

St. Petersburg University
Graduate School of Management

Master in Management Program

Factors Influencing on User Choice of Video Streaming Services

Master's Thesis by the 2nd year student — Emelkhan Khadjiev

Research advisor: Associate Professor of Marketing Department,
Deniz M. Dalman

St. Petersburg

2023

ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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АННОТАЦИЯ

Автор	Хаджиев Эмельхан Имранович
Научный руководитель	Далман Мустафа Дениз, доцент кафедры маркетинга
Название ВКР	Факторы, влияющие на выбор пользователями потоковых видео-сервисов
Описание цели, задач и основных результатов исследования	<p>Основной целью данной диссертации является выявление причин, которые влияют на принятие решения потребителями о выборе определенного потокового видео-сервиса. Для того, чтобы проанализировать данную тему было необходимо получить ответы на нижеприведённые исследовательские вопросы:</p> <ol style="list-style-type: none">1. Какие факторы влияют на предпочтения пользователей при выборе службы потокового видео?2. Какова относительная важность этих факторов в намерении потребителей использовать услуги потокового видеосервиса? <p>По результатам проведенного анализа были выявлены следующие факторы:</p> <ul style="list-style-type: none">- Приемлемая ценовая политика- Качество контента- Удобный интерфейс- Система авто-рекомендаций- Совместимость с устройствами
Ключевые слова	Потоковые видеосервисы, онлайн-кинотеатры, поведение пользователей, влияющие факторы.

ABSTRACT

Master Student's Name	Khadjiev Emelkhan Imranovich
Academic Advisor's Name	Dalman Mustafa Deniz, Associate Professor of the Department of Marketing
Master Thesis Title	Factors Influencing on User Choice of Video Streaming Services
Description of the goal, tasks and main results the research	<p>The main purpose of this dissertation is to identify the reasons that influence the decision of consumers to choose a particular video streaming service. In order to analyze this topic, it was necessary to obtain answers to the following research questions:</p> <ol style="list-style-type: none">1. What factors influence user preferences when choosing a video streaming service?2. What is the relative importance of these factors in consumers' intention to use a video streaming service? <p>Based on the results of the analysis, the following factors were identified:</p> <ul style="list-style-type: none">- Acceptable pricing policy- Content quality- User friendly interface- Auto-recommendation system- Device Compatibility
Keywords	Video streaming services, online cinemas, user behavior, influencing factors.

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Introduction

The penetration of Internet technologies, emergence of mobile devices have had a very serious impact on our daily lives, but it has dealt the greatest blow to business representatives. Companies that were not ready for transformation lost their market position and opened the way for various businesses that brought innovation to the market. Familiar theories about the direction of consumer behavior began to lose their relevance and there was a great need to fill the knowledge gap about how users behave in the online environment. Companies, at some point, were forced to act blindly, trying to find the desires of consumers, and those who succeeded, in particular technology companies, are leaders in capitalization (Tradingview). Most of these companies began to create ecosystems that began to occupy their niches in completely different markets.

The introduction of the Internet into most areas of human life has led to the need to study user behavior in the online environment, behavior in the presence of a greater breadth of choice has undergone changes (Chiu et al., 2006, Kim et al., 2008). The growth of scientific works devoted to the study of consumer behavior in various areas of the online environment followed. This trend has also embraced the emergence of scientific papers on the transition of users from cable television to video streaming services.

New technologies that constantly make changes to business products create a need to update and test their impact on consumer behavior. The ubiquitous penetration of technologies creates gaps in their research. Existing work related to video streaming services has a gap in the analysis of technological innovations, and also these works are most often focused on analyzing the preference of users between cable TV or video streaming services, rather than assessing the impact of factors on the intention to use the video streaming service they use. Within the framework of this master's work, the factors that can influence the preference of users of a particular video streaming service, including modern technologies that are used in current products, are considered.

These two research questions help to reach the goal of a thesis:

RQ1: Which factors affect on users' preference of video streaming service?

RQ2: What is the relative importance of these factors in consumers' intention to use video streaming services?

The concept of writing this master's thesis is based on combining both theoretical and practical contributions. The study consists of a questionnaire that tests 7 hypotheses and allows you to analyze factors that have not been evaluated before. Also, the results of this study serve as

an occasion for video streaming services to assess the current alignment of consumer preferences.

Chapter 1. Literature Review.

In recent years, there has been a fairly high growth in online shopping, the last decades have literally forced many companies to change their business models and go online (Richard, 2013). This trend has affected almost all industries and has not bypassed the sphere of cinemas. Today, there are large number of players on the market who are ready to provide customers with their video streaming services (Deloitte). There are different reasons, such as the development of the availability of the Internet, mobile devices, and less pleasant events, such as COVID-19 (Fortune Business Insights).

These changes have led to the emergence of the need to study consumer behavior. Since the behavior in the online environment is different from offline. The first part of the literature review is devoted to the behavior of consumers online, the decision-making process. The second part of the literature review is devoted to video streaming services, their types, market conditions and problems with piracy.

1.1 Consumer behavior

Contemporary research on consumer behavior considers a wide range of factors that influence consumers and acknowledges a broader range of consumption activities beyond purchasing. These activities include need recognition, information search, evaluation of alternatives, the building of purchase intention, consumption, and disposal (Loudon & Della Bitta, 1993). This more complete view of consumer behavior has evolved through a number of discernable stages over the past century, as new research methodologies and paradigmatic approaches have been adopted.

Since the 1950s, consumer behavior has responded to the conception and growth of modern marketing by encompassing the more holistic range of activities that impact consumer decision-making (Blackwell, Miniard et al., 2001). The modern definition of consumer behavior tells us that it is the study about individuals and groups, about processes they use to select and use of products, services to satisfy their needs and the impacts that these processes have on the consumer (Blackwell, Miniard et al., 2001).

In the field of consumer behavior, two major types of cognitive models can be identified. These models are analytical models and prescriptive models.

Analytical models outline the fundamental elements that explain consumer behavior. The traditional five-step process of consumer decision making (problem recognition, information

search, alternative evaluation, choice, and outcome evaluation) is typically followed in these models. The Theory of Buyer Behaviour (Howard and Sheth, 1969) and the Consumer Decision Model (Blackwell, Miniard et al. 2001) are two of the most widely cited analytical models. Prescriptive models, on the other hand, provide guidelines or frameworks for structuring consumer behavior. These models suggest the order in which elements should appear and prescribe the effect that should be observed given certain causal factors. Prescriptive models can be particularly useful to practitioners who need to modify or emphasize certain stimuli to attract a specific consumer response. The TRA (Fishbein and Ajzen, 1975) and the TPB (Ajzen, 1985) are two of the most widely referenced and used prescriptive models.

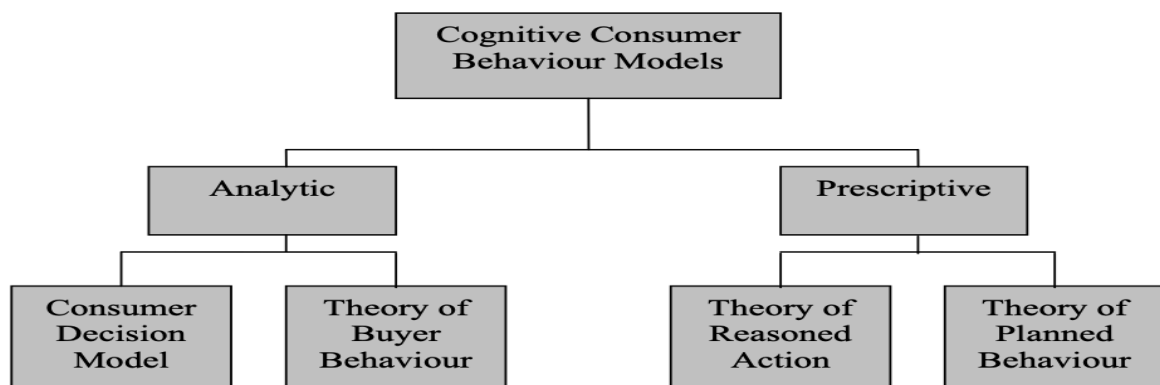


Figure 1. Cognitive Consumer Behaviour Models [Source: Moital 2007]

1.1.1. Decision-making process

For more than 300 years, scientists have been studying consumer decision making. Bernoulli, Neumann are among the economists who have researched the foundations of consumer decision making in terms of an economic approach that focuses on purchases (Richarme, 2007). One of the early researchers are economists Bernoulli, Neumann, their research was focused on purchases. "Utility theory" focuses specifically on labeling buyers as rational persons who act solely on the basis of self-interest (Schiffman & Kanuk, 2007; Zinkhan, 1992).

Philip Kotler developed a five-step model that marketers often use. The model describes the stages of decision-making by the consumer, it includes:

- First stage is a "Need recognition". Awareness by the consumer of the need for various incentives, both external and internal.
- The second stage is "Information search". After realizing the problem, the stage of searching for its solutions begins.

- Third stage is "Evaluation of alternatives". Based on the found solutions to the need or problem, the buyer begins the assessment, based on the factors that are most important to him.
- The fourth stage is "Purchase decision". After all of the above stages, including selection from among alternatives, the consumer makes a purchase decision, it is worth noting that this stage also includes the choice of a purchase method.
- The fifth stage is "Post-purchase behavior". This stage is related to consumer satisfaction when the purchase made, at this stage, based on satisfaction consumer make decision whether a repeat purchase will be made.



Figure 2. Decision-making process. [Source: Kotler 2000]

Court has developed his own model. The decision journey model proposed by him has the shape of a circle and consists of 4 stages:

- The first step is "Initial consideration". This stage is marked by the understanding of the consumer about his need to purchase the product.
- The second stage is "Active evaluation". After determining the need, the consumer begins to evaluate alternatives based on priority factors for him.
- The third stage is "Closure". After evaluating all alternatives and selecting the most suitable product for the criteria, the consumer acquires the brand.
- The fourth stage is "Post-purchase experience". At this stage, the consumer evaluates how this product satisfies his needs and expectations.

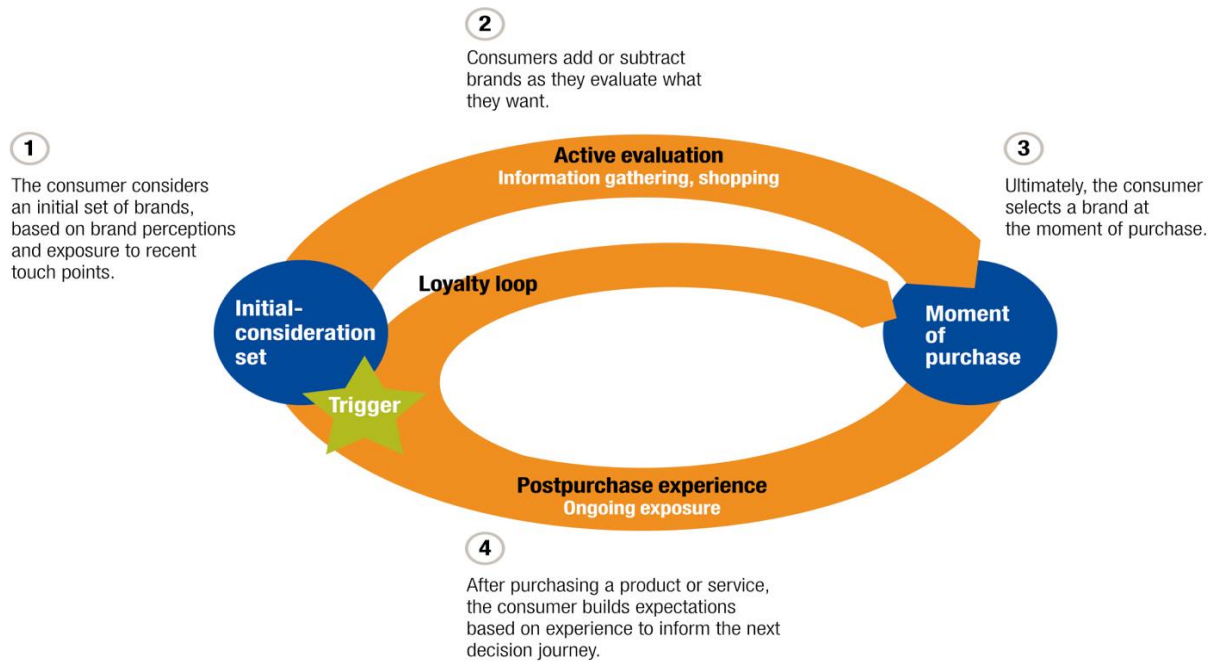


Figure 3. The consumer decision journey. [Source: David Court, 2019]

1.1.2. Online consumer behavior.

The developing of internet has a strong affect consumer behavior and decision-making process. Technologies provides the access to amount of products and services that they never had (Cho and Khang, 2006). E-commerce provides to customers much more in case of comfort, choice and delivery facilities that transformed consumer behavior and decreased the time and effort that people need to spend for finding goods or services that fit for their needs and requirements comparing with traditional channels for shopping (Bucklin, 1966, Richard, 2013).

