that behaviour as well as its direct determinant (Asemah & Joda, 2021). Subjective norm (the perceived expectations of significant others for the individual performing the behaviour in issue) and attitude towards the behaviour (the person's overall appraisal of executing the behaviour) are considered to be the two fundamental drivers of intention. In general, people will be highly motivated to carry out a certain action if they think it is a good idea and if they think that significant others agree with them (Umoro & Asemah, 2022). Depending on the behaviour and population, the two aspects' relative importance may change. For instance, a person will have a positive attitude towards a behaviour if they think that engaging in it would result in primarily positive personal effects.

The relevance of this theory to the study is that undergraduate students will continuously engage Netflix online streaming platform to view their choice of movies as long as they perceive it to be more suitable for them especially in the absence of television set.

Method

The survey research design was chosen for this investigation. This is due to the fact that this approach enables the measurement of respondents' opinions regarding a subject (Creswell, 2018). Imo State University undergraduate students made up the study's population; according to the admission unit the population of undergraduate students of the institution is estimated to be 25,000 in 2024. The Wimmer and Dominick online sample size calculator was utilised to determine the study's sample size, which came out to be 379 with a 95% confidence level and a 5% margin of error. To reach every element in the sample, the researchers used a multi-stage sampling technique. The multi-stage process involves classifying the sample into phases, such as: Stage 1: The researcher listed the entire faculty situated at Imo State University: agriculture and veterinary medicine, business administration, education, engineering, environmental sciences, humanities, law, biological sciences, physical sciences, social sciences, basic medical sciences, basic clinical sciences, clinical medicine and communication and media studies. Stage 2: In this stage, the researchers divided the sample of 379 among the 15 faculties in the university to give 25 respondents in each faculty. This was done for the purpose of equal representation among the faculties where the study was carried out. Stage 3: At this stage, 25 students were purposefully selected to answer the questions on the instrument. The criterion for selection was that you must be from the faculty where the instrument is being distributed. Also, the respondents consent was sought before they were asked to fill out the questionnaire. They were assured of keeping their identities hidden. An specialist in the mass communication department at Imo State University in Owerri face-validated the questionnaire used to gather the data. Likert scales using the following scales were used to build the questionnaire's items: strongly disagree (1), disagree (2), agree (3), and strongly agree (4). For appropriate guidance, every item



was organised in accordance with the research purpose. Two weeks was allotted for administering the instrument in person. Descriptive analysis was employed to examine the data obtained from the field.

Findings

In the course of this study, 379 copies of the questionnaires were distributed to the respondents and 374 were retrieved back while 5 copies were not returned. The return rate stood (98%).

Research Question One: What is the level of awareness of Imo State university undergraduates of Netflix online streaming platform?

Table One: Respondents response to their level of awareness of Netflix online streaming platform.

Option	Frequency	Percentage%
Very high	67	18
High	300	80
Moderate	7	2
Low	0	0
Total	374	100

Source: field survey (2025).

The analysis of data reveals that 80% of Imo state university undergraduate students are highly aware of Netflix streaming platforms.

Research Question 2: What is the level of exposure to Netflix online streaming platform by Imo State university undergraduates?

Table Two: Respondents response to their level of exposure to Netflix online streaming platform

Option	Frequency	Percentage%
Very high	17	5
High	283	75
Moderate	53	14
Low	21	6
Total	374	100

Source: field survey (2025).

Analysis of the table above revealed that there is a high level of exposure of Imo state university undergraduate towards Netflix online streaming platform on an average of 75%.



Research Question Three: What is the perception of Imo State University undergraduates on Netflix online streaming platform?

N=374

Table Three: Respondents response to their perception of Netflix online streaming platform

Options	SA	A	D	SD	Mean	Remark
Netflix online streaming platform helps to entertain and aid relaxation after long lecture hours	187	93	51	43	3.1	Accepted
I utilize Netflix online streaming platform because it makes it easy to access any movie of my choice.	109	215	37	13	3.1	Accepted
Netflix online streaming platform gives room for family bond when connected to a smart tv.	208	93	73	0	3.5	Accepted
Grand mean					3.2	

Source: Field Survey, (2025)

Variables: SA= Strongly Agree 3.3-4.0, A= Agree 2.5-3.2, D =Disagree 1.8-2.4, SD= Strongly Disagree 1-1.7.

Decision Rule: the mean value for decision is 2.5. Therefore if the calculated mean is between 1-2.4 the researcher will reject the item posed but if the calculated mean is between 2.5-4.0 the researcher will accept the item.

Data of the analyzed table above reveals that at a grand mean of 3.2, undergraduate students of Imo state university perceive Netflix online streaming platform as a very engaging channel for entertainment and relaxation. This implies that respondents will continue to utilize this platform as long as it gives them the desired satisfaction.

Research Question 4: What is the film preference on Netflix online streaming platform among undergraduates of Imo State University?N=374



Table Four: Respondents response to their film preference on Netflix online streaming platform.

