

The impact of binge-watching behavior on OTT subscriptions

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Abstract

Binge-watching has been identified as a crucial factor that influences consumers' continued use of OTT platforms. This study aims to examine the sequential impact of binge-watching on subscription and continuous intentions on OTT platforms through the ABC Model of Attitudes. An online survey tested our research model and collected a total of 421 valid samples. Hayes' Process model 80, 82 and 6 were applied to demonstrate our theoretical models. The results suggest that functional value, emotional value and subscription intention, as well as conditional value, content diversity and subscription intention, have a significant continuous mediating effect on the relationship between binge-watching and continuous intention. In terms of marketing implications, OTT platforms can offer basic packages to meet the needs of general consumers and provide VIP packages for consumers with higher service quality demands.

Subject Areas: *Attitude, Consumer Behaviour, Consumer Services, Decision-Making, Intention-Behavior Link*

Track: Consumer Behaviour