Traditional and online businesses must to transform and adapt to the new reality and compete for offering the best conditions for their consumers (Pitt, Berthon, Watson & Zikhan 2002). Amount of choice that consumers have requires deeper analysis of user's preferences. Researches show that bad quality of web site interface or any other reasons that lead to bad experience with using this website by consumers can be an important reason for losing customers (Boston Consulting Group, cited by Madu & Madu, 2002). Some other researches show us that providing original content without elements of plagiarism can increase the effect of customer experience and protect the business reputation from legal problems (Dwivedi et al., 2013; 2014).

Important difference between online and offline shopping is that consumers ready to spend more time for checking the reliability of online shop. (Kapoor et al., 2014; Jin et al., 2010, Reibstein, 2002). Difference of visiting offline shops and buying online is that consumer can see

and buy product that's why consumers prefer online shops with high reputation (Mari, 2013; Shareef et al., 2014).

Online shopping is growing from year to year and the main challenge for this industry are problems with security and privacy (Trendstream, 2009, Benjamin et al., 2011). It is important to understand main elements that affect on online consumer behavior because different theoretical models and perspectives, for example, the Technology Acceptance Model, the Theory of Reasoned Action, the Theory of Planned Behavior and others offer insights in this sphere (Davis, 1989; Fishbein and Ajzen, 1975, Ajzen, 1991).

The Theory of Reasoned Action offers idea that actions of people are determined by their intentions that affected and formed by subjective norms and attitudes (Fishbein et al., 1975). Later this theory was developed into the Theory of Planned Behavior for understanding the actions that not supported by volitional control and was added concept of perceived behavioral control (Ajzen, 1991).

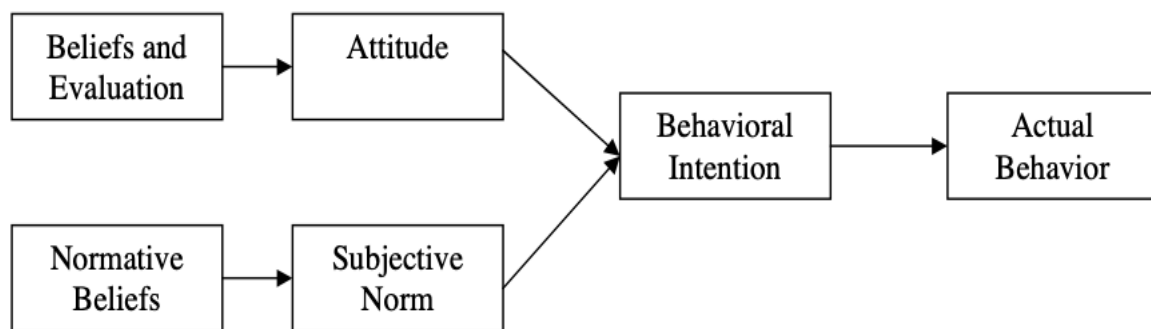


Figure 4. The theory of reasoned action. [Source: Fishbein et.al., 1975]

Azen in 1991 designed concept of The Theory of Planned Behavior (TPB), the reason of that and idea of this concept is to solve some missing points from Theory of Reasoned Action (TRA). Concept has the idea that there are actions that are not fully controlled by people. For this reason The Theory of Planned Behavior has the same factors as TRA but also add one more component called perceived behavioral control (PBC).

PBC allows to add information connected with believes of person about difficulty of carrying out a particular behavior. It builds on beliefs about acceptance of required resources and opportunities. Concept of PBC shows internal factors, for example, confidence and skills of person and external constraints, that can be opportunities that available and infrastructure that needed to carry out the behavior. In this model there is a direct impact on the intention by attitude of a person towards a behavior and subjective norms concerning the behavior. At the same time perceived control over the behavior influences intention and it affects of the actual behavior.

According on TPB there is a suggestion about direct connection between perceived behavioral control and success of behavior. It means that the more confident in his capabilities person has more chances for success in comparison with person that harbors doubts about abilities.

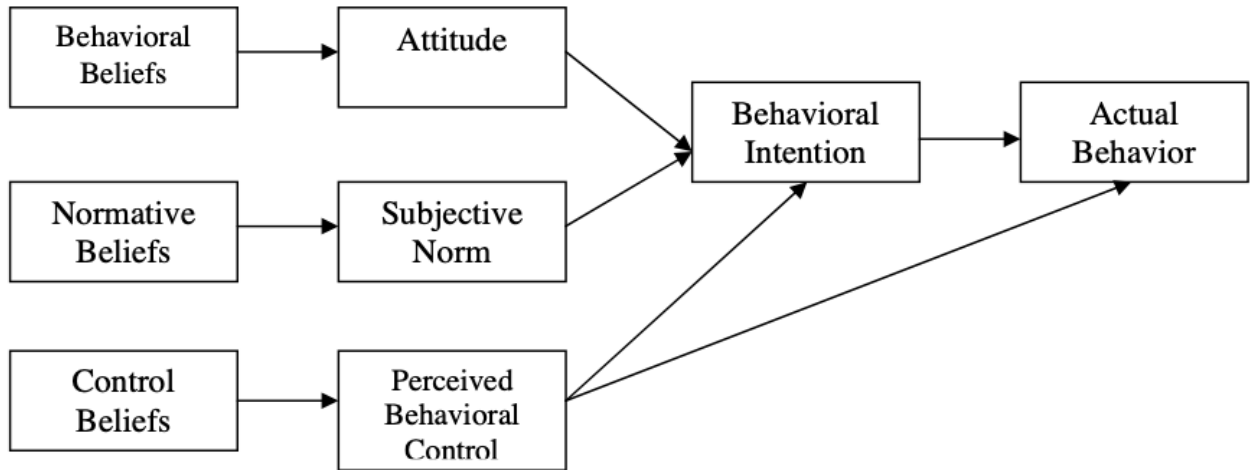


Figure 5. The theory of planned behavior [Source: Ajzen, 1991]

The Technology Acceptance Model (TAM) shows us the factors that determine the user's intention to use a particular system. Actually, with higher level of favorable attitude for a system use from user increases the actual utilization. There are two perceptions that lead to this positive attitude: ease of use and usefulness. If technology increases efficiency of work or processes it will be evaluated as useful. And it is considered as ease of use if it is simple to understand and learn its mechanisms and operate. TAM model provides idea that level of simplicity of usage has direct connection and influence of perceived usefulness of technology. Understanding of these principles can help to go in the way of producing user-friendly products. This model becomes an important tool for developers and helps them to focus on providing a the same time functional and straightforward systems (Davis, 1985).

The fact that person's readiness to use and adopt new technology is provided by evaluating of benefits of the technology and analyzing the easiness of using it, leads to interesting fact that the perceived ease of use at the same time can increase technology's perceived utility. It can be concluded that in case of providing user-friendly interface developers can increase the usefulness by increasing the possible options of user. The aspects of

technology's design stimulate the perceived usefulness and ease of use (Davis, 1985).

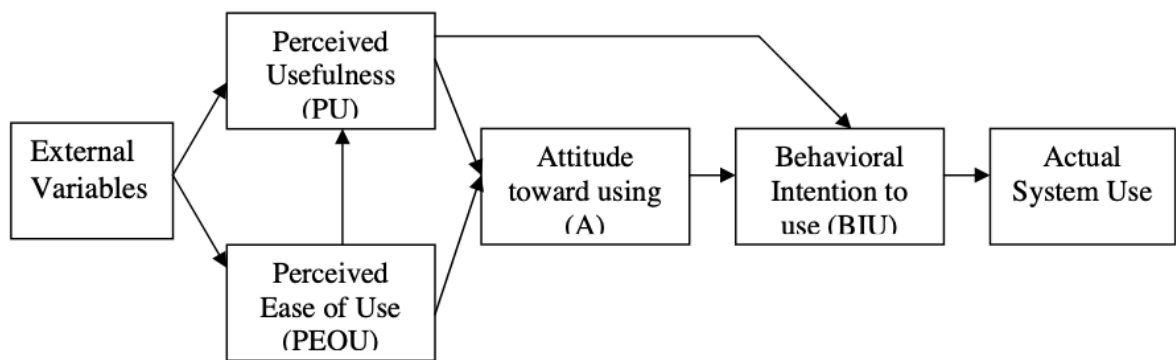


Figure 6. Technology Acceptance Model. [Source: Davis, 1989]

In case of understanding consumer behavior and decision making process it is important to pay attention and analyze the role of technologies in case of communications between customers and suppliers, it includes as electronic channels that provide infrastructure for making purchases and also analyzing the main factors that motivates people to choose concrete websites from which the make purchases.

One of the models from sphere of consumer behavior that often used in analyzing the relationship between satisfaction of consumer and post-purchase behavior is Expectation-Confirmation Model (ECM) provided by Oliver (Oliver, 1980). This models describes factors that affect on motivation of customer to repurchase a produce. Consumer starts from expectations of the product before purchase. Then becomes stage when consumers use products and according on experience get perceptions about it. After it they try to evaluate perceived performance with the expectations that they had and try to determine the level of confirmation of their expectations. According on the results of that consumers form a satisfaction level. If consumers satisfied with their experience, it is more expected that it will increase a repurchase intention in another case, if consumers not satisfied they will be more likely buy another product at the next time (Bhattacharjee, 2001). In some research articles provided modifications of this model and in case of IT sphere by using some extensions for the model it was found that satisfaction level of users with systems that they use has a positive association with intention to continue using current information systems (Bhattacharjee 2001). It was also found using ECM model that in e-service shows the same results and satisfaction has an effect on continuance intention (Chea and Luo, 2008).

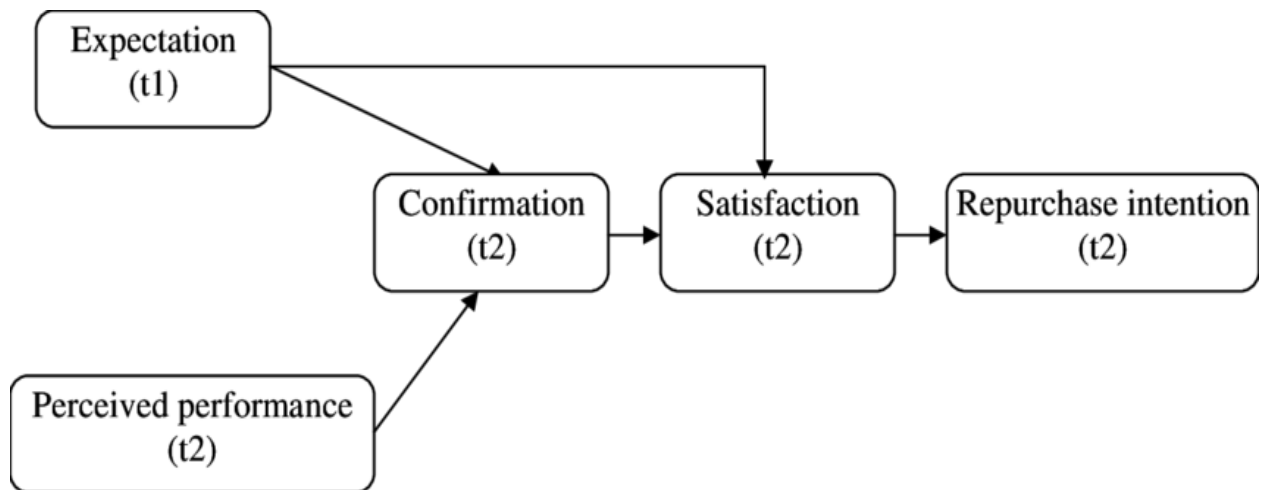


Figure 7. Expectation-Confirmation Model. [Source: Bhattacharjee, 2001]

In other research articles researchers analyzed the effects of consumer satisfaction and results show that there is a positive relationship with intention to repurchase (Anderson and Sullivan, 1993; McDevitt, 2004 John Howard and Jagdish Sheth suggested that rationality and some limitations of learning capacities on individuals are basis for consumer behavior and making decision to buy product (Howard and Sheth, 1969). More than forty years scientists in area of consumer behavior based a lot of concepts and theories on this assumption. They believed that all consumers are rational in process of decision-making about choosing and purchasing products (Bargh, 2002). Recent researches that were based on different disciplines found out that the consumer behavior of human based not just on rationality but influenced by unconscious mental processes (Dijksterhuis et al., 2005; Dijksterhuis and Nordgren, 2006; Bargh and Morsella, 2009; Wood and Neal, 2009).

