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Marketing and Integrated Communication

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MASTER THESIS

ELEKTRONINĖS IŠ LŪPŲ Į LŪPAS (eWoM) INFORMACIJOS ĮTAKA NEPATENKINTO VARTOTOJO KETINIMUI TOLIAU NAUDOTIS VAIZDO TRANSLIAVIMO PASLAUGOMIS.	INFLUENCE OF ELECTRONIC WORD-OF- MOUTH (eWoM) INFORMATION ON DISSATISFIED CONSUMER'S INTENTION OF CONTINUANCE TO USE VIDEO STREAMING SERVICES
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INTRODUCTION

According to the Film and Video Global Market Report 2021, the global film and video market reached a value of nearly \$234.9 billion in 2020 and is expected to reach \$318.2 billion by 2025, and \$410.6 billion by 2030. Every year The Motion Picture Association of America (MPAA) releases research on the Global Entertainment Market Environment, and according to the 2021 Theatrical and Home/Mobile Entertainment Market Environment (THEME) report, the combined global theatrical and home/mobile entertainment market, when including pay TV, was \$328.2 billion, matching 2019's record. As we can see in these figures, the global market of this industry has experienced growth during and despite the pandemic. When it comes to digital, market has increased 11% in the U.S. and 24% outside the U.S., compared to 2020. The number of subscriptions to online video services around the world increased to 1.3 billion in 2021, a 14% increase compared to 2020. Online video subscription became the second largest subscription revenue market in 2021, surpassing satellite TV, as a result of a \$17.9 billion (26%) increase (Motion Picture Association of America, 2021). As this industry keeps on growing, its demands keep on increasing and evolving. The number of competitors has become an important matter for key players as of today, there are over 200 streaming services available with different types of content aiming to satisfy every customer preference (Adgate, 2021). As the offer in this market widens and prices vary, it's becoming harder for Subscription Video on Demand (SVoD) companies to retain subscriptions and satisfy the needs of consumers; we are facing a highly competitive market environment and there are high revenues at stake for these companies.

Such is the case of Netflix, which according to Sherman and Cleyton (2022) faced its biggest loss in the firm's history losing almost a million subscribers only in the period between April and July 2022. It is reported to be the first time that the company has suffered a drop in subscribers since April 2011. This phenomenon is attributed to factors such as intense competition and prices being raised. This untamed competition is handed out by companies like Apple TV, HBO Max, Amazon Prime and Disney+. Therefore, there is a high chance that consumers are finding more value in other platforms due to what they offer as part of this intense competition. What is more, they might be feeling dissatisfied by their actual service or it could be the congregation of all these factors and maybe some others adding up to the equation. Following the previous, companies in the SVoD industry will rapidly be in need to develop new strategies to retain subscribers or even get back lost ones. This turns the understanding of intention to

continuance of use into an urgent necessity, thus, answering the current question of what will take to retain them.

Due to the consistent emergence of online platforms, eWoM has an important role when determining users' willingness to consume content and its behavior (Kusawat and Teerakapibal, 2022). Previous research on eWoM information and consumer behavior has mainly examined: 1) the conceptualization, characteristics and main factors of eWoM (Huhn et al., 2018; Cheung and Thadani, 2012; Hennig-Thurau et al., 2004; Ismagilova, et al., 2020; Qahri-Saremi and Montazemi, 2019; Akyüz, 2013; Kusawat and Teerakapibal, 2022; Rosario et al., 2020; Verma and Yadav, 2021); 2) the impact of eWoM on consumer engagement and behavior (Chiu et al., 2012; Gvili and Levy, 2018; Yeap et al., 2014; Chiu et al., 2019; Cheung and Thadani 2012; Lin et al., 2022); 3) social media and channels for eWoM (Berlo, 1960; Fairhurst, et. al., 2022; Baek, et al., 2017; Rui et al., 2011; Yeap et al., 2014; Nanda et al., 2018); 4) persuasiveness and continuance of use intention (to purchase and re-purchase) (Qureshi et al., 2009; Teng et al., 2014; Hsu et al., 2013; Huhn et al., 2018; Chiu et al., 2012; Lin et al., 2022; Cheung and Thadani, 2012; Syifa et al., 2020; Trivedi and Yadav, 2020; Kurniawan, et al., 2021); 5) perceived value, customer satisfaction, dissatisfaction and customer loyalty (Foroughi et al., 2023; Poturak and Turkyilmaz, 2018; Chen and Lin, 2019; Bhattacharjee, 2001); 6) future of online video subscription platforms and factors influencing continuance intention to use subscription (Gimpel, 2015; Pereira and Tam, 2021; Adgate, 2021; Danziger, 2022; Kurniawan et al., 2021); 7) WoM and eWoM message factors affecting consumer's decision making and behavior (Liu, 2006; Cheung and Thadani, 2012; Huhn et al., 2018; Qahri-Saremi and Montazemi, 2019; Flanagin and Metzger, 2008; Cheung, et. al., 2008; Wathen and Burkell, 2002; Hsu and Lee, 2003; Sussman and Siegal, 2003; Cheung et. al., 2012; Swartz, 1984; Mudambi and Schuff, 2010; Zhang and Watts, 2008; and Hsu et al., 2013).

Factors affecting the intention to continue using or purchasing products/services have been already investigated for many years before. On the other hand, the question of how eWoM information factors impact a dissatisfied customer decision to continue paying for a subscription has rarely or not at all been examined. As in regard of the film and SVoD industry, consumers are constantly being exposed to messages generated by other consumers who might be considered as experts or influencers, people whose main task is to gather the latest information, create relevant content and spread the word about new release dates, new movies, new seasons, where to see them and whether it's worth it or not; reinforcing or even sometimes creating trends. In the same way, comments are made on platforms and the experience of users is shared through this content. These actions, even when the primary source could be the production companies or the SVoD platforms

advertising campaigns themselves; are considered as eWoM (Cheung and Thadani, 2012). There's also plenty of research regarding eWoM information and its impact in business, though, this knowledge is fragmented, and little effort has been made to integrate these findings and evaluate its outcomes regarding the online streaming services. It remains unclear how eWoM information factors influence consumer behavior when related to the characteristics of an online subscription environment and when exposed to the persistent and rapid change of user's preferences in online content. Also, when it comes to paid subscriptions and their willingness to continue paying for it as they are not feeling satisfied at all anymore. Summarizing the scientific discussion, it can be argued that scientific sources that examine eWoM information, correctly identify it as a key element influencing consumer behavior and decision-making (Chiu et al., 2012; Gvili and Levy, 2018; Cheung and Thadani 2012; Lin, et al., 2022) but have not yet determined what are the main repercussions of all these factors on users of online video subscription platforms and the way they decide whether to stay or leave in search for something new, different or better.

The problem of the paper is how eWoM information impacts the intention to continue using a subscription of a SVoD platform.

The aim of the paper is to determine how and which different factors of eWoM information impact the intention to continue using a subscription of a streaming platform when consumers are dissatisfied.

Tasks to be undertaken in this research:

- to describe the impact of eWoM information in online consumer behavior and continuance of use intention;
- to analyze the role of main eWoM message factors and their relevance for dissatisfied consumer's continuance of use decision making;
- to collect and examine data needed to determine which eWoM factors have a relevant impact on dissatisfied consumer's intention to continue using a subscription to SVoD;
- to determine how eWoM information influence on consumers continuance of use intention of a subscription to SVoD can change when they have different levels of dissatisfaction.
- to explore if either eWoM content has an effect strong enough to re-estate the willingness of a consumer to continue using a streaming service, even when he or she is already feeling dissatisfied.
- to identify managerial implications for marketers regarding the generation, support, and amplification of eWoM messages and thus influencing consumer's decision-making process.

1. THEORETICAL ANALYSIS OF eWoM INFORMATION, DISSATISFACTION AND CONSUMER BEHAVIOR

1.1 Message construction and its dimensions impact on consumer

As human beings, it comes naturally to communicate with others, and we do it in various ways to fulfill this need. All through a single day, we are exposed to a colossal number of messages perceived either by our consciousness or unconsciousness. Throughout the years, the ways in which we receive information have evolved and transformed due to different factors such as culture and technology (Rosselli et al., 1995); but the standards of communication theory remain untouched as there is always someone who has something to say or share to another person and he or she must do it through a certain way, called channel.

In order to achieve this goal of communicating, an emissary must encode information in a particular manner so it would be easier to reach an interlocutor and be accepted; so, in the end, it is not only what you say or might want to say but the way you say it too (Mason and Davis, 2007). In marketing communication and advertising in an online environment, the message, as we know the encoded information, has cognitive and affective characteristics which can transform it and its implications (Yap et al., 2012).

Cognitive characteristics of a message are understood as the rational part of it and how the processes of each consumer's mind can perceive them. When referring to a product or service, it addresses the evaluation of attributes such as cost-benefit relation, whether it is worth or not, usefulness and many others that relate to logical reasoning (Yap et al., 2012). For example, according to Cohen (2020), when talking about a cognitive process called confirmation bias, it is mentioned that individuals tend to accept and put more value on information that confirms pre-existing knowledge and disregard the one that states the opposite of our previous beliefs. This goes along with the idea of rational and logical thinking, as we individuals look for the confirmation of our beliefs. In order to make a message resonant for the audience, Heath and Heath (2007, as cited in Cohen, 2020) proposed the SUCCESS model in which six characteristics that are fundamental for a message to be resonant in the audience's mind are described as follows.

S for simple, as we say nowadays, keeping it simple, direct and understandable makes things easier for the person receiving the message.

U for unexpected, when information addresses people's hidden interests then it has more chances to be received. For example, all those intriguing video titles (click-bates) on YouTube or articles headlines in online news that makes us wonder *what happened?*

C for concrete, relating to the first attribute, a message has more impact when the information is presented as clear and direct as possible so that it will be recalled.

C for credible, either you are an expert on the topic, or you are citing the words of a person or persons who are. When the audience has even a little suspicion of a message containing lies or an untrustworthy source they are disregarded.

E for emotion, as we are humans and emotions are powerful tools that make us put ourselves into action, sometimes with no logical or rational grounding. This concept is based on the idea that individuals are always looking for the greater benefit of them or others.

S for stories, tales that inspire and motivate people by relating or identifying themselves in a certain situation or with a certain character or *hero*.

A message construction could not only be rational but also emotional, appealing to the profoundness and vigor of certain feelings and sensations that are evoked from one's memories through words or language itself. When talking about these affective characteristics of messages, it is stated that emotional ones are prone to have an impact on attitude change when the arguments are strong, have sufficient quality and carry an important load of emotion, thus persuading the receiver (Yap et al., 2012). Subjects who are exposed to emotional messages involving feelings are driven by affective responses which lead to attitude modifications. To the extent that a message is able to provoke and revive emotions in a consumer, appeal to previous experiences (whether positive or negative), share knowledge from others on certain matters, provide social aid or influence perceptions toward a product or service; it will have an effect on the reasons to commit and accept the information being provided by the sender (Rosselli et al., 1995).

According to Berger and Milkman (2012), directly related to emotion comes the concept of valence, defined as the degree to which a message is considered as being positive or negative. It relates to emotion in a way that it's not only how positive or negative a message can be, it's not enough to determine whether it is going to be adopted by the receiver; there is also the kind of emotions these messages are provoking and the effect that these different sentiments have on people. This measure of different types of emotions is defined by the authors as arousal, and it can have either high or low values and can be present in both negative and positive feelings. Following this reasoning, an emotional message carrying the same valence, either positive or negative, might

have divergent effects on consumers depending on the sort of emotion that it causes. Subsequently, an important linkage between valence and emotion exists and can affect the outcome of a message when being received, thus having an impact on consumers behaviors or decisions.

Mudambi and Shchuff (2010) state that extreme information tends to be more useful for consumers, either if the message is directed into a positive or negative way, it is when the information provider writes very good or very bad comments on certain product or service, that consumers pay more attention and, therefore, find it truly useful. Nevertheless, following this idea; it is also asserted that positive messages have a minor impact or tend to be trusted less by consumers, thus possessing a small percentage of usefulness for consumers, meanwhile negative ones tend to get more trust, attention, and adoption; this happening because consumers tend to look for negative information about their product/service of interest (Racherla and Friske, 2012).

Elaborateness remains to be one of the most essential characteristics of messages. The elaborateness of a message refers to the complexity of its construction. When it comes to eWoM, it's understood as the concept of having several interrelated aspects of the same product or service, and ultimately having detailed, carefully prepared, and well-organized reviews and opinions which may be useful to determine the level of satisfaction of a consumer depending on the amount of text he/she is willing to write and the interpretation of the information provided (Racherla and Friske, 2012). According to Moran et al., (2014), through electronic word of mouth (eWoM), customers are able to reach out to substantially high numbers of potential buyers, peers, and other active customers so an elaborate message may have bigger repercussions. The exchange of opinions and insights amongst consumers could potentially have a significant impact on the behaviors and attitude consumers have towards a company, product or service. For this reason, communications that are user generated can influence brand quality, credibility, loyalty, awareness, and associations (Ismagilova, 2020). Moreover, eWoM messaging has a direct impact on brand imaging while media that is computer generated applies directly to the functionality of the brand image (Moran et al., 2014). The elaborateness of eWoM messaging generates the need for companies and service providers to be online and active on social sites and networks for the sole purpose of keeping tabs of what their customers are saying online, the concerns they raise, and striving to keep them satisfied by addressing the issues raised (Racherla and Friske, 2012).

Further, the elaborateness of eWoM messaging can be beneficial to both buyers and providers due to the fact that the developer of the product or service being reviewed can act on the feedback and reviews in real-time. The elaborateness of eWoM content messaging is most often lengthy and detailed, and this unique characteristic makes it integral for users to fully express

themselves in writing about how they feel about the service that is being offered (Racherla and Friske, 2012). The elaborate and detailed nature of these eWoM messages is also instrumental for any potential buyers who review these messages before purchase (Moran et al., 2014).

The examined characteristics of messages are of utter importance when it comes to understanding the effects of eWoM on consumers. When determining the course of a communication campaign we must pay the highest attention to the grounds of it, meaning, the information that we want to transmit. More importantly, understanding the construction of messages and correctly interpreting the load of positivity or negativity and the amount of emotion containing will allow us to get what consumers are trying to tell us, indirectly through telling it to each other. All in all, these cognitive and affective instances are open doors to digging deeper in consumers behavior and decision making.

1.2 eWoM characteristics and its relation to consumer attitudes and behavior

The internet has come to revolutionize the way we understood the world in the past, turning the present into a sea of possibilities. When it comes to marketing and communications, technology has also changed the way we do things as marketers and as consumers thus transforming the role of both. Nowadays, consumers have a starring role in marketing strategies due to the empowerment that they have reached through technology, social media, and many other communication channels. As individuals, we are prone to be influenced by other members of society in certain psychological processes. Reviews on the internet made by consumers are a branch of eWoM that provides relevant information and has grown in importance for other consumers in their undertaking of making decisions (Huhn et al., 2018).

This complex online environment known as Internet has allowed us to create a structure in which consumers are active and interacting almost at every moment, they are free to decide what to say, where to say it and to whom, so we can consider this habitat as a facilitator for online interpersonal communication (Korgaonkar and Wolin, 1999). The concept of eWoM, which derives from traditional Word of Mouth (WoM), and it's considered an extension of it (Cheung and Thadani, 2012), has been broadly examined by various researchers and has been applied to different situations, business cases, and with several approaches. It is defined by Hennig-Thurau et al., (2004) as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet." A more recent and complementing definition can be found in Ismagilova et al., (2020) stated "as the dynamic and ongoing information exchange process between potential,

actual, or former consumers regarding a product, service, brand, or company, which is available to a multitude of individuals and institutions via the Internet”.

eWoM has several distinct characteristics that are solely synonymous with it. It has previously been considered by several practitioners and academic scholars as one of the most effective and influential forms of informal communication dynamics that involve existing businesses and existing and potential customers (Verma and Yadav, 2021; Cantallops and Salvi, 2014). According to Cheung and Thadani, (2012) and Kusawat and Teerakapibal (2022), there are four identified dimensions which differentiate eWoM from WoM and contribute to the uniqueness of this communication. First, eWoM messages travel and escalate faster than WOM ones, these have become almost instantaneous. Then, the enhanced persistence and accessibility of this communication, enabled by the nature of the diffusion channels which allows information to remain reachable through time; and there is also the measurability of it as a main differentiator. Finally, credibility and trust in WoM are known by the information receiver and in eWoM it does not happen in every case.

When potential buyers have no experience or knowledge about a product or service, they tend to be biased by a high-risk perception of purchasing; consequently, they explore various information channels to reduce this risk (Huhn et al., 2018). Due to the effect that eWoM has on consumer's buying decisions, there has been broad research on this matter. In the same way, the factors impacting eWoM message adoption have been studied. This concept is defined by Qahri-Saremi and Montazemi, (2019) as “accepting the information recommendations contained in an eWoM message, which consequently influence consumers' cognitive and behavioral tendencies toward pertinent product/services”. Message adoption is considered a fundamental part of the eWoM process because of all the implications that it involves, from message factors to receiver's cultural background and experiences.

Another integral characteristic of eWoM is the trust and credibility that a consumer posits in the reviews given for a particular service or product. The advantage of eWoM is that its reviews are ready and always available to all active and potential customers who can access the online platforms to share/read their reviews and opinions with other available users (Poturak and Turkyilmaz, 2018). The majority of consumers these days trust the reviews and opinions of other consumers more than they would trust the words of the enterprise or any marketing campaign messaging that the brand or service provider may put out there (Qureshi et al., 2009). This makes them trust this feedback more as they can compare what was said positively and negatively (Moran et al., 2014).

The relation of these eWoM characteristics to consumer message adoption and behavior is positive by a large extent since they make it easier for active clients to accordingly convince other potential buyers to buy or shun a particular product or service completely (Cantalops and Salvi, 2014). According to Moran et al., (2014) and Poturak and Turkyilmaz, 2018), eWoM messaging translates to a win-win situation for the buyers and potential buyers since eWoM ensures that all the concerns are documented and that the buyers and other online users can access them. Thus, potential buyers or investors can review the eWoM messages so that they are able to make informed investment decisions and informed purchase resolutions. This further supports the fact that trust, elaborateness, and purchase intent are dependent, established variables in the research of electronic commerce (Racherla and Friske, 2012).

Under this panorama, we can infer that trust becomes a key concept for eWoM, which gains credibility due to its nature of being a marketing effort not made by the company or brand itself but instead an organic endeavor made by other previous consumers. There are various communication channels and methods available for doing this, such as ratings, reviews, memes, etc. These channels allow the message to become more credible and, in the case of eWoM, more accessible and instantaneous, therefore making it more powerful (Akyüz, 2013). At the same time, eWoM can define people's attitudes toward a product or service; determining a positive or negative impact which redirects consumer's actions. An attitude is understood as a judgment made by an individual associating new information with previous knowledge and resulting in positive and negative opinions (Huhn et al., 2018). When attitudes are defined, a consumer can evaluate personal relevance and previous experience, and determine his or her position toward a decision; whether in favor or against (Cheung and Thadani, 2012) thus influencing behavior.

