"THE PURSUIT OF BLUE OCEAN STRATEGY GAINS COMPETITIVE ADVANTAGE- A STUDY ON NETFLIX INC COMPANY"

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ABSTRACT

Blue Ocean is a strategy adopted by many companies in the modern era to eliminate, raise, reduce and create a business platform which is free from competition and has the potential to dominate the business market. The purpose of this study is to analyse how blue ocean strategy have competitive advantage over the Netflix Inc Company. This study is conducted through primary and secondary data in order to analyse how Netflix Inc Company has sovereign in Indian Market. Chi-Square test is used as statistical tool in order to arrive at the findings of the study.

KEYWORDS: Netflix Inc Company, Blue Ocean Strategy, Eliminate, Raise, Reduce & Create

INTRODUCTION

Netflix is one of the world's leading streaming services offering movies, TV Service and games with unlimited usage of the internet for an affordable consumer. It streams movies directly from the house through the Internet. Netflix has expanded across the world. Netflix adopted different strategies so as to survive in the market. As there is rapid and continuous growth in the business world, it is necessary for organizations to adopt new strategies to ensure survival in the business world.

Blue Ocean Strategy is one such strategy that is used in the evolving and changing business world. The Blue Ocean Strategy encourages your product to push them into their own market with low price and no competition. It also means creativity and innovation in product and services that is needed in the business world. It is about creating their own market rather than competing. Blue Ocean Strategy is solving users pain where there is no solution, but everyone

expects a solution. This paper is mainly concerned with the concept of Eliminate, Raise, Reduce & Create which is the different strategic dimension that is used in this study.

LITERATURE REVIEW

Organizations face many challenges in order to survive in the market. Organization adopted different strategies by companies which creates a structure to reach their organizational goals. Some of them focus on Product, Price, Promotion and Distribution. It helps the companies to remain in the market and to identify growth opportunities.

As competition gets more intense, companies concentrate on price competition at the cost of product quality. But companies cannot survive in the market for long run. Companies need to find out a comparative advantage over competitors in the market.

Therefore, Companies rely on different strategies. One such strategy is Blue Ocean Strategy. Blue Ocean Strategy is the pursuit of finding the gap in the market, to create and capture new demand, make the competition irrelevant etc. It is also a management concept, which competes with the competitors, try to find out new market space.

Kotler believes that the Blue Ocean is to overcome the current market boundaries in companies and in search of finding out new markets for its existing products. Companies can follow the Blue Ocean Strategy so as to avoid competition by developing its own uniqueness.

Such as Uber created new market by the amalgamation of advanced technology. It tried to differentiate itself from the regular cab companies and in turn developed a low-cost business model that offers flexible payments, pricing strategies and generates good revenues for both the drivers and the company.

The study is mainly to understand how the tool of (Eliminate, Raise, Reduce and Create (ERRC) Blue Ocean Strategy used in Netflix Inc Company.

OBJECTIVES OF THE STUDY

1. To analyse the factors which were removed in order to promote company's growth (Elimination).

2. To determine the element which were reduced to up light Netflix (Reduce).

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3. To analyze the component which were raised for the benefit of Netflix Company (Raise).

4. To ascertain the innovating tool used by Netflix to attract the existing and new customers (Create).

RESEARCH METHODOLOGY

This study is based on Survey Method. Both Primary and Secondary data has been collected for carry out this research. Primary data is collected through usage of Questionnaire (Google Form) Secondary Data is collected from various books and Websites.

Sample Size is carrying out this research is 50 respondents across Bangalore City.

Chi-Square test is the statistical tool used to prove the scaling techniques.

