

Modeling the payment patterns of subscription video-on-demand users

Diana Serrano de Lara

Universidad Autónoma de Madrid

Ignacio Redondo

Universidad Autónoma de Madrid

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Abstract

The rapid entry of new competitors has increased rivalry among subscription video-on-demand platforms. In turn, this rivalry has spread the offer of movies and TV shows across multiple platforms. To access a larger number of platforms, consumers share their accounts with individuals from other households, who enjoy platform content without paying anything or only paying a part of the subscription fees. This study proposes a model that predicts the relationship between payment behaviors (full payment, partial payment, and non-payment) and some consumer aspects like optimum stimulation level, variety of SVOD services used, illegal streaming behavior, household size, subjective norms, moral obligation, perceived security risk, and household financial well-being. Data were obtained using an online panel of Spanish consumers and the hypotheses were tested towards a structural equation model. Our findings may help platform providers implement actions to monetize a larger number of users.

Subject Areas: *Consumer Behaviour, Entertainment Marketing*

Track: Consumer Behaviour