

Exploring Psychological Factors in Non-Compliant Account-Sharing on Streaming Platforms

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Abstract

This research aims to understand the motivations and inhibitions behind non-compliant account sharing of streaming platform subscriptions with outsiders. The primary objective is to guide service providers in discouraging this behavior without compromising brand equity or quality. An extended Social Exchange Theory (SET) framework is applied to explore consumers' attitudes, subjective norms, and perceived behavioral control related to account sharing. The findings show that the positive worth of account-sharing behavior has a greater impact on customer attitudes than the negative worth. This research contributes by applying SET to explain consumer account-sharing behavior and reactance to penalizing measures. Service providers can leverage the findings to formulate strategies encouraging consumers to voluntarily avoid non-compliant account sharing. This study is among the first to employ an extended SET framework to explore the psychological determinants of non-compliant account sharing.

Subject Areas: *Consumer Behaviour, Consumer Services, Retailing*

Track: Consumer Behaviour