



EXPLORING THE CONTINUOUS SUBSCRIPTION INTENTION OF NETFLIX MOBILE STREAMING APP: AN INTEGRATED FRAMEWORK OF ADVERTISING VALUE AND RELATIONSHIP QUALITY PERSPECTIVES

Chan-Sheng Kuo¹, Chi Chao²

¹Department of Information Management, Shih Hsin University, Taipei 116, Taiwan, ROC

²Department of Information Management, Shih Hsin University, Taipei 116, Taiwan, ROC

Abstract

Due to the impact of the COVID-19 pandemic, public demand for media consumption at consumer premises has increased. Alongside the diverse content offered by streaming platforms, these services have gradually become essential entertainment options. Therefore, this study focuses on Netflix, a global streaming video service platform offering movies, animations, variety shows, documentaries, and original programs. Since its establishment in 1997, Netflix has amassed 220 million subscribers worldwide.

As the most widely used and largest subscription-based streaming platform, our study aims to investigate the key factors influencing users' intention to continue their subscriptions to Netflix. This study proposes an integrated framework that examines the relationships among content offerings, viewing experience, advertising value theory, relationship quality theory, switching barriers, and satisfaction. Our questionnaire survey analyzed the impact of these factors on users' experiences and their intention to continue their subscription. Discussions and implications were provided.

Keywords

Advertising Value Theory, Continuous Subscription Intention, Netflix, Relationship Quality Theory, Satisfaction, Switching Barriers

1. Introduction

The development of high-speed internet technologies, such as fiber optics and 5G, enables users to stream high-definition content anytime and anywhere, significantly reducing buffering and waiting times (Voorveld et al., 2018). Additionally, the widespread adoption of devices like smartphones, tablets, and smart TVs has made accessing streaming services more convenient. Compared to traditional television with fixed broadcast schedules, streaming platforms offer flexibility to watch content on demand. Moreover, most subscription-based platforms provide an ad-free experience, granting users even greater freedom (Steck Harald et al., 2021). At the same time, streaming platforms have overcome geographical restrictions and integrated with social media trends, making them the dominant media choice in the modern era (Aaker, 2009).

In the era of rapid development of video streaming platforms, many have introduced diverse and attractive subscription plans to draw consumers (Taken Smith, 2012). Streaming platforms are gradually replacing traditional television broadcasts (Kau & Loh, 2006). The rapid advancement of the internet has

further accelerated the growth of streaming platforms (Taken Smith, 2012). Coupled with the proliferation and increasing popularity of portable devices, consumers can now watch videos anytime, anywhere, without being limited by location (Voorveld et al., 2018).

Lobato (2019) noted that Netflix first launched its streaming service in the United States in 2007 and began its international expansion in 2010, starting with Canada, then Latin America in 2011, parts of Europe and Australia in 2012 and 2013, and New Zealand and Japan in 2015. During this period, Netflix transformed from providing local content exclusively for American audiences into a globally recognized endeavor (Steck Harald et al., 2021). With Netflix's CEO and co-founder Reed Hastings announcing the continuation of this global initiative at the Consumer Electronics Show (CES), Netflix has become a global media company, establishing potential footholds in nearly every major national market (Taken Smith, 2012).

The Netflix homepage offers various categorized videos, allowing users to explore content of interest through filters such as genres, story categories, and languages. Users can also search for desired content directly using keywords. Each video's content describes its plot, cast, and directors. The system records users' viewing history and recommends content that may interest them. Netflix's subscription plan simultaneously supports up to four devices, attracting users with family-sharing discounts. Additionally, the platform provides a wealth of original content with frequent updates, setting it apart from other streaming platforms and earning it many loyal, long-term subscribers (Steck Harald et al., 2021).

From the perspective of companies developing subscription platforms, whether users continue subscribing is a critical issue for operators. As content and services must be continuously updated, preventing customer churn and increasing customer retention during this process is a vital business concern (Miller, 2007). This study focuses on Netflix's advertising, word of mouth, customer service, user interface, and subscription plans to explore their influence on subscribers' attitudes and willingness to continue using the Netflix platform.

The factors influencing whether users continue their subscriptions can be analyzed from multiple perspectives. From a content perspective, platforms need to provide subscribers with high-quality video content that aligns with their interests, including original series, movies, and documentaries, to meet diverse demands (Taken Smith, 2012). The user interface should be simple, intuitive, and smooth, ensuring seamless navigation (Backlinko, 2023). Additionally, algorithm-driven recommendations tailored to subscribers' interests help enhance user engagement (Kau & Loh, 2006). Regarding brand image, platforms must maintain a compelling reputation, as recommendations and positive reviews within the community influence user intent. Thus, offering interactive features like video sharing and comment sections can encourage user engagement (Kau & Loh, 2006). From a pricing strategy standpoint, subscription plans should meet user expectations by offering various payment options, allowing users to choose the plan that best balances cost and content value (Lobato, 2019). Providing exclusive content unavailable on other platforms has become a key trend. Netflix, for instance, invests heavily in exclusive productions to strengthen its market position. However, continuous service optimization is essential to ensure data security and maintain user trust (Miller, 2007).

2. Literature Review

2.1 Advertising Value Model

Advertising typically aims to convey commercial or persuasive messages and deliver enjoyment and pleasure (Mitchell & Olson, 1981). Consumers prefer advertisements that provide evidence helpful for decision-making; thus, such useful materials are considered informative (Zanot, 1984). Increased interference from advertisements can make consumers feel forced to receive ads, leading to displeasure with the advertisement itself and prompting avoidance behaviors (Ha, 1996). When the meaning of an advertisement is unclear or ambiguous, it can make it difficult for consumers to verify its authenticity, reducing trust in the ad (Ducoffe, 1995).

The Advertising Value Theory is a theoretical framework in marketing and advertising that aims to explain and evaluate the value and effectiveness of advertising for brands, products, or services (Ha, 1996). Advertising can help increase brand awareness (Brackett & Carr, 2001). When consumers see an advertisement in the market, they are more likely to recognize and remember the brand, and ads have a long-term impact on the brand or product. This includes brand loyalty, repeat purchases, and brand image development (Ducoffe, 1996). Advertising Value Theory aims to comprehensively consider various aspects

of advertising to assess its effects and value, ensuring that advertising activities meet their intended goals and bring value to brands or products (Curlo & Ducoffe, 2000).

Advertisements or teasers should provide useful and relevant information to help consumers make purchasing decisions (Waladt, 2009). Engaging and entertaining ads can enhance consumers' willingness to watch and create a pleasant viewing experience (Nguyen Duy Thanh et al., 2013). Additionally, the authenticity of ad content and consumers' trust in the brand can influence the ad's persuasiveness (Waladt, 2009). Incentives such as discounts, free trials, or membership benefits can further increase the appeal of a product or service (Speck, 2005). Netflix utilizes a personalized recommendation system (Nguyen Duy Thanh et al., 2013), ensuring that if ad previews align with users' interests, they do not become overly intrusive but may enhance the viewing experience. Delivering high-quality, entertaining, or informative ads could strengthen user loyalty to Netflix, ultimately influencing their decision to continue subscribing (Guardia & López, 2014). Enhancing advertising value can significantly shape consumers' attitudes toward a brand or platform, affecting their renewal or purchase intentions. For subscription-based services like Netflix, ad strategies should prioritize informative, entertaining, and personalized content while maintaining seamless user experience to boost retention rates and reduce churn risk (Yaakop et al., 2013).

When consumers find advertisements interesting, they give positive evaluations (Ducoffe, 1995). Ducoffe also described the entertainment element in the advertising value model as "the ability to satisfy the audience's need for escapism, entertainment, aesthetic enjoyment, or emotional enjoyment." If businesses use entertaining ads to promote products, it can effectively strengthen consumer involvement, influencing consumer attitudes toward the ad and its brand (Cialdini et al., 1981). Much research has confirmed the significant value of entertainment in the media. As a key component of media, the entertainment content of advertising helps enhance the communication experience between consumers and the advertisement (Alwitt & Prabhaker, 1992). Entertainment refers to whether an advertisement or preview can capture the audience's interest, making them feel delighted or engaged (Liu et al., 2012). Highly entertaining ads often incorporate humor to increase viewers' willingness to watch, tell emotionally resonant or creatively compelling stories, or encourage audience participation to enhance interactive experiences (Nguyen Duy Thanh et al., 2013). Entertaining ads leave a positive impression of Netflix and its brand, potentially drawing viewers to explore more related content. It results in an indirect increase in watch time and subscription renewal rates (Guardia & López, 2014).

