

Are podcasts a good bet for media streaming platforms? Exploring the role of loneliness and subjective well-being in digital media products

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Abstract

Podcast has evolved as a new digital media product largely adopted by consumers. Music streaming platform noticed the phenomenon and quickly started including podcasts in their offerings as tactics to attract and retain customers, with exclusive content. The current research aims to investigate whether the consumption of podcasts may influence users' loyalty towards streaming platforms. While evaluating that, the mediation of loneliness and subjective well-being are inspected. A mix-method approach was implemented, by means of a focus group with podcast consumers followed by a survey with 319 respondents. The data was analysed using structural equation modelling. Results show that podcast consumption has a positive effect on consumer loyalty towards streaming platforms. Moreover, the relation is mediated by subjective well-being. The authors discuss the theoretical contribution and managerial implications of these findings.

Subject Areas: *Electronic Commerce and Internet Marketing, Product Management*

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