Whether we notice it or not, eWoM has become an intrinsic part of our common lives as a society in constant communication, involving value judgements, emotions, reason, trust, etc. From the most basic perceptions of interpersonal relations to the extent of the greatest marketing efforts in the online environment, which allows consumers in every step of their journey to exchange information and have a sense of being making good decisions. From every dimension that differentiates WOM from eWoM, every experience and every judgement of trust or credibility; we have learned to understand them both and every repercussion on our interests, thus modifying our attitudes, even if we are a company, brand or sole individuals.

1.3 eWoM information factors and information adoption

Whenever consumers are planning on buying a product or service, one of the first and most urgent needs they face is collecting information about it. In this seeking, they are exposed to many

different insights, opinions and facts regarding what they are looking for; thus, guiding their decisions. They often go looking in two main directions: company or brand provided information and other users shared experience regarding the same product or service. These other users could be either family members, friends or even strangers (Kusawat and Teerakapibal, 2022). One of the main sources, if not the main one, to get information nowadays is the internet, customers explore and navigate through many different platforms in the look for the piece of advice that they so much crave. Therefore, eWoM has become a fundamental part of both a product/brand strategy and a consumer's decision to buy or not buy (Moran et al., 2014). Due to the fact that information could come from any corner of the world, as almost two thirds of the global population have access to the internet (Statista Research Department, 2023), researchers have put themselves into determining which characteristics of this information transmitted via different messages is adding up to the possibility to be well received and accepted by the person reading/hearing/watching it.

eWoM messages are constructed in particular ways and have an impact or effect only when consumers adopt their arguments and apply them to make decisions. This adoption carries with it the acceptance of the information received, which is described as the process of willingly judging a piece of information to determine its reliability and usefulness in the decision-making process when deciding whether to consume or not a product or service (Liu, 2006). Therefore, if a consumer labels a piece of information as credible, he/she tends to accept it (Cheung and Thadani, 2012; Huhn et al., 2018). In order to determine the effect that eWoM has on consumers' intention to continue using a subscription, it is necessary to understand first which factors are affecting the adoption of eWoM messages.

According to Kusawat and Teerakapibal, 2022, cultural background of communicators and receivers play a key role in the acceptance or adoption of eWoM messages and may also alter the effect that these messages have on a consumer. Addressing an eWoM message by the name of *stimuli*, the researchers describe the main factors associated to message acceptance as: (a) argument quality, (b) comprehensiveness, (c) review rate, (d) valence, (e) review emotion, (f) volume, (g) recommendation sidedness, (h) recommendation consistency, and (i) recommendation rating. These factors are described below in no specific order.

a. Argument quality

This concept refers to the persuasiveness of the arguments presented in a message, how strong are they in order to provide relevant information.

b. Comprehensiveness

Referring to how complete the information provided is for the receiver. A message could differ in completeness depending on the characteristics of the receiver.

c. Review rate

The rating grade given by the communicator, based on the perceived value of the product or service being evaluated.

d. Valence

Whether the information provided gives a positive or negative message.

e. Review emotion

This concept addresses the amount of emotion that a message carries within if it does. It determines if there is emotion in the message or not at all.

f. Volume

Indicates the quantity of messages regarding a specific topic, product or service.

g. Recommendation sidedness

Relating directly with the concept of valence, recommendation sidedness determines whether a message is two-sided, meaning that it has positive and negative statements; or one-sided, meaning that it has only positive or only negative statements.

h. Recommendation consistency

From all the information and existing messages about a certain topic, product or service, consistency measures how accordant a particular piece is compared to all the other existing ones.

i. Recommendation rating

Refers to the general rate given to a certain piece of recommendation message by other readers depending on the perceived value.

In the same way, Qahri-Saremi and Montazemi, (2019) described in their nomological eWoM adoption model that there are eight main message factors affecting eWoM message adoption: (a) product service popularity, (b) credibility, (c) source trustworthiness, (d) consumer involvement, (e) message consistency, (f) source expertise, (g) source social connectedness, and (h) eWoM message quality; these are described below in order of the importance. The findings of the authors also stress the relevance of considering various mechanisms under the effects of a message factor in eWoM message adoption.

a. *Product/service popularity*

As its name points out, this concept is understood as the number of eWoM messages related to a specific product or service. This factor is considered to have the largest total effects on eWoM message adoption. The more information available about a product or service, the better-informed decisions a customer may take, thus, reducing the rejection of eWoM messages adoption (Qahri-Saremi and Montazemi, 2019).

b. *Credibility*

This message factor refers to the judgements made by the consumer of the message in relation to how believable the source is and to what extent it is perceived as reliable and competent. It is conceptualized in two main dimensions: source trustworthiness and source expertise (Flanagin and Metzger, 2008; Huhn et al., 2018). It refers to the extent to which a message is dependable, honest, sincere, trustworthy, and credible (Qahri-Saremi and Montazemi, 2019).

Credibility is also directly related to persuasiveness in a way that this last one is influenced by the consumer's perception of why the source of a message is standing towards a particular position (Cheung, et. al., 2008). It involves the judgment of the channel itself on a superficial matter, consumers rate characteristics such as design and overall appearance; next comes the evaluation of the message content, expertise of the source, credentials, etc. (Wathen and Burkell, 2002).

c. *Consumer involvement*

As a part of the study of consumer behavior, the concept of consumer involvement has become of high importance because of its significance in explaining this previous idea. Consumer involvement is understood as the amount of time and effort that a buyer (or potential one) dedicates to the research and evaluation of a certain product or service, thus affecting its behavior and final decisions. There are two levels of involvement identified: high level of involvement and low level of involvement. It is important to determine this due to the different effects on behavior according to the amount of involvement that a certain consumer may have. The level of involvement could be determined by five main factors: previous experience, interest, perceived risk, situation, and social visibility (Hsu and Lee, 2003).

d. *Source trustworthiness*

The source trustworthiness message factor alludes to whether the source is trustworthy, believable, accurate, credible, and reliable (Qahri-Saremi and Montazemi, 2019). It works as a role of the perceived level of integrity and character of a source (Sussman and Siegal, 2003).

e. *Message consistency*

It is within human behavior to compare things such as experiences, goods, ideas, products, prices, etc.; so, when it comes to received information, it is also natural for consumers to compare it with other available messages to determine if it is consistent enough to be trusted (Cheung, et al., 2005).

Consistency as a factor determines the reliability that a consumer can award to certain information he or she reads online. Therefore, this concept dictates the scope to which a message is accordant with all other information provided online by consumers about the same product, service or topic. Arguments that are more present and mentioned by various reviewers are more likely to be put into consideration as valid and, thus, credible; allowing customers to make what they will determine as the best purchase decision based on data or information. Moreover, they will also be able to define those messages which are not consistent and disregard that information from their decisions. (Cheung et al., 2012).

f. *Source expertise*

From different types of message sources, two of them have been of special interest to marketers: the expert source and the similar source (Swartz, 1984). The exposure to an expert source demonstrated a higher level of agreement with the expert arguments than with those with low expertise (Swartz, 1984 as cited in Crano, 1970).

Considered as one of the two factors or dimensions affecting credibility, source expertise originates its validity not from the content or information provided, but from the person or entity which is providing it. It is all about the credentials and qualifications of the communicator; or its mere capacity to hold the truth about a certain topic, product or service characteristics that will enable a consumer to trust the information he/she is receiving (Rashedi and Seyed Siahi, 2020).

g. *Source social connectedness*

Once more addressing the source of the message, “social connectedness refers to the number of connections and relationships a source has with other consumers on an eWoM service platform, which is usually indicated by the number of contacts, followers, and friends” (Qahri-Saremi and Montazemi, 2019). Take for instance influencers, nowadays brands are putting more

effort into connecting with them as mediums because of the precise communication they have with targeted customers. In addition to this, they are already being trusted by the main audience and get less barriers to take down for the message to be delivered thus achieving the desired changes in the purchase behavior. This is also an approach to the perceived reputation of the source, the higher the number of social connections that he/she may have, the higher the reputation. Information which comes from a well socially connected entity is predicted to reach a bigger audience and thus to get a greater amount of visibility (Huhn et al., 2018).

h. *Message quality*

When addressing this factor, we understand it as the extent to which a message is complete, understandable, timely, accurate, relevant, meaningful and makes sense. Pointing at a more precise definition: “eWoM message quality refers to the strength of the arguments contained within an eWoM message” (Qahri-Saremi and Montazemi, 2019). When giving a recommendation about a product or service, the quality or strength of arguments becomes of utter importance because it has been shown that this is a main antecedent of a consumer’s perception of helpfulness regarding the information provided (Mudambi and Schuff, 2010). According to Zhang and Watts (2008), the greater the quality of the arguments is, the less the level of ambiguity of information for a consumer making a decision hence a reduction of uncertainty. Consequently, eWoM message quality is able to establish a consumer’s perception of helpfulness regarding a recommendation or review, and more likely to agree with it and base his or her decision on this information.

Described in Qahri-Saremi and Montazemi’s (2019) nomological eWoM adoption model appears also the framing of an eWoM message as a 9th factor, which determines the positive or negative nature of the information provided by a reviewer, referring to the term previously explained known as valence. Motivation to write proper, extensive, and scrupulous reviews comes to consumers when they feel satisfied with the product/service. On the other hand, it exists almost the same level of motivation to write a full review when consumers feel unsatisfied and annoyed by the service provider or product that they bought. Nevertheless, these authors concluded in their research that the framing of information, whether in a positive or negative manner, does not have any notable direct or indirect impact on the perceived helpfulness of an eWoM message.

Encompassed within these main factors there is the concept of persuasiveness, which is the extent to which an online message is seen by consumers as a trustworthy source, affecting their attitudes. It plays a key role, and the message must own four characteristics: quality, credibility, source attractiveness and source perception (Teng et al., 2014, Huhn et al., 2018). In

their research, Shu and Scott (2014) explain that there are five main factors regarding the concept of persuasion, namely: (1) influence, of consumer's attitudes and behavior; (2) freedom of choice, relating to the capability of an individual of utilizing the received information; (3) self-persuasion, directly related to freedom of choice modifying attitudes and behavior; (4) message transmission, as a main factor of the communication process including the channel; and (5) symbols; meaning messages either verbal or non-verbal. These factors lead to another definition of persuasion as "a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice" (Perloff, 2003 as cited in Shu and Scott 2014).

Quality and credibility at the same time are essential factors which positively affect the perceived usefulness of information, thus turning a message into a persuasive one and elevating the adoption possibility and compelling consumers to act (Abedi, et al., 2020). According to Hsu et al., (2013), it is to be assumed that messages which gather all characteristics to be persuasive are proficient enough to change consumer's attitudes and thus impact the proneness of final purchase decisions. But not only do these characteristics change the attitudes of consumers when it comes to decision-making, first, they are able to modify the attitude in which a consumer takes in the information.

Regarding persuasiveness of a message and considering Elaboration Likelihood Model (ELM) and Information Adoption Model (IAM), models which both have effects on attitude and behavior changes, argument quality and source credibility are again identified as the main factors having a direct effect on these changes in attitude and behavior and also in the process of accepting or adopting the *stimuli* (Shu and Scott, 2014).

The Elaboration Likelihood Model (ELM) is a dual-process theory of persuasion that explains how individuals process and respond to persuasive messages. According to the ELM, there are two routes to persuasion: the central route and the peripheral route. The central route is a thoughtful and rational processing of information, while the peripheral route relies on heuristics and cues to make judgments about the message. The ELM emphasizes the importance of message quality and the receiver's motivation and ability to process the message in determining which route to persuasion will be taken. This theory has been extensively studied in the fields of communication and social psychology and has been shown to be a useful framework for understanding how persuasion works in different contexts (Petty and Cacioppo, 1986).

The Information Adoption Model (IAM) serves as a conceptual framework aimed at illuminating the complexities of information adoption and utilization within organizational contexts. This model asserts that the adoption of information is reliant on numerous factors, encompassing individual and organizational traits, inherent information qualities, and the specific application environment (Sussman and Siegal, 2003; Elwalda et al., 2022). According to the IAM, individuals progress through a three-part journey of information adoption: an initial phase of awareness or perception, followed by contemplative consideration or internalization, culminating in complete adoption (Cheung et al., 2008). Throughout these stages, individuals meticulously evaluate the information's perceived utility and user-friendliness. In the first stage, individuals acquaint themselves with the new information and process advantages as well as potential limitations. This one involves cognitive functions such as attentive processing, comprehension, and information assimilation. The following stage is marked by emotional responses, personal experiences, external opinions, and initial perceptions which substantially influence attitudes during this phase of internalization. Finally, individuals make a determination regarding their intent to either adopt or reject information, this decision is influenced by a culmination of cognitive and affective factors, individual requirements, perceived advantages, and situational considerations. This last phase involves decisive action, such as purchasing or subscribing to a service. This model involves the scrutiny of information quality, information credibility and information usefulness as variables having an effect on information adoption (Erkan and Evans, 2016; Cheung et al., 2008). The IAM's applicability spans diverse research areas, explaining information adoption patterns within organizational realms. This is evident in studies exploring domains like healthcare information systems and government e-services (Dwivedi et al., 2016). Overall, the Information Adoption Model furnishes an invaluable framework for comprehending the psychological and emotional processes that individuals undergo while contemplating the adoption of novel technologies or information and therefore comes really in hand for this research.

While the two models differ in their focus, they both suggest that the persuasion process is complex and influenced by a variety of factors, including the individual's motivation, cognitive capacity, and the message itself. All in all, it appears to be many factors affecting consumers choices, perceptions, and attitudes toward a message. Nevertheless, it seems that some of them possess a higher level of relevance when establishing eWoM effects as they are repeatedly mentioned and used by various researchers. So far it is understood that, in order to process a message and accept it, consumers consciously or unconsciously filter through a lot of characteristics starting from how the message is constructed, what is the information that it provides, who is providing it, why is it being provided and through which channel.

1.4 Communication Channels and consumer exposure

From Aristotle's first communication model calling it occasion, through Berlo (1960) model properly calling it channel for the first time, till our actual days; it is known that the medium through which we share information is as relevant as the message or the source themselves. According to Fairhurst et al., (2022), we understand communication channels as "a sensory route on which a signal travels, to the receiver for decoding". Encoded information is sent through these channels and influences the subject receiving the information.

In the case of eWoM, these channels are necessarily electronic ones, a singularity which has allowed consumers to communicate in a more rapid and effective way; and that has permitted the existence or widening of various review service providers. These eWoM service providers are considered as channels for relevant information sharing regarding the video film and series industry (Baek, et al., 2017). Nowadays, there is an outstanding quantity of eWoM review channels available, nevertheless the following are considered as relevant (not listed in any order): YouTube, Instagram, Facebook, Twitter.

Each channel has got different approaches for the relevant eWoM message factors. Some of them, such as YouTube, have a higher level of popularity and there is a greater amount of available information. In some others, namely Instagram, Facebook or Twitter; it is social connectedness or message quality that plays a predominant role for consumers (Rui et al., 2011). Within these communication channels, there is a great deal of content creators that dedicate their time to developing videos containing information regarding what to see or not, and sharing information about platforms, prices, new launches, year trends, etc.

These mediums are relevant for the present research due to the fact that, through them, a consumer could be unwillingly exposed to eWoM. For instance, take the case of an individual on a social media platform, such as Facebook, who decides to share his/her experience regarding a product or service. Then, when this information appears in another user's news feed, he/she is exposed to this eWoM message unintentionally. In the case of social platforms like Instagram or Twitter, there is a high chance that you will be also exposed to messages which are shared by influencers or expert content creators which may shape your ideas, perceptions, attitudes, and behaviors.

Besides the instances listed above, most of which fall under social media platforms, several other channels are available to serve as vehicles for reviews and opinions about a particular product or service. This way they can reach consumers whether they were looking for information

or not at all. Company websites provide one of the most effective, convenient, and real-time approaches to reading or contributing to eWoM (Litvin et al., 2008). In their article, the authors mention that a company's website is a way through which the management team of a company or brand regularly checks both active and potential clients. This means that eWoM of a product or service placed directly on the comments section of their website is both conveniently possible to both customers (existing and potential), and to the management, meaning any concerns would be quickly resolved (Cantalops and Salvi, 2014).

To sum up the above presented ideas, when it comes to determining the effects of an eWoM message we must not only pay attention to the characteristics of the message itself or the person who is providing the information, but also to the channel through which this content is being shared with other consumers. This channel may have important repercussions in consumer's behavior, attitudes, and adoption, and also in determining the future strategy for some products or services.

1.5 Dissatisfaction and online consumer behavior continuance of use

Given the diverse nature of the tastes and preferences of different individuals on specific goods and services, the aspect of dissatisfaction cannot be overlooked as it is determinant for consumers' decisions. Often, when a potential consumer reviews eWoM for a particular product or service, they have their own pre-selected minimum requirements on the characteristics of the product or service that they are seeking to buy (Chen and Lin, 2019). This is because satisfaction is a fundamental element which can determine whether a consumer perceives a service as good or bad and therefore alter its decisions (Zhang et al., 2022). According to Chen and Lin (2019), these pre-determined minimums are defined by factors such as the purpose for which a buyer is seeking to buy, the cost at which it is being sold, and the number of positive/negative reviews. With the emergence and popularity of digital trends, most potential buyers seek for pre-purchasing information of the service/product they seek to buy, and this leads them to eWoM (Wang et al, 2015). For most potential buyers, the reviews and opinions of other active users on eWoM will form the bulk of their decision on whether to proceed with a purchase, or not (Poturak and Turkyilmaz, 2018) and these reviews and opinions are biased by the level of satisfaction that each reviewer has on a certain product or service.

As they do in real life, online consumers utilize the internet to create online communities to connect with other people who may share their interests and who might be able to provide useful pre-purchasing information. Within these groups, consumers gather all the data they need in order to be sure that they are making an informed decision and thus make a good purchase or get what

they would believe is a great deal (Adjei et al., 2010). Further, this assumption can be extended to the decision to continue paying for a product or service, adding determining factors such as previous experience. Reviews and opinions, including those of poor customer support, increasing quality compromise, and a general reduced value for money on a product, may build dissatisfaction amongst the online group of consumers of a particular product. Also, an active consumer's unresolved or poorly resolved issue can equally build on dissatisfaction amongst this online group based on previous assessments of consumer behavior (Nam et al., 2019). According to the Expectation Confirmation Theory (ECT), there are many explanations for consumer behavior depending on the level of reasoning toward a certain message. The expectation of a consumer regarding a product of service is understood as the extent to which this last is fulfilling the anticipated outcomes or performances, thus, satisfying the needs of the consumer. When these expectations are not met, it leads to consumers dissatisfaction (Siddiqi et al., 2020).