Informativeness can be defined as the extent to which helpful and resource-rich information is delivered to the user, thus increasing the ad's value to consumers (Ducoffe, 1995). Informational advertising refers to the ad's ability to inform consumers about product choices, thereby maximizing the satisfaction of purchasing needs, making advertising information a guiding factor in consumer decision-making (Ducoffe, 1996). Consumers believe that the ability of an ad to provide information is a primary reason for their recognition of the advertisement (Bauer & Greyser, 1968). Informativeness refers to whether an advertisement or preview can effectively provide useful information, helping consumers understand a product or service and ultimately influencing their purchasing or usage decisions (Nguyen et al., 2013). Highly informative ads typically present clear, non-exaggerated, and valuable content, enabling viewers to grasp a product or service's advantages quickly. They also deliver the latest updates without excessive embellishment or misleading consumers (Zanot, 1984). An ad introducing Netflix's new series, movies, or exclusive content may spark user interest, leading to increased usage frequency and subscription renewal rates. Transparent and truthful advertising also helps enhance Netflix's credibility in users' eyes, making them more likely to subscribe long-term (Steck Harald et al., 2021).

Irritation can be seen as an important predictor of advertising value, crucial for its effectiveness (Ducoffe, 1996). Ducoffe (1996) pointed out that when advertisements use angering, offensive, insulting, or excessively manipulative techniques, consumers may perceive them as unnecessary, irritating influences. Liu et al. (2012) noted that confusion arises when consumers cannot understand advertising information, which can lead to negative disruptive effects. Brackett and Carr (2001) argued that interference occurs when consumers are frequently exposed to annoying advertising information. Guardia and López (2014) pointed out that consumers are more sensitive to advertisements' interference in online environments than in traditional media. When consumers are forced to encounter ads on online platforms, their emotions are more negative than when they are forced to watch ads on TV (citations needed). Irritation refers to how advertisements or previews impact the user experience while delivering information (citations needed). When ads become overly intrusive, they may trigger negative emotions and reduce consumers' favorability toward the brand or platform. Ad irritation includes excessive frequency, inappropriate placement, or content irrelevant to users' interests, leading to viewer frustration (Ha, L.,

1996). The irritation of ads has a significant negative impact on users' willingness to renew their subscriptions. As a result, Netflix offers ad-free subscription plans to attract users and encourage subscriptions.

Credibility refers to the extent to which consumers perceive the brand promoted in an ad as truthful and trustworthy (MacKenzie & Lutz, 1989). If consumers perceive video advertisements as lacking credibility, they may feel uncomfortable while watching, become unwilling to share personal information, and prefer to purchase only from familiar and trusted websites (Yaakop et al., 2013). Brackett and Carr (2001) considered the inclusion of credibility in advertising effect models to demonstrate that perceived credibility in ads positively impacts advertising value in the advertising value model (Ducoffe, R. H., & Curlo, E., 2000). Credibility refers to consumers' evaluation of an advertisement previews' truthfulness, reliability, and trustworthiness (Logan, R. K., 2010). Highly credible advertisements can enhance consumers' trust in a brand, influencing their purchase or usage decisions. A credible advertisement preview typically aligns with the product or service, clearly discloses product features, pricing, promotional terms, and other relevant information, and avoids exaggeration or misleading content to enhance credibility (Yang, Y., Gu, J., & Zhou, Z., 2017). If Netflix's advertisement previews are truthful and reliable, clearly introducing new storylines and features without exaggerated promotion, they can increase users' confidence in the platform.

The factors considered in the online advertising value model include the entertainment, informativeness, and interference consumers perceive from advertisements (Ducoffe, 1996). Credibility can also be included as a supplementary factor in the model (Brackett & Carr, 2001). Based on the above literature, the following hypotheses are proposed in this study.

H1: The entertainment of the mobile Netflix platform positively impacts advertising value.

H2: The informativeness of the mobile Netflix platform positively impacts advertising value.

H3: The irritation of the mobile Netflix platform has a negative impact on advertising value.

H4: The credibility of the mobile Netflix platform has a positive impact on advertising value.

2.2 Satisfaction

Goodman (1989) believes customer satisfaction comes from "the level of product or service that meets or exceeds customer needs, desires, and expectations, which can lead to repeat purchases and lasting loyalty" (Churchill & Surprenat, 1982). It also refers to the outcome of consumers comparing the costs (such as money, time, and effort) of purchasing a product with the benefits of using the product. The formation of customer satisfaction occurs when customers evaluate the product's performance and their pre-purchase beliefs after using the product (Engle, Blackwall & Miniard, 1993). When these two factors align to a certain degree, customers will feel satisfied (Blackwell & Miniard, 1994).

Satisfaction measures a customer's positive feelings toward a product or service, based on the gap between personal expectations and experience. It varies from person to person and is not fixed; it changes over time, influenced by factors like market competition and personal needs (Aaker, 2009). Factors that affect satisfaction include price, quality, user experience, and customer service. High satisfaction typically leads to increased customer loyalty, reduced churn, and a higher likelihood of word-of-mouth recommendations (Brown, 2000). Netflix enhances satisfaction by offering diverse, high-quality content (such as original series and popular shows) and influences user satisfaction through strategies like personalized recommendation systems and smooth streaming experiences, ultimately affecting renewal intentions (Limayem et al., 2007).

Venkatesh et al. (2012) defined habit as "the degree to which users' existing behaviors or experiences influence their actions when using new technology products or services". The Technology Acceptance Model suggests that an individual's habits can affect their acceptance of innovative technology (Limayem et al., 2007). Specifically, suppose a person has already developed a habit of using a particular technology or tool. In that case, they may be more likely to accept and adopt similar modern technologies because they are familiar with similar ways of operating (Limayem & Hirt, 2003). Habit is a behavior pattern repeatedly performed over a prolonged period and significantly impacts personal decision-making and behavioral choices (Loo, 2013). Habitual behaviors are typically conducted without much thought. Once a habit is formed, users are less likely to change and are more prone to establish fixed usage patterns (Khalifa & Liu, 2007). Habits are reinforced through positive feedback, such as Netflix offering personalized recommendations, which makes it easier for users to return to the platform to watch content, increasing usage frequency. Users who have formed a habit will not frequently consider canceling their

subscriptions but will view it as part of their daily entertainment. If users become accustomed to Netflix's interface and recommendation system, switching to other platforms will incur a learning cost, reducing churn.

Service failures can undermine customer loyalty, but service recovery and care can fix the failure, and good recovery actions can even lead customers to develop a positive attitude. Firnstahl (1989) argued that service errors can result in greater customer satisfaction with a company through service recovery. Service recovery aims to rebuild a good customer relationship when customers complain, feel dissatisfied, or lodge a complaint, ensuring that they continue to support the company or organization with loyalty. Service recovery refers to the actions taken by a company to compensate, apologize, or improve services in response to service failures or customer dissatisfaction, to reduce negative impacts and enhance customer satisfaction (Andreassen, 2001). These key features include responding quickly to customer complaints or issues, ensuring recovery measures meet customer expectations, and analyzing the reasons for customer complaints to optimize products or services further and reduce the likelihood of similar problems (Ha & Jang, 2009). Netflix may face content errors, technical issues, or account security concerns as a subscription-based streaming platform. Proper service recovery directly impacts users' intentions to continue their subscriptions. In response to these issues, Netflix provides a customer support center that offers solutions to various problems. However, it must overcome challenges such as immediacy, personalized service, and follow-up care, such as real-time customer service, system repairs, or additional compensation (e.g., extending the trial period). By addressing these issues effectively, Netflix can enhance customer satisfaction and, in turn, improve renewal intentions.