During the long period of time people thought that if consumers satisfied they are more loyal to brand and as a result it will reduce sales resources and affect in increasing purchases (Neal, 1999). In his research Neal find that there is a little level of correlation between satisfaction of customers and their loyalty and highly satisfied customers can change their suppliers. Bain & Company conducted study in which they found that from 60 to 80 percent of consumers that told about high level of satisfaction changed their suppliers and brands and this phenomenon was called as "satisfaction trap" (Reichheld, 1996). A lot of studies focused not on measuring repurchases that were actually made but on intention to make repurchase and it often leads to wrong conclusions (Seiders et al., 2005). It was found that relationship between intention to repurchase and satisfaction and relationship between satisfaction and repurchase behavior is different (Mittal and Kamakura, 2001). There is an influence of characteristics of the consumers that affects on their consumer behavior and that's why there are differences in probabilities of repurchase. Satisfaction and behavior that follows are different in comparison

with satisfaction and intention, because intention now always leads to behavior or repurchase. It was found that in retail industry there is a strong relationship between satisfaction and intention to repurchase but wasn't find direct influence on repurchase behavior (Seiders, 2005). According on these findings marketers should be more accurately when they going to make predictions or conclusions about customer loyalty according on consumer satisfaction.

Concerning other big industry of gaming that grows every year was conducted research to identify the reasons of gamers to play online games (Statista, Fang-Mei Tseng and Chiu-Yen Wang, 2013). By developing three items for measuring construct, It was found that reasons why people play just PC games and online games are different. As the results study shows that the most important factors are social interaction and earning certain benefits and these factors drive people to play online games. The most important role between these factors belongs to social interaction. People enjoy process of meeting new people, making new friends with whom they can share their gaming experience and finish with them missions during the game. They offered to developers of games to focus on providing more conditions for comfortable communications in case of improving satisfaction and experience of players.

1.2. Streaming services

The emergence of the term streaming dates back to the 1970s, this term was used in the field of computing, but gained wider use in the 1980s. In those periods, global networks did not have such a level of bandwidth as they do now, and this term meant data transmission in a local network. 1991 is considered to be the year when the first long distance audio transmission took place (Spilker and Hoier, 2013). This trend began to develop actively, and this inevitably led to an impact on the radio industry, in particular, many radio companies began to engage in placing their own via the Internet, these additions did not require much effort, but the trend covered not only entertainment content, but also more progressive, for example, alternative art forms, broadcasts in a politically progressive format (Atton, 2004). One of the growth drivers of streaming is considered to be the industry, the greatest effect of streaming was felt there. Radio stations gradually began to adopt more and more different technologies, and this led to the addition of options to select the genre of music, or certain playlists, and these services gradually moved from simple radio functions to services that stream audio files (Morris, 2015). For example, companies such as Rhapsody and LastFM have been quite active in implementing these technologies and the options they offer have gradually increased in isolation from competitors (Mulligan, 2016).

During the same period began the active development of pirated media websites, and because of that users were able to enjoy content for free. This dealt a huge problems not just to

radio industry but also to music holdings. Music holdings were mainly focused on distributing CD discs and partnering with radio companies this focus blinded them and they missed the looming threat, which is very hard on the income of the entire music industry. That's why appearance of iTunes in 2003 in the market received strong support from the industry, they hoped that it will help them to get back their revenues. But illegal downloading continued to rise and CD sales continued to decline and industry was looking for new ways, but it has already become clear that the market will never be the same and streaming services will make global changes to it.

In 2008 launching of Spotify started a revolution in the industry and made a huge impact on the situation in music industry. Nowadays streaming services are one of the biggest channels of music distribution. The biggest video streaming players are also joined this trend and YouTube and Myspace provide options for music listening (Mulligan, 2016; Spilker, 2018).

Developing streaming services had a huge effect on a providers of cable TV and DVD shops. As the result the biggest players of the market didn't react on the changes and lose part of their revenues because of infrastructure underdevelopment and fast developing of video streaming services (Arnold, T., 2022). Our era called as post-TV era and one of the successful pioneers is YouTube, introduction of adaptive streaming solved problems with technological issues and after 2005 when YouTube was launched it became the biggest video streaming service that attracted millions of people to create content and post it on their platform (Strangelove, 2015).

That was a start of challenging cable operators and domestic broadcasters by services that based on internet-enabled distribution models (Lotz, 2018). Based on scientific research was analyzed importance of the content variety in case of intention to use distribution channel. Results of the research identified that this factor has one of the most huge effect on college students intension to choose between DVD discs, movie theaters, video on demand (Cha, 2008). It shows that consumers will be more interested in choosing channel that provides them more variability and options depending on their own preferences and interests. One of the biggest companies in streaming industry that started in 1997 from renting DVD discs and fully transformed in video streaming service in 2007 is Netflix. It's business model differs from Youtube and other aVOD services, it's SVOD service that earns money throw providing paid subscription. Netflix is a pioneer, but nowadays there are a lot of companies that provide the same service. There are near 100 services just in USA (Herbert et al., 2018). The biggest competitors are HBO, Amazon Prime, Disney, Hulu, but there a lot of different niche services that are also the part of this market.

Gaming industry is one more sector that affected by streaming developing. On the one side there are platforms that offer games by paying for subscription, another side are platforms that provide options for broadcasts of gameplay (Johnson and Woodcock, 2018). Twitch is the most popular service for live streaming of gaming process. Nowadays it also provides option of live broadcasts without gameplay, but for the gaming community it's the main channel for watching any cyber sport tournaments (Sanson and Steirer, 2019).

The development of streaming has revolutionized various industries, it changed the way of consuming content by users and now provide more options and make them more flexible. One of the **challenges** for the companies is that technology development may create problems for older generation in case of using their services. Too complicated services may become a barrier for those who want to try streaming services. Companies try to create user-friendly interface in their products because it will help them to attract wider audience in their service. Researchers found direct correlation between ease of use of a technology and adoption rate of the service. As a **result**, consumers are more interested to try new service in case of user-friendly interface (Keogh et al., 2001). Finally, studies shows that high usability increase successfulness of streaming service (Keogh et al., 2001; Bautista et al., 2016).

1.2.1 Video streaming services

Video streaming service is a platform that allows us to watch content when we want and where we want. Before developing streaming industry, we were waiting for shows or films that we want to watch on the TV or needed to buy CD disc for every film. Nowadays a lot of things are changed, and we access to (Werd, S., 2020):

- Over-the-top services (OTT),
- Live TV,
- Electronic Sell-Through (EST),
- Video-on-Demand (VOD),
- Advertising-supported VOD
- Subscription-based VOD
- Transactional VOD

All of these options changed our approach of watching content and gave us more choice than we ever had. It's important to mention that the biggest companies like Netflix, Amazon invest a lot of money in creation of content, and they play not just function of providing platform for cinema studios but create their own content.

OTT (-Over-the-top services) is a method of delivering video content through the public network, avoiding cable or satellite (Menon, D., 2022). This is a growing market with CAGR

about 13.9% (Mordor Intelligence, 2020). During the long period Netflix stay the leader of this market with more than 232.5 millions of paid subscribers on their platform and quarterly profit more than 1.3 billions of dollars in the first quarter of 2023 (Statista). Market also includes well-known companies like Amazon Prime, Disney+, Hulu, all these services provide a range of content to subscribers. It is important to note that these platforms open access to the market for a huge number of small directing companies because it made easier for them to enter the markets. This method of delivering gave to businesses opportunities for different business models, companies build their own pricing policy for customers and some of them also provide ad-supported methods for attracting users.

Live streaming is a method of distribution live broadcasts through the internet. The difference with other methods of distribution is that these videos are delivered in the real time without any recording. Examples of this type of platform are YouTube TV, Hulu. This type also provides access from different devices.

VOD (Video-on-Demand) is a technology that provide access to different video content. One of the main advantages is that in comparison with cable TV it provides more autonomy in case of possibility to choose content and watch it whenever user wants. It includes: sVOD, aVOD, iVOD.

aVOD (Advertising-supported Video-on-Demand) based on providing video content through platform without charging any money from user, platform earns money from advertisers who pay for displaying their banners and videos through the interface or during the films. Very often these services also provide possibility avoid watching advertisements if user buy subscription, but generally this services allow free access for users.

sVOD (Subscription-based Video-On-Demand) based on providing content on a subscription basis. User pays for particular period of time according on tariffs and variants of platform and get unlimited access to the library of content. Netflix, HBO MAX, Amazon, and other biggest players of video streaming market are focused and compete with each other for this segment.

tVOD (Transactional Video-On-Demand) based on charging fee one time from a customer for content. User can buy or rent video content and platform will charge fee for that one time. There are options and categories of it: EST (Electronic sell-through), PPV (Pay-per-view), DTR (Download-to-rent).

EST (Electronic Sell-Through) is a method of distribution when consumer pays for video content and gets unlimited access to it, on some platforms user also can download it and watch without internet, this option is very user for those who often in the trips or don't have access to internet when they want to watch films. Very often this model has shorter window between

premier of the film and its release. Popular services are iTunes, Amazon video, VUDU. For example, there are some interesting models on the market, VUDU provides to users opportunity to change their DVD/Blu-ray disc and get film in digital version, it will be added to library of user. Some companies also provide bonuses like cash backs that accumulate in the account and user can buy films by spending these bonuses.

PPV (Pay-per-view) is based on charging fee for a one time and usually provides access to some events, shows, more often for sports. UFC is a good example of the company that provides PPV (Robbins, T., et al., 2017). Fighting organization provides access to their tournaments by selling PPV and consumers need to buy this access for each tournament separately.

DTR (Download-to-rent) is based on charging fee for a one time and provides access to content during limited period of time, usually it can be 24 or 48 hours after start of watching video content. Some companies like Kinopoisk use mixed method when consumers have subscription, but some content is limited and user needs to pay for access separately.

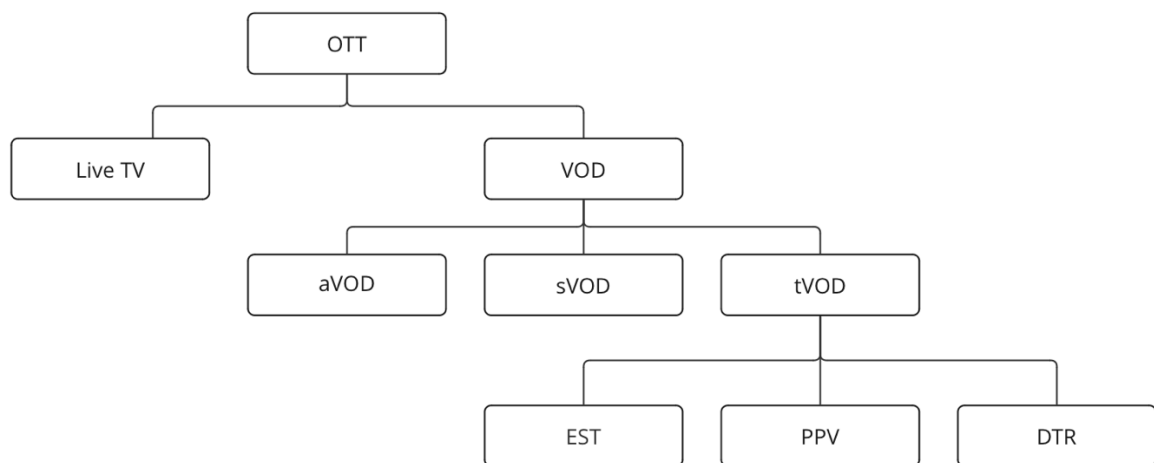


Figure 8. Types of video streaming services [Source: Werd, S., 2020]

Appearance of video streaming services was mostly associated with a new era where people get more options to choose and don't need to depend from cable TV providers. The fact that person can choose which content to watch, when watch it and on which device person can do this was designated as the most dangerous instrument versus distribution channels that fully based on live or planned delivery of content. In this way it was surprisingly that increases popularity of live streaming and this method of content delivering attract a lot of user. One of the leader of this industry is Twitch, it's MAU is more that 140 million people (Demandsage). Company provides various options of live streams from content that provide any user to gaming competitions of professional cybersport teams. In case of increasing popularity of this industry Amazon bought Twitch in 2014. Other big player of video streaming industry YouTube launch

product with live broadcasts its name is YouTube Live, and other big players from social networks like Facebook also implemented this functionality in their product in Instagram. One more popular way of online streaming is broadcasts of TV programs. As a result traditional TV started to invest in the sphere of live broadcasts and try to use all of their resources to invest in content rights for attracting more customers on this market. It is impossible to duplicate the options that live streaming provides to users by video on demand. For example, Twitch provides infrastructure that allows to users interact with each other by messaging in live, watch actual content and discuss it at the same time with other people. People discuss process of gaming in cyber sports tournaments, talk with their favourite bloggers in live and these advantages can be the reasons of Twitch positions on the market.