Another factor influencing online consumer behavior is perceived ease of use (EOU), described by Davis (1989 as cited in Trivedi and Yadav 2020) as “the degree of belief that using a particular system (in this case, shopping online) is effortless. The easier a system is to use, the higher the possibility that it will be accepted by users”. Following this idea, when an SVoD platform is perceived as easy-to-use, then the probability to have a satisfied consumer increase. When talking about a subscription service, it relates directly to previous experiences constructed through use. This means that when a consumer has already got an experience, the perception of risk is reduced but also satisfaction is be affected.

Acceptance of information has been broadly examined by researchers with outcomes resulting in a direct effect on consumers attitudes; this impact may vary as each person's thoughts and behaviors are determined by different experiences (Cheung et al., 2008). By accepting information, these attitudes toward product/services change, along with purchase intentions thus modifying consumer behavior through an online environment (Hsu and Lin, 2013). When dissatisfaction faces exposure to different types of information regarding a product or service, whether it is positive or negative, then consumer behavior is altered and so the willingness to continuing using a service (Zhang et al., 2022).

Within the context of Information Technology, continuance refers to the sustained usage of a particular technology by a person over a long duration of time since they first acceptance of the technology (Nabavi et al., 2016). According to Kurniawan, et al., (2021) continuance of use is defined as the intention to keep on using a service after the initial payment or purchase has been made through a certain period due to the satisfaction or entertainment it provides to a user. It also

involves the service to be supplied by the very same giver. Continuance of use by a customer depends on several factors that may necessitate it, many of these are pegged on the manufacturer/supplier/or the developers' side, such as maintaining impeccable quality on their delivery, suitable and affordable pricing of their services, offering quality and reliable customer support, and reliable delivery of the service paid for (Al-Haidari and Coughlan, 2014). These factors have previously been instrumental in ensuring that customers maintain continuance of use of certain specific products. This directly translates to a customer being satisfied with the product or service, hence the reason for the continuance of the use of technology (Nabavi et al., 2016).

In some instances, a customer may observe continuance of use regardless of the quality of service being offered, the quality of customer support, or the cost of purchase (Nam et al., 2020). For instance, a supplier's quality of service may not be the best available quality in the market for that type. However, despite the client's dissatisfaction, he/she would still be compelled to the continuance of use. Some factors that could mediate on the continuance of use despite dissatisfaction include loyalty to a particular supplier or brand (Al-Haidari and Coughlan, 2014; Nam et al., 2019). The initial investment cost could be another primary cause of the continuance of use despite dissatisfaction. When the initial cost of investment is high, it causes a limitation and a significant disadvantage when the subsequent quality of service offered is not up to expected standards. This is mainly because paying the initial installation amount again would not make economic sense to the customer, and this may necessitate continuance of use despite dissatisfaction and also in the other way around, when the entrance payment is given by a significant small amount and it becomes burdensome for the consumer to leave the service (Nam et al., 2019). For instance, when a consumer is able to acquire a subscription service with a certain percentage of discount because he or she has a special status (student, teacher, etc.); it would be a determining factor for this consumer to continue using the service, despite being not entirely satisfied, to maintain the price advantage.

It appears that dissatisfaction itself might not be a reason strong enough for a consumer to cease the use of a certain service but instead it is linked to many other factors that may affect consumer behavior. Nevertheless, there is no doubt that the level of satisfaction of a consumer influences consumer behavior and the willingness to continue paying for a product or service. All in all, eWoM is playing a key role on this because of its power to change consumer perceptions and attitudes. It is interesting to think about the impact that eWoM information might have on these perceptions and attitudes depending on the factors and characteristics included and the way that information is structured and presented.

1.6 Subscription to SVoD platforms and its relation to continuance of use intention

Whenever consumers decide to start paying for a subscription there is a relatively high satisfaction expectancy involved, they are waiting for a long-term relationship in which there will get an ever-fluctuating flow of emotions which will make them feel that the money they are paying is giving them what they deserve or even more. In other words, “a subscription is when the customer pays for the future delivery of a good or service involving a degree of variability” (Eyal, 2022).

According to Danziger (2022) there are three kinds of subscriptions, known as: replenishment, curation, and access. The first one, referring to the goods that are finite and need to be constantly renewed in more or less standard periods of time, for example, food. A consumer tends to go every certain amount of determined days to buy supplies to the supermarket and, normally, he or she will buy fixed items, those that are consumed in a daily basis. Take for instance coffee, which for many people is a drink consumed every day. There are companies, such as Bottomless Coffee which offer a replenishment subscription that identifies, through technological means, the consumption habits of a customer and sets the delivery in the appropriate moment so the consumer will never run out of coffee (Eyal, 2022). Curation subscription model is based on personalization and the ability of a brand to constantly leave their consumers open-mouthed. This type of subscription deals with the preferences of consumers and puts high attention on satisfying the novelty need of users paying for the service. Therefore, it has its particular level of laboriousness to keep on shocking customers with every delivery (Danziger, 2022). For instance, a subscription to a clothing brand or a wine delivery service might struggle to determine which colors or flavors would amaze a particular consumer more than the last delivery. Finally, the access subscription model is one which determines the status of a consumer to have the means of approaching certain products or services. A clear example of this model is SVoD, which for a fixed monthly fee gives consumers access to all the content available in a certain platform. In this branch, there are also business models that utilize memberships such as wholesale supermarkets or even gymnasiums (Danziger, 2022).

In the post-pandemic period, getting back to normal life has also modified the behavior of consumers. At first, during the quarantine and lockdown, subscription rates to SVoD increased unmistakably as people had more free time not having to lose hours in traffic jams, going out for lunch, or any of the other time-consuming activities of typical life. Also, some consumers may have had extra money as many activities were not available and, in those times, governmental aids were being delivered in some countries. Therefore, they were able to explore the content

proposition of their subscription platform with a deeper approach and consume more of the content being offered. Even, they were willing to get subscriptions to various platforms to avoid overlooking the exclusive content from other services. Now that the pandemic is under apparent control and lockdown is no more current, consumers are re-taking old habits, leaving less time for entertainment, and thus calling off subscription services (Adgate, 2021). An important matter is that consumers are not switching from one subscription to another which has more offer or is less expensive; instead of that, they are getting rid of their subscriptions at all (Danziger, 2022).

Based on his hooked model, Eyal (2022) examines the main reasons why nowadays subscriptions platforms are losing clients. First, what he calls the long way to get psychological relief which is directly related to the perceived ease of use by consumers. It is hard enough for them to survive a rushed and busy day, just to get home and deal with an endless catalogue of recommended content. This selection process makes the user experience more difficult and, thus, less pleasant and boredom killer; diminishing the willingness to use the platform. Secondly, as humans we reach a satiety point, so the degree of novelty offered by the content has become a great deal for consumers who don't want just to watch something, but they want to watch something good, surprising, and satisfying. We are always looking for new experiences and to expose ourselves to unknown emotions to keep our interest alive. Therefore, when consumers start to become bored of the same content or they don't even feel like looking for something to watch, even though there is plenty of options, they commence considering unsubscribing. As the author explains, subscribers are leaving because they don't want to pay for a service they don't use anymore. The perceived usefulness decreases because there is such a high amount of content available that it could result overwhelming for consumers that are not able to see it all and thus feel like they are wasting money paying for a service they cannot even take full advantage of. Thirdly, the lack of participation, involvement, or user collaboration. The author defines this as stored value, which is the extent to which a consumer can add to the service or product in order to improve it through time and usage (Eyal, 2022). This is a concept that could be address as hearing the consumers or paying attention to their needs; analyzing the data they provide, the content they create and all the collaborations and insights they give to the brand or company regarding the product or service.

The quality of service a customer gets when they subscribe to a video on demand platform is directly dependent on the continuance of use intention (Pereira and Tam, 2021). This, coupled with a customer's need to get value for money, by achieving the exact purpose for which they subscribed to the SVoD, provides a direct relation to the customer's continued use (Hsu and Lin, 2015). This means that for a customer to maintain continuance of use, he or she must get value

for his money, and that his main reason for subscription has been met. For instance, if a customer's main aim was enjoyment, this goal has to be met for the customer to continue using (Pereira and Tam, 2021).

1.7 Expectation Confirmation Theory (ECT) and its relation to eWoM information and consumer behavior.

The Expectation Confirmation Theory (ECT), is a theoretical framework that explains how individuals form and maintain their expectations of a product or service and how these expectations influence their satisfaction. According to this theory, individuals form expectations based on previous experiences, information obtained from others, and the product or service's marketing messages along with the influence of online communities which positively affect customer retention (Bhattacharjee, 2001). After usage, individuals compare their expectations with their actual experience, and the outcome of this comparison determines their satisfaction or dissatisfaction with the product or service (Adjei, et al., 2010).

ECT has been reviewed to various contexts, including e-commerce and online shopping (Dholakia and Zhao, 2010), social media (Khan and Saleh, 2022), and mobile banking (Foroughi et al., 2019). When it comes to streaming video platforms, this theory is thought to help explain why consumers choose to continue or discontinue their subscription considering the influence of different insights gathered from electronic consumer created information in addition to their previous experiences and existing expectations.

Dissatisfaction is a significant factor that influences a consumer's decision to continue or discontinue their subscription to a streaming video platform. If consumers experience dissatisfaction with the platform's content, user interface, or technical issues, they are more likely to cancel their subscription (Pereira and Tam, 2021). However, ECT suggests that dissatisfaction may arise not only from the product or service's actual quality but also from the discrepancy between the consumer's expectations and their actual experience. When a consumer subscribes to a streaming video platform, they have certain expectations about the platform's content, features, and performance. These expectations may be based on the platform's marketing messages, WoM or eWoM, or previous experiences with similar services; if the consumer's actual experience with the platform does not meet their expectations, they may experience dissatisfaction (Khan and Saleh, 2022, Foroughi et al., 2019, Pereira and Tam, 2021). To illustrate the previous statement, take for example a consumer who may subscribe to a streaming video platform just because they were attracted to the platform's selection of movies and TV shows. However, after using the platform, they find that the content is not as extensive or of high-quality as they expected. This

discrepancy between their expectations and their actual experience may lead to dissatisfaction and to the decision to cancel their subscription. On the other hand, when consumers' expectations are met or exceeded, they are more likely to continue their subscription to a streaming video platform. This occurs as their positive experience confirms their expectations, leading to higher levels of satisfaction and loyalty (Yang et al., 2009). According to ECT, when consumer's expectations are confirmed, they experience a sense of validation and reassurance that the product or service is delivering what they expected (Oliver and Swan, 1989). This confirmation of expectations can lead to positive affective responses, such as satisfaction and happiness, which in turn increase the likelihood of continued subscription (Bhattacharjee, 2001; Pereira and Tam, 2021). For instance, a consumer may subscribe to a streaming video platform because they read or heard positive reviews from other consumers. After using the platform, they find that the content is everything what they expected based on the previous acknowledged information, thus confirming expectations. Again, this confirmation of their expectations leads to satisfaction and a decision to continue their subscription.

eWoM is an important factor that influences consumers' decisions and can lead to subscribe to streaming video platforms. The characteristics of eWoM information can significantly affect consumers' expectations and their subsequent satisfaction or dissatisfaction with the platform or some specific content in it (Kurniawan et al., 2021; Khan and Saleh, 2022). In this way, information quality can also play an important role in this perception and is relevant when consumers are deliberating on whether a product or service is good or bad, useful for them or not, analyzing and evaluating the strength of information which is contained in the message and thus shaping their expectations (Abedi et al., 2020). The concept of information usefulness is integral to understanding users' expectations and the confirmation of those expectations based on the perceived utility of the information. When consumers consider subscribing to a service, such as a streaming platform, they rely on the information provided to form expectations about the service's features, content, and overall value. The usefulness of the information, in this case, lies in its ability to accurately convey what the service offers. If the information is clear, comprehensive, and aligns with the consumer's preferences, it contributes to the formation of accurate expectations. Subsequently, if the service meets or exceeds these expectations upon subscription, the consumer experiences confirmation, leading to satisfaction and potentially fostering loyalty and continuance of usage (Cheung et al., 2008). Consequently, the relationship between ECT and information usefulness underscores the dynamic interplay between pre-existing expectations and the ongoing evaluation of information utility, shaping users' attitudes and behaviors within the information environment.

Consumers form pre-purchase expectations based on information received, and the outcome of these expectations post-consumption directly impacts their perception of the credibility of the information source. Information credibility then becomes a critical factor in shaping consumer expectations, as credible sources contribute to the establishment of reliable and accurate pre-purchase beliefs. This way, it is stated the relevance of focusing on ensuring the credibility of information disseminated to consumers, fostering positive post-consumption experiences that reinforce initial expectations and, ultimately, driving favorable attitudes and repeat purchases (Cheung et al., 2008). According to Abedi et al., 2020, the evaluation of attitudes is a pivotal element influencing human behavior in diverse situations and it is therefore characterized as the comprehensive assessments that reflect an individual's inclination towards a particular object or course of action. In this direction, attitude towards information is portraying the behavior of consumers toward information and relates directly to the ECT due to the nature of attitudes playing a crucial role in shaping human behavior, aligning with the theory's emphasis on individuals' perceptions and expectations. In the realm of information adoption, where the ECT is often applied, individuals' attitudes towards the information received significantly impact their subsequent actions and decisions. In the same way, confirmation or not of expectations after experience may modify customers attitude towards information and their subsequent behavior (Cheung et al., 2008; Abedi et al., 2020). This interplay between attitudes and information adoption is essential for understanding the dynamics of consumer behavior in the digital age, particularly in the context of social media and online platforms.

According to the principles of IAM, it is understood that the choice to embrace information is influenced by the perceived usefulness of it. In the context of ECT, the IAM holds significance, especially concerning the decision-making process of consumers (Sussman and Siegal, 2003). In online platforms, for example, individuals express novel ideas and opinions regarding products or services and the personal perception of whether these opinions contribute to making informed purchasing decisions plays a crucial role. Consequently, if others find a valuable information in an online community, they are more likely to express a heightened intention to adopt and consider it in their decision-making process. Positive eWoM messages can create positive expectations which, when properly met, lead to higher levels of satisfaction and a greater likelihood of continued subscription and so vice versa when it comes to negative eWoM messages (Khan and Saleh, 2022). This alignment between ECT and IAM suggests that individuals, influenced by their expectations and the confirmation of those expectations through valuable online information added to experience, are more likely to adopt and integrate such information (Cheung et al., 2008).

Finally, it is important to understand the relationship between the intention of continuing using a service or purchasing a product, and the role that expectation-confirmation plays in this behavior. As stated before, this intention is understood as the extent to which the consumer has consciously developed plans to complete or repeat the purchase in the long or short-term future. As research states, eWOM information has an effect on these behavioral decisions and, when expectations are met, there is greater probability that this behavior will repeat (Abedi et al., 2020; Cheung and Thadani, 2012).

The ECT concept is highly relevant to the factors discussed before when it comes to eWoM information. Therefore, these can significantly affect consumers' expectations and level of satisfaction with streaming video platforms. All in all, it is clear that the upcoming years will be challenging for SVoD service providers due to different reasons, but the main goal they will have to achieve, and the focus of their efforts will have to be centered in putting a halt to subscription lose. Therefore, it is of utter importance to understand the role that eWoM is playing in this scenario and, more relevant, to be able to determine the factors and structures that make eWoM information useful. From this very basic concept of message characteristics to the end point of eWoM channels management or eWoM creation and sharing stimulation, companies and brands have a great opportunity to exploit these assets turning them into valuable results such as modifying consumers perceptions, attitudes, experiences, and behaviors.

2. METHODOLOGY AND RESEARCH DESIGN FOR ASSESSING EFFECTS OF eWoM INFORMATION ON CONTINUANCE OF USE INTENTION

2.1 Aim of the research, research model, and hypothesis

The effects of eWoM have been extensively examined by researchers in many different scientific fields such as sociology, psychology or economy and business; specifically in this last one addressing consumer behavior, attitudes, information adoption, decision making, intention of purchase and repurchase, etc. This research focuses on eWoM information and its characteristics, as they determine the many outcomes regarding consumer behavior and purchasing decisions, involving also how this information is transmitted from consumer to consumer. As previously mentioned throughout the literature review, there's not only one or two main factors which should be studied in order to comprehend these effects; therefore, for the ends of this investigation the focus relies on ECT and the IAM which contains information dimensions such as information quality, credibility and usefulness; also attitude towards information and information adoption as they appear to be present in a considerable amount of research. The aim of the investigation is to understand and compare the way in which these dimensions can influence consumer's behavior and decision-making, taking greater account of the variables involved in between this process, which are intrinsic to these specific consumers that are feeling a certain level of dissatisfaction, all this affecting the way in which information is adopted or rejected and shaping behavioral intentions.

In this second segment it is to be presented the methodological section of the research based on the existing and previously reviewed literature. The initial segment of this section involved the application of a theoretical analysis approach, this entailed the examination of scientific literature, research papers, and scholarly articles pertinent to the thesis's subject matter. A research model was developed based on the previously scrutinized Expectation Confirmation Theory and the Information Adoption Model, utilizing theoretical insights and hypothesis drawn from prior research findings. This section encompasses the delineation of data collection methodologies and the rationale behind the selection of questionnaire constructs, referencing their prior application in research. Additionally, the research's sample size was determined and stated based on the characteristics of specific population of users and following previous research. The subsequent methodological component of the thesis involves the empirical analysis and

investigation of the compiled data, which was processed to then be examined by the implementation of various statistical analysis techniques to either validate or refute the hypotheses of the research. Furthermore, an evaluation of data reliability was conducted, and socio-demographic information about the respondents is presented.

This research also aims to comprehensively explore customer expectations, forged through prior experiences and preconceived notions about service functionality. The primary objectives encompass calculating overall satisfaction levels and delving into the echoes resonating from fellow consumers. Drawing upon the ECT, the study endeavors to shed light on the interplay between these components. According to ECT, satisfaction hinges upon the degree of disconfirmation, characterized by the alignment between preconceived expectations and actual experiences. This manifests as positive when expectations are surpassed, negative when unmet, and exact when the outcome matches forecasts (Bhattacharjee, 2001). These principles closely intertwine with the gratification derived by consumers, ultimately impacting their intention to continue using a service or product. The phenomenon of expectation confirmation materializes in scenarios where customers, subscribing to a service, might contemplate discontinuation due to a threshold of dissatisfaction and unmet expectations (Chen and Lin, 2019).

Take for instance a woman who has a Netflix subscription and every month she is paying a certain amount of money to continue using this service. Lately, she has been feeling dissatisfied with her subscription due to one or many reasons, leading her to consider stop paying for it. As any other consumer, she is exposed to a certain number of messages via WoM and eWoM in her daily life. The nature of these messages, either she was looking for them or they came unexpectedly, may relate to the content and/or features of the platform she uses and also to other platforms (in case of advertisements). The exposure to this information and the specific characteristics that she will be evaluating involve attitudes and perceptions from which her future behavior derives. Then, it becomes relevant to understand if there is an effect of information dimensions and, if so, what's the strength of the effect on her decision making and which type of message construction or factors are more likely to have a powerful outcome leading her to change his planned behavior and keep on paying her subscription.