Word of Mouth (WOM) is a fundamental source of reliable information for consumers, providing information about product performance and potential purchase decisions, with significant social and psychological consequences that strongly influence consumer behavior and purchasing decisions (Kozinets, 1999). It serves as an effective advertising tool and an important initial reference for customers unfamiliar with the product (Brown, Broderick & Lee, 2007; Bangsawan, Marquette & Mahrinasari, 2017; Grewal, Cline & Davies, 2003; Valarie & Zeithaml, 1988). Social media platforms are where people share opinions, experiences, and emotions. The image and interactions of brands and individuals on social media can influence their online reputation. Nowadays, many people and businesses actively manage their online reputation to ensure it remains favorable. Based on the above literature, the following hypotheses are proposed in this study.

H5: The habit of using the mobile Netflix platform positively impacts satisfaction.

H6: Service recovery on the mobile Netflix platform positively impacts satisfaction.

H7: Electronic word of mouth on the mobile Netflix platform positively impacts satisfaction.

H13: The advertising value of the mobile Netflix platform has a positive impact on satisfaction.

H14: The relationship quality positively impacts satisfaction on the mobile Netflix platform.

2.3 Relationship Quality Model

The more similar the characteristics between customers and the services provided by the company, the higher the customer satisfaction, making it easier to change customer attitudes and choices (Crosby et al., 1990). When relevant expertise is provided along with good service, customers will develop trust in the product and service. Relationship selling programs are often considered effective for building brand loyalty, improving customer retention, and increasing sales revenue (Solomon, Surprenant, Czepiel & Gutman, 1985).

Crosby et al. (1990) proposed the concept of "relationship quality" to examine how customers perceive relationship quality and its impact on interactions between the company and customers. This theory emphasizes the persistence and quality of relationships, highlighting the importance of long-term, mutual trust, communication, and reciprocity for the success and cooperation of organizations (Rauyuen & Miler, 2007). This theory helps businesses and organizations better manage their partnerships to achieve long-term goals and mutual benefits.

Relationship quality refers to the strength and trustworthiness of the interaction between a business and its consumers, which can promote long-term cooperation (Aaker, 2009). In high-quality customer relationships, consumers maintain trust and loyalty towards the brand or platform, and they have a positive overall evaluation of the service experience (content quality, price fairness, advertising model, customer support, etc.), making them willing to continue using or recommending the service (Crosby et al., 1990). By extension, the level of relationship quality directly influences whether users are willing to

maintain their subscriptions. Personalized recommendation systems, smooth streaming experiences, and responsive customer service can enhance user satisfaction and strengthen the relationship between the brand and the user. Whether Netflix can provide stable, high-quality content and maintain good customer relations, even with competitors offering similar services, users will still choose to stay with Netflix, further increasing the user base and market share.

According to previous research by Crosby et al. (1990), similarity of traits is an expectation of how the service provider will help achieve the customer's goals. If, under the same conditions, customers believe the recommended content by the seller aligns with their preferences, the product will be more successful. If the customer accepts the overall image, the relationship quality between both parties will be better. Additionally, when goals are interdependent, the similarity between product service features and customer preferences will help achieve better sales results. Compatibility refers to the degree of alignment between a brand or service and the consumer's needs, values, and behavior patterns. When a service or product can adapt to the consumer's expectations and preferences and fit into their daily life or usage habits, it fosters long-term relationships and customer satisfaction. Key features include whether the core values align with the consumer's values, whether the service can offer recommendations that match consumer preferences, and whether it provides convenience and comfort (Stewart, 1989). Compatibility is a key factor that drives Netflix users to continue subscribing. It strengthens the emotional connection between users and the platform when it aligns with users' viewing habits. Netflix's content can be personalized based on users' viewing history and preferences, making the platform highly compatible with users' needs, thus improving user satisfaction and the intention to renew subscriptions.

Expertise in the field is a significant factor in building relationships with customers. It refers to possessing specialized skills or knowledge and showing proficiency in the product or service, which can reduce customer uncertainty and anxiety (Stewart, 1989). Crosby et al. (1990) explained that the salesperson's expertise determines sales success, as it reflects the ability to solve customer problems and proactively provide services to alleviate concerns about the product. Expert domain knowledge refers to the level of expertise and knowledge that a brand or service provider demonstrates within its specific field, which allows consumers to trust the brand and recognize the value of its services or products (Lou, C., & Yuan, S., 2019). Key features include whether the brand can transform its professional knowledge into useful, actionable information based on consumer needs and provide targeted solutions to help consumers make better choices (Booth & Matic, 2011). Netflix uses professional data analytics and algorithm technologies to offer personalized content recommendations based on users' viewing history and preferences. It also continuously updates platform features (such as high-definition images, more language options, etc.), making the viewing experience more specialized and tailored to user needs, thereby increasing user engagement.

Relationship selling programs focus on building and maintaining long-term, stable customer relationships as a selling strategy (Pruitt, 1981). This strategy typically relies on long-term customer cooperation rather than a one-time transaction. Relationship selling programs aim to establish trust, understand customer needs, provide customized solutions, and offer continuous support throughout the sales process (Williamson, 1983). Furthermore, customers' higher expectations for future interactions indicate satisfaction with the current relationship (Kellerman, 1984). Relationship selling is a strategy that builds long-term, stable customer relationships by meeting customer needs, solving problems, and providing personalized products or services to promote sales. The core of relationship selling is understanding customer needs and building trust, encouraging customers to form lasting relationships with the brand. For example, providing customized products or services based on customer needs, preferences, and behaviors, offering valuable information to help them understand the long-term value of products or services, and maintaining customer relationships through continuous attention and support. Netflix's precise content recommendations based on users' viewing history, preferences, and behaviors exemplify a relationship-selling strategy. Additionally, Netflix offers various subscription plans, from basic to premium, based on the number of users, allowing customers to choose the plan that best suits their needs. This flexible sales approach lets customers feel that the brand respects their needs, increasing the likelihood of long-term subscriptions.

Their research findings show that salesperson traits, expertise, and relationship selling behaviors influence relationship quality (Grzesiak, 2017). Relationship quality affects sales performance and future opportunities for continued interaction (Booth, N., & Matic, J. A., 2011). Sales performance is influenced by trait similarity, expertise, and relationship quality, and sales performance also affects future opportunities for continued interaction. Based on the above literature, the following hypotheses are proposed for this

study.

H8: The similarity of the mobile Netflix platform positively impacts relationship quality.

H9: The domain expertise in the mobile Netflix platform positively impacts relationship quality.

H10: The relational selling behavior of the mobile Netflix platform positively impacts relationship quality.

2.4 Switching barriers

Fornell (1992) suggests that transfer barriers refer to the increasing emphasis businesses place on retaining customers and fostering customer satisfaction. The spread of positive word-of-mouth and the willingness to make repeat purchases also increase as the number of customers grows, continuously bringing benefits to the company. Bitner (1990) states that factors influencing customer behavioral intentions include switching costs, lack of substitutes, time, or financial constraints, etc. Lund (1985) defines it as relationship investment, such as supporting or encouraging partners, financial investments, and assistance. He also points out that, in maintaining relationships, transfer barriers are more important and effective than positive pull factors (rewards gained from the relationship) (Tung, Kuo & Kuo, 2011).

Transfer barriers refer to consumers' difficulty when switching their purchase choices (Ping Jr, 1993). Halvorsen, Korslund, Gustavsen, and Slettan (2020) defined transfer barriers as "factors that make it costly and difficult for customers to change suppliers," emphasizing that transfer barriers are a key factor affecting customers' decisions to maintain relationships with suppliers. Maute and Forrester (1993) regard transfer barriers as the cost of changing supplier choices, acting as barriers or inhibitors to changing one's mind. Transfer barriers refer to consumers' costs or difficulties when switching brands, products, or services (Jones, 2000). The higher the transfer barriers, the less likely customers are to switch to competitors, which helps improve customer retention for businesses. Key features include financial costs, learning costs, convenience and inertia, and content exclusivity (Tung, Kuo, & Kuo, 2011). Switching to a new service may require additional costs, time, and effort, and changing habits can be inconvenient after long-term service use (Ping Jr, 1993).