Nowadays subscription video on demand services also in competition with social medias and networks. In scientific research was found that nowadays generation Z has other preferences in case of time spending and multitasking made that content providing by video streaming platforms is often like background noise (Woods B., 2023). According to the author video streaming platforms need to focus on implementing some forms of social interaction from inspiring by livestreams. The implementations and changing the passive viewing process may change the experience of content watching that can attract more users from generation Z.

1.2.2. Piracy and legal streaming

The First Phase.

The first stage of distribution pirate content was associated with delivering music through peer-to-peer (P2P) network. Every node there was server and client. P2P technology changed the market because made it easy for people deliver any audio content. Piracy started to become a big problem for music industry. One of the pioneers was Napster that found in June of 1999 and provided P2P service that attracted millions of users to the platform. But company faced a problem because of copyright laws and was closed because of that. BitTorrent is another P2P platform that substituted Napster and allowed to people continue consume pirate content.

The Second Phase.

At this period the biggest players of music sector started to fight with increasing of piracy market. Companies invested a lot of money trying launch legal services that offer music content. The start of the second stage begun in early 2000s in the era of new millennium and launching digital musical stores. Example of successful company in this industry is iTunes that was launched by Apple in 2003. They started from protecting content that they provide by using digital rights management (DRM) for fighting with copying. But consumer that had opportunity

to use pirate services didn't accept these decisions from Apple and as a result company stopped using DRM protections systems. But because of the fact that companies started their activities because it was needed and did it after piracy growth their solutions couldn't stop decreasing of revenues and more and more consumers switched to pirate content.

The Third Phase.

At the third stage companies understand that they need to adopt and provide acceptable business models through their platforms. They introduced streaming-based and subscription-based model for music platform (SBMS). One of the leaders and pioneers is Spotify that was launched in 2008 and after their introduction of this business model other competitors started to provide the same conditions. The main challenge for these companies was to attract free users in paid customers and as a result paid streaming services now one of the biggest channels of revenue for the music industry.

The IFPI Music Consumer Insight Report shows us the main challenges of music streaming industry and copyright. At the last period music streaming services attract more users and continue to show growth in revenues but despite this fact, people continue illegal downloading of music from pirate services (IFPI). One of the most popular ways of copyright infringement is recording audio streams from different platforms. Evolution of piracy that happened during the last ten years changed behavior that was based just on downloading pirate music using torrents (Lobato, 2017). Now users have other ways for consuming this type of content, for example, mobile streaming sites, avoiding problems with blocks using VPN providers, and jailbreaking of their devices, for example Apple TV (Lobato, 2017). One more research shows us that now piracy is more hidden and ephemeral, for example, it happens through moving accounts (Burroughs, 2015). Nowadays piracy can be associated with more mundane methods that used by potential consumers, for example, people exchange their accounts with their relatives or friends, share their logins and passwords. Piracy streaming ephemerally bucks the media logic of media industries.

Digital video industry historically had less problems with piracy as music industry because video files were larger and it was harder for platforms to provide access to files because it's required from platforms more resources to store them and for users higher internet speed for downloading these files. It was a period when providing access to these files was through websites and wasn't launched torrent technology. From one side it created problems for pirate platforms because they need to have more resources to store big files with video content and from another side users need to have high speed internet for downloading these files. After launching BitTorrent this problem became widespread and people got easier access for

downloading videos. And this trend continue in these days, in 2022 according on MUSO's Global Piracy Insights Report, the film piracy increased by 36.4% in comparison with previous year and TV content piracy increased by 8.8% (MUSO). In the popular websites that provide torrent files with pirate video content the most popular files are films and series, but it's rarely case to find music content there. At the same time the most popular channel of distribution pirate video content is streaming delivery that continue to grow. Because of that legal video streaming services like Netflix has a strong opposition from pirate platforms that provide the same services and are also easy to use, for example, Popcorn Time (MUSO).

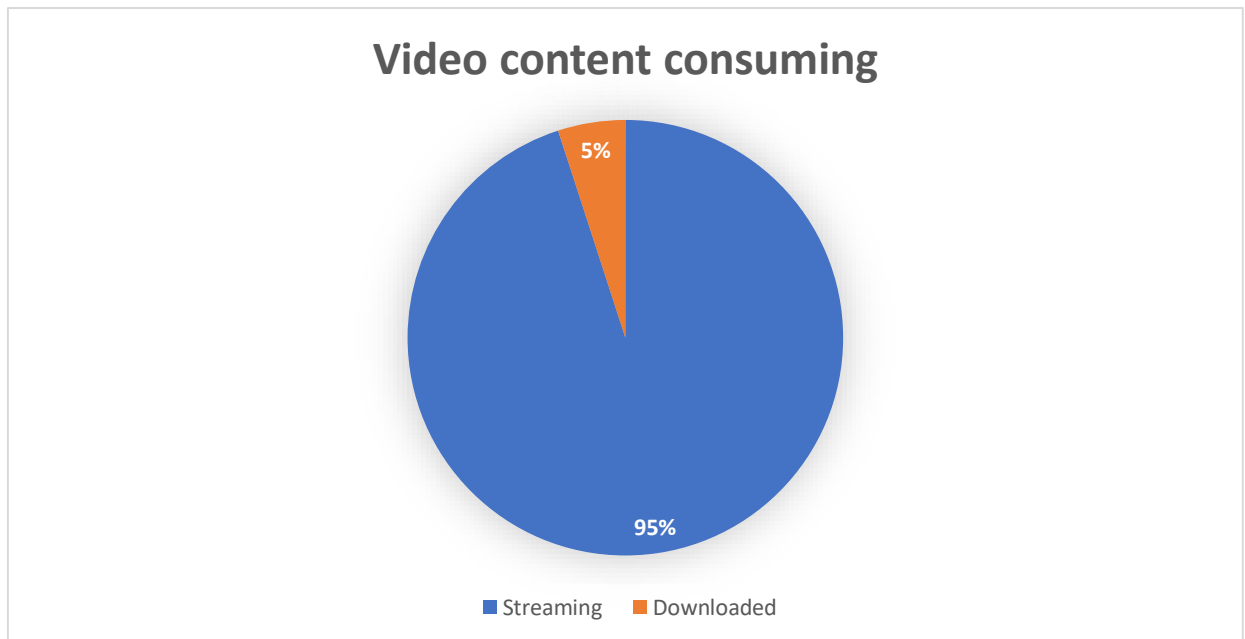


Figure 9. The delivery method for TV and film content. [Source: MUSO]

Video and music piracy have some similarities and differences. The business model that used by music streaming services, where user have choice to use ad supported version or premium version in subscription-based music services (SBMS). In comparison it's not typical case for SVOD services that more often provide access to content to paid users. There are also some other types of video streaming services, for example, Live TV that based on advertisements. The model based on ad-support in music streaming services has goal to attract more people in their services which then, after experience with product can convert into paid users. In SVOD services can be provided free trial period after which users lose access to content.

Watching films or series requires more time than music listening and have less replay value. At the same time the production of films requires more facilities, investments, and time spending in comparison with music. Music streaming services also provide millions of different titles and it much more than SVOD services, filming industry have another situation on the

market connected with intellectual property. Movies also have their schedule of release that starts from cinema theatres and only then can be available for video and video streaming market and this process can take a long period of time. That's why the biggest players on the video streaming market, focused not on Hollywood content, now video streaming services provide their own exclusive content that can be watched only there. It helps to companies become more independent from the filmmaking companies and increase planning facilities. Netflix and HBO are two examples of companies that use this strategy and from the one side it is an advantage for the platform, from another this situation can increase the interest in pirate resources, because now people need to have subscriptions on multiple video streaming services just because they can't watch the same content and need to get access to exclusive content. It can be easier for consumers just use pirate websites and get access to all content.

1.2.3 Market of video streaming services.

Streaming industry expanding globally every year and because of this fact competition between biggest platforms continues to increase. This competition is a good signal for consumers because now they have more variants to choose service that fit their requirements. This fact leads to increasing churn rate and according to the reports in 2022 about 150 million paid subscriptions in SVOD services were canceled and churn rate can be about 30% (Deloitte).

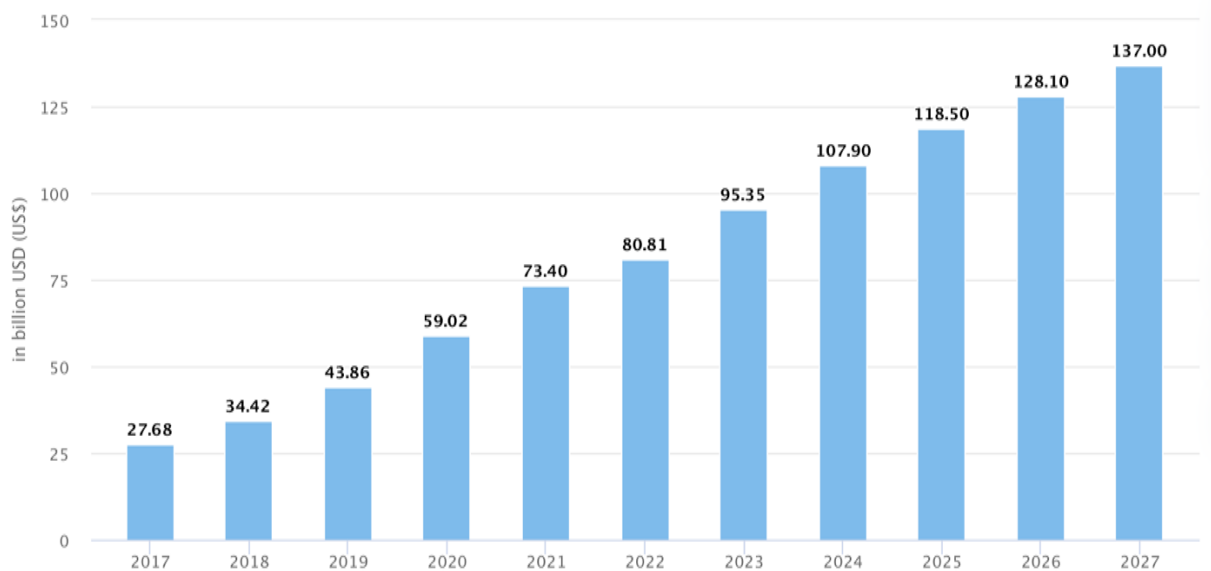


Figure 10. Revenue in SVOD market. [Source: Statista]

This news doesn't mean that SVOD will lose the level of revenue, because the number of new subscriptions is also rise faster than churn rate. Also, users that stopped their subscription in one service subscribe other SVOD services and analytics forecast increasing of this market because of these positive signs. The developing os streaming industry in different regions may

require some other approaches in business models according on cost sensitivity of the region. On the picture above we can see the forecasts about the SVOD market and according on them companies need to focus on attracting new users that can help solve problems with churn rates (Deloitte). Churn rate means the situation when user cancel subscription and service lose this user. Companies of SVOD market find this problem as a challenge because there are some cases when the customer acquisition cost (CAC) can rise to 200\$ and these costs are different depending on the market (Motley Fool, 2019). Customer acquisition cost is the amount of money that company spend to attract one user. The fact that now we see increasing of the number of players can lead to situation when CAC will increase, and companies need to focus on increasing retention rate in the companies. Retention rate shows the percentage of consumers that continue using service after a certain period of time. Companies focused on the rule: Lifetime Value (LTV) > CAC, which means that company earn more money on each user than spent for attraction.

Companies from the USA faced the biggest problems with churn rate, because it is the biggest market of SVOD services that offer big number of different services. In the start of developing SVOD services in the US, people acquired a lot of different subscriptions for getting access for different range of content, as a result they found that spend a lot of money for them and became more cost-sensitive and started to cancel subscriptions for which they are not ready to pay. In 2021 about 80% of households in US had paid subscriptions for SVOD services and at the same time 35% churned (Leichtman Research Group, Kevin Westcott et al., 2021, Deloitte). Companies invest billions of dollars for developing their platform and providing exclusive content for increasing retention rate. Because of increased prices it may not have effect and for fighting with churn companies started analyzing new possible ways to decrease their churn rate by experiments with cheaper subscriptions or free ad-supported variants (Deloitte).

European SVOD market started from providing another variant of services but then followed model that used in US. European platforms provided free services with very small libraries of content in comparison with US companies. At the same time companies from US provided their service with paid subscriptions and had much more content, better user interface and auto-recommendation systems. Companies attracted people not by free content but by increasing the level of quality in their products and charging money for that. According on their example European platforms started to do the same and as a result they become more successful and SVOD started to grow (Deloitte). At the same time companies in less rich countries couldn't follow this way and their users prefer free ad-supported platforms (Amaya, H., 2021). Global and local companies that operate in Latin America adopted their content for this market and

decreased the prices for competition with free add-supported platforms (John Hopewel, 2021). Regional players of this market also focused on partnering with popular streamers for attracting more users and use advertising to compensate their customer acquisition costs, it helps them in process of adoption prices for this market (Tom Grater, 2021).