This relates directly to the ECT in such a way that consumers, which already possess previous experience with the platform and service, now face new expectations that are created based on the inputs that eWoM have posed in their minds (Bhattacharjee, 2001). Thus, the current research tries to leverage this theory by applying a research model with factors that, based on the model, are relevant for explaining the effect of eWoM information on dissatisfied consumer's

behavior. The following model helps to provide new insights in comprehending this effect and depicting that continuance of use decisions are not only based on eWoM characteristics, but they are also affected by consumers experience, expectations, and level of dissatisfaction (Figure 1).

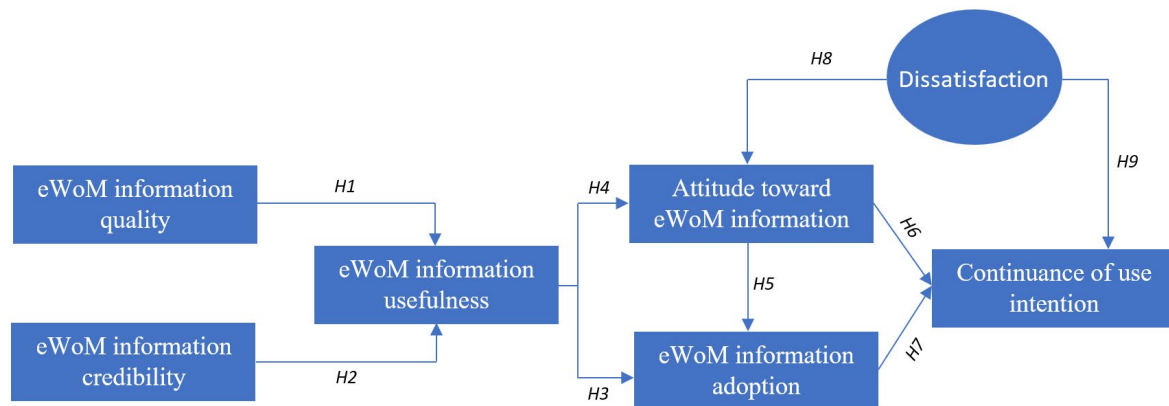


Figure 1. *Research Model*

The model provides a graphical representation of the relationship between eWoM information characteristics and their expected impact on consumer's adoption, adding attitude to the relationship as it impacts the decision of continue using a service or product, also having dissatisfaction as a moderating variable. As stated by Abedi et al., 2020, these characteristics of eWoM information and consumer behavior are needed but are not enough to when trying to discover the effects of eWoM information on the decisions and intentions of consumer behavior. Following their path, this research considers consumer's behavior along with the previously mentioned information characteristics, adding to the equation the preceding experience which translates into the level of dissatisfaction. The model presented delves into the existing connection between eWoM information characteristics, consumer behavior characteristics and the resulting intention to pay considering created expectations. Based on the Expectation Confirmation theoretical model, it is expected that in between the independent variables, which are the quality and credibility characteristics of information; and the dependent variable, which is consumer decision to continue using a service or product there are mediating and moderating variables affecting this relationship. As mediating variables, information usefulness, information adoption, and attitude toward information play a fundamental role in consumer's decision of paying or not attention to the information which is being received (Bhattacharjee, 2001). Also, as moderating variable it is believed that the level of dissatisfaction, which considers the previous experience of consumers with the product or service, enacts a relevant part of this relationship, shaping the intention of continuance of use (Chang et al., 2019). It is also expected from independent variables

to have an impact on the mediating variable of information adoption and that this might result in different approaches to decision making.

2.2 Hypothesis development

The introduced model proposes a series of hypotheses which have their foundation on the literature review extensively analyzed in the first section of this research paper. Contemplating past studies and research on this matter it is expected that it exists a direct relationship between eWoM information and consumer behavior. The hypotheses stated for this research posit that various attributes of eWoM information, including information usefulness, quality, and credibility; and consumer behavioral characteristics such as information adoption and attitude toward information exert a significant influence on consumer's continuance of use intention. These assumptions imply that these specific characteristics play a discernible role in shaping consumers decisions to continue using a service.

Based on previous knowledge, it is stated that the quality of eWoM information will positively relate to eWoM information usefulness. Research suggests that the effectiveness of the arguments presented in information messages indicates the perceived value by the user. Consequently, it is asserted that when the online information conveyed by individuals is of high quality and satisfactory, consumers view this information as valuable and incorporate it into their decision-making processes (Cheung et al., 2008, Abedi et al., 2020). The following aligns with the positive influence that optimistic and encouraging sentiments in eWoM messages can have on shaping consumer's expectations and attitudes towards the service they are paying for. Hence:

***H1:** eWoM information quality has a positive impact on eWoM information usefulness.*

In the same way as before, an individual's assessment of the credibility of information holds significant importance in the initial phase of the information persuasion process. This assessment plays a pivotal role in influencing the extent to which the recipient comprehends and embraces the received information. Consequently, when individuals perceive the information as credible, they exhibit increased confidence in adopting eWoM information, utilizing it as a decisive factor in their purchase decisions (Erkan and Evans, 2016; Sussman and Siegal, 2003). A thorough examination of existing literature underscores the growing significance of eWOM as a valuable information source for consumers. Within this context, the content of the eWOM message emerges as a crucial determinant of its credibility (Cheung et al., 2008). Therefore, if an eWOM message is compelling, logically structured, and persuasive, consumers are more inclined to rely on it. In essence, they tend to view eWoM as more authentic, genuine, and valuable

compared to information given by the brand or company (Abedi et al., 2020). Following the previous, the next proposition is made:

H2: eWoM information credibility has a positive impact on eWoM information usefulness.

Moving ahead, the factors of quality and credibility are deemed to have a positive influence on the perceived usefulness of information, thereby transforming a message into a persuasive tool and increasing the likelihood of adoption, compelling consumers to take action (Abedi, et al., 2020). As suggested by Hsu et al., (2013), it is presumed that messages possessing the necessary characteristics for persuasiveness have the capability to alter consumer attitudes, subsequently affecting the inclination toward final purchase decisions. These characteristics not only impact consumer attitudes during decision-making but also have the ability to modify the manner in which a consumer processes information. In accordance with the principles of the IAM, it is recognized that the decision to adopt information is shaped by its perceived usefulness. The IAM holds a particular relevance, especially in the context of consumer decision-making processes. The perceived usefulness of information pertains to an individual's belief that the information obtained through eWoM will contribute to informed purchase decisions, thus, it stands as a key forecaster for the adoption of information (Sussman and Siegal, 2003; Erkan and Evans, 2016). Therefore:

H3: eWoM information usefulness has a positive impact on eWoM information adoption.

The next relationship under scrutiny is the one between eWoM information usefulness and the attitude that consumers pose towards eWoM information. This entails the presence of comprehensive, meticulously crafted, and systematically arranged evaluations and points of view (Racherla and Friske, 2012). According to Cohen (2020), individuals tend to prioritize information that aligns with their existing beliefs and ignore contradictory information, reflecting the inclination towards rational and logical thinking. This persuasion strategy is particularly effective in prompting attitude modifications by appealing to recipients' affective responses. Then, the exchange of perspectives and information among consumers possesses the potential to significantly influence consumer's attitudes and behaviors towards a company, product or service (Yap et al., 2012). Therefore, we posit that when individuals perceive received information as valuable, they develop a favorable attitude towards that information and incorporate it into their decision-making process. Based on this knowledge, the next hypothesis is proposed:

H4: eWoM information usefulness has a positive impact on the attitude toward eWoM information.

Moving forward, it is considered that attitude, understood as the extent to which a person has a positive or negative perception or diagnosis of a conduct (Ajzen, 1991 as cited in Abedi et al., 2020), has a favorable relation with the acceptance or adoption of eWoM information. According to Erkan and Evans (2016), consumers view eWoM information as a trustworthy source which has an effect on transforming and modifying their intentions and/or intended conducts and are inclined to embrace and utilize it in their decision-making processes. Additionally, research on eWOM has demonstrated substantial influences on attitudes leading to changes in purchase intentions. Adoption of eWoM information involves credibility as well as the confirmation of expectations previously created by consumers. The perceived credibility that consumers state toward a piece of information has a favorable influence on the attitude posed on it and consequently to the confirmation of expectations and acceptance or adoption of information (Cheung et al., 2008; Bhattacharjee, 2001). Hence:

H5: Attitude toward eWoM information has a positive impact on eWoM information adoption.

In the same way as before, it is believed that the posed attitude of consumers has the capability of forecasting their conduct intention (Erkan and Evans, 2016), in this case, of continuing using a service or not. The fact of consumers consciously developing plans for future behaviors is influenced by eWOM information and, when existing expectations are met, there is a high chance that they will repeat a conduct or decision (Cheung and Thadani, 2012). Following these ideas, the next hypothesis posits that the attitude individuals hold towards eWoM information is positively correlated with their intention to continue using it. In essence, it suggests that a favorable perception or attitude towards eWoM content contributes to a higher likelihood of individuals intending to persist in using a service. This relationship implies that individuals who find eWoM information favorable and valuable are more inclined to maintain their engagement with it over time. The hypothesis underscores the importance of individuals' attitudes in shaping their ongoing usage intentions of eWoM information. Therefore:

H6: Attitude toward eWoM information has a positive impact on continuance of use intention.

Current available research portrays the potential role of information adoption as an intermediary process that translates the impact of eWoM message factors into sustained use, based on a process that goes from awareness, through internalization and ending in adoption decision-making (Cheung et al., 2008). Drawing insights from the studies by Zhang et al., (2022) and Pereira and Tam, (2021); this proposition suggests that consumers who successfully adopt the

information conveyed in eWOM messages are more likely to continue using the product or service over time. Information adoption acts as a bridge that conveys the positive effects of eWOM messaging into tangible usage behavior, reinforcing the value of the adopted information. The next hypothesis proposes a positive association between the adoption of eWOM information and the planned behavior to continue using a product or service. As examined before in the literature review, it is considered that information is adopted when a consumer intentionally decides on utilizing it for making decisions (Cheung et al., 2008). In other words, the hypothesis suggests that individuals who actively adopt and incorporate eWOM information into their decision-making processes are more likely to express a sustained intention to continue using such information in the future. It implies that the act of adopting eWOM content plays a role in shaping individuals' ongoing intentions to utilize this form of information. This relationship emphasizes the significance of individuals' adoption behavior in influencing their long-term intentions to continue engaging with a service or buying a product. Thus:

***H7:** eWoM information adoption has a positive impact on continuance of use intention.*

Moving onwards, it is understood based on previous research that dissatisfaction can heighten individuals' receptivity to negative eWOM messages, leading to evaluations inclined towards negative sides, shaping attitude to an unfavorable position. Negative valence messages, for example, might resonate more with dissatisfied consumers, potentially prompting them to seek and adopt alternative solutions or perspectives to their dissatisfaction (Khan and Saleh, 2022). Negative information and experiences wield a greater impact on attitudes due to its heightened diagnostic or informative nature in comparison to positive and neutral ones. Also, higher dissatisfaction levels tend to express more negative sentiments or skepticism toward online recommendations or reviews (Chen and Lin, 2019). However, research by Chiu et al., (2019) suggests that the moderating role of satisfaction in the relationship between eWOM messages and information adoption requires further investigation to comprehensively grasp how emotions and reasoning intersect in affecting adoption decisions. Then:

***H8:** The higher the level of dissatisfaction, the more negative attitude toward eWoM information.*

Moving forward with dissatisfaction, according to Dholakia and Zhao, (2010) this contentment level signifies the collective emotions that arise from various engagements with the product or service, and in situations where users are not satisfied with their experience, they might opt to cease their usage. Various scientific studies have delved into the connection between the continuance of use and user satisfaction. It is therefore understood that continuance of use pertains

to consumers intent to persistently engage with a technology or service, while satisfaction reflects user's contentment with their interactions with that technology (Cheung and Thadani, 2012). Bhattacharjee (2001) investigated post-adoption beliefs and their influence on the intention to continue using online services revealing a significant correlation between user satisfaction and their intention to continue using the service. Essentially, users who found their initial experiences gratifying displayed a greater inclination to maintain their usage. This research harmonizes with the ECT, which states that users form expectations based on their initial interactions with a technology. If their actual and continued encounters meet or exceed these expectations, users are more likely to experience satisfaction, subsequently fueling their intention to continue using the technology. Previous research has established the significance of dissatisfaction as a potent factor impacting the decision to continue using a product or service (Zhang et al., 2022; Chen and Lin, 2019; Poturak and Turkyilmaz, 2018). Building on the foundation of these studies, it is anticipated an unfavorable influence of dissatisfaction on users' intention to persist using a video streaming service. Therefore, the following hypothesis is proposed:

H9: The higher the level of dissatisfaction, the lower the continuance of use intention.

2.3 Data collection methods and research instruments

Once stated the methodology of this research and the interrogations to be answered, a questionnaire is to be employed in order to collect data. This method of data collection was chosen based on previous research on the topic, this being the most commonly used. Many authors have successfully implemented questionnaires (Bhattacharjee, 2001; Chang et al., 2018; Abedi et al., 2020; Ammari et al., 2022; Cheung et al., 2008; Erkan and Evans, 2016; Lin et al., 2022) and therefore it is believed that this method is the most appropriate to gather information for the current research. Utilizing a survey enables the acquisition of respondents' particular points of view, gathering essential data for the study, and facilitating the organization and analysis of this information. The questionnaire was carefully structured following repeated examples, and it was developed in English language to make the reach of sample size possible and to be able to get to further and greater extent of users. No specific brand was chosen as not to bias the study and in order to be able to reach a higher number of respondents. This survey was conducted via the answering of an online formular to which target respondents had access through social media networks, information sharing groups and multiple online platforms such as discussion forums and survey sites. Thereby comes the opportunity and advantage of being able to respond anytime, anywhere and in an anonymous way. In order to detect and analyze the proper group of dissatisfied consumers stated in the prerequisites for this research, three measures were implemented: (1) The

initial screening questions of this questionnaire filtered out consumers which were not paying for a subscription themselves or weren't dissatisfied with the service. (2) Contained also in the screening section, consumers stated their level of dissatisfaction with their actual subscription, question from which will be determined how dissatisfied the respondent is. (3) Within the multiple online platforms in which the survey was conducted, there were included forums in which consumers specifically interact to express a certain level of anger or discomfort towards one or different streaming services.

Moving further, question development was based on previously implemented questionnaires from which sample questions were adopted and modified for the convenience and purpose of this research. With the aim of guaranteeing quality, assuring trustworthiness, and achieving a more accurate, transparent, and reliable gathering of information; the identity of respondents remains unknown and was not requested for the completion of the survey. Due to the level of specificity desired, previously presented variables are to be measured using a 7-point Likert scale. The utilization of this scale has grounds on its implementation on many previous studies (Cheung et al., 2008; Chu and Kim, 2011; Abedi et al., 2020, Adjei et al., 2010) and because it enhances respondents to have a deeper self-reflection on every question to be answered and widens the gap in which every individual is to be identified; therefore, adding the desired degree of specificity. It is of utter importance to mention that all the items for the chosen constructs hold a Cronbach's α value higher than 0.8 in previous studies, thus supporting the reliability of the survey.

With the intention of assessing the perceived information quality, adoption, and usefulness, as well as attitude towards information the constructs utilized by Abedi et al, 2020 were implemented as part of this questionnaire. In every construct, participants were asked to rate on a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7) their evaluations on the assessed concepts. For the first one, they were asked the extent to which they thought of information as understandable, clear, objective, reasoned, and with high quality in general. For the second, the contribution to knowledge, ease, effectiveness and motivation toward purchase decisions were evaluated. About the third one, they were questioned on informativeness, purchase decisions support, and general perceived usefulness and value. As for the last one, recognition of self-confidence, helpfulness, and consulting power were measured.

Regarding information adoption, an alternative from Elwalda et al., (2022) was taken into consideration but later disregarded as it is primarily directed toward information that is retrieved in mobile applications. This construct was aiming to the understanding effectiveness and

knowledge of a product, thus, the desired depth of information gathering from the items displayed was not matching. In the case of information usefulness, another option was utilizing the scale from Cheung et al., (2008) but it was disregarded because of its general approach, not being able to provide deep insight and knowledge to this research. In regards of information quality and attitude toward information, Erkan and Evans, 2016 constructs were highly considered but later set aside due to the overall and abstract look that they portrayed. Besides, the chosen ones were considered to provide with a deeper insight on consumers beliefs.

In the implementation of all the questions, the Likert scale was maintained on a range from 1 to 7 in the same direction. These constructs were selected due to the nature of information that can be collected with them, being this the understanding of eWoM characteristics perception from consumers and the alleged effect of these on user's information adoption process. What is more, they portray a big picture of how these factors can modify consumer's behavior.

The next variable under evaluation is information credibility, which was measured using Erkan and Evans, (2016) constructs while determining how strong, convincing, accurate and credible information was perceived. The calculation consisted of a 5-point Likert scale which, in the adaptation for this study, was increased to 7-point Likert scale. Construct was chosen due to their closeness of their research topic to this study and because they best describe customer's perception of credibility when it comes to online information.

Moving forward, dissatisfaction is assessed under the constructs executed by Ammari et al., (2022). The authors examined the effects of dissatisfaction and anger on consumer's attitudes and behaviors after acquisition and once experience was created. In the mentioned research dissatisfaction items were evaluated on a 5-point Likert scale. Once more, it was adapted into a 7-point scale. Level of dissatisfaction was determined using a statistical analysis approach. Within the items of this construct, the perceived general dissatisfaction, unhappiness with experience and general quality discomfort are calculated. This selection was considered suitable also based on the characteristics of an emotion like satisfaction, which accordingly to Bhattacharjee, (2001) is most effectively evaluated through contrasting evaluative aspects. Furthermore, employing this technique successfully distinguished the dissatisfaction scale from other concepts that relied on Likert scales and this choice ensured clarity in the way measurements were conducted. Constructs on Lin et al., (2022) and Trivedi and Yadav, (2020) were also evaluated but they were not applied in this case because they address satisfaction as a convention or set of beliefs rather than considering it as the result of previous experiences.

Finally, continuance of use is evaluated under the lens of Foroughi et al., (2023) constructs when determining continuance of use intention on gamification applications. For this reason, the construct's suitability aligns positively with the objective of the present study. This was implemented on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Once more, and for the nature of this research, scale is extended into a 7-point one. This construct was chosen for the solidness and adjustment capability from the before mentioned studies. Another option taken into account was the construct introduced by Martins et al., (2019) during their investigation into firms' intention to continue using SaaS. However, this construct was not given further attention due to its design for assessing SaaS users and not fitting properly with the goals and expectations of this research.

Subsequently, it is displayed the full view of variables contained in the research model, along with the proper presentation of the implemented questions based on constructs, the measurement system utilized and the corresponding source of the original construct.