Additionally, Netflix offers many exclusive movies and TV shows, and users may be unable to watch them on other platforms, making them more likely to continue their subscription. Netflix also provides personalized recommendations through AI algorithms, and users become accustomed to this system after long-term use. If they switch to another platform, they may need to readjust to a new recommendation mechanism, increasing the difficulty of switching.

Attractiveness of alternative refers to the range of alternative products or services consumers can find, where fewer alternatives increase the perceived transfer barriers for consumers, reducing the likelihood of current products or services being replaced, which increases customers repurchase tendency (Lee & Cunningham, 2001). This implies that the number of substitutes perceived by consumers influences the decision to maintain or change the relationship with the service provider (Colgate & Lang, 2001). Substitute attractiveness refers to more appealing alternatives in the market that make consumers willing to switch from their current service (Lund, 1985). Factors influencing this include price competitiveness, content richness and exclusivity, user experience and technological advantages, brand image, and market reputation. If substitute options are cheaper or offer more attractive content, users are more likely to consider switching. If interface design, streaming smoothness, recommendation systems, and picture quality are superior to the original service, it may also increase attractiveness (Jones & Rafaeli, 2000). The attractiveness of competitors influences Netflix's user retention, so strategies such as high-quality streaming services, original content, personalized recommendations, and multi-user subscription discounts are used to enhance its competitive edge and prevent users from switching.

Switching costs also mean that the money, time, and psychological costs required to change service providers affect the decision. In other words, customers are more likely to switch to a new service provider when they are dissatisfied with the existing service provider. Switching costs can create customer dependence on the provider, and switching to an alternative provider could result in termination costs (Colgate & Lang, 2001). Switching costs refer to consumers' costs when switching brands, products, or services, including monetary costs, time, learning costs, and even psychological burdens (Slettan, 2020). The higher the switching costs, the less likely customers will switch to a competitor's service. Rebuilding personalized settings (such as playback history, watch lists, and recommended content) may be seen as troublesome, reducing the willingness to switch (Maute & Forrester Jr, 1993). Consumers' familiarity and

emotional attachment to a brand may also prevent them from switching, even if better alternatives exist. Netflix's user retention is influenced by transfer costs, as users' viewing history, preference records, and rating data on Netflix affect recommendation results. Long-term Netflix users have become accustomed to its interface and playback methods, and switching to a new platform would require them to rebuild this data, increasing the transfer costs.

Their research findings show that the attractiveness of alternatives and switching costs significantly influence transfer barriers. Based on the above literature, this study proposes the following hypotheses, H11 and H12.

H11: The attractiveness of alternatives on the mobile Netflix platform has a negative impact on transfer barriers.

H12: The switching costs of the mobile Netflix platform positively impact transfer barriers.

2.5 Continuous Subscription Intentions

Tsiros and Mittal (2000) defined continued subscription intention as the likelihood that a consumer will choose to repurchase a product or brand after buying it, and research shows that satisfaction directly influences repurchase intention. Zeithaml (2000) also mentions that customer satisfaction is one of the determining factors of repeat purchase intention. Tzuo and Weisert (2018) mentioned in the subscription economy that companies that survive long-term follow their customers, rather than expecting them to follow them. In other words, the value of subscription-based businesses lies in identifying and meeting customer needs, rather than developing or selling products.

Since the primary goal of advertisers is to acquire valuable customers by influencing knowledge, attitudes, and buying behaviors, advertising is the main source for developing and maintaining important customer buying behaviors in challenging markets (Karim & Batool, 2017). Therefore, purchase intention is among the most important indicators for measuring advertising effectiveness (Chen, 1999). Due to the lagging and cumulative advertising effects, consumers need repeated exposure to advertisements to develop purchase intentions after exposure. The concept of customer satisfaction plays a significant role in marketing practice. Goodman (1989) also points out that customer satisfaction is a crucial factor influencing purchasing decisions. Customer satisfaction helps maintain relationships with existing customers and is more cost-effective than acquiring new customers. It increases the likelihood of repeat purchases from existing customers and attracts new customers through their positive reputation (Wirtz & Bateson, 1995). Customer satisfaction has a significant impact on profitability and can predict future financial performance through evaluations of past performance (Churchill, 1992).

Jones, Mothersbaugh, and Beatty (2000) view transfer barriers as an important customer retention strategy, with transfer barriers changing according to the consumer's willingness to consume. Gwinner, Gremler, and Bitner (1998) suggest that consumers can commit to building, maintaining, and developing relationships with service providers, thereby increasing additional benefits, and gaining substantial benefits from the developed relationship. Moreover, Maute and Forrester (1993) found that even if consumers perceive core services as suboptimal, they may continue maintaining the relationship because they gain significant relational benefits.

Relationships refer to the feelings or awareness that arise between individuals through emotional connections, and the quality of these relationships will be a key factor in business success, leading to user and customer satisfaction and the willingness to make one-time purchases or repeat purchases (Rauyruen & Miller, 2007). The value of products and services can be enhanced through relationship quality. Besides improving the transactional process between consumers and stores, it also expresses consumers' expectations of the transaction (Tzuo & Weisert, 2018). Meeting consumer expectations and goals is the key to the overall relationship (Leverin & Liljander, 2006). Based on the above literature, this study proposes the following hypotheses.

H15: Advertising value on the mobile Netflix platform positively impacts continuous subscription intentions.

H16: Satisfaction with the mobile Netflix platform positively impacts continuous subscription intention.

H17: Transfer barriers on the mobile Netflix platform positively impact continuous subscription intention.

H18: Relationship quality on the mobile Netflix platform positively impacts continued subscription intention.

3. Research Methods

3.1 Research Framework

This study explores the factors influencing consumers' intention to continue subscribing to the Netflix platform. It integrates advertising value theory, relationship quality theory, and switching barriers theory, along with pre-existing satisfaction factors, to analyze the impact on continued subscription intention. The aim is to examine the factors that influence consumers' satisfaction with the Netflix system and their willingness to continue using it.

The research framework, developed through a literature review, seeks to understand the impact of various factors on consumer satisfaction and their willingness to continue subscribing to Netflix. These factors include the platform's entertainment value, informational value, intrusiveness, trustworthiness, habits, service recovery, online word-of-mouth, compatibility, domain-specific knowledge, relationship sales programs, attractiveness of substitutes, and switching barriers. The study examines how these factors, along with advertising value and relationship quality, influence the continued subscription intention of consumers on the Netflix platform.