The Asia/Pacific market has a lot of differences in comparison with US market. The AVOD services that provide free add-supported services are more popular than SVOD services. But they operate using another business model. In the biggest countries like China and India more than hundreds of millions of users of AVOD services. The number of active users in Indian platform "Hotstar" exceeds 300 million users and more than 45 million have paid subscriptions (Gaurav Laghate, 2021). One more example is Chinese company "iQIYI" that has more than 500 million of users and about 100 millions of them are paid users (iQIYI). The business model of these companies is specific and differs from US. Companies provide different pricing, it ranges from free to paid and companies are focused on the transforming their free users to paid by offering better options (Pioneer Consulting APAC Insights). They suppose that revenue from these subscriptions will allow them to provide the content of higher level (Nikki Sun, 2021). Their services often are multi and they offer gaming, innovative content, music, and mobile engagement (Jeff Loucks et. Al, 2019). By using this business models companies can attract wider audience and monetize the using different methods and not just by subscriptions for video content and fight with churn rates.

The business model of Asian companies can provide some ideas to US and European companies about ways for global expanding and providing wider options for users according on the specifics of each market (Cathy Conk, 2021). In the companies of this type will grow ad-based business models and goal can be not just SVOD subscribers but overall revenue gained by all services of the platform.

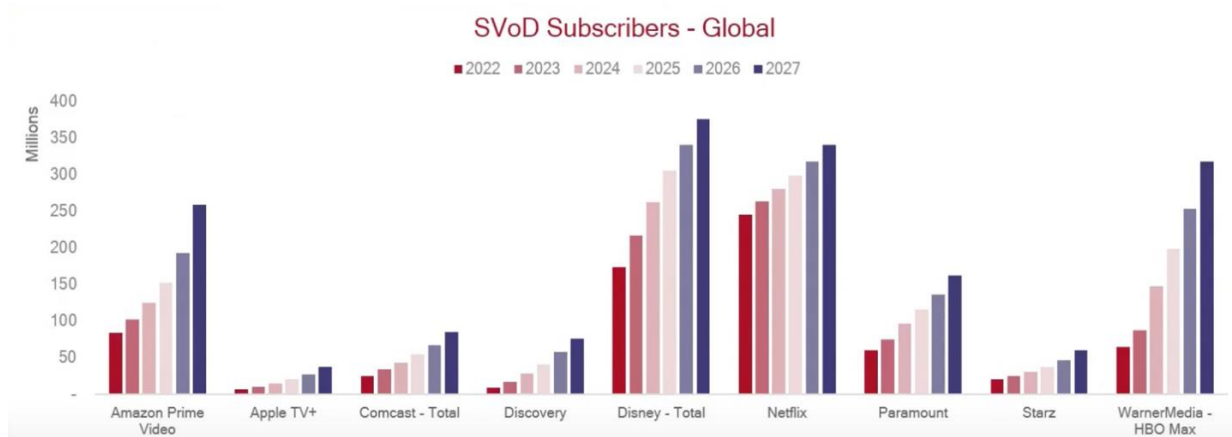


Figure 11. SVOD Subscribers by services. [Source: Rethink Research]

MIDiA Research, a U.K. media research company forecasts the increasing of revenues on the global SVOD market. They expect that SVOD market will be about 132 billion of dollars and the level of annual growth rate of whole market will be about 25% every year. According on their analysis the level of SVOD market in 2022 was about 106 billions of dollars in comparison 85 billion of dollars in 2021. And the market size in 2023 is expected to be about 322 billion of dollars. These forecasts are based on the decreasing growth rate from 2020 when it was 46.7% to 25% (MIDiA).

According the report of regional trend of SVOD we see that in the 2023 North America have about 18% of global users of SVOD and about 39% of global revenue on this market. Analytics expect that in 2030 the share of this market will decrease and be 13.2% in amount of users and 32.2% of revenue on global market. Report shows that expectations about Asia-Pacific region are more positive, in 2023 they have more than 56% of subscribes and and 32.2% of revenue on global market. Expected that in 2030 this region will be the leader and will have the largest revenue market the share of subscribers on the global market will be about 59% and revenue 34.5% (MIDiA).

Traditional TV is still being popular variant of broadcasting, the biggest players of video streaming market starts expand partnerships with the major sports and cyber sports leagues for providing access to their users for these events. For example, Amazon got exclusive rights to show Thursday Night Football. Sky, Dazn and ESPN remain the leaders in this sphere in the US and Europe.

It's expected that market of videostreaming services will continue growth. Some of factors are (Fortune Business Insights):

- rise access of high-speed internet in the world,
- growth of the demand for on-demand content,
- distribution of mobile and various devices
- production of original content by video streaming services
- competition between video streaming services
- boost of industry and changes in consumer behavior during COVID 19.

1. Availability of internet is one of the most important factors which connected with infrastructure that needed for streaming. With increasing the quality of content provided by video streaming services it requires faster internet connection. Nowadays providers of internet give access to high-speed internet with good tariffs in the developed and developing countries and companies like Starlink operates for providing access in the other parts of our world.

2. With developing of options for watching content consumers are more likely to watch the content that they want and when they want. Because of this fact increased popularity for on-demand content. According on literature review, we see that companies provide more content of different genres, and it gives advantage not just in possibility to watch on different devices, but the quality of this content is also on enough level.

3. With increasing of the access to mobile devices, laptops, PC's, SMART TV's video streaming platforms can attract more users. This fact provides infrastructure for consuming content and according on the digitalization this trend will continue and positively affect on increasing of the potential users of these services.

4. As it was noted video streaming services produce their own exclusive content that accessible only on the platform of this companies. Because of this fact content can be watched only there and it motivates users to subscribe services because of that. It also important to say that this content is on a high level and does not concede and even surpasses the content of the competitors that accessible on whole market.

5. With increasing of the amount of video streaming services also increased the competition between companies. As a result platforms compete for finding ways to offer the best service for their users by analyzing the preferences of them. It increases the quality of service and improve user experience in comparison with cable TV.

6. COVID-19 had a serious effect on different spheres of people's life. During this period people lost access to cinema theaters, visiting DVD shops and it changed some patterns of consumer behavior. More people still work remote after the pandemic and all these factors positively affected on the market of SVOD.

Conclusions on literature review

With the increasing of the channels that distribute goods and services consumers got flexibility in time, location, information about the products, customer reviews and options for price

comparison (Chiu et al., 2006; Kim et al., 2008). This fact increased the power of consumers and companies became more customer-oriented which caused the increased level of available options and service level (Pitt, Berthon, Watson & Zikhan 2002). Consumers became more demanding not only in terms of product's quality but also in platform's experience and if the quality of website seems for them as low the refuse the product or service (BCG).

Video streaming services provide access for the video content through the internet without need for downloading it. In our analysis we mostly focused on SVOD services that provide access for content to paid users.

The demand for SVOD services increases every year and according on the forecasts of consulting companies it will continue to grow during next ten years (MiDIA). It shows increasing during last years and because of increased competition companies provide more new options for their users. Seriously challenge for the companies is not just competition between legal SVOD companies, but also competition with pirate websites that provide free access to video content (MUSO). Pirate websites are mostly aVOD, they provide access to content by addition of advertisement in their platforms and SVOD platforms need to provide additional value for users that will be reasonable for switching to paid services.

Nowadays companies produce their own content that accessible on their platform, works on the quality of auto-recommendation system, try to make user experience easier and more enjoyable (Basilico, J.,2019).

Chapter 2. Research methodology

In the Chapter 2 of master thesis, we describe methodology of our research, provide explanation of research design that we used in our analysis, methods of data collection, discussing constructs of research model that was built based on literature review.

We conducted our research according on this methodology (Sileyew, 2019):

1. Problem definition.

This is first step for our master thesis, we define problem and identify research questions of the study. This step is important for successful building useful research.

2. Development of Theoretical Framework and Hypothesis.

According on our problem and research questions, we analyze literature background for defining the hypotheses that will help us to answer on research questions.

3. Questionnaire Development.

At this stage, after building theoretical framework and finding enough information for building hypotheses we conduct our questionnaire based on them for accepting or rejecting our hypotheses.

4. Data Collection.

We start process of getting data from users of video streaming services, important point there be sure in quality of the respondents and that they fit for the requirements of the study, because it will affect on the results and may decrease quality of the research. One more important point is to get enough amount of data for the analysis.

5. Data Preparation and Analysis

At this stage we start process of editing, decoding data, check it using descriptive statistics and other methods that are required for building regression analysis and only after all these procedures we can start analysis of our data.

For the analysis, we gathered data by using online service that provides options for building questionnaires and send them to respondents. For the measuring we used 7-point Likert scale. Advantages of that is that we get wider range of responses. The survey link was shared through the different social media platforms, like Telegram, VK etc. It allowed to reach a broad audience from different age groups, regions. The open period of the survey was four weeks, during this period respondents could complete the survey, it was made to provide enough time and increase the chance of accurate answers without time limitations. Survey process was based on principals of anonymity, idea of that is creating more comfortable feeling that may provide more honest answers.

After collecting all data, we used IBM SPSS and AMOS for data analysis. These instruments provide us conditions for all steps of data analysis.

2.1 Research Approach

Streaming platforms now in era of annual growth of the market. There are different reasons that stimulate this trend, like increased number of internet users, growing number of mobile devices, Covid 19 is also one more driver that lead to increasing number of subscribers in video streaming industry.

Streaming platforms now in era of annual growth of the market. There are different reasons that stimulate this trend, like increased number of internet users, growing number of mobile devices, Covid 19 is also one more driver that lead to increasing number of subscribers in video streaming industry.

Based on that increased competition between leaders of this market and that's why goal of this master thesis Is to identify which factors are the most important for users in case of intention to use video streaming services. Aim of this research is to get better understanding about users preferences and this information will improve this knowledge for theoretical community in case of video streaming users behavior and their satisfaction by using this services. This research will be useful for businesses, it will help them to build their products using approaches that meet needs of their users.

Selecting the appropriate research questions is one of the most important parts of research process, because correct formulation of questions lead us to building focused, relevant analysis (Dodgson, G., 2020).

To address the research problem, we have formulated the following set of research questions:

RQ1: Which factors affect on users' preference of video streaming service?

RQ2: What is the relative importance of these factors in consumers' intention to use video streaming services?

2.2 Research Model Constructs

To identify factors of customers to use video streaming services and answer on our research questions, we analyzed theoretical literature review that are connected with our master thesis topic and built constructions of our model fully based on that. They were according on principals that can provide us wider and deeper answers on our questions.

This analysis concludes deep analysis of academic researches, scientific articles, publications and reports from the most reliable consulting companies in this sphere.

The aim of review is to provide comprehensive understanding of each construct that used in analysis. For achieving that we tested different models, theories from all fields that connected with our topic and this process includes analysis of topics with critical evaluation of researches. For better analysis we used structured approach of identifying key concepts and topics and after that built each construct.

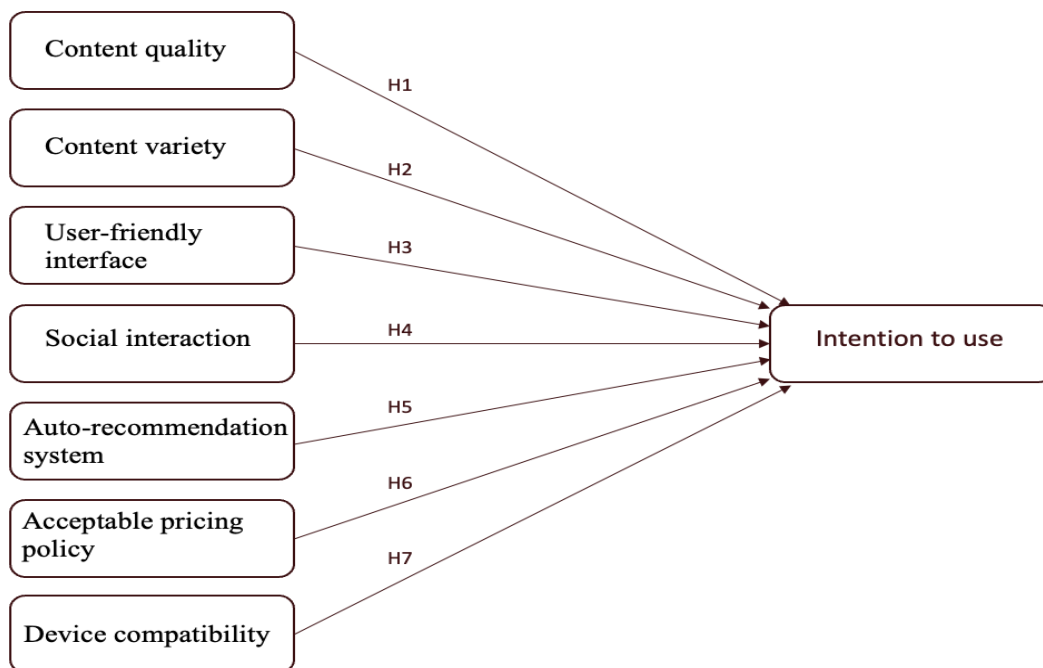


Figure 12. Conceptual model of the research. [Source: author]

Design of questionnaire is built on understanding the impact of each factor on intention to use video streaming services. All of these factors are fully based on literature review and according on that were built groups of questions for every factor.