Options	SA	A	D	SD	Mean	Remark
I always prefer going for classic movies on Netflix online streaming platform.	193	96	53	32	3.7	Accepted
My mostly prefer watching action and adventure movies on Netflix online streaming platform.	207	119	29	19	3.2	Accepted
Horror movies on Netflix online streaming platform has always been my favorite.	79	103	117	75	2.4	Rejected
Grand mean						3.1

Source: Field Survey (2025)

Data of the analyzed table above reveals that a grand mean of 3.1, undergraduate students of Imo State University prefersNetflix online streaming platform to other available platforms. This implies that undergraduate students of Imo State University will certainly have more interest on online streaming platforms that are beneficial to them.

Discussion

This study looked at the films that undergraduate students at Imo State University preferred to watch on the Netflix streaming service. findings of this study revealed that most respondents are highly aware of Netflix online streaming platform at 80%. This finding aligns with that of Ezegwu and Obichili (2024), who discovered that respondents are well aware of the existence of both traditional television and over-the-top (OTT) platforms. They also strongly prefer OTT platforms for movie viewing due to their cost-effectiveness, convenience, and wide selection of films. According to this survey, Nigerian OTT platform providers should run successful awareness efforts to market their goods and services to the general public. This findings further buttresses the theory of reasoned action, which explained that undergraduate students will continuously engage Netflix online streaming platform to view their choice of movies as long as they perceive it to be more suitable for them especially in the absence of television set.

The second research question focused on how exposed Imo State University undergraduate were about Netflix online streaming platform. Findings indicated that students spend much time seeing movies on Netflix which has lead to high level of exposure to Netflix online streaming platform.However, the majority of the students selected in Nigeria's North Central zone were exposed to internet television streaming, according to a study conducted by Ugboaja et al. (2022). However, in order to promote the use of online TV streaming by students, the researchers suggested that network service providers in the nation lower the price of internet data subscriptions. This clarifies the principle of reasoned action, which holds that people put their all into what they believe will benefit them.

The analysis of data indicated that undergraduate students of Imo state university perceive Netflix online streaming platform as a very engaging channel for entertainment and relaxation. This implies that respondents will continue to utilize this platform as long as it gives them the desired satisfaction. This



finding is consistent with that of Ardvin et al. (2024), who discovered that watching interactive entertainment is enjoyable and that viewers will spend more time watching it and interact with the kind of films or television shows more often when they are available. Since Netflix offers more interactive entertainment for its consumers, this has undoubtedly led to a rise in the number of accounts being purchased.

Data analysis showed that Imo State University undergraduate students choose the Netflix streaming service over other options. This suggests that Imo State University undergraduates will undoubtedly be increasingly interested in interactive entertainment offered by online streaming services like Netflix. Similar findings were made by Sasikala et al. (2023), who found that having access to material on many devices including tablets, smartphones, and smart TVs improves user happiness and the overall user experience. The study also showed that the provision of free trial periods enhances customer happiness by enabling users to evaluate the platform's features prior to committing to a subscription. According to this study, consumer preferences include things like pricing structures, customer service, personalised recommendations, ease of use, and variety of content. These factors all play a part in choosing an over-the-top (OTT) provider and ensuring that users are satisfied over time in the highly competitive digital streaming market. This further explain the stance of theory of reasoned action being that undergraduate students of Imo State University will continuously engage Netflix online streaming platform to view their choice movies as long as they perceive it to be more suitable for them especially in the cost of streaming.

Conclusion and Recommendations

In line with the findings, we therefore conclude that the level of awareness of online streaming platforms among respondents is very high. The high level of awareness has also transcended to a high level of exposure to Netflix online streaming platform. What this means is that the high level of exposure has influenced the perception of respondents positively. This has also made respondents prefer streaming movies on Netflix as a result of its interactive entertainment. The study's limitations stem from the fact that data was only collected using the survey approach. Additionally, the study's scope was restricted to Imo State University undergraduate students in Owerri, meaning that the results cannot be applied to the entire Imo State population. In light of these constraints, it is recommended that research be conducted with a mixed-methods approach, which allows the researcher to obtain both quantitative and qualitative data to facilitate a thorough examination of the discourse problem. Additionally, in order to facilitate generalisation, academics working in this field want to think about employing a broader scope.

In line with the findings, the following recommendations are given:

1. *Given that respondents have high level of awareness of online streaming platforms.* This study recommends that online streaming platform operators in Nigeria should carry out effective awareness campaigns in other to promote their products and services to the people.
2. *Given that most undergraduate students of Imo State University are highly exposed to Netflix online streaming platform.* According to this survey, network service providers nationwide should lower the price of internet data subscriptions in order to promote students' use of online TV streaming.
3. *Given that undergraduate students of Imo State University prefers Netflix online streaming platform to other available platforms.* *This study recommends that* Netflix's online streaming platform should consider interactive entertainment.
4. *Given that undergraduate students of Imo State University prefers Netflix online streaming platform to other available platforms.* Therefore, this study suggests that management of online streaming platforms should design these platforms to accommodate user preferences because users value platforms that promotes their preferences and offer content recommendations that are specific to them, making streaming more pleasurable and engaging.



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