Table 1

Constructs of the questionnaire

Variable	Description	Measurement	Reference
Information quality	<ol style="list-style-type: none"> 1. I think it's understandable 2. I think it's clear 3. I think it's objective 4. I think it has sufficient reasons supporting the opinions 5. In general, I think the quality of it is high 	7-point Likert type scale	Abedi et al., 2020
Information Credibility	<ol style="list-style-type: none"> 1. I think it is convincing 2. I think it is strong 3. I think it is credible 4. I think it is accurate 	7-point Likert type scale	Abedi et al., 2020
Information Usefulness	<ol style="list-style-type: none"> 1. I think is generally useful. 2. I think is generally informative. 3. I think is advantageous for supporting my purchase decisions. 4. I think is generally valuable. 	7-point Likert type scale	Abedi et al., 2020

Information Adoption	<ol style="list-style-type: none"> 1. Contribute to my knowledge about the streaming service. 2. Makes it easier for me to make purchase decisions. 3. Enhance my effectiveness in making purchase decisions. 4. Motivates me to make purchase decisions. 	7-point Likert type scale	Abedi et al., 2020
Dissatisfaction	<ol style="list-style-type: none"> 1. As a whole, I'm not satisfied with the streaming service. 2. I am unhappy with my overall experience with the streaming service. 3. I am dissatisfied with the overall quality of the streaming service. 	7-point Likert type scale	Ammari et al., 2022
Attitude Toward Information	<ol style="list-style-type: none"> 1. It makes me confident in paying for a streaming service. 2. If I do not read it when I pay for a streaming service, I worry about my decision. 3. I always read it when I pay for a streaming service. 4. It is helpful for my decision making when I pay for a streaming service. 	7-point Likert type scale	Abedi et al., 2020
Continuance of Use	<ol style="list-style-type: none"> 1. I intend to use this streaming service in the next 3 months. 2. I predict I would use this streaming service in the next three months. 3. I plan to use this streaming service in the next three months. 	7-point Likert type scale	Foroughi et al. 2023

2.4 Research sample size and selection, data collection and structure

This section within the methodology chapter provides a comprehensive understanding of the chosen sampling approach, sample size determination, and data collection methodology adopted for this research. Initially, the study defines the target population, where considerations regarding gender, age, level of education and income of respondents are undertaken. It is important to mention that the specific prerequisites dictating participation, apart from the stipulation that all participants must be 18 years of age or older, are: first, that all respondents must be currently paying themselves for a subscription to at least one streaming service; second, that they must portray a certain level of dissatisfaction with the service. This criterion is grounded in the notion that individuals this age and above typically exhibit unconstrained and free decision-making capabilities and autonomous purchase intentions. The research focuses on collecting responses from individuals who are directly or indirectly exposed to online information to inform their decisions. This well-defined criterion helped to form the population of the study. Subsequently, employing a non-probability convenience sampling method, respondents meeting these criteria were selected for participation. Drawing from repeated research practices and insights derived from research literature, and following the comparable research technique, a judicious average sample size of 292 participants was determined to be the approximated proper goal, as detailed in Table 2 below.

Table 2

Comparable research sampling method

No.	Author	Type of questionnaire	Sample	Number of respondents
1.	Chang et al., 2018	Questionnaire	Non-probability Sampling	282
2.	Yap et al., 2012	Online questionnaire	Non-probability Sampling	201
3.	Bhattacharjee, 2001	Online questionnaire	Probability Sampling	122
4.	Lin et al., 2022	Online questionnaire	Probability Sampling	208
5.	Martins et al., 2019	Online questionnaire	Probability Sampling	301

6.	Adjei et al., 2010	Online questionnaire	Non-probability Sampling	394
7.	Akyüz, 2013	Online questionnaire	Non-probability Sampling	251
8.	Foroughi et al., 2023	Online questionnaire	Non-probability Sampling	318
9.	Hoque et al., 2023	Online and offline questionnaire	Non-probability Sampling	583
10.	Abedi et al., 2020	Questionnaire	Non-probability Sampling	394
11.	Chu and Kim, 2011	Online questionnaire	Non-probability Sampling	363
12.	Elwalda et al., 2022	Questionnaire	Non-probability Sampling	305
13.	Cheung et al., 2008	Online questionnaire	Non-probability Sampling	154
14.	Ammari et al., 2022	Online questionnaire	Non-probability Sampling	300
15.	Huhn et al., 2018	Online questionnaire	Non-probability Sampling	204
			Average	292

The respondent's characteristics in this study encompass a diverse spectrum, with no specific nationality or gender prerequisites. All participants, however, are required to be proficient in English and engaged in paying for a subscription service. The sampling approach employed is a non-probability method, ensuring a targeted selection of participants. For data collection, a self-administered online survey was adopted, primarily due to its technical and strategic benefits. Notably, this method allows for cost-effectiveness, a wide geographical reach, and the convenience of response submission from anywhere at any time, as highlighted by Bhattacharjee

(2001). The survey's public nature will be facilitated through various platforms, including social media and free messaging services, enhancing its accessibility to potential respondents. The chosen tool for crafting the questionnaire is Qualtrix XM, an online tool renowned for its capability to create, disseminate, and analyze surveys. This platform's user-friendly interface enabled the design of a tailored survey that addresses the unique research requirements.

3. ANALYSIS OF EMPIRICAL DATA

3.1 Sociodemographic characteristics of respondents

The detailed analysis of the study's data offers a rich depiction of the dissatisfied consumer segment. By examining various demographic factors such as gender, age, education, income, and platform subscriptions; the study provides a comprehensive understanding of the diverse characteristics that shape dissatisfied consumer behaviors in the digital entertainment landscape.

In total 401 questionnaires were received. However, after a thorough evaluation process and data cleaning, 303 questionnaires were identified as suitable for further analysis. This meticulous screening process involved the exclusion of approximately 76 questionnaires. Among the eliminated answers were those based on the filter question of satisfaction, making sure that the assessment focused exclusively on dissatisfied consumers. Additionally, exclusions were made for incomplete answers or questionnaires, responses that displayed limited variance and for unusually short answering times. It is worth to highlight that the final sample size of 303 is closely aligned with the planned sample size of 292 responses, being this nearness to the intended sample size an enhancing factor to the reliability and validity of the study findings. The demographic composition of the sample provided valuable insights into the characteristics of the respondents. The gender distribution revealed that 53.5% identified as male, while 46.5% identified as female; this distribution adds a fine distinction layer to the analysis, considering potential gender-related variations in responses.

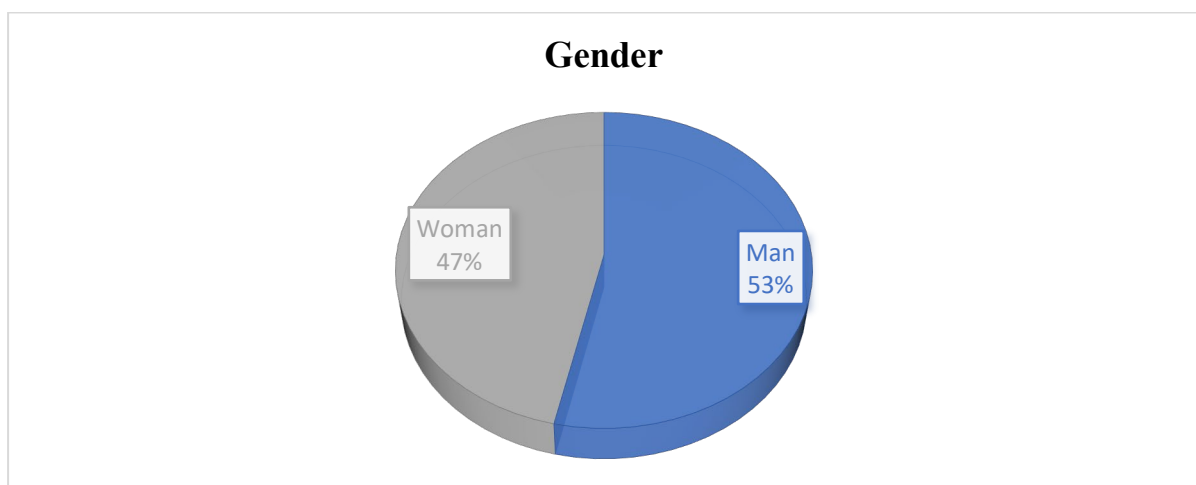


Figure 1 Distribution of gender of respondents

The age variable was recoded and grouped into three distinct categories. The largest category comprised respondents aged up to 26 years, constituting 41.9% of the sample; the second category encompassed respondents aged 27 to 40 years, representing 34% of the sample; and the third category included respondents aged 41 years and above, comprising 24.1% of the respondents. The age range spanned from a minimum of 15 years to a maximum of 67 years, providing a broad spectrum of age diversity within the study participants. The mean age of 31.9, coupled with a standard deviation of 12.233, indicates the dispersion of ages within the sample and contributes to a nuanced understanding of age-related factors. It is relevant to mention that there were no specific age limitations imposed on the study, fostering inclusivity, and allowing for a more comprehensive exploration of consumer perspectives across different age groups. This absence of age restrictions adds robustness to the study's findings, ensuring a more representative portrayal of dissatisfied consumers.

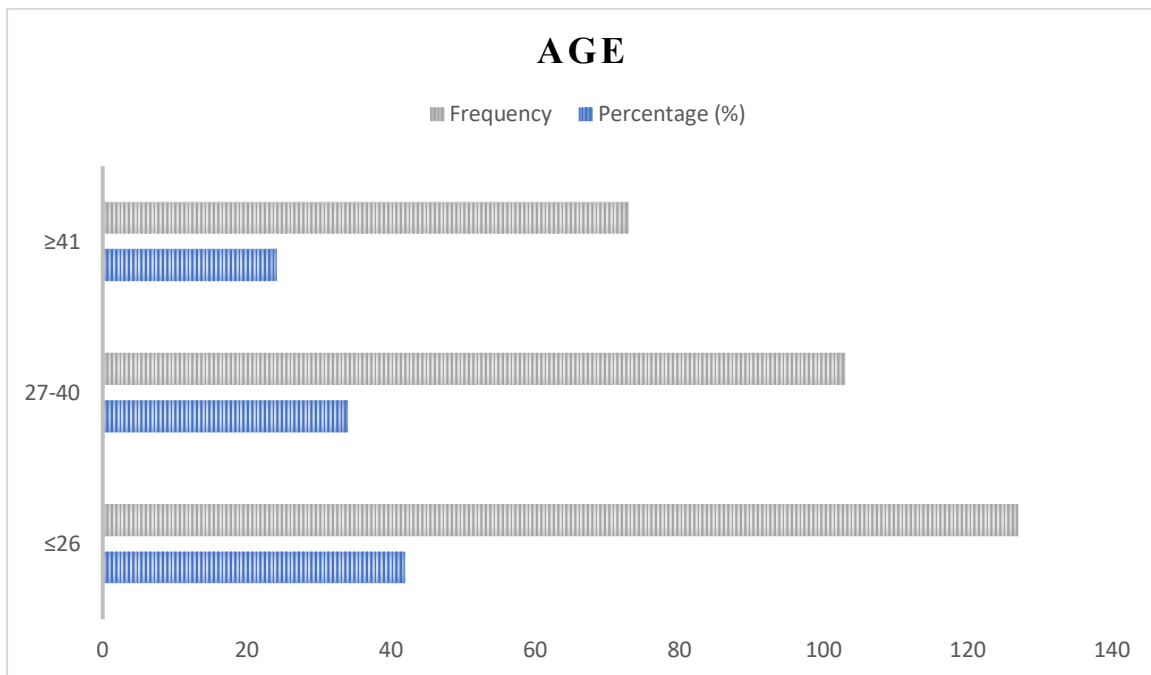


Figure 2 Distribution of age of respondents

Education level was also assessed by prompting respondents to indicate the last education level they had completed with the obtention of a degree, thus, unveiling a diverse educational background within the sample. The percentages for each category were as follows: Elementary School (1.3%), Middle School (5.9%), High School (21.5%), Bachelor's Degree (44.2%), Master's Degree (25.8%), and PhD (1.3%). These results enrich the analysis by considering the influence of diverse education levels on consumer perceptions.

Income levels were categorized into distinct brackets, offering insights into the economic demographics of the respondents. The income distribution turned out as follows: 0 – 500 USD (28.7%), 501 – 1000 USD (26.4%), 1001 – 2000 USD (20.5%), 2001 – 3000 USD (15.2%), and 3001 USD or higher (9.2%). These results permit the understanding of the economic profiles of dissatisfied consumers and contribute to a more refined interpretation of their preferences and behaviors.

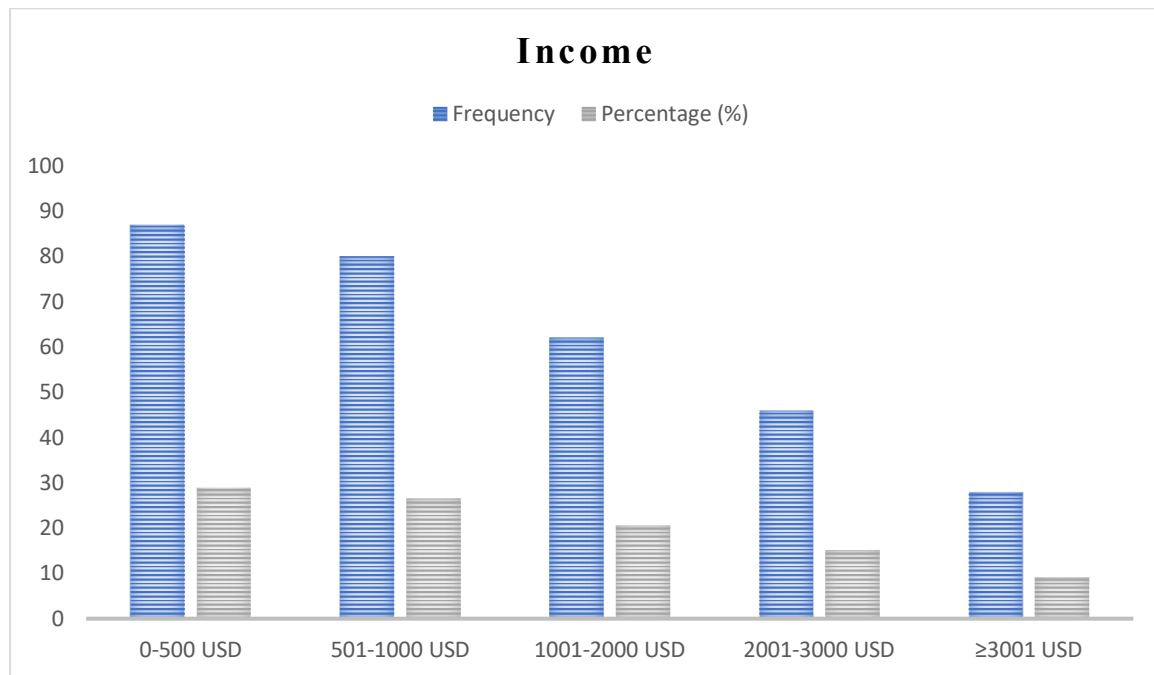


Figure 3 Distribution of income of respondents

Lastly, the platform subscription data delved into participants' usage patterns, shedding light on their preferences in the digital entertainment landscape. The majority of respondents were subscribed to Netflix (82.5%), showcasing its dominant market presence. Other popular platforms included Amazon Prime (53.1%), Disney+ (55.4%), and HBO Max (44.2%). Additionally, 39.3% of respondents are subscribed to other platforms not specified in the given data. This platform diversity provides valuable context for understanding the competitive landscape and consumer preferences within the streaming services industry.

3.2 Reliability of constructs

To ensure consistent and stable measurements and provide with confidence the outcomes of this study, Cronbach's α values are measured for every construct, demonstrating their reliability. (See Table 3)

In sum, seven constructs of variables are assessed with results demonstrating their trustworthiness, starting with information quality and credibility. The first one is measured

through items QUAL1 to QUAL5, excluding QUAL4 to reach the highest Cronbach's α number ($\alpha=0.82$). Next, regarding credibility, the full construct is considered ranging from CRED1 to CRED4 resulting in ($\alpha=0.79$). Similarly, the construct information usefulness is measured using items USFLNSS1 to USFLNSS4 proving reliability with a value ($\alpha=0.80$).

Further, the fifth construct, attitude toward information, consisting of items ATT1 to ATT4 evaluated low in this matter. Even when eliminating ATT1, the bigger number reached for Cronbach's α is ($\alpha=0.46$). This value is under the standards for reliability and therefore affects the results of the research. Information adoption, built by ADOPT1 to ADOPT 4, is considered excluding the last item (ADOPT4) with the same goal of hitting the greater α value possible, resulting in ($\alpha=0.86$). Continuance of use intention with items CONT1 to CONT3 is also found reliable ($\alpha=0.91$). Finally, evaluating with items DISS1 to DISS3, dissatisfaction is favorably assessed ($\alpha=0.71$).

Table 3

Reliability of constructs

Construct name	Items	Cronbach's α
Information quality	QUAL1 QUAL2 QUAL3 QUAL5	0.82
Information credibility	CRED1 CRED2 CRED3 CRED4	0.79
Information usefulness	USFLNSS1 USFLNSS2 USFLNSS3 USFLNSS4	0.80
Attitude toward information	ATT2 ATT3 ATT4	0.46
Information adoption	ADOPT1 ADOPT2 ADOPT3	0.86
Continuance of use intention	CONT1 CONT2 CONT3	0.91
Dissatisfaction	DISS1 DISS2 DISS3	0.71

3.3 Descriptive statistics of variables

A table of means for all variables is presented below to provide a clear and concise summary of the central tendency of the data. In the same way, this table offers valuable insights into the distribution and variability of each variable under scrutiny, aiding in the interpretation and contextualization of study findings.

We observe (See Table 4) that the variable Information quality has a mean of $M=4.73$, indicating a relatively high level of relevance and suggesting that respondents, on average, perceive the quality of information positively. Next, the variable dissatisfaction has a mean of $M=3.93$, implying a moderate level of dissatisfaction among participants. Information credibility and Information usefulness exhibit means of $M=4.53$ and $M=4.78$, respectively, reflecting high average perceptions of credibility and usefulness of the information.

Moreover, the variable Information adoption and Attitude toward information portray a mean of $M=4.74$ and $M=4.92$ each, indicating a favorable outcome on both means. Lastly, the mean for continuance of use intention is the highest and equals $M=5.75$, suggesting a strong intention among participants to continue using the subscription service that they currently subscribe to.

In addition, the standard deviations provide information about the dispersion of data points around the mean. For instance, the variable continuance of use intention has a higher standard deviation (1.38017), thus, suggesting greater variability in responses and potentially indicating diverse perceptions among participants.

