

Netflix

Business, Management



Netflix

During the decision-making process, a consumer is always at the alternative evaluation and purchase stage (Lamb, Hair and McDaniel 95) as she tries to gauge the suitability of the choice she is about to make. In this case, the consumer takes a subjective evaluation approach where she tries to establish whether the subscription price matches the expectations. The consumer already has a strong desire to watch House of Cards, and since does not have plenty of alternative choices, she can only watch the series on Netflix. She has done her comprehensive research and through the alternative evaluation process, it is apparent that the consumer does not have a high perception of Netflix. She expresses her reservations about the subscription since she is not sure whether she will get value for the money that she is going to put in on subscription.

The entertainment business is a very dynamic field hence one can never be very sure about tomorrow due to the changing attitudes and perceptions of the consumers (Lamb, Hair and McDaniel 110). The success of Netflix original series shows that their current market strategy has worked, but it is not a surety that they have secured their future market niche. The consumer who enjoyed the original series today may have based her decisions on some factors that emanate the current conditions around their physical environment such as social media trends. However, the consumer may find that she no longer enjoys the series due to their changing beliefs on the attributes of Netflix as the best entertainment provider (Lamb, Hair and McDaniel 114). The consumer may further grow up and find the hit series today a bit amateurish due to a shift in her or her motivation regarding the

meaning of entertainment (Lamb, Hair and McDaniel 112).

Many consumers' purchase behavior takes the form of a flag that follows whatever pattern and direction of a gust of the blowing wind. As search, there are very many cultural factors that influence a consumer's decision to buy or not buy a Netflix subscription. There are very many subcultures such as religion, ethnicity, and race that inform most of consumer behavior and choice (Lamb, Hair and McDaniel 102). The subcultures, therefore, have a bearing on the kind of entertainment that such groups will embrace since there are those that may not condone explicit sexual scenes, and there are those that may not have any issue depending on their value systems. Social class is another cultural factor that influences a consumers' willingness to pay for a Netflix subscription (Lamb, Hair and McDaniel 103). Members of the middle class watch a lot more TV than members of the other classes hence they are more likely to buy the subscription due to the considerable time they spend in front of their TV screens.

The inner tension that the consumer feels is called cognitive dissonance (Lamb, Hair and McDaniel 97) that arises from the post-purchase psychological confusion. Cognitive dissonance is a post-purchase behavior that many consumers experience when they feel that they either made a wrong choice or the dealer gave them a raw deal. In this case, the consumer's post-purchase behavior resonates with the definition of cognitive dissonance since she finds that she does not have an interest in the programs that Netflix offers in their subscription service. The consumer's negative feedback for the product demonstrates her dissatisfaction with the brand since she claims that she uses the service much less than she had

expected. The consumer feels that she both made a wrong decision to pay for the subscription and that the company did not honor the deal by failing to meet her expectations.

Works Cited

Lamb, Charles, Hair Joe and McDaniel Carl. MKTG, 9th Edition. Cengage Learning. Print.