

To pay all, part, or none of the video-on-demand subscription? An exploratory study of the drivers of payment patterns

Diana Serrano de Lara
Universidad Autónoma de Madrid
Ignacio Redondo
Universidad Autónoma de Madrid

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Abstract

The emerging video-on-demand platform market faces the challenge that many users enjoy the service but either pay only a portion or pay nothing of the subscription. Previous studies hardly help identify which factors influence users in paying all, part, or none of the subscription. This study suggests how a wide variety of demographic, cognitive, and behavioral factors might influence the three payment patterns. The empirical analysis confirms that nine of the factors contribute to explaining the differences in payment patterns: household size, age, rule-breaking attitude, level of cosmopolitanism, enthusiasm for video-on-demand, impulsive spending tendency, charity and community participation, price sensibility, and unpaid film downloading. The drivers identified here might help the involved stakeholders to define some actions that encourage non-payers and partial payers to become all-payers.

Keywords: *Video on demand; payment behavior; individual factors*

Track: Consumer Behaviour