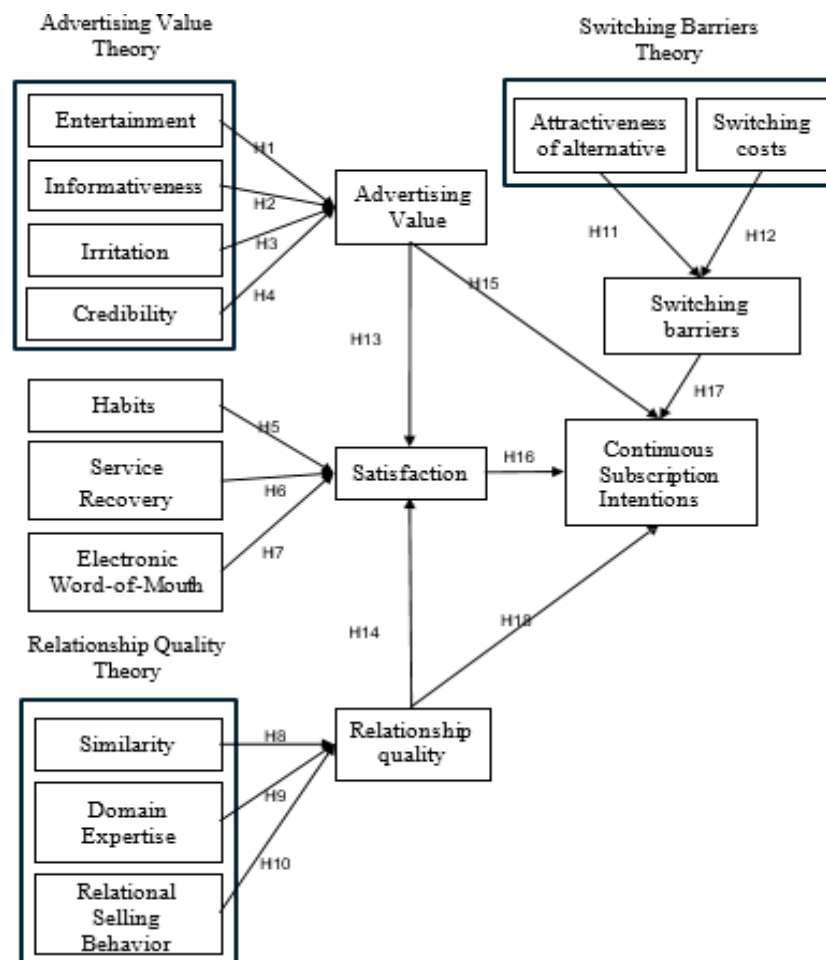


Figure 1 : Research Framework Diagram

3.2 Questionnaire Design

This study refers to the previous research results proposed by relevant scholars and compiles them from operational scales (Fornell & Larcker, 1981). Based on the related literature, appropriate modifications were made, and the seven-point Likert scale was adopted to measure the standards. The survey was distributed to respondents who had previously used or been exposed to the Netflix platform. After the questionnaires were completed, they were organized, and the data were statistically analyzed to test the hypotheses regarding the relationships between variables in the research framework and assess the theory's relevance (in Table 1). The survey was conducted using Google Forms, and the questionnaire was shared on Facebook fan pages and LINE groups to gather responses from users who have used or been exposed to the Netflix platform. After data collection, the responses were statistically analyzed and assessed.

Table 1 : Questionnaire Design

Dimensions	Measurement Items	References
Entertainment	1. I feel happy when using the mobile Netflix platform to watch shows. 2. I find it interesting to watch the latest popular movies on the mobile Netflix platform. 3. I find watching movies on the mobile Netflix platform entertaining.	Ducoffe (1996), Brackett & Carr (2001)
Informativeness	1. I believe the categorized movie information provided by the mobile Netflix platform is complete. 2. I believe the categorized program information provided by the mobile Netflix platform meets personal needs. 3. I believe the popular recommended videos provided by the mobile Netflix platform offer the latest notifications.	Leung (2009), Kim & Park (2013), Aktan et al. (2006)
Irritation	1. I believe the trailer videos on the mobile Netflix platform differ from the actual content of the videos I expected. 2. I believe the continuity of reality shows on the mobile Netflix platform has a high level of similarity, which can make me feel bored. 3. I believe the icons on the mobile Netflix platform's playback interface interfere with the content of the video I am watching.	Ducoffe (1996), Kim & Han (2014) Bauer & Greyser (1968)
Credibility	1. I believe the video playback service provided by the mobile Netflix platform is trustworthy. 2. I believe the licensed content provided by the mobile Netflix platform is reliable. 3. I believe the video quality provided by the mobile Netflix platform aligns with the brand image I have in mind	Brackett & Carr (2011), Parasuraman, Zeithaml & Berry (1988)
Habits	1. I use the mobile Netflix platform to watch videos whenever I have free time. 2. I believe using the mobile Netflix platform to watch videos has become a habit for me. 3. Watching videos on the mobile Netflix platform feels like a natural thing for me.	Barata & Coelho (2012)
Service Recovery	1. I believe that the mobile Netflix platform has provided a response to address the customer complaint issue. 2. I believe that the mobile Netflix platform will implement service remedial measures based on the response options provided for the issues raised. 3. I believe that the service remedial measures of the mobile Netflix platform meet my expectations.	Crosby et al. (1990), Kellerman (1984)

Electronic Word-of-Mouth	<ol style="list-style-type: none"> 1. I believe that the comments about the mobile Netflix platform in online discussion forums are generally positive. 2. I believe that positive reviews on fan pages are helpful in choosing to use the mobile Netflix platform. 3. I believe that the good reputation of the mobile Netflix platform will influence my willingness to subscribe. 	Goldsmith & Horowitz (2006)
Similarity	<ol style="list-style-type: none"> 1. I believe that using the mobile Netflix platform to watch movies can satisfy my viewing needs. 2. I believe that using the mobile Netflix platform to watch seasonal series content is consistent with my past viewing experiences. 3. I believe that the user interface of the mobile Netflix platform aligns with my viewing habits. 	Hsu et al. (2007), Moore & Benbasat (1991)
Domain Expertise	<ol style="list-style-type: none"> 1. I believe that the mobile Netflix platform can provide suitable solutions based on my needs. 2. I believe that the Q&A provided by the mobile Netflix platform can help me solve problems. 3. I believe that the email feedback service provided by the mobile Netflix platform can assist in handling personal professional issues. 	Crosby et al. (1990), Lee (2004)
Relational Selling	<ol style="list-style-type: none"> 1. I believe that the mobile Netflix platform regularly delivers the latest promotional offers to its members. 2. I believe that the mobile Netflix platform provides personalized discount plans for registered members. 3. I believe that the mobile Netflix platform offers group discount plans based on the personal needs of its members. 	Crosby et al. (1990), Lee (2004)
Attractiveness of alternative	<ol style="list-style-type: none"> 1. I believe there are other alternative streaming platforms available for me to watch the movies I want. 2. I believe there are other alternative streaming platforms available for me to watch the movies I want. 3. I believe there are alternative TV media platforms available for me to watch the drama series I want. 	Gong et al. (2022)
Switching costs	<ol style="list-style-type: none"> 1. I believe that switching from the mobile Netflix platform to another streaming platform would cause me financial loss. 2. I believe that switching from the mobile Netflix platform to another streaming platform would require me to pay some additional fees. 3. I believe that switching from the mobile Netflix platform to another streaming platform would require more time to get familiar with its usage. 	Boulding & Christen -2003
Advertising Value	<ol style="list-style-type: none"> 1. I believe that watching trailers of the platform's video content is useful in attracting me to use the mobile Netflix platform. 2. I believe that watching trailers tagged with Netflix on social media websites is valuable to me. 3. I believe that watching trailers tagged with Netflix on other streaming platforms is important to me. 	Ducoffe (1996), Aktan et al. (2006)

Relationship quality	<ol style="list-style-type: none"> 1. I believe that the mobile Netflix platform will effectively provide the video content services that members need. 2. I believe that the relationship between members and the mobile Netflix platform will make members feel trusted. 3. I believe that the discount plan packages provided by the mobile Netflix platform will be fulfilled according to the terms of the contract. 	Crosby et al.(1990),Kristof et al. (2001)
Satisfaction	<ol style="list-style-type: none"> 1. I am satisfied with the advertising message service pushed by the mobile Netflix platform on social media platforms. 2. I am satisfied with the reliable professional video streaming service provided by the mobile Netflix platform. 3. I am satisfied with the overall experience of using the various video services provided by the mobile Netflix platform. 	Oliver (1997),Zhou et al. (2012),-2001
Switching barriers	<ol style="list-style-type: none"> 1. I believe that the video content provided by the mobile Netflix platform is more diverse, and I do not want to switch to other streaming platforms. 2. I believe that the mobile Netflix platform offers more exclusive films, and I do not want to switch to other streaming platforms. 3. I believe that the mobile Netflix platform provides video streaming services with high- quality visuals, and I do not want to switch to other streaming platforms. 	Jones et al.(2000),Keaveney (1995)
Continuous Subscription Intentions	<ol style="list-style-type: none"> 1. I am willing to continue using the mobile Netflix platform's subscription service to watch my favorite movies. 2. I plan to use the mobile Netflix platform's subscription service in the future to enjoy various video streaming services. 3. I am willing to recommend the mobile Netflix platform to my friends and family to watch popular ranked movies. 	Venkatesh et al. (2012),Boulding, Kalra, Staelin & Zeithaml (1993)

3.3 Sample and Characteristics

In the demographic variables of this study, the number of male and female respondents is balanced. The highest proportion of respondents is in the age group of 18-22 years, followed by 23-29 years. Most respondents have a university degree, with the second highest being high school and vocational school students. Using one-way ANOVA, it can be understood that the demographic variables of "Total daily usage time on the Netflix platform," "Total monthly usage time on the Netflix platform," "Netflix platform usage experience," "Channels through which users learn about the Netflix platform," "Monthly expenditure on Netflix subscriptions," and "Game streaming platforms used" have a significant difference on the intention to continue using Netflix. In contrast, other demographic variables do not have a significant difference.