ANALYSIS AND INTERPRETATION

Table 1: Opinion on subscription fee in the 2023 as compared to past 5 years.
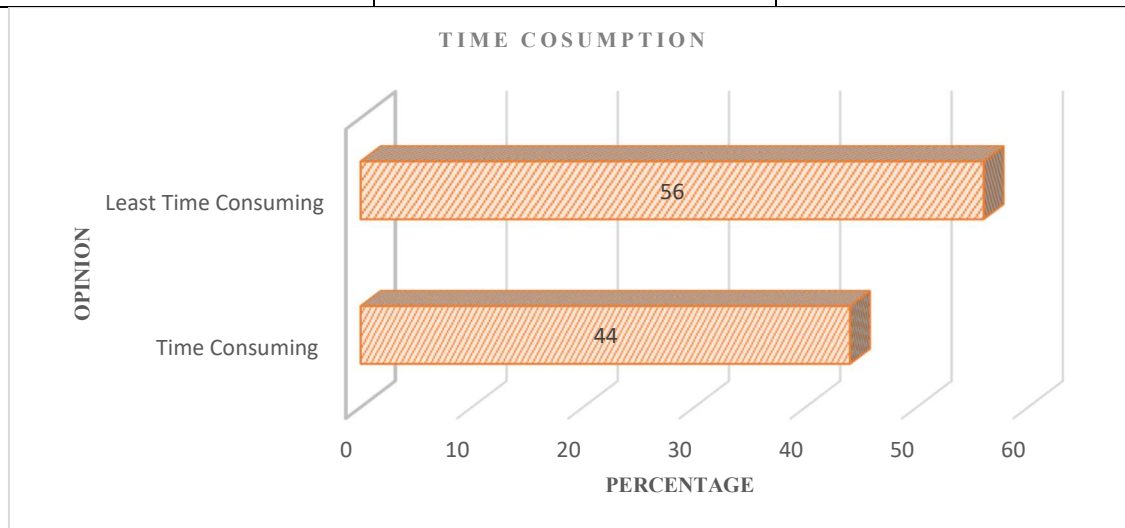
OPINION	NO OF RESPONDENTS	PERCENTAGE
Expensive	23	46
Affordable	27	54
Inexpensive	0	0
TOTAL	**50**	**100**
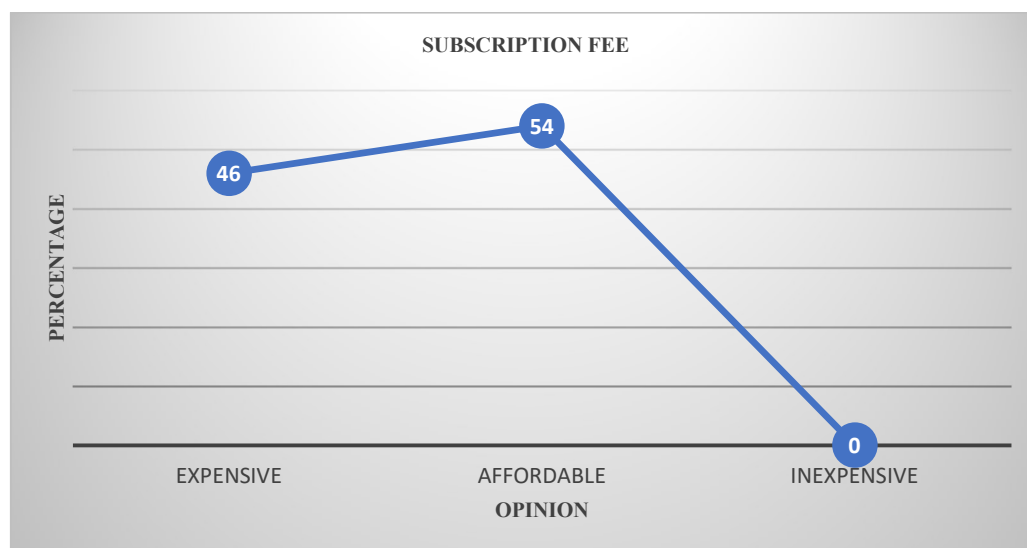
Interpretation: 54% of the respondent state that the subscription fee is affordable.

**Table 2:** Time consumption to install and subscribe Netflix

OPINION	NO OF RESPONDENTS	PERCENTAGE
Time Consuming	22	44
Least Time Consuming	28	56
TOTAL	**50**	**100**

Interpretation: 56% of the respondent's state that time consumption in installing and subscription is below 3 minutes.

