

CANCELLATION VS CONTINUANCE INTENTION ON SUBSCRIPTION-BASED SERVICES: THE ROLE OF SATIATION AND DIFFERENCES BETWEEN SHORT- AND LONG-TERM DECISION

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High churn rates are a major problem in subscription-based services profitability. To address this issue this paper studies the influence of platform satisfaction and content satiation on perceived value, as indicators that anticipate the subscription cancellation. A sample of 465 subscription video on demand (SVoD) users reveals that content satiation weakens the negative effect of perceived value on subscription cancellation. In fact, it was observed that in a high satiation context, the effect of perceived value on cancellation is not even significant. In turn, is concluded that satisfaction is not a key antecedent of cancellation, whereas variables related to competitors' attractiveness accelerates cancellation intention. The influence of these variables on cancellation varies significantly according to the temporal setting, that is, whether respondents consider cancelling immediately (next month) or delayed (next three months).

- *Keywords: Retention, Continuance intention, Subscription services*
- *Track: Relationship Marketing*