Users who watch Netflix content, whether it's movies, series, or variety shows, generally feel relaxed and enjoy the experience. Browsing Netflix content provides additional options, such as actor information, director, plot summary, etc., allowing users to understand the content of each video. Users trust the films, all related information, and terms offered by Netflix. The positive experience of using Netflix on mobile devices, along with the reliability of the platform's video and data sources and trustworthy subscription terms, enhances the value of Netflix's advertising.

4. Data Collection and Analysis

4.1 Descriptive Statistical Analysis

The statistical data from the questionnaire in this study aims to explore the demographic characteristics of the respondents. The target respondents for the questionnaire were users who have used the Netflix app. Regarding gender, 41.9% were male and 58.1% were female, with a slightly higher proportion of females, which indicates that females have a higher usage rate of streaming platforms. In terms of age, 461 respondents were aged 18-22 and 76 respondents were aged 23-29, making up 93.1% of the total respondents. The results show that university students have a demand and habit for watching streaming content. The highest education level of the respondents was college, with 66.4% having at least a college degree, accounting for more than half of the respondents. Students comprise the largest group of Netflix users, accounting for 84.7%.

Regarding usage time, 62.6% of respondents watch streaming content for 1 to 2 hours daily. The most common frequency of watching is 1-2 times per week, with 48.9% of respondents falling into this category. From the total viewing hours, it can be inferred that users typically watch one or two episodes or movies at a time. In terms of user experience, 60.7% have used Netflix for over one year, followed by 29.1% who have used it for more than 3 years. This indicates that most Netflix users have been using the platform for a long time. The other platform that was used most frequently was YouTube, at 70.2%. The main purpose of using Netflix is that 68.3% of users have fixed programs or series they regularly watch, while 4.2% of users believe subscribing with friends for a better deal is an advantage. The statistics shows that its most attractive features are Netflix's original content and group subscription plans. The most frequently watched content category is series, at 48.2%, indicating that, due to its convenience and no time/place restrictions, Netflix's streaming service is gradually replacing physical locations like movie theaters. The most common language for viewing content is English, at 35.0%, followed by Chinese at 26.0%. Regarding the amount users are willing to spend on a Netflix subscription, 39.2% are willing to pay between 200-360 TWD per month, indicating that the subscription fee is within an acceptable range for most users. The main reason users use Netflix is that 32.9% of them watch it based on Netflix's popular recommendations, while 26.0% of them watch it due to the personalized recommendation feature, which shows that the recommendation feature is one of the main factors influencing users' content choices. The most common device used to access Netflix is mobile phones, with 43.6% of respondents using them, indicating that the popularity of portable devices and the development of online streaming have influenced public viewing habits. How users learned about Netflix: 48.0% of respondents found out through social media, indicating that social media plays a significant role in the exposure of audiovisual media.

4.2 Reliability and Validity Analysis

This study uses Cronbach's α coefficient to explain the reliability of the measurement questionnaire scale. The Cronbach's α value typically ranges from 0 to 1, with higher values indicating higher reliability. A Cronbach's α value greater than 0.7 indicates high reliability, showing that the scale in this study has a certain level of reliability. The coefficient values of each variable in the questionnaire are summarized in Table 2 below. Entertainment = 0.917, Informativeness = 0.875, Irritation = 0.910, Credibility = 0.876, Habit = 0.899, Service Recovery = 0.897, Electronic Word-of-Mouth = 0.874, Similarity = 0.881, Domain Expertise = 0.873, Relational Selling Behavior = 0.849, Attractiveness of alternative = 0.929, Switching costs = 0.885, Advertising Value = 0.882, Relationship quality = 0.877, Satisfaction = 0.863, Switching barriers = 0.891, Continuous Subscription Intentions = 0.900. All variable values are greater than 0.7, indicating high reliability, which shows that the internal consistency of the questionnaire is high and the reliability is sufficient.

Convergent Validity refers to the degree of correlation between the items within a construct. A high correlation indicates similarity, thus demonstrating convergent validity. According to the standards proposed by Fornell and Larcker (1981), the Average Variance Extracted (AVE) for a construct should be greater than 0.5. As shown in Table 2. Entertainment = 0.857, Informativeness = 0.800, Irritation = 0.848, Credibility = 0.801, Habit = 0.832, Service Recovery = 0.829, Electronic Word-of-Mouth = 0.798, Similarity = 0.807, Domain Expertise = 0.797, Relational Selling Behavior = 0.768, Attractiveness of alternative = 0.841, Switching costs = 0.813, Advertising Value = 0.809, Relationship quality = 0.803, Satisfaction = 0.786, Switching barriers = 0.821, Continuous Subscription Intentions = 0.843. All the AVE values are greater than 0.5, indicating that the scale and the items in this study have convergent validity. The results of the discriminant validity analysis are shown in Table 3.

Table 2: Reliability and Validity Analysis

Construct	Cronbach's Alpha	Composite	AVE
Entertainment	0.917	0.947	0.857
Informativeness	0.875	0.923	0.800
Irritation	0.910	0.944	0.848
Credibility	0.876	0.923	0.801
Habits	0.899	0.937	0.832
Service Recovery	0.897	0.936	0.829
Electronic Word-of-Mouth	0.874	0.922	0.798
Similarity	0.881	0.926	0.807
Domain Expertise	0.873	0.922	0.797
Relational Selling Behavior	0.849	0.909	0.768
Attractiveness of alternative	0.929	0.941	0.841
Switching costs	0.885	0.929	0.813
Advertising Value	0.882	0.927	0.809
Relationship quality	0.877	0.924	0.803
Satisfaction	0.863	0.917	0.786
Switching barriers	0.891	0.932	0.821
Continuous Subscription Intentions	0.900	0.938	0.834

Table 3: Discriminant Validity Analysis

Construct	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]	[17]
Entertainment	0.93																
Informativeness	0.05	0.90															
Irritation	0.00	0.80	0.92														
Credibility	0.02	0.75	0.75	0.90													
Habits	0.13	0.57	0.57	0.55	0.91												
Service Recovery	0.15	0.57	0.49	0.53	0.67	0.91											
Electronic Word-of-Mouth	0.07	0.69	0.65	0.72	0.71	0.73	0.89										
Similarity	0.07	0.72	0.69	0.74	0.72	0.66	0.82	0.90									
Domain Expertise	0.11	0.67	0.60	0.63	0.65	0.75	0.78	0.79	0.89								
Relational Selling Behavior	0.14	0.60	0.56	0.59	0.64	0.74	0.71	0.70	0.79	0.88							
Attractiveness of alternative	0.51	0.20	0.15	0.18	0.10	0.05	0.16	0.19	0.17	0.14	0.92						
Switching costs	0.27	0.37	0.33	0.32	0.57	0.58	0.46	0.45	0.54	0.56	-0.05	0.90					
Advertising Value	0.14	0.59	0.56	0.61	0.66	0.68	0.69	0.71	0.75	0.73	0.13	0.62	0.90				
Relationship quality	0.06	0.64	0.61	0.71	0.64	0.68	0.75	0.76	0.78	0.71	0.17	0.50	0.76	0.90			
Satisfaction	0.15	0.50	0.45	0.50	0.62	0.61	0.60	0.62	0.62	0.61	0.05	0.60	0.64	0.64	0.91		
Switching barriers	0.06	0.61	0.60	0.69	0.62	0.63	0.70	0.72	0.73	0.68	0.16	0.47	0.71	0.80	0.68	0.89	
Continuous Subscription Intentions	0.08	0.59	0.57	0.59	0.68	0.65	0.68	0.70	0.70	0.64	0.11	0.55	0.70	0.73	0.78	0.77	0.91

4.3 Structural Equation Modeling Analysis

This study uses structural equation modeling to conduct path analysis on the impact levels between each variable. The analysis was performed using SmartPLS 3.0 software to test whether the research hypotheses (the impact between variables) are significant. The analysis results indicate that 14 hypotheses are supported (H1–H2, H4, H7–H10, H12–H18), while 4 hypotheses are not supported (H3, H5–H6, H11).