Table 3: Netflix Company is facing high competition in digital streaming world

OPINION	PERCENTAGE
Yes	86
No	14
TOTAL	**100**
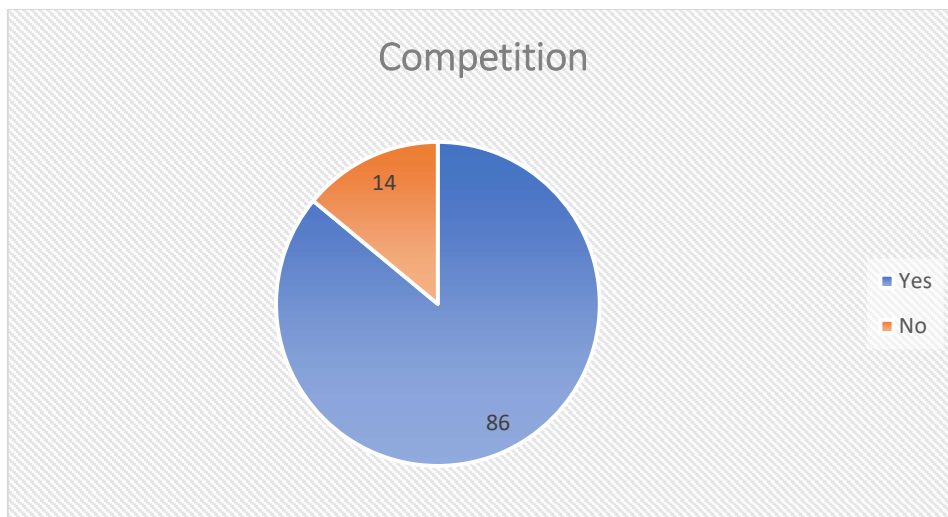
Interpretation: 86% of the respondent's state that Netflix Company is facing high competition in digital streaming world.
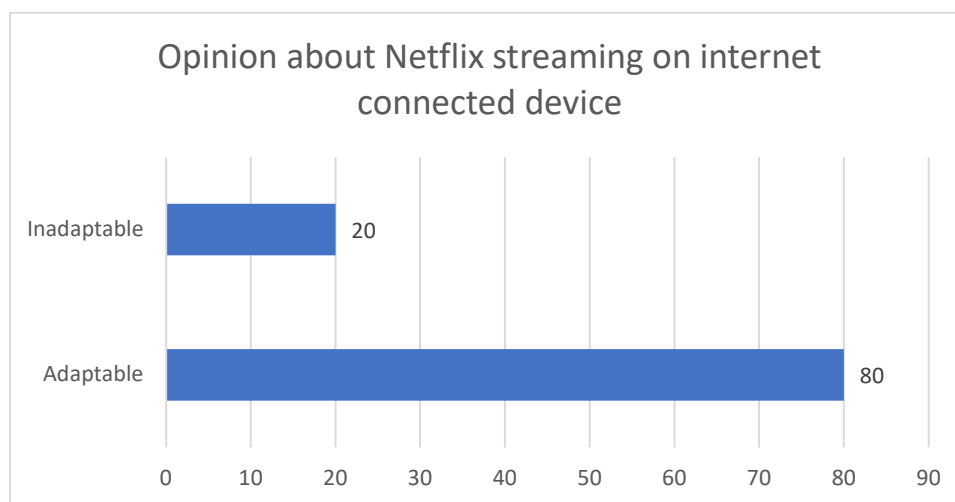
Table 4: Netflix Account was hacked

OPINION	PERCENTAGE
Yes	98
No	2
TOTAL	**100**

Interpretation: 98% of respondents stated that Netflix Account was hacked

**Table 5**: Opinion about Netflix streaming on all Internet connected device

OPINION	PERCENTAGE
Adaptable	80
Inadaptable	20
TOTAL	**100**

Interpretation: 80% of respondents are adaptable for using Netflix on all Internet connected devices like PCs, iPad, mobiles and television

Table 6: Satisfaction level of downloading features introduced by Netflix

OPINION	PERCENTAGE
Highly Satisfied	20
Satisfied	48
Neutral	30
Dissatisfied	2
Highly Dissatisfied	0
TOTAL	**100**
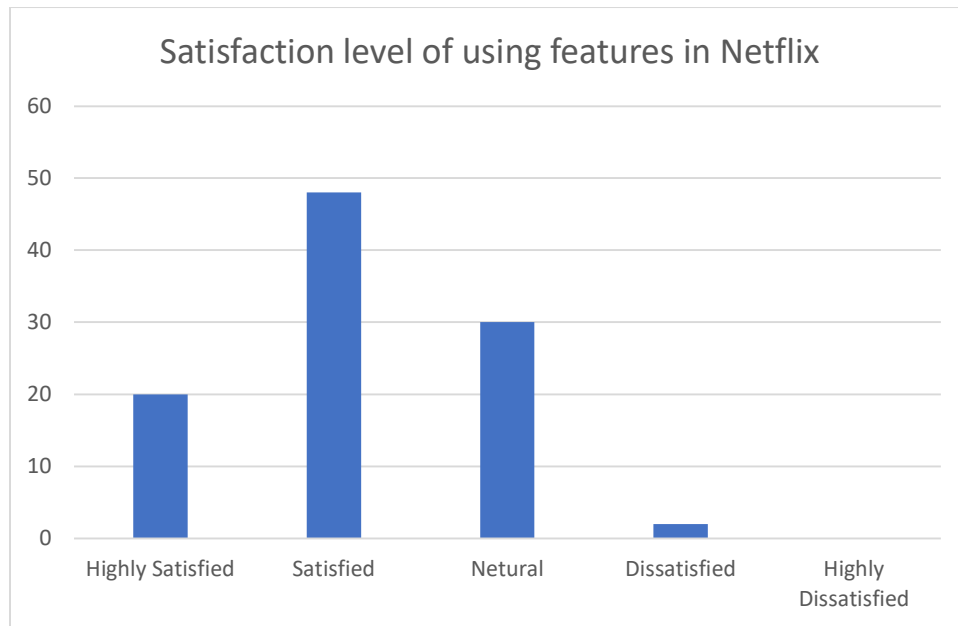
Interpretation: 48% of respondents are satisfied for downloading features introduced by Netflix.