Aim of that was gather data not from those who don't have experience with services, but from users who used this service before and can clearly answer on all of questions. For analysis we gathered data from a 483 respondents that experienced with this type of product and this sample provided equality in gender and normal distribution in age groups.

Results of this survey give us all information for clear answering on our research questions. Based on a review of the literature, we found that the following factors can affect on users intention to use video streaming services.

Table 1. Hypotheses for analysis. [Source: author]

Hypotheses	Source
Content quality positively affects intention to use video streaming services.	(Dobrian, Florin et.al, 2013, Diallo, M., Fieau. F., Hennequin, B, 2014, Wagner et al., 2014; Wagner and Hess, 2013, Ye et al., 2004)
Content variety positively affects intention to use video streaming services	(Barata, M., Coelho, P., 2021, Chiu et al., 2006, Kim et al., 2008)
User-friendly interface positively affects intention to use video streaming services.	(Davis, 1985 ; BCG by Madu & Madu, 2002, Pratama, M., Cahyadi, M., 2020., Barata, M., Coelho, P., 2021)
Social interaction positively affects intention to use video streaming services.	(Fang-Mei Tseng and Chiu-Yen Wang, 2013)
Auto-recommendation system positively affects intention to use video streaming services.	(Amatriain, X., Basilico, J.,2016., Lee and Waterman, 2012, Prey, R., 2018)
Acceptable pricing policy positive affects intention to use video streaming services.	(Levrini, G., Santos, M., 2021; Zhao, H., Yao, X., Liu, Z., Yang, Q., 2021)
Device compatibility positively affects intention to use video streaming services	(Ismail, H., 2016, Kim, J., Nam, C., Ryu, M., 2017)

There are some conducted studies that analyze different factors which motivate user to pay for their subscription. In these studies were analyzed several factors and the factor that showed significance between intention to use services with tariffs of paid subscriptions is a content quality (Wagner et al., 2014; Wagner and Hess, 2013, Ye et al., 2004). In this studies users were ready to pay for services if they provide high quality of content also if they can choose free versions with lower quality. In this researches was focus not on quality of website, but on quality of provided content. And users' perception that the content is of a high quality increases intention to use this service.

H1. Content quality positively affects intention to use video streaming services.

At the last period the biggest company of video streaming industry are focused on increasing their investments to production their own content. Factor of providing more original content seems for companies as a tool to attract users. One of the main advantage for users of paid music streaming services is content variety (Barata, M., Coelho, P., 2021). Consumer behavior is also based on intention of people to choose from wider range of variants (Chiu et al., 2006, Kim et al., 2008). Based on that we build hypothesis that providing more content will increase intention to use service.

H2. Content variety positively affects intention to use video streaming services

Some researches provide analysis of improvements that paid music streaming services need to include. They recommend to develop their user interface in the way to make it more understandable and easier for user to work with that. These recommendations also include improving search system, create more comfortable to pay for it (Hampton-Sosa, 2019, Oliveira et al., 2016, Barata, M., Coelho, P., 2021). According on some researches understandable user - friendly interface increase perceived utility of a product. Aspects of interface have direct stimulation of cognitive responses and perceived usefulness of user (Davis, 1985). Customers prefer the convenience of the website and if it's not comfortable platform for them, users often refuse this service (BCG, 2002)

H3. User-friendly interface positively affects intention to use video streaming services.

Social interaction has a huge effect on different sectors and industries. Research articles provide us importance of this factor, it was found out that players of online games evaluate social interaction as the most important factor why they play these games (Tseng, F., Wang, C., 2013). In case of video streaming services were are focused on commenting, recommending and communicating with other subscribers of service.

H4. Social interaction positively affects intention to use video streaming services.

Auto-recommendation system provides for users personalized offering of the content based on users' preferences. This technology have very huge effect in music streaming industry on users (Lee and Waterman, 2012). This technology is based on recommending personalized playlists for users and often used by them. Users evaluate auto-recommendation system as a very important part of their music streaming service and this factor make impact on their intension to use it (Prey, R., 2018). According on analysis from Netflix about 80% of time people watch

content that recommended them by this system and other 20% are the films or series that people found by themselves. In the analysis they also provide information that user lose interest of searching after 90 seconds of this process (Basilico, J.,2019, Gomez-Uribe, C., Hunt, N., 2015).
H5. Auto-recommendation system positively affects intention to use video streaming services.

In our research we are focused on analyzing intention to use SVOD, this video streaming services charge fees from users and it's important point to analyze effect of this factor on them. Research articles show us the high importance of price in intention of adoption a technology. Companies should focus on that and be accurate because this factor has power on users' choice. Researchers show that strategies of pricing play fundamental role in these sectors and companies should try to offer realistic prices (Chu and Lu, 2007). Companies need try to provide for user more benefits within their product than sacrifice (Li and Cheng, 2014), companies need to correctly identify their segments and based on that provide acceptable pricing policy (Chu and Lu, 2007).

H6. Acceptable pricing policy positive affects intention to use video streaming services.

Nowadays consumer have a lot different devices: phones, laptops, SMART TV, tablets etc. It's big advantage for video streaming services to provide access to content through all of them. As video streaming services have advantage like possibility to watch content whenever they want, option of device compatibility can increase the flexibility of users in choosing more comfortable way of content consuming. Researchers assume that music streaming platforms become more popular because of mass use of smartphones, in this way we assume that there are segments of users who prefer watching films on smartphones or TVs and providing accessibility will encourage consumers to use video streaming services (Kim et al., 2017).

H7. Device compatibility positively affects intention to use video streaming services

Table 2. Number of questions in questionnaire. [Source: author]

Name	Number of questions
H1: Content quality	3
H2: Content variety	5
H3: User-friendly Interface	4

H4: Social Interaction	3
H5: Auto-recommendation System	4
H6: Acceptable pricing policy	3
H7: Device compatibility	4

For testing all these hypotheses above we use 7-point Likert scale for measuring responses, it ranges from "strongly disagree" to "strongly agree". Respondents answer on questions based on their agreement with statements that conducted according on all hypotheses.

2.2.1. Data analysis procedures.

Data Screening. On the first stage of our analysis, we check correctness and normality of our data. Our respondents must answer on every question during survey procedure because of requirements and it's not possible finish survey without it, it decreases possible of appearing missing values in our sample. On this stage we check are there any missing values because something wrong may happen on the platform in process of data transfer in statistic tools. We also check for outliers in it using box plots.

Descriptive statistics. At this stage we check and summarize or data. We look for distributions between ages, genders, and other criteria that we provide through survey. This information also helps us understand the general information about our sample.

Reliability and Validity test. At this stage we check that our data is reliable and valid at the same time. It's important requirement that data must fit in case of building regression analysis. There are some coefficients that we check using IBM SPSS and AMOS (Field, 2013): Cronbach's alpha > 0.7, C.R. > 0.7, AVE > 0.5.

Regression analysis. After all procedures we start our regression analysis using IBM SPSS and check its results. We look for table of correlations and check is their any cases with multicollinearity, correlations between two independent variables must be less than 0,7. At the next stage we check Tolerance and VIF levels of our variables, Tolerance must be above 0.1 and VIF level below 10. As a next step we look on level of R square to understand how model

explains the dependent variable "Intention to use", the requirement is that it must be more than 0.3. Then we check a p-value in the ANOVA table for evaluating is our model make good predictions, p-value must be less than 0,05 (Field, 2013).

Hypotheses Testing. The last task is identifying which hypotheses are accepted or rejected. in our case we have 7 hypotheses that we test, and then we check significance level, that must be less than 0.05 ($p < 0.05$). And second criteria for accepting hypothesis is that it must have a positive relationship with our independent variable "Intention to Use".

Chapter 3. Data analysis.

Survey was completed by 483 respondents. The selection of these respondents was based on requirement that everyone of them has experience of using paid subscription-based video streaming services. All process was built on principals of confidentiality.

The table below shows some characteristics of respondents. There is an almost equal gender distribution. Among 483 respondents 47.2% are male and 52.8% are female. Age distribution also shows us that we have different age groups between our respondents. Majority of them are between 35-44 years old with 37.7%, then goes 25-34 years old with 31.7%, 45-54 years old with 16.6%, 18-24 years old with 13.7% and the smallest portion are respondents between 45 and 54 years old with 0.4%.

According on that we can mention that age distribution is between people of working age years, and there is a very small proportion of older people. Gender distribution is slightly dominated by women, but generally there is not big difference.

Table 3. Characteristics of respondents. [Source: author]

Characteristics	Item	Frequency	Percentage
Gender	Male	228	47,2%
	Female	255	52,8%
Age	18-24	66	13,7%
	25-34	153	31,7%
	35-44	182	37,7%
	45-54	80	16,6%
	55+	2	0,4%

On the table below we see video streaming services that our respondents used. Most of them use multiple services or switched from service to another, that's why indicated few video streaming services. The most popular service among respondents is Kinopoisk.

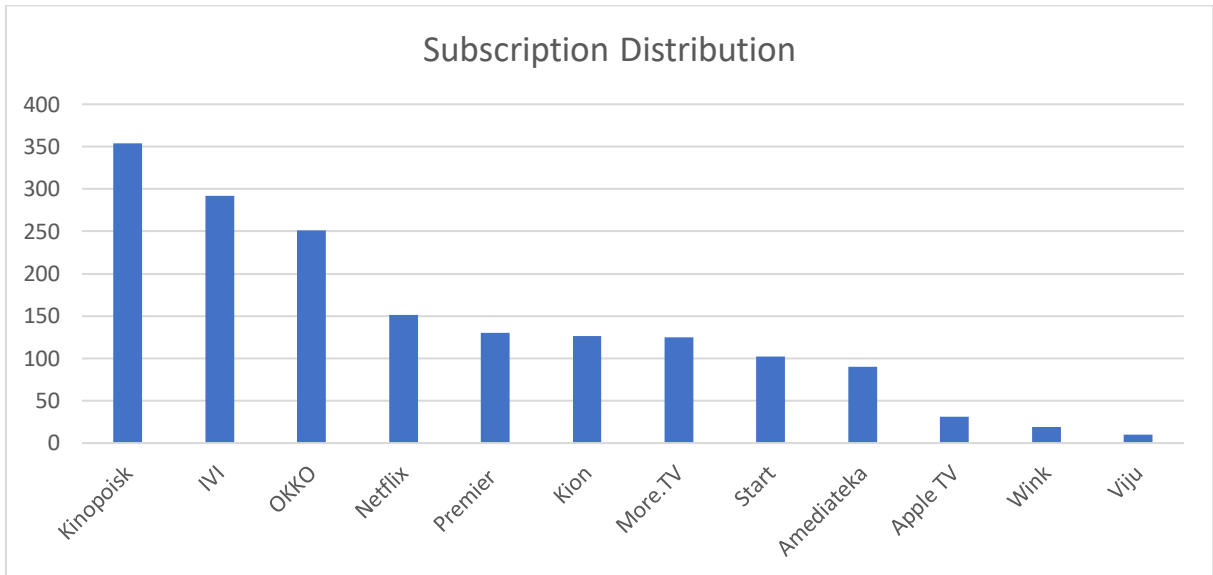


Figure 12. Subscription distribution between respondents. [Source: author]

On the table below we can see how often users watch content on video streaming platforms. Results indicate that most of respondents watch content every day and slightly less amount of respondents watch content few times a week.