5. Discussion

Highly engaging audiovisual content not only attracts users' attention but also triggers deeper emotional resonance, allowing users to form stronger emotional connections with the platform. This emotional bond helps seamlessly integrate advertising content into the viewing experience, making ads part of the content rather than being seen as interruptions. The diversity of Netflix's content not only satisfies users with different interests and cultural backgrounds but also attracts a wider range of viewers, thereby expanding the platform's audience reach.

The detailed information provided by Netflix not only helps users better understand content before viewing but also effectively shortens the decision-making process. Trailers or additional content provided by the platform allow users to intuitively sense the style of the film, helping them quickly determine if the media content aligns with their preferences. This clear and comprehensive information builds trust in the platform's offerings and further increases the acceptance of advertising content.

Netflix's paid subscription options enable users to completely avoid disruptive ads, enhancing users' active choice and increasing the appeal of paid subscriptions. For users seeking an uninterrupted viewing experience, the subscription model is highly attractive, as it not only prevents disruptions but also boosts satisfaction with the platform's services. As a result, it was found that the irritation of the mobile Netflix platform has no significant effect on advertising value.

When the video content, promotional information, and subscription terms provided by Netflix are consistent with its marketing, it further solidifies trust in the platform, thus positively influencing the long-term value of advertising. Netflix's transparent promotional strategy is a key reflection of its credibility.

Habit and service recovery are important drivers of user satisfaction with Netflix. Once users become familiar with the platform's interface design and operational mechanisms, they can efficiently locate content of interest through features such as category filters, popular recommendations, and personalized lists. This familiarity reduces the learning curve and time costs associated with using the platform, thereby increasing users' willingness to rely on Netflix for their daily entertainment needs. However, the empirical results indicate that habit and service recovery on the Netflix platform do not have a significant effect on satisfaction.

When potential users see a large number of positive reviews on various platforms, their trust in Netflix is significantly enhanced. This trust fosters subscription behavior and makes it easier for new users to accept the platform's content and features. It reduces initial doubts and uncertainties about the platform, thus improving their overall satisfaction with the service.

When users see recommendations on Netflix that align with their preferences, they feel that the platform understands them, making them more willing to spend more time on the platform. This sense of connection makes it easier for users to form an emotional bond with Netflix. When users discover that the platform's recommendations consistently reflect their tastes and meet their needs, they are more likely to believe that Netflix not only provides entertainment but also deeply understands and responds to their preferences. This trust motivates users to return to the platform more frequently for viewing.

When users encounter viewing issues or technical malfunctions, Netflix typically provides a comprehensive help section, including FAQs and guides, to assist users in resolving problems quickly. The presentation of this expertise not only allows users to self-solve minor issues but also demonstrates Netflix's strong commitment to user experience. It shows the platform's professionalism and efficiency in addressing technical problems and meeting user needs.

The relationship sales programs offered by Netflix play a crucial role in encouraging users to subscribe to the service. These programs not only attract new users but also deepen platform reliance and loyalty among existing users. In addition to traditional individual subscriptions, Netflix has introduced options like family plans and multi-user sharing plans, allowing multiple users to share a subscription, reducing costs for each individual. This design not only makes subscriptions more attractive but also enhances the perceived value for users.

Netflix's multi-layered advantages, including the breadth and depth of its content, precise technical support, brand effect, and user reliance, enable it to maintain strong competitive power in the market. These advantages reduce the impact of the attractiveness of substitutes on switching barriers, helping Netflix solidify its market position and withstand competitive pressure from other platforms. As a result, it was found that the attractiveness of alternatives on the Netflix platform has no significant effect on switching barriers.

Long-term Netflix users are influenced by the "sunk cost" effect. Since users have already invested significant time and money on the platform, these incurred costs make users more resistant to canceling their subscriptions. Furthermore, Netflix's subscription model is widely popular among families and friends, with many users sharing accounts with loved ones, forming social connections. If they switch platforms, they may need to reorganize account-sharing arrangements, and this social cost becomes another reason users choose to stay on Netflix. The existence of these switching costs not only raises the threshold for users to change platforms but also increases the stickiness of Netflix's user base. Therefore, it was found that the switching costs on the Netflix platform have a positive impact on switching barriers.

Netflix's advertising strategy, especially its exposure on social platforms, popular media, and ad videos, effectively enhances platform awareness and appeal. Through high-quality trailers and exciting show clips, Netflix can effectively stimulate the interest of potential users. Overall, Netflix's advertising value, through strategies that build trust, increase brand visibility, and attract new users, significantly boosts users' subscription intention and strengthens the platform's market competitiveness. As a result, it was found that Netflix's advertising value has a positive impact on continued subscription intention.

6. Conclusion and Recommendations

Users can find content recommendations through popular recommendation sections based on their viewing history, making it easier to discover similar content. Any account-related issues, such as updating information, changing plans, or playback issues like adjusting subtitles or video quality, can be resolved through the help center. Users can also get better subscription prices through group subscriptions. Netflix supports up to four accounts sharing the same plan, offering better quality and more discounts as the number of users increases. These factors contribute to a better experience and the perception of the Netflix platform's quality.

Users do not choose other streaming platforms due to the comprehensive interface, interesting content, and attractive subscription plans. Switching platforms would also require more time and money, so users tend to continue using Netflix. These factors increase the switching barriers to other platforms. Recently, Netflix has focused on increasing exposure on social media platforms and uses online word-of-mouth to influence the public's perception of its brand image, including satisfaction with its content.

Users predict Netflix's future performance based on the service and the platform's current performance. Netflix enhances user satisfaction by offering engaging content and maintaining a good relationship with users. Through advertisements, trailers, and promotional content, users experience audiovisual satisfaction, making Netflix a preferred entertainment choice. Therefore, Netflix's advertising value positively affects the intention to continue subscribing. Through various recommended content, Netflix builds a strong relationship with its subscribers, making users feel valued and more willing to continue using the platform. Hence, Netflix's relationship quality positively impacts continued subscription intentions.

Users with an enjoyable experience on the Netflix platform are more likely to continue investing money and effort in the service, positively affecting the intention to continue subscribing. When considering whether to stop using Netflix or switch to another platform, the cost and losses involved would be considerable, leading users to continue using Netflix. Thus, Netflix's switching barriers also positively impact continued subscription intentions.

In conclusion, users familiar and satisfied with Netflix's audiovisual content feel valued as members due to content recommendations and attractive offers. This leads to continued subscription to Netflix's service. The research results indicate that these factors contribute to the continued intention to subscribe to the mobile Netflix platform.

Streaming content has become one of the major trends in public entertainment. With its original content and social influence, Netflix has become the most representative video streaming platform. However, platforms like YouTube and Disney+ have also gained increasing numbers of subscribers.

Therefore, Netflix must still address existing issues and further optimize its platform to solidify loyal users and attract new customers.

(1) Platform and App Interface Optimization.

This study explored the factors influencing users' intention to continue subscribing. When users interact with the mobile Netflix platform, a clear and intuitive interface helps them navigate more easily and provides a better user experience. Practical suggestions for system interfaces include designing an interface based on user needs, ensuring that the categorization of movies and TV shows is clear and detailed, and avoiding overcrowding the homepage with too much content. This can reduce user confusion caused by information overload. Adding more refined movie categories allows users to focus on topics or genres that interest them, improving the platform's ease of use. At the same time, introducing multi-dimensional filtering functions, such as filtering by language, duration, release year, or rating, will help users efficiently find content that meets their needs. These filtering functions should be combined with personalized recommendations, offering one highly relevant recommendation in each category or search result and a clear explanation of why it was recommended.

Additionally, to enhance interactivity, the platform can introduce more dynamic features, such as a "re-recommend" option, where users can click to generate a new list of recommendations, keeping the content fresh and stimulating curiosity. These designs show that the platform highly values users' individual needs and effectively differentiates Netflix from other streaming platforms, improving user satisfaction and loyalty, and further promoting their continued subscription intention. By optimizing the interface design, Netflix can more deeply meet user needs, create differentiated advantages, and strengthen its market leadership.