LIKERT'S SCALE

| S.NO	OPINION	RESPONDENTS	PERCENTAGE	LIKERTS POINT	LIKERT'S SCALE
01	Highly Satisfied	10	20	1	10
02	Satisfied	24	48	2	48
03	Neutral	15	30	3	45
04	Dissatisfied	1	2	4	2
05	Highly Dissatisfied	0	0	5	0
	TOTAL	**50**	**100**		**105**

MEAN (X) = f(X)/N

MEAN (X) = 105/50

MEAN (X) = 2.1

Applying Likert's Scale, it is found that the mean value obtained is 2.1. it is greater than normal score 2. So, it is concluded that the respondents are Satisfied towards downloading features introduced by Netflix Inc ltd.

**Table 7:** Spend time in Netflix on daily basis

OPINION	PERCENTAGE
0-1 hours	58
2-5 hours	42
6 hours and above	0
TOTAL	**100**

Spend time in Netflix on daily basis
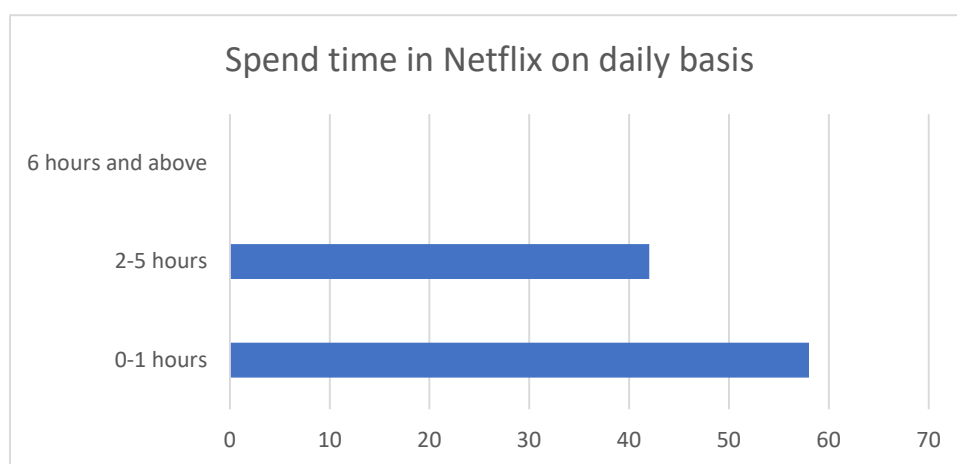
Inte03rpretation: 58% of respondents spend time (0-1 hours) on Netflix on daily basis

Table 8: Netflix to launch many more multination series and movies

OPINION	PERCENTAGE
Yes, highly Satisfied	90
No, highly not satisfied	10
TOTAL	**100**