Table 4

Table of means

	N	Minimum	Maximum	Mean	Std. Deviation
Information quality	303	1.20	7.00	4.7327	1.08742
Information credibility	303	1.00	7.00	4.5347	1.09145
Information usefulness	303	1.00	7.00	4.7723	1.14876
Attitude toward information	303	2.00	7.00	4.9241	1.01398
Information adoption	303	1.00	7.00	4.7360	1.18245
Continuance of use intention	303	1.00	7.00	5.7470	1.38017
Dissatisfaction	303	1.00	6.67	3.9285	1.18878

3.4 Overview of information factors perception

Making use of data, it is inferred the general perception of information quality among dissatisfied respondents. The presented information (See Table 5) delineates the respondent distributions across various 7-point Likert scale categories for distinct variables associated with information quality. Respondents were required to rate their agreement on a scale from 1 (Strongly Disagree) to 7 (Strongly Agree). These variables encompass the items measuring perceptions of understandable, objective, high quality, and clear information; as well as reasons supporting opinions.

Table 5

Information quality responses

Variable	Percent (%)
Information quality	
Understandable	
1-Strongly disagree	3.0
2-Disagree	7.3
3-Somewhat disagree	3.0
4-Neither agree nor disagree	17.2
5-Somewhat agree	19.3
6-Agree	44.9
7-Strongly agree	5.3
Clear	
1-Strongly disagree	0.3
2-Disagree	5.6
3-Somewhat disagree	3.3
4-Neither agree nor disagree	20.8
5-Somewhat agree	36.0
6-Agree	23.4
7-Strongly agree	10.6
Reasons supporting opinions	
1-Strongly disagree	1.0
2-Disagree	5.6
3-Somewhat disagree	11.2
4-Neither agree nor disagree	14.9
5-Somewhat agree	31.0
6-Agree	25.7
7-Strongly agree	10.6
High quality	
1-Strongly disagree	1.3
2-Disagree	10.6
3-Somewhat disagree	10.9

4-Neither agree nor disagree	17.2
5-Somewhat agree	35.6
6-Agree	18.1
7-Strongly agree	6.3

After the examination of this data, findings display a consensus among respondents affirming the understandability of information, with 69.5% expressing agreement. Similarly, participants exhibit an inclination to agree on the characteristics of clarity and high quality when evaluating with favorable percentages based on 7-point Likert scale adding up to 70% and 60% respectively. The item reasons supporting opinions also portrays alignment with agreement, scoring 67.3%. However, it is important to notice that a considerable proportion in the middle category of every item suggest a degree of neutrality or indecision in respondents.

The same procedure of analysis is undertaken with the next two variables of information credibility and information usefulness. Respondents' valuation of information credibility is assessed considering their stand on how convincing, strong, credible, and accurate they perceive it. In the cases of convincing and strong, the tendency balances toward the agreement of the statements (evaluations 5, 6, and 7) portraying a combined percentage of consensus of 64.1% and 67.9% respectively. On the other hand, within credibility and accuracy cases, the tendency inclines toward neutrality (evaluation 4) picturing the highest (34%) and second highest (24.4%) percentage of the scale on each item. (See Table 6)

This outcome, together with the consideration that the mean of this variable $M=4.5347$ is the lowest within information factors, suggest that the perception of credibility of information within dissatisfied users tends to neutrality more than agreement stating that they might not evaluate it as credible or not credible. This complex interaction of opinions provides a variate understanding of how respondents perceive and weigh the different facets of information credibility.

Table 6

Information credibility responses

Variable	Percent (%)
Information credibility	
Convincing	
1-Strongly disagree	1.3
2-Disagree	12.5
3-Somewhat disagree	10.9
4-Neither agree nor disagree	11.2
5-Somewhat agree	28.4

6-Agree	29.4
7-Strongly agree	6.3
Strong	
1-Strongly disagree	0
2-Disagree	8.6
3-Somewhat disagree	7.6
4-Neither agree nor disagree	15.9
5-Somewhat agree	37.6
6-Agree	24.4
7-Strongly agree	5.9
Credible	
1-Strongly disagree	0.7
2-Disagree	8.6
3-Somewhat disagree	15.8
4-Neither agree nor disagree	24.4
5-Somewhat agree	32.0
6-Agree	14.9
7-Strongly agree	3.6
Accurate	
1-Strongly disagree	0.3
2-Disagree	5.9
3-Somewhat disagree	10.9
4-Neither agree nor disagree	34.0
5-Somewhat agree	26.4
6-Agree	18.5
7-Strongly agree	4.0

Moving ahead, information usefulness is assessed considering perception parameters of how useful, informative, valuable, and advantageous for purchase decisions it is. Data provided (See Table 7) demonstrates that the overall answerer's perception of usefulness is positive as they mostly agree with the statements, portraying combined agreement percentages of 64%, 57.8%, 61.7%, and 59% respectively for each item parameter. What is more, the elevated value of the mean ($M=4.7723$) for this variable resonates with the previously stated. Therefore, we can infer that dissatisfied consumers perceive eWoM information more as useful than not useful or neutral.

Table 7

Information usefulness responses

Variable	Percent (%)
Information usefulness	
Useful	
1-Strongly disagree	2

2-Disagree	5.3
3-Somewhat disagree	7.6
4-Neither agree nor disagree	21.1
5-Somewhat agree	22.4
6-Agree	33.0
7-Strongly agree	8.6

Informative

1-Strongly disagree	0.3
2-Disagree	5.6
3-Somewhat disagree	14.2
4-Neither agree nor disagree	22.1
5-Somewhat agree	23.8
6-Agree	22.1
7-Strongly agree	11.9

Advantageous for purchase decisions

1-Strongly disagree	1.3
2-Disagree	6.3
3-Somewhat disagree	13.5
4-Neither agree nor disagree	19.8
5-Somewhat agree	27.4
6-Agree	19.1
7-Strongly agree	12.5

Valuable

1-Strongly disagree	0.3
2-Disagree	7.6
3-Somewhat disagree	5.6
4-Neither agree nor disagree	24.8
5-Somewhat agree	31.0
6-Agree	22.1
7-Strongly agree	8.6

In order to inspect the attitude towards information, three items are taken into consideration: safety, consulting assurance, and help given by information for purchase decision-making (See Table 8). Regarding helpfulness, the combined percentage of agreement evaluations in the scales (71.9%) is the highest of all within information factors. Hence, the mean of this variable (M=4.9241) scored on top compared with the other information related variables.

However, the added percentages of agreement for safety and consulting assurance are not as high as these last ones, being 59.7% and 43.9% respectively, thus, showing a certain level of neutrality or somewhat agreement. Nevertheless, as previously detailed regarding the highest

mean and overall percentages, it can be deduced that dissatisfied respondents tend to hold a favorable attitude towards information when assessed.

Table 8

Attitude towards information responses

Variable	Percent (%)
Attitude toward information	
Safety for purchase decisions	
1-Strongly disagree	5.9
2-Disagree	6.3
3-Somewhat disagree	7.6
4-Neither agree nor disagree	20.5
5-Somewhat agree	15.5
6-Agree	19.5
7-Strongly agree	24.7
Consulting for purchase decisions	
1-Strongly disagree	3.9
2-Disagree	21.8
3-Somewhat disagree	18.2
4-Neither agree nor disagree	12.2
5-Somewhat agree	11.9
6-Agree	16.5
7-Strongly agree	15.5
Help for purchase decisions	
1-Strongly disagree	1.7
2-Disagree	8.9
3-Somewhat disagree	2.0
4-Neither agree nor disagree	15.5
5-Somewhat agree	25.7
6-Agree	23.4
7-Strongly agree	22.8

Likewise, information adoption is examined among consumers using different indicators such as easier and effective purchase decisions and knowledge contribution. It is shown (See Table 9) that about 68.3% of respondents agree with the fact that adopting information makes purchase decisions easier. Contrary to this, when it comes to the perception of effectiveness due to information adoption, the combined percentage of agreement between participants drops to 55.1%. Thus, they do not perceive themselves making more effective choices when accepting information. Nonetheless, knowledge contribution item depict a low percentage of disagreement, being 62.6%. Moreover, the mean value of $M=4.7360$ contributes to the conclusion of overall

accordance in this variable. Therefore, when asked, information adoption is perceived by dissatisfied respondents as positive and favorable.

Table 9

Information adoption responses

Variable	Percent (%)
Information adoption	
Knowledge contribution	
1-Strongly disagree	1.0
2-Disagree	7.9
3-Somewhat disagree	3.7
4-Neither agree nor disagree	24.8
5-Somewhat agree	27.0
6-Agree	25.7
7-Strongly agree	9.9
Easier purchase decisions	
1-Strongly disagree	2.0
2-Disagree	2.3
3-Somewhat disagree	8.6
4-Neither agree nor disagree	18.8
5-Somewhat agree	35.0
6-Agree	22.8
7-Strongly agree	10.5
Effective purchase decisions	
1-Strongly disagree	1.7
2-Disagree	3.3
3-Somewhat disagree	14.2
4-Neither agree nor disagree	25.7
5-Somewhat agree	24.4
6-Agree	24.1
7-Strongly agree	6.6

3.5 Dissatisfaction and continuance intention toward subscription

Onwards, the scrutiny of continuance of use intention responses is performed considering items such as use intention, prediction, and planning. In this regard, all the contemplated cases portray top values compared to every item of every variable in this research. The computed percentage of use planning (See Table 10) holds the highest value with 91.5%, followed by use prediction with 81.8% and closing with use intention 80.9%. These results are clearly reflected in the table of means given that continuance of use possesses 5.7470, the greatest estimation of all. Therefore, it is determined that participants manifested their purpose of keep on using the service or services of their current subscription by mostly agreeing with the items of the questionnaire.

Table 10*Continuance of use intention responses*

Variable	Percent (%)
Continuance of use intention	
Use intention	
1-Strongly disagree	3.6
2-Disagree	3.6
3-Somewhat disagree	8.6
4-Neither agree nor disagree	3.3
5-Somewhat agree	7.9
6-Agree	35.4
7-Strongly agree	37.6
Use prediction	
1-Strongly disagree	2.0
2-Disagree	0.3
3-Somewhat disagree	10.9
4-Neither agree nor disagree	5.0
5-Somewhat agree	16.8
6-Agree	31.7
7-Strongly agree	33.3
Use planning	
1-Strongly disagree	2.3
2-Disagree	0.3
3-Somewhat disagree	3.3
4-Neither agree nor disagree	2.6
5-Somewhat agree	19.5
6-Agree	27.7
7-Strongly agree	44.3

Finally, dissatisfaction among answerers is exhibited below (See Table 11) including general dissatisfaction, unhappiness with experience, and general dissatisfaction with quality. Unlike all the previous results, dissatisfaction rounds among the lowest percentages of agreement and, therefore, portrays the smallest mean value of $M=3.9285$. In that sense, it is relevant to understand the ordering of the scale to comprehend the choices of participants; this means that the bigger the mean value, the higher the level of dissatisfaction depicted. On the other hand, the smaller the mean, the less dissatisfied respondents perceive themselves.

After the analysis of the cases, it is shown that in all the three items, the tendency bends more toward neutrality, somewhat agreement, and somewhat disagreement rates. When combining the percentages of this part of the scale on general dissatisfaction, unhappiness with experience, and general dissatisfaction with quality, the outcomes are 63.7%, 67.3%, and 66%

each in order. Consequently, we can draw the conjecture that the data displays that consumers are not highly but moderately dissatisfied with their actual subscription to video streaming services.

Table 11

Dissatisfaction responses

Variable	Percent (%)
Dissatisfaction	
General dissatisfaction	
1-Strongly disagree	4.3
2-Disagree	15.8
3-Somewhat disagree	13.2
4-Neither agree nor disagree	13.9
5-Somewhat agree	36.6
6-Agree	7.3
7-Strongly agree	8.9
Unhappy with experience	
1-Strongly disagree	5.0
2-Disagree	17.8
3-Somewhat disagree	19.8
4-Neither agree nor disagree	23.1
5-Somewhat agree	24.4
6-Agree	9.9
7-Strongly agree	0
General quality dissatisfaction	
1-Strongly disagree	2.3
2-Disagree	19.8
3-Somewhat disagree	20.1
4-Neither agree nor disagree	19.8
5-Somewhat agree	26.1
6-Agree	9.6
7-Strongly agree	2.3

3.6 Test of hypotheses

Multiple regression was utilized to test the hypotheses of the research. It is important to consider that respondents were selected and filtered in the questionnaire so all of them would share the characteristic of being dissatisfied, at different levels, with their streaming service or services.

Information usefulness was tested simultaneously with information quality and credibility, measuring the effect of these last two on the first one as described in the research model. After the analysis, H1 and H2 are accepted. The two predictors have a positive and strong effect on

information usefulness $M^2=102.630$, $F(2)=170.639$ $p<0.001$. Moreover, the $R^2=0.532$ shows that the model explains 53.2% of the variance in information usefulness. See Annex 2

Table 12

Coefficient results of multiple regression considering information quality, credibility and usefulness.

Coefficients						
Model		Unstandardized β	Coefficients Std. Error	Standardized Coefficients β	t	p
1	Quality	.320	.060	.305	5.350	<.001
	Credibility	.499	.059	.479	8.410	<.001

Moving ahead, H4 and H8 are examined by regressing attitude towards information on predicting variables of dissatisfaction and information usefulness. Based on value $R^2=0.095$ it is believed that technically the model could be analyzed, but it predicts very small effect of the predictors. Most probably, there exist other variables which have stronger impact and should be included in order to have a higher percentage of predictors explaining the variance in attitude. Nevertheless, these variables are not considered in this research. After examining the results, it is concluded that H4 is supported and H8 rejected $M^2=14.855$, $F(2)=15.812$ $p<0.001$. This last one cannot be accepted due to the significance value which is not proving statistically significant difference. See Annex 3

Table 13

Coefficient results of multiple regression considering dissatisfaction, information usefulness and attitude towards information

Coefficients						
Model		Unstandardized β	Coefficients Std. Error	Standardized Coefficients β	t	p
1	Dissat	-.033	.048	-.038	-.677	.499
	Usefulness	.282	.050	.314	5.605	<.001

Further, H3 and H5 analyze the impact of usefulness of information and attitude towards it on the adoption of this one. Results signal that there is a positive effect of the forecasters on adoption $M^2=101.819$, $F(2)=148.256$ $p<0.001$. In the same way, by the interpretation of $\beta = 0.631$ for usefulness on adoption, it is depicted that the effect is stronger. Also, it is shown that information adoption can be explained on 49.7% by the model $R^2=0.497$. Hence, H3 and H5 are accepted. See Annex 4

Table 14

Coefficient results of multiple regression considering information usefulness, attitude towards information and information adoption.

Coefficients						
Model		Unstandardized β	Coefficients Std. Error	Standardized Coefficients β	t	p
1	Usefulness	.631	.044	.612	14.232	<.001
	Attitude	.240	.049	.209	4.864	<.001

Finally, information adoption, attitude toward information and dissatisfaction are examined on continuance of use intention by means of multiple regression analysis. Hypothesis H6, H7 and H9 are scrutinized under the outcomes of this exercise. Results $M^2=17.199$, $F(3)=9.872$ $p<0.001$, $R^2=.090$ demonstrate that the executed model is not able to fully explain the effect on continuance of use intention and that probably there are other variables affecting this one. Nonetheless, they reflect that there is a positive but weak effect of information adoption on the dependent. Contrary to this, as predicted dissatisfaction portrays a negative relation towards continuance of use. Lastly, no significant effect is found for attitude toward information. Hence, H7 and H9 are accepted and H6 is rejected. See Annex 5

Table 15

Coefficient results of multiple regression considering information adoption, attitude toward information and dissatisfaction

Coefficients					
--------------	--	--	--	--	--

Model		Unstandardized β	Coefficients Std. Error	Standardized Coefficients β	t	p
1	Dissat	-.185	.065	-.159	-2.846	.005
	Attitude	.021	.082	.016	.263	.792
	Adopt	.324	.072	.274	4.496	<.001

After examining all the hypotheses by performing the proper tests, results can be summarized as in the table below:

Table 16

Hypothesis testing results

	Hypotheses	p	Decision
H1	eWoM information quality has a positive impact on eWoM information usefulness	<0.001	Supported
H2	eWoM information credibility has a positive impact on eWoM information usefulness	<0.001	Supported
H3	eWoM information usefulness has a positive impact on eWoM information adoption	<0.001	Supported
H4	eWoM information usefulness has a positive impact on the attitude toward eWoM information	<0.001	Supported
H5	Attitude toward eWoM information has a positive impact on eWoM information adoption	<0.001	Supported
H6	Attitude toward eWoM information has a positive impact on continuance of use intention	=.792	Rejected
H7	eWoM information adoption has a positive impact on continuance of use intention	<0.001	Supported
H8	The higher the level of dissatisfaction, the more negative attitude toward eWoM information	=.499	Rejected
H9	The higher the level of dissatisfaction, the lower the continuance of use intention	=.005	Supported

3.7 Additional analysis

With the goal of acquiring a deeper understanding of the data and results interpretation, a series of cross tabulations were performed intersecting demographic characteristics of respondents such as age, gender, income, and education, with dissatisfaction and continuance of use intention variables.

In the case of age, it is relevant to remember that this variable was transformed, and three categories are considered as follows: 1 → ≤26, 2 → 27-40, 3 → ≥41. In the same way, dissatisfaction variable was transformed into three categories which are: 1 → high, 2 → medium, and 3 → low dissatisfaction. Performing the analysis on these two it is possible to understand how the last one varies among respondents depending on how old they are.

Outcome shows that there is no significant statistical difference in age categories 2 and 3 on dissatisfaction, but there is in category 1. This could be interpreted by stating that there is a difference on the high level of dissatisfaction between the three categories of age. The older (32.9%) being the ones showing greater ranges of dissatisfaction than the medium age (28.2%) and younger ones (15.7%) $\chi^2(4) = 11.849$ $p = 0.019$.