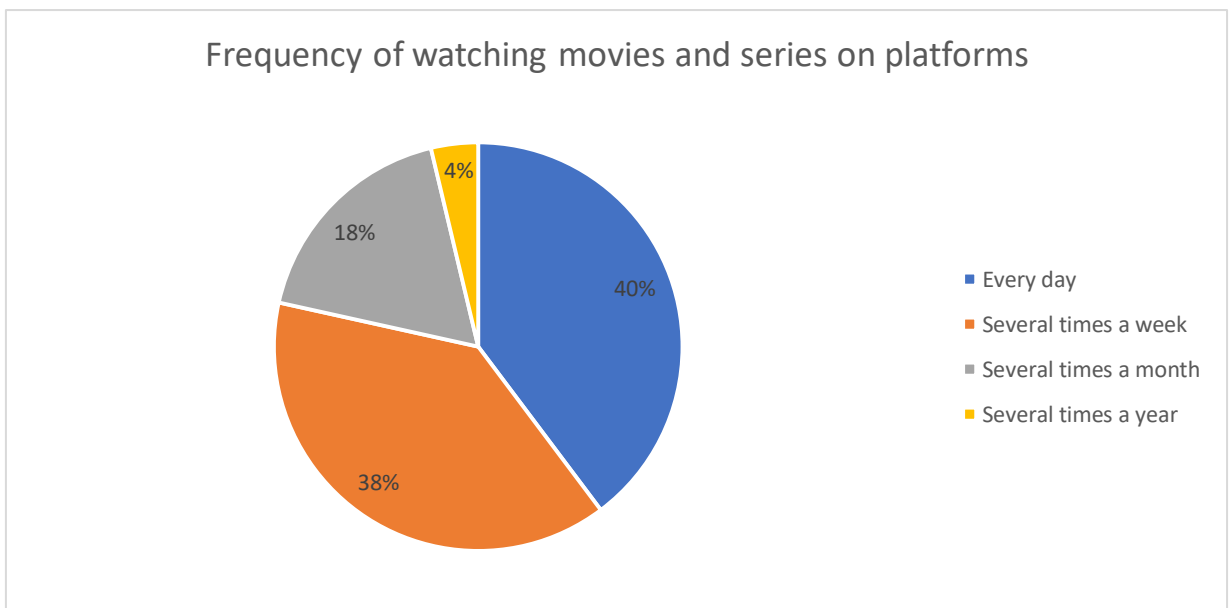


Figure 13. Frequency of watching movies and series on video streaming services by respondents. [Source: author]

3.1. Reliability and validity analysis.

Regression analysis is commonly used statistical tool for analysis that allows us to check relationship between dependent and independent variables. We use it to check the relationship between each factor from our study with intention to use video streaming service. Before starting the analysis there are some requirements that our data must fit. We need to check validity and reliability of our data (Field, 2013).

Reliability connected with consistency of measurement, it shows us that our data has reproducibility of results. Replicating the analysis will give us the same results in case of validity in our data fits the requirements. It shows us that our results are significant and not vulnerable to fluctuations (Field, 2013, Dennick, R., 2011).

Validity shows us that the relationships that being studied and reported are real in our study in case of problems with validity our results will lead to incorrect results. It's about the level of predictions' quality of dependent variable by independent (Field, 2013).

We start from checking Cronbach's Alpha. It measures internal consistency of a scale. By using it we check that all items measure the same construct (Field, 2013, Dennick, R., 2011).

There is a table of levels:

$\alpha \geq 0.9$: Excellent

$0.7 \leq \alpha < 0.9$: Good

$0.6 \leq \alpha < 0.7$: Acceptable

$0.5 \leq \alpha < 0.6$: Poor

$\alpha < 0.5$: Unacceptable

Table 4. Reliability analysis. [Source: author]

Factor	Cronbach's alpha
Content quality	0,795
Content variety	0,863
User-friendly interface	0,896
Social interaction	0,743
Auto-recommendation system	0,899
Acceptable pricing policy	0,834
Device compatibility	0,897

Intention to use	0,910
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Summary Cronbach's alpha of factors.

According on the results of the analysis we see that all factors in the scale have high level of internal consistency reliability, the values of Cronbach's alpha are from 0.743 to 0.910. It shows us that these factors are correct and reliable measures of the constructs that the must to measure. We can see that factors with the highest levels of Cronbach's alpha between independent constructs "user-friendly", "auto-recommendation", "device compatibility", there alpha values are 0.896, 0.899, 0,897. The lowest is alpha coefficient of "social interaction" is 0.743, but it still more that 0.7 and fits the requirements.

The Cronbach's alpha levels show that the measurement instrument used in the survey had good reliability and all factors shows acceptable levels of internal consistency.

The next essential step of studying process is checking validity and C.R. We check AVE (Average variance explained) for testing convergent validity and C.R (Composite reliability). The conditions for the demonstrating convergent validity are that Average variance explained more than 0.5. For composite reliability level must be more than 0.7 (Byrne, 2010, Fornell, et.al., 1981).

Table 5. C.R's and AVE's of factors. [Source: author]

Factor	C.R.	AVE
Content quality	0,801	0,573
Content variety	0,881	0,603
User-friendly interface	0,903	0,653
Social interaction	0,753	0,505
Auto-recommendation system	0,902	0,698
Device compatibility	0,898	0,747
Acceptable pricing policy	0,855	0,613

Intention to use	0,914	0,781
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Table C.R and AVE [Source: author via AMOS]

According on the results we see that factors fit norms of convergent validity and reliability, it means that factors measuring what they intend to measure. All factors have Composite reliability higher than 0.7, the lowest is 0.753 and the highest 0.914. Average variance explained is also more than 0.5, the lowest is 0.505 and the highest level is 0.781.

The results of the analysis demonstrate that all factors fit reliability and validity requirements, indicating that they accurately measure the constructs they represent.

3.2 Regression analysis.

For testing our hypotheses we conducted regression analysis. There are 7 independent composite variables in our study that are based on our factors: content quality, content variety, user-friendly interface, social interaction, auto-recommendation system, device compatibility, pricing policy. The dependent variable is "intention to use". Before analyzing results of regression analysis, it's important to check some points. We analyze the correlations table and check two set of them. First are correlations between independent variables and second between independent and dependent variable. The requirements for correlations between independent variables are that they should be less than 0.7. If there is too high level, we may have a problem with multicollinearity because it means that variables are too highly related between each other. It may create situation of non-correct accuracy of regression coefficients (Field, 2013).

Second part is to check correlation between dependent and independent variable and the requirement for its level is that it should be more than 0.3. This level shows that there is a strong relationship, and the outcome will be more accurate (Field, 2013).

Naming of the variables:

“MeanInt” – composite variable from “Intention to use”

“MeanContQual” – composite variable from “Content quality”

“MeanContVar” – composite variable from “Content variety”

“MeanUserFr” - composite variable from “User-friendly Interface”

“MeanSoc” - composite variable from “Social Interaction”

“MeanAutoRec” - composite variable from “Auto-recommendation system”

“MeanSubscrCost” - composite variable from “Acceptable pricing policy”

“MeanDeviceComp” - composite variable from “Device Compatibility”

Table 6. Table of correlations. [Source: author]

		Mean Int	MeanContQual	MeanContVar	MeanUserFr	Mean Soc	MeanAutoRec	MeanSubscrCost	MeanDeviceComp
Pearson Correlation	MeanInt	1	0,526	0,504	0,557	0,351	0,472	0,525	0,517
	MeanContQual	0,526	1	0,701	0,675	0,527	0,465	0,493	0,609
	MeanContVar	0,504	0,701	1	0,702	0,528	0,552	0,523	0,594
	MeanUserFr	0,557	0,675	0,702	1	0,568	0,57	0,563	0,735
	MeanSoc	0,351	0,527	0,528	0,568	1	0,532	0,443	0,455
	MeanAutoRec	0,472	0,465	0,552	0,57	0,532	1	0,583	0,423
	MeanSubscrCost	0,525	0,493	0,523	0,563	0,443	0,583	1	0,538
	MeanDeviceComp	0,517	0,609	0,594	0,735	0,455	0,423	0,538	1

In this analysis we identified few cases where two independent variables have a correlation more than 0.7. These variables are:

- “MeanContVar” - “MeanContQual” (0.701)
- “MeanContVar” – “MeansUserFr” (0.702)
- “MeandDeviceComp” – “MeanUserFr” (0.735)

It’s important to note that these correlations are just shy of 0.7 and can be rounded, according on researchers we can identify this result as acceptable (Hsu, et.al., 2007).

At this stage we analyze results of Coefficients table and check additional Collinearity Statistics. In process of analyzing variables, it is important point that their tolerance level should be 0.1 or more. It indicates which amount of a particular variable is not explained by others. Second important point at this stage is to check the Variance Inflation Factor (VIF) it should be less than 10. It estimates the extent to which multicollinearity increases the regression model's variance (Eberly).

Table 7. Table of coefficients. [Source: author]

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	MeanContQual	0,417	2,4
	MeanContVar	0,385	2,599
	MeanUserFr	0,302	3,31
	MeanSoc	0,583	1,715
	MeanAutoRec	0,514	1,944
	MeanSubscrCost	0,54	1,851
	MeanDeviceComp	0,414	2,413
a Dependent Variable: MeanInt			

Table of coefficients [Source: author via IBM SPSS Statistics]

According on the results of the regression we can say that model is reliable and valid. Collinearity Statistics are also support it, in every case the level of tolerance is higher than 0.1, the minimum level in our results is 0.302 and the maximum level is 0.583. There is the same acceptance of the data in case of VIF, the minimum level is 1.715 and the maximum level is 3.31, no one result was higher than 10. Model assumptions were checked and satisfied.

At this stage we evaluate our model further. We start it from checking results of the Model Summary and focus on "Adjusted R Square". The requirement for the level is that it should be higher than 0.3. It indicates the extent to which the model explains the variation in the dependent variable.

Table 8. Model Summary. [Source: author]

Model Summary									
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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,648a	0,42	0,412	1,18761	0,42	49,223	7	475	0
a Predictors: (Constant), MeanDeviceComp, MeanAutoRec, MeanSoc, MeanSubscrCost, MeanContQual, MeanContVar, MeanUserFr									
b Dependent Variable: MeanInt									

Table of Model Summary. [Source: author via IBM SPSS Statistics]

In the first row of our table, we see R value, it shows correlation coefficient between dependent variable and independent variables, we have value of 0.648 and it suggestion for moderate positive relationship between variables.

In the next row of our table presented level of R square that shows the proportion of variance in the dependent variable that can be explained by predicting variables. In our case level of R square is 0.42 or 42%. The adjusted R square provide more accurate estimation of the variance explained by our model by taking the sample size and number of predictors into account. Value for this model of adjusted R square is 0.412 or 41.2% and it indicates that this amount of variance of the dependent variable explained by the predictors, this level is more than 0.3 and acceptable for our study (Field, 2013).

At next stage we analyze the results from ANOVA table in order to check the significance of our model. We need to check p-value and it must be less than 0.05, it will allow us to mention that our model is a good prediction tool (Field, 2013).

Table 9. ANOVA. [Source: author]

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	485,971	7	69,424	49,223	,000b
	Residual	669,947	475	1,41		
	Total	1155,918	482			

a Dependent Variable: MeanInt
b Predictors: (Constant), MeanDeviceComp, MeanAutoRec, MeanSoc, MeanSubscrCost, MeanContQual, MeanContVar, MeanUserFr

Table of ANOVA. [Source: author via IBM SPSS Statistics]

According on the results that ANOVA table provided, the p-value is less than 0.05. We are able to use this model for validating our hypotheses. We have 7 hypotheses that were checked by conducting regression analysis.

Table 10. Results of regression analysis. [Source: author]

Name	Hypothesis	sig.	Beta
H1: Content quality has a positive significant impact on Intention to Use	Accepted	0,000	0,190
H2: Content variety has a positive significant impact on Intention to Use	Rejected	0,437	0,044
H3: User-friendly Interface has a positive significant impact on Intention to Use	Accepted	0,015	0,155
H4: Social Interaction has a positive significant impact on Intention to Use	Rejected	0,060	-0,086
H5: Auto-recommendation System has a positive significant impact on Intention to Use	Accepted	0,004	0,141
H6: Acceptable pricing policy has a positive significant impact on Intention to Use	Accepted	0,000	0,208
H7: Device compatibility has a positive significant impact on Intention to Use	Accepted	0,018	0,129

In the first hypothesis of our research, we check a correlation between content quality and intention to use video streaming service. By conducting analysis, we confirm this hypotheses. Results of analysis show a positive correlation between the two variables. The level of

standardized Beta Coefficient that measures the correlation is 0.190. This value is statistically significant with a p-value of less than 0.05.

In the second hypothesis of our research, we check a correlation between content variety and intention to use video streaming service. By conducting analysis, we reject this hypothesis. The level of standardized Beta Coefficient that measures the correlation is 0.044. This value is statistically non-significant with a p-value 0.437.

In the third hypothesis of our research, we check a correlation between user-friendly interface and intention to use video streaming service. By conducting analysis, we confirm this hypothesis. Results of analysis show a positive correlation between the two variables. The level of standardized Beta Coefficient that measures the correlation is 0.155. This value is statistically significant with a p-value of less than 0.05 (0.015).

In the fourth hypothesis of our research, we check a correlation between social interaction and intention to use video streaming service. By conducting analysis, we reject this hypothesis. The level of standardized Beta Coefficient that measures the correlation is -0.86. This value is statistically non-significant with a p-value 0.06.

In the fifth hypothesis of our research, we check a correlation between auto-recommendation system and intention to use video streaming service. By conducting analysis, we confirm this hypothesis. Results of analysis show a positive correlation between the two variables. The level of standardized Beta Coefficient that measures the correlation is 0.141. This value is statistically significant with a p-value of less than 0.05 (0.004).