(2) Providing More Suitable Subscription Plans and Assistance Based on User Needs.

This study explores the impact of relationship quality on users' intention to continue subscribing, with key variables including compatibility, domain expertise, and relationship selling strategies. When users interact with the mobile Netflix platform, their satisfaction and enjoyment from it positively influence their intention to continue subscribing. Practical recommendations for improving relationship quality include offering more flexible and diverse subscription plans. For example, designing differentiated plans for different user groups, such as 'pay-per-view' or 'periodic membership,' could attract users who watch less frequently or are uncertain about long-term subscriptions. Additionally, a 'light subscription' could be offered for price-sensitive users, allowing access to specific types or a limited number of movies or TV shows. This would meet their viewing needs while easing their financial burden and expanding the customer base.

Furthermore, adding real-time customer support is a key element in enhancing user satisfaction. Reducing waiting times and providing quick and effective solutions to technical or subscription-related issues would significantly improve the service experience. The platform could also proactively send personalized recommendations to long-term subscribers, such as suggesting upcoming releases, reminding them of content that will soon be removed, or providing curated lists based on their viewing preferences, demonstrating the platform's attention to their needs. Moreover, Netflix could introduce a membership tier system, offering exclusive benefits to various levels of subscribers, such as early access to original content, VIP viewing experiences, or free digital merchandise, to increase loyalty among its devoted users. In the increasingly competitive streaming market, more platforms are investing in the production of original content, which increases the challenges Netflix faces. If it cannot effectively lower subscription prices or increase the number of devices that can be shared (currently limited to four), relying solely on original content to maintain loyal viewers will not be a long-term solution. While Netflix already has a help center to assist users with technical issues, it still needs to address the lack of real-time human support, especially when dealing with complex or urgent user needs. Delayed responses may lead to user dissatisfaction and, ultimately, unsubscribing. In conclusion, by enhancing relationship quality, providing diverse subscription options, optimizing customer service, and creating more attractive member benefits, Netflix can strengthen its existing user base and maintain its leadership position in the competitive market.

(3) Improving member experience quality and community communication.

This study explores how user satisfaction influences their intention to continue subscribing. It finds that the more satisfied users are with their experience on the mobile Netflix platform, the stronger their positive relationship with the platform, which in turn promotes subscription renewal intentions and enhances brand

loyalty. Satisfied users are likely to continue subscribing and invite family and friends to join, generating word-of-mouth effects and increasing platform usage. Therefore, this study provides several practical suggestions for enhancing user satisfaction with Netflix and strengthening its market competitiveness. First, to meet the needs of different users, Netflix can invest in more efficient streaming technology, supporting higher resolution playback options like 8K quality and Dolby Atmos audio to attract high-end users with high demands for audiovisual quality. At the same time, improving the offline download feature would allow users to download higher-resolution videos and extend the storage period of downloaded content to accommodate a wider range of viewing scenarios, especially for users who travel or frequently go on business trips. The platform can also develop an innovative "low-latency synchronized viewing" feature that allows multiple users, even in separate locations, to watch the same movie in real-time and interact synchronously, such as adding text or emoji's during the video.

This would enhance the social aspect of viewing.

Regarding community participation, Netflix should integrate audiovisual content with community features to further strengthen users' interactive experience. For example, adding a video comment section and rating system would allow users to choose movies and shows based on other viewers' reviews, improving content discovery. Developing a "friend recommendation" feature would enable users to directly recommend favorite shows and movies to friends, view their recommendations, and explore their favorite lists, further enhancing social interaction. To further improve social influence, Netflix could also deeply integrate with popular social platforms (such as Instagram, Facebook, and X) and launch more interactive activities, such as voting for the next popular series, sharing viewing progress, or creating exclusive viewing communities, strengthening user engagement, and driving word-of-mouth marketing. Moreover, Netflix can leverage its global brand influence to plan more innovative and large-scale marketing campaigns, such as collaborating with international film festivals, music festivals, or major cultural events to provide higher exposure and credibility for Netflix's original content. This move would attract more potential subscribers and allow existing users to feel the platform's professionalism and brand value. At the same time, Netflix can launch localized content and marketing strategies based on the characteristics of different regional markets. For instance, it can create original series that reflect local cultures or collaborate with local celebrities and creators to enhance users' sense of identity and belonging. In conclusion, through technology upgrades, functional innovations, community interaction, and global marketing efforts, Netflix can further improve user satisfaction and loyalty. This will consolidate its existing user base and maintain its leading position in the increasingly competitive streaming market.

The above strategies will enable Netflix to consolidate its market position further in the highly competitive streaming market and effectively respond to diverse challenges. By meeting the needs of different users, Netflix can provide a more attractive experience for its users, such as through more efficient streaming technology and personalized subscription options that cater to high-end and price-sensitive users. Furthermore, strategies that enhance interaction and satisfaction, such as comment sections, friend recommendation features, and integration with social platforms, will allow users to feel the platform's vitality and innovation and help build a closer user community, thus improving overall engagement and loyalty. Maintaining relationship quality not only attracts inexperienced users but also effectively extends the retention period of existing users. Satisfied users are more likely to spontaneously recommend Netflix to their friends and family, creating a positive word-of-mouth effect and driving subscription growth. More importantly, these strategies will help Netflix maintain differentiation in its competition with other streaming platforms by offering unique features and services that make Netflix irreplaceable for users. Enhancing brand influence is equally crucial. Through in-depth collaborations with international film festivals, social platforms, and local markets, Netflix can further increase its exposure and professional image in the global market, strengthening its position as a global leading brand. At the same time, by localizing content and marketing activities, Netflix can find resonance in different cultural markets, attracting more international users and further expanding its market share.

In summary, the comprehensive use of these strategies will enable Netflix to stabilize its existing user base and actively explore emerging markets and customer segments. Ultimately, this will help Netflix achieve its long-term goals of expanding market share, increasing revenue, and enhancing brand loyalty. In this increasingly competitive streaming industry, Netflix will continue to lead the market and solidify its unshakable leadership position through its forward-thinking strategies and execution.

This study focuses only on exploring users' continued usage intentions and does not delve into the quality of audiovisual content on the Netflix platform. Future research could explore users' evaluations of Netflix's streaming content, further investigating how the quality of audiovisual content affects user

satisfaction and continued subscription intentions. For example, research could focus on Netflix's original content, the diversity of video selections, and the quality of visuals and sound, analyzing the specific impact of these factors on user loyalty. The quality and diversity of content are related to the user's viewing experience, which largely determines whether they choose to continue subscribing. In-depth exploration of content quality would provide a more comprehensive understanding and help Netflix optimize its content strategy to improve user satisfaction and enhance its market competitiveness. Such an analysis could provide specific recommendations for Netflix to improve its content and reveal the true driving factors behind users' platform choices.

On the other hand, due to time and resource limitations, the distribution channels for the questionnaires in this study were relatively limited, relying mainly on Facebook groups, LINE communities, and other platforms. As a result, the sample was mainly concentrated in the youth demographic and did not cover users from various age groups, professions, or geographic locations. Therefore, this study fails to fully reflect the perspectives of all user groups fully and does not collect valuable opinions from different demographic segments. Future research could expand the sample scope by considering more diverse questionnaire distribution channels, such as conducting surveys across various age groups and regions, to obtain more comprehensive and representative data, thereby enhancing the general applicability of the research results. Such a sample expansion would help better understand the diverse needs of different groups of Netflix users and provide more substantive recommendations for global and localized strategies.

Additionally, further research could consider conducting longitudinal studies to observe how users' attitudes and behaviors toward the Netflix platform change over time. This would provide a clearer understanding of the dynamic changes in user satisfaction and subscription intentions, as well as observe how external factors at different points in time (such as latest content releases, price adjustments, and competitors' influence) affect users' long-term subscription behavior. Longitudinal studies could provide long-term data on user behavior changes and reveal how Netflix influences user loyalty as the market evolves and the platform adjusts. This would help predict trends in changing customer demands and assist Netflix in making more precise strategic plans to address potential future market challenges.

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