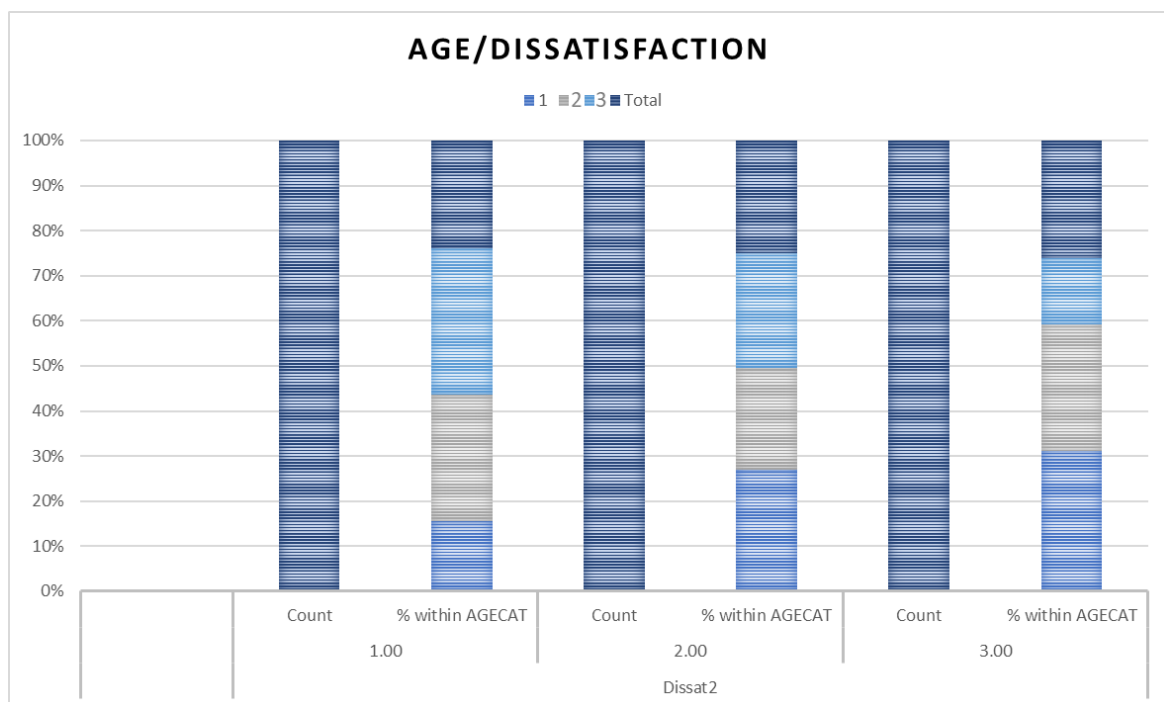


Figure 4 Results of cross tabulations between age and dissatisfaction

In the same way, age is examined with the variable continuance of use intention, same which was transformed into three categories, namely: 1 → high, 2 → medium, and 3 → low continuance of use intention. The aftermath shows that there is no significant statistical difference

between age categories 1 and 2 in any case of continuance of use intention, nor in the category exhibiting when this last one is low. On the other hand, difference exists among age categories 2 and 3 when intention is perceived as medium and high. These results could be presented by affirming that middle-aged respondents possess a greater continuance of use intention (86.4%) than older ones (61.6%) when this intention is perceived as high. When it is perceived as medium, it is the other way around, older respondents show a bigger intention (32.9%) than middle ones (9.7%) $\chi^2(4) = 32.779$ $p < 0.001$.

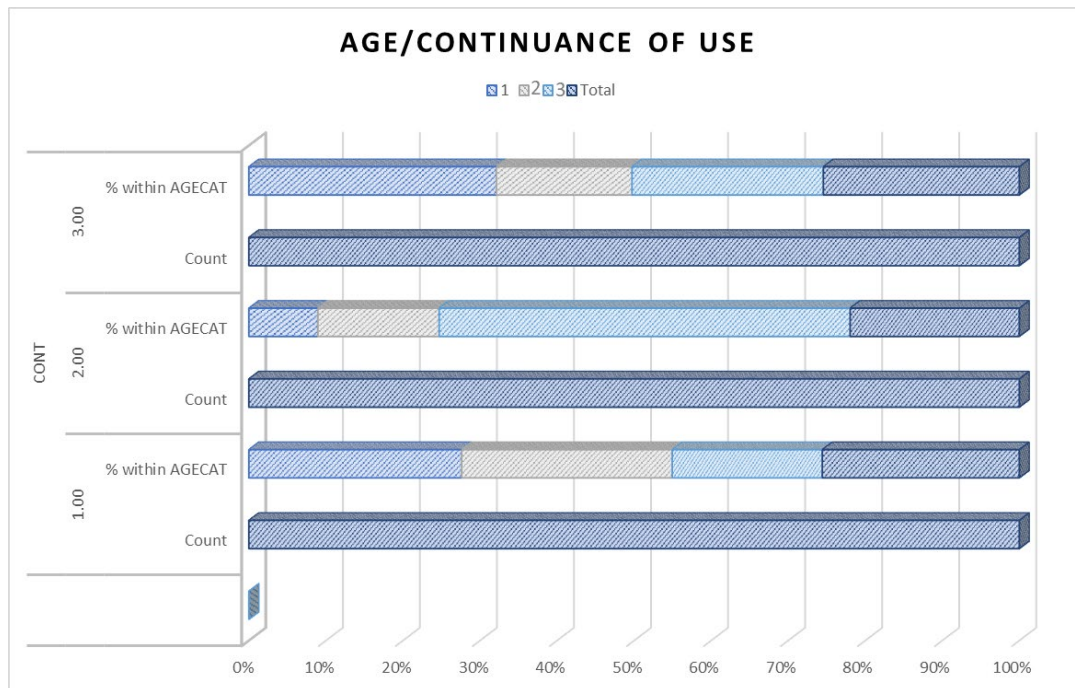


Figure 5 Results of cross tabulations between age and continuance of use intention

Moving forward, a comparison considering the demographic factor income against the same variables as before is presented. It is relevant to consider that income was modified into two categories, high and low with numbers 1 and 2 respectively. As for continuance of use intention and dissatisfaction, they maintain the same categorization.

After the test was run for dissatisfaction, the data showed that people with smaller income are more highly dissatisfied (29.7%) than the ones with higher income (6.8%). In the same direction, respondents with higher income are more neutral on dissatisfaction levels (64.9%) than the ones with less income (50.7%). Nevertheless, in this last one the gap between these percentages is not as big as in the first case. There was no statistically significant divergence found among level of income when dissatisfaction is low. In view of the previous, we can conclude that when income is low, a bigger inclination towards elevated dissatisfaction levels exists $\chi^2(2) = 16.256$ $p < 0.001$.

On the other hand, results for continuance of use evaluation toward income demonstrated no significant statistical difference between categories, meaning that the intention to continue using does not vary depending on big or small income $\chi^2(2) = 0.662$ $p = 0.718$.

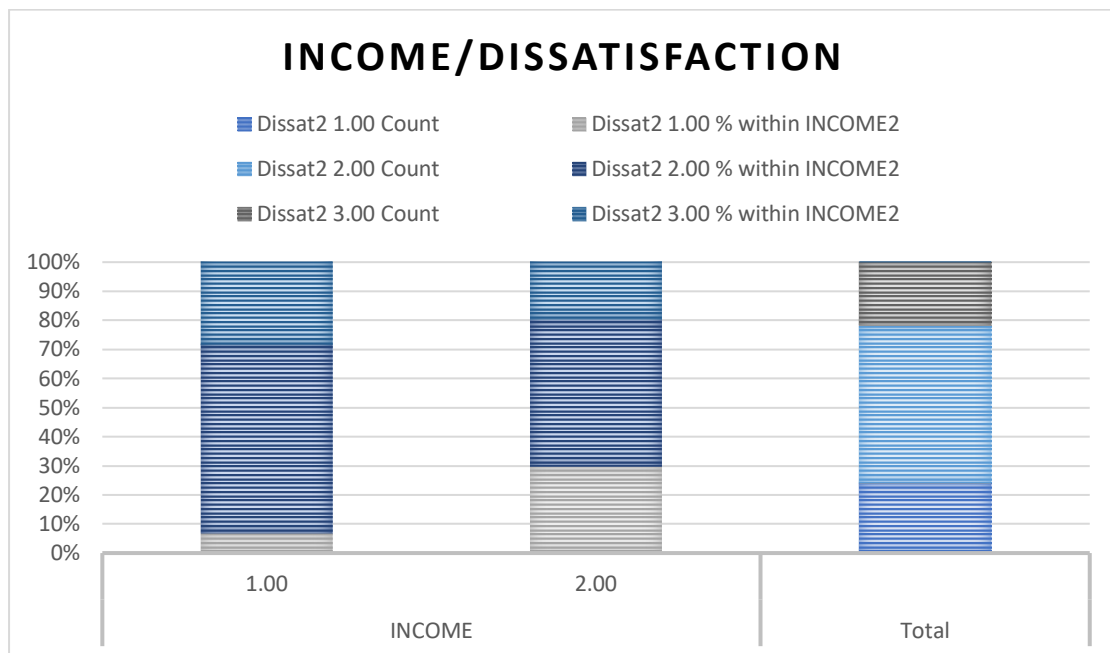


Figure 6 Results of cross tabulations between income and dissatisfaction

Further, gender is evaluated towards the same variables using cross tabulations. It is important to note that two categories (male and female) were considered for the stipulation of gender. Same categorization remains for continuance of use intention and dissatisfaction.

Outcomes on the last mentioned variable, reflect that there is no statistically significant difference between man and woman when evaluating the level of dissatisfaction $\chi^2(2) = 4.916$ $p = 0.086$. Contrary to this, crossed tabulation for gender and continuance of use intention showed that a bigger portion of man (88.1%) than woman (72.7%) portray a high intention to continue using. On the other hand, a greater number of female answerers (22.3%) have moderate intention to continue using a service than male ones (6.3%). There is no significant statistical difference among sex when intention is low $\chi^2(2) = 16.223$ $p < 0.001$.

Finally, an assessment of education level is undertaken using the same methodology as in the previous comparisons. This variable was also recoded into two categories, these being high and low education level with numbers 1 and 2 in that order. No changes were made to the compared variables.

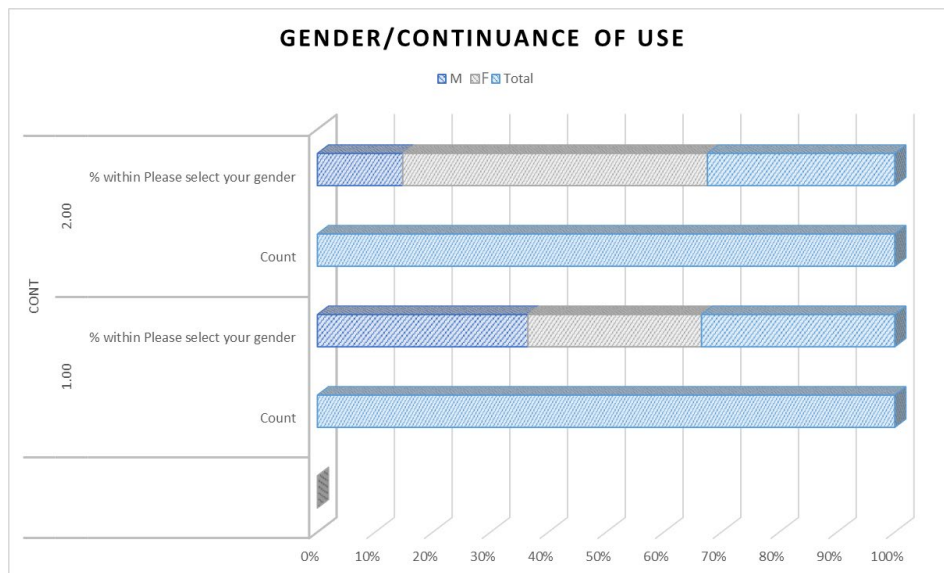


Figure 7 Results of cross tabulations between gender and continuance of use intention

In the case of dissatisfaction, percentages demonstrate that there is no difference between education levels when the proportion of the first one is considered as low. Nevertheless, when respondents perceive themselves as highly dissatisfied, there is a difference among education; being that more educated respondents (30.6%) portray bigger dissatisfaction than less educated ones (8.0%). Conversely, a greater amount of answers with less education (69.0%) reflect neutral or moderate levels of dissatisfaction compared to more educated ones (48.1%) $\chi^2(2) = 18.090$ $p < 0.001$.

Moving ahead, when education level is crossed with continuance of use intention, no statistically significant difference was found among study amounts on high and moderate categories of continuance of use intention. Contrastingly, less educated participants (12.6%) than more educated ones (2.8%) reflected a lower continuance intention of use $\chi^2(2) = 13.510$ $p = 0.001$.

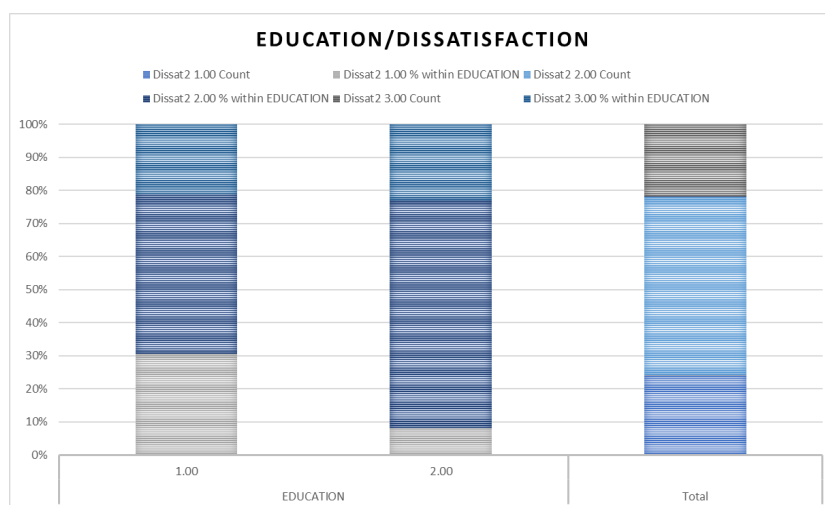


Figure 8 Results of cross tabulations between education and dissatisfaction

3.8 Interpretation of results and managerial implications

The objective of this research is to analyze the influence of eWoM information on dissatisfied consumer's intention of continue using video streaming services. Therefore, a model was developed based on various previous investigations (Abedi et al., 2020; Cheung and Thadani, 2012; Cheung et al., 2008, Erkan and Evans, 2016, Ismagilova, et al., 2020) and tested through the scrutiny of the hypotheses proposed by it. Results proved that there are significant relationships between the variables constituting the IAM, and considering attitude toward eWoM information in this model, as shown before by Abedi et al., 2020 and Erkan and Evans, 2016. For the aims of this investigation, dissatisfaction was added to the model in order to understand the effects of different levels of this on consumers behavior. The outcomes ahead presented assess every connection in the model, thus, affirming the legitimacy of this one.

First two hypotheses showcase the effect that information quality and credibility have on eWoM information usefulness among dissatisfied consumers. Also, it portrays the positive strong relationship between these independent variables with the dependent ($M^2=102.630$, $F(2)=170.639$ $p<0.001$). Alignment of outcomes in the findings is confirmed according to previous research on the topic (Zhang and Watts, 2008, Cheung and Thadani, 2012; Abedi et al., 2020). Moreover, in their research Cheung et al., (2008) proved the positive effect of information quality and credibility, along with other factors related to the source, on information usefulness, thus, resulting in the first ones explaining 65% of the variance in the second one.

H3 and H5 of this research unveiled the positive impact of eWoM information usefulness and attitude toward information on eWoM information adoption ($M^2=101.819$, $F(2)=148.256$ $p<0.00$). The outcome on H3 is situated in accordance with former studies (Hsu et al., 2013, Sussman and Siegal, 2003; Erkan and Evans, 2016) that state, base on the grounds of the IAM, that the choice of accepting information is affected by the perceived usefulness of it. In the same way, H5 insight is confirmed by Cheung and Thadani, (2012) when demonstrating that eWoM information credibility, quality, usefulness, and attitude toward it are positively associated with eWoM information adoption and purchase intention. Likewise, Ismagilova, et al., 2020 confirm in their meta-analysis that information usefulness is positively related to consumer behavior.

Similarly, in H4 and H8 the positive connection between information usefulness and dissatisfaction with attitude towards information is not completely favorably assessed $M^2=14.855$, $F(2)=15.812$ $p<0.001$. H4 correctly predicts the impact of information usefulness on attitude. However, the strength of the correlation is minor and $R^2=0.095$ value is considerably low. In a way, this confronts Erkan and Evans, (2016) findings of no correlation existent among these two

variables; but also aligns with them in the sense that it holds a weak connection. As the authors point out, a possible explanation for this is the closeness between people receiving the eWoM information that eliminates barriers and brings them to a more or less directly assumption that the information received will be relevant and useful. Nonetheless, it will depend on the situation under scrutiny the variate outcomes when evaluating this hypothesis.

On the other hand, H8 was proved to be wrong as there is no significant correlation joining the variables ($p=.499$). The closest outcome found to make a comparison is the one presented by Foroughi et al., (2023) which reflects that satisfaction foresees attitudes held by consumers. Opposite to the findings of the current research, the authors sustain that there is a statistically significant relationship between the variables. This outcome might be explained by the low figures on reliability for Cronbach's α measuring attitude and R^2 for this model. Moreover, there must exist different variables portraying stronger impact and that ought to be included in order to have a higher percentage of predictors explaining the variance in attitude.

Hypotheses H6, H7, and H9 are investigated resulting on correct predictions in two of the three cases $M^2=17.199$, $F(3)=9.872$ $p<0.001$, $R^2=.090$. The unfavorable result of H6 assessing the positive effect of attitude toward information on continuance of use intention ($p=.792$) opposes many previous investigations (Kurniawan, et al., 2021; Abedi et al., 2020; Foroughi et al., 2023; Chu and Kim, 2011; Khan and Saleh, 2022). Within their research, Cheung and Thadani, (2012) confirm the linkage of attitude and online consumer behavior and decision making, reflected in purchase intentions. In the same manner, Erkan and Evans, (2016) state that eWoM information influence on consumer's intentions is determined partly by the attitude toward information and the need of it. This puts the findings of this research in a contradictory direction as anterior proved knowledge. Again, this phenomenon might be explained by the previously stated characteristics of the construct measuring the variable. In the same way, the $R^2=.090$ value for this model is considered low and perhaps affect the outcomes.

Information adoption and its positive impact on continuance of use intention are corroborated under the scrutiny of H7, resulting in a favorable but non powerful relationship between the two variables. These results are accordant to the ones shown by Abedi et al., (2020) when they state that it exists a positive and direct effect on purchase intention from information adoption. Likewise, Erkan and Evans, (2016) conclude from their structural equation model that eWoM information singularities, along with consumer behaviors, positively impact their intentions of purchasing and continue using.

In regard of H9, the negative relation within variables was supported. This outcome regarding dissatisfaction goes in accordance to research conducted by many authors. Such is the case of Ismagilova et al., (2020), who concluded that customer satisfaction relates in a favorable way toward consumer behavior and continuance of use intention. In the same way, this aligns with the results exhibited by Zhang et al., (2022) and Pereira and Tam, (2021) when they assert in their research that satisfaction is able to successfully explain the likeliness to continue using a product or service over time. On the other hand, Foroughi et al., (2023) found a contradictory result rejecting the direct effect of satisfaction on continuance of use intention. Moreover, the authors state that indirectly and through attitude, it exists an impact on continuance of use intention. Nevertheless, this last assumption is also conflicting with the findings derived from H8 in this investigation.

Finally, the additional tests performed crossing age, gender, income, and education level are useful to explain the different results and possible explanations. Among the most relevant outcomes regarding age stands that older consumers exhibit a higher level of dissatisfaction than middle-aged and younger ones. In the same way, when continuance of use intention is high, people in the range of 27 to 40 years old possess a bigger intention than older ones, who have greater intentions in moderation or neutrality.