In the sixth hypothesis of our research, we check a correlation between acceptable pricing policy and intention to use video streaming service. By conducting analysis, we confirm this hypothesis. Results of analysis show a positive correlation between the two variables. The level of standardized Beta Coefficient that measures the correlation is 0.208. This value is statistically significant with a p-value of less than 0.05.

In the seventh hypothesis of our research, we check a correlation between device compatibility and intention to use video streaming service. By conducting analysis, we confirm this hypothesis. Results of analysis show a positive correlation between the two variables. The

level of standardized Beta Coefficient that measures the correlation is 0.129. This value is statistically significant with a p-value of less than 0.05 (0.018).

The results of the analysis show that: content quality, user-friendly interface, auto-recommendation system, acceptable pricing policy, and device compatibility have a positive significant impact on intention to use video streaming service. And two hypotheses about the significant impact of content variety and social interaction on intention to use video streaming services are rejected.

3.3 Theoretical and managerial implications

Based on the results of our analysis and quality of our model this study has both theoretical and managerial implications. All hypotheses that we conducted for our study were fully based on literature review and were successfully tested for their reliability. Starting from theoretical implications we checked the hypotheses from other areas for our analysis, find out which of them works and doesn't work in sphere of video streaming services. It can provide useful information for further analysis about consumer behavior in this industry and for checking these hypotheses in the areas with related products.

This analysis provides us insights about the consumer preferences in the area of video streaming services, find triggers that motivate them to choose particular products and it provides us better understanding of details about decision-making process and consumer behavior in the area of video streaming streaming industry. Results of hypotheses testing that we got by conducting regression analysis can be used to test theories and results from previous research articles in the area of video streaming services. Because preferences of consumers may change during this time and it can provide. From other side if some theories are accepted it can increase applicability of them. One more important point in case of theoretical implication is that nowadays they're a lot of technologies that developing from year to year. For example, we can see that now quality of auto recommendation systems is higher than it was 5-10 years ago. That's why this research provides information about affect of new technologies on users preferences that is actual in can be used for deeper understanding of consumer behavior.

Analysis of this study was conducted to test importance of specific factors that we take from literature review: content quality, content variety, user-friendly interface, social interaction, auto-recommendation system, acceptable pricing policy and device compatibility. We got some interesting points in our hypotheses testing stage. We rejected hypothesis about positive significant impact on intension to use video streaming services by providing content variety for

them. It's important point because in some studies, mostly in area of paid music streaming services content variety is one of the most important factors for their consumers (Barata, M., Coelho, P., 2021, Chiu et al., 2006, Kim et al., 2008). In case of video streaming services, we rejected this hypothesis, and it is interesting area for further researchers to understand the reasons of that. According on our literature review and market overview we can provide few hypotheses about the possible reasons of that. Firstly, nowadays most of the top video streaming services provide a lot of content, and very often it can be the same content in all services, that's why users can be more focused on other factors when they choose video streaming service. Second possible reason is that there are a lot of different pirate web sites that provide any film or series that consumer wants to watch and in this case motivation to pay money for video streaming service when user can watch it for free on pirate website can be very low and that's why users also can be focused on other factors. It is useful point for further research and for focusing on the reasons of these results.

One more rejected hypothesis is that social interaction has a positive significant impact on intention to use video streaming services. Main point is that this factor is important in different areas of online and identifying it's role in consumer behavior of video streaming users (Fang-Mei Tseng and Chiu-Yen Wang, 2013). Finding that users don't evaluate it as important can provide useful information for future researches. The possible reasons can be that users have their communications via social networks and can find any information or discuss films there.

Regarding managerial implications according on our literature review, we know that it is a competitive market that grows every year and by predictions of consulting companies the market will continue to grow. With increasing of revenues and users base also increase investments of companies that provide video streaming platforms. Companies also focused on fighting with pirate websites and it means that they must provide more value than just available content because user can find it for free (MUSO). It means that companies need to create competitive advantage and provide more comfortable conditions for getting paid users in their services. With a huge investments companies need to understand the preferences of their consumers because without focusing on the right points company can lose not just their investments but also positions on the market. The benefit of this study for them that in this research we all respondents of our survey are current users of paid video streaming services. It allowed us to analyze the effect of features from services that they use more clearly. That's why companies can use them to identify the possible roadmap or priorities of their products that they need to focus on for providing the best experience for their users.

We can provide following recommendations to companies:

Provide users content of high quality. According on the results of research we see that quality of content plays an important role for users. It includes high quality video and audio, various audio languages and possibility to choose between them, various subtitles languages. This point doesn't require any big transformation for the companies and easy to implement for them.

Provide User-friendly interface. This factor includes providing easy to use and visually appealing interface; useful information about the film or series that will help him to decide which film to watch without any troubles in process of searching it; interface that makes it easy to access and manage account settings. These points are harder in implementation and requires modern methods of analyzing user experience. A/B tests, interviews and other tools provide enough conditions for solving this task.

Provide high-quality auto-recommendation system. This factor was mentioned as one of the reasons to choose video streaming service by users. Nowadays it is a very important in music streaming industry and all companies focused on building the best prediction models of user's preferences. The same need has users of video streaming services and as we mentioned in literature review, nowadays 80% of time spending in Netflix by users is for watching content recommended by auto-recommendation system. It is important not just provide this system but control the quality of prediction model in other way users won't be satisfied by this feature. This task requires more resources and specialists for companies, but successful implementation may have an effect on their users.

Analyze the price perception of video streaming service. The point about acceptable pricing policy was the most important according on the results and companies need to analyze their pricing policy and current situation on the market. Analyzing the competitors may give enough information about the amount of money that people ready to pay for these services.

Provide access for different devices. Our results shows that users want to see device compatibility in video streaming services. It is understandable situation because nowadays people have a wide range of different devices, for example, laptops, smartphones, tablets, SMART TV's and paid user want to watch content on any device that he or she prefers. It means that companies need to focus on developing their products and provide access for all often-used devices without differences in quality between them.

3.4 Limitations and further research

The survey of respondent in our analysis were mostly focused on Russian citizens from the central part of Russia. Despite the fact they subscribe most popular video streaming resources, for example, Netflix, the pattern of consumer behavior may change between the different countries. A lot of factors can affect on that: culture, economic situation, internet speed or data plans etc. Of course, some of these factors can affect on the perception of service. Further researches can build their analysis on our general explanation and test these hypotheses on the markets of their countries and it will allow to get deeper understanding of the specific requests of these consumers. Socio-economic situation is an important factor and according on situation in the country results and factor can change.

In our research we conducted survey from different generations and got overall information about the preferences of consumers. Further researches can be focused on analyzing each age category for finding patterns in every age segment separately. These studies can be useful for managers of companies because it will help them to find out which instruments helps them to satisfy their users according on their age. According on scientific researches younger generations easier adopt in the new technologies, that's why it can be important to find the pain points of older people and try to provide them conditions that will increase easiness to use and adopt more people in their services. Also, this approach can be used to understand are there any differences that based on gender it will help them to understand do companies need to implement any features if it's needed for increasing satisfaction of their consumers. If there won't be any differences companies also will have useful information in case of building strategy for their products.

Further research can be based on our analysis. We rejected hypothesis that content variety has a positive significant impact on intension to use video streaming services. In the studies about factors for music streaming services or studies and theories about the effect of variety of services and products show we see that this factor has an effect on consumer satisfaction, but in our study, we rejected this hypothesis and it can be the way for analysis for further researchers to check these hypotheses in the specific countries and in case of the same results try to find the reasons of this reaction from users. Our hypothesis is that it may mean that consumers can find any content on pirate websites for free and it may make influence on why they rate this factor not as important, and this factor can have different influence on user's perception based on the access to pirate services in different countries.

Conclusion

In this research we analyzed factors that may affect on user's choice of video streaming service. By analyzing 7 hypotheses we accepted 5 out of 7. Our study based on data gathered from 483 respondents provides insights about topic of research. Data was distributed among users over 18 years with experience of using paid video streaming services. The distribution by gender between participants of survey was even, the share of male is 47.2% and female 52.8%.

We got answers on both of our research questions, for first by accepting hypotheses, for the second by checking beta values from table with regression analysis.

RQ1: Which factors affect on users' preference of video streaming service?

RQ2: What is the relative importance of these factors in consumers' intention to use video streaming services?

According on the analysis of literature review it was found that there is a gap in analyzing video streaming services based on recently developed technological innovations that companies provide to their users. One more problem is that companies compete not just between paid services, but there is a huge competition from pirate industry that require from video streaming platforms to find ways increase the competitive advantage of paid services against pirate web resources (MUSO). We also analyzed the market of video streaming services in first chapter and find out that there are some top players that dominate on the market and the main company in this list is Netflix.

The second chapter of master thesis dedicated to description of research methodology. For this analysis was chosen survey method that based on hypotheses from literature review. Model for this master thesis was fully built on literature review and all factors checked their effect on intention to use video streaming services. Questionnaire for survey includes 35 questions and was finished by 483 respondents.

The third chapter of master thesis dedicated to analysis of gathered data. Were conducted stages for checking validity and reliability of our sample. During this process data met all requirements and was of enough quality for conducting regression analysis. As a result, were accepted 5 hypotheses that these factors affect on intention to use video streaming services: content quality, user-friendly interface, auto-recommendation system, device compatibility acceptable pricing policy. And rejected the effect of intention to use video streaming services by 2 hypotheses: content variety and social interaction.

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Appendix

Questionnaire.

1. What's your gender.

1.1 Male

1.2 Female

2. Age.

2.1. <18 y.o.

2.2. 18-24 y.o.

2.3. 25-34 y.o.

2.4. 35-44 y.o.

2.5. 45-54 y.o.

2.6. > 55 y.o.

3. Level of education,

3.1. Incomplete secondary education

3.2. Secondary education

3.3. Incomplete higher education

3.4. Higher education

3. What video streaming service did you use?

4. How often do you watch movies/series on streaming platforms.

4.1. Every day

4.2. Several times a week

4.3. Several times a month

4.4. Several times a year

7-point Likert scale.

Intention to use.	I plan to use video streaming service frequently	(Chopdar et al., 2012)
	I intend to use video streaming service in the future	
	I will recommend the use of video streaming service to friends	
Content Quality:	The video streaming service provides high-quality video and audio.	(Dobrian, Florin et.al, 2013, Diallo, M., Fieau. F., Hennequin, B, 2014, Wagner et al., 2014; Wagner and Hess, 2013, Ye et al., 2004)
	The video streaming service provides content in various audio languages	
	The video streaming service provides content in various subtitles languages.	
Content Variety:	The video streaming service has a wide selection of movies and TV shows.	(Barata, M., Coelho, P., 2021, Chiu et al., 2006, Kim et al., 2008)
	The video streaming service has a variety of genres to choose from.	
	The video streaming service regularly adds new content.	
	The video streaming service has exclusive content that cannot be found on other streaming services.	
	I am satisfied with the selection of content on the video streaming service.	
User-friendly Interface.	The video streaming service has an easy-to-use interface.	(Davis, 1985 ; BCG by Madu & Madu, 2002, Pratama, M., Cahyadi, M., 2020., Barata, M., Coelho, P., 2021)
	The video streaming service has a visually appealing interface.	
	The video streaming service's interface provides me with useful information to help me decide which films to watch.	
	The video streaming service's interface makes it easy to access and manage my account settings (e.g. payment information, subscription options).	

Social Interaction.	The video streaming services provides the ability to rate and comments the films and series.	(Fang-Mei Tseng and Chiu-Yen Wang, 2013)
	The video streaming service offers features that allow me to share my favorite films or shows with my friends on social media.	
	The video streaming service offers a discussion forum where I can interact with other users about films or shows.	
Auto-recommendation System:	The auto recommendation system of the video streaming service suggests videos that match my interests.	(Amatriain, X., Basilico, J.,2016., Lee and Waterman, 2012, Prey, R., 2018)
	I frequently watch videos recommended to me by the auto recommendation system.	
	The auto recommendation system of the video streaming service saves me time and effort in finding videos to watch.	
	The quality of the auto recommendation system is an important factor in my decision to subscribe to a video streaming service.	
Acceptable pricing policy:	The subscription cost of the video streaming service is reasonable for the amount of content provided.	(Levrini, G., Santos, M., 2021; Zhao, H., Yao, X., Liu, Z., Yang, Q., 2021)
	I am satisfied with the pricing plans offered by the video streaming service.	
	The video streaming service offers a range of subscription plans that cater to different budgets.	
	The subscription cost of the video streaming service is one of the most important factors in my decision to use it.	
Device compatibility	The video streaming service is compatible with a wide range of devices (e.g. smartphones, tablets, smart TVs, gaming consoles).	(Ismail, H., 2016, Kim, J., Nam, C., Ryu, M., 2017)
	The video streaming service is easy to use on all of my devices.	
	The video streaming service offers features that are optimized for specific devices (e.g. mobile-friendly interface for smartphones).	