Netflix to launch many more multination series and movies

- Yes, Highly Satisfied
- No, Highly not satisfied
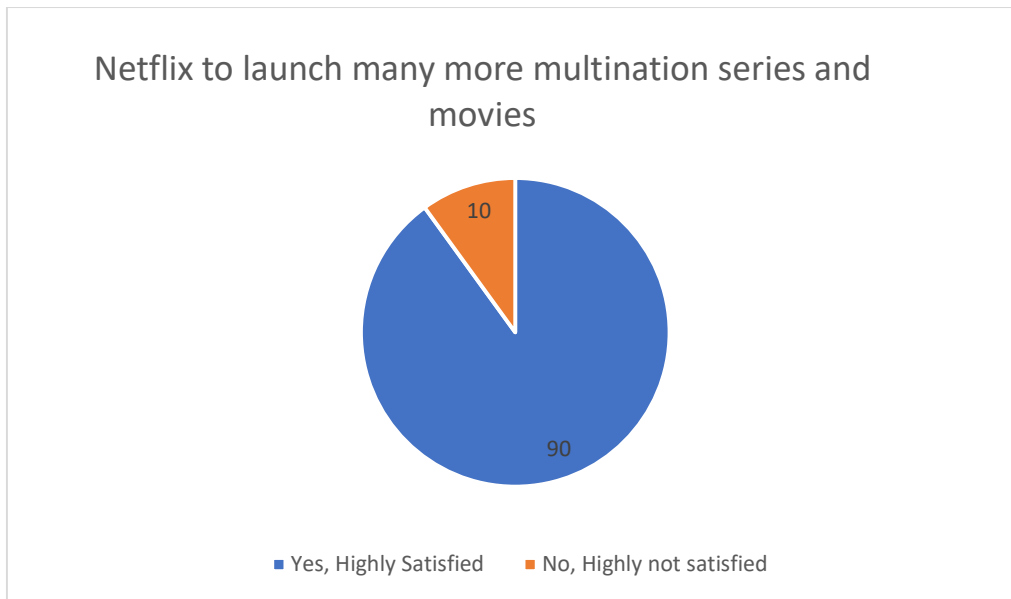
Interpretation: 90% of respondents suggested that Netflix to launch many more multination series and movies in upcoming days.

Table 9: Preference of using Netflix app without Internet Connection

OPINION	PERCENTAGE
Yes	86
No	14
TOTAL	**100**

Preference of Using Netflix app without Internet connection

- Yes ■ No
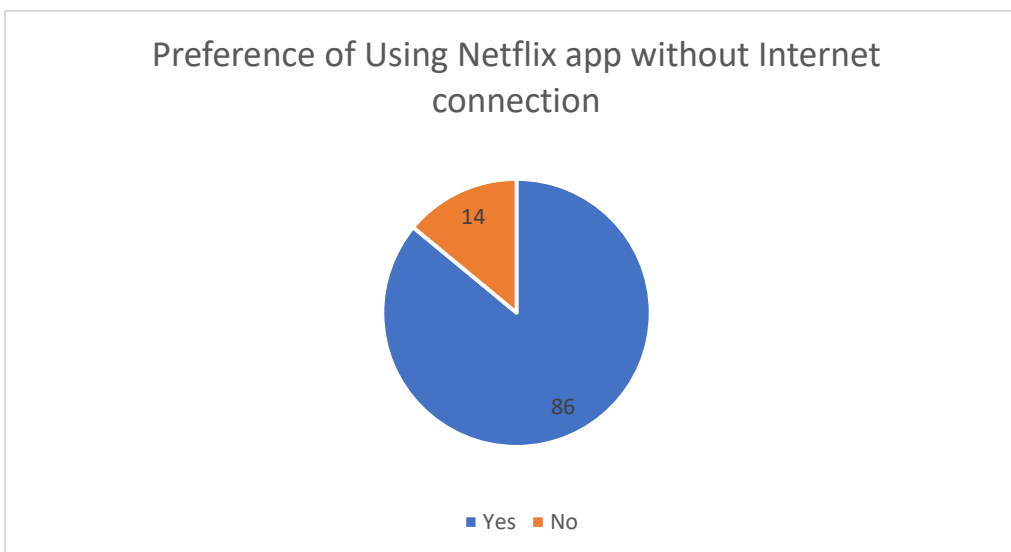
Interpretation: 86% of respondents also suggested that preference of using Netflix app without Internet connection

FINDINGS OF THE STUDY

1. Majority of the Netflix users state that the subscription fee is affordable.

2. Time consumption in installation and subscription of Netflix app is below 3 minutes thus this eliminates wastage of time.

3. High proportion of the Netflix Inc ltd users feel that the company is facing high competition in digital streaming world.

4. Most of the Netflix users state that their Netflix account was hacked.

5. Majority of the users are adaptable for using Netflix on all Internet connected devices like PCs, iPad, mobiles and television

6. Most of the Netflix users are satisfied with downloading features introduced by Netflix.

7. High proportion of users' state that the average time spend in Netflix app is 1hour on daily basis.

8. Majority of Netflix users suggest that Netflix to launch many more multination series and movies in upcoming days.

9. Most of the users prefer using Netflix app without internet connection.

SUGGESTIONS

1. Netflix should focus on launch many more multinational series and movies.

2. Netflix security system must be impoverished.

CONCLUSION

From the above finding & suggestions, we can conclude that the majority of the Netflix users are highly satisfied with the services and its features. Due to implantation of ERRC in their business module the Netflix Inc Company is able to attract a wide range of its targeted population. Implementation of ERRC has bought a revolutionary change in occupying its market for such long period as compared to any of its competitors.

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