Regarding income, most valuable discovering shows that higher levels of dissatisfaction exist when monetary power is low. Contrary to this, there is no effect of income on continuance of use intention. Moving forward, gender evaluations showed key findings such as the fact that a bigger proportion of dissatisfied man have a higher continuance of use intention than woman. Also, that there is no difference in gender assessing dissatisfaction.

Lastly, the most salient conclusions on education level are that the more educated consumers are, the higher dissatisfaction they tend to exhibit; and less educated ones lean toward moderate or neutral values. Also, the lower level of education, the smaller continuance of use intention. In this same direction, no difference was found among high and moderate categories when considering education level.

By integrating the findings of the research, the influence of eWoM information on discontent consumers decision-making is proved. Therefore, a series of managerial insights are developed. First, it is relevant for companies providing streaming services to identify, prioritize, develop and impulse eWoM information which is found to have great quality and credibility characteristics. Marketing attempts should focus on monitoring the ideal eWoM channels and ensuring that this kind of information reaches their consumers. Also, it is possible even to provide

users with the proper platforms where they can exert their complaints, facilitating the avoidance and follow up of negative, non-credible and low-quality eWoM information.

Second, efforts to make information more useful and foster positive attitudes toward it can contribute to increased adoption by dissatisfied consumers. This evokes two ideas: (1) the need of identifying and accurately targeting dissatisfied consumers, which most probably are among the older, more educated and with less income population; (2) the necessary additional endeavor to identify the network of influence of dissatisfied consumers and target useful communication also towards it. By doing this, companies can indirectly influence the information that subscribers receive and adopt, thus, affecting their behavior.

Third, once discontentment is spotted among consumers, there must exist a practical way of managing it. By identifying consumers holding a negative experience, it is possible to address their concerns, solve and improve their service perception. This most probably will indicate subscribers that they are being heard and will place a feeling of value on their perception. Nowadays, the reach percentage of online marketing campaigns make it easier for companies to address specific consumer profiles and needs. Also, in recognition of the higher dissatisfaction levels among consumers with lower income, marketing campaigns should be mindful of these disparities developing strategies that resonate with the diverse economical segments of the population they target. This could help to diminish discontentment levels and consequently churn rates.

Fourth, regarding demographics, developing marketing strategies based on age is crucial. Understanding that older consumers tend to display greater unconformity, companies can create strategies leveraging the unique characteristics of this population. In the same direction, gender specific insights should be leveraged. By realizing that women tend to think more about discontinuing a subscription service when they are dissatisfied, companies should direct marketing efforts toward them. In such a way, promotional campaigns could be created specifically for aged women who perhaps are heads of families or have specific interests.

Finally, as revealed in the study, there is no significant end of income on continuance of use intention; even though less income relates to higher levels of dissatisfaction. In other words, marketing practitioners shall consider that even when people have more or less money, it will not affect their decision of canceling their subscription when they are not content at all with the service. This means that, when halting subscription loss is the aim, marketers shouldn't pay much attention in other factors than age, gender and education.

These managerial suggestions propose specific actions and focus for marketing professionals who are seeking to optimize and improve their strategies regarding customer satisfaction, thus, maintaining subscribers of video streaming services.

CONCLUSIONS AND RECOMMENDATIONS

eWoM information has been extensively examined by researchers due to its relevance for marketing activities in the last years. Due to the increase of technology usage and the exponential growth of the digital environments, electronic communication has been entitled with a high degree of relevance. No different is the case of streaming services, that have leveraged this digital transformation. Many strategies have been implemented by companies in order to attain more customers and to keep them, providing the best perceived value. Some of them have raised prices to differentiate themselves, some others have launched targeted campaigns to consumers who are not able to pay less a greater or even normal amount of money for the service. Even, there are cases in which added features and connections to other market segments and product lines have been offered with subscription packages. All these marketing attempts are impacted by the increasing number of eWoM information available. This information can also influence expansion or international market penetration strategies for video streaming enterprises, as this sector is growing in every part of the world. The findings here described might be utilized as future reference for literature on the topic and for consulting when making managerial decisions. It will also permit the suitable application of eWoM information effects on new marketing strategies for dissatisfied consumers. Below, the most important conclusions regarding existing knowledge are presented.

1. Former research suggests the subtle interaction between eWOM information characteristics and consumer behavior, challenging the idea that attitude toward information functions independently within the IAM. Acknowledging and integrating consumer behavior alongside eWoM information characteristics offers a more holistic and comprehensive perspective of the effects of this one. This emphasizes the importance of considering both factors for a deeper understanding of perceive and decide on eWoM information.
2. There are many other relevant factors affecting the adoption and therefore usefulness of information. Such factors may be known as valence, elaborateness, trust, emotional load, communicator cultural background, etc. Nevertheless, according to ELM and IAM, credibility and quality are identified as the main ones portraying direct strong effects.
3. Among factors of eWoM information that produce conducts, customer satisfaction has proved significant results. According to the ECT, dissatisfaction can derive from the comparison of actual involvement to expectations generated by previous experience of

consumers. This outcome affects the impact of eWoM information on behavior and decisions.

Moving forward, conclusions taken from empirical analysis are listed.

1. After examination, information usefulness resulted affected in a positive and strong way by the quality and credibility characteristics of eWoM information. The strength and direction of the relationship indicates the high level of importance of these two attributes. This is properly aligned with pervious existing knowledge regarding IAM.
2. As the model predicted, there is a favorable connection between eWoM information usefulness and attitude toward eWoM information with eWoM information adoption. The repercussions on this last one is also understood as impacting behavior and decision-making.
3. Perceived usefulness of eWoM information by consumers directly translates into better attitude towards eWoM information, even though there might be other factors influencing this relationship. In spite of that, outcomes may vary and will depend on the context and actors considered in the scrutiny.
4. When consumers evaluate their level of dissatisfaction or intend to assess their willingness to continue using a streaming service, the attitude portrayed towards eWoM information plays no relevant role in their conclusions. Therefore, there is no interrelation of dissatisfaction impacting attitude nor this last one influencing continuance of use intention.
5. At the same time, when they examine the reasons to keep on being subscribers of a streaming service, dissatisfaction and eWoM information adoption alter the outcome. Consumers who are highly dissatisfied will most likely put a halt on their monthly payments. Contrary to this, dissatisfied subscribers who adopt eWoM information might carry on with them.
6. Ultimately, the demographical profile of a highly dissatisfied consumer who is considering not to pay anymore for a streaming service is: an individual not earning much money, but with a higher education level than most people.
7. On the other hand, the characteristics of a less dissatisfied client portraying higher continuance of use intentions is most likely a man, whose age rounds between 27 - 40 years and has a lower level of education than the average.
8. It is only when dissatisfaction levels are high that consumers consider canceling their subscriptions. There is a certain tolerance level towards discontentment, which is influenced by eWoM information. When there are low or neutral levels of this, churn is not considered a big threat.

Lastly, a series of recommendations are drawn from the research:

1. Streaming service providers ought to identify, follow, prioritize, develop and impulse high quality and credible eWoM information, along with the channels in which it is found or developing their own.
2. The industry could focus more on divergent segments of the population clustering by specific demographics and differentiating their communication.
3. Brands and their marketers might opt to strive on perfectly pinpointing and targeting dissatisfied consumers, opening a channel to express their experience and opinions. Also, indirectly influence them by addressing and exploiting their close networks (friends, family, relatives, etc.).
4. Results of this investigation confirm previous knowledge but also present new experience on the studies on dissatisfaction, video streaming services and eWoM information. Based on these new encounters, for future research it is suggested to use attitude scale in a different way to elevate the accuracy and reliability of calculations. In the same way, it is recommended to include other variables to the models in order to boost the computations of how much predictors can explain the dependents.
5. The followed methodology set no restrictions on demographical characteristics of the sample. Nevertheless, for coming experimentations would be useful to specify a country or another demographical more specific parameter. This with the goal of comprehending in a deeper way, and maybe comparing to these results, how these variables behave under diverse contexts and conditions.

This investigation aimed to determine how and which different factors of eWoM information impact the intention to continue using a subscription of a streaming platform when consumers are dissatisfied. Overall, continuance of use intention is related to demographical factors and is directly impacted by dissatisfaction levels and the adoption of eWoM information. In general, described outcomes are able to correctly explain these relationships and their effects on consumer behavior and decisions.

Limitations of the research

This study stands under different limitations. First, little exploration has been conducted in the domain of dissatisfaction impacting streaming services, emphasizing the necessity for further research. Second, statistical value of Cronbach's α for the variable attitude towards information was very low, thus, conditioning the results of measurements involving it. Third, it

was not possible to analyze all relevant factors described in the literature review which are stated to be influencing eWoM information adoption and consumer conducts. Fourth, results are not suitable for generalization due to the broad sample characteristics. Fifth, more or different variables could be included to elevate values of R^2 in regression models that exhibited low ones. Last, various streaming service providers were contemplated instead of centering attention on a particular one like Netflix or Amazon Prime. Results may vary when addressing specific brands or companies.

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SUMMARY IN LITHUANIAN

ELEKTRONINĖS IŠ LŪPŲ Į LŪPAS (eWoM) INFORMACIJOS ĮTAKA NEPATENKINTO VARTOTOJO KETINIMUI TOLIAU NAUDOTIS VAIZDO TRANSLIAVIMO PASLAUGOMIS.

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Darbo vadovas prof. dr. Algis, Gaižutis, Vilnius, 2024

Santrauka

92 psl., 16 lentelių, 8 paveikslai, 85 literatūros šaltiniai.

Pagrindinis šio pagrindinio dokumento tikslas – nustatyti, kaip ir kokie skirtingi eWoM informacijos veiksniai daro įtaką ketinimui toliau naudotis srautinio perdavimo platformos prenumerata, kai vartotojai yra nepatenkinti.

Meistras susideda iš trijų pagrindinių dalių; literatūros analizė, atliktas tyrimas ir jo rezultatai, išvados ir rekomendacijos.

Literatūros analizė apžvelgia svarbius eWoM informacijos veiksnius ir pranešimų konstravimo ypatybes. Taip pat analizuojama vartotojų nepasitenkinimo teorija, vartotojų elgsena ir vartojimo ketinimo tęstinumas. Nagrinėjamos tokios teorijos kaip lūkesčių patvirtinimo teorija, taip pat informacijos priėmimo modelis ir kūrimo tikimybės modelis.

Atlikus literatūros analizę, buvo tiriami veiksniai, įtakoiantys tam tikru lygiu nepatenkintų vaizdo transliacijos platformų abonentų ketinimą toliau naudoti. 303 respondentams buvo atlikta anketa. Pagrindinis to tikslas buvo nustatyti nepatenkintus vartotojus ir įvertinti tyrimo hipotezes. Tyrimo rezultatai statistiškai apdoroti SPSS programine įranga. Cronbacho alfa koeficientas buvo naudojamas siekiant nustatyti Likerto skalių išlyginimą ir parodyti, kad naudojamos skalės buvo nuoseklios.

Šis tyrimas atskleidė, kad vartotojai, kurie yra labai nepatenkinti, labai galvoja apie tai, kaip nustoti mokėti už prenumeruojamas paslaugas. Nepaisant to, eWoM informacija pasirodė esanti pakankamai veiksminga, kad pakeistų šį planuojamą elgesį.

Išvadose ir rekomendacijose surinktos pagrindinės literatūros analizės sąvokos ir tyrimo rezultatai. Autorius yra įsitikinęs, kad šio tyrimo rezultatai gali būti naudingi siekiant nukreipti rinkodaros pastangas kuriant naujas ir efektyvesnes vaizdo transliacijos paslaugų prenumeratos išsaugojimo strategijas.

SUMMARY IN ENGLISH

INFLUENCE OF ELECTRONIC WORD-OF-MOUTH (eWoM) INFORMATION ON DISSATISFIED CONSUMER'S INTENTION OF CONTINUANCE TO USE VIDEO STREAMING SERVICES

Luis Alejandro Turégano Sánchez

Master Thesis

Marketing and Integrated Communication

Faculty of Economics and Business Administration, Vilnius University

Supervisor prof. dr. Algis, Gaižutis, Vilnius, 2024

SUMMARY

92 pages, 16 tables, 8 figures, 85 references.

The main purpose of this master paper is to determine how and which different factors of eWoM information impact the intention to continue using a subscription of a streaming platform when consumers are dissatisfied.

The master consists of three main parts; the analysis of literature, the research and its results, a conclusion and recommendations.

Literature analysis reviews important factors of eWoM information and the characteristics of the construction of messages. Also, it analyses theory of consumer dissatisfaction as well as consumer behavior and continuance of use intention. Theories like Expectation Confirmation Theory are examined as well as Information Adoption Model and Elaboration Likelihood Model.

Following the literature analysis, research was carried out into the factors affecting continuance of use intention on subscribers to video streaming platforms who are dissatisfied at a certain level. A questionnaire was implemented to 303 respondents. The main purpose of this was to identify dissatisfied consumers and assess the hypotheses of the investigation. The results of the outcomes of the investigation were statistically processed with SPSS software. Cronbach's Alpha coefficient was used to determine the alignment of the Likert scales and indicate that the scales used were consistent. These study unveiled that consumers that are highly dissatisfied portray a high consideration to stop paying for their subscription services. Nevertheless, eWoM information demonstrated to be effective enough to modify this planned behavior.

The conclusions and recommendations gather the main concepts of literature analysis as well as the results of the investigation. The author is convinced that the outcomes of this study could be

useful for guiding marketing efforts to develop new and more effective strategies towards maintaining subscriptions to video streaming services.

ANNEXES

Annex 1

Questionnaire development

Dear respondent,

Thank you for taking the time to answer this questionnaire. My name is Alejandro Turégano, I'm a Marketing and Communication Master student at Vilnius University. This research aims to analyze the effect of electronic word-of-mouth information on the willingness of consumers to continue paying for a streaming video service subscription. The questionnaire consists of 14 questions and will take around 7-10 minutes to be completed. It is important to mention that your answers are anonymous and will be analyzed only for scientific purposes in this research. If you had any concerns regarding the research, feel free to contact me via e-mail writing to: alejandro.turegano@evaf.stud.vu.lt

Once again, thank you for your valuable input in this research!

1. Are you currently paying for 1 or more subscriptions to online video streaming platforms (Netflix, Amazon Prime, HBO Max, etc.)?
Yes No
2. Select from the list below the streaming service (or services) that you are currently subscribed and it's/are the one you use the most.
 Netflix
 Amazon Prime Video
 Disney +
 HBO Max
 Other
3. Would you think of yourself as dissatisfied with the online video streaming service provider at the moment?
Yes No

Please, from now on, focus all your next responses to the questions below having in mind the platform(s) you previously selected.

- Estimate your level of agreement with the statements regarding the level of dissatisfaction that you feel towards the platform(s) that you pay your subscription to, where 1 is strongly disagree and 7 is strongly agree:

7-point Likert type scale; reference - Ammari et al., 2022

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
As a whole, I'm not satisfied with the streaming service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am unhappy with my overall experience with the streaming service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am dissatisfied with the overall quality of the streaming service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As consumers, whenever we have problems with a service and feel dissatisfied in some level, we tend to look for additional information online. We would like to know your opinion in this regard.

Please respond to the statements below about information you find online.

- Rate your level of agreement with the statements regarding the quality of information, where 1 is strongly disagree and 7 is strongly agree:

7-point Likert type scale; reference - Abedi et al., 2020

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I think is understandable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think it has sufficient reasons supporting the opinions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is objective							
In general, I think the quality of it is high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please rate your level of agreement with the statements regarding the credibility of information shared online, where 1 is strongly disagree and 7 is strongly agree:

7-point Likert type scale; reference – Abedi et al., 2020

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I think is convincing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is strong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is credible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We perceive information as useful or not depending on the attitudes that we pose towards it and many other factors. Therefore, now please answer a couple of questions regarding these matters and please don't forget to keep in mind the streaming services that you chose at the beginning of the questionnaire.

7. Rate your level of agreement with the statements regarding the usefulness of information shared online, where 1 is strongly disagree and 7 is strongly agree:

7-point Likert type scale; reference – Abedi et al., 2020

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I think is generally useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is generally informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is advantageous for supporting my purchase decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think is generally valuable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Rate your level of agreement with the statements regarding attitude toward information shared online, where 1 is strongly disagree and 7 is strongly agree:

7-point Likert type scale; reference – Abedi et al., 2020

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
It makes me confident in paying for a streaming service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I do not read it when I pay for a streaming service, I worry about my decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always read it when I pay for a streaming service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is helpful for my decision making when I pay for a streaming service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Rate your level of agreement with the statements regarding the information adoption, where 1 is strongly disagree and 7 is strongly agree:

7-point Likert type scale; reference – Abedi et al., 2020

The information about streaming services which is shared online:

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
Contribute to my knowledge about the streaming service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Makes it easier for me to make purchase decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance my effectiveness in making purchase decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motivates me to make purchase decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Let's return to the streaming service provider you chose as primary at the beginning of the questionnaire. Please respond to the questions below about your consideration to continue using its services in the future.

10. Rate your level of agreement with the statements regarding continuance of use intention, where 1 is strongly disagree and 7 is strongly agree:

7-point Likert type scale; reference - Foroughi et al., 2023

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
I intend to use this streaming service in the next 3 months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I predict I would use this streaming service in the next 3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to use this streaming service in the next 3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Please select your gender:

Male Female Other

12. Write your age _____

13. Indicate the last education level that you have completed with the obtention of a degree.

- Elementary school Bachelor's degree
 Middle school Master's degree
 High school PhD

14. Select the level of income that corresponds to your average monthly income after taxes.

- 0 – 500 USD
 501 – 1000 USD
 1001 – 2000 USD
 2001 – 3000 USD
 3001 USD or higher

Annex 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,730 ^a	,532	,529	,77553

a. Predictors: (Constant), Credibility, Quality

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205,259	2	102,630	170,639	<,001 ^b
	Residual	180,433	300	,601		
	Total	385,692	302			

a. Dependent Variable: Usefulness

b. Predictors: (Constant), Credibility, Quality

Annex 3**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,309 ^a	,095	,089	,96927

a. Predictors: (Constant), Usefulness, Dissat

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,709	2	14,855	15,812	<,001 ^b
	Residual	281,844	300	,939		
	Total	311,554	302			

a. Dependent Variable: Att

b. Predictors: (Constant), Usefulness, Dissat

Annex 4**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,705 ^a	,497	,494	,82872

a. Predictors: (Constant), Att, Usefulness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203,637	2	101,819	148,256	<,001 ^b
	Residual	206,033	300	,687		
	Total	409,671	302			

a. Dependent Variable: Adoption

b. Predictors: (Constant), Att, Usefulness

Annex 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,300 ^a	,090	,081	1,31994

a. Predictors: (Constant), Adoption, Dissat, Att

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51,598	3	17,199	9,872	<,001 ^b
	Residual	520,928	299	1,742		
	Total	572,527	302			

a. Dependent Variable: Intent

b. Predictors: (Constant), Adoption, Dissat, Att